



INVITING FAMILIES TO PARTICIPATE



Shift #2: Build Relationships with Families

Recruit Families



Build Relationships

Do we start with?

- We know things you need to know
- If parents would just . . .
- What do you need or worry about so we can “program to” (or fix) them

What if we started with . . . ?

- “Inviting” families to be part
- What are your hopes, dreams, struggles, gifts? What is life like for you?
- How might we learn from each other, tell each other our stories?
- Goals: Build trust, confidence; give voice; tap their own strengths, priorities

IS “RECRUIT” THE RIGHT WORD?

to enlist for military service; to furnish or replenish with a fresh supply;
to attempt to enroll or enlist.



Your Current Relationships with Families

Reflecting on Your Relationships with Families

Use this worksheet to reflect on your relationships with the families who are already connected to you. (Focus on those that you only see in passing.)

		The statement is generally true for _____ relationship	
		Very few of the families	A few of the families
Express Care	I am someone they can trust.	_____	_____
	I really pay attention to them when we are together.	_____	_____
	I make them feel known and valuable.	_____	_____
	I show them that I enjoy being together.	_____	_____
Challenge Growth	I praise them for their efforts and achievements.	_____	_____
	I expect them to live up to their potential.	_____	_____
	I push them to go further.	_____	_____
	I insist that they take responsibility for their actions.	_____	_____
	I help them learn from mistakes and setbacks.	_____	_____



- Perception of the **benefits**: Will it really help me or my child? It is worth it (cost, barriers)?
- What would **other parents** like me do in this situation? What will they think if I do it?
- How will I be **treated**?
- Do I have the skills, knowledge, and resources to **be successful** if I do something?

Adapted from: Olin, S. S., Hoagwood, K. E., Rodriguez, J., Ramos, B., Burton, G., Penn, M., et al. (2009). The application of behavior change theory to family-based services: improving parent empowerment in children's mental health. *Journal of Child and Family Studies*, 19(4), 462–470.



How They Are Useful

- Cultivate awareness
- Reinforce invitations
- Provide details to help with decision to participate
- Reminders

Their Limitations

- Feel good to get out, but unlikely to generate many participants
- Impersonal
- In the pile

Keep
Connected
Through Big
Changes



ParentFurther.com/KeepConnected

- Brochure
- Social Media Graphics
- Press Releases
- Poster & Flyer
- Logos
- Postcard
- Videos

Keep
Connected
through Big
Changes



How They Can Help

- Increase enrollment; nudge interest to sign up
- May attract those who may not wish to participate
- Can help with retention (if tied to the last session)
- Can lower barriers to participation (transport, food, translation)

When They Can Hurt

- May contribute little to participation, but creates an expectation of extrinsic
- Focus more on the incentive than the experience (low engagement)
- Some show up for incentive, then leave

See the online
Implementation
Guide



Nothing is more powerful than a **personal invitation** from someone who . . .

- Connects the experience to the family's **specific goals, worries, priorities**
- Is **trusted**, warm, encouraging
- Will **be there** to welcome

Boosts confidence that . . .

- “I’ll fit in”
- “I won’t look stupid”
- “I have something to contribute”
- “I won’t be pressured to do something else”



Remember the Power of Networks





ENGAGING FAMILIES BEYOND THE SESSIONS



Six Ways to Keep Families Connected

1. Shared family meals
2. At-home activities
3. ParentFurther.com
4. Community building
5. Parent leaders
6. Listening (surveys, feedback)





- Key for families in pilot programs
- Involve in preparation, give choices
- Conversation starters

- Reframe: “Homework” —> “Family Time”
- Habits, routines, and rituals to keep connected
- Experiment: What works? What doesn’t?

POST IT: A Guide for Your Week

Sharing

Display this page where you can see it every day.

Think About It: Key Ideas to Remember



SHARE POWER: Try

- Sharing power particularly during
- We share power
- You can turn

Talk About It: Discussion Starters

- Think of a time when someone said “no.” What did they do? How did you respond?
- Look at each area of sharing. When has your family done well? When has it not? How is your family similar to others?

