

Healthy Start Cohort Artifact

2022 Recruitment & Retention Cohort



INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted a Recruitment & Retention Cohort for the first time from January through May 2022. Cohorts provide a space and place for Healthy Start (HS) grantees to come together to learn about what others are doing, document promising practices, and co-create tools and resources for the broader community around a specific topic (e.g., Evaluation, Fatherhood, Breastfeeding).

COHORT OBJECTIVES

The Recruitment and Retention Cohort focused on the following objectives:

- Identify and test strategies HS grantees can use to recruit potential HS participants (e.g., prenatal women, postpartum women, fathers) to assure long-term participation in HS
- Identify and test different in-person and virtual approaches to further engage all HS participants (e.g., prenatal women, postpartum women, fathers) so they feel connected and have social support throughout this journey

COHORT DELIVERABLES

During the cohort, members worked toward developing deliverables that could be shared with the broader HS community. Through activities, discussions, and homework assignments that were connected to the objectives, the cohort gathered information for the following:

Deliverable 1: Where to Recruit Healthy Start Participants

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and discussed the best place to recruit clients for HS based on client demographics (e.g., prenatal women, postpartum women, fathers, potential partner organizations).

Deliverable 2: Sample Healthy Start Recruitment Pitches

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and created recruitment pitches for HS clients, with each group focusing on a specific client demographic (e.g., prenatal women, postpartum women, potential partner organizations).

Deliverable 3: Healthy Start Client Retention Strategies and Sample Incentives

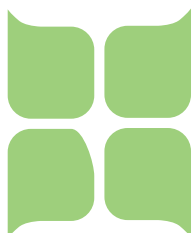
This deliverable was developed as the result of an activity where cohort members discussed ways to retain HS clients and shared incentives that can be used to recruit and maintain engagement with HS clients.

These deliverables can be found on the following pages. Thank you to the 19 cohort members for their work and commitment to developing these documents for their fellow HS staff members. A full list of the cohort participants can be found on page 8. We encourage all readers to share this information with their fellow HS staff and any others who contribute to HS recruitment and retention.

Deliverable 1:

Where to Recruit Healthy Start Participants

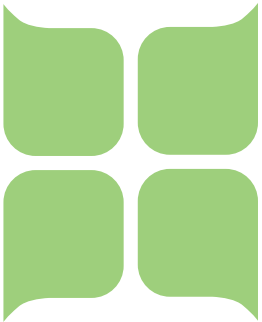
This deliverable was created as the result of an activity where cohort members were separated into breakout groups and identified the best places to recruit clients for HS based on client demographics (e.g., prenatal women, postpartum women, fathers). The information for this deliverable has been distilled into the below table, which lists each place and indicates which types of clients could be recruited there. Places that represent potential partners in the community are starred below.



Place	Prenatal Women	Postpartum Women	Fathers
Apartment Buildings	x	x	x
Baby supply stores (e.g., BuyBuy Baby)	x	x	x
Barbershops ★			x
Big-box stores (e.g., Walmart, Target)	x	x	x
Birthing centers ★	x		
Churches ★	x	x	x
Community events	x	x	x
Daycare/Early Head Start centers	x	x	x
Doctor's office (during initial OB visits) ★	x		
Family entertainment areas (e.g., movie theaters, restaurants)	x	x	x
Family resource centers ★		x	x
Food banks ★	x	x	x
Grocery stores	x	x	x
Group classes (e.g., mommy and me classes, music class, parenting classes)		x	
Gyms/recreation centers	x	x	x
Hair salons ★	x	x	x
Health clinics ★	x	x	x
Healthcare providers ★	x	x	x
Home (e.g., incentivize moms to facilitate conversation about HS)	x	x	x
Homeless shelters ★	x	x	x
Hospitals	x	x	x
Juvenile & adult detention centers ★	x	x	x
Kids' clothing stores	x	x	x
Other maternal health programs (e.g., Nurse-Family Partnership)	x	x	

Where to Recruit Healthy Start Participants (continued)

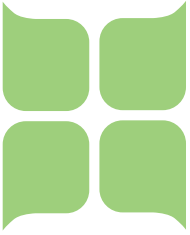
Place	Prenatal Women	Postpartum Women	Fathers
Places of employment	x	x	x
Pregnancy testing centers ★	x		
Prenatal clinics ★	x		
Public libraries	x	x	x
Referrals from child welfare workers	x	x	x
Rehab centers ★	x	x	x
Schools ★	x	x	x
Systems of Care community meetings	x	x	x
Termination clinics	x		x
WIC offices ★	x	x	
Women/baby clothing stores ★	x	x	x
Women's shelters ★	x	x	



Deliverable 2:

Sample Healthy Start Client Recruitment Pitches

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and created recruitment pitches for HS clients, with each group focusing on a specific client demographic (e.g., prenatal women, postpartum women, potential partner organizations). We encourage readers to modify and use these pitches when working with clients.



