



**national
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resource center**

“Effectively Launching Your Healthy Marriage Program”

National Healthy Marriage Resource Center Webinar Training
May 16, 2007 ♦ 12:30pm-2pm (EDT)

PRESENTERS:

- **Patrick Patterson**, National Healthy Marriage Resource Center
- **Shalyta LaBoo**, East Capitol Center for Change - Washington, DC
- **Bridget Brennan**, St. Louis Healthy Marriage Coalition - St. Louis, MO
- **Scott Roby**, Oklahoma Marriage Initiative - Oklahoma City, OK



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Learning Objective

Webinar attendees will:

- **Learn strategies to address three key start-up and operational aspects of their programs – service delivery strategy, personnel, and logistics, and their implications on an effective program launch.**



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For Starters...

- **Program start-up is a process, not a period of time.**
- **Programs should systematically provide opportunity for participant input to inform and customize your program start-up and service delivery efforts.**
- **During start-up the messenger is sometimes as important as the message. You will ONLY have one first impression.**



**Healthy Marriage-
Strong Families Initiative**

East Capitol Center for Change

Shalyta LaBoo, Presenter



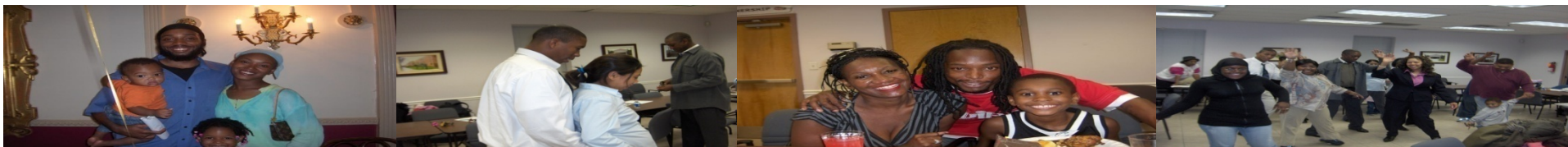
SERVICE-DELIVERY MODEL

■ Community & Individual-Level Intervention

- Public Media Campaign
- Community-wide events
- Marriage Education Workshops
- Monthly Support Groups for Graduates

■ Target Population

- Who are they?
- To what message will they respond?
- What will motivate them to come and stay?
- What are the perceived needs of the potential participants?
- Can we address those needs within our program and/or are there additional support services needed?



PROGRAM LOGISTICS

Create a Safe Atmosphere

Begin building trusting relationships at first encounter

Determine Time & Location - Common, Comfortable & Convenient

Secure both male & female leadership

Choose a Culturally-Relevant Curriculum (e.g. Basic Training for Couples)

Gather ongoing feedback from participants

Things to Consider

Transportation

Food

Childcare

Financial Incentives

Overcome barriers by being proactive!

Who Is On Your Team?

■ Hiring

- Identify the right people for the right positions
- Credibility, Patience, Persistence, Flexibility
- Passion AND Skill
- Facilitators must have demonstrated ability to connect to the hearts of people and to deliver messages in clear, concise manner

■ Training

- Core Values, Marketing, Partnering, Outreach, Group Dynamics, Domestic Violence, Community Resources, Time Management
- Connection to National, Regional or Local Resources
- On-the-job training – **Experience** is a great teacher!

■ Supervising, Supporting & Motivating

- Offer ongoing feedback
- Use core personal **strengths** of staff to build a strong team

- When facing staff turnover, keep the **mission** at the forefront, regroup as a team and return to the personnel plan.

Developing Momentum for the Marriage Movement



A.tmosphere - Practice internal & external customer service

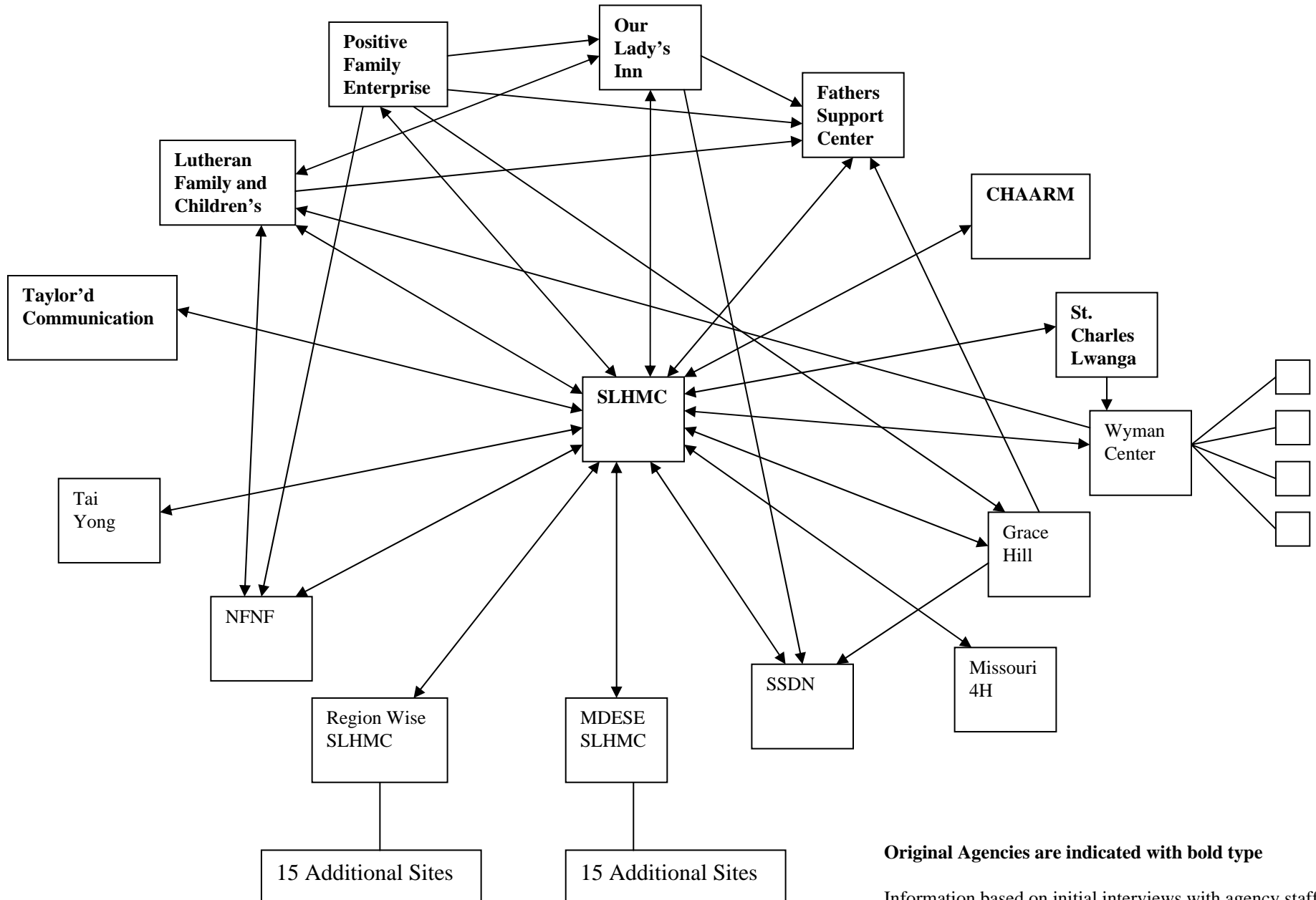
B.uy-In - Everyone has a shared investment in the outcome

