



# **Morgan State University**

**Presented by Maaden Eshete**

# First things first



**TRAINING, PLANNING, & RECRUITMENT**

# Planning & Preparation



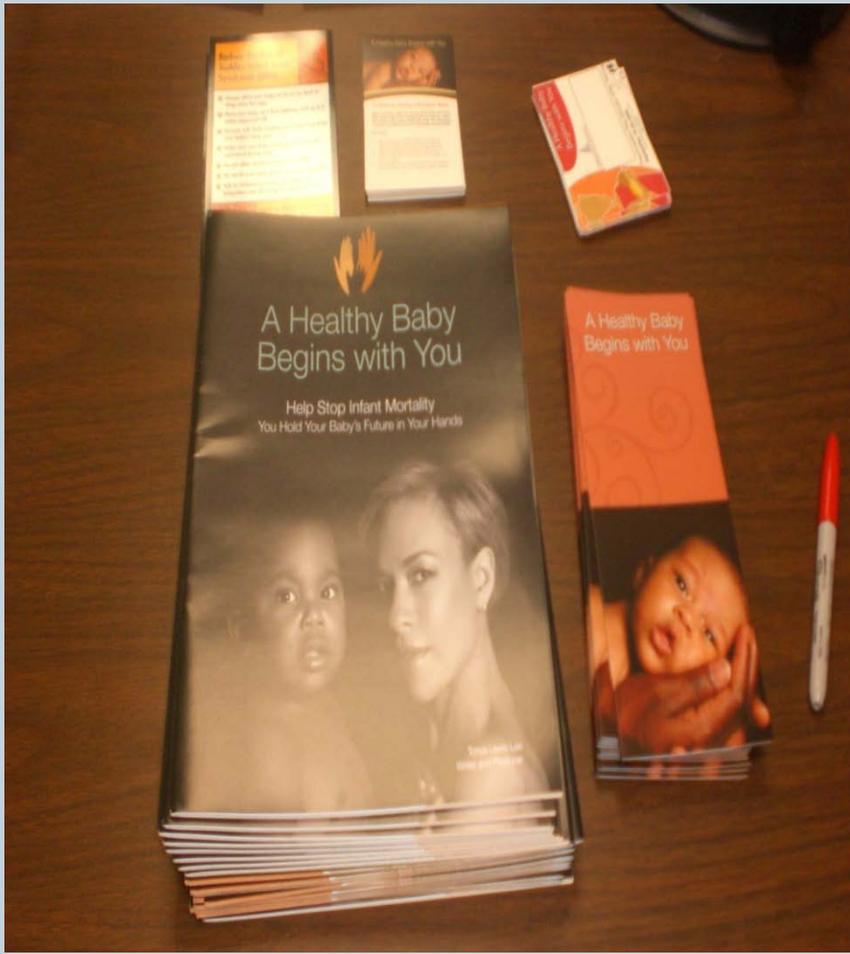
- Set-up Weekly Meetings
- Delineate Roles
- Gain Campus Buy-In
- Plan Kick-off Meeting
- Construct Calendar
- Plan Training Seminar
- Plan Rally
- Promote Health Fair
- **Recruit, Recruit, Recruit!**

# Implementation



**MEETINGS, SEMINARS, & NETWORKING**

# Kick-off meeting



- **Build Excitement!**
- **Spread Awareness**
- **Grow Recruitment**
- **Capture Information**
- **Provide Project Overview & Timeline**
- **Engage Through Roles & Accountability**
- **Find out what works?**

# Social networking



# What's in a name?



**A Healthy Baby Begins  
With You!**



**A Healthy You!**



# Training Seminar



# Lessons Learned



**OUTCOMES, EVALUATION, & ANALYSIS**

# Challenges, Barriers & Evaluation



- **Recruitment**
  - Connecting with Undergraduates
  - Lack of Interest Around Idea of “**preconception**”
  - Keeping Students Engaged
- **Funding**
  - Limited Resources
  - Incentivizing
- **Partnership**
  - Building reciprocal relationships
- **Post & Pre Test Analysis:**
  - Consistent language
  - Consistent units of measurement
  - Distinction between similar terms
  - Glossary for uncommon terms

# Outreach



**HEALTH FAIR, RALLY, & COMMUNITY  
EVENTS**

# IT TAKES A VILLAGE TO RAISE AWARENESS



# TALKING WITH TONYA

