Transcription

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Megan: Hello, everyone, and welcome to this webinar, Gateway to Tools and Training at the Healthy Start EPIC Center Website. I'm Megan Hiltner and I'm a coordinator for Training and Technical assistance with the Healthy Start EPIC

Center. With me today are other members of the EPIC Center Team, as well as MCHB Division of Healthy Start and Perinatal Services Staff.

We have 90 minutes set aside for this webinar today, but we may not use that entire time. But we wanted to make sure we had enough time to respond to questions or comments that you have.

Before I introduce your presenter for today I wanted to let you know and encourage you to ask questions and comment. You can use the chat box function at the bottom left-hand corner of your screen. You don't need to hold your questions until we pause. For questions and answers you can just put them into the chat box at any point in time. And when we break for Q&A we will then respond.

I did want to let you know that if we don't have time to get to questions that I encourage you to post your questions to the discussion board that you'll be seeing and hearing more about during this webinar. I'm also going to be sending out right now in the chat box the link for the discussion board that you can later post your questions.

And the only other housekeeping reminder that I wanted to tell you about before we kick off the webinar is to compete the evaluation survey that you'll be prompted with at the end of the webinar. We really want your feedback, so please take the time to comment.

The presenter for today is Ms. Aisha Moore. She is the Online Technical Education Coordinator for the EPIC Center, and she is going to be the lead presenter for today.

Joining her is Deborah Dean. She is the Coordinator for the Evidence-Based Practice Inventory. She will be on the line primarily to respond to any questions related to that topic. You won't hear her voice unless questions come up.

So without further adieu I'm going to turn it over to Aisha to kick off the presentation. Aisha?

Aisha: Thank you, Megan. I just wanted to welcome everyone today to this webinar to learn more about the resources available to you on the Healthy Start EPIC.org website. I'll be your host this afternoon and walk you through this

presentation and later on we'll do a demonstration of the website so you all know how to use it.

The learning objectives for this session are by the end of this session Healthy Start grantees will know how to find information and resources on the EPIC framework, browse the training calendar, search for evidence-based practices, locate information on other grantees and health indicators and other health services, and connect with peers through the website.

So just a quick agenda here, first we're going to go through our thinking of how we designed this website, what we were thinking about, and we're going to go through something called the Post Method: people, objectives, strategies, and tools. And then we'll do a content overview, walk through the website, and talk about some social media.

First, the Post Method. In 2005, Forrester Research released a seminal article about planning for use of online technologies. Typically clients come to me with a technology in mind. They want to use Twitter or they want to use Facebook, or whatever it may be. But before we choose our tools we have to make sure that the tool we choose are right for our people, objectives, and strategies.

For this website, here are the people that we had in mind, of course, Project Directors in the Health Start Programs. But we also thought your staff would use this website; people from other MCH programs, some of our partners, clients or participants, and Health Start Project Officers.

The objective for this effort was to increase the sharing of consistent information about the program, increase your ability to apply the EPIC framework, assist you all with [inaudible 00:04:23] of evidence-based practices, helping you with information around meeting your benchmarks, and provide access to technical assistance.

So to meet those objectives we came up with a few strategies, and the first one is to share technical assistance and training materials from the EPIC Center and others in the MCH field. And you'll see we have quite a bit of that. We are sharing a listing of curated evidence-based practices and training developed in the field. I know all of you have been asking for that.

We have put up a way for you to engage in discussions. We want to facilitate resource and information sharing, build some partnerships and encourage networking, as we heard that you all wanted at the convention in November.

And we also have a map of the grantee sites and relevant indicators around MCH in the country.

So what technology or tools have we come up with? We have a section on the website about the EPIC framework. We have the evidence-based practices inventory, a training calendar. We have our map and our online discussion forums. What I will do now is kind of walk you through what you will see in terms on content on the website.

This is a little small and probably a little hard to read, but I will go over it for you. There are five main sections of this website. We have the About Health Start, the EPIC Framework, Training and Events, Resources, and the Grantee Corner.

In the About Health Start section is where you'll see an overview of the Health Start Program. You'll be able to find yourself and other grantees on the map, as well as some other resources, which I will demonstrate. There's a form there so you can contact us. And then it talks about the EPIC Center's staff and what services we provide, and that is what you will find in that section.

