

# Co-Creating Well-Being Kick-off

Tuesday, October 20, 2020  
9a-1p

# Today's Agenda

— Welcome & Hellos

— Phase Three Introduction

— Grantee Introductions and Project Overviews

— Phase Three - Planning & Implementation Logistics

— Technical Assistance and Coaching

— Evaluation Plan and Key Deliverables



# Welcome & Hellos

# How do you say hello?

It is a basic part of our everyday interactions.

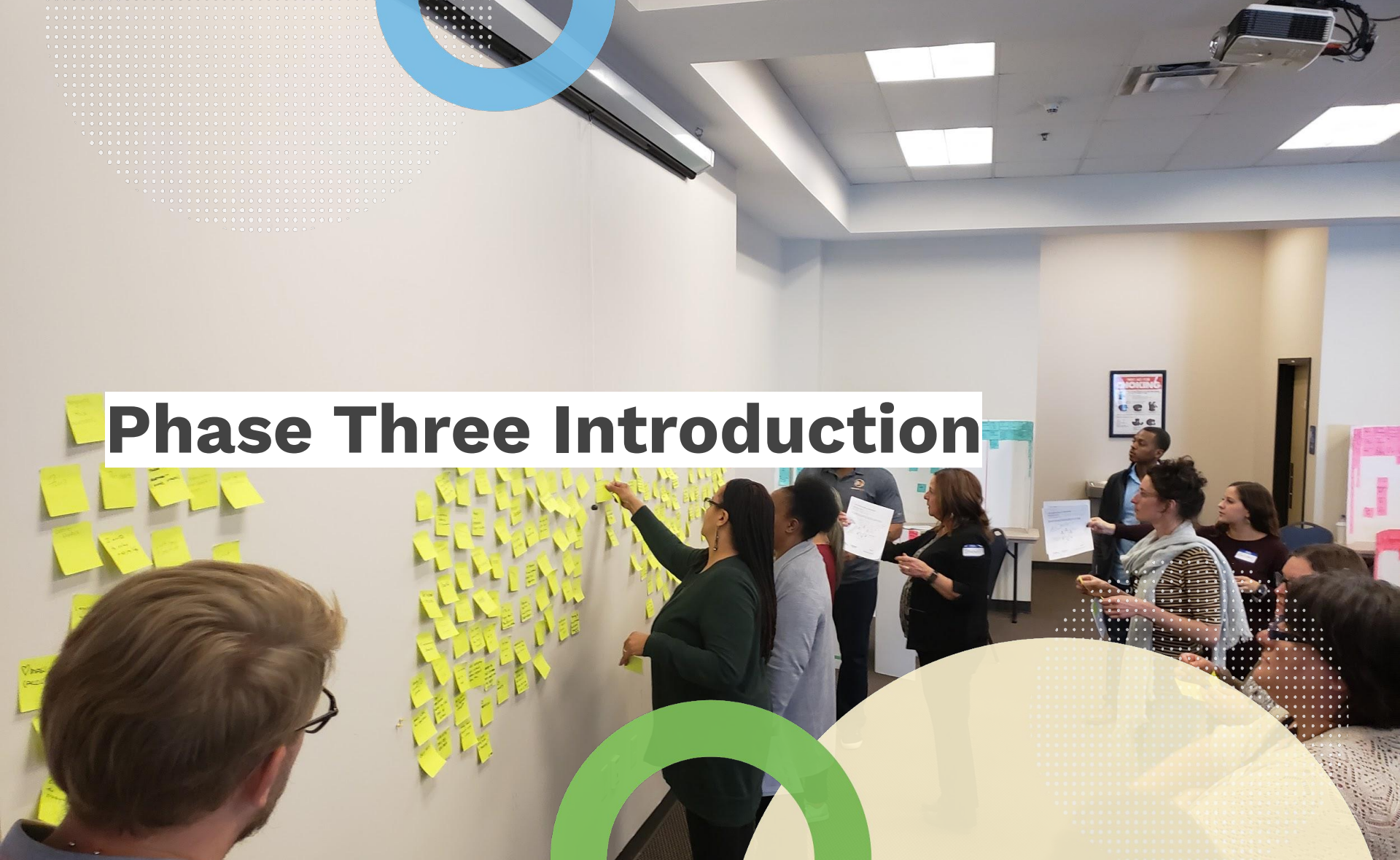
## **Our greetings.**

Do you have a special way of greeting people at home, in your community, or at work?

