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# Parent Leadership in Home Visiting Coordination Efforts: Session 3

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1/12/2022





Welcome!

# Summary of Parent Leadership Small Group TA Sessions

Date	Topics
Session 1 Wed, October 13, 2021 9:00 – 10:00 am PT	Self-Assessing to Determine Your Starting Point <ul style="list-style-type: none"> <li>• Establishing a vision and values</li> <li>• Fostering staff buy-in</li> <li>• Building program infrastructure</li> <li>• Applying current methods</li> </ul>
Session 2 Wed, November 10, 2021 9:00 – 10:00 am PT	Setting Goals <ul style="list-style-type: none"> <li>• Identifying gaps</li> <li>• Defining “what do we want to know” from parents about coordination</li> <li>• Creating a vision and setting SMART goals</li> <li>• Determining what staff need to be successful in supporting parent leadership</li> </ul>
Session 3 Wed, January 12, 2022 9:00 – 10:00 am PT	Creating Your Plan <ul style="list-style-type: none"> <li>• Using short-term strategies               <ul style="list-style-type: none"> <li>○ Surveys, interviews, focus groups</li> </ul> </li> <li>• Using long-term strategies               <ul style="list-style-type: none"> <li>○ Advisory councils, parent cafés, program partner</li> </ul> </li> </ul>
Session 4 Wed, February 16, 2022 9:00 – 10:00 am PT	Implementing Your Plan <ul style="list-style-type: none"> <li>• Identifying potential parents to provide input on coordination</li> <li>• Reaching Latinx and tribal families</li> <li>• Preparing parents</li> <li>• Compensating parents</li> </ul>
Session 5 Wed, March 16, 2022 9:00 – 10:00 am PT	Evaluating and Updating Your Plan <ul style="list-style-type: none"> <li>• Assessing how things are going               <ul style="list-style-type: none"> <li>○ For staff</li> <li>○ For parents</li> </ul> </li> <li>• Communicating progress</li> <li>• Setting a schedule for reviewing/modifying your plan</li> </ul>



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# Today's Agenda

- Reflections from session 2
- Strategies to build parent leadership
- Breakout discussions



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# Reflections from Session 2

# Chat In or Speak Up!

- Were you able to create 2-3 SMART or SMARTIE goals related to parent leadership for your home visiting action plan?
- What worked well? Did you encounter challenges?
- What were some of the things you discovered?

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# Strategies to Build Parent Leadership

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# Short-Term Strategies

Method	Why Use This Method?	Keep in Mind
<b>Survey</b> Paper, text, email, mail, in-person	<ul style="list-style-type: none"><li>• Large sample size</li><li>• Low cost</li><li>• Cover many questions</li><li>• Anonymity &amp; confidentiality</li></ul>	<ul style="list-style-type: none"><li>• Survey construction</li><li>• Response rate</li><li>• Limited clarification (not able to follow-up with respondent)</li></ul>
<b>Focus Group or Listening Session</b> In-person Usually 6-10 people About 1-2 hours, 5-6 questions	<ul style="list-style-type: none"><li>• Diverse views on a topic</li><li>• More detailed info in shorter amount of time</li><li>• Build ideas</li><li>• Stories and quotes</li></ul>	<ul style="list-style-type: none"><li>• Trained moderator &amp; notetaker</li><li>• Cost</li><li>• Group composition</li><li>• Record &amp; selectively transcribe</li></ul>
<b>Interview</b> 1 person	<ul style="list-style-type: none"><li>• Very in-depth feedback</li><li>• Allows for follow-up questions</li><li>• Stories and quotes</li></ul>	<ul style="list-style-type: none"><li>• Skilled interviewer</li><li>• Recruiting difficulties</li><li>• Record &amp; transcribe</li></ul>



# Long-Term Strategies

Method	Why Use This Method?	Keep in Mind
<p><b>Parent Network</b></p> <ul style="list-style-type: none"> <li>• Many parents</li> <li>• In-person or virtual setting</li> <li>• Regular frequency</li> <li>• May be parent-led, staff-led, or combination</li> </ul>	<ul style="list-style-type: none"> <li>• Provides strong relationship-building and positive support for parents from their peers</li> <li>• Offers a good starting point for parents who are interested in building leadership skills and getting more involved behind the scenes</li> <li>• Helps program staff identify parents who may be a good fit for other leadership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• The role of staff</li> <li>• Opportunity to partner with a parent organization</li> <li>• Structure and format</li> <li>• Single or multiple networks</li> </ul>
<p><b>Advisory Council</b></p> <ul style="list-style-type: none"> <li>• 5-10 caregivers</li> <li>• In-person or virtual setting</li> <li>• Regular frequency</li> <li>• May stand-alone or be embedded in a larger <b>coalition, committee, or workgroup</b></li> </ul>	<ul style="list-style-type: none"> <li>• Offers parents options to get involved in specific initiatives based on their strengths or interests</li> <li>• Parents provide in-depth feedback to help design, implement, and evaluate the program</li> </ul>	<ul style="list-style-type: none"> <li>• Duration of commitment</li> <li>• Collaboration with other departments or organizations</li> <li>• Influence on decision-making</li> </ul>
<p><b>Parent Partners</b></p> <ul style="list-style-type: none"> <li>• 1-3 parents</li> <li>• In-person or virtual</li> <li>• Regular frequency</li> <li>• May join staff meetings or provide consultation 1-1</li> </ul>	<ul style="list-style-type: none"> <li>• Develops strong, trusting relationships between staff and parent partners based on mutual respect</li> <li>• Parents are valued members of the program team</li> <li>• Parents co-create program goals, strategies, and tactics to address family needs</li> </ul>	<ul style="list-style-type: none"> <li>• Duration of commitment</li> <li>• Training and comfort level</li> <li>• Staff readiness</li> <li>• Reaching consensus</li> </ul>

# Resources

- **HV CollN Toolkit:** Survey Basics, Parent Satisfaction Survey, Focus Group Basics
- [Parent Cafés — Be Strong Families](#)
- **Family Voices Toolkit:** [Family Advisory Council Checkli](#)  
plain language guidelines
- **CSSP Toolkit:** Examples of different levels of involvement  
influence, and opportunities
- [Home Visiting in Action - Podcast Episode Three -  
Meaningful Parent Leadership from the Ground Up](#)



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# Breakout Group Discussion

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# Group Discussion

- What strategies are you currently using to incorporate parents' perspectives?
- What is working well and what challenges have you had?
- What methods are you interested in adding?
- How will you incorporate those?

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# Thank You!

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