

“ Changing the World,
One Participant at a
Time!”
(Developing Strategies
for Engaging and
Retaining Our Families)

Presented by Angela M Ellison, MS.Ed
UIC/South Suburban College/Consultant



Who is Angela M. Ellison?

- Employed by UIC and SSC
- Master of Science in Education
- Mother of one son
- Former Exec Director of a Community Based Organization
- Believes in Justice For ALL
- Concerned Citizen
- Maintains a strong belief that people can help people if you care enough!!!
- Working in & with HS since its inception





Who Am I? I mean Really!!

Angela Maria Hall Ellison

- Worked with women and children for 30 years, been in the maternal and child world since the first program in 1986.
- A lady who really cares about the people I work with
- A Mom and Baby advocate
- An African American women and a Christian in training
- An Educator and a Facilitator by nature and spirit
- I am who you see a work in process (don't know how to be anybody else, besides everyone else is taken)
- A mother, sister, cousin, good friend and listener
- Every day working to Make a Positive Difference in every life I touch
- Mr. Hall's Daughter



Who are you and why
Healthy Start?



Just Curious...

1. What is your understanding of Healthy start?

2. How many have been in HS?

- < 1 year
- 1 to 5 years
- 5 to 10 years
- 10 + years

3. How many in this room are in the same program?

Presentation Objectives

- ▶ Participants will explore challenges and develop solutions to successful participant engagement
- ▶ Participants will explore challenges and develop solutions and strategies for successful participant retention
- ▶ Stimulate participants to rethink their current strategies in regards to participant recruitment and retention
- ▶ Provide an Overview of the HS Recruitment & Retention Toolkit





And in
Conclusion.
Successful
Client
Recruitment
and
Retention
Require....

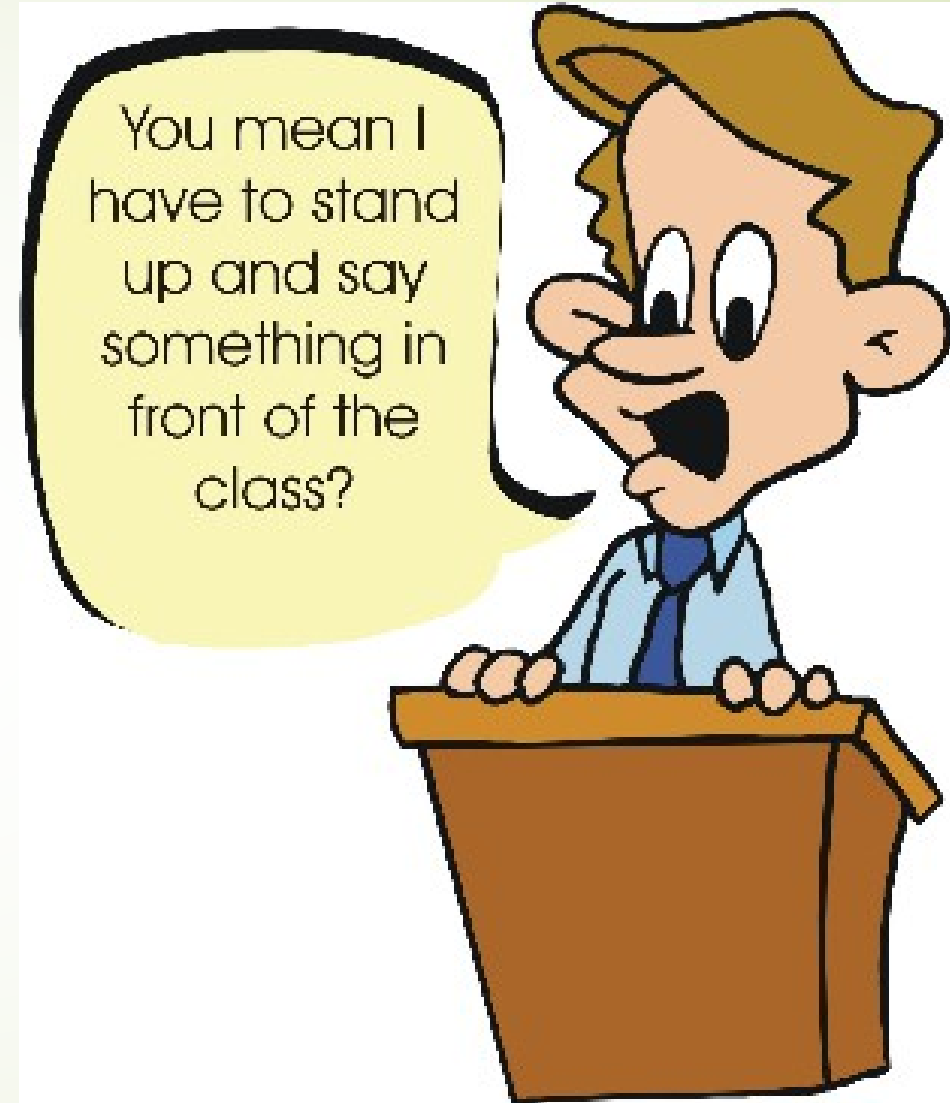
- Staff who are doing this work from the heart
- Staff who are culturally sensitive, competent & aware and whenever possible reflect the cultural make up of the target population
- A project that has mechanism to regularly assess the needs of the families and community it serves
- A project that is flexible and adaptable to meet the changing needs of the participants and their families'
- A project that is holistic and inclusive in it's approach
- A leader/leadership team that has a true vision for the program.
- A leader/leadership team that has fundamental belief that staff person has value and respect their input in program design and implementation

