

Community Engagement Learning Academy – Session 4

Tuesday, May 23, 2023 || 3:00pm – 4:30pm ET



Community Engagement Learning Academy

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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.

HEALTHY NICHQ National Institute for Children's Health Quality

TA & SUPPORT CENTER

COMMUNITY ENGAGEMENT LEARNING ACADEMY

Agenda

Housekeeping & Learning Academy Overview Danisha Charles Healthy Start TA & Support Center (TASC)

Implementing and Managing a Community Engagement Plan

Danette McLaurin Glass First TEAM America, LLC

Q&A

All

Wrap-up

Danisha Charles TASC



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

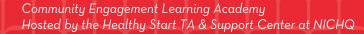
Healthy Start TA & Support Center



osted by the Healthy Start TA & Support Center at NICHC

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	Торіс
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



Implementing and Managing a Community **Engagement Plan Danette McLaurin Glass**

First TEAM America, LLC

NICHO National Institute for Children's Health Quality TA & SUPPORT



COMMUNITY ENGAGEMENT ACADEMY

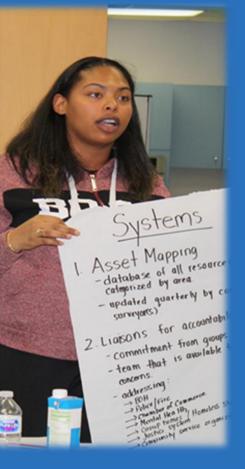
May 23, 2023

Vision

In

Action!

3:00pm-4:30pm EST





2023 COMMUNITY ENGAGEMENT LEARNING ACADEMY

WELCOME





KENN L. HARRIS Senior Project Director NICHQ



DANETTE MCLAURIN GLASS Senior Strategist First TEAM America



DOMINIQUE "NIKKI" MAFFEI **DANISHA CHARLES** Associate Project Director 15

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
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Passions and Advocacy Interests:

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



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

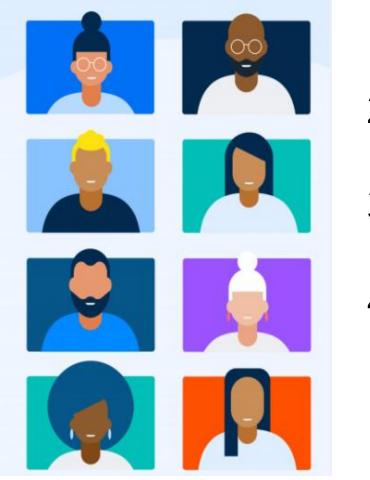
- The Community Engagementt Learning Academy of the Healthy Start's Technical Assistance Project allows grantees to participate in an extensive study with practical application strategies for community engagement in the local context.
- Exploring several evidence-based frameworks and successful engagement 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

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





1. Please share **Your Name**. 2. Please state your **Agency Name** and the areas you serve. 3. Have you started engaging your community? 4. Greet the next colleague in the Academy. Thank You!

PARTICIPANT INTRODUCTIONS

Session Three Highlights

Information Exchange Presentations

Community Engagement Plan Presentations



GOALS FOR ENGAGEMENT

Agency

CAN



Community ENGAGEMENT LEARNING ACADEMY



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



H.E.A.R.T. for Georgia[™]

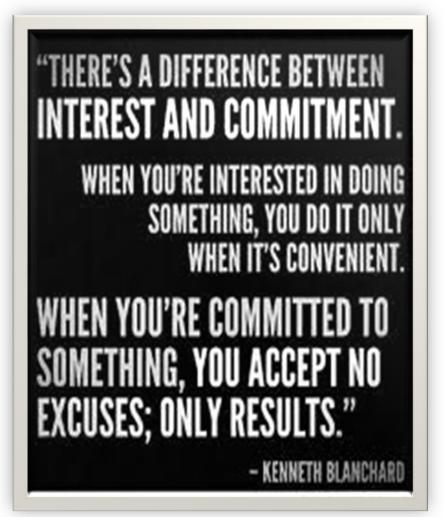
A DELIBERATE RESPONSE TO A CRITICAL ISSUE

Information Exchange Community Engagement Best Practice "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!"

COMMUNITY ENGAGEMENT: VISION IN ACTION





A REMINDER....

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

Danette McLaurin Glass



Disrupting the Disparity in Perinatal Health.

2022. 2023. 2024.



"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

Opportunities for Community Engagement

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 <u>regional and national leadership</u> within the greater HS community <u>and</u> field of maternal and child health (MCH).