In the EPIC Framework section we have an overview of the EPIC Framework, and then we have eight different sub-pages under that. We have one for each of the EPIC Principles, The E, the P, the I, and the C. And we also have pages on each of the perinatal periods.

Next under Training and Events we have a training calendar there which you'll see. And then for the Resources we have evidence-based practices. And then in the Grantee Corner you can request technical assistance, you can connect with your peers, and you can get to our newsletter that we send out.

Before I get into my demo, I just wanted to spend a little time talking about the evidence-based practice inventory, because I know it's one of the things that you all have definitely requested. I just want to let you know how it came to be before we get into our demonstration.

For all of you who were at the November Convention, you heard Dr. Jan Shepherd talk a little bit about this, so I'm just going to do a little bit of review for those of you who were there. And this might be a little bit new for those of you who were not there.

In this evidence-based practice inventory database that we've created for you there are a little more than 100 resources listed. And we're going to continue to add resources over time. You can filter this database in several ways, and those ways you see on the screen. You can filter by the perinatal phase. You can filter it by the topic, and there are a lot of different topics in there. And you can also filter by the resource type, so that is one of the ways you can search.

The other thing you can do is also search for a particular program that you're looking for by name. So if you wanted to search for Nurse Family Partnership you can do that.

Then also in each listing it tells you the levels of evidence. Out in the MCH field this information can vary, but we put together a list of the levels of evidence as they apply to the resources in the database. So you can see there is one, two, and three. You have evidence-based practices, promising practices, and expert guidelines. So for every resource that is in this database, there is on the listing you have the levels of evidence, but you have a lot of other information as well that will help you get an overview of each of those practices.

Now where do these resources come from? The first thing we did was look at the National Healthy Start Evaluation, and pool all of the evidence-based practices that are listed there. But we also did a search of 24 databases and collections, and you can see some of them here, like AHRQ, CDC, ANTIP [SP], and SAHMSA. And as I mentioned earlier, we will continue to add evidence-based practices pooled in curricula over time.

Now I will turn it over to Megan, while I get ready for the demo and she'll take questions and answers.

Megan: Thanks, Aisha. Just to give everyone a heads up, as Aisha does her demonstration of the website via the webinar platform, you may see a bit of delay.

That's just the limitations of viewing this through a webinar. However, when you go and visit the website on your own you will not experience that same delay.

If anyone has any questions for comments that you'd like to make, please put them into the chat box now. And I'm not seeing any questions at the moment. So Aisha, I guess, take it away if you're ready to begin the demo.

Aisha: Okay, so now we're looking at the Healthy Start EPIC Center Website. And here we are on the homepage, and as I noted earlier, we have the five, drop-down menus in here. And the way this works is on the tab at the top, things in color, those don't go anywhere. When you click them, you don't go anywhere. What you're wanting to do is click down on each of the things in the drop-box. We wanted to make sure you went straight to the information and not intro or overview page. So this is how you would navigate here.

For EPIC Framework we have two levels, so you could go here for the overview, or you can go straight to the specific pages, and the same thing here and here.

Then we have this picture slider, which we will change periodically to have three things featured. Right now you can go here to find an evidence-based practice for your program. If you click here you go to the evidence-based practices. And the same thing if you click the arrows to get to any of the other featured topics.

If you continue to scroll down, you're going to see that we have the list of upcoming webinars and discussions, so you see today's listed here. And we'll be adding the ones that Megan's going to talk about later. And then you also get the most recently added evidence-based practices as well, and you'll see those three here.

If you continue to scroll down, at the bottom there's a site map where everything is just listed out. So if you can't remember where things are, always scroll to the bottom and everything is listed here for you.

Right here on the bottom right-hand corner you can see how to contact us. You can get to our YouTube page.

And then the other thing I wanted to point out is that at the very top you see this Healthy Start EPIC Center Service Staff, and contact us, so all of that is there.

The first thing I want to demonstrate is the Find a Grantee map. And as I mentioned, I'm not going to demonstrate every single page. I'm demonstrating the things that are most interactive and not focusing on things that are more content centered.

