



# Moving Your Engagement Plans Forward

## and Building Your Partnerships

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*NYSACHO Annual Conference • May 2026*

ACT for Youth CYSHCN Center of Excellence at Cornell University



# Session Overview



**Framing this Session**

**Activity 1: Engagement Plans**

**Activity 2: Asset Mapping**

**Activity 3: Marketing & Outreach**

**Wrap-Up**

# Seating Chart

## Group 1

Rockland  
Montgomery  
Wyoming  
Essex  
Erie  
Clinton  
Oneida

## Group 2

St Lawrence  
Allegany  
Chautauqua  
Dutchess  
Tompkins  
Saratoga  
Genesee

## Group 3

Schenectady  
Schuyler  
Delaware  
Franklin  
Ulster  
Wayne  
Rensselaer

## Group 4

Broome  
Monroe  
Chenango  
Albany  
Herkimer  
Hamilton  
Orange

## Group 5

Cayuga  
NYC Dept Health & Mental Hygiene  
Madison  
Oswego  
Niagara  
Jefferson

## Group 6

Westchester  
Livingston  
Yates  
Chemung  
Warren  
Seneca

## Group 7

Cortland  
Onondaga  
Sullivan  
Fulton  
Nassau  
Suffolk

## Group 8

Washington  
Greene  
Otsego  
Cattaraugus  
Orleans  
Schoharie

Activity 1

# Family & Community Engagement Plans

20 min table discussion + 10 min large-group share-out

# Reviewing Your Engagement Plans

*Open your plan to Part III — your three identified CYSHCN needs and strategies*

## 1

### ACTIVITY

#### AT YOUR TABLE (20 min)

- Introduce yourselves — county and how long you've been in the CYSHCN role
- Review your three engagement plan goals (Part III)
- Share which goal you're working on first
- Note common goals at your table

#### LARGE GROUP SHARE-OUT (10 min)

##### **Each table takes ~2 minutes:**

- Promising practices & strategies working well
- Common needs for support
- Partnerships working well or most wanted

*Facilitators scribe on chart paper:  
Top practices · Support needs ·  
Partnerships*

# Table Discussion Prompts

*Share questions AND wisdom with each other*

# 1

ACTIVITY

**1 Which of your three goals are you working on first?**

*From your plan — what drew you to that one?*

**2 Does anyone share a similar goal?**

*What's your approach or what are you planning?*

**3 What questions do you have about moving a goal forward?**

*What feels uncertain or hard?*

**4 What support or resources would help most right now?**

**5 Which partnerships from Part II would you most like to strengthen?**

**6 What is one promising tip from your experience the group should know?**

# Large Group Share-Out

## 1

ACTIVITY

Each table takes ~2 minutes:

- Promising practices & strategies working well
- Common needs for support
- Partnerships working well or most wanted

*Facilitators scribe on chart paper:*

*Top practices · Support needs · Partnerships*

Activity 2

# Community Asset Mapping

Get concrete about who you know — and where the gaps are

# Community Asset Mapping

*The goal is a named, identified contact in every category — not just knowing a program exists, but having a real relationship. Where are your gaps? Those are your priorities.*

## 2

### ACTIVITY

#### Medical Services & Health Equity

*Primary care quarterly;  
hospital, health homes, SPOA*

#### Quality of Life & Wellbeing

*DSS, OPWDD, WIC, respite,  
housing, childcare, workforce*

#### Child Development Support

*EI, Head Start, school-age,  
young adults in transition*

#### Emotional & Social Support

*Activity programs, disability  
advocacy, peer & family support*

#### Emergency Preparedness

*City/county programs,  
fire, law enforcement*

#### Community Advisory Councils

*Work groups, coalitions,  
committees you're part of*

# Table Discussion Prompts

Write names & programs directly on your worksheet as you hear them from peers!

