



Healthy Start TA Launch Webinar

January 28, 2020

National Institute for Children's Health Quality

Webinar Agenda

Topic	Speaker
Housekeeping	Tess Pritchard
Welcome & Opening Remarks	Scott Berns & Kenn Harris
Healthy Start Needs Assessment Review	Becky Russell, Emily O'Donnell & Jordan-Tate Thomas
Technical Assistance Activities	Kenn Harris
Submitting a Formal TA Request	Kenn Harris
CoLaboratory (CoLab)	Tess Pritchard
Questions & Answers	TA Center

Meeting Logistics

Please note the following:



- This session is being recorded, and will be archived for future viewing.



- All participants are muted upon entry. We ask that you remain muted to limit background noise.

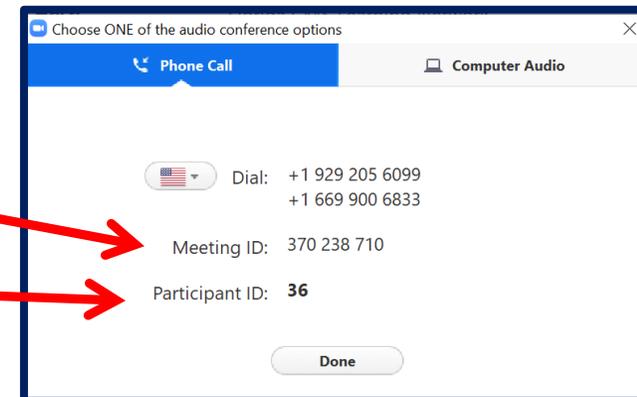
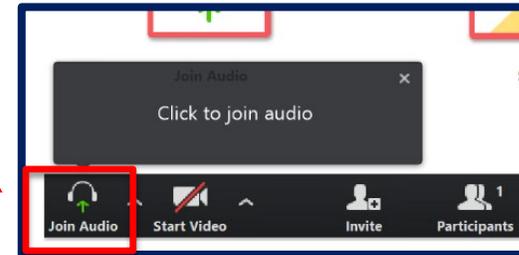


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

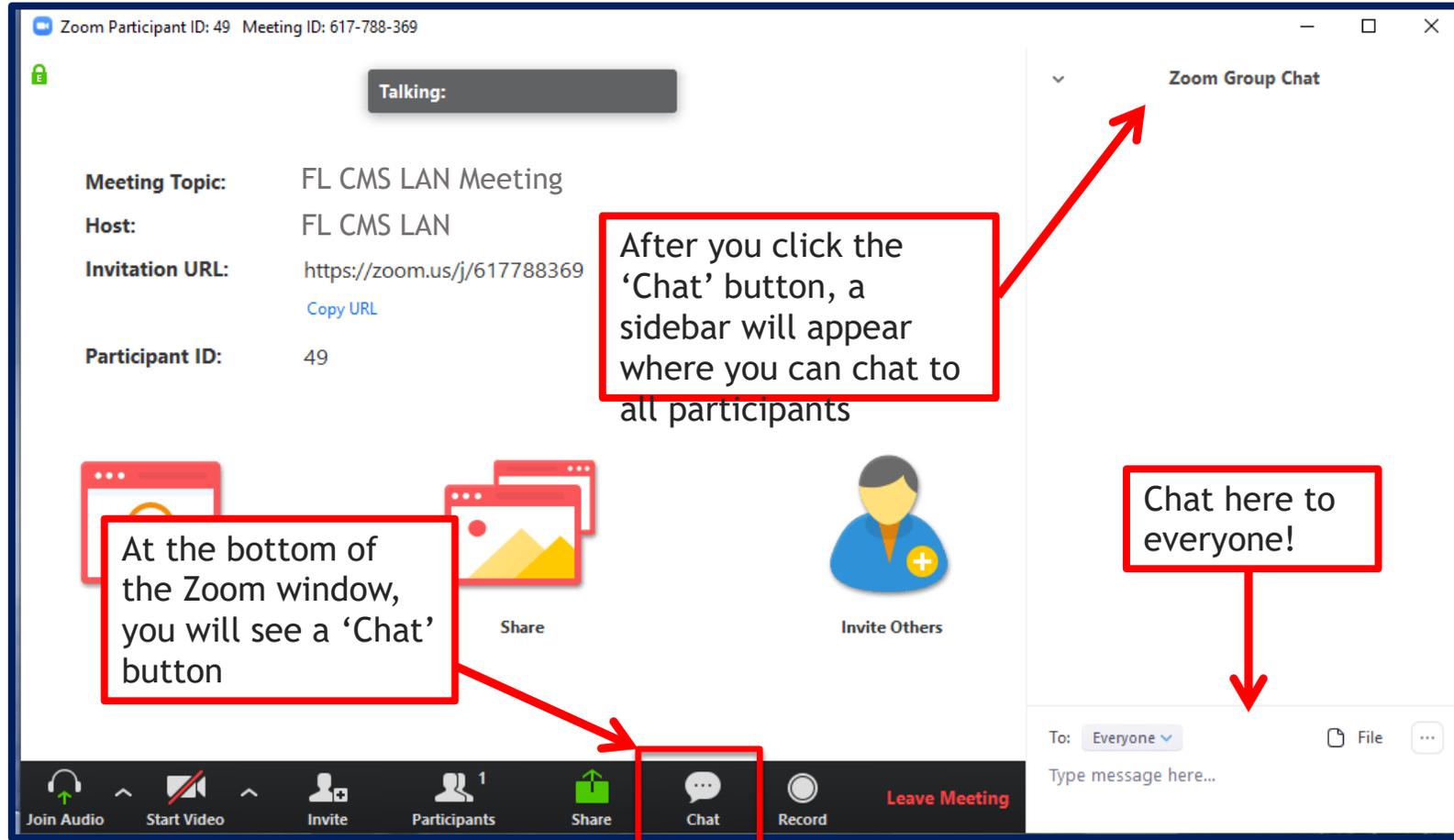
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Ways to Participate: Chat





