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



Tuesday, April 26, 2023 | 3:00pm - 4:30pm ET





Community Engagement Learning Academy

Tuesday, April 26, 2023 3:00pm — 4:30pm 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.





Agenda

Housekeeping & Learning Academy Overview Danisha Charles

Healthy Start TA & Support Center (TASC)

Community
Engagement "Best
Practices" in Action

Danette McLaurin Glass

First TEAM America, LLC

Q&A

ΑII

Wrap-up

Danisha CharlesTASC





This session is being recorded.



All participants are muted upon entry. We ask that you remain muted to limit background noise.



Participants are encouraged to share comments and ask questions using the chat box.



Learning Academy Overview

Danisha Charles

Healthy Start TA & Support Center





Healthy Start Learning Academies

Healthy Start Learning Academies provide an opportunity for HS grantees to participate in curriculum-based courses on specific topics associated with the four HS approaches and 19 HS benchmarks. Learning Academies build HS staff knowledge and prepare them to apply their learnings to their HS program's day-to-day activities.

Learning Academy Structure

- Monthly virtual sessions
- Required readings
- Group or individual presentations
- All sessions will be posted on EPIC in an e-learning format for those who cannot attend the live sessions



Community Engagement Learning Academy

Goal:

Community engagement is fundamental to the success of Healthy Start's Community Action Networks (CANs). The Community Engagement Learning Academy allows Healthy Start grantees to participate in an extensive study into community engagement, including strategies for practical application in local contexts. Using several evidence-based frameworks, participants will identify approaches to support their project and community in spurring systemic change.



Community Engagement Learning Academy

Schedule

Session	Time & Date
Session #1	February 28, 3-4:30 pm ET
Session #2	April 4, 3-4:30 pm ET
Session #3	April 26, 3-4:30 pm ET
Session #4	May 23, 3-4:30 pm ET
Session #5	June 27, 3-4:30 pm ET



Community Engagement Learning Academy Session Topics

Session	Topic
Session 1	Overview of Community Engagement
Session 2	Tools and Strategies for Community Engagement
Session 3	Community Engagement "Best Practices" in Action
Session 4	Implementing and Managing a Community Engagement Plan
Session 5	Community Engagement Plan Presentations and Closing Celebration



Community Engagement Learning Academy Dean



Danette McLaurin Glass

COO & Senior Strategist, Managing Principal, First TEAM America, LLC

Community Engagement Learning Academy
Hosted by the Healthy Start TA & Support Center at NICHQ





Community
Engagement
"Best Practices"
in Action

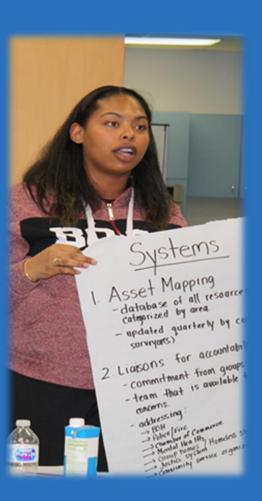
Danette McLaurin Glass

First TEAM America, LLC











2023 COMMUNITY ENGAGEMENT ACADEMY

WELCOME



KENN L. HARRIS Senior Project Director NICHQ





DANETTE MCLAURIN GLASS Senior Strategist First TEAM America



DOMINIQUE "NIKKI" MAFFEI Associate Project Director 15

DANISHA CHARLES Project Manager Healthy Start TA Support Center

COMING TOGETHER is the beginning.

KEEPING TOGETHER is progress.

WORKING TOGETHER is success.

HENRY FORD

Danette McLaurin Glass Convener · Advocate · Facilitator · Developer

Senior Strategist and Managing Principal

First TEAM America, LLC
Strategic Partnerships and Infrastructure Development Consultants

Founding Executive Board Officer

The Center for Family and Community Wellness, Inc.

 Convener and Facilitator (Coalitions and Community Action Networks):

GA, NC, SC, DC

- Health Equity Trailblazer:
 Maternal Mental Health, Family Health Advocacy
- Developer and Research Scientist:
 Work published in 3 medical and public health
 journals.

Developed Respectful Maternity Care Simulator ™, Faces of ACES Simulator ™, Zone Safety and The CHEM LAB Mobile Scientific Exploration

Passions and Advocacy Interests:

Trauma Responsive Services, Respectful Healthcare Practices, Maternal Mental Wellness, ACES, Child Welfare, Justice Reform, Family Wellness, Health Disparities, Racial Reconciliation



Healthy Start Community Engagement - Best Practices



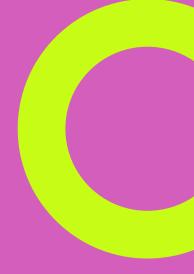
COMMUNITY ENGAGEMENT: BEST PRACTICES IN ACTION - PART ONE

Next Session (May) for Grantees interested in sharing:

Healthy Start Community Engagement Best Practices In Action! (7 minutes)

- 1. Opportunity
- 2. Goal
- 3. Method
- 4. Impact
- 5. Result









- 1. Please provide Your Name ONLY!
- 2. Name a state or city you would look to visit and the reason why.
- 3. Greet the next colleague in the Academy.

Thank You!

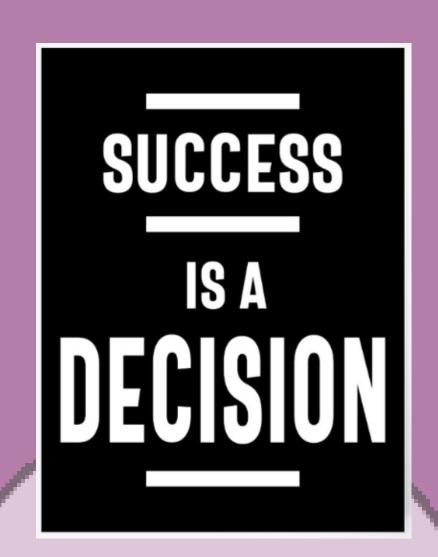




PARTICIPANT INTRODUCTIONS

TIPS FOR SUCCESS

- Participation is vital.
- The sessions are intended to enhance your understanding of community engagement and support the development of a community engagement plan
- Each session builds upon the next session; therefore, your attendance is paramount.