Take this moment as an opportunity to reconnect with the group.

We're glad to see you again, too :)

# Phase Three Introduction



## PHASE ONE

**Building** Capacity

August 2018 – March 2019

**A spectrum of providers who work with families with children 5 and under as well as families from community-based organizations, early childhood centers and clinics will** be provided an opportunity to participate in learning sessions to improve service delivery, and support children and families that have experienced trauma and toxic stress. Sessions include training and skill development on trauma, toxic stress, adverse childhood experiences, trauma-informed care, early childhood development, and human-centered design (HCD).

## PHASE TWO

**Engaging** Communities

May 2019 – November 2019

**Selected organizations will** gather information from children, families and early childhood providers; use human-centered design and tools; and use information/community feedback to develop programs/interventions based on insights from the community.

## PHASE THREE

**Action** Through Grants

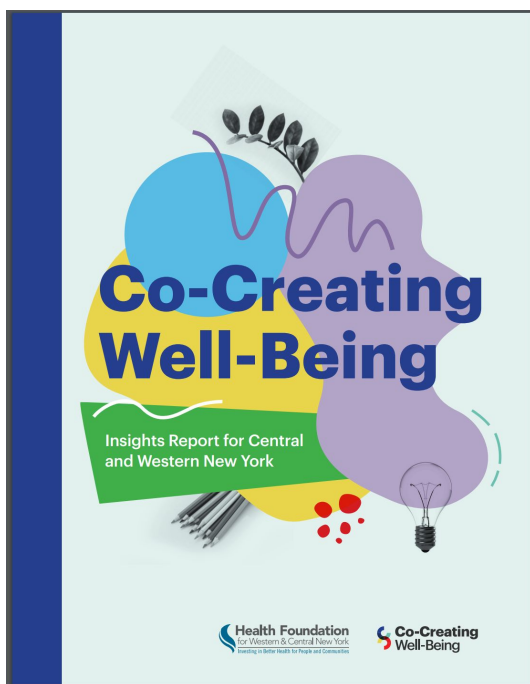
January 2020 – December 2022

**Eligible organizations will** develop program designs and apply for grants that will support a spectrum of interventions and services based on research and insights from community engagement to support children and families addressing and healing from trauma.

Participation in **PHASE ONE** HCD training is mandatory for eligibility for **PHASE THREE**.



## Insights Report



## LOI



## RFA



# Phase Three Timeline

## Planning Period

*October 2020 - January 2021*

Technical Assistance: Ideation, Prototyping, Testing, Iteration

Results-Based Accountability

Remaining flexible/adaptable despite realities of COVID-19

## Implementation Period

*February 2021 - December 2022*

Program Model, Service Design, Implementation Plan all Tested

Reporting, Evaluation, TA as needed



# Learning Community

[www.cocreatingwellbeing.com](http://www.cocreatingwellbeing.com)

[HOME](#) [LEARNING HUB](#) [FORUM](#) [REPORT](#) [FAQ](#) [HFWCNY](#)



## Supporting Children & Families Through Trauma

### Request for Applications process is now closed

Thank you for submitting an application for funding. Applicants will be notified of the outcome in Fall 2020.

### CCWB Learning Hub

Resources, step-by-step instructions, and best practices to

#### Better Interactions with Clients & Community

Are you interested in learning more about improving your (or staff's) interactions with clients and community members? Review useful practices, dive into online learning materials, and put principles into action through your day to day work.



