

Office of Juvenile Justice & Delinquency Prevention

Tribal Youth Resource Center (TYRC)



FY 2018 Cohort Strategic Planning Meeting

Strength Based Communication Social Marketing Strategies for Engaging Youth, Families, Community in Tribal Communities

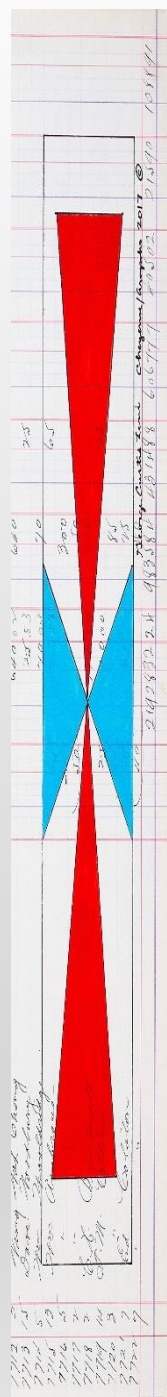
*Ethleen Iron Cloud-Two Dogs
Stephanie Autumn*

Logic Models



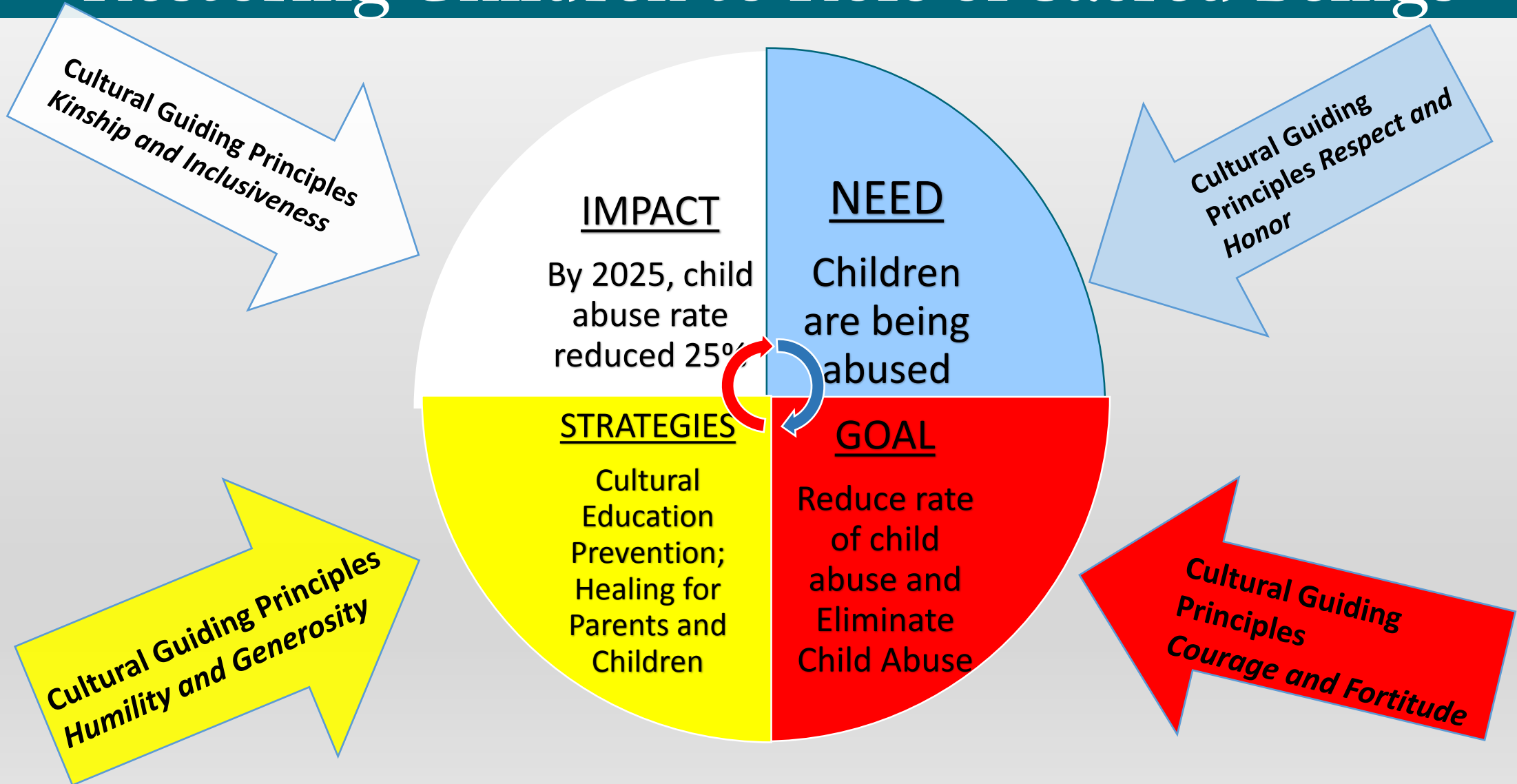
- Visual representation showing the relationships between program components.
- Outlines the program purpose
- Shows why the program is important
- Shows intended program results
- Based on input from key stakeholders, ideally designed *with* key stakeholders

