



 Welcome to

Concrete Strategies for Parent/

Caregiver Engagement

THE TRAINING WILL BEGIN SHORTLY! WHILE YOU'RE WAITING...

 **Icebreaker Question**

 (answer in the chat)

 What was your very first job?

 **Survey & Certificate of Completion**

 Available following the training.


Connect With Us!



 VISIT CALTRIN.ORG & SCAN TO LEARN MORE



1



Hi, We're CalTrin!

Who we are

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP) to support child abuse prevention through professional development and extended learning opportunities.
- Designed for staff of family strengthening and child abuse prevention organizations in California, including Family Resource Centers, Child Abuse Prevention Councils, community-based organizations, and other child and family serving systems.

What we offer

- Live webinars & small group training
- Virtual, self-paced courses
- Job aids & other resources


This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC. CalTrin and do not necessarily reflect the view of the California Department of Social Services.

2


UPCOMING TRAININGS


mark your calendars!

Visit caltrin.org to view and register for upcoming webinars or workshops


 **October 29** | Psychological Safety: The Foundation for a Connected & Engaged Team

 **November 1** | The Culture of You, Me, & We

 **November 12** | Get Grant Ready







 **November 19** | Protective Factor of the Month: Social and Emotional Competence of Children

 **November 21** | Pause, Reset, Nourish: A Framework to Foster Wellness in the Midst of Challenging Work




3

Before We Begin...



BEFORE	DURING	AFTER
 Access the notetaking slides now! The link can be found in the chat.	 Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.	 Complete the survey at the end of this webinar to receive your Certificate of Attendance.
 This presentation is being recorded.	 AI assistants are not allowed in CalTrin trainings due to California privacy laws.	 A follow-up email will be sent to all participants within two days.

4



Concrete Strategies for Parent/Caregiver Engagement

Presenter: Melissa Hannah

5



Concrete Strategies for Parent/Caregiver Engagement


Presented by Melissa Hannah



6

CALTRIN
California Learning Institute

Speaker SPOTLIGHT



- Executive Director of United Parents
- Previously the Program Operations Supervisor at Tarzana Treatment Center
- "Supervisor of the Year" in 2015
- Her journey into health advocacy began in Ventura County, educating after-school students on health and wellness

Melissa Hannah

RICHD is not responsible for the creation of content and any views expressed in its materials and programming.

7

UNITED PARENTS PARENT ENGAGEMENT TOOLKIT




8

WHO IS UNITED PARENTS?

United Parents (UP) is a grass roots Community Based Nonprofit Organization founded in 1990 on the basic principle of "parents helping parents". Peers with lived experience advocate with and co-empower families to be recognized as full partners in the treatment and care of their children.

Parents & Caregivers for Wellness Collaborative
Also known as PC4W is a statewide collaborative of parent/caregiver focused community-based organizations to strengthen the voice of parents and caregivers and improve services and supports for families.






9

VISION

To prioritize the developmental and personal needs of the whole child for safety and family preservation.



The New Norm

GOAL

To strengthen parenting, improve family function and enhance whole child well-being.




10

PARENT ENGAGEMENT TOOLKIT

Power WITH, not Power OVER

This toolkit was formed to help community-based organizations, children's systems of care and those working with parents/caregivers understand the importance of parent/caregiver engagement and involvement in the wellbeing of their children and family. Parents and caregivers should be recognized as full, capable partners and over time take on increasing responsibility for implementing their own voice and choice.

Co-designed with the Social Policy Institute at San Diego State University










11

BREAKOUT #1

Current Engagement Strategies

- What strategies are you currently using to engage parents and caregivers?
- What successes have you seen with these strategies?



12

PARENT ENGAGEMENT TOOLKIT

How can this toolkit be used in your organization or community?