Welcome & Opening Remarks

Greetings



Scott D. Berns, SHSPP Principal Investigator
National Institute for Children's Health Quality
President and Chief Executive Officer



Kenn L. Harris, SHSPP Project Director
National Institute for Children's Health Quality
Senior Project Director

The NICHQ Team

Olivia Giordano
SHSPP Project Manager



Tess Pritchard
SHSPP Project Specialist



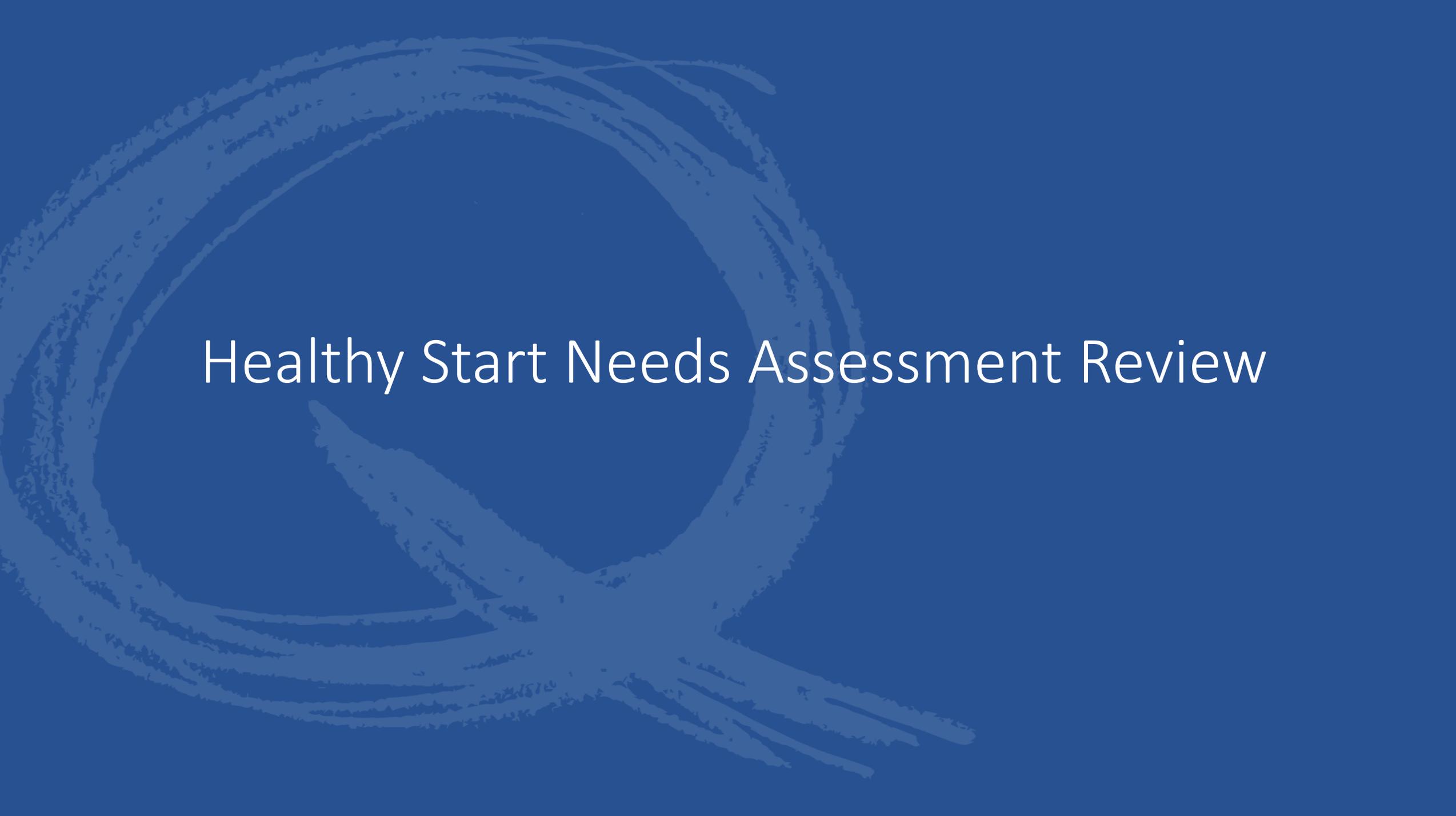
Becky Russell
Sr. Director DARE



Emily O'Donnell
Senior Analyst



Jordan-Tate Thomas
Analyst



Healthy Start Needs Assessment Review



Needs Assessment Review Agenda

- Goal of needs assessment
- Methods
- Results
- Cross-cutting themes
- Next steps

Goal of the needs assessment



- To identify CBA needs of HS programs and develop a responsive CBA curriculum and plan
 - Support the categorization of grantees into cohorts
- NICHQ plans to deliver CBA in the following areas:
 - Improve women's health
 - Improve family health and wellness
 - Promote systems change, and
 - Assure impact and effectiveness through ongoing HS workforce development, data collection, QI, performance monitoring and program evaluation.

