

## Notes from Community Conversation 6/20/25

### **Breakout 1: Marketing/Communications for Coalitions**

Resources on what it would look like to get information out about the coalition communities:

- **Flyers to handout**
  - QR Codes – To select who your coalition is and resources they have in your communities
  - Key Chains- With QR Code, List of Coalitions
  - Magnets – With QR to Coalitions
- ❖ **75% on Resources 25% on how to access resources? (Idea on how to spend the money)**
- **Reaching providers?**
  - Lunches/Hand out information – hand out flyers/ Magnets/ Key Chains
  - Home Visiting (Big for a couple of coalitions)/letting families know about the coalitions and where to find resources.

Ideas for getting resource information out to the coalition communities:

- **What does pooling some of their funds to create template for communication of resources look like?**
  - Interested coalitions- Concord/Lakes, Conway, Monadnock and Rochester/Dover (maybe)
  - Collectively create template with a graphic designer/communications person that would be tailored to each coalition
  - Flexible for different mediums- flyers, social media
- **Different ideas for how to communicate/market resources** using QR Codes that would take person to page with resources they have in your communities
  - Flyers to handout/bathroom stalls
  - Key Chains- With QR Code, List of Coalitions
  - Magnets – With QR to Coalitions
- **Two different target audiences- providers/service orgs and community members (patients)**
  - Lunches/Hand out information – hand out flyers/ Magnets/ Key Chains
  - How do we get families to know about the coalitions and where to find resources.
- **Utilizing patient voice to communicate stories and increase utilization of services**
  - **Not necessarily an interest for all these coalitions right now**
  - Home Visiting focus for several coalitions

### **Next steps:**

PQC coordinators will work with coalitions to confirm budget amount from each coalition

Convene small workgroup with graphic designer to brainstorm on ideas and start design process

### **Breakout 2: Support Groups**

- Concord/Lakes: Pooling funds to have a group facilitator come talk about the importance of parent sleep. Want to also pool funds for marketing
- Plymouth: play group facilitated by a coalition member, can address need of the parents by bringing in resources/speakers. Had a dad & me DIY workshop
- Nashua: Hard for families to get to new places, go to where the families are already visiting like the YMCA. Listen to what the parents want to hear about for topics
- Manchester: anticipation of transition periods and how moms will manage going back to work, etc. Facilitators wanting more training in how to facilitate a group conversation when difficult topics come up
- North Country: how to run a hybrid meeting

### **Breakout 3: Baby Shower / Resource Fair**

ATTENDEES:

Camilla Thompson

Devona Warner

Sarah McCarthy (DCYF RN)

Larissa Pyer

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Meghan Canon  
Soyla Hernandez  
Janet Perkins  
Emily Brayton  
Susan Wnuk  
Trinidad Tellez

### **Current Coalition Projects in the Works**

Camilla Thompson - Rochester/Dover is having a resource fair

- W-D initially did resource fairs previously
- Making sure community members have access to their HC providers, meet and greet, and ways to connect the community
- Maybe have local orgs
- Rochester & Dover are not very close together, hoping to find an accessible place

Devona Warner / Manchester, BIPOC focused population -- her vision:

- Baby shower/resource fair (lots of providers)
- Get pampered, treats / gifts they would have received at a baby shower (clothes, diapers, toys – up to age of 5, etc.) – whatever can get donated
- Walk in and see Baskets and raffle for them to get a ticket – have an opportunity to win something special
- Men and grandparents are invited
- Cupcakes, glass

Larisa Pyer – Lebanon planning a combo shower/resource fair

- Partnering with Waypoint
- Waypoint has an office in Lebanon, their UV resource center, they hosted 2 baby showers in the past (one at office, one at the public library – was better attended)
  - Partnered with a literacy program (librarians engaged)
  - Gave big swag bags to everyone
  - Most FRCs usually do give a bag of goodies when you bring home a new baby
- Likes the idea of having real raffles – like a gift certificate for a prenatal massage
- Pampering for mom
- An opportunity for tabling for community partners

### **Others who have done showers**

Wellsense (not present at meeting)

Soyla Hernandez (CHW), White Mountain United Way / North Country

- April, had 3<sup>rd</sup> or 4<sup>th</sup> baby shower
- Families, expecting mothers and those who have had children
- Vendors along room
- Boutique for the parents to shop
- Diaper depot – have 3 or 4 locations where can be dropped off (wipes, diapers, etc.)
- Food donations (pizza, bakeries – cupcakes)
- Received a ticket for free ice-cream from Trails ice-cream, only good that day
- Give resources, enroll people in Medicaid/SNAP, WIC

### **Other discussion**

Janet Perkins – should be sustainable, aligned with 5 areas, something of an assessment, rather than simply giving out goodies (*apologies if I mis-stated - TT*)

Trini (in chat) - I hope we can put together a PLANING RESOURCE GUIDE encapsulating the learning and also to help provide a template or checklist for people planning these events

Sarah McCarthy (in chat) - Like a needs list prior? Make sure we're not ending up with a bunch of the same item/topics?

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**Idea to consolidate the shared guidance and learning from all the various events that have already happened — like a planning guide or toolkit with templates and/or checklists.**

### **HOW TO MAKE SURE PARTICIPANTS SHOW UP?**

- effective outreach/recruitment — I would love to learn what strategies/approaches have been effective at ensuring a good turnout. And, what actually IS a good turnout? (so we have realistic expectations)

- Using multiple communication channels—like social media, flyers in key community spots, text reminders, and phone calls
- Offering incentives such as small giveaways, food, or childcare during the event to reduce barriers to attendance
- Scheduling events at times and locations convenient for the target audience

Some of the MCO's do baby showers so maybe it makes sense to partner with them as well. There are also other outreach events hosted by some of the regional groups. I know a couple have occurred.