Community Engagement is fundamental for the optimal success of Healthy Start Community Action Networks/Consortiums.

- The Community Engagement Academy of the Healthy Start's Technical Assistance Project allows grantees to participate in an extensive study with practical application strategies for community engagement in the local context.
- Exploring several evidence-based frameworks and successful engagement initiatives, participants will examine the best approach to promote systemic change for their community and agency.
- With the assistance of the Academy's Dean, grantees will develop their Agency's strategy for establishing a community engagement plan.
- Grantees will apply basic community engagement principles culminating with a tool to empower their community for sustainable and systemic change.

COURSE DESCRIPTION

TODAY'S SESSION!

Sections	Topics
Part One	Session Two Review (Methods, Goals, Levels of Engagement)
Part Two	"Best Practices in Action" of a few Healthy Start grantees
Part Three	Your Agency's Goals and Circle for Community Engagement (Chart Exercises)
Part Four	Developing a Community Engagement Plan (Part 4)



- Levels of Community Engagement (What's your project's level?)
- "Secrets to Building and Effective Community" YouTube
- Core Principles of Community Engagement (National Academy of Medicine, Vital Strategies, Kenn Harris and World Health Organization)
- Collaboration Spectrum (Assessing your project's readiness
- Review of HRSA's Guidance for "Promoting Systems Change"
- Effective Community Engagement Methods (Your Contributions!)
- Tips and Methods of Community Engagement
- Goals for Engagement
- Circle of Support for Engaging Community

SESSION TWO HIGHLIGHTS

"Vision without **ACTION** is just a dream...

Action without **VISION** is just passing time...

But Vision AND Action can ENGAGE a community for purposeful and powerful Healthy Start initiatives!"



Sessions	Topics
Session One- February 2023	Overview of Community Engagement Part 1: The Defining Moment Part 2: The Landscape Part 3: Opportunities for Impact Part 4: Connecting the Dots
Session Two- April 2023 (March 2023 / NHSA Annual Conference)	Tools and Strategies for Community Engagement Part 1: Session One Review Part 2: Various Methods of Community Engagement Part 3: Your Agency's Goal for Community Engagement Part 4: Developing a Community Engagement Plan
Session Three- April 2023	Community Engagement Best Practices In Action Part 1: Session Two Review Part 2: Best Practices Information Exchange Part 3: Healthy Start Best Practices
Session Four - May 2023	Implementing and Managing a Community Engagement Plan Part 1: Session Three Review Part 2: Modifying the Plan Part 3: Implementing and Managing the Plan
Session Five - June 2023	Community Engagement Plan Presentations and Closing Celebration!

COURSE OUTLINE AND SYLLABUS

- Gain more insight
- Engage more people
- New ideas and information
- Engage more stakeholders
- New strategies
- Tools and Techniques
- Growing the CAN
- A purpose driven CAN and obtainable goals
- Engaging underrepresented and overlooked communities





Definition.

A definition is a latement of the meaning of a term phrase, or other set of stools).[1] Delivious can be classified late categories, interpolations (which ceed by listing the that a term describes).[2] Ano. important regory of definitions class of ostensive definitions, which conveys meaning of a pointing out examples. A term in the average of different seconds.

BASED ON THE DEFINITION OF COMMUNITY THAT YOU SHARED...ARE WE MODELING THAT IN OUR PROJECTS?





WHAT KIND OF ENVIRONMENT ARE WE CREATING FOR SUCCESSFUL COMMUNITY ENGAGEMENT...?

- "A village"
- •"TEAM"
- •"A safe place, a supportive group"
- •"A group of individuals..."Social ties."
- •"A village that forms together and can be a source of support."
- •"A group of people who come in together."
- •"Community is what whatever an individual defines as a group or entity that has aligned values, common understanding, or similar lineage."
- •"A supportive social group, uplifting one another."
- •"A collection of individuals in a shared space."
- •"A group of individuals who come together for a common goal."
- •"A group of people with shared interests but may have different ways to achieve the common goal."

How do we define...Community?

- "Being all on the same accord"
- "Engagement is having an active voice and being a part of an initiative"
- "Responsiveness"
- "Building rapport"
- " Engagement is community inclusiveness in action"
- "Active listening, not just listening to respond"
- "To be engaged is to care...to invest time and energy in an effort or an interaction."
- "Is actively participating and genuinely listening to each other and respecting each other point of view POV."
- " Connection and collective efforts"
- "Adding and sharing ideas."
- •"Allyship"
- "Inclusion"

How do we define...Engagement?

















CHALLENGES IN COMMUNITY ENGAGEMENT?

- "Organizations seem to not <u>want</u> to stay engaged event though they say they are passionate about maternal health."
- "People are burned out."
- "Multiple community meetings."
- "Trust and belief."
- "Similar coalitions, people stretched thin, lack of collaborative efforts..."
- "Community Partners not responding when reached out to..."
- "Overlapping efforts."
- "Competing priorities."
- "Lack of time, capacity and resources to attend and to respond to community engagement request..."
- "Staff turnover at numerous agencies."
- "Stakeholders not wanting to participate in any meetings or events."

Challenges in Community Engagement

With an understanding that these challenges may exist, how do we engage community by addressing these possible circumstances beforehand?





A REMINDER....

Levels of Engagement Exercise Responses (Feb Session)

How do you measure your organization's level of community engagement?

