

Building the Healthy Start Community Regional Meeting

AGENDA

August 3-4, 2015

**Kansas Medical Society (KaMMCO Building)
623 SW 10th Avenue, Topeka, Kansas 66612**

MEETING PURPOSE: Provide an opportunity for grantees in specific regions to come together, in-person for strategizing, skills building, and information sharing.

MEETING OBJECTIVES:

- Connect with Title V Directors regarding their action plans and Healthy Start
- Hear examples of social media campaigns to market your Healthy Start program
- Build skills in case management and referral systems for Healthy Start programs
- Share examples of strategies for tailoring of evidence based programs for target populations
 - Draft a sustainability plan for your Healthy Start program

Day 1: August 3

- 9:00** **Welcome and Introductions**
Trista Chester, DHSPS
Jill Nelson, Program Manager, KDHE Healthy Start Project
- 9:45** **Updates from the Division of Healthy Start and Perinatal Services, Healthy Start and the EPIC Center**
Trista Chester, DHSPS
Aisha Moore, EPIC Center
Colleen Ayers-Griffen, Community Service Council of Greater Tulsa
Session Description: Division staff will provide an overview of important Healthy Start grant requirements. An update from the EPIC Center training and technical assistance activities will also be shared. EPIC staff will also share an update of the Healthy Start CoIIN's efforts and their priorities for the coming months. Colleen Ayers-Griffen from Community Service Council of Greater Tulsa will give an update from the Collective Impact Peer Learning Networks.
- 10:30** **Listening Sessions with Title V Directors**
Kathy Karsting, Nebraska Department of Health and Human Services
Stephanie Wolf, Kansas Department of Health and Environment
Session Description: Healthy Start Grantees, Title V Directors will discuss updates, Title V priorities for the next five years, needs assessment, performance measures, their action plan, and opportunities for collaboration.
- 11:00** **Break**
- 11:15** **Using Social Media to Market Your Healthy Start Program**
Aisha Moore, EPIC Center
Amy Lin and Cynthia Dean, Missouri Bootheel Healthy Start
Linda Byrd and Pam Waugh, Little Dixie Healthy Start
Session Description: This session will identify essential components of a social media campaign to market their programs. Grantees will conduct an organizational inventory of existing communications assets. Social media tools will also be covered, particularly using these tools with rural/urban communities. Strategies for using social media when working with public/private funders will be discussed.

Day 1 (continued): August 3

- 12:30** **Lunch on your own**
- 2:00** **Developing Skills in Case Management and Referral Systems**
Angela Ellison, Consultant
Session Description: During the March EPIC Center webinar on Care Coordination and Case Management, Healthy Start grantees understood case management to be the provision of services through a coordinated, culturally competent approach that includes client assessment, referral, monitoring, facilitation, and follow-up on utilization of needed services. For pregnant women, these services include those that assure access and utilization of quality prenatal care, delivery, and postpartum care. For infants up to two years of age, these services assure access and utilization of appropriate quality preventive and primary care services. Using this definition as an operating principle, this session will continue the discussion, exploring with grantees examples from the field of strategies, successes, challenges and key elements. It will aim to build skills in case management by demonstrating tools for case management. The second part of the session will focus on referral systems. Healthy Start grantees rely on referral systems in their case management model to connect women and families in their programs with needed services. There are key factors in establishing best practices for referral systems. These key factors will be discussed. Tools will also be shared.
- 3:00** **Break**
- 3:15** **Developing Skills in Case Management and Referral Systems (continued)**
Angela Ellison, Consultant
- 4:30** **Adjourn**
- 5:00** **Networking Reception:** Topaz Area, Capitol Plaza Hotel, 1717 SW Topeka Boulevard, Topeka, Kansas 66612
- 6:00** **Optional: Networking Dinner:** Sign up at the registration desk

Day 2: August 4

- 9:00** **Welcome**
Trista Chester, DHSPS
- 9:10** **Using Evidence Based Programs (EBP) in Your Healthy Start Program for Health Education**
Aisha Moore, EPIC Center
Michelle Vatalaro, EPIC Center
Session Description: This session will cover strategies for tailoring health education evidence based programs for your target population, including age, gender, race, ethnicity, geographic and socioeconomic factors, which will inform recruitment efforts. The session will also cover how to use group incentives without being coercive.
- 10:30** **Break**

Day 2 (continued): August 4

- 10:45** **Sustainability Workshop**
Jan Figart, Community Service Council of Greater Tulsa
Kevin Monroe, Consultant
Session Description: This session will cover strategies for sustaining Healthy Start Programs. Jan Figart will begin the session with a presentation on sustainability in light of the Affordable Care Act and maternity medical home. Kevin Monroe will then facilitate a workshop around the 3 R's for developing a sustainability plan (Results, Relationships and Resources). Healthy Start examples for each of the 3 R's will be given. By the end of the session, participants will leave with a 90 day plan for working toward sustaining their programs.
- 12:00** **Lunch on your own**
- 1:00** **Sustainability Workshop (continued)**
Kevin Monroe, Consultant
- 2:30** **Break**
- 2:45** **Sustainability Workshop (continued)**
Kevin Monroe, Consultant
- 3:30** **General Q/A Session**
- 4:00** **Wrap up, Evaluation and Adjourn**