TRY IT: Practice Negotiating Together: A Step-by-Step Process

For each person to share power in families, you need ways to work through conflict. This activity lets you practice a simple negotiation process. Remember: The goal is to come up with a solution that meets everyone’s needs and keeps your family connected.

1. **Pick a small and specific area of conflict** that affects everyone in your family. Describe it without blaming anyone or assuming the solution. For example, “Our kitchen and living room always have stuff piled around” is better than “Andy never picks up his junk on the living room floor.”
2. **Find a time and place when everyone can focus**, with no one rushing off or distracted and where you can talk privately.
3. **Describe the issue**, as you understand it. Ask others to clarify it from their perspective. Avoid the “blame game.” Work together to understand the problem that everyone agrees is accurate.
4. **Brainstorm things that are contributing to the problem.** These can include things like clutter, time pressure, or the situation.



TRY IT: Expressing Care During Shared Family Meals

Family Handout 2.4c

It can be hard to set aside time to share a meal together as a family. But finding that time can be a great way to express care in your family. Pick one day this week when you’ll all share a meal. Then talk about these expectations or rules—or set your own—to make it a great opportunity to express care to each other. Begin by asking each family member to talk about a high (good things) or a low (hard thing) for the day. Then use other conversation starters from Family Handout 2.3b.

RULES FOR FAMILY DINNERS:

Quick Reminders to Make Meals Times to Express Care in Your Family

Express Care by . . .

- Being dependable
- Listening
- Believe in each other
- Being warm
- Encouraging

ParentFurther.
a Search Institute resource for families

Strengthen
Relationships

Prepare for
the Future

Understand
Ages & Stages



Great Relationships Don't Just Happen.

Strengthen Yours Here.

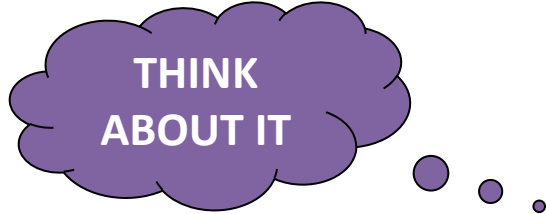
Start with a short quiz about parent-kid relationships and preparing kids for success.

- Express Care
- Share Power
- Prevent Alcohol and Tobacco Use
- Spark Kids' Motivation



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Quiz: Share Power

This **15-question quiz** explores how you do and don't share power in your relationship with your child. Sharing power is more than who makes what decision. It focuses on the ways **everyone has a say** and each person influences the other.

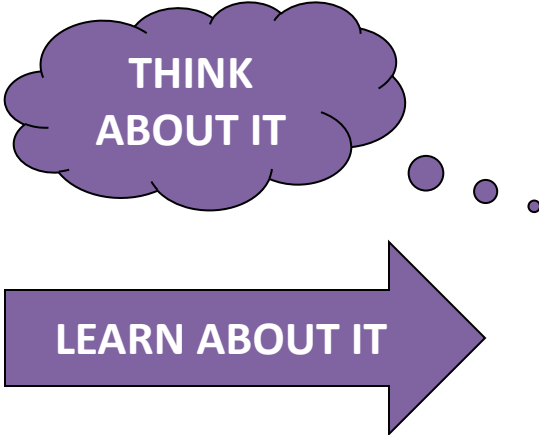
As you complete the quick, focus on your experiences in **the past two weeks**. If you have more than one child, think about one of them while you're taking the quiz. You might then repeat it for your other child or children.

Collaborate

SECTION 1

1. How often do you work with your child to do the following?





Quiz: Share Power

Challenge Growth: Learn About It

Challenge Growth

Quiz: Challenging Growth

[Learn About It](#)

Why Challenging Growth Is Important

Getting the Balance Right

How Challenging Growth Works

How Do U.S. Families Challenge Growth?

Talk About It

Try It

Take it Further

What Does It Mean to Challenge Growth?