Methods Overview



- Between August 2019 and November 2019, NICHQ conducted 3 activities
 - Discussions with MCHB Project Officers (n=5)
 - In-person focus groups with key stakeholders at the National Healthy Start Association meeting (n=73)
 - Fatherhood Coordinators
 - Frontline Staff
 - HS consumers
 - Survey sent to all Project Directors of HS programs (response rate 67%, n=67)

Results Overview

- Across all activities, NICHQ heard from 145 Healthy Start stakeholders
- Focus groups
 - Engage community
 - Support participants with transportation, housing, and other non-service-related needs.
- Project Officers
 - TA around recruitment and outreach
 - Support for fatherhood and breastfeeding initiatives.
- Project Directors
 - TA to recruit and engage fathers and to support fatherhood coordinators.
 - Grantees struggled with benchmarks vii and viii related to breastfeeding and xiv and xv related to father/partner involvement.



Project Officer Discussion Results



- Support for Fatherhood initiatives - raised by all POs
- Support for breastfeeding initiatives
- Dedicated time for staff to network (fatherhood coordinators, IBCLCs, etc.)
- Recruitment and outreach challenges, especially for rural grantees
- Mentoring opportunities
- Screening tools

Focus Group Results

- Facilitators to HS program success
 - Recruitment of fathers facilitated by case managers and two-parent households
 - Recruitment of mothers facilitated by referrals from healthcare providers, hospitals, WIC, etc.
 - Community engagement
 - Referrals to social services
- Barriers to HS program success
 - Lack of common definition of “father” and guidelines around the fatherhood initiative
 - Large caseload of male partners/fathers
 - Engaging homeless and undocumented moms
 - Participant retention
 - Competing priorities of participants
 - Stigma
 - Funding, particularly for incentives to participants (male and female)



Focus Group Results: Consumers

- Incentives helped engagement
- Consumers challenged by competing priorities
- Consumers prefer one-on-one meetings with HS staff
- Transportation encouraged participation
- Importance of trusting relationships between consumers and staff





Focus Group Results: Frontline Staff

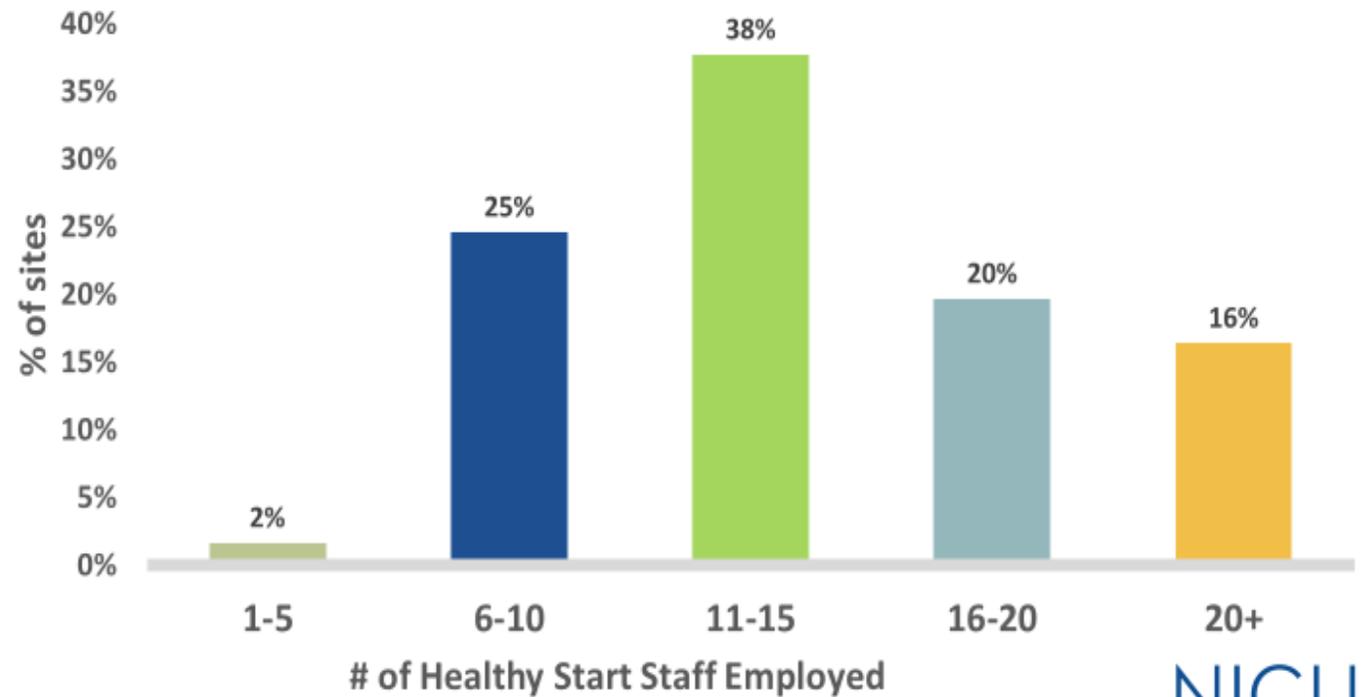
“At the core of this, are the issues of resources, poverty, and need. Incentives can be married with the important education and support that HS gives them. But if women are hungry, they don’t want to hear about your birthing class. No matter what you do; as we talk about trouble with retention, we have to face that. People want stuff that they need. They’re not going to come to classes without their real/more immediate needs being met. It’s hard for them to concentrate on other things if they can’t meet their needs.”

