

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows




Emotionally release your to-do list



Check your audio and video



Take a bio break



Healthy Start 2022 Cohort Showcase Event

Tuesday, August 9

1-3 p.m. ET

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HEALTHY
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Cohort Showcase Event Goals

1. Celebrate the tremendous accomplishments of the HS cohort co-leads and members and their accomplishments
2. Provide co-leads with a platform to share their experiences, resulting artifacts, and their reflections and lessons learned with the broader HS community
3. Foster engagement among HS grantees across the country by providing a platform to network and share experiences

Agenda

Welcome & Celebration Kick-off	Olivia Kean Healthy Start TA & Support Center (TASC)
Cohort Showcase	HS Cohort Co-leads
Upcoming Cohorts	Sharon Gutu (TASC)
Wrap-Up	Olivia Kean (TASC)
Reception	All



Whova



- ❖ The Whova platform will be active after the event and beyond.
- ❖ View the Artifacts from each cohort on the Whova platform.
- ❖ Use the Community page to pose questions and chat with presenters and other attendees.

Whova Features

Check out the cohort artifacts.

Whova Whova Guides Organizing your own event? About Whova

Healthy Start 2022 Cohort Showcase Event
Aug 9, 2022

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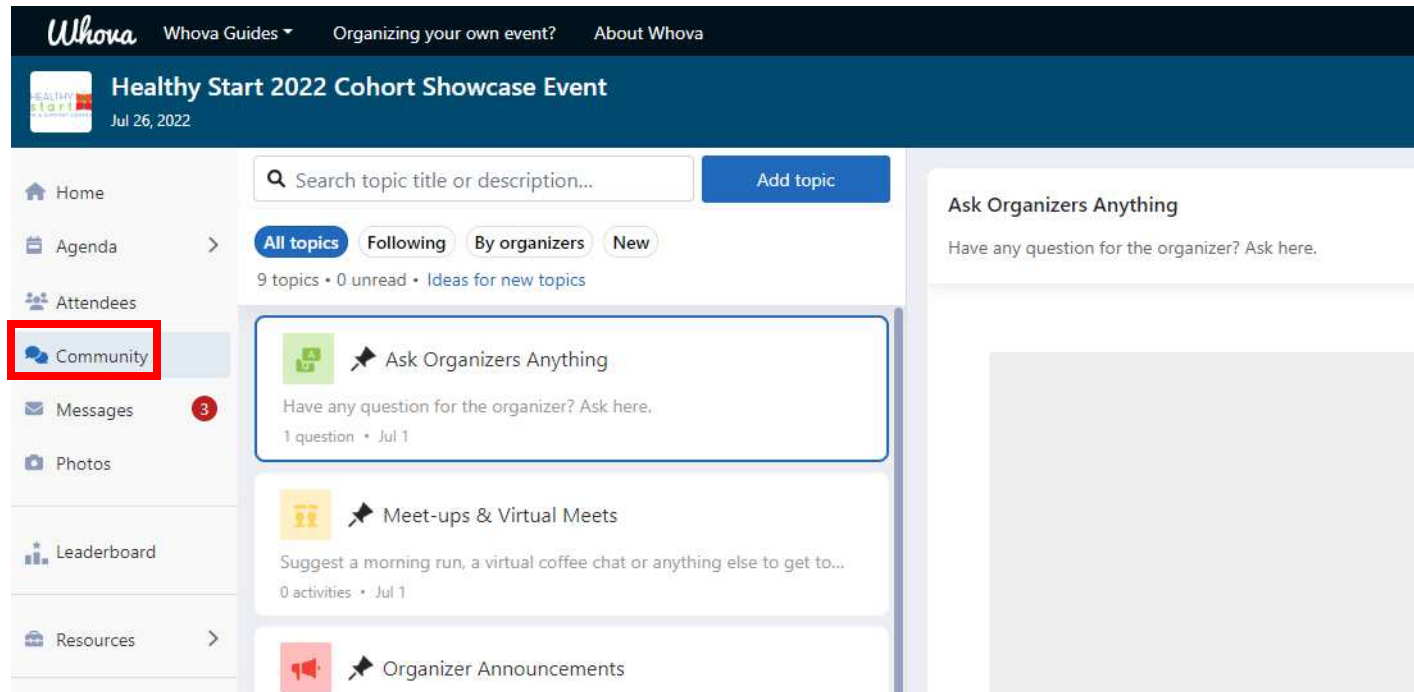
Search title or description...

