

# **It's FAB to Work with Parents! Engaging in a Family Advisory Board**

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**Help Me Grow National Forum  
September 21, 2022**



**HELP ME  
GROW** UTAH

United Ways of Utah

# OUR PRESENTERS



**Kali Ottesen**  
Director  
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Bilingual Parent Liaison  
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# Why focus on family engagement in Help Me Grow?



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United  
Way



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# ADJUSTING OUR PRIORITIES

- Staffing needs
- Support of funders
- Look at our history



# CREATING OUR FAMILY ADVISORY BOARD



United Ways of Utah

# RECRUITMENT

## A. Recruitment Opportunities:

- HMGU Annual Family Survey
- Parent Support Specialists Referrals
- Outreach Coordinator Referrals
- Monthly Newsletter
- Parent Referrals



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# RECRUITMENT

## C. Recruiting E-Mail Invitation

- What is a Parent Champion?
- How a Parent Champion can contribute to HMG's vision of empowering parents
- Vision for our FAB
- Involvement opportunities
- Google Form Survey link for those parents interested in joining our FAB or those who are ready to sign up for specific roles!

### Email after Annual Family Survey

**SUBJECT: You're Invited to Get Involved with Help Me Grow Utah!**

Hello!

We appreciate every contribution you make to support us here at Help Me Grow! We wanted to thank you again for your participation in our annual family survey. We know you completed this quite a while ago (in March), but we are finally reaching out to follow up with you. On the survey, you marked that you were interested in learning more about the Family Advisory Board we are working on creating. Your voice matters! We want to create a space for you to share your ideas on how to further strengthen and improve our services for your family.

We've created a Google Form to share more of the details about the Family Advisory Board. We've also included information on a few other opportunities to help you get involved as a Help Me Grow parent by becoming a Parent Champion. As a Parent Champion, you would contribute to Help Me Grow's vision to create a vibrant community environment where families are empowered to make the best decisions for their child's development and future. Parent Champions can choose how they would like to become involved and have the opportunity to choose from one or more of the following categories:

- **Share** - Let other parents and community members know about your experiences with HMG
- **Social Media** - Engage with our platforms and/or invite others to share
- **Advocate** - Join us at our community events and/or help us with community engagement
- **Volunteer** - Help us keep our resource database up to date and/or learn about other opportunities in the community

To learn more and sign up to be involved in the Family Advisory Board or as a Parent Champion, please complete the Google Form (**it should only take 5 minutes**) by clicking the button below:

**Get Involved as a HMGU Parent Today!**

[Must add to email by Google Photos, not from here!]

We would like to hold our first Family Advisory Board meeting in October, so we would appreciate as many responses as we can get before **September 6** to allow time for planning (though it will still be available after that date).

We also understand that as a parent, life can be very busy! We want to make sure you know that we do not want your involvement as a Parent Champion to be time-consuming or stressful. Again, we love every contribution you make! Please let us know if you are interested in contributing to Help Me Grow in any of these ways. And feel free to tell your friends about this opportunity as well.

Thanks so much and have a wonderful day!



# RECRUITMEN T

## D. Google Form Survey

- Introduction to our FAB Virtual Meetings
- Preferred Meeting Day/Time
- Introduction to the four categories with different opportunities of involvement
  - Share
  - Social Media
  - Advocate
  - Volunteer



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# HELP ME GROW UTAH Parent Champion (Share)

## Role Description – Share:

A Parent Champion is anyone who champions the cause of parents. You already do this! Below are a few simple ideas of how you can make a difference here in Utah. You do not have to complete each item on this list to be a Parent Champion. Do whatever works best for your family, or let us know if you have other ideas!

### A. Be a friend to another parent, especially those needing support.

Show love and support for a parent you know. Share your experience with us! For example, if you babysat for a parent who needed time to relax or if you listened to the concerns/struggles of another parent, let us know about it! Giving help and support to other parents makes you a Parent Champion.