Lets start at
the
beginning...
Recruitment



When it comes to Client Recruitment,
Let's start with the basics
Know Your Product...!

Activity: Elevator Speech



Who is your target population?

01

Men Women,
Babies,
Pregnant
women?

02

African
American,
Latino, Asian,
Native
American.....

03

Rural or Urban

- Does your strategy for engagement include a plan for all these variations?
- Is your strategy sensitive or attractive to the target market?
- Does Your strategy have a ingrained mechanism for reaching the target population?

Where are they in your service area?

- ▶ Does your strategy include the non-traditional methods/places for recruitment? i.e. laundry mats, beauty and barber shops, grocery stores, churches?
- ▶ Does your organization have the resources to engage in non traditional ways? i.e pay for wash and dry, gift card toward grocery...☺
- ▶ Does your program use an enrollment metrics, a way to track how participants are entering the system? This also helps you identify potential partners (Toolkit)



What entities have access to your target population?

- Have you partnered with or have linkage agreements with non-traditional entities that provide other services to your target population?

(This is particularly necessary in rural areas)





What are the benefits of your program beyond the tangible?

- Is your recruitment strategy built on incentives only or the value/benefits of the program?

What is your marketing strategy?
Who is involved in recruitment?

- ▶ Do you have a marketing strategy?
- ▶ Is your marketing material sensitive or attractive to your target market?
- ▶ Is Recruitment a team effort, or just one person/or groups role?



Are there organization barriers or bureaucracy that prohibit good client relations?
Does your organization have a good reputation?

- Is your organization user friendly to the target group?
- Is what's on the walls reflective of the target population?
- Is your organization customer service friendly/oriented? Have you assessed your organization's cultural competency (Toolkit)
- Word mouth can strengthen you or hurt you, have you built trust in the community?





Let me take you on a quick journey of
a program in Chicago

An Program designed to Engage and
Change!

Closing the Gap in Illinois



Closing the Gap - Our Approach (2004 – 2007)

- ▶ Provider Evaluation/Education
- ▶ Educational Campaign
(Trained 20 Individuals from the target communities to be CHW's,
Training was 21 session long)
- ▶ Provide education to the agencies that conducted
Intensive Case Management
- ▶ Media Campaign



SIDS Educational Messages



**YOUR BABY
BELONGS IN A CRIB,
NOT A CASKET.**

In Chicago, African American infants are 13 times more likely to die from Sudden Infant Death Syndrome (SIDS).