So here we're going to go and find a grantee. Here you can see that we have a map, and we have this opening statement where you need to click on the heart icons of the map for details about each Healthy Start grantee. So I'm going to close this with the X.

And we have these little hearts here so you can click on any one that you want, so I'm going to click here. And we are looking at Omaha Healthy Start. It has their information here, it has a website. And you can also open up a detailed PDF, which is the PDF that you all filled out prior to the convention. And if you did not fill out a PDF prior to the convention, you can download one of those and I'll show you where. And you can submit it to us via e-mail.

Now I'm going to close that and go back to the map. That's one way to use it. You can just click on each of the hearts. But what if you're not sure exactly which program you're looking for and where it is on the map? The other thing you can do is you can do a search. So I'm going to search in my hometown of Los Angeles and see who we have there. All right. We do have a Healthy Start Program in Los Angeles. Again, you can click on that heart, and you see fields for family and you can get all of the information.

But there is more to this than just finding particular Healthy Start Programs. You can add other layers. Here on the left-hand side we can click here for the layers, and you can add other things. We have the list of [inaudible 00:15:08], so you have one there. And then you're thinking there are other partners you might want to work with, so we've been able to get a little bit of that data. So you can add your FQACs, your Federally Qualified Health Centers, and you have that there.

Now you may be forgetting which one, what is the blue icon, what are the little dots. You can go over to the Legend and the Legend will tell you exactly what each of those icons mean.

Now I'm going to take off the other partners and you can also map some infant mortality indicators. You can put on the low dose of weight, and you can see that added there. You can put on pre-term birth on top of that. And you're wondering how you know which color is which. Again, you can go back to the Legend and it'll tell you what's what. Then you can put things on and take things off.

And to get back to the Healthy Start EPIC Website, here on the About tab you can go here, click this link, and it'll take you right back to the homepage.

The next section that I will demonstrate is the EPIC Framework. For those of you who were at the convention in November, you were introduced to the EPIC Framework and it has four parts. I'll go there now to the Overview so we can talk about this a little bit.

The four pieces are evaluate need and impact, partner for collective impact, implement evidence-based practices, and consider the participant's context.

Here is the Intro graphics, if you're on the overview page, you can click on each of these letters, the E, the P, the I, or the C, and get more information about those things. Or you can click on the icons, these pictures here, to learn more about each of the perinatal periods.

I'm going to go to the E page and show you what's there, and all of the other pages are set up exactly the same. On the evaluate need and impact page you see here that we have a little intro text here. Then we talk about how to apply the principle here, and then we have a video from the convention. So each of those [inaudible 00:18:01] sessions was recorded, and the video appears here and the slides are mixed in with the speaker. So you can watch the video and go over the slides at the same time.

And then we have resources. For this one we have over ten resources on this page that will help you apply the evaluate and need impact principle. And we will be also updating this over time.

As you go to the P to I [inaudible 00:18:34] page they are all going to be laid out exactly the same way so you'll get familiar with how that is laid out.

Then for the perinatal periods they also have a page, and we have a little bit of background, some of the aims. And then on each of those pages there is a link to the evidence-based practices inventory, because that is the biggest resource that we have; to get resources for this particular perinatal period.

Okay, next I'm going to go to Training and Events. And I've already gotten questions about this one before we even got to this webinar, so I know that a lot of people are wondering about this resource and how to use it.

This function has a calendar. As you can see here we're at events for January, 2015, and when you come to the page everything is represented as a calendar, so each of the webinars are going to be listed on this calendar. You can also change it from calendar view, which is the monthly view, to the list view.

So the list view, and there's only one on this page, so let's go to the next one. The list view is very [inaudible 00:19:57]. You can see the September, October, November webinars and [inaudible 00:20:07] post it. Okay?

If you are in this view, you can click on any of these titles here, and you can get those past events. And the one that I've been asked about the most is the Convention of [inaudible 00:20:25]. If you click here, you'll see that all of the resources are listed here. You have the program, the slides, and the other resources. So it'll be the same for this webinar, so after this webinar is over you should check back and you should be able to get the slides for this. So that is how this will work. You'll see it on your calendar, so if you need materials for something that happened previously, whether it's a webinar, a discussion group, any of that, you just go to the date that it happened and you can then get the things that you need.