# CCWB Project Team

## Health Foundation for Western and Central New York

- Marnie Annese | [mannese@hfwcny.org](mailto:mannese@hfwcny.org)
- Jessy Minney | [jminney@hfwcny.org](mailto:jminney@hfwcny.org)

## Technical Assistance and Coaching Team

- Ryan Voisin | [ryan@overlapassociates.com](mailto:ryan@overlapassociates.com)
- Nicole Francoeur | [nfrancoeur@overlapassociates.com](mailto:nfrancoeur@overlapassociates.com)
- Aaron Krolikowski | [aaron.krolikowski@gmail.com](mailto:aaron.krolikowski@gmail.com)

## Evaluation Team

- Anna Saltzman | [asaltzman@engagerd.com](mailto:asaltzman@engagerd.com)
- Ali Miller | [amiller@engagerd.com](mailto:amiller@engagerd.com)
- Ellen Marya | [ellentmarya@gmail.com](mailto:ellentmarya@gmail.com)



# Project Overviews

# Ardent Solutions

Wellsville, Allegany County

*Trauma-Informed Communities Throughout Allegany County (TICTAC)*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Belmont Housing Resources of WNY

Buffalo, Erie County

*Section 8 Housing Choice Voucher Program Improvements*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Buffalo Prenatal- Perinatal Network

Buffalo, Erie County

*Nurturing Fathers Program*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Cattaraugus Community Action

Salamanca, Cattaraugus County

*Trauma Tool Kit*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Cattaraugus Wyoming Project Head Start

Olean, Cattaraugus County

*Pause, Promote, and Provide for Wellness*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?



# Child Development Council of Central NY

Ithaca, Tompkins County

*Resilience in Action*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Community Action of Orleans & Genesee

Albion, Orleans County

*Provider & Family Training, Building a Trauma-Informed Environment*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Community Action Partnership of Madison County

Morrisville, Madison County

*Kinship, Mentoring, and Housing Program*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Let's take a break...

# Community Services for Every1

Buffalo, Erie County

*Solutions for Where I Flourish Today & Tomorrow*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Early Childhood Alliance

Syracuse, Onondaga County

*Peer to Peer Support Groups*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# Genesee Council on Alcoholism & Substance Abuse

Batavia, Genesee County

*Active Parenting & Motivational Interviewing*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?

# InterFaith Works

Syracuse, Onondaga County

*Family Wellness Program*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?



# United Way of Buffalo & Erie County

Buffalo, Erie County

*GO Buffalo Mom*

Where are you with your project?

What is your greatest challenge?

What are you most optimistic about?



# Phase 3 Timeline

- Contracts currently in process
  - Contract/grant period is October 1, 2020 to March 31, 2023
- Payments
  - With executed agreement
  - Within 30 days of receipt of reports due 6/01/2021 and approval
  - Within 30 days of receipt of reports due 4/01/2022 and approval
- Reporting
  - Interim reports due 6/01/2021
  - Interim reports due 4/01/2022
  - Final reports due 3/31/2023
  
- **\*\*PROGRAM END DATE IS DECEMBER 31,2022\*\***

# Project Participation

Please review the scope of work that was attached to your executed agreement. It contains your approved proposal as well as a page entitled Scope of Work\*.

