

# Healthy Start/Healthy Families Oregon BUILDING PROGRAM SUPPORT PROJECTED ACTION PLAN

## OVERALL

Strategies	Tasks: Specifically What	Who	By When
1. Establish Building Support Taskforce	a. Establish an on-going Building Program Support Taskforce (BPST) to enact this Action Plan (as a subgroup of the State Advisory Committee) as part of the Healthy Start Redesign Implementation Package	Implementation Workgroup, State Commission	8/28/09
	b. Recruit members, set meetings coordinated with Advisory Committee to enact (and modify as needed) the Action Plan	Implementation Workgroup, Advisory Committee, OCCF Staff	Starting now, through 10/2009
2. Build "Healthy Start Champions"—both State and Local	a. Identify and arrange visits with elected officials as potential Champions	BPST, Advisory Comm., State Commissioners	Starting now, ongoing
	b. Identify and visit with potential Champions among other leaders (physicians, private sector, funders, law enforcement, etc.)	Same	Same
	c. Arrange home visits and visits to programs for potential champions	Advisory Comm., programs	Same
	d. Strategically recruit for HS Advisory Committee. Refer to HFA matrix for desired representation	BPST, Advisory Comm., OCCF staff	7/09 to 10/09
	e. Train local Program Managers (PMs), LCCF to develop a plan and build local Champions	BPST, Advisory Comm., OCCF staff	10/09
	f. State Advisory members & others identify and access Champions for local programs using their networks	BPST, Advisory Comm.	Starting now, ongoing

## BUILDING DIVERSIFIED FUNDING

1. Strategically plan to build diversified funding at the state and local level	a. Assess local database reports on match and leverage	BPST, LCCFs , programs	10/09
	b. Further develop Action Plan to increase diversified funding over the next biennium	BPST, LCCFs, programs	10/09 to 1/10
2. Engage in resource development at state level	a. Seek grants to support statewide HS needs (evaluation, staff training, quality assurance work, etc.)	BPST, OCCF staff	8/21/09
	b. Seek grants for underserved populations statewide or regionally (i.e., military families, tribal families, prenatal services, etc.)	BPST, OCCF staff	Starting 9-09
	c. Explore corporate sponsorships (businesses, banks, etc.)	BPST, Advisory Comm., OCCF staff	Starting 10/09
	d. Hold at least one major fundraising event each year for Healthy Start. Honor Champions, programs, staff, participating families, etc.	BPST	Starting 2010
	e. Support ongoing Local grant writing efforts	BPST, OCCF staff	Ongoing
3. Train and support HS Program Managers (PMs) in resource development and fundraising	a. Develop written “Fundraising Tips” (including ideas like Baby Clubs tied to cost per family per year—“for \$X, you can supply a family with -----“	BPST	9/1/09
	b. Develop and provide fundraising training for PMs and Local Commissions	BPST, OCCF staff	Starting 10/09
	c. Ongoing technical assistance (TA) for PMs and Local Commissions on fundraising strategies	BPST, OCCF staff, others	Starting 10/09
	d. Provide TA for programs and Local Commissions writing grants	OCCF staff	Starting now and ongoing

4. Train program staff to maximize Medicaid Administrative Claiming (MAC)	a. Monitor reports & provide program specific training on the MAC Codes	OCCF staff	7/09, ongoing
5. Monitor progress on 25% match (including 5% cash)	a. Review semi-annual leverage reports	Advisory Comm., LCCFs, OCCF staff	Starting with next semi-annual report & ongoing
	b. Provide specific TA to Local Commissions and programs to address challenges meeting match requirements	BPST, Steering Comm., OCCF staff	Starting now, ongoing
6. Access other federal funding sources	a. Explore possible access to federal mental health education dollars	OCCF / LCCF	Starting 10/09
	c. Federal Home Visiting legislation—monitor legislation, and access portion of funding for Oregon as it becomes available	BPST, OCCF staff, advocacy groups, early childhood partners	Fall '09
	a. Other federal opportunities (Race to the Top, Early Learning Challenge Grants, etc.)	BPST, OCCF staff, early childhood partners	Fall '09
<b>BUILDING MARKETING AND COMMUNITY RELATIONS</b>			
1. Require use of Healthy Start/Healthy Families Oregon name on all materials may be used in combination with local name)	a. Include in RFA b. Include in Program Policies (& enforce)	RFA Committee Steering Comm., OCCF staff	8/21/09 9/09

