Morgan State University

Presented by Maaden Eshete

First things first

TRAINING, PLANNING, & RECRUITMENT

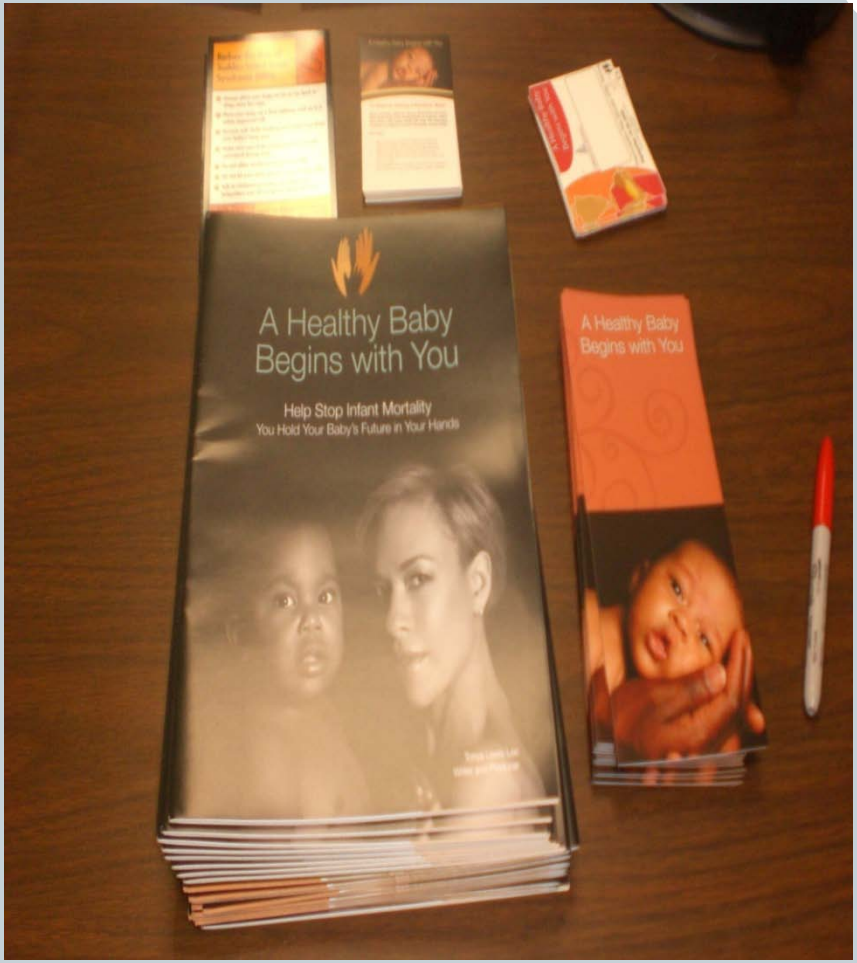
Planning & Preparation

- 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 "pre**conception**"
  - 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

MORGAN STATE UNIVERSITY

TALKING WITH TONYA