- Level 1: Are you considering opportunities for engagement; however, have not identified community members and partners to engage? <u>0 respondents</u>
- Level 2: Have you initiated conversations with community members and partners but have not developed a common agenda, mission, strategy or engagement plan? <u>3 respondents</u>
- Level 2-Level 3: 2 respondents
- Level 3: Are you collaborating with community members and partners; however, lack strategic engagement for sustainable, systemic change initiatives?
 6 respondents
- Level 4: Have you engaged community members and partners with establishing systemic change initiatives; however, desire to increase advocacy and sustainability?
 4 respondents

LEVELS OF ENGAGEMENT





CONSIDERING Level One

INITIATING
Level Two





COLLABORATING Level 3

ENGAGED Level 4





ADDRESS RELEVANT NEEDS



BENEFITS OF COMMUNITY ENGAGEMENT





HIGHER QUALITY SOLUTIONS



INFORM POLICY DECISIONS

"Community Engagement must be 'Purpose Driven' not merely 'numbers driven"

Danette McLaurin Glass

DISRUPT.

Disrupting the Disparity in Perinatal Health. 2022. 2023. 2024.







ALLIANCE FOR INNOVATION ON MATERNAL HEALTH

Community Care Initiative (AIM CCI)











Grady





















HEALing













nly Action Neth





"Community Members and Partners must be 'CONNECTED and COMMITTED' to the Vision, Mission and Goals for sustainable change to be realized"

Danette McLaurin Glass





























Healthy Start Community Action Networks



The HS program aims to address its purpose by:

- improving access to quality health care and services for women, infants, children, and families through outreach, care coordination, health education, and linkage to health insurance;
- strengthening the health workforce, specifically those individuals responsible for providing direct services;
- building healthy communities and ensuring ongoing, coordinated, comprehensive services are provided in the most efficient manner through effective service delivery;
- and promoting and improving health equity by connecting with appropriate organizations.







Source HRSA - MCHB - Healthy Start

Healthy Start Initiative:

Eliminating Disparities in Perinatal Health program.

- Strategy to address Social Determinants of Health and "Root Cause" for Disparities
- The purpose is to address systems level change to improve health equity and identify barriers s before, during, and after pregnancy, and reduce racial/ethnic differences in rates of infant death and adverse perinatal outcomes.
- The HS program provides grants to high-risk communities with infant mortality rates at least 1.5 times the U.S. national average and high rates of other adverse perinatal outcomes (e.g., low birthweight, preterm birth, maternal morbidity and mortality).
- HS works to reduce the disparity in health status between the general population and individuals who are members of racial or ethnic minority groups.

Source HRSA - MCHB - Healthy Start

Why the Community Action Network?

- It started in the community.
- The community recognized the need.
- The community advocated for change.
- A demonstration project was funded for 18 sites.
- Now over 101 Healthy Start projects are serving over 70,000 individuals



HS Program Activities:

 Projects shall include the following core elements, which reflect input from the field and HRSA's experience with current and previous HS recipients. Improving infant mortality through a "lifecourse" approach emphasizing women's health, family health, and community/population health.

Improve Women's Health:

 Activities to improve coverage, access to care, and health promotion and prevention, and health for women before, during, and after pregnancy. 2019-2024 HEALTHY START GRANTEE REQUIREMENTS

OPPORTUNITIES FOR COMMUNITY ENGAGEMENT

improve Family Health and Wellness:

- Activities to improve infant health and development using a twogeneration approach. Acknowledging the health of families are interrelated, support the parental and community factors that promote family health and wellness, including
- system coordination/integration,
- health promotion and prevention,
- and social support services that protect and advance parental and infant/child health and wellbeing.
- Promote Systems Change:
- Activities to maximize opportunities for community action to address social determinants of health (SDOH), including systems coordination and integration among health and social services, other providers, and key leaders in the community and their states.

Grantees shall provide regional and national leadership within the reater HS community and field of maternal and child health (MCH).



A FEW METHODS







CBPR RESEARCH





COMMUNITY SURVEYS

COLLABORATIVE EVENTS

Community Members, Partners and HS Participants



Virtual or In Person

- Early Brain Development Workshops
- Baby Showers
- "Ready, Set, Read!" Storytime
- "Magic Milk Mommies"
- Diaper Drives
- Healthy Food Baskets
- Partner Highlights and Recognitions
- Organic Cleaning Supply Baskets
- Resource Fairs
- Home Ownership Workshops
- Home Economics Sessions
- Entrepreneurial Workshops
- Yoga Sessions
- Stress Reduction Sessions
- Financial Literacy Workshops
- Sporting Events

"TRUE Engagement is...

"Transformational Restorative Uunique Expressive"

Kenn Harris

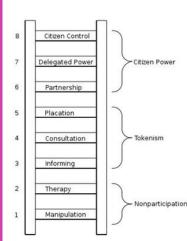
TRUE Engagement prevents "Tokenism"



SMANA member Caryn Ginsberg of Priority Visions created the attached visual summary of the webinar. We hope you will use it to revisit key points and to discuss them with your colleagues. Please share on social media with tags #socialmarketing, #DEI and #graphicrecording.

TRUE Engagement eliminates "Manipulation"

A Ladder of Citizen Participation, Arnstein, 1969



- 1 Manipulation and 2 Therapy. non participative, cure or educate the participants, achieve public support by PR.
- 3 Informing. one way flow of information
- 4 Consultation, attitude surveys, neighbourhood meetings and public enquiries. Window dressing ritual
- 5 Placation. Allows citizens to advise but retains for power holders the right to judge the legitimacy or feasibility of the advice.
- 6 Partnership. Power is redistributed through negotiation between citizens and power holders. Shared decision-making responsibilities.
- 7 Delegated power to make decisions. Public now has the power to assure accountability.
- 8 Citizen Control. Participants handle the entire job of planning, policy making and managing a programme.

http://lithgow-schmidt.dk/sherry-arnstein/ladder-of-citizen-participation.html

"My main doctoral research has been exploring community led organisations. Arnstein's ladder of citizen participation has been useful in helping me understand different levels of participation and where the power sits so I thought I'd draw a version for others to use..." Juliet Young, PhD

Ladder of Participation (Arnstein, 1969)



Citizen control er Poss Delegated power Citizen Partnership Placation To Kenism Consultation Informing Non participation Educating

