

Notes on SFP 10-14 Wisline: Successful Recruitment
September 11, 3:00 – 4:30

Moderator: Dianne Weber

Welcome and Overview: Jane Schaff reminded us that the goals of the SFP 10-14 Trainer Team include providing support for program facilitators. On today's Wisline we will talk about the challenges of recruiting families and what has worked in different counties. We find that once parents and youth come to the program they tend to stay.

Marilyn Kooiker:

1. Facilitation: In Burnett County they have 6 trained facilitators that can rotate doing the program, so they don't "burn out". Facilitators include persons from Health and Human Services, Restorative Justice, school social worker, etc.
2. Recruitment: They recruit families through the school district and day care providers. The schools help to promote the program, although no school personnel (except the school social worker) is trained at this point. Use SFP 10-14 display at Parent-Teacher conferences to recruit families. Require a minimum of six families for a program - have had 6 to 8 families at sessions.
3. Incentives: A gift is given to every family who attends, either a small gift each time or a larger item at the end of the program. Incentives include: gas cards, family games, theater tickets, sports equipment, etc. An evening meal (some food donated) and free childcare are also available. Each family also receives a photo book of pictures taken during the sessions.
4. Funding: AODA grant of \$4,000 to purchase materials and incentives. Some facilitators were paid (if it wasn't part of their normal work) out of the grant - \$20/hr. Babysitters paid \$10/hr.
5. Challenges: At first session had too wide a range in age of youth which caused some disruption – try to keep similar ages together. Did a booster session, but it wasn't very successful.
6. Evaluation: FLP internal website has evaluation forms and a template for entering data that is easy to use. Also, a local report is easily produced using your local data.

Faye Malek: Did pilot program in January and will start program at schools soon.

1. Facilitation: Facilitators include guidance counselors, public health nurses, teachers, etc. School principals are very interested in getting staff trained in program – knowing it's an evidence-based program carries a lot of weight. They are trying to get more school personnel trained so they can do their own programs.
2. Recruitment: Do 6 sessions with dinner at 5:00 and end at 8:00. They have a "Build A Super Family Poster" used to recruit families at schools. They use this theme to recruit families since the "Strengthening Families" title may put some families off. Do include SFP 10-14 on poster, but in smaller type. They send home a sheet with the school kids for parents to sign up for program with 3 options: 1) interested now; 2) interested in future; 3) not interested. Guidance

- counselors and teachers also make phone calls to some families they think would benefit from the program. The program facilitators also make reminder phone calls to families before each session, which is helpful in getting people to come.
3. Incentives: Dollar store kinds of things, games, picture frames, gas cards, etc. Meals and childcare provided. Meals catered by Hot Lunch Program (either grant or schools paid for food). Since there is always food left over, families are encouraged to bring containers to take home leftovers (greatly appreciated). Family photo put on certificate for final session. Kids and parents get to decorate their own nametags.
 4. Funding: The Alliance for Substance Abuse Prevention in Manitowoc County got a SAMHSA grant of \$125,000 for this year and the next 4 years. The grant is run through the Northeastern WI Health Education Center. It will cover the costs of food, facilitator fees, and other program expenses.
 5. Challenges: To make it easier for facilitators – created bin with supplies and color-coded folders for different sessions.

Edith Felts-Podoll (Adams Co.) and **Jennifer Caravella** (Waushara Co.): In 2007 ran 6 programs with an average of 7 families (about 6 finishing).

1. Facilitation: In Adams County, school district personnel (in the Adams-Friendship School District) are trained and provide school building to use for program. In Waushara County, the church youth minister is trained as a facilitator. HCE volunteers helped with the program as needed (were not facilitators). In Green Lake County, high school students in the FACE program provided childcare.
2. Recruitment: In Adams County – the school guidance department sent out recruitment letters to families. In Green Lake, families were called and asked to participate. For kids in foster care, the program provided supervised visitation with parents.
3. Incentives: Meals and childcare provided to families. Not much money for incentives so used inexpensive things like coupons for sub sandwiches, candy, picture frames and celebration plates purchased at Good Will. In Green Lake, HCE did family quilts in some places. Families also could have copy of Power Point with family pictures. In some places, families received \$20 gift certificates if they attended at least 6 program sessions.
4. Funding: Adams County – “Safe School Healthy Students” grant used to train facilitators, and meals provided through the “Lighted School House Program.” In Green Lake County the schools provided meals.
5. Challenges: “Lessons learned” – a) Need mixed groups with different kinds of families (different SES), so you don’t get all youth with problems (too hard to handle); b) Don’t do back-to-back trainings – too exhausting; c) Need at least 2 facilitators in sessions with high-risk youth; d) Look ahead at school, church and community calendars before scheduling programs; e) Plan in some snow days so you can fit in all the sessions; f) Pick a welcoming facility where families feel comfortable – this will help keep them coming back; g) Have childcare available not too far from parents; h) Get there ahead of time to make sure technology is compatible; i) It’s too much for the facilitators to also prepare the family meals.

