



Coordinators Day Notes

HENRY Partnership

19th March 2025

Contents

Welcome and Sharing Successes

Updates and HENRY News

Breakout Rooms - Topics/Challenges and Solutions

Breakout Topic: Managing Waiting Lists to Improve Recruitment

Breakout Topic: Making Best Use of Workshops

Breakout Topic: Networking

Breakout Topic: Tour of the Data Access System for Improved Reporting

Spotlight on Marketing:

Evaluation and Close

Your Feedback

Appendix 1: Successes - What is Going Well with HENRY?

Appendix 2: Updates and HENRY News

Appendix 3: Marketing and Communications presentation

Appendix 4: Time Saving Tips for Coordinators presentation

Welcome and Sharing Successes

The day was attended by 30 Coordinators from across the UK, including representatives from Glasgow, Northern Ireland, Suffolk and Jersey. We were also joined by six colleagues from HENRY. We were pleased to welcome all our Coordinators, especially those who are new to the role.

As always, we started with an inspiring round of 'Speedy Successes' demonstrating that one person's success can often be the solution to another person's challenge! (see Appendix 1).

Updates and HENRY News

We shared several updates, including end-of-financial-year tasks and reminders, practitioner training, updates to the 'Find HENRY Support Near You' web page (formerly 'What's On'), and Family Time.

End-of-Financial-Year Tasks/Reminders:

- We are entering our busiest reporting period. If you haven't already requested your annual reporting package from your Partnership Support Officer, please contact them to discuss this. ***Note that the Data Team requires up to six weeks' turnaround time to produce reports.***
- All programmes and workshops should be registered and submitted by 31st March (especially if you have requested an end-of-financial-year report). Please submit as many participant questionnaires and workshop evaluations as possible.
- For the majority of Partnership Areas, your annual Partnership & Support Fee renewals have been sent to Commissioners, with invoices to follow. These renew on April 1st.
- If you are renewing your Partnership & Support Fee on 1st April, please note your annual notional spend (part of your Partnership & Support Fee) for marketing materials will also renew. This can be used for ordering hard copies of our generic leaflets and posters or requesting adapted designs. Please speak to your Partnership Support Officer about your requirements.

Available Practitioner Training:

- HENRY Oral Health Practitioner Training.
- Raise, Engage Refer Training
- Central Online Core Training starting 24th April (six sessions). £500 per place.
- Central Group Facilitation Training (two days face-to-face) Leeds 11th-12th June & London 10th-11th June. £500 per place.
- If you have booked Group Facilitation Training or Raise, Engage, Refer training your Partnership Support Officer will contact you before any training in your area to ask if you can join for part of the second session to meet the participants and brief them on delivery plans.
- Please contact Angie Pryor-Jones at angie.pryor-jones@henry.org.uk for information and booking.

Other News/Reminders:

- The 'What's On' page of our website has been renamed '[Find HENRY Support Near You](#)'. Please check your area's section of the interactive map, which you can find [here](#), and inform your Partnership Support Officer of any needed changes or updates. New HENRY areas should send their Partnership Support Officer the wording they want added to the map.
- Family Time is a core component of the Healthy Families: Right from the Start programme and should be factored into session planning. It can be held as 30 minutes each week or as one or two longer sessions. See the '[Top Tips for Family Time](#)' available on the HENRY Practitioner Pages [here](#) or speak to your Partnership Support Officer for more information and ideas.

Introduction to Bekie Lang - HENRY's Chief Executive

We also had the pleasure of hearing from HENRY's CEO, Bec Lang, who joined us to introduce herself and share her vision for the future of HENRY. Her presentation offered valuable insight into the organisation's direction and priorities. A copy of her accompanying slides can be found in [Appendix 2](#).

Breakout Rooms - Topics/Challenges and Solutions

During this part of the day we discussed strategies on several key topics. These included managing waiting lists to improve recruitment, making best use of workshops, networking, and improving data reporting through better use of the Data Access System. The sections below summarise the challenges identified and the solutions proposed in each discussion.

Breakout Topic: Managing Waiting Lists to Improve Recruitment

Challenges:

- Large waiting lists (in some areas, up to 130 families)
- Difficulty reaching and engaging families on the waiting list
- Staffing shortages affecting capacity to process referrals
- Limited workshop availability due to funding constraints

Successes and Solutions:

- Use email communications to triage families' support needs and prioritise urgent cases
- Send waiting-list letters or emails to families with programme information and resource links
- Assign referrals promptly to local facilitators for follow-up
- Maintain contact with waiting families and invite them to upcoming workshops
- Signpost families to relevant resources on the HENRY website while they wait

Breakout Topic: Making Best Use of Workshops

Challenges:

- No specific challenges were identified during this session

Successes and Solutions:

- Integrate workshops as a closing component of existing programmes to reinforce learning
- Offer workshops to families on long waiting lists as interim support
- Provide workshops after other programmes end to maintain momentum
- Tailor workshop topics to current needs (e.g. an “Eating Well for Less” session)
- Schedule workshops at flexible times or formats (e.g. evenings or online) to increase accessibility
- Use workshops to support and train newly recruited Facilitators
- Leverage workshops for recruitment by showcasing programme benefits in community events