Manipulation

Stakeholders have the idea and set up the project

Goal created by a facilitator but resources and responsibility given to citizens

Stakeholders have direct involvement in decision making

Stakeholders shape ideas, but final decision sits with facilitators

Stakeholder views are sought but decisions made by facilitators

Stakeholders are informed on decisions but no opportunity to contribute

Assumption that the stakeholders are passive receipients

The illusion of participation when actually power is denied

DEVELOPING THE COMMUNITY ENGAGEMENT PLAN

- Establish initial "Goals for Engagement"
- Conduct preliminary research (Listening sessions, focus groups, surveys...)
- Environmental Scan (Needs, Assets, Liabilities, Barriers, Opportunities...)
- Determine the "Why," the reason you want to engage others.
- Identify "Priority Partners" (Lived Experiences, Mission Driven, Sustainability...)
- Determine initial encounters and methods (phone, visit, email, howdy package...)
- · Determine engagement methods to recruit, engage, and maintain engagement
- Establish convening format
- · Conduct a strategy session with community partners and create a "win-win" environment.
- Establish a common goal with a shared vision, shared leadership, shared ownership, shared management and shared measurement

GOALS FOR ENGAGEMENT

Agency



Community



CAN



GOALS FOR ENGAGEMENT



Strategy	Goal	Timeline
Establish initial goals		
Preliminary Research		
Environmental Scan		
Determine the "Why"		
Identify Priority Partners		
Initial Encounters		
Engagement methods		
Convening format		
Strategy Session		
Shared Goals (SV, SL, SO, SM, SM)		



GUIDING IDEAS

Develop relationships

Build trust

Show up vulnerable and read to learn

Treat people as unique human beings

Design authentic processes

Seek ways to give up power

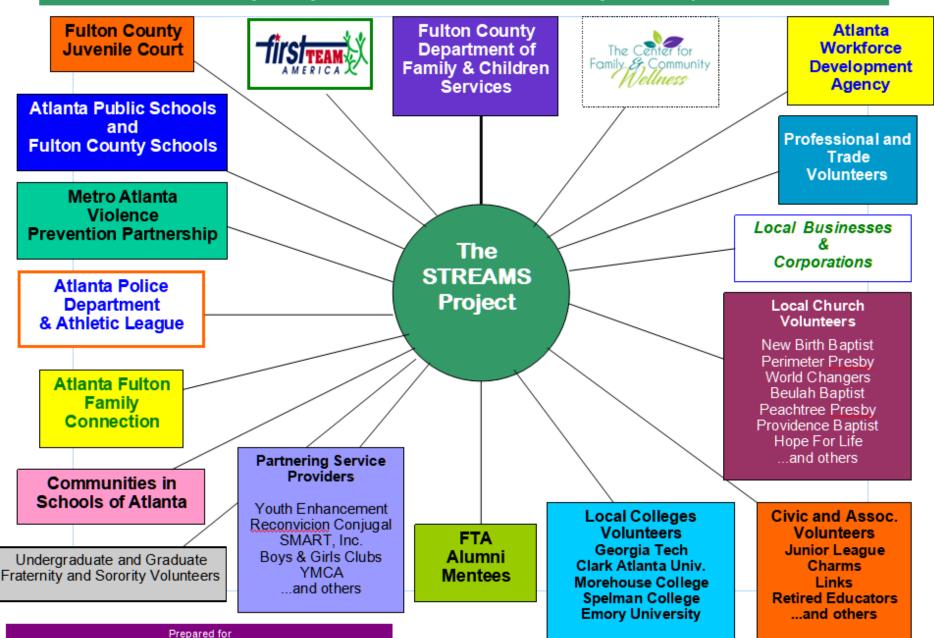
Work together



"Big results require big ambitions"

The STREAMS Project—Circle of Support and Enhancement Plan

"Strategic Training, Resources and Enrichment Activities for Mentoring Services" Project

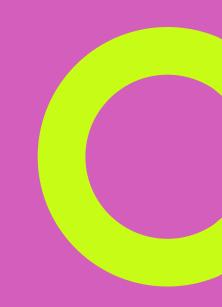


Office of Juvenile Justice and Delinquency Prevention

Sample of Circle of Engagement









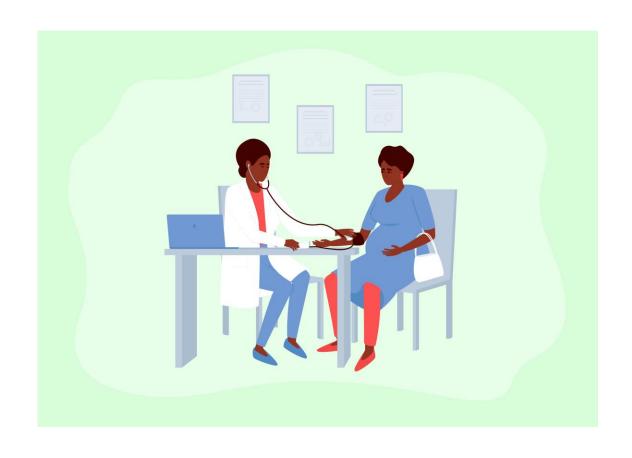
Atlanta Healthy Start Initiative's Center for Black Women's Wellness

Black Maternal Mental Health Community Based Participatory Research Project

Healthier Generations Healthy Start Project Clayton County Health District - Georgia Department of Public Health

H.E.A.R.T. (Health Education, Advocacy, Resources and Training)
Family Health Advocacy and Health Literacy Initaitive

Healthy Start Community Engagement Initiatives



Black Maternal Mental Health Community Based Participatory Research Project





Information Exchange Community Engagement Best Practice

Mom's Voices Are Critical:

Valuing the Consumer's Voice in Care, Research and Advocacy for Maternal Mental Health Disparities













Introduction

This presentation is a snapshot of how limited research of perinatal mental health results in insufficient data for evidence-informed MMH care.

To achieve the best MMH equity outcomes for mothers; culturally and contextually responsive interventions responding to a woman's lived experiences is vital.

