

Changing the World, One Participant at a Time!: Developing Strategies for Engaging and Retaining Our Families

Presenter:

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Presentation Objectives

- Develop a deeper understanding of the goal of Healthy Start
- Explore challenges and develop solutions to successful client engagement
- Explore challenges and develop solutions and strategies for successful client retention

Highlights

Know Thyself

- It is important for participants to know that strengths and possibly their internal bias that may hinder successful client engagement. This includes recognizing “sacred cows” in the community which may hinder partnership development
- It is important to understand the many “cultures” they may encounter in doing this work.

Strategic Thinking

- Participants will begin to think strategically on how to identify potential participants, networking within the target areas, as well as looking at their own organizational structure that may hinder true engagement
- Participants will begin to think about current case management processes and policy's that may hinder true client engagement and retention
- Participants will challenge themselves to think “outside the box” to develop a plan that will ensure effective client recruitment
- Participants will be asked to look at the problem through the eyes of the families we aim to serve and to then adapt an approach that is human and loving. The goal is to engage participants in a mutually satisfying, “person to person” relationship that is valued and therefore can be sustained. This includes addressing participant satisfaction in a real and continuous way.

Resources

- Foundations for Community Health Workers, Timothy Berthold, 2016