As humans, we naturally **take risks and compete with each other**. We also like to be **physically and mentally stimulated**. It's how we have survived. In other words, "challenging ourselves and each other is a part of human nature."¹

Parenting relationships also challenge our kids to grow, learn, and improve. We hold them accountable and guide them in positive directions. We do this by setting appropriate boundaries, rules, and limits. Often, our kids also challenge us.

Challenging growth involves these four actions:

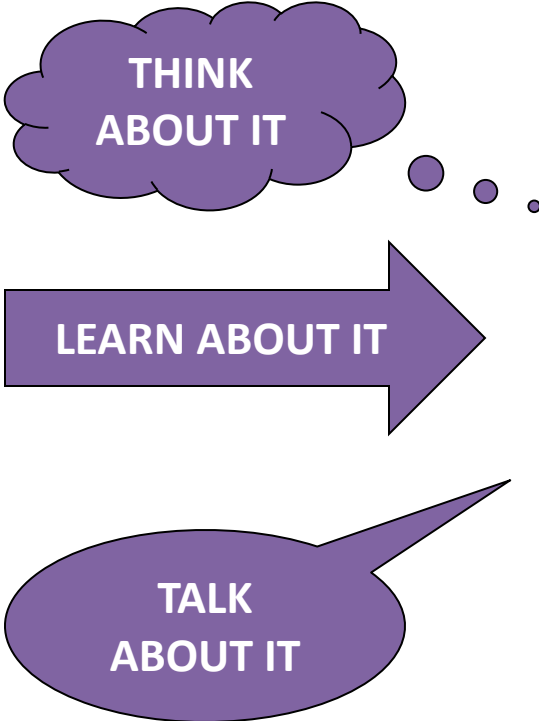
- **Inspire**—Help me see future possibilities for myself.
- **Expect**—Make it clear that you want me to live up to my potential.

A Parent's Perspective

Being willing to kind of push them beyond what they even believe they can do. That's kind of how we operate in our house.

From a Search Institute focus group with parents (2013)





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ParentFurther. a Search Institute resource for families Strengthen Relationships Prepare for the Future Understand Ages & Stages

Quiz: Share Power

Challenge Growth: Learn About It

Expand Possibilities: Talk About It

Expand Possibilities

Quiz: Expand Possibilities

Learn About It

[Talk About It](#)

Try It

Take It Further

What Worlds Can You Open Up?

It can be exciting and stimulating for family members to help each other expand their horizons and explore new possibilities. Talk together about how people have opened up possibilities for you—and other horizons you'd love to explore together.

Discussion Starters with Your Kids

1. What is one thing you really enjoy (such as music, ideas, foods) that

A Young Person's Perspective

“Relationships are important to me because there are different people out there, different points of view. They live different lives, and they

THINK ABOUT IT

LEARN ABOUT IT

TALK ABOUT IT

TRY IT



Quiz: Share Power

Challenge Growth: Learn About It

Expand Possibilities: Talk About It

Challenge Growth: Try It

Challenge Growth

Quiz: Challenging Growth

Learn About It

Talk About It

Try It

Inspiration that Motivates

What Do We (Really) Expect Of Each Other?

Stretching Exercises

Practical Ways to Challenge Growth

Relationships are stronger when family members **challenge each other to learn and grow**. Experiencing this challenge in your family is a particularly important part of growing up well, but the value of being challenged to learn and grow continues throughout our lives. Through these activities, your family can explore the ways you inspire, expect, and stretch each other to press toward **goals that matter for you**.