~ A Frontline Staff focus group participant

Project Director Survey Results

Staffing/Personnel

How many staff does your project employ for Healthy Start specifically (i.e. CHW, LSWs, MSWs, RNs, contract workers, etc.)?



NICHQ

NICHQ

Project Director Survey Results

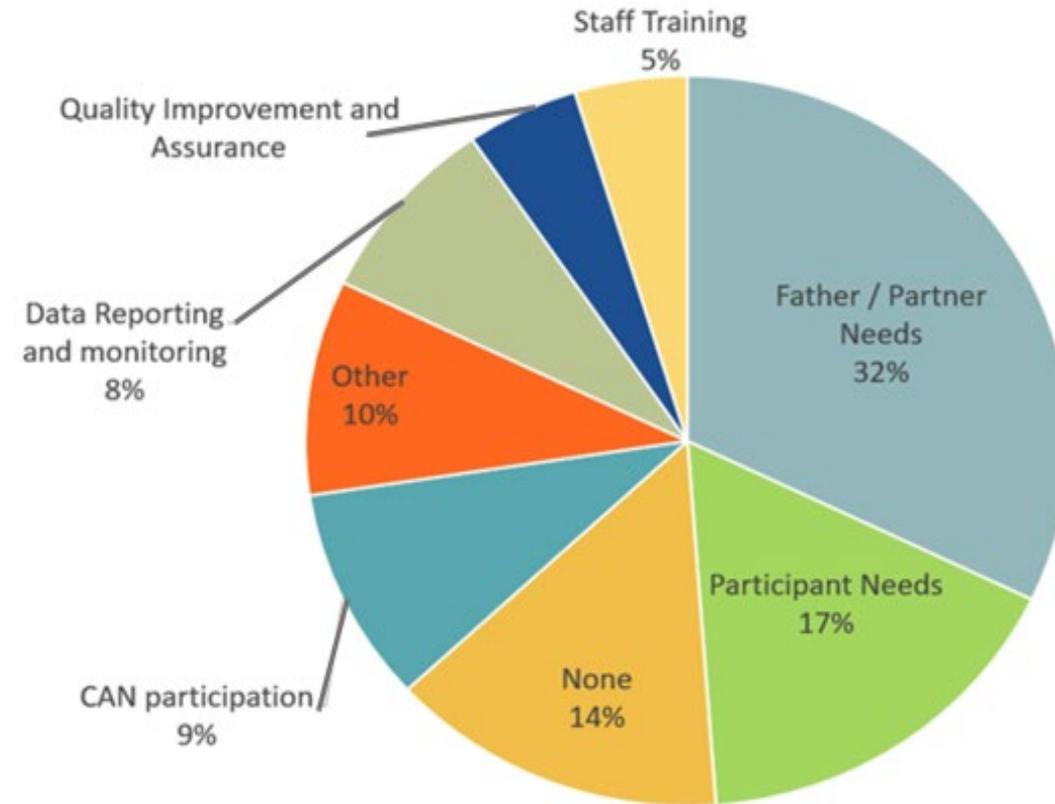
- Success with health insurance enrollment, linking participants with usual medical care, and CAN implementation
- Challenges with postpartum visits, breastfeeding and father/partner involvement

Benchmark	Percentage responding successfully met	Percentage responding struggled to meet
iii. Increase the proportion of HS women participants who receive a postpartum visit to 80%.	47.2%	40.4%
vii. Increase the proportion of HS child participants whose parent/caregiver reports they were ever breastfed or pumped breast milk to feed their baby to 82%.	41.5%	53.8%
viii. Increases the proportion of HS child participants whose parent/care giver reports they were breastfed or fed breast milk at 6 months to 61%.	22.6%	78.8%
xiv. Increase the proportion of HS women participants who demonstrate father and/or partner involvement during pregnancy to 90%.	35.8%	53.8%
xv. Increase the proportion of HS women participants who demonstrate father and/or partner involvement with their child participant to 80%.	43.4%	50.0%

Project Director Survey Results

- Programmatic areas of strength:
 - 98% connect participants with community resources
 - 95% have a CAN in place
 - 92% screen for social needs
 - 82% have HRSA funding to hire clinical service providers
 - 78% have hired a fatherhood coordinator
- TA needs
 - Fatherhood/male partner recruitment/engagement
 - Female participant recruitment/engagement
 - CAN development
 - Data reporting

Most Urgent TA Needs



Project Director Survey Results

- Sub-group analyses
 - Continuing grantees reported more success with benchmarks in general.
 - New-to-this-cycle grantees may need supports related to engaging female participants and communities.
 - Also examined survey data by grantee location.
- Potential for mentorship opportunities





Cross-Cutting Themes

- One size does not fit all
- Fatherhood program assistance
- Participant retention
- Addressing social needs
- CANs
- Breastfeeding
- Data collection and reporting