And then if you don't know the date, you're going to want to go back and do it again. So you can do the calendar, and we have the calendar here, and you can click on any one of them. I'll click on this one here. That was done by the Division. So you have your recording, and the user manual here. So you can do it by the calendar, but if you just don't happen to quite remember that date, you can go with the list view and they are all listed here.

And there's just one other thing I just thought of to show you. You're looking at January, but if you need to get back to other months you click here, and then you click here, and then you click here. So that's how you navigate this resource.

The next thing we have is the evidence-based practices. The way this works is that it works on filters, and we are actually already thinking of our 2.0 version that will include a more robust search, and more filtering capabilities. But I will show you how you can use it right now.

When you're on this main page here, it gives you some background about these resources. We talked again about the level of evidence, how to search it here. And then what you see at the bottom of the page is what has been most recently added, so that will already be on the page for you. So if you haven't been to the page in a while, or you might not actually be looking for anything but just want to know what's new, what's new is already going to be on this page.

Now if you're looking for something specific there are two things you can do. You can filter by one of these filters, and there are also separate filters, so I will demonstrate that right now. You can filter by topic. So let's go ahead and filter by breast feeding. And so now you have all of the resources that are in this database or inventory that are listed here.

Now you get the title, you get a little bit of an introduction, and then you get the topic. So in these first two, the only topic was just breast feeding. But for some of the other ones they have lots of different topics. So if it's listed in more than one area, then you'll know. And you can also click on each of these topics if you want to go see things in the other topics.

Now I am going to click on one of these so you can get even more information after your search. Each of the listings in the inventory has a standard set of information. You have your title of your program, and then when you click on there it takes you actually to the resource itself. You have you title, who it's from, the year, the evidence rating, how much it costs. And you're going to say free or there are dollar signs, one, two, or three. Again, here is the link here to the source. If we have any additional information it would appear here. They have your topic, and again, you can click on that. You can also click on the perinatal period or the

type. So we have put consistent information for every resource so you can compare them.

I'm going to go back, and if we did a search on case management care coordination, you can also see that happens here as well. You can see that we have the resources again, under several topics. So that's really the bases of the search.

Now if you just know that you want the Nurse Family Partnership what you would do, and I'm just going to go back to the evidence-based practice. You know you want nurse family partnership. So this is the search block at the top, and you just put that in. There it is, the nurse family partnership right there. You can also do a search if there's something specific that you're interested in.

And as I said earlier, we will be improving the capabilities of this resource. We will be adding a more recent filter, combining search, and filtering together, so please stay tuned and we will definitely let you know through the newsletter when we have updated the search.

The next section I'm going to go through is the Grantee Corner, and I'm going to give you an overview of two things in this section. The first thing we're going to do is we're going to go over the request technical assistance [inaudible 00:26:15].

What you have on this page is an opportunity to request technical assistance from the Health Start EPIC Center. We provide you with an overview of how to request technical assistance and what's going to happen. You can read that over.

And then you can enter your information here; your project name, your URSA Grant number, contact name, email, area of interest, address by the SEBO worksheet. It's really important that before you request your technical assistance you have looked it over, your SEBO worksheet and you have that handy. Because right here in this area they are going to ask you what area you want addressed. And then as you go down, after you put in your ideal start date, you're going to be selecting areas that you would like to work on.

So the way this works is that you can select more than one item from this dropdown box. And in order to do that you need to press the control button, you select one. You can't see me do it, but you press the control button and then you

can select another, and another. And then you go to the next one and you can select one, and select another, and another.

Then what you would do is submit this, and you're going to receive a confirmation email with information from your request. It'll give you a request number. And we automatically also give you an email on the other side and we will be contacting you within 48 hours about your request. So it's very easy to use this form to request technical assistance.

Next I will go over our message board or forms. What we have provided here is a way for everyone in the Healthy Start community to be able to connect with one another via our message form. This is a closed group that is only available to Healthy Start Programs, including project directors, staff of your programs, your evaluators, the EPIC Center staff, and URSA Project Officers.

