

Healthy Start Cohort Artifact

2022 Fatherhood Cohort



INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted a Fatherhood Cohort for the second time from January through May 2022. Cohorts provide a space and place for Healthy Start (HS) grantees to come together to learn about what others are doing, document promising practices, and co-create tools and resources for the broader community around a specific topic (e.g., Evaluation, Fatherhood, Breastfeeding).

COHORT OBJECTIVES

The Fatherhood Cohort focused on the following objectives:

- Explore best practices for collaborating and engaging community partners
- Identify strategies to recruit and retain HS fathers

COHORT DELIVERABLES

During the cohort, members worked toward developing deliverables that could be shared with the broader HS community. Through activities, discussions, and homework assignments that were connected to the objectives, the cohort gathered information for the following deliverables:

Deliverable 1: Strategies for Recruiting and Retaining Fathers in the Healthy Start Program

This deliverable was developed as the result of an activity where cohort members shared successful strategies they have used to recruit and retain fathers in their programs. They also identified new strategies that they hope to implement in the future.

Deliverable 2: Sample Recruitment Pitches for Fathers

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and were asked to create pitches to recruit fathers.

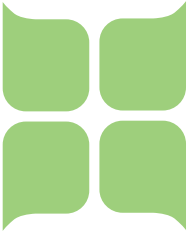
Deliverable 3: Strategies for Building Effective Partnerships with Organizations that Provide Fatherhood Services

This deliverable was developed as the result of an activity where cohort members were asked to share the strategies around establishing effective partnerships with community organizations that provide fatherhood services.

These deliverables can be found on the following pages. Thank you to the 23 cohort members for their work and commitment to developing these documents for their fellow HS staff members. A full list of the cohort participants can be found on page 7. We encourage all readers to share this information with their fellow fatherhood coordinators and any others who contribute to fatherhood activities in the HS program.

Deliverable 1: Strategies for Recruiting and Retaining Fathers in the Healthy Start Program

This deliverable was developed as the result of an activity where cohort members shared successful strategies they have used to recruit and retain fathers in their programs. The information has been distilled into two sections: Recruitment Strategies and Retention Strategies.



RECRUITMENT STRATEGIES

Client Engagement

- Provide potential or new father participants with a welcome binder about the fatherhood program
- Discuss the fatherhood program when enrolling mothers and include a flyer about the fatherhood program in their welcome folder
- Incentivize mothers if they pass along the fatherhood flyer and the father contacts the Fatherhood Coordinator
- Include fathers, if possible, when enrolling mothers
- Incentivize participants to enroll in the program using gift cards, bus passes, baby supplies, childcare services, etc.
- Ensure that mothers and fathers understand the importance of engaging fathers in HS

Partnerships

- Partner with other fatherhood and/or relevant community programs to host an event specifically for fathers
- Conduct outreach to fathers through the Community Action Network (CAN)
- Establish relationships with local correctional institutions to engage fathers
- Partner with community partners (e.g., OBYGN offices, pediatric offices, faith-based ministries, local businesses, community centers, barber and beauty shops) to hand out flyers about the fatherhood program
- Partner with the local public access television station to advertise HS and the fatherhood program on its public events/activity boards

Staff Engagement

- Ensure that HS staff understand the importance of engaging fathers in HS
- Foster good communication between HS staff and fathers
- Supply staff with flyers and materials about the fatherhood program to disseminate

RETENTION STRATEGIES

Client Engagement

- Incentivize fathers to continually engage with the program using gift cards, bus passes, baby supplies, childcare services, etc.
- Continually reiterate the importance of engaging fathers in HS to fathers and mothers
- Provide or link fathers to services to meet any Administration for Children's Services (ACS) and court-appointed needs
- Utilize social media to engage with fathers and promote father-specific activities

Events

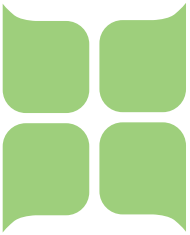
- Host events and activities each month to engage fathers regularly
- Organize an outing to a sports event (e.g., basketball, baseball)
- Launch parenting classes and invite fathers and mothers to participate in an activity together, if possible

Staff Engagement

- Intentionally involve nurses, case managers, and support staff to work as a team to connect with fathers, promote services offered, and provide timely hand-offs
- Continually reiterate the importance of engaging fathers in HS to staff

Deliverable 2: Sample Recruitment Pitches for Fathers

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and were asked to create recruitment pitches for fathers. Below are the sample recruitment pitches that the cohort members developed. We encourage readers to modify and use these pitches when working with fathers.