- Attend the kickoff event
- Participate fully in the learning community
- Work with Health Foundation staff to develop appropriate RBA measures
- Provide a description or story of impact from the perspective a program or service client
- Provide a description of how the project has helped to address health disparities in your region (CNY or WNY)
- Demographic breakdown of program participants
- Use of the Net Promoter Score
- Work with CCWB project team
- Work with Health Foundation communications staff

# Disbursement Process

- Payment amounts are provided in your executed grant/contract
- Payments will typically be made by check within 30 days of receipt of a required report. However, there may be delays if the report is late or incomplete. Reports must be approved before payment can be made.
- All checks will be disbursed by the Health Foundation's grants manager
- Any questions about payments should be directed to Marnie Annese at [mannese@hfwcny.org](mailto:mannese@hfwcny.org)

# Reporting to HFWCNY

- Program narrative reports and financial reports are both required
- Reporting dates are as follows:
  - First Interim reports are due 6/01/2021
  - Second Interim reports are due 4/01/2022
  - Final reports are due 3/31/2023
- Program narrative reports should include:
  - Reporting on progress toward achieving stated performance measures
  - Description of program activities accomplished, successes, challenges/barriers to success
  - Any changes made during the course of the program in program strategy
  - Story of impact as told by program participant
- Financial reports should include:
  - Amount budgeted
  - Expenses
  - Amount remaining to be spent
  - Final report should show all funds expended

# Any Questions?



# Technical Assistance & Coaching



# TA & Coaching Team

**Aaron Krolikowski** | Implementation Coaching  
[aaron.krolikowski@gmail.com](mailto:aaron.krolikowski@gmail.com)

**Ryan Voisin** | Human-Centered Design Coaching  
[coaching@overlapassociates.com](mailto:coaching@overlapassociates.com)

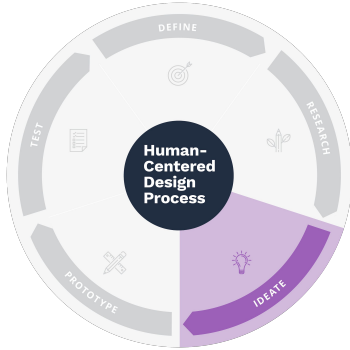
**Nicole Francoeur** | Human-Centered Design Coaching  
[coaching@overlapassociates.com](mailto:coaching@overlapassociates.com)

**Jessy Minney** | Results-Based Accountability & Evaluation Coaching  
[jminney@hfwcnny.org](mailto:jminney@hfwcnny.org)

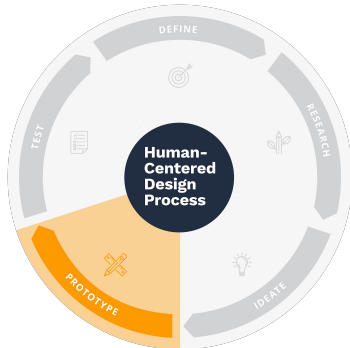
# Timeline & TA Activities

## Planning Period | November 2020 - January 2021

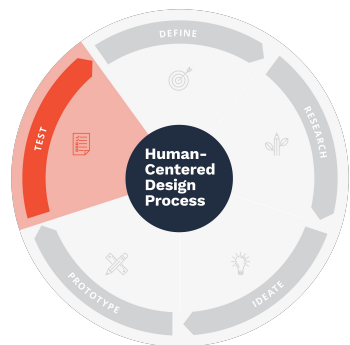
- Six (6) Technical Assistance Phone/Zoom Calls
  - Ideation, Prototyping, Testing, Iteration, Results-Based Accountability
  - Weeks of Nov 2, Nov 16, Nov 30, Dec 14, Jan 11, Jan 25
- One (1) Peer-Sharing Hangout
  - December 2020: Moving from Ideation into Prototyping
- Coaching available via [coaching@overlapassociates.com](mailto:coaching@overlapassociates.com)



# Ideation



# Prototyping



# Testing

# Timeline & TA Activities

## Planning Period | October 2020 - January 2021

- Six (6) Technical Assistance Phone/Zoom Calls
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  - Weeks of Nov 2, Nov 16, Nov 30, Dec 14, Jan 11, Jan 25
- One (1) Peer-Sharing Hangout
  - December 2020: Moving from Ideation into Prototyping
- Coaching available via [coaching@overlapassociates.com](mailto:coaching@overlapassociates.com)