Documents

- Healthy Start Cohort Artifact
2022 Community Action Network (CAN) Cohort
2022 HS CAN Cohort Artifact - 456.1 KB
- Healthy Start Cohort Artifact
2022 Evaluation Cohort
2022 HS Evaluation Cohort Artifact - 365.9 KB
- Healthy Start Cohort Artifact
2022 Fatherhood Cohort
2022 HS Fatherhood Cohort Artifact - 461.8 KB
- Healthy Start Cohort Artifact
2022 Recruitment & Retention Cohort
2022 HS Recruitment & Retention Cohort Artifact - 530.5 KB

Whova Features

Visit the Community page to chat with other attendees and post on discussion boards.



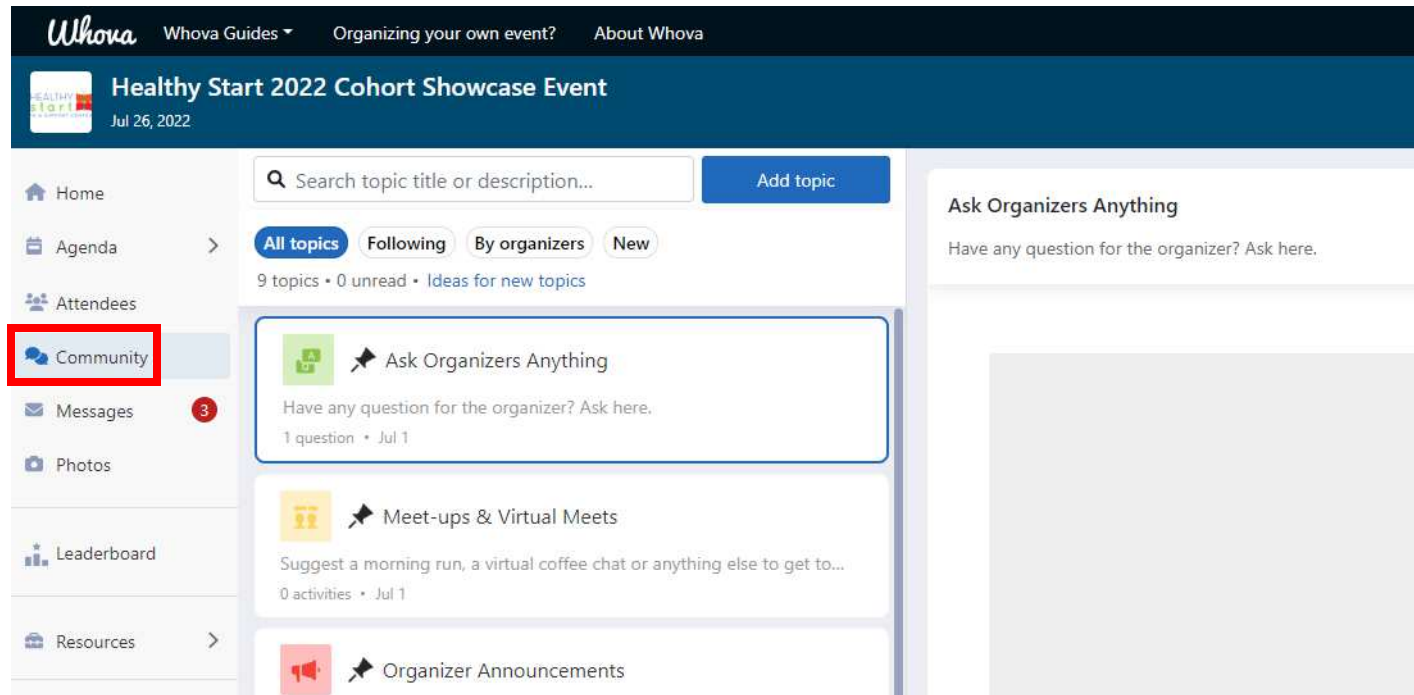
Whova Features

Ask questions and comments during the presentations through Whova Chat.