CANs

- 95% of grantees reported having a CAN in place
- Support for CAN development emerged across multiple needs assessment activities
 - CAN participation - an urgent TA need over the next 3-6 months
 - Grantees in border communities
 - New and never funded grantees
 - Front line staff - more time and resources to devote toward their CAN



Next Steps

- TA Launch webinar – January 28, 2020
- Needs assessment available to Faculty Planning Committee
- Subject matter experts engaged with and responding to TA requests
- Development of webinars
- On-site TA offerings at grantee meeting in Spring 2020
- Ongoing data collection to assess impact of CBA



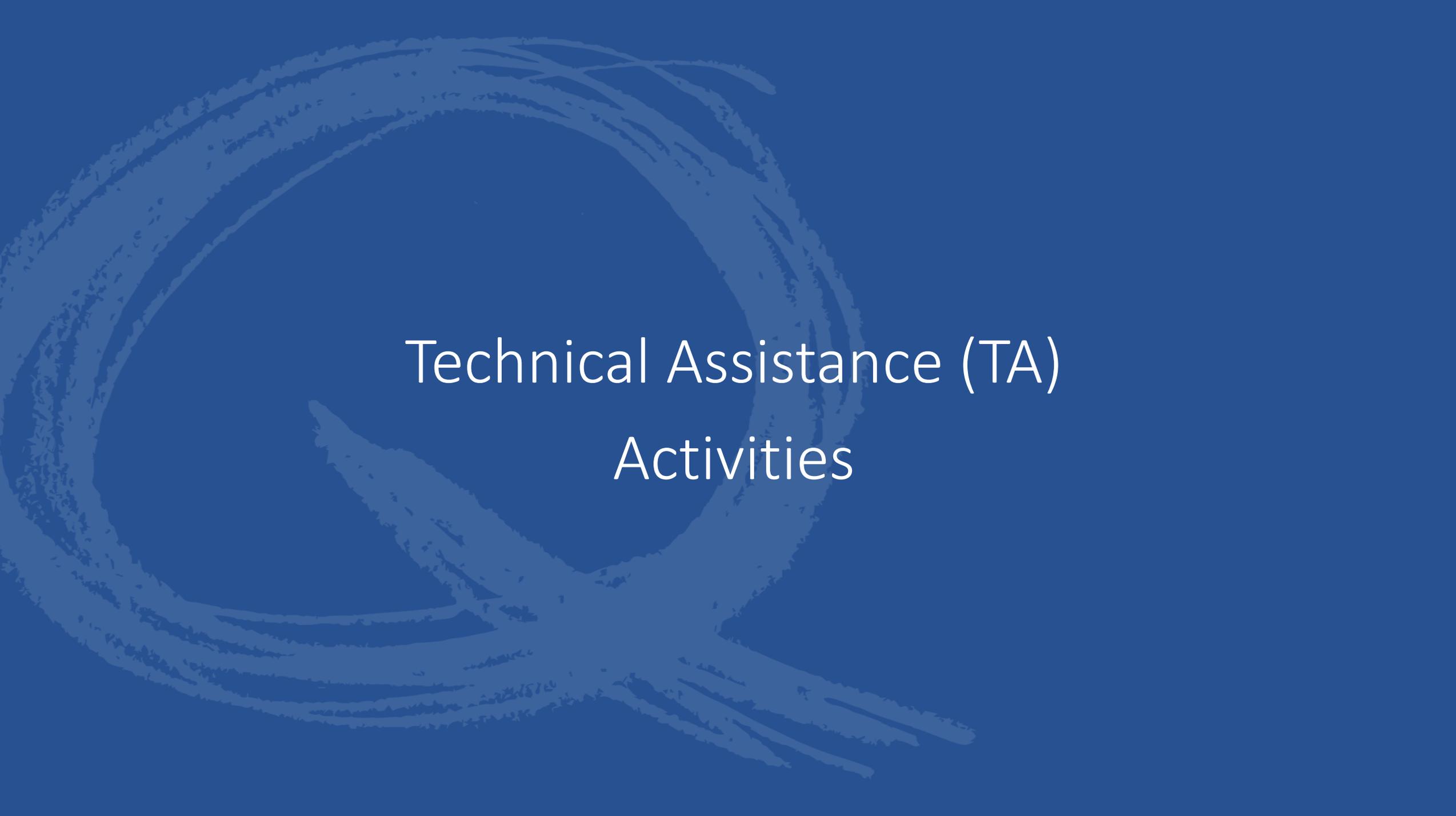


PD Survey is still open!

- Thank you to all those that responded!
- For those that have not, an email will be sent to you with a link to the PD Survey for you to complete.



Q&A



Technical Assistance (TA) Activities



SHSPP

Highlight of Early Activities with grantees

NICHQ

Fatherhood

- ✓ Fatherhood Talk Tuesdays (2/11)
- ✓ Monthly, 2nd Tuesdays, 3-4:30 (EST)
- ✓ Regional training of SC grantees
- ✓ Support to staff meetings
- ✓ Phone consultation

Breastfeeding

- ✓ Awarded 45 CLC Scholarships
- ✓ Upcoming webinar with BF experts (ROSE, C. Carothers and others)
- ✓ Establish BF group to address ongoing challenges





Community Action Network (CAN)

- ✓ Individualized TA by NHSA
- ✓ CAN Partnership Development
- ✓ Community Engagement
- ✓ Capacity building to address SDOH, IM, MM

Evaluation

- ✓ Establish Evaluation Group





Onsite, in-person TA | All-grantee, in-person meeting in
Spring 2020!



