

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.

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SCAN TO LEARN MORE





# 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



# UPCOMING TRAININGS

*mark your calendars!*

Visit [caltrin.org](https://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

# Before We Begin...

## BEFORE



Access the notetaking slides now! The link can be found in the chat.



This presentation is being recorded.

## DURING



Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.



AI assistants are not allowed in CalTrin trainings due to California privacy laws.

## AFTER



Complete the survey at the end of this webinar to receive your Certificate of Attendance.



A follow-up email will be sent to all participants within two days.



# Concrete Strategies for Parent/Caregiver Engagement

**Presenter: Melissa Hannah**







# Concrete Strategies for Parent/Caregiver Engagement

Presented by Melissa Hannah







**Melissa Hannah**

- 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



# UNITED PARENTS PARENT ENGAGEMENT TOOLKIT





# 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.





# VISION

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

# GOAL

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





# 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



San Diego State University  
**Social Policy Institute**  
School of Social Work



# BREAKOUT #1

## Current Engagement Strategies

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



# 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.

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## Implementation and Sustainment of Parent Participation and Voice

### Recommended Plan

Once parents and caregivers show initial interest, it is vital to foster and sustain participation at increasing levels of influence, given parent's time and interest.

- 1. Team Approach** First and foremost, have a dedicated team or committee that oversees parent engagement/involvement.
- 2. Meet on Their "Turf"** To sustain parent participation and voice, meet parents and caregivers where they are, in the language they prefer in a trusted environment. Be consistent with the meeting location, time, and expectation.
- 3. Hospitality/Welcoming Environment** Allow parents time to engage with one another and "break bread" by providing food/meals with items they are familiar with consuming.
- 4. Foster Parent/Child Positive Interaction** Provide childcare allowing the parents to feel close to their children but giving them a separate space to open up and freely discuss their needs/strengths. Including the children in on the conversation but in their own space. Encourage the children to talk to their parents openly and to share their own struggles and strengths.
- 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. Catalyze Community Connections and Influence** Provide the parents/caregivers opportunities for community engagement and involvement in their child's wellbeing. Conduct mock council meetings to prepare parents/caregivers for a potential opportunity to apply this skill in a real setting. Schedule opportunities for parents to attend local city council meetings. Introduce parents/caregivers to key decision makers in their community.
- 7. Shared Knowledge = Power** Provide training for the parents/caregivers to instill more confidence including their role as a parent and their rights as parents in disciplining their children; culturally effective parenting; technology use and how to effectively use and communicate using technology; understanding the systems and removing stigma associated with system involvement.
- 8. Be Real** Transparency throughout the whole process is key in maintaining parent trust; letting them know the objectives, goals, the process, and their role throughout. Reiterate the importance of their role in the process.



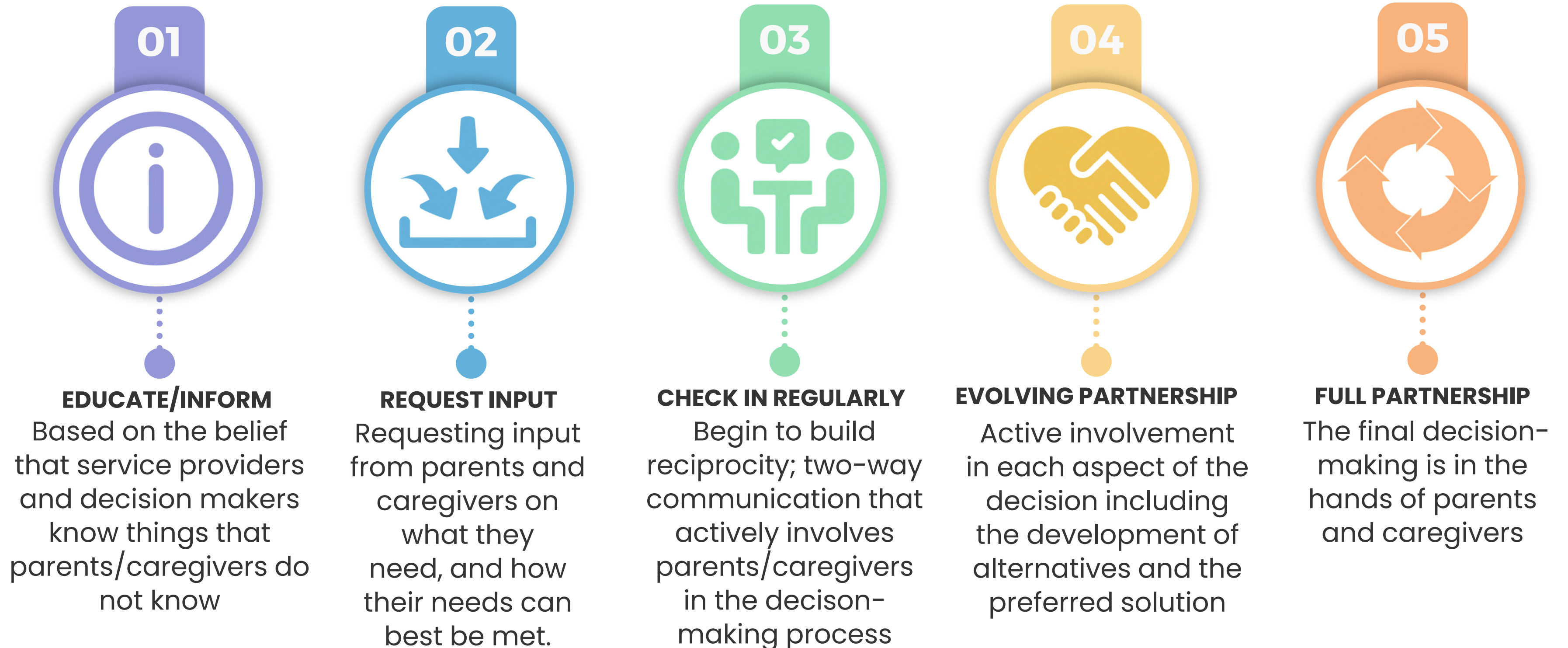
# PARENT AND CAREGIVER ENGAGEMENT CONTINUUM

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<sup>1</sup> (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.





# Stages of Parent/Caregiver Co-powering





# BREAKOUT #2

## Barriers to Engagement

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



# 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



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



03

### STAFF CAPABILITIES

Staff should

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



04

### RELATIONSHIP MATTERS

Make positive connections

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





# 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



# GROUP DISCUSSION

## Innovative Approaches

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



# Implementation and Sustainment of Parent Voice and Choice



# HOW TO STRUCTURE ENGAGEMENT



**Timing is Important**



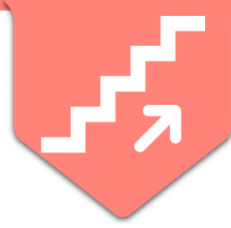
**No one likes the “run around”**



**Basic needs come first and meeting them builds trust.**



**Make the message accessible.**



**Create On-Ramps**



# 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



# HOW CAN YOU USE THIS TOOLKIT?





# **HOMEWORK**



# CONTACT US

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Visit our website for updates on our events and resources



(805) 384-1555



[www.unitedparents.org](http://www.unitedparents.org)



# 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!

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