2. Make full use of existing marketing materials Once these are used, re-order using Healthy Start/Healthy Families Oregon name	a. Check that all local programs have all OCCF developed resources	OCCF staff	October '09
	b. Train program staff in use of marketing materials	OCCF staff, BPST	Starting now
	c. Update, re-order, add to these as needed	OCCF staff, BPST	Starting now
3. Give all programs links to national resources	a. Provide info on resources through: Prevent Child Abuse America, Healthy Families America, Zero to Three, Home Visiting Network, etc.	OCCF staff, BPST, others	Starting now
4. Further develop HS message	a. Identify focus: wellness- "a healthy start for your baby" and/or "infant mental health" (e.g., attachment, positive parenting, etc.)	BPST, OCCF staff, Program Managers (PMs), LCCFs	10/09
	b. Define what's unique about HS compared to "all the other starts" & why it's needed	BPST, OCCF staff, PMs, LCCFs	10/09
	c. Choose and use agreed upon slogan -- "Healthy Start—It Works!" or "Healthy Start—Because Babies Don't Come with Directions", or "Healthy Start—Changing Communities One Baby at a Time"	BPST, OCCF staff, PMs, LCCFs	10/09
5. Provide marketing training for PMs and all HS staff, Local Commissions	a. Teach how to deliver consistent, accurate, intentional messages about program & their work <ul style="list-style-type: none"> <li>o Coach to see "marketing" as part of every encounter they have as HS staff</li> <li>o Provide materials/review use of materials they already have</li> <li>o Develop sample presentations, etc.</li> </ul>	OCCF staff, BPST	10/09
	b. Successful programs share strategies, successes	Leading PMs, LCCF's	10/09
<b>BUILDING ADVOCACY</b>			
1. Develop network of state and local Champions	a. See Overall Strategies, Building Champions	BPST, State Commissioners, LCCFs, local providers	Starting now, ongoing

	b. Build advocacy Champions—“elder statesmen”, i.e., Sen. Avril Gordly, Govs Roberts and Atiyeh, etc.	BPST, State Commissioners, LCCFs, local providers	Starting now, ongoing
2. Align with existing groups	a. Build relationships with advocacy groups that are natural allies on state and national levels	BPST, State Commissioners, LCCFs, local providers, others	Ongoing
	b. Build relationships with local advocacy groups	HS Champions, BPST, LCCFs, PMs, local providers	10/09
	c. Build relationships with professional organizations supporting Healthy Start’s mission such as medical, law enforcement, professional, business communities, etc.	HS Champions, OCCF staff, BPST, PMs, LCCFs, local providers	Ongoing
	d. Build relationships with early childhood advocates, early childhood partner programs & agencies—advocate together for a comprehensive Early Childhood Agenda	HS Champions, OCCF staff, BPST	Ongoing
	e. Build relationships with foundations, potential funders and develop specific “asks” and deliverables	HS Champions, OCCF staff, BPST	Ongoing
3. Invite dialog about HS—learn perceptions and beliefs so can address proactively to build support.	a. Actively solicit input about perceptions of Healthy Start	BPST	10/09
	b. Address concerns-- make changes or change inaccurate perceptions	BPST	1/10
<b>BUILDING COLLABORATIONS</b>			
1. Strategically recruit for State Advisory Committee to build collaboration (using HFA Matrix to assure	a. Recruit medical, health, business, law enforcement, professionals, community leaders for Advisory Committee	Advisory Comm., OCCF staff	7/09 to 10/09

diverse representation)	<ul style="list-style-type: none"> <li>b. Recruit elected officials for Advisory Committee</li> <li>c. Increase representation of diverse stakeholders on Advisory Committee using HFA criteria for board representation</li> </ul>	<p>Advisory Comm., OCCF staff</p> <p>Advisory Comm., OCCF staff</p>	<p>7/09 to 10/09</p> <p>7/09 to 10/09</p>
2. Build screening partnerships	<ul style="list-style-type: none"> <li>a. Work with Early Childhood Council to develop Universal Screening for psychosocial risks as a priority</li> <li>b. Work with statewide groups of health and medical community, etc. to promote screening system as benefit for families, other partner services</li> <li>c. Support local Early Childhood Teams to link HS screening with other local work</li> </ul>	<p>OCCF staff, BPST</p> <p>OCCF staff, BPST, others</p> <p>OCCF staff, LCCF staff, PMs, state and local Advisory Comm's.</p>	<p>Starting now and ongoing</p> <p>Starting now and ongoing</p> <p>Starting now and ongoing</p>
3. Collaboratively convene an educational event once a biennium to address at least one of Healthy Start's core missions—prevention of child abuse and neglect, promotion of attachment, healthy growth and development and readiness to learn	<ul style="list-style-type: none"> <li>a. Plan educational event internally and with early childhood partners</li> <li>b. Consider linking to annual Healthy Start fundraising event</li> </ul>	<p>BPST, OCCF staff, early childhood partners, PCA Chapter</p> <p>State Commission, Advisory Members, OCCF Staff, Early Childhood Partners, PCA Chapter</p>	<p>1/10 and ongoing</p> <p>1/10 and ongoing</p>