## Implementation Period | February 2021 - December 2022

- TA & Coaching Calls as needed
- Implementation Workshops on request
- Four (4) Peer-Sharing Hangouts

# Learning Hub

[www.cocreatingwellbeing.com/learninghub](http://www.cocreatingwellbeing.com/learninghub)

- Modules on ideation, prototyping, testing, trauma-informed interactions
- Research and evidence-based examples of process / programming

## Participatory Program/Service Design & Improvement

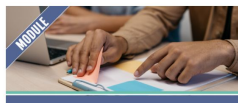
Are you interested in learning more about using participatory approaches for program design and improvement? Review step-by-step instructions, dive into online learning materials, and apply the practices into your day to day interactions.



### GATHER CLIENT & COMMUNITY PERSPECTIVES

This module helps you produce a clear implementation plan by setting engagement targets and planning a timeline.

LEARN MORE



### INTERPRET PERSPECTIVES FROM SURVEYS & INTERVIEWS

This module helps you organize and interpret the information you collect from clients and community.

LEARN MORE



### GENERATE IDEAS AND CHOOSE SOLUTIONS

This module helps you generate a lot of ideas with clients, and then choose the ideas that are worth trying.

LEARN MORE



### CREATE LOW-COST/NO-COST PROTOTYPES

This module helps you turn ideas into solutions by using sketches, storyboards, and other prototyping methods.

LEARN MORE



### GATHER FEEDBACK AND BUILD/IMPROVE

This module helps you turn prototypes into programs by gathering feedback and adding iterative improvements.

LEARN MORE

## Better Interactions with Clients & Community

Are you interested in learning more about improving your (or staff) interactions with clients and community members? Review useful practices, dive into online learning materials, and put principles into action through your day to day work.



### TALKING ABOUT TRAUMA WITH CLIENTS

This module helps you engage meaningfully with clients and community members who have experienced trauma.

LEARN MORE



### TALKING ABOUT TRAUMA WITH COWORKERS

This module helps you connect with coworkers who have experienced trauma personally or vicariously.

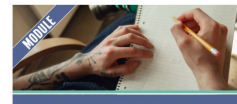
LEARN MORE



### TALKING ABOUT TRAUMA WITH YOUNG CHILDREN

This module helps you connect with children using activities that are age-appropriate and reflective.

LEARN MORE



### JOURNALING FOR MINDFULNESS & REFLECTION

This module helps you learn about journaling, a common practice for mindfulness and reflection.

LEARN MORE



### CREATING SAFE SPACES FOR YOUNG CHILDREN

This module helps you create safe spaces to engage with young children and families that have experienced trauma.

LEARN MORE

# CCWB Grantee Forum

[www.cocreatingwellbeing.com/forum](http://www.cocreatingwellbeing.com/forum)

TA & Coaching support, planning period prompts, chat, etc.

The screenshot displays the CCWB Online Forum website. At the top right, navigation links include HOME, LEARNING HUB, FORUM, REPORT, FAQ, and HFWCNY. The main header features the Co-Creating Well-Being logo and the title "CCWB Online Forum". Below the header, a navigation bar contains a "TOPICS" dropdown menu, a search bar, and a "NEW TOPIC" button alongside notification icons. The main content area begins with a welcome message: "Welcome to the Co-Creating Well-Being Learning Hub Forum! Please feel free to post and host your own discussions here so that it is easier to connect with other CCWB grantees." Below this, four topic cards are visible:

- Project Updates** (CCWB News & Announcements): "Welcome to the new forum! 10 days ago by AKrollkowski" (1 post, 1 comment).
- Technical Assistance & Coaching**: "Getting Started with Miro 6 days ago by AKrollkowski" (3 posts, 3 comments).
- Evaluation & Reporting**: "Check here for updates related to evaluation and reporting" (No posts).
- Moderators Only**: "A private discussion area only viewable by moderators." (No posts).