### B. Keep HMG brochures in your purse to give to your hairdresser, cashier, co-worker, friend, etc.

We will give you a small stack of HMGU brochures to keep in your purse. As you talk with other parents in the community who may be interested in HMG, pass one along to them. Let them know what HMGU has to offer them. Let us know when you have had an opportunity to share one of these cards so we can thank you for your contribution as a Parent Champion!

### C. Share your personal story with others.

Let others know about your experience with HMGU. Tell others how HMGU provided helpful information for you and your family. We would also love you to send us an e-mail describing your experience with HMG so we can share your story with our team and others who may find encouragement from it!

### D. Tell your friends about useful resources.

We often highlight community resources or other information in our monthly newsletters. Share this information with any friends/family that could use it. If you know of families looking for other resources, help them connect to a Parent Support Specialist that can research their situation by calling/texting **801-691-6322**.

### E. Be a parent mentor! Help Me Grow will refer parents to talk to you about your parenting experience if they are going through a similar challenge.

After you mark this as a Parent Champion interest, we will refer parents we work with at Help Me Grow to you as a source of help and encouragement as they experience a challenge similar to your experience.

# SHARE

- A. Be a friend to another parent, especially those needing support.
- B. Keep HMG brochures in your purse to give to your hairdresser, cashier, co-worker, friend, etc.
- C. Share your personal story with others.
- D. Tell your friends about useful resources.
- E. Be a parent mentor! Help Me Grow will refer parents to talk to you about your parenting experience if they are going through a similar challenge.

### Role Description – Social Media:

A Parent Champion is anyone who champions the cause of parents. You already do this! Below are a few simple ideas of how you can make a difference here in Utah. You do not have to complete each item on this list to be a Parent Champion. Do whatever works best for your family, or let us know if you have other ideas!

#### A. "Follow" us on Facebook and Instagram and invite your friends!

Following us on [Facebook](#) and [Instagram](#) is as easy as 1, 2, 3!

- 1) Open your phone camera
- 2) Scan the QR codes
- 3) Press "Like" on Facebook and "follow" on Instagram. If viewing from a computer or mobile device, simply click the links above.



#### B. Engage with and/or share the content we post.

As you see posts that resonate with you, "like" the post and/or write a comment sharing an experience or letting us know why you enjoyed the post. If you see a post you feel others may benefit from, please feel free to share it!

#### C. Be a guest blogger on Help Me Grow's blog.

Do you enjoy writing and/or sharing experiences with others? Your voice matters! We invite you to write a guest post about a child development/parenting related subject to be featured on our blog. You could blog about activities you do with your baby during the winter/ spring/ summer/ fall, fun kid crafts, your experience with potty training your toddler, encouraging good nutrition in infants and toddlers, or another topic you're passionate about. The possibilities are nearly endless! We can connect you to our social media manager to discuss further details.

#### D. Share your family's cute photos with us!

We would love to be able to use real family photos in our social media posts (rather than stock photos). Would you be willing to share any of your family's photos? Here are some FAQ.

What Kinds of Photos?	How will the photos be used?	How can I share?
Family events	On our HMG Blog	Send us an email
Seasonal fun (ex. Summer activities)	In our Facebook and/or Instagram posts	PM (private message) on Facebook
Take pictures of your child/ren doing an activity from our blog or social media posts	On our HMG website	DM (direct message) on Instagram

# SOCIAL MEDIA

- A. "Follow" us on Facebook and Instagram and invite your friends!
- B. Engage with and/or share the content we post.
- C. Be a guest blogger on Help Me Grow's blog.
- D. Share your family's cute photos with us!

**Role Description – Advocate:**

A Parent Champion is anyone who champions the cause of parents. You already do this! Below are a few simple ideas of how you can make a difference here in Utah. You do not have to complete each item on this list to be a Parent Champion. Do whatever works best for your family, or let us know if you have other ideas!

**A. Come to a fair/event with us and talk to other parents about your experience with HMG.**

About a month before one of our Help Me Grow fairs/family events/activities, we will send you an e-mail with the event information (event name, date, time, and place). We will check with you to see if you are able to attend the event. If you are available, your responsibilities may include standing at a booth, talking to other parents, handing out brochures, and/or encouraging parents to complete a screening.