For safest sleep, place your baby on its back in a crib.

For more information, contact SIDS of Illinois at 1-800-432-SIDS (7437) or call 311
www.sidsillinois.org



Pre- Term Labor Educational Message

314821 sra 01 baby terrell 6/20/08 10:14 AM Page 1

Baby Terrell is fighting to survive.

He was born 4 months early.



Call your doctor immediately if you have these signs of early labor:

- Cramps that feel like your period
- Feeling like your baby is pushing down
- Contractions every 10 minutes or less

For information or help finding a doctor, call 311.



www.marchofdimes.com/illinois

Spring 2006 messages



Saving Our Babies...Saving Our Future.

Take action! Get early and regular prenatal care.

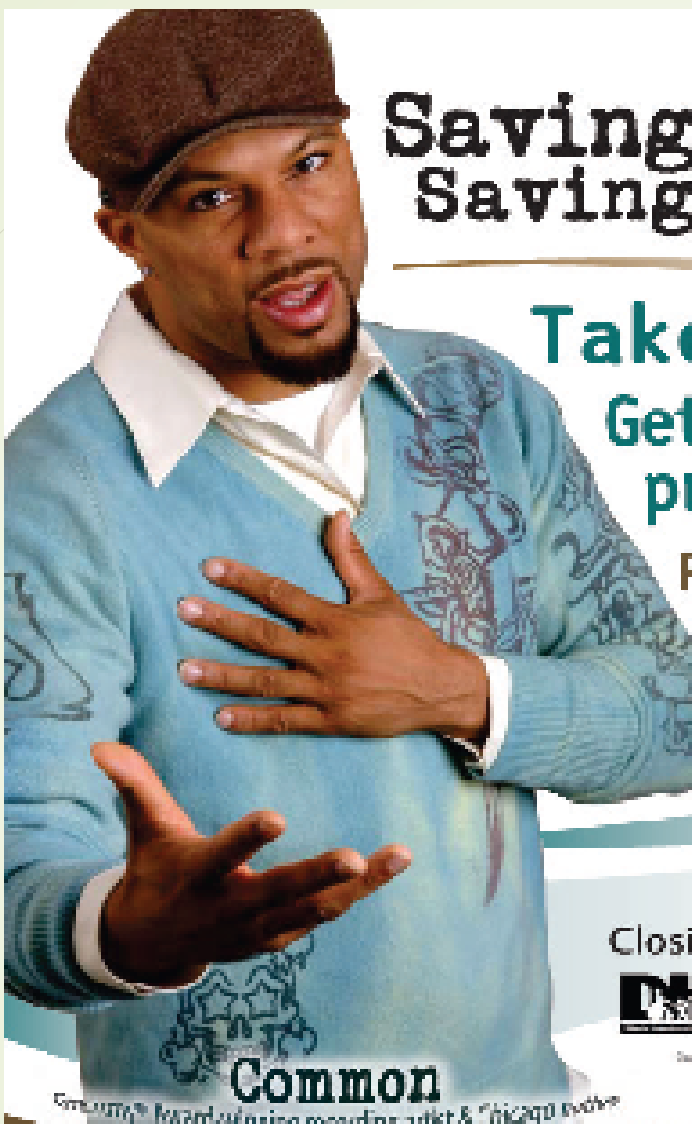
Place babies to sleep on their backs in a safe crib.

For more information or help finding a healthcare provider, call 311.

Closing the Gap on Infant Mortality    

Common Grammy® Award-winning recording artist & Chicago native

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Saving Our Babies... Saving Our Future.

Take action!

Get early and regular prenatal care.

Place babies to sleep on their backs in a safe crib.