The screenshot displays the Whova interface for a "Healthy Start 2022 Cohort Showcase Event" on July 26, 2022. The top navigation bar includes "Whova", "Whova Guides", "Organizing your own event?", "About Whova", and a user profile for "Sharon Gutu". The event details section shows the date and time (Tue. Jul 26, 2022, 1:00 PM - 3:00 PM) and "0 Attending". A "Show Agenda" button is visible. The "Subsessions" section lists "Housekeeping" (1:00 PM - 1:05 PM) and "Introduction". The right-hand side of the interface features a "Chat" tab, which is highlighted with a red box, and a "Community" tab. The chat area shows a placeholder message: "No messages yet - send them first!".

Whova Features

The Whova platform will be active after the event and beyond.





Welcome & Celebration Kick-Off

Olivia Kean

TASC

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Cohort Members



congratulations on...

Fulfilling the purpose of the cohorts by connecting with fellow HS grantees, lifting up and spreading successful practices, and brainstorming solutions for common challenges!

congratulations on...

Your commitment and dedication to gathering as a group over these five months, engaging in discussions and activities, and completing homework assignments in CoLab.

Cohort Co-leads



congratulations on...

Responding to the call to be
leaders among your peers!



congratulations on...

Your commitment and dedication to develop discussions and activities, facilitate meetings, advocate for cohort members, and ensure objectives were fulfilled.



These cohorts would not have been successful without contributions from each and every one of you!

Cohort Co-Leads



**Janice
Minott**



**Natasha
Worthy**



Alena Sorensen

**Norman
Goldston**



**Avis
Files**



**Tiffany
Ashley**

**Dana
Watson**



Cohort Showcase

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- Co-leads for each cohort will have 8 minutes to present
 - Followed by 2 minutes for Q&A
 - Other questions can be captured in the chat and presenters can answer later
- Sharon will notify you when your 8 minutes are up



CAN Cohort

Janice Minott &
Natasha Worthy

Cohort Objectives

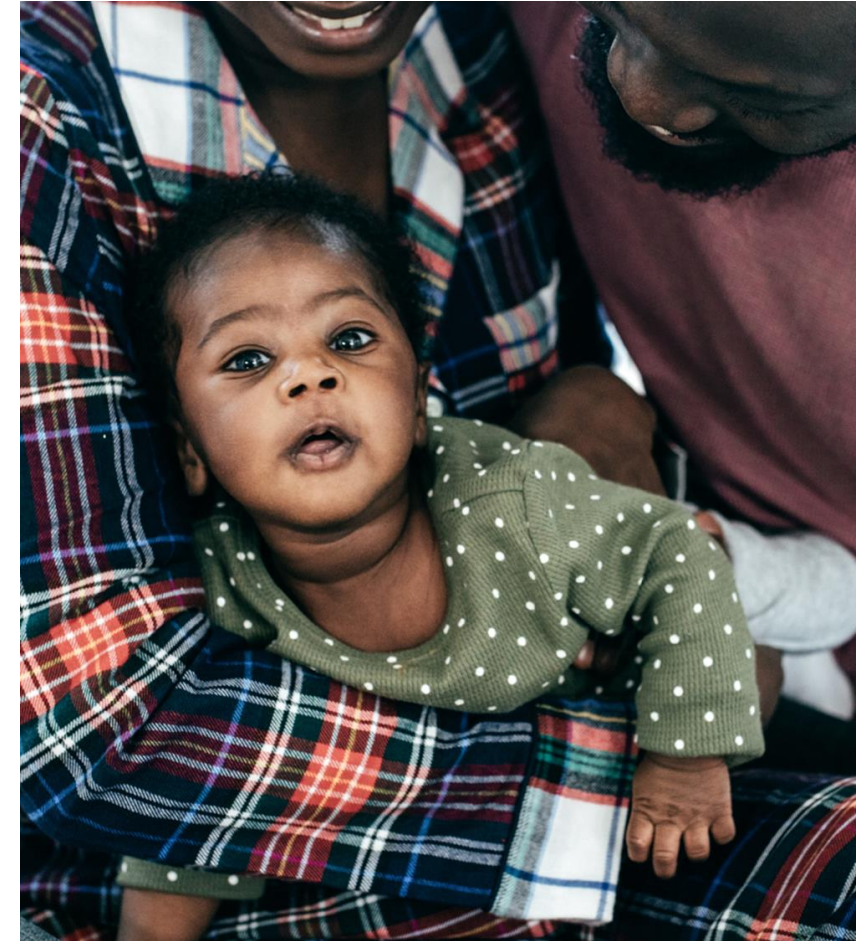
1. Identify strategies to engage Healthy Start program participants in the CAN.
2. Identify strategies for tracking and measuring the impact of a CAN.



