

Family Engagement



Who Am I?



Stephanie Gillette



Program Coordinator / Supervisor
(2019 – Present)

Certified Child Passenger Safety Technician

Certified Lactation Consultant

Former Home Visitor
(2017 – 2019)

Former Day Care Teacher
(2000 – 2017)



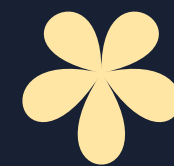
Family Engagement

Description:

- This presentation will discuss engagement tools and approaches used in our program, from the first conversation to engagement visits, enrollment and the FROG conversation, and overall relationship building and retention for the duration that the family partners with the program. We will touch on how each of the program's "players" impacts the engagement process.

Objectives:

- Share guidance and tips on how to have effective conversations with families.
- Offer examples of ways to encourage initial engagement leading to a long term partnership.
- Recognize how consistent, active engagement impacts long term outcomes on family well being.





Why talk about this?

◆ Initial Engagement

Healthy Families Best Practice Standard 3-2:

Staff utilizes positive pre-enrollment outreach methods to build family trust and engage new families.

◆ Creative Outreach

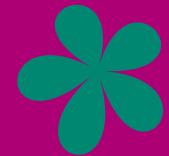
Healthy Families Best Practice Standard 3-3:

For families that have had at least one home visit, post-enrollment outreach is offered for a minimum of three months before discontinuing services.



Do you
trust
me?





re · la · tion · ship

noun



The way in which two or more concepts, objects, or people are connected, or the state of being connected



The state of being connected by blood or marriage



The way in which two or more people or groups regard and behave toward each other





re - late

verb





To make or show a
connection between



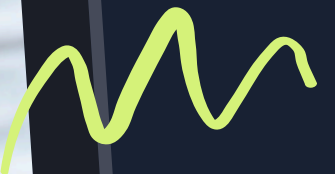
To feel sympathy with;
identify with





To many modern
companies have
replaced a person
with a number and
mistakenly called
that number a
customer.

- simon sinek



When can we build trust?

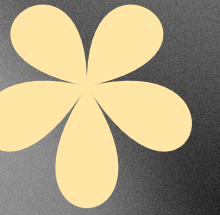
✦ Outreach events

✧ Initial phone calls

✿ Engagement visits



✦ FROG visits




How do we build trust?





Strategies




- 
- Warm phone calls 24–48 hours after receiving the referral focused on the family's well-being.

- Emphasize the program's voluntary nature and commitment to partnering with families to raise happy healthy children.

- Demonstrate your interest in the family by exploring their interests and needs and providing relevant referrals.

- Invite the family to multiple program events to build trust.

- Engage the father or other caregivers.

- Creative and upbeat notes which encourage parents to want to participate.
- 

- Share some of your knowledge around child health and development.

- Focus on the relationship by reaching out in between visits to let the family know you were thinking about them.

- Anchoring conversations based on information, details, or interests the family previously shared.

- Drop by visits (exercising safety) and leaving a card or activity when families aren't home.

- Get help from your team.

- Don't give up (demonstrate safety, predictability, and pleasure).
- 

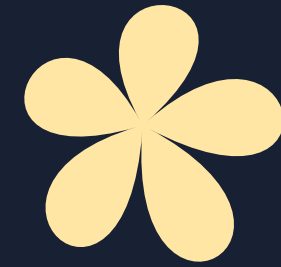
The 4 G's

- ✦ Genuine interaction
- ✦ Get to know them
- ✦ Generously provide ATPs
- ✦ Give Resources



What is an ATP?

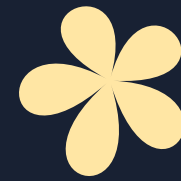
Accenuate
The
Positives



1. **Observe** the interaction
2. **Affirm** with pleasure
3. Share the **Impact**



Thank You So Much



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