Breakout Topic: Networking

Challenges:

- Coordinators want to share experiences and address common challenges with peers
- Interest in learning about successful strategies and programmes from other areas

Successes and Solutions:

- Attend peer networking opportunities for reassurance and experience-sharing
- Share practical tips with other coordinators
- Arrange group planning session for organisational guidance

Breakout Topic: Tour of the Data Access System for Improved Reporting

Challenges:

- Uncertainty about how to navigate and use the Data Access System
- Lack of clarity on which tabs and data (Register, Submit, Baseline, etc.) are most relevant for reporting

Successes and Solutions:

- Data from all of the tabs on the Data Access System is used to create a report, below are some tips on what to specifically look for to get a great report
- **Register tab** - create a memorable Programme / Workshop code before registering, discuss with Facilitators about making a note of the Programme / Workshop code somewhere such as in the front of Facilitators manuals or on a post-it note stuck to the Workshop sheets for them to refer to when participants complete their questionnaires.
- **Submit tab** - check that the Programme / Workshop code matches the same code on the register tab, discuss with Facilitators when they are planning on submitting the Programme or Workshop and possibly make a note of this date to remind themselves. If codes do not match please contact your Partnership Support Officer.
- **Matching register and submit tab** - the 'matching submit?' column shows if a Programme / Workshop has been submitted, if 'No' is present in this column this may prompt a discussion with Facilitators. If Facilitators are sure that they have submitted a Programme / Workshop that shows 'No' please contact your Partnership Support Officer.
- **Programme, counts and rates tab** - 'matched responses' data should ideally match 'completers' data. If figures don't match this may prompt a discussion with Facilitators to speak to participants about completing their completion questionnaires. 10 matching baseline and completion questionnaires are needed to produce a report.
- **Baseline tab** - you will be able to check on the day of the first session if all participants have completed their baseline questionnaire as they are uploaded in real time. If the number of baselines do not match the number of participants this may prompt a discussion with a participant from the Facilitators. The 'Family lifestyle' section records qualitative data from parents, this data is added to reports to show participants starting points before attending a Programme.
- **Completion tab** - you will be able to check on the day after the last session has been completed if all participants have completed their completion questionnaires as they are uploaded in real time. If the number of completion questionnaires do not match the number of participants this may prompt a discussion with a participant from the Facilitators. The 'Experience of the programme' and 'Family lifestyle' sections record qualitative data from parents, this data is added to reports to show what impact attending a Programme has had on a participant.

- **Matching baseline and completion tab** - the 'matching completion questionnaire?' column shows if both questionnaires have been completed by a participant. If 'No' is present in this column this may prompt a discussion with a participant from the Facilitators. If a participant states they have completed the questionnaire then you will need to check the 'baseline' tab and the 'completion' tab to see if the correct Programme code and /or the same name has been entered. If codes and names do not match please contact your PSO.

Spotlight on Marketing:

During Coordinator Day, attendees heard from Mimi Eylenbosch, Senior Marketing Officer at HENRY, who shared strategies on how marketing and communications can effectively support the promotion and recruitment of families to HENRY programmes (see [Appendix 3](#)).

This was followed by a practical session led by Louisa Mogg from Halton, who presented a range of helpful time-saving tips tailored specifically for Coordinators, offering actionable advice to streamline day-to-day tasks (see [Appendix 4](#)).

Evaluation and Close

We were delighted to see so many of you at our HENRY March 2025 Coordinator Day. We, of course, missed those of you who couldn't make it this time.

You will be able to find these, and the notes from previous Coordinators Days, on the [HENRY Practitioner Pages](#) [here](#).

Thank you to those of you who took the time to complete the evaluation. We were particularly interested in your ideas for future Coordinator Days. We also noted the feedback that an earlier start/finish would be appreciated, as many afternoon meetings begin at 1pm, and the need for some activity breaks. We were also very interested in your ideas for future Coordinator Days.

Some of the topics you would like to see are:

- Data Access System
- Retention
- Future HENRY Developments

Thank you everyone for your continued hard work and dedication. We hope to see you all at our next Coordinator Day.

Your Feedback



Feedback from Coordinators attending March 2025 Coordinator Day

Appendix 1: Successes – What is Going Well with HENRY?