TA Supported through NHSA

- Fatherhood
- CAN
- Mentoring
- Women's Health



Deborah L. Frazier
Chief Executive Officer
National Healthy Start Association

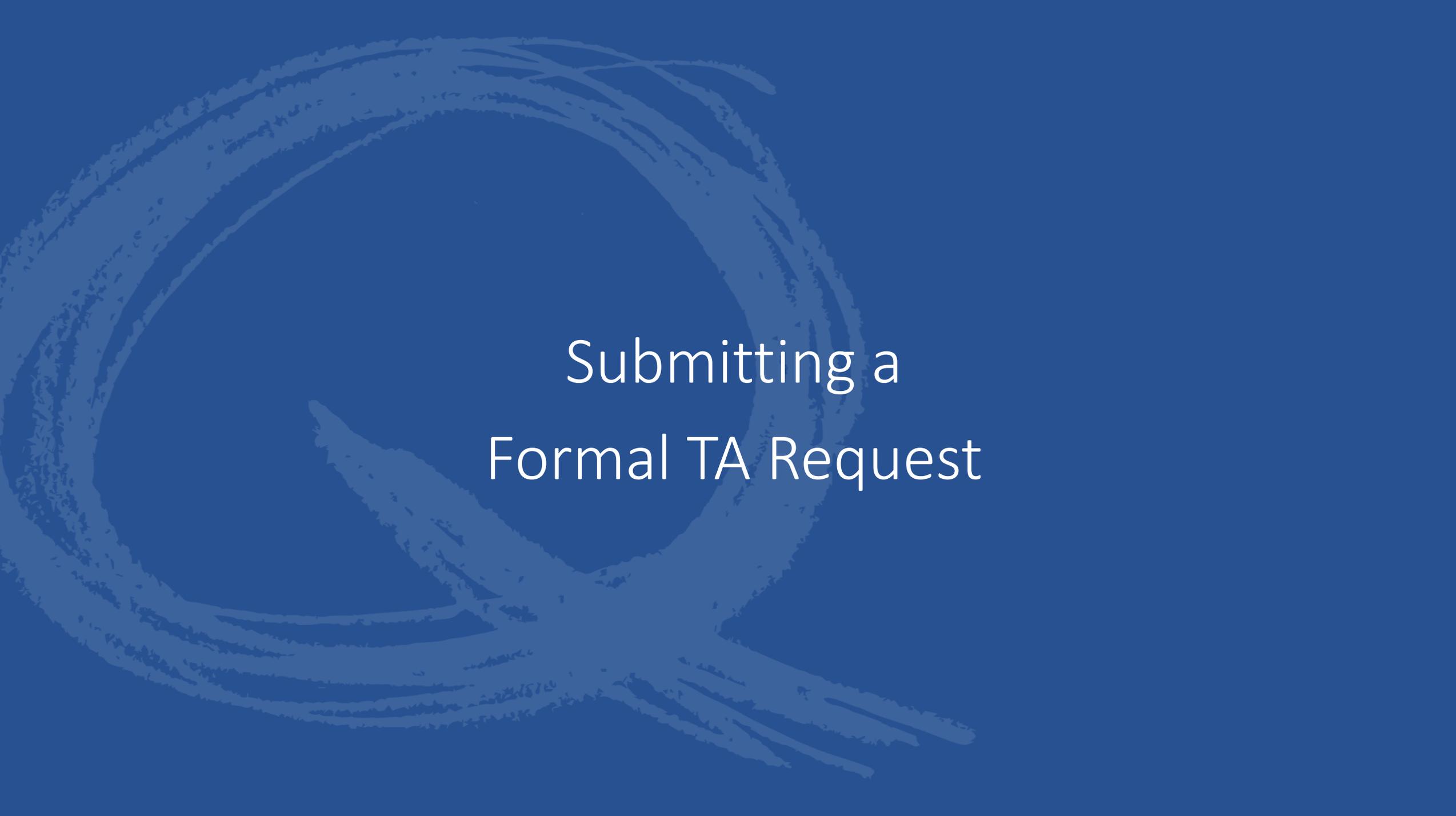
FPC & SMEs



Training & TA Structure

- Monthly webinars
- Phone/email TA consultations
- In-person meeting
- A peer-mentoring program
- An optional Collaborative Innovation Network (COIN)





Submitting a Formal TA Request



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Healthy Start EPIC Center



A National Training and Technical Assistance Center operated by NICHQ with funding from HRSA

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How can Healthy Start EPIC Center support my program's success?

The *Healthy Start EPIC Center* provides free [training](#) and technical assistance (TA) to support Healthy Start grantees in achieving program goals to reduce infant mortality, reduce health disparities, and improve birth outcomes. Training and TA are mutually reinforcing capacity building activities. Training strives to build staff core competencies and organizational capacities to effectively provide Healthy Start services. TA provides for free, in-depth assistance in a focused area to an individual grantee or group of grantees, with an eye toward practical application of evidence-based practices targeting Healthy Start performance measures. Training and TA are offered through various modalities, including conferences, regional meetings, webinars, phone consultations, Communities of Practice, and Learning Collaboratives.



