



Video Transcript: Ask Me Anything: Parent and Caregiver Engagement

Ashley (00:00): One thing that's really helped us was partnering with sites who already serve parents so that they can help us spread the word even more. Ask Me Anything: Parent and Caregiver Engagement. Hi, I'm Ashley Davidson from Fulton County Board of Health SKYE Program, and today I'm going to let the RHNTC ask me anything about parent and caregiver engagement.

Ashley (00:24): What does a typical day look like for you when you're focused on parent and caregiver engagement? Typical day for me is filled with research, collaboration, and evaluation. Researching a lot of different speakers and programs, things to implement based off of what we spoke with the parents about, what their feedback is. Collaboration is with my team, we're trying to come up with new ways to follow our plan, to really have the best program for parent engagement, to really help the parents with the things that they requested. And the evaluation part is reviewing surveys, talking with our evaluator, and just find the best way to tackle parent engagement. Tell us about the first time you really felt like you made a meaningful connection with a parent or caregiver through your project. One moment that I really remember is we had a parent—For this particular workshop, we had them in groups and they were talking about different resources to share with each other. One parent said, “oh, SKYE is a great resource,” and that was really special because that particular parent had been to think about six of the workshops that year. It was just really meaningful to see the impact that our program was having on the parents. And just to have that parent vocalize that in that moment was just like, whoa. It was just a really special moment, and it really proved that what we were doing is effective.

Ashley (01:47): What is the best advice you've ever received about parent and caregiver engagement? You want to make it parent-inclusive. Whenever you're dealing with parent engagement or community engagement, you really want to involve those parties. So being able to seek their guidance, ask them questions, kind of find out what it is that will really help them has really helped to make our program, I think, blossom and really connect more with the parents that we serve.

Ashley (02:12): What tips do you have for other projects? Find a champion, to find someone that you can partner with who can help you bring the parents to the event. It's been a struggle finding parents and growing our numbers with these workshops. One thing that's really helped us was partnering with sites who already serve parents, so that they can help us spread the word even more. We would do marketing and go out to the communities on our end, but they would also do things on their end because they actively were connected to so many parents. So it was great finding an organization that already had that pull with parents so that we could join forces and bring out even more parents to really engage in all these activities that we wanted to do, these workshops we wanted to bring to the parents and the community.

Ashley (03:02): What are your top three approaches to mobilizing community resources to align with your project goals? First, to talk to the parents to find out what they need. Second, making partners and to find those resources, and third, to bring those resources to the parents. So, for example, we were contacted by a site because they heard about our parent workshops, and they asked us to come in and do a workshop. So we asked them, well, what are the parents asking for? What particular topic should we bring? Their response was, they really want to know how to talk to their daughters about their menstrual cycle. So then the next step that we took on was to find a partner who really specialized in that field, who could really bring the knowledge and the know-how to really answer that question. And it was really rewarding, and it was just a great way for us to do parent engagement with our community. This video was created by the Reproductive Health National Training Center, RHNTC.