Read the toolkit, then read it again. Look at your community or the community you want to engage and put together a plan based on what you have learned by reading this toolkit and what you know of the community and use the The Recommended Plan on page 8. There is a checklist provided as a tool that follows the **Recommended Plan.**

Co-designed with the Social Policy Institute at San Diego State University

13

Implementation and Sustainability of Parent Participation and Voice

Recommended Plan

Once parents and caregivers show initial interest, it is vital to focus and sustain participation at increasing levels of influence, from passive to voice and choice.

- 1. Team Approach:** First and foremost, have a dedicated team or committee that oversees parent engagement/implementation.
- 2. Meet on Their "Time":** To sustain parent participation and voice, meet parents and caregivers where they are. In the language they prefer in a neutral environment. Be consistent with the meeting location, time, and approach.
- 3. Hospitality/Welcoming Environment:** Allow parents time to engage with one another and "break bread" by providing food/snacks with items they are familiar with consuming.
- 4. Foster Parent/Child Positive Interaction:** Provide activities allowing the parents to feel close to their children by giving them a chance to play up and down from their child's developmental level. Including the children in on the conversation has its own space. Encourage the children to talk on their parent's behalf and to share their own thoughts and thoughts.
- 5. Mutual Assessment:** Ask parents their opinion on their child's needs. Let them know that their voice matters and is important in influencing positive change.
- 6. Create Community Connections and Influence:** Provide the parent/caregiver opportunities for community engagement and involvement in their child's wellbeing. Conduct needs assessment meetings to prepare parent/caregivers for a potential opportunity to apply the skill in a real world, schedule representation for parents to attend local city council meetings. Involve parent/caregivers in key decision makers in their community.
- 7. Shared Knowledge = Power:** Provide training for the parent/caregiver to staff team activities including their roles as a parent and their rights as parents by developing their child, don't culturally educate parenting, technology use and how to effectively use and communicate using technology, understanding the system and knowing options associated with system transitions.
- 8. Be Real:** Transparency throughout the whole process is key in maintaining parent trust by being clear about the objectives, goals, the process, and their role throughout. Review the importance of their role in the process.

PARENT AND CAREGIVER ENGAGEMENT CONTINUUM

Engagement and amplification of parent voice by United Parents is based on the "Spectrum of Public Participation" developed by the International Association for Public Participation (IAP2)—an international professional organization that works to advance the practice of public participation globally. It details what it takes to move from "power over" to "power with". Essentially this means parents and caregivers are increasingly recognized as full, capable partners and over time take on increasing responsibility for implementing their own voice and choice.

	Educated/Informed	Ask for Input	Regular Check-ins	Evolving Partnerships	Full Partnerships
Goal of PC Engagement	We let parents/caregivers know about what is happening, availability of services, pending legislation, etc.	We ask parents/caregivers for their input, opinions, needs and what is not working, what is not working.	We meet with PCs consistently on a regular basis and understand their concerns and act on them appropriately.	We look to your PCs for solutions, and seek with the exchange used you confirm your preferences are reflected.	You are at the table. You make the final decision.
Why We Tell Parents & Caregivers	We are an available source of accurate information.	We want to hear your needs and concerns, and may provide more information related to them.	We work with you to help make sure your concerns are reflected in services, programs and policy.	You know what you want and need, and have good ideas about what it takes to address your needs.	We will work to make sure your decisions are implemented.

14

Stages of Parent/Caregiver Co-powering


- 01 EDUCATE/INFORM**
Based on the belief that service providers and decision makers know things that parents/caregivers do not know.
- 02 REQUEST INPUT**
Requesting input from parents and caregivers on what they need, and how their needs can best be met.
- 03 CHECK IN REGULARLY**
Begin to build reciprocity: two-way communication that actively involves parents/caregivers in the decision-making process.
- 04 EVOLVING PARTNERSHIP**
Active involvement in each aspect of the decision including the development of alternatives and the preferred solution.
- 05 FULL PARTNERSHIP**
The final decision-making is in the hands of parents and caregivers.

15

BREAKOUT #2

Barriers to Engagement

- What barriers do you face in engaging parents and caregivers effectively?
- How do cultural differences impact your engagement efforts?