Closing the Gap on Infant Mortality



Chicago's infant mortality rate is 10.5% - the highest in the nation. www.chicago.gov/3-1-1

Common
Grammy® Award-winning recording artist & Chicago native

**For more information or help finding
a healthcare provider, call 311.**

Results.....

The IMR decreased by 37%
In the two target
communities through Caring
People, Community
Education, Partnership and
Holistic Approach



- ▶ The people we hired (Passionate about the issues and they were real)
- ▶ EVERYBODY had a clear vision of what we was trying to do
- ▶ The holistic education focus
- ▶ The multi-prong approach to addressing the issue
- ▶ The community was involved from the very beginning (Program Design, Media Design)
- ▶ Met local legislators and Key Stakeholders prior to program implementation and educated about the problem and the process..

Why I think it worked





Tell me
your Story

- How are you currently engaging participants in public housing?
- What are the challenges?
- What is working?
- What is the plan?

Client Engagement in Public Housing



A West Side Story

- West Side Future (YMCA)
- IMR 28 deaths in 1986
- Illinois Medical District (no lack of health care)
- Three major housing development
- Low income, High crime rate, Substance Abuse/Gang Violence, Primarily single parent household, although the men were present (we addressed this many year later, much to my embarrassment)

So what was the problem? Was it access?



West Side Story..... What we did?????

- Hired people from the community through referrals from key leaders (even had to let some go, but there is a process, you might have to kiss the ring)
- Listen and learned from the staff
- We recognized that the staff was neighbors to their clients therefore we addressed/trained on burn-out, conflict resolution, ethics, time-management
- Subcontract with key agencies in area
- Formed Workgroups to address the “social determinant of health) although we did not call it that at the time, (i.e. Parks and Recreations, Employment and Training, Health Care –Modern Day- the Community Action Network



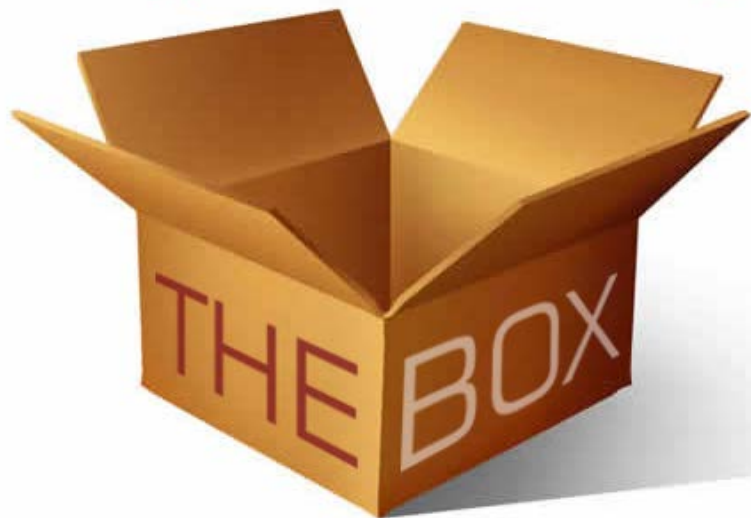
Angela's Rules of Engagement

- ✓ The people who are providing the services need to have a real understanding/empathy for the people being served. (Culturally competent and sensitive) (Community Health Workers, I'm coming back to this point)
- ✓ Meeting people where they are means, in their environment as well as in their head space. (homeless) In rural areas this means driving a lot.
- ✓ Connecting with key leaders, organizations, "hot spots" in the area, establish an agreement. (Train people about the issues in the churches etc, nurture midwives etc)
- ✓ Use technology
 - ✓ Text Messaging
 - ✓ Interactive Education sessions
 - ✓ Telehealth
 - ✓ Facebook, Twitter etc. for universal messaging





thinking



Engagement Strategies

1. Connections and Partnerships
2. Utilize your "People" resources
3. Think Outside the Box
4. Make it fun
5. Its everyone's job!!