## 2

ACTIVITY

**1 Which categories are well-populated?**

*Where do you have strong named contacts?*

**2 Where is your biggest gap?**

*A category with no identified partner yet — what makes it hard?*

**4 Any overlooked categories that surprised you?**

*Emergency prep, workforce, housing...*

**3 Which relationships are paying off most for families?**

*How did you build those?*

**5 What's one specific partner you learned about today?**

*Write it down — plan to follow up!*

Activity 3

# Marketing & Outreach for Your CYSHCN Program

# Two Distinct Audiences

*Your outreach strategy looks different depending on who you're trying to reach*

## 3

### ACTIVITY

#### Audience 1

### Practitioners & Community Partners

*So they refer families to you and collaborate with you*

- Public health detailing visits
- One-pagers & rack cards
- Attending partner meetings
- Elevator pitch & warm intros

#### Audience 2

### CYSHCN & Their Families

*So they know the program exists, trust it, and reach out*

- Word of mouth through partners
- Community events & tabling
- Social media & digital outreach
- Culturally responsive messaging

# Recipe for an Effective Pitch

*One simple formula, adaptable for any audience*

**1: Problem** *pain point, audience struggle*

**2: Product** *brief explanation of the value you offer – keep it simple!*

**3: Result** *positive change or outcome, peace of mind*

**Avoid jargon, acronyms and complicated phrasing – the goal is simple and effective communication**

**4: Optional – familiar comparison or expanded story**

*I'm like the ... of ..., or we basically...*

## Jim Halpert

Sales Associate, Dunder Mifflin Inc. (a paper company)

**Problem:** businesses need lots paper, always needing more, annoying to monitor amounts, hunt for best prices, and re-order

**Product:** range of paper products – colors, weights, sizes

**Result:** less to monitor and track, always have the paper you need to get your work done

**Before (accurate, but focused on the product/process and not the problem being solved)**

Jim describes his job (short video clip from *The Office*)

### After

*I help businesses buy paper products. I make sure my customers get the best prices and can create custom delivery schedules so they can stop thinking about paper and focus on more important things.*

# Alyssa Gunderson

Training Coordinator, ACT for Youth CYSHCN Program Center of Excellence



**Problem:** program needs are broad, the workplan can feel complicated, resource shortages are barriers

**Product:** training and technical assistance

**Result:** understand the program goals, have the skills, knowledge, and resources to confidently support CYSHCN and their families

## **Before (accurate, but unfocused – too much lingo and information, what's the actual value/result?)**

*I work at Cornell University in a translational research department. Our program is called Assets Coming Together (ACT) for Youth and we contract with the NYSDOH to be the COE for the CYSHCN Program. My role is to provide training and TA to LHD staff so they can build their capacity to meet workplan objectives. The program supports children and youth with special healthcare needs and the needs span from physical and developmental conditions to social, emotional, and behavioral ones.*

## **After**

*I offer training and resources to county health departments so they can feel more confident and prepared to help children and families. The program that I support helps children and youth with special health care needs.*

# Your turn!

Think through each of these audiences. How can you craft a message that will connect with each?

## CYSHCN Families and Community

**Problem:**

**Product:**

**Result:**

## Partners and Providers

**Problem:**

**Product:**

**Result:**

# Additional Table Discussion Prompts

*Materials on your table: rack cards, flyer*

## 3

### ACTIVITY

#### 1 **Your practitioner 'elevator pitch'**

*How do you pitch the program to families? How do you pitch it to partners/providers?*

#### 2 **Most effective outreach to practitioners**

*What actually gets them to pay attention and refer families to you?*

#### 3 **How families find your program**

*What's drawing them in? What's your best channel?*

#### 4 **Harder-to-reach communities or groups**

*Any persistent barriers — for practitioners or families?*

#### 5 **Your top outreach recommendation**

*One tool, message, or approach the whole group should know about*

# Wrap-Up & Closing

*What is one idea, connection, or insight you're leaving with today that you plan to act on?*

# Upcoming Regional Meetings

- Capital Region - June 16
- Western Region - July 22
- MARO - August 5
- Thank you Central Region for kicking it off!



# Thank you!

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