



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).


PROGRAM INFORMATION

County: Chesterfield
Program Title: Coffee and Conversation
Program Category: Health & Human Services

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Lisa High
Title: Chesterfield Co Public Schools Deputy Superintendent
Signature: 

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Executive Summary:

Coffee and Conversation is an innovative, interactive webinar series aimed at providing parents, caregivers, and educators with practical strategies and resources to support the mental health and development of children. This program, led by Chesterfield County Public Schools (CCPS) in collaboration with key stakeholders such as Chesterfield Mental Health and local subject matter experts, addresses critical issues such as ADHD, emotional regulation, substance use prevention, and resilience-building. The program fosters a supportive community by allowing parents to share their experiences, ask questions, and access expert insights. Since expanding to weekly sessions in January, attendance has doubled, with an average of 110 participants per session. The program's impact extends beyond the live sessions, as all webinars are recorded and accessible via the CCPS YouTube channel, providing valuable content for families unable to attend in real-time. Coffee and Conversation has been instrumental in helping families feel less isolated, providing them with actionable tools to navigate complex challenges. The program's growth, positive feedback from parents, and increased engagement underscore its success in supporting the well-being of children and families in Chesterfield County.

Problem or need addressed by the program:

Chesterfield County faces growing challenges related to the mental and emotional well-being of children, particularly concerning issues like ADHD, emotional regulation difficulties, and the impact of substance use. Many parents, especially those with limited access to resources, struggle to find the support and information to help their children thrive. Additionally, families dealing with mental health and developmental concerns often feel isolated or overwhelmed. The Coffee and Conversation program was created to address these gaps, providing a platform for families to engage with mental health experts, share experiences, and access evidence-based strategies. This initiative aligns with the county's legal obligation to ensure children's emotional

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and developmental support through accessible services, educational resources, and community-building efforts.

Program Description:

Coffee and Conversation is a series of weekly interactive webinars designed to offer valuable insights and practical strategies to parents, caregivers, and educators addressing issues such as ADHD, emotional regulation, vaping prevention, drug trends, and building resilience in children. The program was developed in response to the growing need for accessible resources to support families navigating mental health and developmental challenges. Facilitated by experts from Chesterfield County Public Schools and Chesterfield Mental Health, the program provides a two-pronged approach: it offers resources and strategies for parents and children.

Initially launched as bi-weekly sessions, Coffee and Conversation has expanded to weekly webinars due to increased demand, with an average of 110 participants per session. Sessions are led by experts who cover a wide range of topics relevant to the community, including strategies for managing ADHD, building emotional resilience, and preventing substance use among children. These topics address some of the most pressing concerns parents and caregivers face today.

A unique aspect of the program is its accessibility. Each session is recorded and made available on the CCPS YouTube channel, ensuring that families unable to attend live can still benefit from the resources offered. Since January, the program has seen a significant increase in both live attendance and video views, with over 1,220 families registering for the program and accessing recorded sessions. The program has become an invaluable tool for families seeking support and information, fostering a sense of community and reducing the isolation often felt by those facing similar challenges.

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The county plays a central role in implementing the program, with CCPS providing staff to manage the logistics and facilitate the sessions. Chesterfield Mental Health contributes expert speakers and content tailored to the needs of families. The collaboration with local partners like PEATC and the Autism Society of Central Virginia ensures that the program addresses a broad range of concerns and remains relevant to the community.

Responding to Economic Downturn:

Though budget constraints have not directly impacted the Coffee and Conversation program, it has been designed to be resource-efficient in light of current economic realities. By leveraging virtual platforms such as Google Meet and using the existing infrastructure of CCPS and Chesterfield Mental Health, the program eliminates costs associated with physical venues, travel, and printed materials. The program's reliance on in-kind contributions from local experts, staff, and community partners further reduces expenses while maintaining the high quality of content delivered. Additionally, by offering the program virtually and recording sessions for future viewing, Coffee and Conversation ensures that families can access the resources they need at no cost, regardless of their financial situation or time constraints.