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Cohort Topics & Exercises

1. **CAN Key Elements – Breakout Discussion**
 - a. Shares the elements that you currently utilize in your CAN that contribute positively to its functioning
 - b. Share the elements you do not have currently in your CAN and needed to contribute to its positive functioning
 - c. Share any other elements that were not mentioned that you feel contribute to the positive functioning of a CAN
2. **Review and Discussion of the Satisfaction Surveys**
 - a. The following are some of the cohort feedback and comments:
 - i. Clarify if the Collective Action framework is required by HRSA for CAN implementation
 - ii. Agenda ahead of time
 - iii. More group discussion and icebreakers
 - iv. High performing CANs share best practices
3. **Icebreaker**
 - a. Briefly describe your organization structure and how your CAN fits in, for example, are you a Health Department, FQHC, large CBO, small CBO, Healthcare coalition?



Challenges



- As a cohort, we were faced with a few challenges, particularly in terms of time allotted for the sessions and technology. Not a huge surprise as we all learn to adjust to the virtual world in which we now live and operate. For example, the opportunity to network and share information among cohort members was very limited. We also had some challenges with utilizing some forms of technology.
- Here are a sample of some comments that reflect these challenges:
 - “I would like if we could have an opportunity to chat with each other more. The funding for the CAN only supports my position, and my supervisor is busy so I can't really bounce my ideas off anyone”
 - “Talking and typing at the same time is hard and there were many periods of extended silence as were trying to figure out how to engage with each other around the tech.”

Cohort Experience

- Many of our cohort members shared their thoughts about their experience during the final cohort meeting of this session. The experiences were overwhelmingly positive.
- The following are a sample of their comments; some are direct quotes, other are paraphrased.
 - “Tremendously helpful, especially for people who may be new to Healthy Start and the CAN”
 - One cohort member expressed that it would be great if the TA Center could do it more often as professional development so that we can do a “deeper dive” into the topics.
 - “Discussion was fruitful”
 - Another cohort member expressed that she gleaned a lot of good ideas and “action items” from the homework assignments, and she plans to utilize them in her CAN; “my experience has been good” she further states.
 - Another cohort member also shared that the CAN was a powerful tool for “getting the word out about infant mortality” And that getting everyone on the same page was a major strength of their CAN



Co-lead Experience

- We greatly appreciated the opportunity to serve as co-leads for this CAN Cohort. It was an overall very positive experience for us.
- Natasha and I welcomed the chance to work closely with the TA Center and with our colleagues in this endeavor. We believe it is great that the TA Center allows for this role and for staff to take ownership of the process. We also believe the co-lead model is a powerful and useful vehicle and should be replicated for future cohorts.
- We valued the fact that this opportunity gave us a chance to learn, grow and lead along with our Healthy Start CAN colleagues. We had many important takeaways and together we were able to create some tools that all of us can utilize in our work now and for future CAN staff.
- Special thanks to Sharon Gutu and Lisa Hong for their unending support and accommodation. We could not have done any of this without their shepherding and guidance.



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: Key Elements of a High-Functioning CAN** – developed out of an activity where cohort members were asked to identify the key components or elements of a successful and high-functioning CAN
- **Deliverable 2: Successful and Challenging Engagement Activities for a CAN** – developed out of an activity where cohort members were separated into breakout groups and discussed how they engage CAN consumers, including what has worked and what has been challenging.