Engagement Strategy 1 – Connections & Partnerships

The unusual suspects and the usual suspects –
Do you have a informal or formal agreement
with key agencies, entities in the target
community?

The Usual

- CBO'
- WIC
- Public Housing Authority
- Hospitals & Clinics

The Unusual

- Schools
- Churches
- Businesses





Engagement Strategy 2 – Utilize Your People Resources

- Home Health Parties
- Baby Showers
- Community “Super Mom or Dad” or Champions (Train them, pay them, support them, acknowledge them)
- Teen Peer Mentors (train them)

Engagement Strategy 3

Think Outside the box

- Where can you meet people?
 - Laundry mats,
 - Beauty salons
 - Barber shops?
- How can you reach out and connect?
 - Social Media
 - Text
 - Newsletter
 - Marketing designed by them
 - Focus groups



Engagement Strategy 4 Make it Fun!

- ▶ Have Parties!!!
- ▶ Connect around things we all enjoy
- ▶ Ask the community
- ▶ Attend the community events
- ▶ Take time to brainstorm and celebrate success





Engagement Strategy # 5 Its Everyone's Job

- Have joint outreach days
- Have monthly "open houses"
- Engagement is not at 9 to 5 thing...
- Have the right marketing equipment and plan, clarify roles and responsibilities

Engagement and Retention



Soooo..... I ask?



What are some of your common challenges for retention?



The Most Important Rule in working with Our Participants is.....



Yep
that's
right!!!

Start where they are !
(Not Where YOU
want them to be)



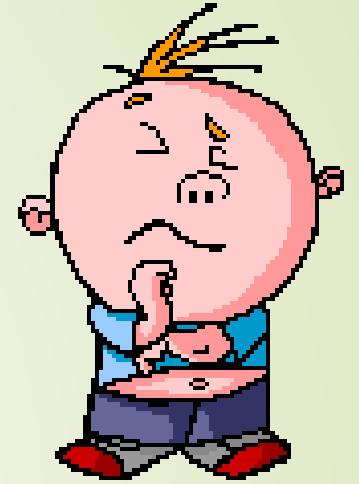
5 General reasons
many of our
participant
sign up for
Healthy Start

- In Crisis
- Incentives
- Services
- Good sales pitch (Good CHW)
- Word of mouth

Is your program heavily relying on any one of these things?
You must have balance!

Participant Retention...

Things to Consider.....



- Program Design
- Program Benefits
- Program Staff
- Paper driven approach not people driven approach
- The Human Factor



Program Design

- Does your program design include services, opportunities for participants based on where they are in the program? i.e pregnant vs non-pregnant
- Did you seek participants input, assess their needs, what going on in the community when implementing your program?
- Do you periodically reassess needs?
- Are the services offered in a time, place, manner that is meeting the needs of the participants and not the staff?
- IS possible to have your program designed in way that the “feel” of it is based on the primary culture served (i.e rites of passage?)



Program Design Continued

- Do you have processes in place that will allow our families to continue to receive your service even if their assigned Case Manger leave?
- Do you have a plan for re-engaging participant who disappear?
- Is your program person driven or system driven, if someone leaves will the whole thing fall apart?
- Does your program think outside the box when it comes to service delivery? i.e Home Health parties, client driven activities,

Program Benefits

- Have you evaluated the benefits to participants for your services? Have you put your self in their shoes?
- How are you measuring impact for families i.e client satisfactions, a quality insurance plan and process



Program Staff



- Do you have the right staff doing this work?
- Have they been trained in all the areas that would help them succeed in this work? i.e motivational interviewing, cultural competency, communication?
- Do you regularly assess their satisfaction?
- Do they have input in program design based on their knowledge and or experience?
- Are all the roles defined and working collectively for the same goal? Or are we operating in silos?
- **Does your program help them take care of themselves?**



Paper driven approach not people driven approach

- ▶ Are we so attached to getting the reports in that we have not connected in human way to the people we are trying to help?
- ▶ Is our approach too clinical? Too nosy?
- ▶ Too **NOT** tied to what they need?
- ▶ Have you talked, trained staff on using the program tools (New HRSA Tools). Practice really does make perfect.