\*Please note: due to the COVID-19 pandemic, we have not been attending/holding events as we used to. We will let you know when/if these opportunities become available again.

**B. Encourage organizations you have a relationship with to become more involved in the community.**

There is a lot of power when community agencies work effectively together. We appreciate all of our community partnerships and are always looking to learn more about organizations that may offer more support to the families we work with. Whether you're working with an organization that isn't familiar with Help Me Grow Utah, or that we may not yet be familiar with – let us know! We can e-mail you a small packet of Help Me Grow information to give to the organization(s). We will also send you a simple script to give you some ideas for how to present this information to them. We can also connect you to our Resource Specialist if there is an organization you feel we should learn more about.

# ADVOCATE

- A. Join us at fair/community event!
- B. Encourage organizations you have a relationship with to become more involved in the community

**Role Description – Volunteer:**

A Parent Champion is anyone who champions the cause of parents. You already do this! Below are a few simple ideas of how you can make a difference here in Utah. You do not have to complete each item on this list to be a Parent Champion. Do whatever works best for your family, or let us know if you have other ideas!

**A. Help Facilitate Discussion at one of our Family Advisory Board Meetings.**

Prior to our quarterly virtual meetings, we will contact you with discussion topic ideas to see if you would like to facilitate the discussion on that topic during the meeting. You may choose to plan a virtual activity to help discuss the topic, split the group into breakout rooms, or discuss as a whole group.

**B. Update information for Community Resource Referrals**

We aim to provide families with the most accurate and up to date information about the agencies we are referring them to. This requires at least annual updating of each of the organizations in our referral database. If there are resources you are interested in learning about, you can work with our Resource Specialist to obtain a list of a few agencies that need updates in that category and then call the agency and review their website to learn more and make sure our information is up to date.

**C. Take Minutes and Collect Parent Ideas at Family Advisory Board Meetings.**

If you are planning to attend our virtual family advisory board meetings, we would greatly appreciate any notes that you could take and send to us after the meeting. Our goal is to make sure that we are capturing all the great ideas that parents come up with so we can work towards implementing them.

**D. Check our current volunteer opportunities or learn about other service opportunities in the community**

1. Go to <https://volunteer.unitedwayuc.org/>
2. Click "View All Agencies" and search for United Way Help Me Grow to see a list of our current needs
3. You can also review other opportunities available on this site or by visiting <https://www.justserve.org/>

Invite your friends to volunteer as well!

# VOLUNTEER

- A. Help Facilitate Discussion at one of our FAB Meetings
- B. Update information for Community Resource Referrals.
- C. Take Minutes and Collect Parent Ideas at FAB Meetings.
- D. Check our current volunteer opportunities or learn about other services opportunities in the community

# INPUT MEMBER INFORMATION INTO SPREADSHEET

- Name of the parent
- When they joined
- Preferred Method of Contact
- Preferred Language
- Family ID
- Family Status
- Name of their Parent Support Specialist
- Parent Champion Categories in Order of Interest
- Collaboration

# WELCOME PACKETS

The Welcome packet includes the following:

- a) “Thanks for Joining” letter
- b) General Information about Parent Champions that includes the specific  
“role” they have signed up for
- c) Materials needed to get them started

Dear Parent Champion,

Thank you so much for joining our amazing group of Parent Champions! We know that you will be a wonderful asset to the Help Me Grow team and to the community.

We appreciate your willingness to help us by coming to a fair/event to talk to other parents about your experience with Help Me Grow and/or encouraging organizations you have a relationship with to learn more about Help Me Grow. Feel free to become more or less involved as a Parent Champion depending on your availability (we know life can get busy!). We want this to be a fun experience for you and do not want you to feel overwhelmed.

To help you get started, we've included: (Flyers and cards were mailed out on 11/24/21)

- Contact information for our Community Liaison overseeing Weber/Morgan/Davis/Box Elder County.

◦ [Staci Fuller](#) -

Email address: [staciff@unitedwayuc.org](mailto:staciff@unitedwayuc.org)

Direct Line: 801-691-5336

If you are interested in learning more about attending an event as a parent champion please contact Staci Fuller or reply to this email.