Questions

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Evaluation Cohort

Alena Sorensen

Cohort Objectives

1. Discover and implement best practices to develop an evaluation framework that encompasses the HS benchmarks
2. Develop and test best practices for data collection, data integrity within data management system, and data analysis and dissemination



Cohort Topics & Exercises

General Evaluator Advice/Best Practices

1. It's important to remember that each data point represents a parent and child who needs the great services provided by Healthy Start.
2. After analysis, return your results to the people making the data (both caseworkers and program participants).
3. Try to make practical recommendations based on analysis results – start with a small change and then build into bigger initiatives.
4. Consider one's philosophical or theoretical orientation- researchers are instruments and our positionality is important to consider. We are analyzing the data through our own lenses, which are never as neutral as we assume.
5. Practice reflexivity and take time to document the reflections and experiences of the research team.

Quantitative Evaluator Advice/Best Practices

1. Take time to consider missing data elements: What fields have missing data? Are there barriers to data entry that might affect your analysis? Are there patterns to the missingness that might be relevant to your outcome?
2. Working with quantitative data typically involves 80-90% data cleaning and only 10-20% analysis – you should be spending significant time cleaning your data.
3. You learn to code by failing. You just need to get started and figure it out as you go.

Meeting goals

1. Describe current evaluation processes
2. Discuss challenges in the evaluation process
3. Present evaluation successes
4. Share knowledge about best practices in quantitative and qualitative evaluation

Challenges

- Engagement from cohort members during meeting
 - Interesting ice breaker questions helped set the tone
 - Smaller group discussions in breakout sessions were most successful



Cohort Experience

	Areas in which can provide support:	Areas in which you may want support:
Data cleaning and manipulation	<input type="checkbox"/>	<input type="checkbox"/>
Statistical Programming	<input type="checkbox"/>	<input type="checkbox"/>
Data linkage with secondary sources	<input type="checkbox"/>	<input type="checkbox"/>
Supplemental data capture (ex. using Access databases)	<input type="checkbox"/>	<input type="checkbox"/>
Qualitative data analysis	<input type="checkbox"/>	<input type="checkbox"/>
Survey design and implementation	<input type="checkbox"/>	<input type="checkbox"/>

- Created a network of evaluators across the country
- Validated current issues in data management software
- Expanded interest in other evaluation methodology

Co-lead Experience

- Nice connection to Healthy Start staff
- Built confidence in discussing evaluation topics



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: Considerations Around Qualitative & Quantitative Data Analysis for Healthy Start Programs** – developed out of an assignment where cohort members were asked to share their preferred analysis method and describe what other evaluators should be aware of when using that method.
- **Deliverable 2: Recommendations for Using Evaluation Software for Healthy Start Programs** – developed out of an activity where cohort members were separated into breakout groups based on their preferred evaluation software and discussed what other evaluators should be aware of when using that software.

Questions

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Fatherhood Cohort

Avis Files & Norman Goldston

Cohort Objectives



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1. Explore best practices for collaborating and engaging community partners
1. Identify strategies to recruit and retain Healthy Start fathers

Cohort Topics & Exercises

Meeting Two: Fatherhood Engagement Challenges

- We broke up into groups and discussed our engagement challenges

Meeting Three: Activity/Discussion/Breakout

- Retention of HS fathers
- Short presentation on what the Co-Leads do to recruit and retain fathers
- What does your program do to retain fathers?
- Collaborating with community partners
- What can you specifically do to get referrals from partners (Be aware of language around fatherhood)?
- What does your program do to collaborate with partners?

Meeting Four: Creating a Sales Pitch

- We broke up into groups and created several sales pitches for the group
- Presentation on retention and recruitment



Challenges



- Scheduling: cohort time frame could have been shortened to have more participation – 30-minute sessions
- Homework was challenging: your work gets in the way of your homework – just not enough time
- Too much time in between sessions: weekly sessions may be helpful to keep us on track
- Hard to do virtually if we could have had this as a track at a conference that would have been different

Co-lead Experience

- Exciting!!
- Scary – it was hard sometimes when things were silent for me to remain silent
- Fun – we had a lot of laughs during our sessions
- Relief – for all of us as we realized we were all dealing with the same challenges
- We challenged each other to change



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 & Retaining Fathers in the Healthy Start Program** – developed out 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** – 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** – 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.