2019-2024 HEALTHY START GRANTEE REQUIREMENTS

A FEW METHODS



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

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
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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"

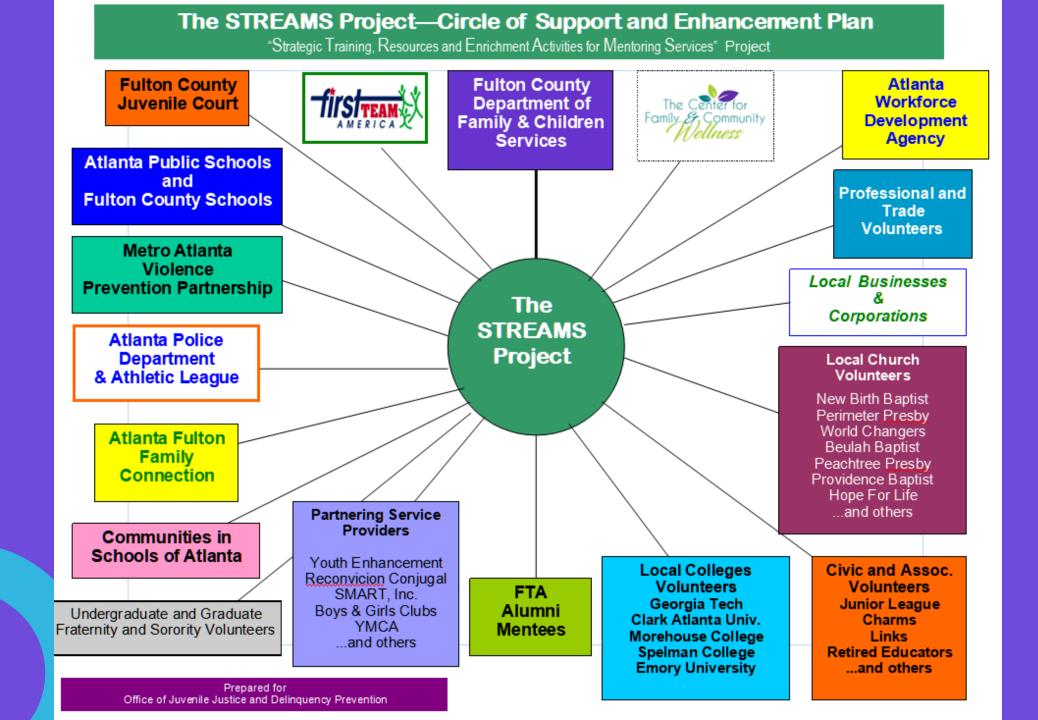
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GOALS FOR ENGAGEMENT

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)		



TODAY'S SESSION!

Sections	Topics	
Part One	Session Three Review (Healthy Start CANs Best Practices-Info Exchange, Developing the Plan)	
Part Two	"Goals of Engagement" Circle of Engagement	
Part Three	Reviewing the Plan, Modifying the Plan, Implementing the Plan	
Part Four	Preparing for Closing Exercise	



May 23, 2023

Sample of Circle of Engagement



Community Engagement Plan

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-	Strategy	Driver (s)	Timeline	Status
• W • W • H • H	and Community Needs Assessment What is the need? Who else believes the need should be addressed? Why do we need to come together? Iow should we engage with one another? Where is the synergy between community partners and stakeholders?			
Priorities	Assignment			
 Bi di W W W (0 W W CO H 	ased on the above research what specific issues oes the community want to address? Who will be responsible for specific tasks? What format or structure does the community vant to create to address the priority needs? Coalition, CAN, Committee, Team?) What is the frequency and duration of scheduled neetings? What goals must be established to address the ommunity issue? (Local Policy Change, Systems hange, Systems integration, Service linkages) low often should the community come together to valuate progress?			
ei st • Si	ntation What is the process to ensure equitable ngagement of all community partners and takeholders? hared Leadership? hared Management?			

 Shared Measurement? Does each partner have a specific responsibility and role? 				
 Evaluation and Measurement Did the community engagement initiative meet the established goals? What were the outcomes of the engagement? 				
This process follows the "Plan, Do, Study, Act" (PDSA) model for continuous quality improvement. The process for community engagement is cyclical and requires consistent monitoring to ensure effectiveness.				

SESSION FIVE! (Invite A CAN partner!)

Part One

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

Part Two

 Community Engagement Plan Presentations

Part Three

Celebration and Certificates

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Next Session (June) for Grantees interested in sharing:

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

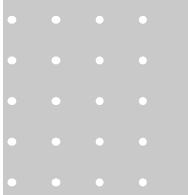
Opportunity
 Goal
 Method
 Impact
 Result



Next Session (June) for Grantees interested in sharing:

Community Engagement Plan Presentation! (5 - 7 minutes)

Research and Community Needs Assessment
 Priorities Assignment
 Implementation
 Evaluation



• • •



Q & Please complete our post- survey



Satisfaction Survey

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





Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ **Next Community** Engagement **Learning Academy: Community Engagement Plan Presentations and Closing** Celebration Tuesday, June 27 3:00pm – 4:30pm ET



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

Thank you !

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