Opportunities and Objectives

- 1) Establish a research, promotion and advocacy plan to address disparities, service delivery, biases and stigma with consumers/community partners.
- 2) Understand the vital role of Healthy Start Family Support Workers (Community Health Workers, Resource Moms, etc.) with identifying PMADS.
- 3) Provide opportunities for consumers to advocate to care providers, legislatures and state agencies on the need for extensive perinatal mental health services.

Why Maternal Mental Health?

Our CAN

The CBPR Approach



Our Journey

Onward







CBWW

- Community based non-profit health center with 30+ year history
- Serves women and families in Metro Atlanta, with special attention to NPU-V
- Provides holistic care, focused on physical, mental, and economic well-being



Mental Health America of Georgia Center for Family y and Wellness Odyssey Family Counseling Service Center for Black Women's SWEINESS Healthy Mothers of Healthy Babies of WellCare Health

Drivers



Outcomes

Why Maternal Mental Health

Maternal Mental Health Disparities

Black women and women of color more generally, have a much higher risk of developing PMAD

Black women are screened for PMADS at lower rates

Common screening tools used to assess PMADS may not accurately assess symptoms in women of color

60% of women of color do not receive proper treatment or support for perinatal emotional concerns

Purpose

To assess the mental/emotional health challenges of underserved women in Atlanta

To examine local priorities and sources of care for mental health among underserved women in Atlanta

Understanding What Impacts Mom

Challenges
Stress Factors

- Research Studies / Info
- No baseline Data
- Sparse Research
- Understood correlation between stress, MMH, Depression, Poor birth outcomes

Jackson-Hogue Scale



A Mother's Cry

Listening to understand ...

Community Partners, Community Health Workers and Family Members provided their input from observations, interactions and assessments:

- Agitation
- Depression
- Anger
- PMADS

Please note: The Edinburgh screening is performed for all HS participants.



The Value of a Mother's Voice

How we value voice



Perinatal
Mood
and Anxiety
Disorders
(PMADs)



Up to in 5 women develop mental health problems during pregnancy or in the first year after childbirth



Atlanta Healthy Start Initiative (AHSI)

Community

Community Action Network

Group

Peer support and group education

Individual

Evidence-based home visiting

ASM edu

#MSIVI

Community Action Network (CAN)

Community Action Network Yes We CAN!

- Collective Impact Framework
- Common Agenda
- Established Workgroups
- Strong Backbone Support
- Over 200 community members representing families, agencies, public and private entities.





Collective Impact Framework

- Common Agenda
- Established Workgroups
- Strong Backbone Support
- Continuous Communication
- Mutually Reinforcing Activities
- Over 200 community members representing families, agencies, public and private entities









2017-2019 AHSI - CAN Strategy

Topic Prioritization





Community Action Network

Identified 3 Focus Areas

Breastfeeding

Early Learning Literacy / Early Brain Development

Maternal Mental Health



Impact Focus Workgroups









Community
Action
Network

After 3 years... Maternal Mental Health became the CAN's "Common agenda"

Community Based Participatory Research

Why CBPR ?

Because its a partnership approach to research, and...

- Equitably involves all partners in all aspects of research
- Enables all partners to contribute their expertise,
 with shared responsibility and ownership
- Enhances understanding of a given phenomenon
- Integrates the knowledge gained with interventions

Traditional Research



Distrust



Ineffective interventions



Individual Focused

Benefits of CBPR Approach



- Provides resources for communities involved
- Joins partners with diverse expertise to address complex public health problems
- Increases trust and bridges cultural gaps between partners
- Has potential to translate research findings to guide development of interventions and policy change



Pilot: Integrating Perinatal Mental Health Services in Community-Based Settings

- Funded through Detroit Community-Academic Urban Research Center, University of Michigan School of Public Health (federal flow-thru)
- Mixed Methods
 - Collective Impact Framework
 - Topic identified as a priority by community

Ethical Concerns Expressed by Stakeholders

- Community consent
- Fetal safety
- Maternal risk
- Informed consent
- Information sharing and community re-engagement



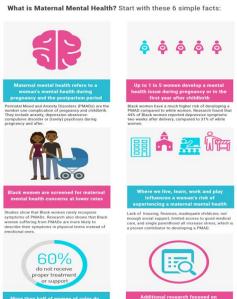
"Unity is strength...
when there is
teamwork and collaboration,
wonderful things
can be achieved."

- Mattie J.T. Stepanek

Outcomes

CBPR BMMH Project Documents





The Black Maternal Mental Health Study is being conducted to understand the maternal mental needs of Black women in

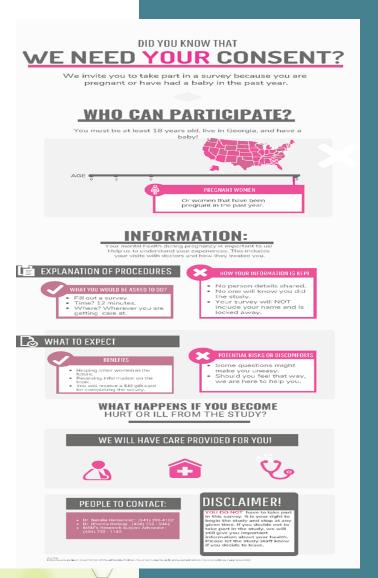
lead to negative health outcomes for the mother, and can negatively affect the mother-child bond and the child's long-term physical, emotional, and

Atlanta and ways to address those issues.
To learn more about the study, please contact nhernandez@msm.edu

Professional Standards for Administering CBPR- MMH Survey
Atlanta Healthy Start Initiative's Community Action Network and Morehouse School of Medicine

Topics	Questions and Comments
Please familiarize yourself with the survey and all study documentation. If you are implementing surveys you should know the survey, informed consent, and eligibility criteria. Please also familiarize yourself with the study protocol.	
Dress appropriately to the local culture. Every community is different, so familiarize yourself with your community	
Arrive to the site early to meet your local hosts, check out the room, and set up equipment and materials before participants arrive.	
Greet, meet, and mix with the participants as they arrived.	
Give the welcoming remarks, and make overall announcement about purpose of the study and what they will be doing.	
Introduce study staff at the beginning of the meeting to show who can help with survey.	
Speak clearly and slowly; however, be enthusiastic.	