Questions

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Recruitment & Retention Cohort

Tiffany Ashley &
Dana Watson

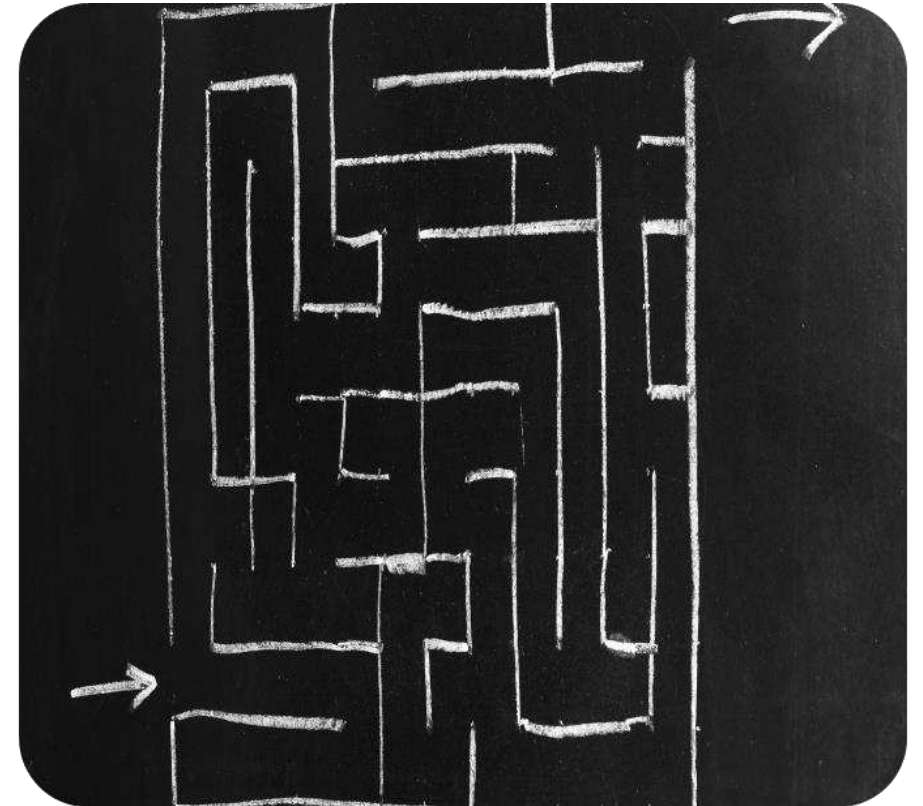
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Cohort Objectives

- Identify and test strategies HS grantees can use to recruit potential HS participants (prenatal women, postpartum women, fathers) to assure long-term participation in HS.
- Identify and test different in-person and virtual approaches to further engage all HS participants (prenatal women, postpartum women, fathers) so they feel connected and have social support throughout this journey.