# Next Steps for TA

- 1) Project Team will email each grantee team:
  - Request to schedule the first TA call in the weeks of 11/2 or 11/9
  - Instructions for registering with the CCWB Grantee Forum
  
- 2) Review Ideation Module on Learning Hub  
<https://www.cocreatingwellbeing.com/module/ideation>
  
- 3) Respond to first three prompts in Forum TA & Coaching Section  
<https://www.cocreatingwellbeing.com/forum?p=technical-assistance-coaching-830544>

# Any Questions?



# Mindfulness Break



# Optional Mindfulness Exercise

Before starting this exercise, pay attention to your breathing. Slow, deep, long breaths can help you maintain a sense of calm or help you return to a calmer state. Once you find your breath, go through the following steps to help ground yourself:

- 5:** Acknowledge **FIVE** things you see around you. It could be a pen, a spot on the ceiling, anything in your surroundings.
- 4:** Acknowledge **FOUR** things you can touch around you. It could be your hair, a pillow, or the ground under your feet.
- 3:** Acknowledge **THREE** things you hear. This could be any external sound. If you can hear your belly rumbling that counts! Focus on things you can hear outside of your body.
- 2:** Acknowledge **TWO** things you can smell. Maybe you are in your office and smell pencil, or maybe you are in your bedroom and smell a pillow. If you need to take a brief walk to find a scent you could smell soap in your bathroom, or nature outside.
- 1:** Acknowledge **ONE** thing you can taste. What does the inside of your mouth taste like—gum, coffee, or the sandwich from lunch?



# Results-Based Accountability (RBA)

- We are using RBA as a framework for how we think about making change and improving the lives of the people we serve
- Using RBA for quality improvement and understanding our impact
- We'll be working together to develop performance measures for each organization--performance measures aren't "one size fits all"
- Like HCD, RBA prioritizes getting the best possible outcomes for the community, it is another tool to help you get feedback so that you can improve your programs and services

# Starting with the ends

## Population

All orange cats

+

## Geographic Region

In Buffalo

+

## Condition of Well-Being

Are well fed

## Quality of Life Result

All orange cats in Buffalo are well-fed



# Quality of Life Results

- A few more examples:
  - All people in Oswego County have safe housing
  - All babies in Wellsville are born healthy
- Use simple language
- Avoid referencing data or “improvement”
- Avoid referencing services or programs--those are the *means*, the way that you will get to the result, not the result itself.
- **What are some of your first thoughts about the results you want to see? Chime in or put it in the chat!**

**[Population] + [geographic region] + [condition of well-being]**

# Performance Measures

Performance measures are way of capturing the **effort** put in to delivering a program/service, as well the **effect** of the program on the people being served.



# Performance Measures





# Drug/Alcohol Treatment

## Quantity

How much did we do?

**Number of  
persons  
treated**

## Quality

How well did we do it?

**Percent of staff  
with training/  
certification**

**Effort**

Is anyone better off?

**Number of  
clients off of  
alcohol & drugs**

**Percent of  
clients off of  
alcohol & drugs**

**Effect**

# Education

## Quantity

How much did we do?

**Number of  
students**

How well did we do it?

**Student-teacher  
ratio**

**Effort**

**Effect**

**Number of  
9th graders who  
graduate on time  
and enter college or  
employment after  
graduation**

Is anyone better off?

**Percent of  
9th graders who  
graduate on time  
and enter college or  
employment after  
graduation**

# Looking Ahead

- RBA coaching will be part of the technical assistance and coaching throughout the next few months
- I'll be working with all of you to identify your quality of life results and performance measures
- I'm available for additional consultation and coaching as needed
- RBA measures will be part of the reporting requirements
- **Questions or comments?**

# Research Study Participation

Are you eligible for our study exploring co-creating well-being?