For Internal Use Only – To Develop Flow Charts and Orientation PPT – For Training Purposes
Dr. Natalie Hernandez, Co-PI and D. Glass, Study Coordinator











Survey Administration Activities

Promoting Local Systems Change

Black Mamas Matter
Alliance

Maternal Mortality Review Action Committee

Maternal Health Stakeholder Group

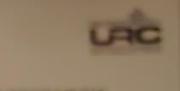
Post Partum Support International-GA Chapter Advocacy Committee

Georgia Perinatal Quality
Collaborative

March of Dimes Maternal and Child Health Committee

Black Mother Breastfeeding Association

Mental Health Advisory
Council



PARTMENDALF READON'S SYMPOSIUM

PROMOTING CBPR TOWARD ACHIEVING HEALTH EQUITY

MAY 29-30, 2019

D-M Bullion Combu-

2007 Woodward Assess Fifth

Succession, Mr. 48(5)21

www.dutraliant.org









Center for Black Women's

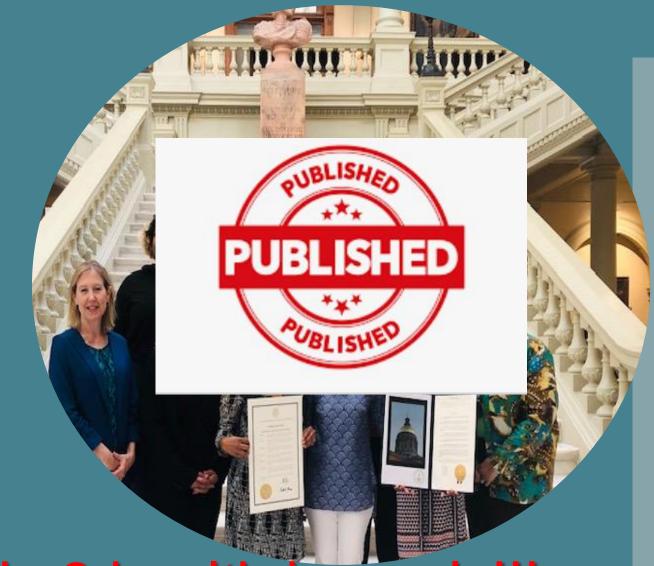
Preliminary Data Quantitative

- 63% of the participants (n=39) self-reported they had a maternal mental health concern.
- Reasons cited for lack of comfort talking to a health care provider:
 - not being asked (34%)
 - feeling embarrassed or ashamed (20%)
 - concerned about it being noted in medical records (25%)



Next Steps

- Data Collection
- Dissemination
 - Diversified Strategy
 - CityMatCH, Journal Article, Webinars, Bioethics Conference, HeLa Conference, GEERS Tour Bus
- Sustainability efforts
 - New partners
 - Grant Proposals



Work is published in 3 health journals!!!

National Maternal Mental Health Hotline

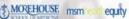
1-833-943-5746 (1-833-9-HELP4MOMS)

Systems Change Initiatives

1st Maternal Mental Health Day at GA State Capitol

Next Steps

- Data Collection
- Dissemination
 - Diversified Strategy
 - CityMatCH, Journal Article, Webinars, Bioethics Conference, HeLa Conference, GEERS Tour Bus
- Sustainability efforts
 - New partners
 - Grant Proposals





The Outcomes:

- \$1 Million dollars
 appropriated for Maternal
 Mental Health Review
 Committee (GA)
- GA DBHDD and GA DPH MCH began conversations on MMH
- HMHBGA and GA DPH developed telemed line for MMH



The Health Resources and Services Administration (HSSA) today asserted \$12.4 million through two programs designed to support the material facilities of support of the following programs of millions are not a followed Service.

"MEA is the primary federal agency connecting people to quality, affordable health case", said HEAA deministrator George Edgouria, tect.

In 0. "Today's awards multiple out firm commitment to the mental neath and well-being of our notion; involves, children, and less approximately 3.7 in million of the further all support of issues in tradegate behaviors affect one pode any control you wrong relative and more affecting the involves and the indicated the involves and the involves and involves any of the indicated the involves and involves and involves any of the indicated the involves and involves any of the indicated the indicated the involves and involves any of the indicated th

An additional SA 5 million will support seven states to explainment the <u>Common and Treatment for Maximal Determinor and Research Research</u>
<u>Research Research</u> <u>Research</u> <u>Rese</u>

"Access to mental risaths care to a critical component to ensuring overall health," said Laura Kakeriagh, Acting Associate Administrator of HEASA Maternal and Child Fealth Sursou. "HEASA awards will employ reinfealth, local procider insuring, and other evidence boxed and subharally completed strategist to make the device mental health needs of notices and dichlere throughout the survival Sains."



Special
Acknowledgements
for your consistent
support of the
BMMH-CBPR Project

The Atlanta Healthy Start Initiative Community Action Network, Morehouse School of Medicine, Center for Black Women's Wellness, The Center for Family and Community Wellness and the Atlanta Healthy Start Initiative, Healthy Mothers-Healthy Babies Coalition of Georgia, Odyssey Family Counseling Center, Emory University, Mental Health America of Georgia, Prevent Child Abuse, Georgia Department of Public Health, WELLCARE, Amerigroup, Sheltering Arms, Atlanta Public Schools, GA Society of OBGYN, First TEAM America

Key Factors

- Identify strong community partners
- Build or strengthen community coalition for engagement
- Identify a common agenda
- Strong backbone support for effective project execution
- Conduct a formal or informal community needs assessment
- Include community in every aspect of planning, training and execution of research
- Celebrate milestones along the way
- Continue to listen to community shifts and adjust accordingly

A Call to Action ~ A Call to Heal ACES - Trauma Prevention "The Reconvening Roundtable"

Thank you for participating in the ACES and Trauma Prevention Symposium six weeks ago. Please join us to continue this VERY critical conversation and establish a collective action plan.

