



## Consumer Education Opportunities

Some programs offer training or classes for parents and caregivers, what a great opportunity for everyone! Here is some feedback and tips we have gotten from families about offering educational opportunities.

### **Types of Educational Opportunities:**

Education can come in all different sizes and shapes, here are some suggestions and questions.

- Offer specific classes
  - What does your program support?
  - What are the building blocks that your program is built on?
  - How often do you meet? Just once, weekly, monthly?
  - Is there registration?
- On demand learning opportunities.
  - Can be started any time a family is ready.
  - Is there follow-up to completion?
- Informational handouts
  - One-sheet
  - Detailed literature
  - Videos or podcasts

### **What families say they like:**

- If you feed families (provide food and drinks) or give a small incentive, they will come.
- If it's an opportunity they pay to attend, offering a discount to attend or a discount off services or supplies.
- A community partner may be willing to offer incentives for families who attend.
- Be able offer different locations. Families are more likely to participate if the kids are engaged during the time you want to spend talking with the parents.
- Be transparent about time commitments and expectations.
- Speak to them like people, avoid speaking down to them.
- Ask families what they want to learn about!

### **Pointers and Tips**

- Involve a family to teach with you.
- Try to hold events during family friendly times or provide more than one time to choose from.
- Keep diversity within the families in mind when offering educational opportunities. Make all families (in any shape, size, background, or color) feel welcome and included.
- The best way to get someone there is to tell them about it directly.
- Try to avoid acronyms, they get confusing!
- Offer mentorship as a learning opportunity.

