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



Close the door



Close browser windows



Check your audio and video



Stretch



Take a few deep breaths



Emotionally release your to-do list



Take a bio break

AMCHP Community-Rooted Evidence (CRE) Workgroup Informational Webinar

Monday, November 9, 2026 | 3:00 – 4:00 PM ET

nichq National Institute for Children's Health Quality

HEALTHY start TA & SUPPORT CENTER



Community-Rooted Evidence (CRE) Workgroup

Association of Maternal & Child Health Programs (AMCHP)

Monday, November 9, 2026 | 3:00 – 4:00 PM ET

The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.

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HEALTHY start TA & SUPPORT CENTER

AMCHP Community-Rooted Evidence Workgroup

Agenda

Welcome
Tess Pierson | Healthy Start TASC

DHSPS Remarks & Introduction
Kristal Dail | DHSPS

How Healthy Start Grantees Can Shape Community-Rooted Evidence (CRE)
Lynda Krisowaty & Laura Powis | AMCHP
Ankita Patel | REACHUP

Interested in the CRE Workgroup?
AMCHP

Closing
Tess Pierson | Healthy Start TASC





Introduction

Kristal Dail

Division of Healthy Start & Perinatal Services

HRSA MCHB

AMCHP Community-Rooted Evidence (CRE) Workgroup
Hosted by the Healthy Start TA & Support Center at NICHQ

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How Healthy Start Grantees Can Shape Community-Rooted Evidence

Healthy Start Grantee Meeting

November 9, 2026

Session Objectives



Recall key concepts related to community-rooted evidence



Explain how Healthy Start's work connects to CRE



Identify opportunities to engage in CRE work moving work

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Community-Rooted Evidence Refresher

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What is Community-Rooted Evidence (CRE)?

Community-rooted evidence is the knowledge, experiences, and stories from communities that show how well a program or policy works for them.

This approach **values often-overlooked expertise** by focusing on success defined by the communities themselves, based on their unique needs and solutions.



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Why Does CRE Matter?

- ✓ Builds trust and centers the expertise of those within the community.
- ✓ Develops programs that align with the specific needs, values, and context of participants.
- ✓ Ensures programs and processes are grounded in effective practices.
- ✓ Supports the sustainability of the programs created.



Components of CRE

- Community Definition of Success
- Assets-Based Approach
- Community-Driven Metrics
- Culturally Responsive Evaluation
- Success Determined by Consensus Over Time
- Community Stewardship of Evidence
- Centers Qualitative Data & Storytelling
- Community Involvement

CRE in Action

REACHUP



Ankita Patel
Doula Program Manager
REACHUP

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- **CRE in practice:** How listening to a family experiencing housing insecurity changed my understanding of their priorities and our approach to support.
- **Co-creation:** How feedback from families and doulas helped us reduce structured questioning and create more space for meaningful conversations.
- **What funders should understand:** Families may recognize and describe the value of support years later, beyond our reporting timelines.
- **What this work requires:** Investment in community members and staff, time for relationships, and flexibility in funding and service delivery.
- **Lessons for other grantees:** Collaborate with existing programs, adapt approaches to your community, and remain open to change.
- **The workgroup's value:** Bringing Healthy Start grantees' experiences into the development of resources that reflect everyday program realities.



Ways to Engage in CRE

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Previous CRE Workgroup

Compensated 10 CBO and 6 Title V members with about 24 members actively participating from various agencies.

- Provided guidance on interviewing Title V professionals and CBOs to better understand their community-based work and capacity-building needs for CRE
- Supported AMCHP in the design, analysis, and creation of public facing resources, including published manuscripts and e-learning modules



Next Iteration of CRE Workgroup

- Currently, have ~8 members of the original workgroup who are planning to support activities
- Would like to compensate up to 3 Healthy Start Grantees to participate

Potential Areas of Focus

- Identify and support the submission of Healthy Start CRE examples to AMCHP's Innovation Hub
- Provide input on a website landing page for AMCHP's CRE content
- Identify ways to operationalize recommendations from the CRE study
- Explore recommendations for protecting intellectual property when working with academic institutions

Interested in Participating?



Complete the form by **EOD November 23rd**.

- Name, organization, role, location
- Interest in the workgroup
- Relationship/experience with CRE
- Ability to commit to up to 2 hours per month from December 2026 – May 2027

Reflections

- What opportunities do you see to uplift CRE within the context of Healthy Start?
- How can Healthy Start and Title V/state MCH programs better collaborate on this work?



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QUESTIONS

Contact Information

Lynda Krisowaty and Laura Powis
Email: evidence@amchp.org

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Seeking Additional Support?

Visit the Healthy Start TASC website or scan the QR code below to submit a TA request.

Your input is important to us!

Please take a moment to complete the satisfaction survey.



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Thank you!

For additonal questions, please contact
healthystart@nichq.org

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