BEINGHUMAN



The Human Factor

- ▶ We all make choices based on what we think is important at the time (so does the Healthy Start Participant)
- ▶ While Knowing how many time I have been pregnant is important to you, it may not be important to me (9 time out of 10 it is not) So the Healthy Start Participant will make the choice to engage with you or not?
- ▶ We do this work because we care about human beings and sometimes human being are silly, irrational, scary, angry, hurt, scared... This factor will determine how I respond to you or not, whether I call you back or not.

My lesson, in this, if we truly remember the human factor and that the reason this program exist is to change lives in a great way, then you will work with people in a human way and they will respond!!

Ok, Sermons over....

Tools You Can Use – The Healthy Start Recruitment & Retention Toolkit

Created by

Dr. Kimberly Leslie-Patton, Phd.
CMC, CHW

With Support from the Healthy
Start EPIC Center



The Toolkit Topics

- ▶ Pre- Work
 - ▶ Taking the Pulse, assessing your organization Cultural and Linguistic Competence
 - ▶ Painting a Portrait: SWOT Analysis
 - ▶ Measuring Your Baseline: Enrollment Metrics
- ▶ Recruitment Tools
 - ▶ Working with partners
 - ▶ Mapping your community
 - ▶ Documenting your roadmap to success
 - ▶ Creating and Effective Elevator Speech
 - ▶ Telling Your Healthy Start Story; Collecting Participant Testimonials



Now the work
begins.....



The Toolkit Topics Continued

- Retention Tools
 - Weaving a safety net: Documenting A Support Network
 - Looking to the Future: Goal Setting
 - Direct from the Source- Participant Interviews
 - Direct from the Source – Staff Interviews



In summary... For real 3 Key Points for Success...

- ▶ A staff that is valued and are heart driven to do this work and a leadership team with a mobilizing vision
- ▶ A program that is flexible and adaptable to meet the ever changing needs of our families and is holistic in it's approach
- ▶ A program with plans, strategic plans,
 - ▶ Recruitment/Outreach plans,
 - ▶ Retention plans
 - ▶ Marketing Plan



SUCCESS

Because you too can own this face of pure accomplishment

Now it Your Turn,
We're going to start working on my last recommendation
today...
Lets Get to Work..

Spend about

Spend about 10 minutes discussing the challenges you see regarding Recruitment and Retention in your area.(write them down)

Identify

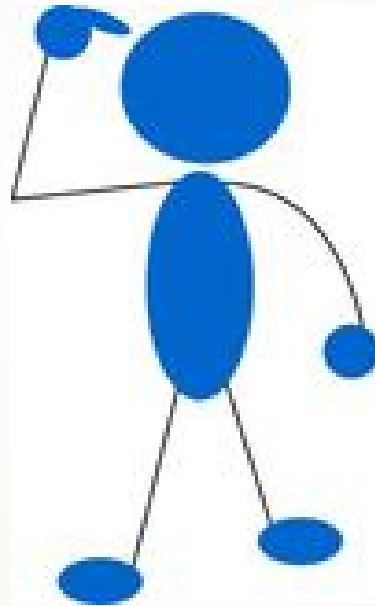
Identify your current assets and resources to address the challenges. (write them down)

Write down

Write down 2 to 3 minimally of the first steps in your strategic plan for:

- Marketing your services
- Recruiting Participants
- Activities to facilitate retention of participants

I Leave you with this
Thought!!!





**UNLESS someone like YOU
cares a whole awful lot,
nothing is going to get better.
It's not!!!**

Dr. Seuss



Got Questions



Thank You & Thank You for your Time





Presented for You By Me
With Love & Changing the World on
My Mind.

Just in case you want to contact me
after today

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angela2022@comcast.net