C.ollaboration – Everyone contributes to the process

I. Decentralized Service Delivery with Multiple Community Partners Providing Services

- A. **Clarity** about your **Vision and Mission** drives everything
- B. **Service delivery** is affected by your ability to **connect and collaborate** with agencies, churches, grass roots organization who share your Vision, Mission and Values
- C. **Organization** is an essential: you must have a plan of operation with very specific details
- D. **Staff** available to work with and assist partners
- E. **On site Coordinator**

Healthy Marriages/Healthy Families – St. Louis Agency Network



Original Agencies are indicated with bold type

Information based on initial interviews with agency staff
January – March 2007

II. Personnel

- A. Essential that your **staff share your Vision, Mission and commitment** to the Healthy Marriage Initiative
- B. Essential that you **keep your staff abreast of all you know** about the Healthy Marriage Initiative. Keep staff in the loop
- C. **Provide opportunities for your staff** to attend and participate in trainings so they are a part of the Healthy Marriage Movement

III. Logistics: Detailed Plan of Operation

■ *Prerequisites for developing a detailed plan of operation to produce a successful Healthy Marriage Grant Project:*

A. Be open to growing and learning about your project, about the processes of the project and from your grant partners

B. Be flexible and patient

III. Logistics: Detailed Plan of Operation

■ *Prerequisites for developing a detailed plan of operation to produce a successful Healthy Marriage Grant Project:*

C. Be **savvy** – you can't assume and you can't pretend; stay on top of everything

D. Hold on to a **sense of humor** to reduce frustration

E. Create a sense of **synergy and shared mission** among your partners

F. **Call 977-HOPE** – developed by the Media Team so callers can access services from our Grant Partners (another link)

G. **Evaluation Team** led by Mary Domahidy, from St. Louis University. There is an evaluator assigned to each Grant Partner and the evaluator attends the sessions (another link)



Developing a Service Delivery System

- Select a curriculum
- Utilize existing statewide structures
- Determine target populations and strategies
- Train workshop leaders across fields
 - Develop supports and referral sources for workshop leaders
 - Intensive technical assistance by team of coordinators
- Implement Community Events
- Build standing capacity



Personnel (*Volunteer*)

- REGISTRATION vs. APPLICATION
- Outline a clear plan to deliver services
- Demonstrate access to target population
- Identify current or potential co-leader
- First workshop within 60 days (4 in 1 year)
- Attend a Teach Back Day

Personnel (*Paid*)

- Initial interview with HR & Senior Mgmt.
- Deliver 5-7 minute presentation to panel
- Panel asks questions/interacts with candidate
 - The right questions lend insight to candidates attitudes regarding marriage
- Panel debriefs strengths and challenges
- Recommendations submitted to Senior Mgmt.

Logistics...

Do sweat the small stuff

- Is the location comfortable...
 - Does the location feel welcoming and inviting?
 - Is the presenter ready
- Are the classes convenient...
 - Does it fit *their* schedule?
 - Is there access to public transportation?
 - Are make-up sessions available?
 - Is there food?
- Is there childcare...
 - on-site, vouchers or stipends

Logistics (cont'd)

- It's easy to *underestimate* the challenges of recruitment and retention
- Incentivize...compete aggressively for people's "attention"
- Honor the investment of their time!





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Take Away Points

- **Your service delivery, staffing, and logistics decisions will have a major impact on your program outcomes.**
- **Program service delivery, staffing, and logistics decisions should include participant input.**
- **There are advantages and disadvantages to utilizing both paid staff and volunteers. Each program should consider the utility and proper combination of both to achieve their program targets.**
 - **Paid staff can help to ensure daily time and attention to program implementation and participants.**
 - **Volunteers can model, provide support, and reinforce program teachings in different ways than paid staff.**



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Take Away Points

- **During start-up, it is critical to communicate and provide regular updates to community partners, board members, and staff to manage expectations.**
- **Programs should expect change and adjustments to their original plans during start-up.**
- **FinallyProgram start-up is a process, not a period of time.**