To view this section you must be registered, and you also will have to login each time. And I will demonstrate that to you now. In order to register you can click register now here, or you can do register in the left-hand corner. This black bar at the top is always going to be here, so you don't have to go down here and to the grantee corner to get there. You can register right here.

What do we need from you in order to get registered? You're going to need to create an account, and all of this information is required. You get to select your own user name, something that you can remember, your email address. You can select your own password; your first name, last name, title, project name, your level, and most importantly, your grant number, because that's how we're going to be able to verify you and make sure that the person who is coming into the form is someone from the Healthy Start community. Because we want to make sure that you have a safe space to ask your questions and to connect with your peers.

Once you fill out this form and you submit it you get an acknowledging email, and it'll have a link to where you can activate your registration. So I am already registered, so I'm going to go ahead and login. So here we are. Once you log in, when you go to this connect thing, voila, you have three other areas that you can see. When you're not logged in you don't see these areas.

So let's first go to members. Here you can see the people who are a part of this Healthy Start community, and yes, we have one person who has registered. Thank you very much. And you can see each person here, and you can put up a photo, you can put a bio so you can learn more about one another.

Next I'll go down to the activity, which you can get to from here, but you can also get to it from your left-hand bar. And we haven't gotten things started yet, so you're not going to see that activity.

Next we're going to go to the forms themselves. We have two forms here; one for general questions, and another one for follow-up from the webinars. And as the discussions get going we can add other forms, and we will be monitoring that and feel free to suggest a form to us.

So here in general questions, there are no general questions. I shouldn't have pulled that up. Webinar discussions, I know there are things there. So here we have a listing of two of the past webinars, and you could come here and ask for questions. Under each form you have eight topics, so there's a topic. After this webinar we are encouraging you if you have other questions or comments to make a post. I made this post earlier for you all to comment. And you can then just type in whatever you want. You can add, make something bold, you can add links, you can add tags, and then you submit. And now you can see it up here, the second posting to this topic. So it's very easy to work.

The other thing you can do is you can favor it, or you can subscribe. What's really important about this subscribe is that this form is another place to go, but if you don't want to have to check back all the time, you can press subscribe and the email you used to set up your account, it'll alert you when someone to the posted topic. Say you asked a question about a particular evidence-based practice and you're waiting for your colleagues to answer you. You don't have to come and check back all the time. If someone answered you, you press subscribe, and then you'll get an email, and then you'll know to come and check back. So it'll help you interact with the forms without you having to break your workflow to come and check. There might be an answer there for you and you can wait until you've gotten an answer. And if you haven't gotten an answer in a couple of days, or something like that,

you may want to reach out to the EPIC Center under Projects Officer. But definitely try using that subscribe function.

The last thing that I wanted to show you is to always just contact us. If you have questions about anything, there's a contact us form here, up in the right-hand corner. You can get to it there. You have your name, your email, your subject, and the message, and an email will be sent directly to the Healthy Start EPIC Center, and they'll have someone monitoring that box daily.

Now I am going to turn things back over to Megan, because we have some questions about social media.

Megan: And before we do the polls, I thought maybe we do have a couple of questions in the chat box that are really tied to what you just demonstrated, and I thought I'd ask you.

The first question is can multiple people, or is there a limit to how many members of a project can register?

Aisha: There is not a limit to how many people from a project can register, and I think that's great that you're thinking about registering more people, because I'm sure that different members of your staff have different needs. So that way they can ask their own questions.

Megan: Great, and there was another question that came in. In the past National Healthy Start Association has provided a good level of support. Should we no longer look to the Association for this level of support? What is the Association's role now that the EPIC Center is in place?

And the response to that is that the EPIC Center is collaborating with the National Health Start Association. And if your question regarding support is regarding technical assistance, then you can request technical assistance through the website, as Aisha demonstrated, and do that immediately.

And why don't we go ahead and take a couple more questions, Aisha, now that your demonstration is fresh in people's minds?

The next question is, "Please refresh us on what the SEBO worksheet is, and where we find it. Thanks."

