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











Agenda

Housekeeping & Learning Academy Overview **Danisha Charles**

HEALTHY START TA &
SUPPORT CENTER (TASC)

Community
Engagement Plan
Presentations and
Closing Celebration

Danette McLaurin Glass

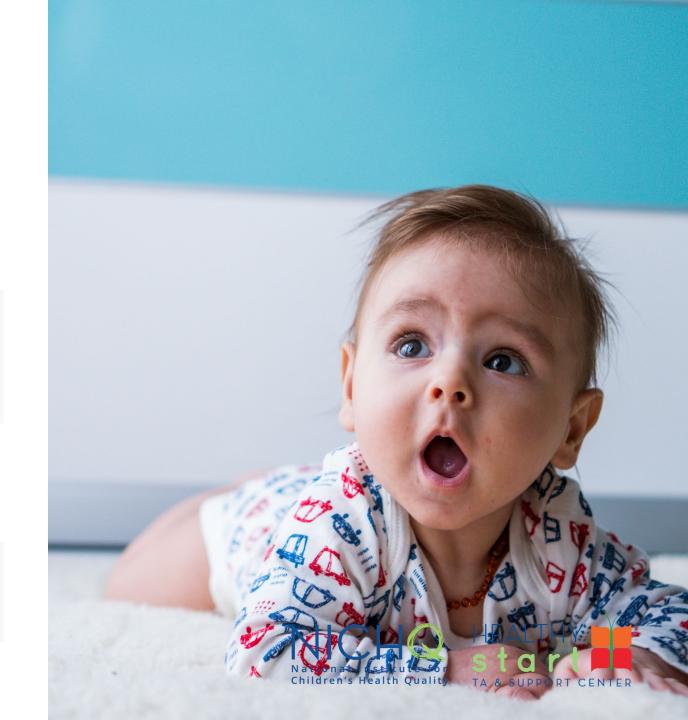
FIRST TEAM AMERICA, LLC

Q&A

Αш

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 CENTERAT NICHQ





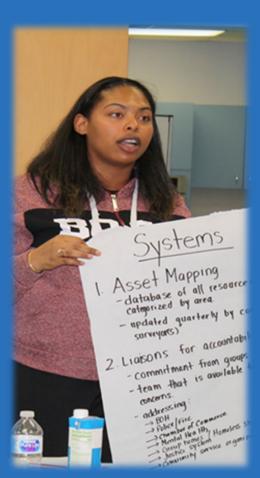
Community
Engagement Plan
Presentations and
Closing Celebration

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 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

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 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

Sessions	Topics 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!	
COLLDGE	OUTUNE AND CYLLADUC	

COURSE OUTLINE AND SYLLABUS

Review and Highlights Sessions 1 - 4

SESSION FIVE!

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







ADDRESS RELEVANT NEEDS



BENEFITS OF COMMUNITY ENGAGEMENT





HIGHER QUALITY SOLUTIONS



INFORM POLICY DECISIONS

GOALS FOR ENGAGEMENT

Agency



Community



CAN





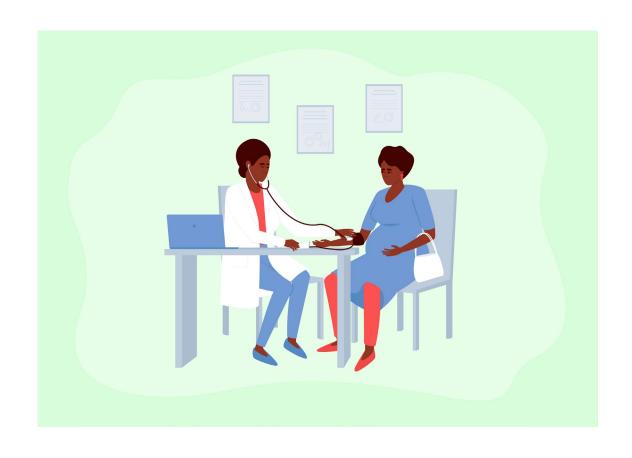
Atlanta Healthy Start Initiative's Center for Black Women's Wellness

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

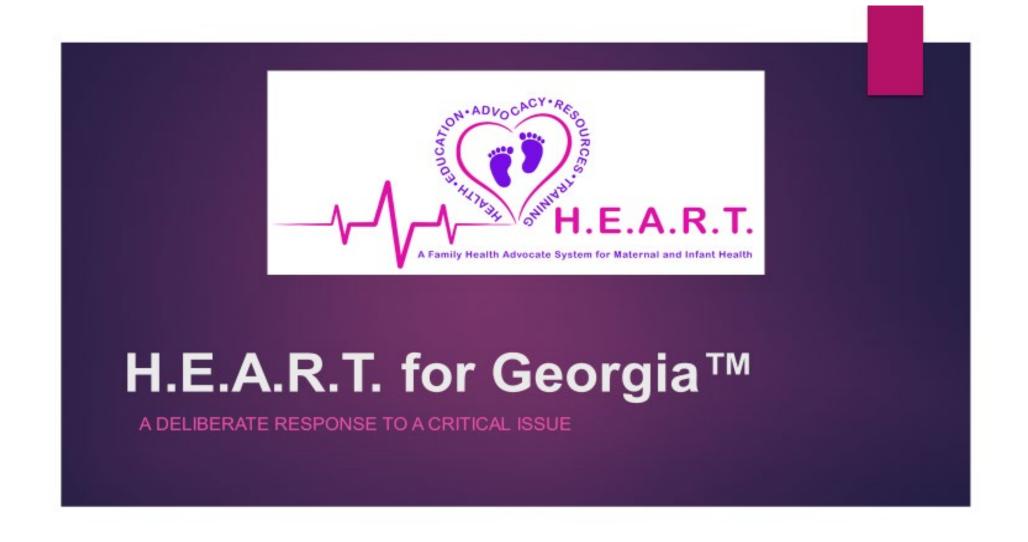


Black Maternal Mental Health Community Based Participatory Research Project





Information Exchange Community Engagement Best Practice



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 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









Community Action Network











TITST TEAM

HEALing













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"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 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

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



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)		

Sample of Circle of Engagement

Insurance & Sports & Faith Financial Fitness Small Community Community Community Education Businesses Community Corporate Your Families Community **Mission** & Goals Civic and Government Community (Local, State) Health & Legal Medical Others??? Community

SESSION FIVE!

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



Grantees interested in sharing:

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

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





Grantees interested in sharing:

Community Engagement Plan Presentation! (5 - 7 minutes)

- 1. Research and Community Needs Assessment
- 2. Priorities Assignment
- 3. Implementation
- 4. Evaluation









Please complete our post- survey



Satisfaction Survey

YOUR FEEDBACK IS EXTREMELY VALUABLE AND WILLHELP ENSURE OUR OFFERINGS MEETYOUR SUPPORT NEEDS!







