

MAXIMIZING ACCESS AND IMPACT:
Strategies for Parenting and 2Gen Programs

CHECKLIST

STRATEGIES FOR PROGRAM DESIGN

Preliminary Research:

- Use a community-based participatory approach, focus groups, and interviews
- Ask about parent needs and specific topic/content requests
- Identify trusted individuals and institutions in the community
- Identify prevalent languages and literacy levels
- Determine what program time and location would maximize convenience and comfort

Program Structure:

- Acknowledge the diversity of cultural values and traditions in community
- Address topics that are particularly salient to specific communities
- Teach strategies that create visible changes early in the scope & sequence
- Build in time for parents to socialize and share experiences, if privacy concerns are low
- Consider developing an online, self-administered format, if suitable to the context
- Focus on discussion as opposed to written activities, if literacy is low

Staffing Considerations:

- Hire culturally matched facilitator(s) parents will be more likely to trust and relate to
- Prioritize interpersonal skills as a hiring criterion
- Require all staff to complete cultural competency training
- Hire bilingual recruitment staff and facilitators, if necessary



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Adapted from the following: *“Maximizing Access and Impact: A Review of Research: Strategies for the Design, Recruitment, and Implementation of Parenting and 2Gen Programs.”* By Nina Sokolovic, Rebecca Bailey and Stephanie M. Jones, Harvard University. Published by the Aspen Institute Ascend Network, March 2017.

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STRATEGIES FOR PROGRAM RECRUITMENT

What to Advertise:

- Prevalence of outcomes that the program is designed to prevent
- Program content that resonates with the needs and values of targeted families
- Evidence of program's effectiveness and parent testimonials
- Positive program goals rather than "deficits" program is "fixing"
- Cultural relevance of program, if applicable

Targets and Channels:

- Target younger, less experienced parents, especially prenatally
- Develop specific recruitment materials for fathers; highlight value of their participation
- Use mass media and social media to de-stigmatize the program
- Maximize face-to-face recruitment rather than mailings

Who to Involve:

- Have a familiar individual make the initial recruitment contact with parents
- Get endorsements from key, trusted community members; involve them in recruitment
- Hire highly personable recruitment staff from the local community
- Involve facilitators in recruitment so they build relationships early; conduct home visits

Addressing Barriers:

- Ask parents about scheduling availability
- Refer parents to other services to help address obstacles and other pressing concerns
- Determine level of family support or conflict
- Use motivational interviewing techniques
- Minimize time between recruitment and program launch

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STRATEGIES FOR PROGRAM IMPLEMENTATION

Initial Topics:

- Clarify program goals, address parent expectations and potential misconceptions
- Have parents share cultural traditions and family-of-origin experiences

Provisions:

- Free transportation or reimbursements
- Free childcare that makes kids want to return or builds skills to reinforce parent content
- Meals and/or refreshments
- Monetary compensation or rewards

Supporting Attendance:

- Maximize scheduling flexibility so parents can attend whenever able, even if they are late
- Contact and catch-up parents who miss single sessions so they can return seamlessly
- Provide parents with phone-call and/or SMS reminders between and before sessions
- Advertise the content of future sessions to motivate continued attendance

Incorporating Families:

- Assign tasks to non-attending family members to build buy-in and support
- Have parents come up with personalized implementation plans

Facilitators:

- Equip facilitators to answer a range of parenting questions and give referrals
- Maximize facilitator consistency, minimize facilitator turnover
- Have facilitators solicit feedback and requests from parents throughout the program