- December Event Dates:

◦ [Community Christmas](#) -

Date: Saturday, December 11th, 2021

Start Time: 8:00 a.m.

Location: Ben Lomond High School

1080 9th Street, Ogden, Utah 84404

- 10 Help Me Grow Utah bilingual flyers to share with community organizations.

- 10 Help Me Grow Utah English cards. These cards have a space available on the back where you can write a personalized message.

Let us know when you have had the opportunity to share the flyers or cards so we can thank you for your contribution as a Parent Champion! Please, do not hesitate to call or e-mail us with any questions you may have. We look forward to partnering with you!

Thanks again, and have a wonderful day!

Help Me Grow Team

Help Me Grow Utah | United Ways of Utah  
Office: 801-691-5322 | Fax: 801-374-2591  
[helpmegrowth.org](http://helpmegrowth.org)

## HELP ME GROW UTAH Parent Champion (Share)

### Role Description – Share:

A Parent Champion is anyone who champions the cause of parents. You already do this! Below are a few simple ideas of how you can make a difference here in Utah. You do not have to complete each

## HELP ME GROW UTAH Parent Champion (Advocate)

### Role Description – Advocate:

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#### A. Come to a fair/event with us and talk to other parents about your experience with HMG.

About a month before one of our Help Me Grow fairs/family events/activities, we will send you an e-mail with the event information (event name, date, time, and place). We will check with you to see if you are able to attend the event. If you are available, your responsibilities may include standing at a booth, talking to other parents, handing out brochures, and/or encouraging parents to complete a screening.

\*Please note: due to the COVID-19 pandemic, we have not been attending/holding events as we used to. We will let you know when/if these opportunities become available again.

#### B. Encourage organizations you have a relationship with to become more involved in the community.

There is a lot of power when community agencies work effectively together. We appreciate all of our community partnerships and are always looking to learn more about organizations that may offer more support to the families we work with.

Whether you're working with an organization that isn't familiar with Help Me Grow Utah, or that we may not yet be familiar with – let us know! We can e-mail you a small packet of Help Me Grow information to give to the organization(s). We will also send you a simple script to give you some ideas for how to present this information to them. We can also connect you to our Resource Specialist if there is an organization you feel we should learn more about.

## HELP ME GROW UTAH

bringing childhood to life

It's time to see the difference you are making in your child's life.

Help Me Grow Utah is a statewide information and referral network available at no cost to families who are pregnant or have young children.

Get answers to questions about pregnancy, child development, parenting and more

Learn about and connect to community resources and activities in your area

Complete screenings to track developmental and behavioral milestones

To learn more & access screenings text "HMG211" to 898211

Dial 2-1-1 and ask for Help Me Grow  
[helpmegrowth.org](http://helpmegrowth.org)

## HELP ME GROW UTAH

Es el momento de ver la diferencia que están haciendo en la vida de sus hijos.

Información sin costo  
¿Cómo lo tienen



LIVE UNITED  
United Way



# VIRTUAL MEETINGS

- Quarterly
- 1.5 hours
- Volunteers to take notes
- Icebreaker Activity
- Discussion Items
- Volunteer to lead the breakup groups
- Mindfulness Activity
- Pick the date for the next meeting
- Inform Parents What Happens Next!

## Facilitator's Agenda: Family Advisory Board Meeting

(1.5 hrs)

[Do we want to share any data about the results from the annual family survey at the top of their agenda?]

