

CDC Preconception Health Social Marketing Campaign



National Healthy Start Association's Dissemination and Partnership Plan

Federal Healthy Start Initiative is a network of 105 projects with 20 years of experience in providing culturally authentic services to underserved and marginalized urban, rural, tribal and border communities throughout our nation.



Our Mission

To be our nation's voice in providing leadership and advocacy for health equity, services and interventions that improve birth outcomes and family wellbeing.

Our Projects represent the melting pot of America

Serving

- ▶ White
- ▶ African-American
- ▶ Hispanic
- ▶ Native American/Alaskan Native
- ▶ Pacific Islander
- ▶ and Asian

...clients

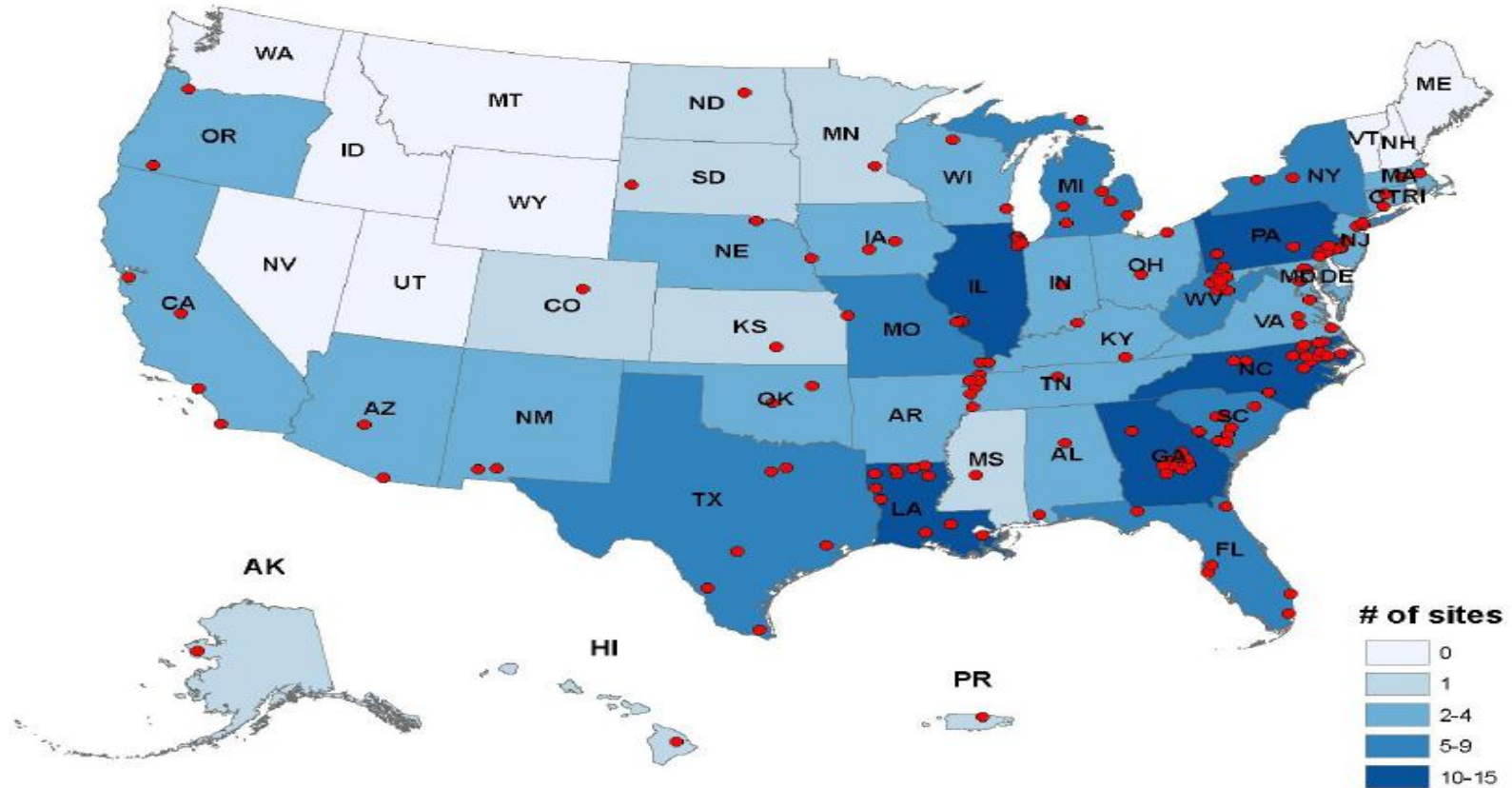
Operating In

- ▶ Urban
- ▶ Rural
- ▶ Tribal and
- ▶ Border

...Communities

Federal Healthy Start Sites

Federal Healthy Start Sites, 2012





Healthy Start engages and mobilizes communities by building on the strengths and assets of caring citizens to:

- Increase civic engagement
- Foster resiliency in communities
- Increase employment/strengthen healthcare workforce
- Leverage resource opportunities

Strategies & Interventions for Effectiveness

- ▶ Health Equity
- ▶ Improved Health
- ▶ Continuous Quality Improvement (plan, do, study, act)
- ▶ Community-Based Participatory Approaches
- ▶ Development of Evidenced-Based and Best/Promising Practices
- ▶ Systems Change and Policy Development

Project Participants

- ▶ African American 60.2 %
- ▶ White 22.0%
- ▶ Hispanic/Latino 19.7%
- ▶ AI/AN 4.7%
- ▶ Asian 1.5%

Target Audience

NHSA will target all non-planners (women and men) throughout its network of Healthy Start projects

NHSA's Role in Support of the Campaign

Outreaching to Our Network

- ▶ 105 Member Projects- 39 states, D.C. and Puerto Rico
- ▶ 105 Community Consortia
- ▶ Network of Neighborhoods
- ▶ Clients and Client Families

Channels for Outreach

- ▶ Monthly Consortia Meetings
- ▶ Monthly Newsletter Messages
- ▶ Hundreds of Classes and Workshops
- ▶ One-on-one During Home Visits
- ▶ September Infant Mortality Awareness Activities
- ▶ NHSA Member and Partner Websites
- ▶ NHSA Spring Conference
- ▶ Periodic Webinars

Products to be Used

1. Link to Campaign website from NHSA and Project websites
2. Web banner and ads
3. Educational Video for Non-planners
4. Posters, badges, buttons
5. My Plan Self Assessment
6. Fact sheets
7. PSAs
8. Pass It On: Messages, Posts, Cards, Cartoon, etc. for person-to-person dissemination
9. Digital Stories
10. In store, and Centers, In business



NHSA Dissemination Objectives

- ▶ Introduce campaign to 100% of the Association's key partners at our Spring Conference.
- ▶ Introduce 100% of Project Community Consortia to campaign message within 6 months of launch.
- ▶ To reach and successfully engage 30% of our network of Healthy Start's clients of childbearing age with the preconception campaign for non-planners messages in year one and 50% within 24 month period.

Partnership Plan

- ▶ All 105 Project Organization and Community Consortia
- ▶ HRSA-MCHB
- ▶ AMCHP
- ▶ CityMatCH
- ▶ Administration of Children and Families (ACF)
- ▶ National Fatherhood Initiative
- ▶ National Healthy Mothers, Healthy Babies Coalition (Text4baby)
- ▶ Office of Minority Health
- ▶ Today's Child Communications
- ▶ Heart and Soul Magazine
- ▶ Merck for Mothers