16

Engagement for Co-Powering Criteria
Recommended Strategies


01 ESTABLISH A VISION
Have clear engagement strategies

- Using their preferred language
- Going to the places they and their children frequent




03 STAFF CAPABILITIES
Staff should

- Adopt shared perspectives
- Speak in their preferred language
- Understand the parent culture
- Approach with empathy/sympathy




02 LEAD WITH WELLNESS

- Utilize a strength-based, trauma-informed wellness approach
- Draft questions to ask to engage parents
- Do not ask WHY, ask HOW




04 RELATIONSHIP MATTERS
Make positive connections

- Focus on strengths, but don't dismiss challenges
- Focus on power "with" not power "over"



17

ON THE GROUND INSIGHTS




- 01** Refrain from "Alphabet Soup" and words that hold stigma.
- 02** There are many "right" answers.
- 03** Listen to the parents/caregivers and put what they say into action
- 04** Guard privacy so parents/caregivers choose when and how to share
- 05** Remember it is a family affair

18

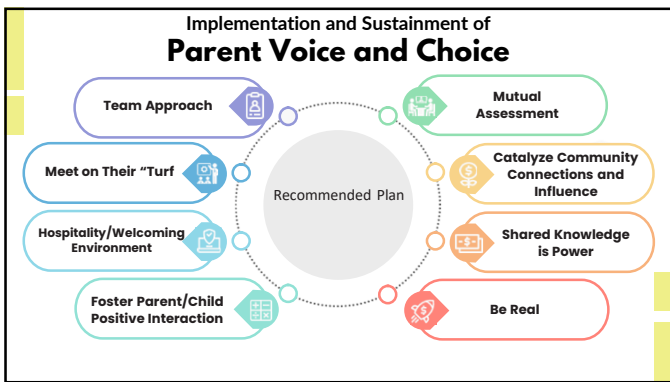
GROUP DISCUSSION

Innovative Approaches

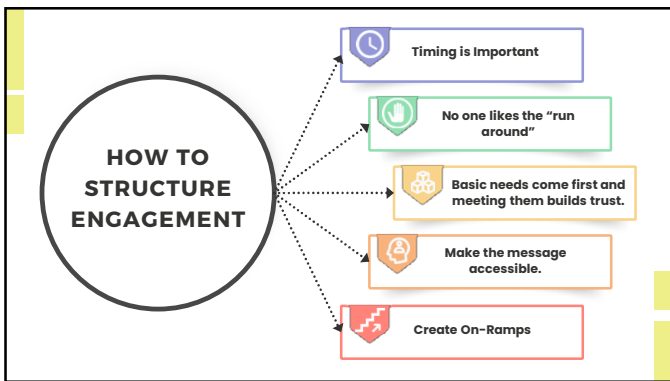
- Have you tried any innovative or creative strategies for engagement?
- How can technology enhance communication and support for parents?



19



20



21

PARENT IMPACTS

QUOTES





Parent Storytelling

"It's comforting and validating to hear about other parent's experiences in a world where we can't freely talk about the really hard stuff."
-Lysa T



Parent Validation

"I was able to come together with others and understand we can make a difference in building a better future for our children and families."
-Evelyn Cortez



Advocacy Day at the Capitol

"Advocacy Day helped my child understand the importance of how using your voice and representing or speaking for the people that cannot always speak for themselves is vital."
-Shelly and Tatiana Lopez

22

HOW CAN YOU USE THIS TOOLKIT?

23

HOMEWORK

24

CONTACT US

Visit our website for updates on our events and resources





 (805) 384-1555
 www.unitedparents.org

25

Thanks for joining us!

WHAT'S NEXT?

- Survey and certificate in the chat now
- Follow-up email with resources within two days
- Watch your inbox for the next issue of *CalTrin Connect*



Stay Connected for More Free Training & Resources!

VISIT CALTRIN.ORG &
SCAN TO LEARN MORE



FOLLOW US! AND CHECK OUT
TRAINING REPLAYS ON YOUTUBE!






26