PRENATAL WOMEN

“We have this program for prenatal moms, where they can have access to topics on nutrition, safe sleep, breastfeeding, etc.”

POSTPARTUM WOMEN

“Healthy Start is here to assist you with your new baby. We can help you get connected to WIC, breastfeeding support, postpartum mental health care, essentials for your baby, relationship support, and how to advocate for your own needs. The best part is we can assist you on how to meet you and your baby’s needs.”

POTENTIAL PARTNERS

“Healthy Start is a national initiative, with 100 programs all over the US that have programming that is tailored to their individual communities. We are a federal program hosted by the Health Resources and Services Administration that has a history of serving families and babies for over 30 years!

The basis of most programs is case management of pregnant and parenting mothers and fathers up until the baby turns 18 months. Most programs provide parenting education, incentives, and resources to support healthy pregnancies and development. Healthy Start is very family-oriented, and we like to provide support for health and wellness of the entire family and the communities they live in.

In addition to the services we provide, we connect families to resources and find partners that would be a great fit collaborating with us, resulting in making families and communities the healthiest they can be. I would love to explore finding areas that would be a great fit in working together to develop staff and assist growing families.

We want to help you in your work too. What do you or your organization do for families?”



Deliverable 3:

Client Retention Strategies & Sample Incentives

This deliverable was created as the result of an activity where cohort members discussed strategies for retaining HS clients and identified incentives that can be used to recruit and maintain HS clients. The information has been distilled into three sections: Retention Strategies, Successful Incentives, and Potential Incentives for the Future.



RETENTION STRATEGIES

- Improve communication with partner organizations and implement an automatic referral system for any clients who possibly qualify for partner organizations' services
- Use WhatsApp, Zoom, or other platforms to create a space to bring together clients virtually (e.g., breastfeeding groups, parenting classes)
- Host a referral fair where current clients can help recruit new clients

SUCCESSFULLY IMPLEMENTED INCENTIVES

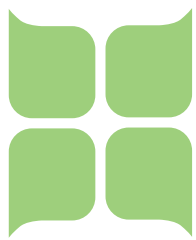
- Welcome bags and informational materials
- Breastfeeding supplies (e.g., nursing pillows, pumps)
- Virtual baby showers
- T-shirts and caps for dads
- Diaper bags with diapers
- Metro cards or bus passes
- Pack 'n plays
- Holiday gifts

ADDITIONAL INCENTIVE IDEAS

- Invitations to community events
- Monthly food pantry distribution
- Free sonogram services
- Highlight, acknowledge, and/or compliment participants on social media



2022 Recruitment & Retention Cohort Participant List



Name	Title	Site	State	Site Type	Services
Rachel Hanson	Project Director	Centerstone of Tennessee, Inc.	Tennessee	Rural	Community-based
Kathy Morris	Program Manager	Crescent City WIC Services, Inc.	Louisiana	Urban	Community-based
Kori Eberle	Project Director	City of San Antonio	Texas	Urban	Home & Community-based
Tiffany Ashley	Case Manager	City of Cleveland	Ohio	Rural	Home-based
April Jackson	Program Manager	County of Clayton	Georgia	Rural	Community-based
Levyette Matthews	Community Developer	Family Road (of Greater Baton Rouge)	Louisiana	Urban	Community-based
Denise Martin	Outreach & Engagement Specialist	The Foundation for Delaware County	Delaware	Urban	Community-based
Arnetta Clark	Community Health Outreach Coordinator	Tougaloo College	Mississippi	Rural	Community-based
Jacqueline Lambert	Lactation Coordinator	Delta Health Alliance, Inc.	Mississippi	Rural	Home-based
Sheena Slade-Walker	Manager	Children's Service Society of Wisconsin	Wisconsin	Urban	Home-based
Sarah McCashland	Program Coordinator	Centerstone of Indiana, Inc.	Indiana	Rural	Home-based
Kathy Crabtree	Clinical Supervisor	County of Tulsa	Oklahoma	Urban; Tribal	Clinic, Home, & Community-based
Joanah Wischmeier	Project Director	Indiana Rural Health Association	Indiana	Rural	All
Michael Jones	Fatherhood Coordinator & Community Health Worker	Virginia Department of Health	Virginia	Urban	Home-based
Brittani Wyatt	Supervisor	Government of the District of Columbia	Maryland	Urban	Home-based
Yomaha Gordon	Subcontractee of FPHNYC	Fund for Public Health in New York, Inc./Healthy Start Brooklyn	New York	Urban	Community-based
Dana Watson	Health Educator Lead	County of Ingham	Michigan	Urban	Home-based
Chanell Reed	Project Director	Colorado Nonprofit Development Center	Colorado	Urban	Community-based
Shawn Taylor	Director of Programs	Colorado Nonprofit Development Center	Colorado	Urban	Community-based