http://www.nccah-ccnsa.ca/docs/Aboriginal%20ActNow%20resources/actnow%20fact%20sheets/2337_NCCAH_fs_indigenous_prog_eval_web.pdf



Example Cultural Logic Model

Restoring Children to Role of Sacred Beings



Social Marketing

Creating your Program's Message

- Know your audience, who are you trying to reach, what have they been through, what is their history, what are their circumstances.
- Is the message clear and culturally appropriate and sensitive?
- What are costs and barriers of creating social change for the people you're trying to reach?
- Does social marketing resource bundle or toolbox have different activities to encourage people to achieve change?

Adapted from "Big Pocket Guide to using Social Marketing for behavior change"
https://www.thensmc.com/sites/default/files/Big_pocket_guide_2011.pdf



Creating your Program's Message cont.'

Use the *TRUST* approach to promote healing, foster trust

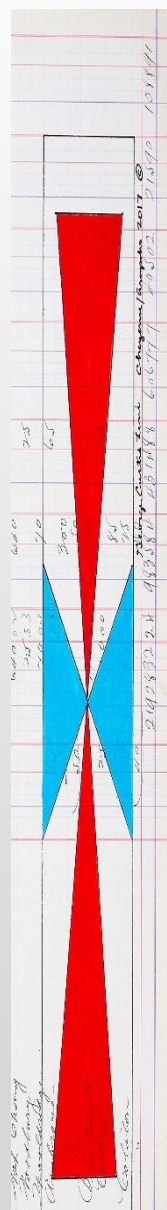
“Truths about historical trauma and current inequities that impact the mental health and well-being of Native youth and their families.

Responsiveness to issues and needs identified by Native youth and their families from their perspective.

Understanding of the effectiveness of traditional indigenous healing practices and cultural teachings.

Self-determination of youth and families to guide their behavioral health services.

Transformation of individuals, families, communities, systems of care, and social structures.” (Goodkind et al., 2011, p. 454)



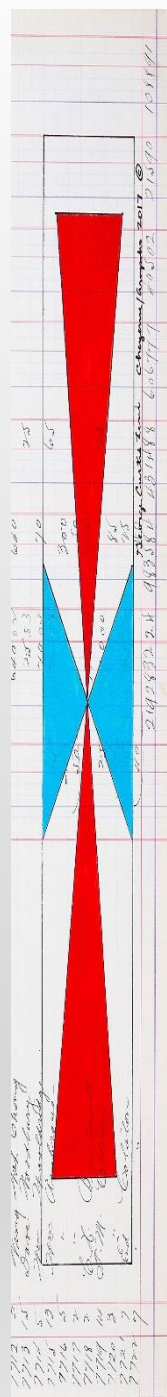
Creating your Program's Message cont.'

Be Creative!