Meeting Agenda					
Time	Activity	Objective	Process / Tools	Materials	Lead
	Welcome and Introductions	Show appreciation for their support	•	•	
	Networking Activity	Ice-breaker/getting to know each other	•	•	
	Follow-up Items	Review of Past Meeting	•	•	
	Items to Discuss	Present new items/ask for feedback	•	•	
	Calendar Items	Awareness of what's coming up	•	•	
	<b>As Needed/ scheduled</b>		•	•	
	Group Project	Collaborate	•	•	
	Training	Group learning	•	•	

# REPORTING BACK TO THE HMG TEAM

- Meeting should include all HMG team members
  - Parent Support Specialists
  - Child Development Specialists
  - Outreach Department
  - Resource Department
- Present FAB feedback to the HMG team
  - Group discussion
  - Breakout into groups
- Allow HMG team to present ideas, questions, and concerns
  - Ask the team to pick 2-3 items to focus on
  - Breakdown and assign new project ideas
  - Schedule a time for follow up



# FOLLOW UP ITEMS

## E-mail 2 weeks After Virtual Meetings:

- Thank them for joining our meeting and their engagement
- How we're using their ideas / Changes we have implemented
- Include Involvement Opportunities for the upcoming month
- Include the date for the next FAB meeting

Dear Parent Champion,

We're so grateful for your support and are excited to share what we have been working on!

1. We wanted to share how we're using your ideas so you can watch for the changes we have implemented in the month of January:
  - We sent out an email to 680 families that enrolled with HMGU prior to 01/2020 to remind them of the services we offer and introduce them to their Parent Support Specialists.
  - We have continued to work on making our emails more personable. A new "**Meet Our Child Development Specialists**" email template was created. The email provides a photo of the Child Development Specialist and a personalized bio.
  - We have updated our email templates to include **Mindfulness Exercises and other Free Self-Care** resources to make it easier for parents to access these tools.
  - Child Development and activity ideas continue to be highlighted in our monthly newsletter which is sent out to all enrolled families.
  - We're excited to share even more changes next month!
2. Parents who signed up for specific Parent Champion roles received an email with involvement opportunities for the month of January and February.

Thanks so much for your involvement. We look forward to seeing you virtually on Monday, February 7<sup>th</sup> for our second Family Advisory Board meeting!

Please, do not hesitate to call or e-mail us with any questions you may have.

Thanks again, and have a wonderful day!

# TEAM COLLABORATION

- Personalize communication between parents and their parent support specialist
  - Updated our “Welcome” E-mail template to include:
    - A personal bio written by the PSS introducing themselves
    - New staff photos were taken and included in new email template
- Improve communication when there is a change in PSS
  - Created a “Meet Your New PSS” e-mail template that included:
    - Notification that there would be a change of PSS
    - New PSS personal bio and photo
- Mass e-mail was sent out to all active families

# FOLLOW UP ITEMS

## Monthly E-mails Should Include the Following:

- Thank parents for their support
- How we're using their ideas / Changes we have implemented for that **specific month**
- Include Involvement Opportunities for the upcoming month
- Include the date for the next FAB meeting

Dear Parent Champion,

We're so grateful for your support and are excited to share what we have been working on!

1. We wanted to share how we're using your ideas so you are aware of what we have been working on the month of February:
  - We met with our entire Help Me Grow team to discuss the feedback I received from our February Family Advisory Board.
  - We have pulled our social media data for the past six months and we are in the process of analyzing and graphing this data. I will be sharing this information with one of our parent champions who has volunteered to present on this topic at our next meeting.
  - Our February Newsletter highlighted **Mindfulness Exercises and other Free Self-Care** resources to make it easier for parents to access these tools.
  - We are now sharing the Mindfulness Exercises link via text! The link has been added to the reminder text that we send out after a screening.
  - Learn & Grow Playtime dates were highlighted in our February Newsletter.
  - We're excited to share even more changes next month!
2. Parents who signed up for specific Parent Champion roles received an email with involvement opportunities for the month of March.

Would like to lead the mindfulness or ice breaker activity at our next Family Advisory Board meeting scheduled **on May 9th, 2022**. In addition to the \$20 Amazon gift card you receive for attending, Help Me Grow would also provide your family with a children's book as a way to thank you for your time and effort in leading one of the activities. Please, do not hesitate to call or e-mail us with any questions you may have.

Thanks again for your engagement, and have a wonderful day!

# PARENT CHAMPIONS



**Nicole Finlayson**  
Parent Champion &  
Family Advisory Board Member



**JoNeal Bravo**  
Parent Champion &  
Family Advisory Board Member