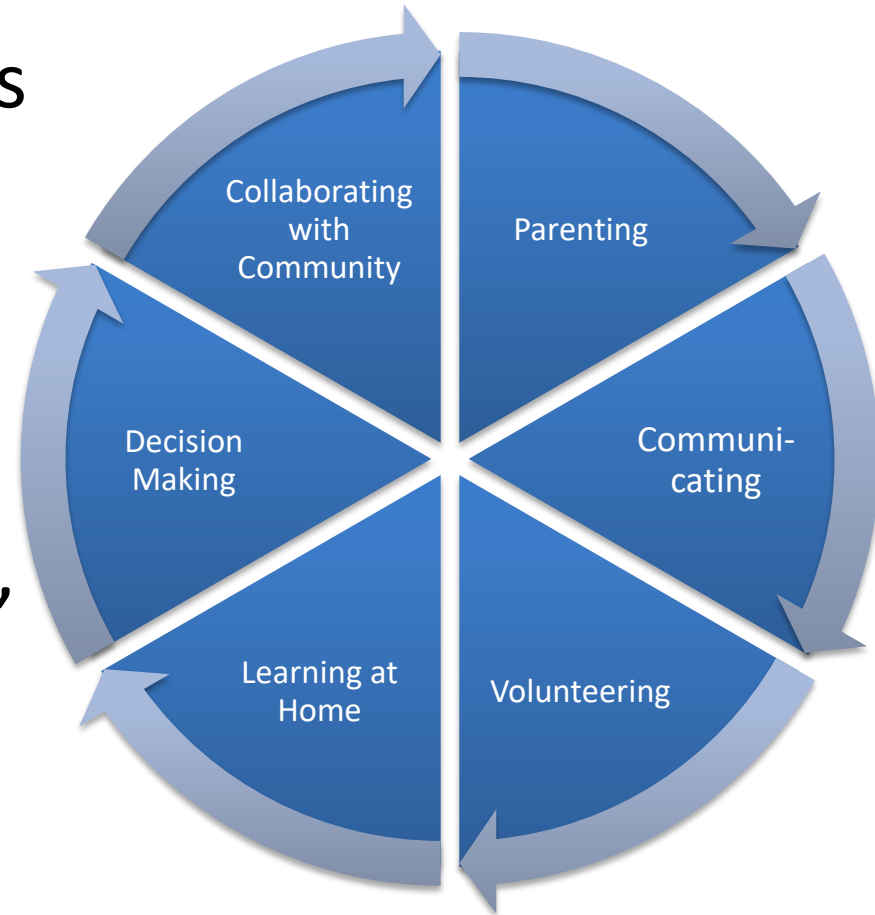
Shared experiences among families (in response to interests, priorities)

- Social, fun, recreational
- Family service and volunteering
- Support around shared challenges

Remember: Who's agenda is this?



- In and around sessions
 - Invite their networks
 - Become facilitators
 - Behind-the-scenes support
- Around their passions, interests
 - Educational
 - Service
 - Advocacy



- Systematic listening
- Assess interests, baseline
- Track progress

Tools from Search Institute

- End-of-session surveys (online; in development)
- Pre-post surveys (partners to test?)
- Observation, focus groups





PLANNING *KEEP CONNECTED* IN YOUR COMMUNITY



- **Know what will work for the families**
 - Is *Keep Connected* a good fit right now?
 - Is group dialogue/discussion what they need?
 - Adjust schedule to fit (Weekly? Weekend?)
- **Invest in getting others on board**
 - Engage colleagues, potential partners
 - Staff and resources to host effectively



- **Take time to understand the *Keep Connected* material**
 - Get that feel for it. “You have to read through it quite a few times.”
 - Be prepared for sessions. You can’t “wing it.”
 - You won’t always have all of the answers, and that’s okay
 - It gets easier each time you do it



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Available Workshops on Families

<p>Keep Connected Institute for Strengthening Family Relationships</p>	<p>Engaging Families: A Relationship-Based Approach</p>	<p>Strengthening Family Relationships: A Workshop for Parenting Adults</p>
<p>December 6 – 8, 2017</p> <p>Train more team members</p> <p>Can also be brought to a community or network</p>	<p>Introduces Search Institute’s approach to family engagement (7 shifts).</p> <p>Can be used to build broader support for Keep Connected</p>	<p>Introduces parents to developmental relationships.</p> <p>Consider offering as a community event to launch Keep Connected</p>
<p>Contact Mary Shrader: marys@search-institute.org</p>		