Aisha: I'm going to go back to sharing for a second. Okay, the SEBO Worksheet, which is a capacity-building worksheet, is something that was handed out at the convention. So I'm just going to go to the listing really quick.

The SEBO Worksheets were handed out at each of the small breakouts and the team filled them out together. And here is one of them. Each of the topics, the E, the P, the I, the C, have specific questions that you could answer to see we actually got your technical assistance needs and how you felt about these things. So they are going to be there under the convention. But now you've asked that question I think I'll also go ahead and put them under each of the sections under EPIC so that they're there as well. So you can get the full set here under the November, but I will actually put the other ones in the EPIC Center section. So thank you for that question, because that's an idea.

Sue: I just want to add to that question and write a little bit more clarification. The blank forms will be posted to website and will be available under the EPIC. But your completed forms that were filled out by SAS at the convention, a copy of that completed form was sent to each Healthy Start Program earlier this last month. And you should have the project director of your program should have received a copy of the completed forms that were filled out by your team at the meeting. If you can't find them you can notify the EPIC Center and we'll resend them to you. But you should have your own individually-completed forms available to you. And that's what you should be referred to when you're trying to figure out what kind of technical assistance you might need.

Megan: Aisha, another question about registering. "Is it appropriate for the entire team to register or just the program director and lead support?"

Aisha: Anyone on the project is welcome to register in order to ask questions or answer some questions. I think when we imagine this we want to have a robust conversation there, so anyone that you feel could benefit from connecting with their other Healthy Start Programs to get questions answered are welcome to register in the form section, in the Connect section.

Megan: And Sue, I'm going to direct another question to you that just came in. "If we need to change what we originally put on the SEBO Worksheet, can we do that?"

Sue: Sure, the SEBO Worksheet is a tool that's really for your benefit. So if you want to revisit some of the issues and how you self assessed, and where you see your greatest needs, that's certainly feasible. Just use the blank form and complete it again. I think that when you talk to your project officer about specific TA requests you should reflect the fact that you may have changed some of your thinking in terms of your self assessment and setting priorities. But the tool is available for you and it really is meant as an opportunity for you to figure out where some of your greatest needs are and how to align the TA with it.

I know that there was an additional question asked of whether technical assistance was routed through the project officer. And that is true. The project officer will approve all TA requests for individualized TA. So if you are interesting in getting TA, we strongly encourage you to talk with your project officer first. That will facilitate and expedite the TA request when you fill out the form on the website.

We will be requesting approval from your project officer once we get your form, so if you've already talked it over with your project officer it just means it will go a lot faster.

Megan: Great, so let's go ahead and continue with the rest of the presentations and then we'll have more time for more questions.

Aisha, can you share a bit about upcoming features and then we'll do some polls?

Aisha: Sure, and before we wrap up I just want you all to know what you can expect from us in the future in terms of the website. As I mentioned several times, we're going to be improving the search capabilities for the evidence-based practices inventory.

We are going to be adding some other information for participants, and some of our other audiences, so one of the things that we imagined that we would put up there is something like how to effectively participate in a [inaudible 00:42:05]. We'll be adding some links to NCH organizations, and of course there are going to be ongoing updates of training, resources, the evidence-based practices, and we will be on those forms, hanging out all of you guys, and making sure that we can best meet your needs.

Megan: Great. Aisha earlier talked a bit about posts, and we wanted to be quotable people in the Healthy Start community about social media. What we want to know from you is about your use of social media. So we're now going to do a few polls and we use the results of these polls to make decisions on which platforms would best meet your needs. We already have a YouTube page. If you haven't seen it already we hope that you'll check it out. And you can find all of the videos from the convention on that YouTube page.

So this first poll, you can see the questions are in the middle of your webinar screen right now. The question is, do you use social media, for example, Twitter, Facebook, or blogs for any of the following reasons? You can click on any of these check boxes. They would likely be to learn about the specific needs, to stay updated on NCH information, for professional development, to improve your Healthy Start Program, or I do not, or I don't use social media for work.