- You are age 18+
- You are able to understand english
- You work for an organization that had human-centered design [HCD] training through the Health Foundation for Western & Central New York's Co-Creating Well-Being initiative

For further information on participation, please contact co-principal investigator,

**Erin Bascug: 716-393-2766 or erinbasc@buffalo.edu**

## What is this research?

Researchers at the University at Buffalo are interviewing agency personnel and clients from various organizations across Western and Central New York. These organizations have taken part in Human-Centered Design [HCD] training through the Health Foundation for Western & Central New York [HFWCNY] Co-Creating Well-Being Initiative (2018-2020).

We want to know if these HCD trainings and tools have had an impact on your agency's work with children and families and their neighborhoods and communities.

Screening for the study will take 5-10 minutes over the phone or via email. The interview itself will last approximately 30-60 minutes. An interviewer will travel to meet with you or will interview you over the phone or using Zoom/Skype.

**Agency participants who complete an interview will receive a \$10 gift card. Agencies with an employee who participates in an interview will receive a small stipend (\$50) from the HFWCNY.**

Thank you for considering participating in this research!

# Research Study

- This is separate from the evaluation--the evaluation team is up next and will be introducing themselves
- Participation in the study is **not** required as a condition of the grant funding, but this research may provide valuable insight about how community-based organizations design and deliver services to their communities.
- The researchers will also be doing interviews with clients served by organizations participating in this project.
- This project is being overseen by Mickey Sperlich who has provided training and consultation on trauma-informed care for this project.

**Questions, comments?**

# Evaluation Plan and Key Deliverables



# About Us



Engaging people, data,  
and ideas to achieve  
better results for  
communities



# Engage R+D

Introducing our team



**Anna Saltzman**  
Project Director



**Ali Miller**  
Project Manager



**Erika Takada**  
Senior Advisor



**Ellen Marya**  
Analyst

Let's hear from you: What are three words that come to mind when you think of evaluation? **Share your response in the chat!**



# Guiding Principles

Principles that will guide our approach...



Engage and  
Leverage

- Adaptive, collaborative, and low-burden data collection



Learn and  
Communicate

- Lift up learnings in real-time



Capacity and Field  
Building

- Opportunity to capture innovation and how it informs the future



Equity Lens

- Commitment to social justice, equity, and inclusion embedded in our approach

# Overarching Goals

1. Explore how grantees experienced the CCWB program
2. Assess the impact of CCWB on participating organizations' service provision and organizational practice
3. Highlight recommendations for future program implementation

# Evaluation Questions

Overall questions for the evaluation will follow the RBA framework, looking across organizations:

1. How much did we do?
  - a. # of grants awarded, trainings held, etc.
  - b. # of children and families reached
2. How well did we do it?
  - a. Provider satisfaction with the program
  - b. Changes in knowledge and organizational capacity

# Evaluation Questions (cont.)

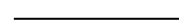
Overall questions for the evaluation will follow the RBA framework, looking across organizations:

3. Is anyone better off?
  - a. Changes in individual knowledge
  - b. Changes in organizational practices
4. What will it take to do better?
  - a. Opportunities for the Health Foundation to strengthen its trauma-informed care work in the future
  - b. Lessons for the field

# Key Methods



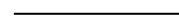
**Kick-off calls with grantees**



Nov/Dec. 2020



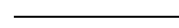
**Annual interviews with grantees**



Spring/Summer  
2021 & 2022



**Survey with program and  
frontline staff**



Fall 2021



**Review of final grant  
reports**



Fall 2022

# Facilitating Learning



- |                              |      |               |
|------------------------------|------|---------------|
| 1. Learning Memo             | ———— | Jan-Feb. 2021 |
| 2. Interim Evaluation Report | ———— | Dec. 2021     |
| 3. Final Evaluation Report   | ———— | Feb-Mar. 2023 |
| 4. Group Sensemaking         | ———— | Ongoing       |

# Evaluation Timeline