RECRUITMENT PITCH 1

“The Dad’s Coast to Coast program, along with our partners, works to educate and support fathers in their efforts to be the best parent to promote a healthy birth outcome. Here are the top five needs we can take care of: employment, medical coverage, mental health services, legal services, and educational resources. Does this sound useful or beneficial to you? Can I have your information so that we can further this conversation? Here is my information if you have more questions.”

RECRUITMENT PITCH 2

“Dads are crucial to their child’s future! Most men know that fatherhood consists of protecting and providing. Though we may know a lot, we can always know more. Take our short survey to see where you stand.”

RECRUITMENT PITCH 3

“Come and join our group and develop a brotherhood of support and receive resources. Learn about how your babies grow, get in the know, and bring a friend too. Join our fatherhood group today!”

RECRUITMENT PITCH 4

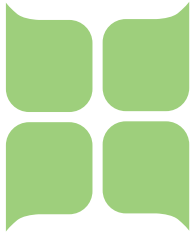
“Do you want to be the best father that you can be? Our program has the tools to help you become all that you want to be as a father and more. It is a fatherhood program where dads come together to talk about ways they can be better for their kids and families.”



Deliverable 3:

Strategies for Building Effective Partnerships with Organizations that Provide Fatherhood Services

This deliverable was created as the result an activity where cohort members were asked to share strategies to establish effective partnerships with community organizations that provide fatherhood services. The information has been distilled into two sections, which list the ideal qualities that partner organizations should bring to the table, and the ideal qualities that HS programs should bring to the table.



AIM TO WORK WITH PARTNERS WHO:

- Speak to fathers with respect and understanding
- Offer quality services that will be valuable to HS participants
- Have been recognized for their services (i.e., certificates and awards)
- Are honest about the services they offer and their ability to partner with you
- Maintain a reciprocal relationship, where you're both able to support each other
- Respond to you in a timely manner

AS A PARTNER, ENSURE THAT YOU:

- Keep your word and fulfill your promises to the other organization
- Have a clear understanding of the role of the partner organization
- Have a clear understanding of expectations, both for yourself and the partner
- Establish clear, dependable, and consistent communication channels
- Be a cheerleader for your partners by promoting and uplifting them
- Add value to those who add value to you



2022 Fatherhood Cohort Participant List

Name	Title	Site	State	Site Type	Services
Norman Goldston	Fatherhood Coordinator	Connecticut Department of Public Health	Connecticut	Urban	Community-based
Royal Harris	Program Specialist	County of Multnomah	Oregon	Urban	Home-based
Devin Anderson	Fatherhood Coordinator	Government of the District of Columbia	Maryland	Urban	Community-based
Shane Smith	Fatherhood Coach	Union Hospital, Inc.	Indiana	Rural	Clinic-based
Heather Grable	Project Manager	Indiana Rural Health Association	Indiana	Rural	Community-based
Ronald White	Fatherhood Coordinator	City of Cleveland	Ohio	Urban	Home & Community-based
April Jackson	Program Manager	County of Clayton	Georgia	Urban	Community-based
Abel DeSantiago	Fatherhood Coordinator	City of San Antonio	Texas	Urban	Home & Community-based
Sekou Clincy	Fatherhood Coordinator	Community Service Council of Greater Tulsa	Oklahoma	Urban	Clinic-based
Emmanuel Perez	Fatherhood Program Manager	Fund for Public Health in New York, Inc./Healthy Start Brooklyn	New York	Urban	Community-based
Dwayne Cook	Program Coordinator	Northern Manhattan Perinatal Partnership, Inc.	New York	Urban	Community-based
Nestor Caballero	Fatherhood Coordinator	SHIELDS for Families	California	Urban	Community-based
Michael Jones	Fatherhood Coordinator & Community Health Worker	Virginia Department of Health	Virginia	Urban	Home-based
Wesley Foster	Care Case Manager	Community Health Centers, Inc.	Oklahoma	Urban; Rural	Community-based
Byron Dixon	Fatherhood Coordinator	County of Tulsa	Oklahoma	Urban	Home & Community-based
Avis Files	Fatherhood Coordinator	County of Lucas	Ohio	Urban	Community-based
Emmanuel Larose	Fatherhood Coordinator	Newark Community Health Centers, Inc.	New Jersey	Urban	Clinic-based
Abraham Calamease	HS Program Specialist	Community Service Council of Greater Tulsa	Oklahoma	Urban	Community-based
Jonathan Moody	Fatherhood Engagement Specialist	Centerstone of Indiana, Inc.	Indiana	Rural	Home-based
Quintin Baptiste	Fatherhood Facilitator	County of Ingham	Michigan	Urban; Rural	Home-based