**WORKSHEET 4:** “5Ws & H” Recruitment and Outreach

Recruitment has to be diverse & varied. This tool helps focus on identification and outreach to connect with men/fathers.

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| **“5Ws & H”** | **Target** | **ACTION** |
| **Who?** | * Healthy Start workers * Fatherhood Coordinators * Other men & fathers * Partner Organizations | * Meet with my Healthy Start coworkers and create referrals mechanisms * Other |
| **What?** | * Recruiting for services * Recruiting him to be part of support for mom and infant | * We have a 24/7 Dad program, so I am going to market that program and look for dads of infant and children up to age 18 months |
| **When?** | * When he shows up? * When we find out that he is interested from partner? * When we encounter him in community? |  |
| **Where?** | * List out PLACES and SPACES he goes * Places and spaces mom is/goes |  |
| **Why?** | * Understanding the values of fathers in MCH (preconception, pregnancy, birth outcomes, early care, early childhood development) |  |
| **How?** | * Use various Engagement Tools * Develop Strategies – through partner organizations/ agencies * Implement Incentive Program |  |