Please register TODAY:

https://us02web.zoom.us/meeting/regis ter/tZ0pc-vrjksHddcVvTFQtg8SbWU8UTxOKyT

After registering, you will receive a confirmation email containing information about joining the meeting.

Thank you.

Thursday, August 6, 2020 6:00pm - 7:30pm EST or Friday, August 7, 2020 12:00pm-1:30pm EST







For More Info: 706-302-9101, Nic Anderson or 678-613-7716, Danette Glass

"ACES and Maternal Mental Health - The Trauma of Childhood Manifesting in Moms" April 7, 2020 – General CAN Session



Naeshia McDowell, MPH Director of Training





Jewell Gooding, MBA, LPC Executive Director







Lauren Kowslowski, MPH, MSW Project Manager



The ACES (Adverse Childhood Experiences) and Maternal Mental Health Impact Teams

SELF-CARE FOR "CARE"GIVERS

A Time To Reflect, Exhale And Achieve Personal Mental Wellness

WELCOME



AHSI – CAN Partner

Mental Health America of Georgia

Jewell Gooding, MBA, MA, NCC

Executive Director









Screening of the award-winning documentary Resilience with community discussion

Thursday, March 25, 2021 11:30-1:30pm

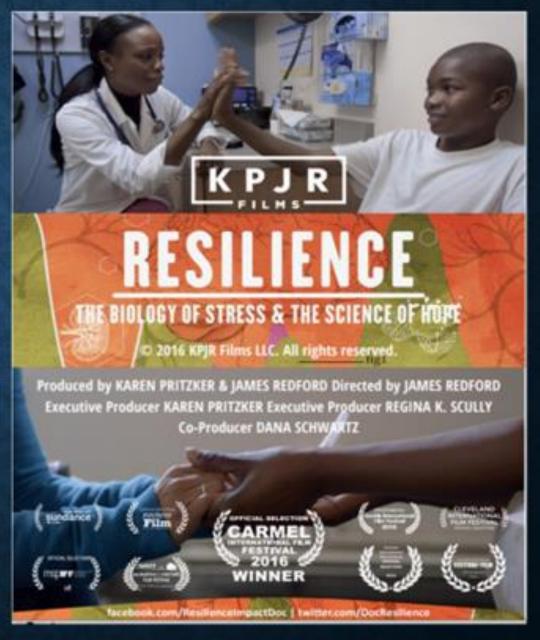












For More Information:



Danette McLaurin Glass, CAN Facilitator /
Consultant
Atlanta Healthy Start Initiative Community Action Network
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678-613-7716



Natalie Hernandez, PhD, MPH, Co-Pl Assistant Professor, Morehouse School of Medicine nhernandez@msm.edu





Information Exchange Community Engagement Best Practice



H.E.A.R.T. for GeorgiaTM

A DELIBERATE RESPONSE TO A CRITICAL ISSUE

We have a critical problem ...

State of Georgia

- Opportunity
- Goals
- Methods
- Impact
- Results



2021 MARCH OF DIMES REPORT CARD

MARCHOFDIMES.ORG/REPORTCARD





2021 MARCH OF DIMES REPORT CARD





REPORT CARD FOR



PRETERM BIRTH RATE

11.4%

PRETERM BIRTH GRADE



INFANT HEALTH

The 2021 Report Card highlights the latest key indicators to describe and improve maternal and infant health in the U.S. It features grades for preterm birth and measures on infant mortality in addition to social drivers of health, low-risk Cesarean births and inadequate prenatal care. Our Supplemental Report Card highlights the stark disparities across race and ethnicity within these factors.

With the onset of the COVID-19 pandemic, pre-existing health disparities have been magnified. Comprehensive data collection and analysis of these measures, and the resulting disparities, inform the development of policies and programs that move us closer to health equity. The Report Card looks at policies like Medicaid expansion and programs like Maternal Mortality Review Committees, that can help improve equitable maternal and infant health for families across the country.





PRETERM BIRTH RATES BY COUNTIES AND CITY

COUNTY	<u>Į≟</u> GRADE	J1 PRETERM BIRTH RATE	ŢĮ.	CHANGE IN RATE FROM LAST YEAR
Chatham	F	13.0%		Worsened
Clayton	F	13.3%		Worsened
<u>Cobb</u>	С	10.0%		Improved
<u>DeKalb</u>	D	11.0%		Worsened
<u>Fulton</u>	D-	11.2%		Improved
<u>Gwinnett</u>	D	11.0%		No change

Click on the underlined counties to view more data in PeriStats.

CITY	GRADE	PRETERM BIRTH RATE	CHANGE IN RATE FROM LAST YEAR
Atlanta	F	11.7%	Worsened

We have a critical problem... Our families deserve better.

- ▶ ...the rate of pre-term births in GA is <u>inexcusable</u> and continues to get worse despite efforts.
- We realized that it was necessary to step back and take a more <u>heuristic approach.</u>
- ▶ It was necessary to examine and address the underlining factors contributing to these dismal statistics…the <u>root causes</u> of the disparities.
- ► Keeping in mind these <u>are not "mere numbers</u>"… these are babies, and these are families.









"With the level of resources allocated for maternal and child health in the State of Georgia, why are our families still suffering?"

What factors do we need to consider?

Why aren't we moving the needle?

Why are the outcomes <u>still</u> so tragic?









After several strategy sessions (April 2021 –November 2021) CAN Partners of Healthier Generations and Atlanta Healthy Start developed an enhanced Community Health Worker model for families to address the "Care deserts" and the ongoing disparity.

H.E.A.R.T. for Clayton established May 2022. H.E.A.R.T. for Georgia established August 2022

Let's consider some of the factors...

- ► Family Dynamics and Intimate Partner Violence
- ► Adverse Childhood Experiences and Community Exposures
- Mental Health and Chronic Stress
- Unaddressed Health Conditions and Morbidities
- Brain and Socio-Emotional Development
- Social and Political Determinants of Health

These factors were gathered during community listening sessions, environmental scans, focus groups, individual interviews of Fulton and Clayton Counties, Georgia residents and stakeholders.









