To apply the principles of successful family engagement to local prevention efforts

Family includes adult primary caregivers who provides for basic needs (feeding, safety) including:

- Biological parents
- Other biological relatives such as grandparents, aunts and uncles or siblings (Kin)
- Non-biological parents such as adoptive, foster or step parents
- Those who guide a child’s upbringing and contribute to the child’s emotional and social development

OBJECTIVES

- Review frameworks recommended by national organizations
- Share strategies focused on decreasing underage drinking, prescription drug and marijuana use, using the national frameworks

Today's Presenters:
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DEFINITION

- “Family engagement” as the systematic inclusion of families as partners in children’s development, learning, and wellness.
- Engagement is enabled by positive relationships between families and staff in the institutions where children learn, spend time outside of school hours and receive services.
- The goal is to support family wellness and children’s learning, development and wellness.

CORE PRINCIPLES OF FAMILY ENGAGEMENT FROM THE HARVARD FAMILY RESEARCH PROJECT

First, family engagement is a Shared Responsibility in which schools and other community agencies and organizations are committed to reaching out to engage families in meaningful ways and in which families are committed to actively supporting their children’s learning, wellness and development.

CORE PRINCIPLES OF FAMILY ENGAGEMENT BASED ON HARVARD FAMILY RESEARCH PROJECT

Second, family engagement is also Continuous across a child’s life and entails steadfast commitment but changing parent roles as children mature into young adulthood.

Finally, family engagement is about promoting children’s learning anywhere, anytime. Effective family engagement cuts across the multiple settings where children learn—at home, in prekindergarten programs, at school, in afterschool programs, at faith-based institutions, and in the community.

BENEFITS OF FAMILY ENGAGEMENT - SOCIAL/EMOTIONAL/ACADEMIC

Family Engagement is a promising “protective factor”
Research shows parent engagement in schools is closely linked to:
- Better student behavior
- Higher academic achievement
- Enhanced social skills

And... makes it more likely children will:
- Avoid unhealthy behaviors
- Sexual risk behaviors
- Tobacco, alcohol and other drug use

CONNECTEDNESS IS A PRIMARY PREVENTION STRATEGY

Connectedness between individuals
- social integration serves as protective factors

Connectedness of individuals and their families to community organizations
- positive attachments to community organizations increase a sense of belonging

Connectedness among community organizations and social institutions
- formal relationships between support services and referring organizations help ensure services are delivered

CURRENT TRENDS IN FAMILY ENGAGEMENT
ORGANIZATIONAL LEADERS IN FAMILY ENGAGEMENT

National Network of Partnership Schools
National Parent Teacher Association (PTA)
Harvard Family Research Project
National Association for Family, School and Community Engagement

Partners in Education:
A Dual Capacity-Building Framework for Family–School Partnerships

The Framework builds on existing research suggesting that partnerships between home, school or communities can only develop and thrive if both families and staff have the requisite collective capacity to engage in partnership.

STRATEGY #4
TWO-WAY COMMUNICATION

• Effective two way communication is essential for building community-family partnerships & serves as the foundation for constructing all community activities.
• Avoids misunderstandings/assumptions.
• Informs parents of coalition/activity expectations.
• Informs coalition of parents expectations.
• Increases awareness of programs / events.

STRATEGY #4
COMMUNICATION

• Define the conversation: assess your needs, resources and goals: Ask the questions.
• What tools does your community have access to? Survey parents and others
• What is the purpose of the tool?
• How often will the information change?
• How is the information being received?
COMMUNICATION TOOLS

- Visibly promote upcoming community events
- Update community website links regularly
  Include other parent organization links
- Communicate in languages that reach all parents
- Use ALL communication channels
  Phone calls, e-mail, flyers, newsletters, bulletin boards, community
  website, suggestion box, surveys
- Use social media in creative ways
  Webinars, Twitter, Facebook, Blogging, Texting

QUESTION FOR WEBINAR PARTICIPANTS

Has anyone utilized one of these tools?
What was your experience?
- Raise hand on the right side of your screen to answer.
- When you are recognized, hit *6 to unmute your phone.

COMMUNITY PARTNERSHIP EXAMPLE

Metro Nashville Public Schools (MNPS) and Alignment Nashville have created a task force to develop a comprehensive parent education program in collaboration with Nashville’s non-profit community. Several organizations are already providing effective parent education programs in the community, but there is no central repository for this wealth of information. Therefore, the MNPS and Alignment Nashville have developed a Parent University model that provides a variety of workshops at no cost and is open to all MNPS families. All workshops focus on the information and resources necessary for parents to take an active role in their children’s education. Finally, literacy enrichment workshops are also provided for children who attend the conference with their parents.

STRATEGY #7
COLLABORATE WITH COMMUNITY

Engage community members, businesses, agencies and organizations as partners to:
- Provide expanded learning opportunities
- Build broad based support for community
- Provide quality community programs
- Address the multiple needs of families; health, economic, parenting

COMMUNITY PARTNERSHIP EXAMPLE

The Parent University model provided by the MNPS and Alignment Nashville has been effective in providing resources and information to parents. A survey of parents/caregivers reported feeling “more confident in my ability to support my child’s learning at home” with 98% satisfaction. Similarly, 99% of parents/caregivers reported that they learned information and techniques that they plan to use in the future.
STRATEGY #7
COLLABORATE WITH COMMUNITY

Strategies

• Map your community’s assets
• Partner with local businesses to host meetings and events within the community
• Invite local community members to serve on teams
• Reach out to senior citizens and church groups and invite them to volunteer in community
• Host a community breakfast for local business & civic leaders – discuss ideas, issues & problems in community
• Celebrate business and community partnerships

Family Engagement Strategies For Prevention Coalitions

1. Provide a Welcoming Environment
2. Affirm and Value Diversity
3. Parent Education and Support
4. Two-Way Communication
5. Develop a Partnership with Parents
6. Evaluate
7. Collaborate with Community
8. Relationships, Relationships, Relationships!

(adapted from the National PTA)

CHALLENGES AND OPPORTUNITIES OF ENGAGING FAMILIES PRESENTED BY VERMONT PREVENTION COALITION COLLEAGUES

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Online Resources for Family Engagement

• National PTA
  http://www.pta.org/programs/content.cfm?ItemNumber=3126&navItemNumber=4626
  Standards, Assessment
• National Network of Partnership Schools in Action/Dr. Epstein
  http://www.csos.jhu.edu/p2000/program.htm
  Standards, Good Action planning tools
• Center for Disease Control and Prevention
  Engaging parents in School Health
  http://www.cdc.gov/healthyyou/parentsandfamilies/parent_engagement.htm
  Parents for Health School (K to 6)
  http://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm

WHAT YOUR COALITION IS DOING TO ENGAGE FAMILIES IN PREVENTION WORK

Your Input is Important!
Please take a minute and complete the survey immediately following this webinar.
FOR YOUR PARTICIPATION IN
Family Engagement Frameworks and Strategies as Applied to Local Prevention Efforts