Grantees can submit a formal TA request in the following areas:

- Improve women's health;
- Improve family health and wellness;
- Promote systems change; and
- Assure impact and effectiveness through ongoing HS workforce development, data collection, QI, performance monitoring and program evaluation



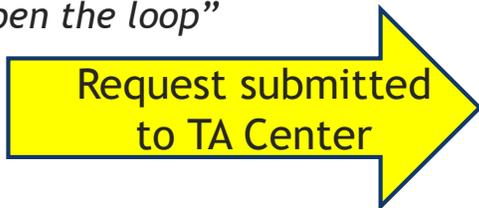
Response

- Your request will be acknowledged within two business days by email by the Technical Assistance Center
- A follow-up phone call might be made to you to best understand your request.
- The TA Center will work with you to understand your request in greater detail and determine the most efficient way to complete your request.
- If appropriate, you will be connected to a subject matter expert (SME) to develop a TA workplan together.



What happens after grantee makes a formal request through the Healthy Start EPIC website?

“open the loop”



NICHQ Healthy Start TA Center

④

NOTE - If request is determined to be broader, TA Center will consult with MCHB Leadership, which could result in webinar offerings and trainings for some or all HS grantees. TA Center will communicate to grantee and HRSA PO on resolution and plan to address TA request

①

Acknowledgement email to grantee and call with HRSA Project Officer

②a

TA Center responds to request accordingly

③

Communication with SME as appropriate with grantee and HRSA PO on copy

● “close the loop”

TA Center will verify report with grantee and remit formal verification report to HRSA PO

②b

TA Center works directly with grantee to complete CAT and provide TA

SME will work directly with grantee at this point

③e

SME notifies TA Center when TA is complete and submit completed CAT to TA Center

③d

Touchpoint “check-ins”

③c

TA Center confirms commencement of TA plan and forwards CAT to grantee and HRSA PO

③b

SME submits the CAT to the TA Center

③a

SME and grantee complete a Comprehensive Assessment of TA (CAT) request



Comprehensive Assessment of TA

This form is to be completed and signed by the TA provider and the Healthy Start grantee. The CAT allows the TA provider and grantee to set goals, establish expectations, and determine tasks and a timeline for the TA process. Some elements of the plan described below may be subject to change as the TA process evolves.

The Healthy Start TA Center will review and approve the CAT, at which point the TA process will begin. The TA Center does not need to be included on communication between the grantee and TA Provider, but the Center will connect with the TA Provider after two weeks to check in on the status of the TA.

Healthy Start Grantee:
Grantee Contact:
TA Provider:
TA Topic:
Date:

Description of TA Outcomes and/or Goals: *What does the grantee hope to learn/achieve through TA?*

Detailed Description of TA Plan: *How will the grantee and TA provider work together to achieve these goals?*

Tasks and Timeline based on plan described above: *What tasks are involved in this plan and who owns each task? When will each task be completed?*

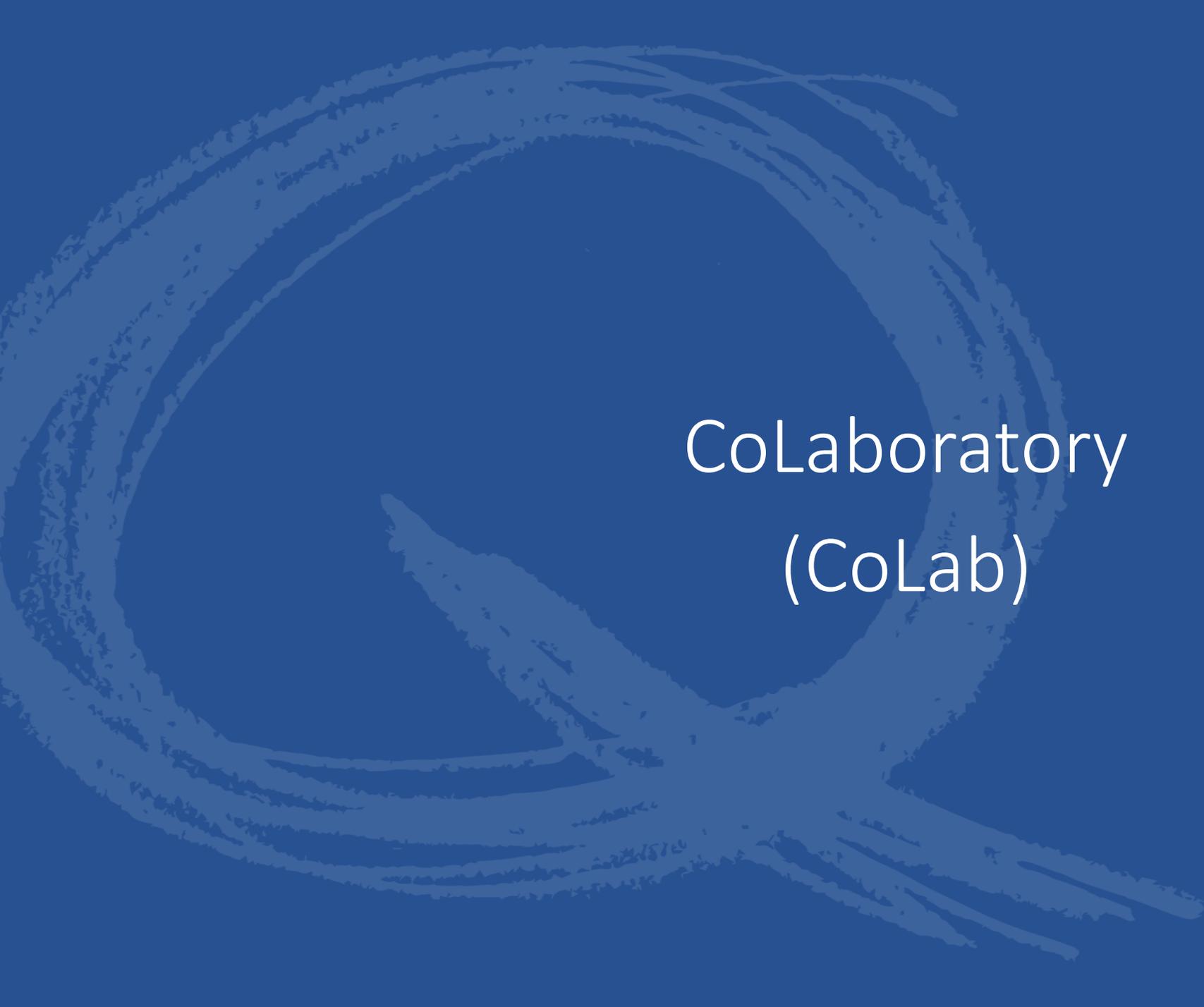
Key Tasks	To Be Completed By	Person responsible for task