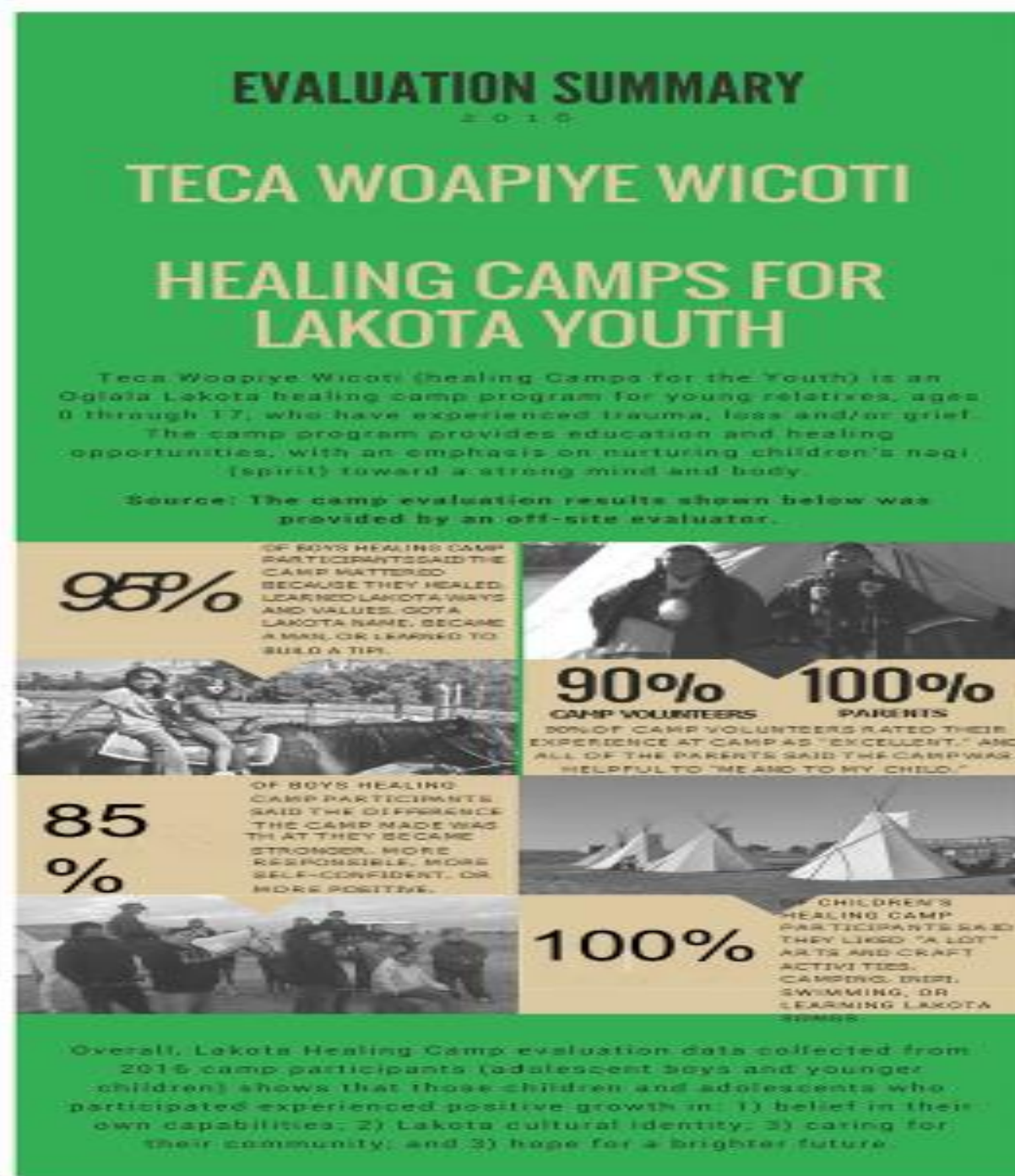


- Use Infographics to highlight program message
- Use Media creatively (e.g., panel of youth sharing about the program's message; parents promoting the program message)

(Notice – focus is on the message, not on the program itself)

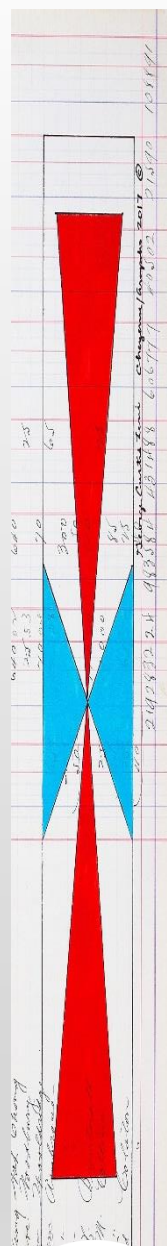


Creating your Program's Message cont.' Example of Infographic



ANOTHER EXAMPLE OF SOCIAL MARKETING STRATEGIES

The Parent Café Model



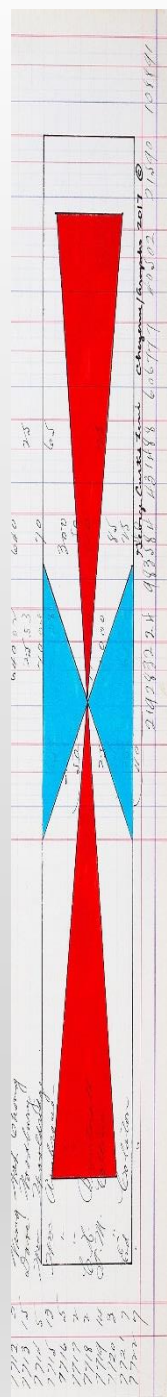
EXAMPLE SOCIAL MARKETING STRATEGY

Parent Cafe



Parent Cafés are a vehicle for parents and caregivers to have their own conversations about keeping their families strong, healthy, and safe.