Advancing Diversity, Equity and Inclusion:

Coffee and Conversation is committed to advancing diversity, equity, and inclusion by ensuring the program is accessible to all families, regardless of race, socioeconomic status, or educational background. The program's virtual format removes barriers related to transportation and costs, making it easier for families in underserved or rural areas to participate. Furthermore, the program addresses a wide range of issues that affect children from diverse backgrounds, including mental health, ADHD, and substance use. By providing bilingual content and offering recordings on YouTube, Coffee and Conversation ensures that families who may have

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language barriers or face challenges in accessing live sessions can still benefit from the program's resources.

The program also emphasizes inclusivity by offering content relevant to families from all walks of life. It recognizes that children's emotional and developmental growth challenges are universal and provides a platform where parents can share experiences and strategies across diverse communities. Programming content is determined by feedback from participants. By reaching a broad audience, Coffee and Conversation helps bridge gaps in access to vital resources, supporting families who might otherwise be overlooked.

Program Cost:

The Coffee and Conversation program has been designed to be cost-effective and scalable. The primary operating costs include the virtual platform fees for Zoom, administrative support for managing the program, and marketing efforts to engage the community. Since the program utilizes existing staff from Chesterfield County Public Schools and Chesterfield Mental Health, the in-kind contributions from these organizations significantly reduce the need for additional funding.

Key in-kind contributions include:

- **Staff time:** Expert facilitators, mental health professionals, and administrative personnel provide their time without additional cost to the county.
- **Virtual platforms:** The program relies on existing Google Meet accounts and YouTube channels, minimizing costs associated with technology.
- **Community partnerships:** Local organizations and mental health professionals offer their expertise free of charge, reducing the need for paid consultants.

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To replicate the program, a county must allocate resources for staff coordination, virtual platforms, marketing, and expert contributions. However, because of its low cost structure, the program is highly replicable and can be adopted by other counties with minimal budget impact.

Results/Success of the Program:

The Coffee and Conversation program has successfully met its objectives, as evidenced by the significant increase in participation and positive family feedback. Since transitioning to weekly sessions in January, the program has seen an average of 110 participants per session, reflecting a growing demand for the content. The program's reach extends beyond live sessions, with over 2,600 families registering and accessing recorded webinars on YouTube. One of the most successful sessions focused on ADHD, has been viewed over 105 times in just one month.

Feedback from participants highlights the program's impact on their lives. Parents like Jacquelyn Ratcliff have expressed gratitude for the practical strategies shared during the sessions, while others, such as M. Smith, have appreciated the emotional support provided through shared experiences. The program's ability to foster a sense of community and reduce the isolation many parents feel is a key measure of its success.

Additionally, the program's ability to address critical issues—such as emotional regulation and ADHD—has been especially valued by families dealing with these challenges. The positive feedback, increased participation, and expanding reach demonstrate that Coffee and Conversation is meeting the community's needs and making a significant difference in the lives of families.

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Worthiness of Award:

Coffee and Conversation has proven to be an invaluable resource for families in Chesterfield County, offering practical, expert-led guidance on critical issues affecting children's mental health and development. Topics are selected based on ongoing parent input. The program's expansion from bi-weekly to weekly sessions and the significant increase in registration and participation demonstrate its success and relevance to the community. With over 2,600 registrations and hundreds more accessing recorded sessions, Coffee and Conversation has made a lasting impact by providing families with the tools and support they need to help their children thrive. The program's cost-effectiveness, accessibility, and community-driven approach make it a model for other communities to emulate, and its focus on addressing the needs of underserved families aligns with the core values of equity and inclusion. For these reasons, Coffee and Conversation deserves the 2025 Achievement Award.

Supplemental Materials:

<https://www.oneccps.org/page/programs-for-families>

[Coffee & Conversation Survey Results](#)