**PSCO Forum 1 – June 10th & 11th**

**Community Outreach and Family Engagement**

NYC Attendance: Staten Island, Central Harlem, Bayshore, Jamaica, Suffolk, Sunset Park/Redhook, Morris Heights, Westchester, Parkchester, PCANY, OCFS, & CHSR

Cap/MH Attendance: Albany, Oneida, Rockland, Clinton/Franklin, Albany, Dutchess, OCFS, CHSR, & PCANY

CW Attendance: Niagara, Steuben, Buffalo, Oneida, Cayuga/Seneca, Broome, Wayne, Monroe, Cortland, Chemung, Ontario, PCANY, CHSR, & OCFS

**What has been working – OUTREACH:**

* Keep working with community referral partners and social workers. Inform them of how we are still working with families despite Covid19 – emails, phone calls, weekly check-ins, virtual contact, mailings, etc.
* Creating a stronger relationship with our referral partners like WIC. The WIC team is working remotely, but they call HF when done a client and provide us with the client’s phone number. So, we speak with the clients after they have finished their WIC meeting.
* Weekly outreach is being conducted. We are virtually reaching out to different partners on how to work together and working with the high school. Already set up 5 different meetings and sending invitations to different places.
* Reaching out to local food pantries. Send flyers and brochures in the mail
* Attend community partners’ meetings and events virtually and maintain a presence – send program information before the meeting as handouts for the virtual meeting.
* Check in with referral partners to ask how they are doing, and find out ways we can be of assistance to them
* Less referrals but more quality referrals – central intake programs, mostly hospital social workers and other new partners who found out about us
* Collaborating with other HFNY programs and NFP that are doing outreach – holding virtual meetings and calls to discuss what is working regarding outreach
* Setting up PowerPoint presentations virtually with the hospital, the healthy steps program and the pediatric unit for outreach.
* Setting up virtual events in the community along with other partners. Some of us have an IT department to support us with this virtual world but our families do not, and they have responded and hang in there with us connecting weekly.
* Meeting with the nurse from the hospital outside the hospital to gather screens.
* Having outreach at the local drug alcohol center by sending brochures to different facilities.
* Sending our HFNY videos to our partners and contacts in the community. HFNY PSAs to use with referral sources: English and Spanish <https://ocfs.ny.gov/main/prevention/home_visiting.asp>
* E-mail agencies a quick pdf on how to refer and contact information
* HF posters made and put on a local transit bus
* Set up a referral e-mail address that the FRS’s can access
* Electronic referral forms
* Receiving screens via text
* Joined a community listserv
* Sent out cards to local OB offices letting them know about the program and that services are continuing. When we receive referrals from them, we follow up and thank them
* Blind mailing to various agencies
* Set up our fax line that goes to an e-mail that home visitors can access to receive the referrals
* At one point all the WIC programs in our region were able to get permission from Central Administration to pool monies to fund a media blitz that they had an professional advertising agency develop.  As part of it they developed a "brand" of outreach materials that everyone could use to send to referral sources.
* There is a lot of free advertising opportunities on local radio stations, we ran an ad last week that was valued around $900 and we paid nothing!  You can call your local stations to see what they offer and what kind of grants they have for non-profits
* Clients were not coming into WIC office, and WIC was experiencing problems getting their farmers market checks out to their clients. We have offered to help with the delivery of checks.  WIC in turn, has been giving us all the prenatal moms. (WIC and Healthy Families are both run by Public Health).  Also, for 22nd HSF picnic this year, we are going to do a "virtual picnic" for families.  We will deliver to families’ porches after calling first, a grocery bag with some ice cream coupons, a book, a snack container, a ball, and bubbles. We will also include the WIC farmer's market checks in our bags. That way, by helping WIC, we can partner more closely.
* Referrals are down but I think that collaboration with referral sources has been effective and make me feel that when we are able to get back to a new normal, we will use those friendships to our benefit