A Program of the Atlanta Speech School

























Health Education Advocacy Resources and Training

H.E.A.R.T. for GeorgiaTM – Family Health Advocacy Training

Modeled after the Community Health Worker Training Curriculum



H.E.A.R.T. for Georgia™ Family Health Advocacy Training

Modeled after the Community Health Worker Training Curriculum

- To improve perinatal outcomes and eliminate the disparity
- To address root causes of infant and maternal mortality
- To provide awareness and training of basic principles to promote health literacy and patient advocacy

H.E.A.R.T. for Georgia TM Needs Assessments

- Shortage of Health Care Workers
- Reluctance of Home Visitors (Pre-Covid and COVID)
- Assessed Community: Environmental Scans, Focus Groups, Etc.
- Pre-term births have worsened every year since 2018
- Patient Advocacy is critical especially if patient is incapacitated
- Poor Health Literacy

These factors were gathered during community listening sessions, environmental scans, focus groups, individual interviews of Fulton and Clayton County residents and stakeholders. (April 2021-October 2021)

H.E.A.R.T. for Georgia TM Project Components and Offerings

- ► Admissions and Registration
- Pre-Assessments and Post Assessments
- Curriculum Binder and Medical Supplies
- ► Participant Stipends for Completion and Incentives
- ▶ Office Hours and HEART of Georgia[™] Coaches
- Super Saturday Make Up Sessions
- Weekly Course Evaluations
- ▶ Pinning and Certificate Ceremony (Graduation)
- Project Evaluation

H.E.A.R.T. for Georgia ™ Curriculum Modules

- ▶ Count the Kicks™
- ► The Necessity of Health Literacy
- Managing Environmental and Relational Stress through Crisis
- Anxiety Relief and Stress Reduction Techniques
- Impact of Negative Stress on Pregnancy Outcomes
- Understanding and Overcoming Family Dynamics
- The Implications of Chronic Disease on Perinatal Outcomes
- Navigating Resources to Address the Social Determinants of Health
- SPEAK UP: Implicit and Explicit Bias ™

- ► Fundamentals of Healthy Brain Development
- ▶ The Power of Family Health Advocacy
- Healthy Money Matters
- Healthy Relationship Development
- Patient Advocacy
- ▶ Respectful Care Simulator ™
- Mental Health First Aid ™ *
- Strengthening Family ™*
- ► Community Resilience Model TM ?
- ► REAL Essentials[™] Healthy Relationship Development *
- Community Health Worker Training Online Self-Paced (NICHQ/HRSA)*

^{*}Deeper Dive/Additional Courses

























Curriculum Facilitators

H.E.A.R.T. for Georgia™ Participant Expectations

- ► Training: Complete 8-weeks of H.E.A.R.T. virtual training including self-paced online modules (16 facilitated modules)
- ► Skills Assessment: Demonstrate ability to advocate and share health literacy skills
- Practicum Application: Demonstrate health education, health literacy and advocacy skills by sharing knowledge with a minimum of 5 individuals of before, during and after pregnancy.
 - ► Choice of individual or group settings; virtual or in-person
 - Submit attendance sheets of health education and advocacy activities
- Be a Champion for H.E.A.R.T. for Georgia™ in community!

H.E.A.R.T. for Georgia™ A Few Evaluation Findings

University of GA – Fanning Leadership Institute

- ► The H.E.A.R.T. for Georgia Pilot program surpassed the goal of having at least 80% of project participants increase their knowledge of H.E.A.R.T.'s core principles.
- ▶ 98% of the participants strongly agreed and agreed that H.E.A.R.T. sessions goals and objectives were clear.
- ▶ 97% of the participants strongly agreed and agreed that the H.E.A.R.T sessions provided new/useful information.

H.E.A.R.T. for Georgia™ A Few Evaluation Findings

University of GA – Fanning Leadership Institute

- ▶ 95% of the participants strongly agreed and agreed that I would participate in future sessions offered by H.E.A.R.T. for Georgia.
- ▶ 97% of the participants strongly agreed and agreed that facilitators were well prepared and presented the content in a professional manner.
- ▶ 97% of the participants strongly agreed and agreed that H.E.A.R.T. sessions were worth the time they invested.



























Thank you! H.E.A.R.T. for Georgia™

For more information 678-495-8555 or 404-430-8585

info@heartforgeorgia.org

www.heartforgeorgia.org



SUMMARY OF TODAY'S SESSION!

Sections	Topics			
Part One	Session Two Review (Methods, Goals, Levels of Engagement)			
Part Two	"Best Practices in Action" of a few Healthy Start grantees			
Part Three	Your Agency's Goals and Circle for Community Engagement (Chart Exercises)			
Part Four	Developing a Community Engagement Plan (Part 4)			



SESSION FOUR! (Invite A CAN partner!)

Part One

Session Three Review

Part Two

- Information Exchange: Community Engagement Best Practices
- Healthy Start CANs Best Practices to Promote Systems Change

Part Three

 Plan Development: Clarify Goals, Simplify Process, Modify Plan

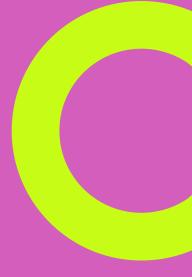


Next Session (May) for Grantees interested in sharing:

Healthy Start Community Engagement Best Practices In Action! (7 minutes)

- 1. Opportunity
- 2. Goal
- 3. Method
- 4. Impact
- 5. Result





References and Resources



Healthy Start EPIC Center

A National Training and Technical Assistance Center operated by NICHQ with funding from HRSA









References and Resources

Natasha Worthy, MSW Pamela Braxton, LCSW Erika Pope, MS Rahkia Williams Rosalind Lett, PhD Christa Payne, MPH PhD Natalie Hernandez, MPH PhD Danette McLaurin Glass







Satisfaction Survey

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







Next Community
Engagement
Learning Academy:
Implementing and Managing a
Community Engagement Plan

Tuesday, May 23 3:00pm – 4:30pm ET