- Successfully arranged a meeting with all Family Hub Managers and Coordinators, despite everyone's busy schedules.
- As a new Coordinator, I've been getting out and about, meeting partners in my area, completing my Group Facilitation Training, and achieving accreditation.
- Secured funding for HENRY to continue next year and currently exploring the opportunity to become a HENRY Training for Trainers area.
- We have two Healthy Families: Right from the Start programmes currently up and running.
- Presented about HENRY at a recent Office for Health Disparities Conference.
- Organised programme and workshop dates for next term.
- Proud to have successfully delivered programmes in both group and one-to-one formats.
- Completed delivery of programmes for the Randomised Control Trial (RCT) – a significant achievement – and have Healthy Families: Growing Up and Right from the Start programmes planned for April and June.
- Recently launched a Healthy Families: Right from the Start group with a supportive mix of parents, creating a positive and encouraging group atmosphere.
- Successfully completed our third non-English-speaking healthy Families: Right from the Start group – these have been particularly well received.
- Managing to recruit families onto our RCT programmes.
- Completed HENRY training and have two programmes starting in May.
- Delivered successful Right from the Start programmes within local nursery settings.
- All HENRY programmes and workshops planned through to September, with Practice Development Session dates scheduled with Facilitators through to December.
- Planning delivery of Fussy Eating workshops due to high demand.
- Partners are actively requesting workshops – for example, we're now offering them in partnership with local foodbanks.
- 15 Starting Solids workshops planned for next term, and piloting five Healthy Teeth workshops.
- Everyone who attended the recent Group Facilitation Training session gained accreditation and thoroughly enjoyed the experience!
- Using workshops as a tool to recruit families into the full 8-week programme.

Appendix 2: Updates and HENRY News

Intro to Dr Beckie Lang, HENRY's Chief Exec

- Arrived July 2024
- Pregnancy and early years charity sector for the last 14y in service development and delivery, research and evaluation, comms and policy, charity leadership
- Public health nutritionist and academic background
- PASSIONATE about babies and children having a great start. Big believer of nurturing and nourishing care!
- Mum of 3 young adults, live in Warwickshire.

Current work at HENRY

- Day to day work continuing as usual
- 5y strategic review started
- Understanding and reviewing all aspects of HENRY underway

Interested to understand from you about:

- What you value most about HENRY and working with our programmes/workshops?
- What challenges do you see with our programmes/workshops?
- What do you need from us to deliver HENRY well locally?

Our Values

Empathic	• We start where people are; with kindness, understanding and without judgement
Respectful	• We foster inclusion, embracing and valuing each other's unique perspectives and experiences
Impact-Driven	• We are ambitious, active learners, guided by data, current evidence and curiosity
Collaborative	• We work in partnership, maximising our collective strengths, knowledge, and experiences

The challenge we are trying to address

All babies and children deserve a healthy start and to thrive throughout childhood and beyond

- Growing numbers of children are living with food and inactivity related ill-health like T2 diabetes, obesity and tooth decay. The impact of which affects:
 - physical and psychological growth and development in childhood itself and into adulthood
 - Their ability to engage with others, everyday activities, and their capacity to learn
- Children experiencing socioeconomic hardship are most at risk
- Unhelpful influences and behaviours start and are embedded early (during pregnancy and the early years)
- And can remain 'sticky' and prevalent throughout childhood and beyond into adulthood without intervention
- Multi-factorial, system-wide approach needed for improvement – HENRY can't do it all!

Appendix 3: Marketing and Communications presentation



Marketing HENRY's Programmes & Workshops

A Guide for Partnership Coordinators

March 2025

Overview

What we'll cover today:

1. How to market yourself and HENRY's programmes effectively.
2. Using social media (Instagram & Facebook).
3. Quick wins and practical tips.
4. The importance of branding, keywords & tone of voice

How to Market Yourself & HENRY's services Locally

Be visible, consistent, and engaging!

- **Use your network:** Connect with health visitors, local authorities, Family Hubs and partners.
- **Use local Facebook groups** to post updates.
- **Promote word-of-mouth:** Encourage parents/carers to share their experience.
- **Display flyers & posters** in GP surgeries, community centres, libraries, nurseries and any other relevant places.
- **Use testimonials** from parents who've attended.

Social Media – Where to Start?

Key Platforms:

- **Facebook:** Local community engagement, events, parent groups.
- **Instagram:** Visually engaging, great for storytelling & testimonials.

NB: If your area doesn't have a social media presence, consider setting up an account.

Quick Wins for Social Media

- ✓ Pin key posts (programme dates, sign-up info).
- ✓ Post **2-3 times per week** (keep your audience engaged).
- ✓ Use **hashtags & tags** to expand reach.
- ✓ **Respond to comments & messages** to increase engagement.
- ✓ Use **Instagram & Facebook Stories** for quick updates.

Extensive List of Keywords, Hashtags & Tags for Social Media will be provided very soon.

What to Post? (Content Ideas)

- **Timetable & Key Dates** – Clear & easy-to-read visuals.
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- **Testimonials** – Real feedback from parents.
- **Success Stories** – Share the positive impact of HENRY's programmes.
- **FAQs** – Answer common questions via text or video.
- **Partner Recognition** – Thank them & tag their pages

Tone of Voice & Branding

How We Communicate at HENRY:

- **Supportive, warm & professional** (never judgmental).
- **Clear & simple** (avoid complex terms or jargon).
- **Inclusive** (speak to parents & carers of all backgrounds).

→ Stick to the **Branding Guidelines** (shared soon).

→ Style Guideline will be shared soon.

Questions?

Thank you for your attention.

Appendix 4: Time Saving Tips for Coordinators presentation

To view Louisa's presentation in Canva please click [here](#).