**What has been working – FAMILY ENGAGEMENT:**

* Parent Survey is getting done and we are meeting the parent where they at.
* Using facetime or phone calls. Ask how parent feels more comfortable and we talk up the facetime.
* Been able to complete the whole assessment
* After we schedule, we will call back a few times before the appointment to check-in with the family and to remind them of the appointment
* Aggressively doing outreach. Increase the number of calls to reach parents – where might have been doing 10 per day, we have increased to 20 per day
* To address technology challenges, we conducted trainings for families on using Zoom, how to download WhatsApp, etc.
* Robinhood is offering funds to help NYC families who do not have a phone or tablet – cash assistance is provided <https://www.robinhood.org/>
* The changes has proven to be a great way to reach out to families – experience for us to do what we’re doing – great for families to welcome us by phone or virtually – we can have various ways to communicate and engage with families and it doesn’t stop us from doing what we like to do
* Staff have experienced the same situations going on at families’ homes with children running about and other distractions; so, they can empathize with what is happening with families
* Continue to hold events so that parents can communicate with the community without leaving their home – baby showers, workshops, father groups, etc
* Zoom is a new tool but doing well with the parent survey. Find parents are incredibly open when doing outreach through Zoom. They are cooperative and they are more talkative.
* Parent surveys are being conducted as soon as we call families after getting the referral.
* Seem to be getting more of the younger parents and wonder whether the Zoom call is better for them compared to before when we attempted in-person visits
* We have a good enrollment rate after parent surveys now, but fewer referrals. We are also finding some families really like the virtual visits.
* When making initial calls leave time on your schedule to possibly conduct the PS at that time.
* Send photo of yourself before the PS so the family can see who you are.
* At intro call with family show them a photo of your ID, then send a text picture to show families who you are and that what agency you are from.
* We will deliver our spring bucket gardens to our families for our spring event: virtual spring event with a video <https://youtu.be/5wdkY5S7v1I>
* There is a wealth if information in the Safe Kids worldwide site. There are great resources there you can use with families to help with the safety videos.

**Challenges with OUTREACH:**

* Getting referrals from resources remains a challenge; by doing it in person you get better results
* A lot of community programs and services are not up and running.
* Referral partners are challenged in their efforts to connect with families
* Getting fewer referrals
* Tech challenges navigating the virtual world
* While our internal process between HF and MCH is working well, outside referrals are slow.
* Would go to OB every week but now cannot, as well as not able to go the hospital to get screens due to significant changes since working from home.
* Send referral forms but only receiving a small amount back – the referrals are drastically down. Major concern about not being able to build capacity. Shut down is limiting our ability to go to different area because they are not open.
* The screens from WIC have been reduced. OBGYN office telehealth is not receiving screens.

**Challenges with FAMILY ENGAGEMENT:**

* How to do the engagement that lends itself to the survey
* Worry about what it is going to be like once everything goes to normal from virtual visit to in home visit. Concerns of losing the new families after COVID who will not want in-person home visits.
* Not having the face-to-face rapport building opportunities with families
* COVID is a huge challenge. Getting families to open up over the phone without ever seeing a face is difficult. With that said, we have had few Parent Surveys to conduct and I am not sure how valid that information is.
* Tech capability for parents – data availability, Wifi, etc.
* Conducting call/PS when families have children at home
* Language barriers pose a problem. It is hard to engage over the phone, especially if the family needs an interpreter.(\*\*\*\* what about literacy volunteer they could go on conference call with you with non-English individuals) We have partnered with them in past with non-English speaking clients. There is a website that will transfer your documents into another language
* Getting referrals but not able to conduct Parent Survey because families are reluctant for a visit virtually.
* The only challenges have been assigning new families since we currently have three new staff and 2 vacancies.

**Ideas and where more support/information is needed:**

* Field added on MIS screen for e-mails
* Radio/TV spots
* Providing incentives for engagement would be a huge help. Families are more likely to engage when you can offer them something. We have been able to get our foot in the door by providing masks, sanitizer, and cleaning supplies to families in need.
* Having a future emergency preparedness plan to share with families
* Create a committee to discuss outreach and engagement – a collective effort having a similar flyer across the network and sharing video regarding creative outreach and engagement.
* Creating and environment to create conversations for workers to share together.
* I love the HFNY glossy handout we used to have with the map of programs, is there a way we can have more printed.
* Would like to have universal brochures for HFNY with map.