Deliverables: *What deliverables, if any, will be produced?*

Grantee Signature

TA Provider Signature





CoLaboratory
(CoLab)

CoLab: a virtual community where Healthy Start staff can connect with one another to share resources and discuss relevant topics

NICHQ Collaboratory

My Profile Logout Search 

Healthy Start Performance CoLab Community

Feed Events Resources FAQ Members

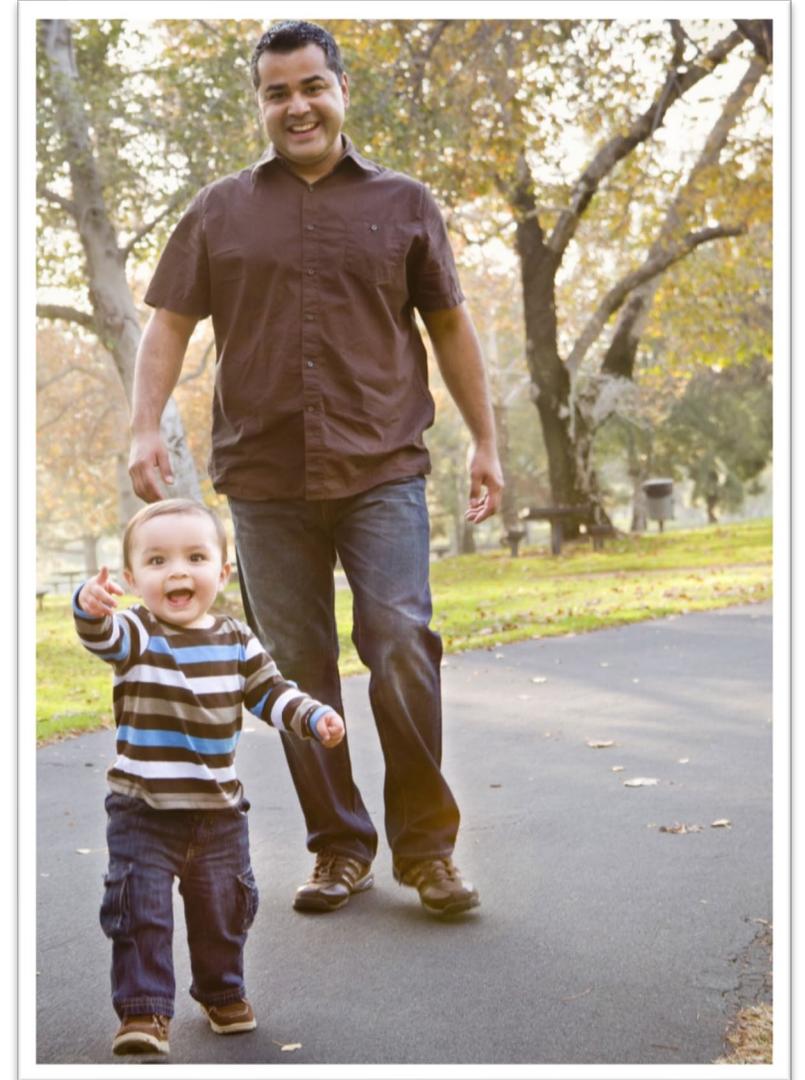
I want to...

Feed



Next Steps

- The TA Center will be reaching out to Project Directors for a roster of staff members who they would like to have CoLab accounts
- Any Healthy Start staff are welcome to have accounts; we recommend including staff who focus on work surrounding fatherhood, breastfeeding, and evaluation
- The TA Center will create the accounts, and distribute login information with further instructions on how to navigate and utilize CoLab
- Connect with Healthy Start staff from all 101 projects – share and discuss resources, ideas, and experiences



Next Steps for TA Center

- Utilizing the Needs Assessment Report to continue to design TA and CBA
- Respond to TA requests made through the Healthy Start EPIC Website
- Work with FFT and BF groups to delve deeper in the needs assessment results
- Prepare for the ALL-Grantees Meeting in the spring







Thank you!



Contact the Healthy Start TA Center at
healthystart@nichq.org