Meet Families Where They Are: Strategies & Inclusive Formats to Engage Diverse and Medically Underserved Families in Title V

Webinar 2 of a 3-webinar learning series
January 8, 2020
Welcome

• Please mute your line by using the mute function on your phone or by using *6 to mute/un-mute.

• To Ask a Question
  • Please type your questions into the chat box (shown right).

• At the end of the presentation, there will be time for additional questions and to share strategies you have used to engage diverse and medically underserved families in Title V programs & activities

If you need technical assistance, contact Ian at iwhitney@familyvoices.org
Support for this work

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Agenda

• Welcome
• Arizona Raising Special Kids
• New Mainers Public Health Initiative
• Q & A and discussion
Objectives

1. Participants will hear engagement strategies from two states for engaging diverse and medically underserved families, including fathers, in Title V programs and activities
2. Participants will have an opportunity to share additional strategies and resources
Engaging Fathers
January 8, 2020
Christopher Tiffany, Executive Director
Raising Special Kids
“Dads have a hard time” – Anna Burgmann

- Tend to internalize emotions/feelings
- May not be inclined to ‘talk about it’
- Action oriented – ‘tell me what to do to fix it’
- May not be proactive in problem-solving
- In the case of CSHCN, loss of the dream may be devastating
  - Football star
  - Homecoming queen
  - In my case – bilingual language abilities
Engaging Fathers in Title V Programs

• I’m happy to help, but I need to know exactly what you want
  • How much time?
  • Why?
  • What, specifically, do you need from me?

• Oh, you need Dad’s to respond? – Say so!
• You have food/gift cards? – Say so!
• When possible: Father to father – dad to dad – man to man
• Don’t be afraid to enlist the help of Mothers!
Engaging Fathers in Title V Programs

• Arizona Title V Needs Assessment CSHCN – Focus Groups
• Printed Material
• Direct Ask
  • Email
  • Text
• When you really need Fathers, pick up the phone
Resources for real and just for fun

Resource for real

• https://www.fatherhood.gov/content/outreach-and-recruitment-best-practices-fatherhood-practitioners

Just for fun

• https://www.fatherhood.gov/dad-jokes/jokes
MEET FAMILIES WHERE THEY ARE:
STRATEGIES & INCLUSIVE FORMATS
TO ENGAGE DIVERSE AND
MEDICALLY UNDERSERVED FAMILIES
IN TITLE V

Hibo Omer, MPH
01/08/2020
OUTLINE

• New Mainers Public Health Initiative (NMPHI)
• Experience in outreaching
• Roles in translating materials and interpreters'
• Challenges of health awareness
• Roles of Title V providers to consider
• Recommendations
• Q & A
About Us:

New Mainers Public Health Initiative (NMPHI) is a grass-root organization that is actively working amongst the Lewiston and Auburn community to empower, inform and educate immigrants, refugees and asylum seekers about preventive health measures through the promotion of healthy habits.
OUR MISSION

NMPHI is to engage, empower, educate and advocate immigrants, refugee, and asylum seekers about preventive health by developing the capacity to mobilize community partnerships in identifying and solving health problems in order to bridge the gap in health equity, therefore, reducing racial health inequalities and identifying the social determinant of health.
NMPHI is to engage, empower, educate, and advocate for New Mainers' community at large by creating a safe space for all!
PROGRAMS

• Targeted Case Management
• Rehabilitations Community Services (RCS)
  – Behavioral Health Professionals (BHP)

Practicing cultural humility
• Navigating HealthCare Careers for New Mainers Youth
  • Engage youth through university tours and information sessions
• Health Literacy (HL)
• Women’s Health
• Men’s Health
• Cancer Awareness
• Thrive: Autism Awareness for New Mainers
• Community Health Workers (CHWs)
• Introduced to local providers - CHWs methods
• Case Manager plus an interpreter = CHWs

Empowering New Mainers Families one family at time!
<table>
<thead>
<tr>
<th>Past Experience with Outreaching</th>
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<tbody>
<tr>
<td>Connecting with the community</td>
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<tr>
<td>Human connection</td>
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<tr>
<td>Gaining trust</td>
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<tr>
<td>It’s hard work!</td>
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<td>Don’t give up!</td>
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GAINING TRUST

- Knowing the community
- Building a relationship
- Working relationship
- Patience
- Flexibility
ROLES IN TRANSLATING MATERIALS AND INTERPRETERS

- Having translated material available
- Families will connect with translated materials
- Have a few signs in the targeted communities’ native languages on the wall
USING AN INTERPRETER

• Checking in with interpreter if he/she worked with Title V
• Giving the courage to stop the provider for any word he/she does not understand
• Speaking in groups of concept
• Looking at the family member and seeing body language
• Asking back if families understood
CHALLENGES OF HEALTH AWARENESS

• Low literacy
• Lack of cultural and linguistically appropriate literatures
• Targeted community lifestyle (buzzy)
• Lack of commitment
• Unknown concept (reconfiguration of minds)
CHALLENGES...

• Creating a safe place to vent out for parents
  Eg: families will pour out all their problems without distinguishing
• Not respecting time
• Transportation barriers
• Juggling multiple responsibilities
Provide ongoing training for interpreter

Support community health works model

Listening to the feeling of your community

Plan to hire from the community to build trust

Training your staffs on how to interact with communities those don’t look like them
HEALTH
DISPARITY

- Acknowledging cultural difference
- Being aware of unconscious bias
- Approaching each population with cultural humility
- Checking one self for preconceived bias
When parents are “engaged”

Active participation

Attendance increases

Working together for better outcome
RECOMMENDATIONS

- Considering cultural norms
- Gender roles
- Empowering parents to ask questions.
- Utilizing trusted person in the community as cultural broker or interpreter.
RECENT EXAMPLE
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“Empower, educate, advocate, and inform New Mainers about: Preventative health measures, health delivery strategies, and access to services to decrease health disparities.”

Engage, Empower, Educate, and Advocate
HIBO OMER, MPH

Contact info: homer@nmphi.org
207-891-9387
Questions, Sharing, Discussion....
Resources

• **Serving Young Fathers: An Assessment and Checklist for Organizations**
• **Engaging Leaders to Foster Welcoming Communities**
• **Growing Your Capacity to Engage Diverse Communities by working with Community Liaison and Cultural Brokers**
• **School-based Health Alliance Children’s Health and Education Mapping Tool**
• **The Center for Faith and Opportunity Initiatives (Partnership Center)**
• **Who can fulfill the role of cultural brokers in health care settings?**
Save the Date

Webinar 3: Preparing Families to Participate

Wednesday, February 12, 2020

2 pm ET / 1 pm CT / 12 pm MT / 11 am PT
https://www.surveymonkey.com/r/MeetFamilies