So I'll give you all a moment to weigh in on that. Okay, it looks like it's going down. One more minute and see. Okay, let's check on the results. It looks like the majority, or almost half of the folks participating on this webinar don't use social media for work. But it looks like a fair amount of you use it to stay updated on NCH information, for professional development, to improve Healthy Start Programs. And about 13% of you use it to learn about your participants' needs. Okay, this is great. This is very helpful. Thanks.

Let's do another poll now. How much class time is spent on social media in support of your Healthy Start Program? Now on this one you can only select one of these. Your choices are: no time, less than three hours per week, four to nine hours per week, 10 to 20 hours per week, or more than 20 hours per week.

All right, let's see the results now. It looks like the majority of folks have a staff person or staff time spending less than three hours per week on social media supporting Healthy Start. Thirty-eight percent spend no time on it, and 16% at four to nine hours, and about 2% at 10 to 20 hours per week. And no one spends more than 20 hours per week. Okay, that's very informative.

The third and last poll that we're going to take now is which of the following social media channels should the EPIC Center create to communicate about TA, ethical

assistance, and other resources; Twitter, Facebook, blog, Tumbler, or social media is not needed? Feel free to click on more than one of these choices.

And the responses are coming in. Okay, let's go ahead and see the results. All right, it looks like the majority of folks think that the EPIC Center should use Facebook, and almost 40% of you think social media may not be needed. That's interesting. Thanks for your information, or for weighing in on that.

And a good number of people, or 23%, think we should Twitter and a few thought Tumbler. Great, and thank you for weighing in on that.

Now let's head back to the Q&A panel and check on some more questions that have come in. One person asked, "How long has the EPIC Center been available?"

The EPIC Center was awarded the contract in June, and is available to support the Healthy Start Grantees, meet their performance measures. And the webinar that was done a couple of weeks ago gives you a little more background about the EPIC Center and our role in how we can support Healthy Start Grantees. I encourage you to check that out.

It looks like we have a comment that came in. "While our project spends less than three hours now, we will soon have staff dedicated to a media/social media outreach plan." That's great. Thank you so much for commenting and sharing that with us.

Another came question, "One of the issues with social media is that formal organizations will not allow employees to access social media during office hours."

Aisha, have you seen that in your experience as a barrier, and can you weigh in on that?

Aisha: Yes, I have seen that in some of my other work. But one of the things that we can do is for the private technical assistance, if you feel that social media is something that you would like to use to help meet your program goals, such as increasing recruitment, or increase retention, we can definitely talk about how you can come up with a plan for that, put policies together, and really help you explain to the people in the system-making capacity why this is important and how it's going to help you meet your program goals.

Megan: Great, and another comment came in. "I think that social media is a forum for us to connect to participants. But for programs, for supportive programs, I think the other routes are more viable and secure, specifically for privacy."

Aisha, do you want to comment on that at all?

Aisha: Yes, and I definitely appreciate that feedback, because one of the reason why we decided to ask the people is we want to make sure that whatever tools that we are supporting are the ones that you feel most comfortable using. So thank you for that comment.

Megan: We have a bit more time for questions and answers. And if anybody else has any burning questions or comments, please type them in. But while that is happening I want to give you a few reminders and updates.

I wanted to let you know that this webinar, as well as other webinars that we will be doing will be recorded and they'll be posted to the website, along with [inaudible 00:50:23] and transcripts. We have a series of webinars upcoming, and I wanted to share a few of those with you right now. You may have seen them in the e-newsletter that we sent out on January 26th.

And for your convenience we'll send the date and the topic of that coming webinar out in an email tomorrow after the webinar. And in that email we'll also, because we had quite a few questions on the SEBO Worksheet, we'll include that in the email as well.

But the upcoming webinars in February include one on February 3rd, from 3:00 to 4:00 p.m. on Trauma [[inaudible 00:51:06] care. One on February 10th, which is an overview of the Hug Your Baby Program; one on February 12th, which is a follow-up to the convention on Collective Impact; and one on February 26th on Care Coordination. These are all at 3:00 to 4:00 or 4:30 p.m. EST. But again, we'll send you that information in an email following them.

More questions have come in. "Will the EPIC Center support male involvement work?" That question I think I'd like to turn over to you, Sue.