Laura Dombrock:

1. Facilitation: Use 3 facilitators for program.
2. Recruitment: Is more difficult to recruit lower risk families (i.e. not mandated). Have had success recruiting Hispanic families since Juana has established personal relationships with many families in the community. It really helps to have someone trained who is part of the Hispanic community, to help with recruitment. They have offered the program for Hispanic families on Saturdays from 5:00 to 8:00 pm and this has worked well, since this is considered a time that families should spend together.
3. Incentives: No money for incentives.
4. Funding: Need grant money to continue offering program.
5. Challenges: Began by offering SFP 10-14 to families whose children are in the Juvenile Diversion Program – Enlight. If youth successfully complete program they can erase their juvenile record. The challenge was that most of the youth were older (16-18 years) and the curriculum is written for younger children. The best part was that the Family Session may be one of the only times the parents and kids spend time together. Focus is now on providing the SFP 10-14 program to less high-risk groups.
6. Suggestions from others: In St. Croix County they have university students sit in on sessions to help out where needed, even though they're not doing facilitation. In St. Croix County also did afternoon sessions with shelter families, which worked well. Having four facilitators can be helpful – with one person being a “floater” to help out where needed (sometimes can really use an extra person in the youth sessions). In Waukesha County also did program on Saturdays with Hispanic families.

Linda Heppner:

1. Facilitation: Getting a lot of people from the community trained is helpful to promoting the program. Have been fortunate to have a number of trainings available from the WI Clearinghouse and DHHS. Facilitators include the kinship director, community leaders, county board members, FRC teacher, parent educators, RNs, Stout intern, etc.
2. Recruitment: Have used a number of strategies to recruit families – using the media (articles in newspaper, announcements on local radio and television stations), through staff at HHS, letters to guidance counselors (personal connections to families works best), displays at parent/student orientations, parent classes at the jail, kinship director, community drug awareness group, school task force that addresses truancy, Public Health, Children's Services Society, RNs promoted and facilitated program. Use flyers to recruit families that ask what is the best weekday evening for your family to attend the program.
3. Incentives: Kiwanis and HCE donated money for small incentives. Incentives included meals, childcare, gas cards, game prizes, scrapbooks of family pictures, etc.
4. Funding: AODA grant money. Financial contribution from Kiwanis.
5. Challenges: Found beginning of October to right before Thanksgiving to be a good time for the program (i.e. more families are available to attend at that

time). There hasn't been any problem with confidentiality related to the school providing names of families for the program.

Pam Peterson – additional ideas and wrap-up:

In Door County they have used a 2-hour workshop as a way of getting people interested in the program – called “Keeping out of trouble and keeping friends.” This introductory workshop, designed from Youth Sessions 5 & 6, Parent Session 5 and Youth Session 5, helps generate referrals to the SFP 10-14 program.

Be persistent! Continue to offer the SFP 10-14 Program. Recruitment will occur from program “graduates” through word of mouth. Recruitment in fifth grade classes – sent materials home with 5th graders, children then encouraged parents to attend.

When the program is done with special needs/high-risk families, parents really seem to bond (exchange phone numbers and such). But it's also important to control the environment effectively for these high-risk youth. Use facilitators who have experience or skills to work with higher risk families and youth.

Use family mealtime as an opportunity to teach about a number of topics such as the importance of family meals, good nutrition, mealtime conversation starters, etc. Use WNEP educators as resource for education on nutrition.

Wrap-up Reminders:

1. Remember to use SFP 10-14 Website and Evaluation database – where you can enter data and get a localized report.
2. Use the Clearinghouse listserv to generate discussions about the program and share ideas.
3. Contact your Extension colleagues for more information about the program.