

## Help Me Grow Action Team Webinar

Break Out Session Notes - July 1, 2020

### Break Out Discussion Questions:

- *How can we recruit action team members that reflect the families and communities that HMG hopes to serve, and represents the diversity across Washington?*
- *What is the best format for the information? (Webinar? Flyer? Phone Call? Social Media? Other?)*
- *How do we engage people who have not been professionally connected to HMG?*
- *How can we engage families in particular?*
- *What recommendations do you have to foster inclusivity and accessibility in and across action teams?*
- *As an Action Team member, what would you hope to accomplish between now and January?*

### Break Out Session #1

- There was a strong recommendation to have material available in Spanish now. That includes all future webinars, PPTs, and the HMG newsletter.
- Need to find a way to have the values we hold about equity into action steps.
- Consider making brief videos or graphics to share on social media.
- Utilize existing networks through WCFC to recruit action team members.
- Distribute through Community Health Workers network.
- Create a Parent Support Mentorship Program so that each parent on the action team is supported by an organization on the action team.
- During team sign ups, ask organizations if they are interested in being a parent mentor.
- Centering family voice – family leadership representation. Cultural ambassadors (KC) staff or families engaged sometimes one in the same.

### Break Out Session #2

- Families and providers in the same conversation – need to remember parents and families can think in systems too. Many are parents and system providers themselves.
- Consider engaging CBOs with strong connections to families and parents.
- Existing parent leadership models – consider commitment and pay equity to stay involved longer than six months or one time focus group.
- Family groups – cohorts – build support among the parent and family cohort to foster safe space in action teams.
- Social media used effectively by CBOs – consider who is posting.
- Promote on social media and existing blogs.
- Promote across existing provider networks to share with parents and families.
- Consider existing groups with similar focus like the family policy group at the policy level around ESIT.
- Organizations focused on neurodevelopmental and/or specific and Indigenous populations.
- Parents at the table – be aware of the power dynamic. Someone from the backbone organization regionally or statewide as a mentor.
- How to make sure families are welcome – sponsoring a parent leader. Partner organization. Support a parent leader with technology
- Pay attention to equity in processes now – translate webinar and newsletter into Spanish.

### **Break Out Session #3**

#### Recruitment:

- Disseminate info to sub-affiliate family and community outreach teams, childcare providers, healthcare providers
- Home Visitors may be able to identify clients/parents they have that would be a good fit for an action team.
- You can ask a trusted messenger with lots of social media followers to share your message (a school district did this in Pierce for the diaper bank and now it's super busy).
- Look at who's signing up for action teams, find the gaps, and try to recruit the appropriate people/experts to fill that gap.
- Parent Allies or Parent for Parent are good networks to disseminate info to parents, especially parents in the child welfare system.

#### Fostering Inclusivity:

- Provide updates from every other action team in one action team to spread awareness of what's going on in all the action teams.
- Parents at tables / power dynamic – give them time to get acclimated. Don't have just one – at least two – parents or community members. Having someone within the organization be a mentor – and reach before and after to parents to encourage them/build confidence/answer questions.
- Need an expert leading the equity work. Need a recorded component or written documentation for members that join at a later date.