Sue: Yes, for many of you who participated in the Needs Assessment Webinar that was done earlier in January and voted on hot topics of interest, both from your

peers and the Ask Me Expert sessions, fatherhood involvement was one of the top rated categories. We are already scheduling an Ask Me Expert session on fatherhood, and very likely we'll be setting up a webinar and discussion series on that topic, although that one has not been signed up yet.

We have topics all set up for February and I know there's another question on how much in advance the events calendar will post. We are certainly posting a month in advance now, and we would hope to get further in advance now that we have the priority topics identified. We are certainly doing our best to hit the top-rated topics as fast as possible. So fatherhood happens to be at the top of the list, and it will definitely be one of the ones that we put into our planning very quickly. And I know that Megan was just reviewing some of the topics. We have some topics in the margin and as soon as they become available they will post to that calendar on the website, so you can always check that.

In addition we will send out the e-newsletter in the middle of every month, which will have the list of the topics for the following month. And we will also be sending out emails in advance of the sessions for you to be able to register with enough notice, at the beginning of the month, for that month if not before even more in advance as they become scheduled out further.

Megan: Great, and I have a question here, and [inaudible 00:53:54], I think you are on the line, and I think this question is directed to you. "As you're guiding us through the website, I see that [inaudible 00:53:43] Babies is now an evidence-based program. Deb, can you comment on that as well, given that you were actively involved in the evidence-based practice inventory?

Deb: Sure, can you hear me, Megan.

Megan: Yeah, we hear you fine; yeah, you sound good.

Deb: Whatever we could see in the evidence-based program inventory has one of the three levels of evidence that I believe Aisha mentioned during the presentation. The evidence-based practices, the promising practices, and the level three programs, that are more a product of expert recommendations or consensus. So I am not certain which level that program is listed at, but it met that criteria when we

were reviewing programs from a variety of sources. And the information would be there in the listing for that program.

Sue: And I'll also add to that that one is listed at a level three, which means that it's an expert guideline, so it's protocol, standards of practice, or recommendations based on expert consensus. So that is the evidence rating for that particular program.

Deb: And can I just add to Sue's. I think that the intent is as much as possible to use the highest rating options available to you, but in some cases that option isn't always available or the cost of top-rated program or model may be prohibitive. So the different ratings provide you some variability in the level of evidence available for particular solutions. And you could make your own judgments about what is the best fit for your organization.

Megan: Thanks, Sue, Deb, and Aisha. There are a couple of questions that have come in about the e-newsletter. One about how you can sign up for the e-newsletter. If you don't already receive it, please email the email listed up above. It's listed in the webinar platform, Healthy Start EPIC@jfi.com. And let us know you'd like to be added to the e-newsletter list and we will make sure you are on there.

And the other question is how many folks can receive the newsletter? Is it only the project director? No, it's not. More than the project director can receive that. So send us an email and we will include you on our email list.

I know when I earlier was rattling off all of those webinar trainings taking place in February that I said them rather quickly. Burt we will be emailing them out after this webinar with the registration link. So I hope that I didn't overwhelm you by rattling them off so quickly.

And we know that you all are very busy people, and this was mentioned on our last webinar, but we really want you to share those with your staff so if you are by chance not available to be on that webinar, share it with other folks. And they all will be recorded and have transcripts as well posted to the website, and available to you at your convenience as well.

Sue: May I also add that one of the thing we did want to share. We know that we're scheduling a lot of webinars, and not everybody can possibly fit in the time away from program activities to attend them, which is why they are all taped. It is our desire to get as much information out as possible, so we encourage you to identify staff that might be most appropriate for the webinars. We know that not all of them will be on topics that you necessarily have a need or interest in. So the expectation is not that you have to attend every one of these webinars. Certainly you don't have to attend them life. You have the option of listening to them, as they are a recorded webinar. We would love for you to make the time, but you should be more comfortable picking those that fit best with your schedule and your interest and share the information with staff, because we encourage anybody from the organization to attend any one of the webinars.

So again, the same people trying to attend all of these webinars will take far too much time away from your work and we appreciate that. So sharing it with other staff will have more people within your organization to participate and hopefully no one person has too much time taken away.%0