The Parent Café process builds upon personal and family assets and protective factors during Café sessions and connects parents to each other and resources they can use in day-to-day family life to strengthen their families, schools, and communities.

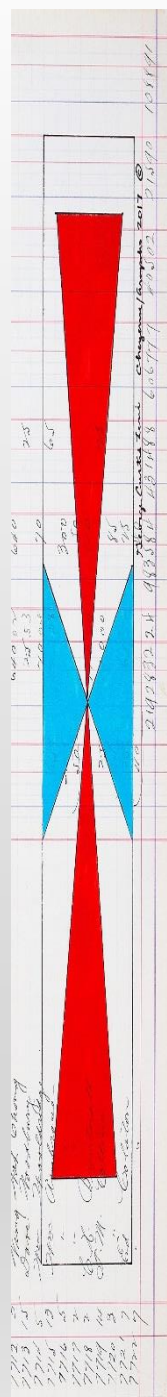


Why the Parent Café?



A Parent Café is a way to have conversations and is an intentional way to create a living network of conversation around questions that matter to people and communities and refer to *both a vision and a method of dialogue*.

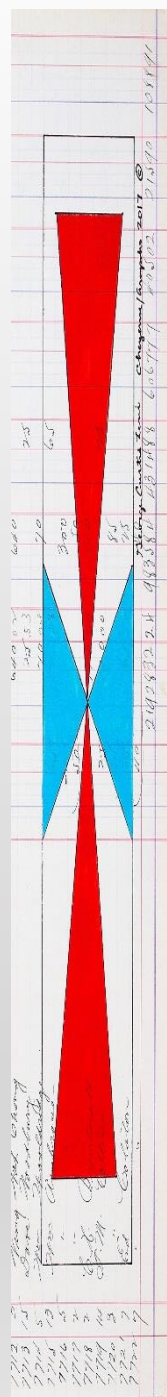
Parent Cafés are a way that communities, organizations, and people from all walks of life can come together to create a common purpose, share knowledge, make critical decisions, and call forth life-affirming action together.



Parent Cafes Help Parents to...



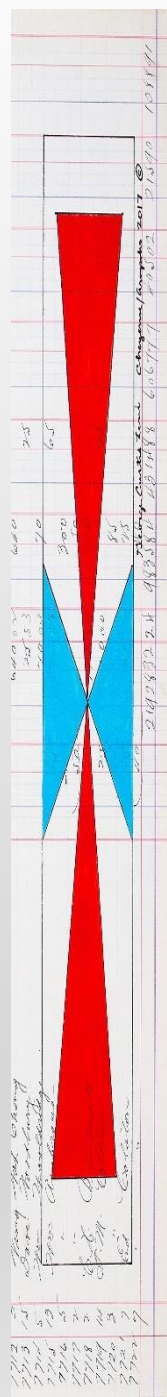
- Grow stronger and more flexible as they share challenging personal events
- Reflect on actions they took in response to particular events, what happened as a result, and discuss lessons learned
- Listen to each other, parents/caregivers realize that everyone faces difficult events but can survive them and gets stronger as a result.
- Build friendships and relationships of mutual support with other parents and family-serving program staff



Parent Café Model is Based on Research



Johns Hopkins University (2003) have consolidated extensive research showing the benefits of increased engagement among parents, schools, and the broader community on social and emotional learning, educational development, attainment and retention.



Structure of a Parent Café



Create a café atmosphere with small tables, tablecloths, centerpieces, soft music, food.

- Establish who will serve as Café Host and who will serve as Note Takers
- Welcome
- Establish Values and Agreements to guide the discussion
- Host will facilitate conversation based on 1-3 prepared questions
- Note Takers captures main ideas/themes of the conversation
- Sharing of the “harvest” of the Parent Café conversations
- Reflections

Parent Cafes can help strengthen families by building on protective factors including..



- Parental Resilience
- Social Connections
- Concrete Support in Times of Need, Knowledge of Parenting and Child Development
- Social and Emotional Competence of Children.

Social Marketing & Community Engagement

“There is no greater power than a community discovering what it cares about. Ask “What's possible?” not “What's wrong?” Keep asking. Notice what you care about. Assume that many others share your dreams. Be brave enough to start a conversation that matters.”

Margaret Wheatley



Thank you!