Cohort Topics & Exercises

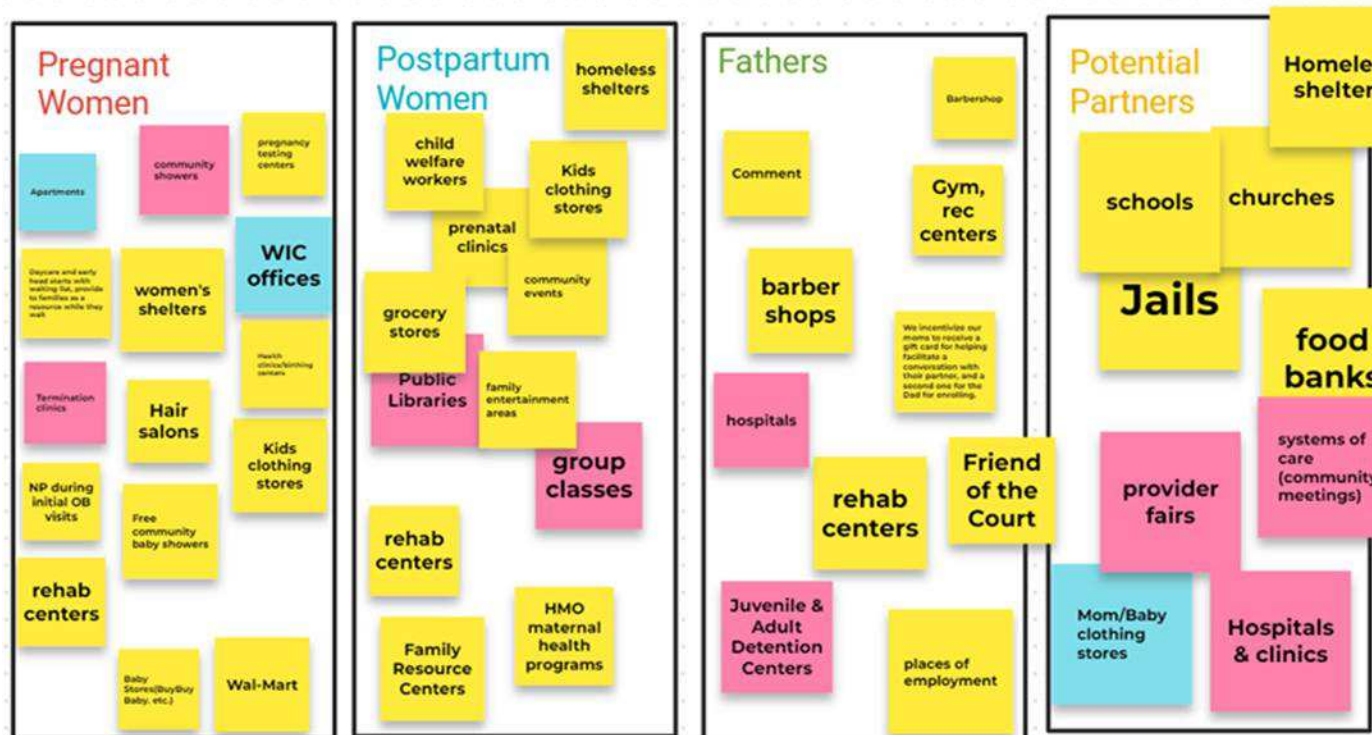


- Recruitment pitches
 - Mom
 - Dad
 - Community Partners
- Recruitment places
 - Uncommon places
- Incentives
- Retention Ideas

Challenges

- Recruitment pitch for fathers
- Open discussions
- Homework engagement

Places to recruit:



Cohort Experience



- Networking
- Different city, same issue
- Engagement

Co-lead Experience

- Expectations
- Time
- Takeaways



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: Where to Recruit Healthy Start Participants** – developed as the result of an activity where cohort members were separated into breakout groups and discussed the best place to recruit clients for HS based on client demographics (e.g., prenatal women, postpartum women, fathers, potential partner organizations).
- **Deliverable 2: Sample Healthy Start Recruitment Pitches** – developed as the result of an activity where cohort members were separated into breakout groups and created recruitment pitches for HS clients, with each group focusing on a specific client demographic (e.g., prenatal women, postpartum women, potential partner organizations).
- **Deliverable 3: Healthy Start Client Retention Strategies & Sample Incentives** – developed as the result of an activity where cohort members discussed ways to retain HS clients and shared incentives that can be used to recruit and maintain engagement with HS clients.

Questions

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Upcoming Healthy Start Cohorts

Sharon Gutu
TASC

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- The next round of HS cohorts will launch in September 2022

1. Community Engagement – 9/13



1. Breastfeeding – 9/14



- Applications launched on Tuesday, August 2nd and will close on Thursday, August 18th



Satisfaction Survey

Your feedback is extremely valuable and will help ensure our offerings meet your support needs!





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Wrap-Up

Olivia Kean
TASC

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Reception

Sharon Gutu
TASC

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Grab a Slice of Virtual Cake



Reception Rooms:

CAN

Evaluation

Fatherhood

Recruitment & Retention

Reception Details

- ❖ **To access a reception room, select the subsession you would like to join**
 - ❖ Room A (CAN)
 - ❖ Room B (Evaluation)
 - ❖ Room C (Fatherhood)
 - ❖ Room D (Recruitment & Retention)
- ❖ **HS TA & Support Center staff will be in each room**
- ❖ **The reception will last for a total of 30 minutes**



Thank you!