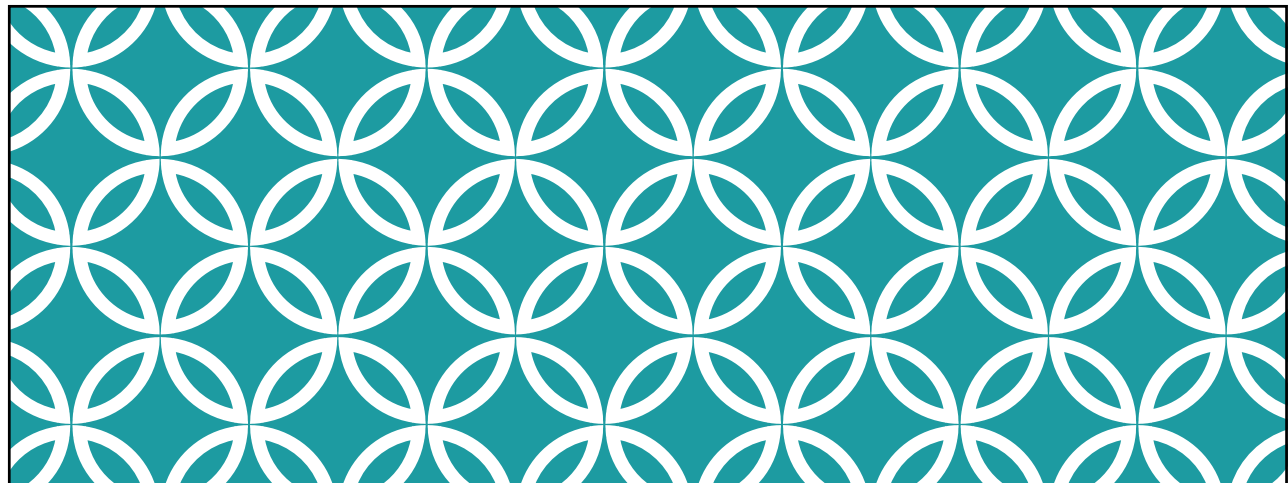


# MARKETING COS-P AND REACHING DIVERSE CAREGIVERS

PEP Webinar Series  
January 7, 2015

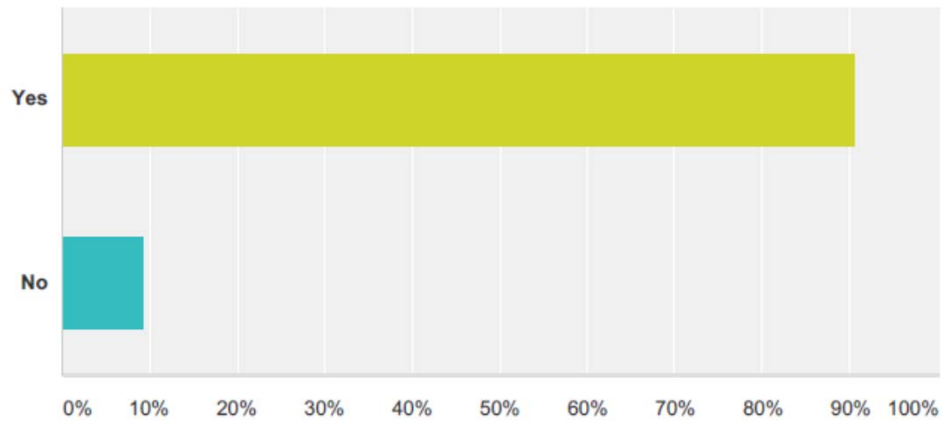
Presenters: Jackie Guzman & Jen  
Gerdes



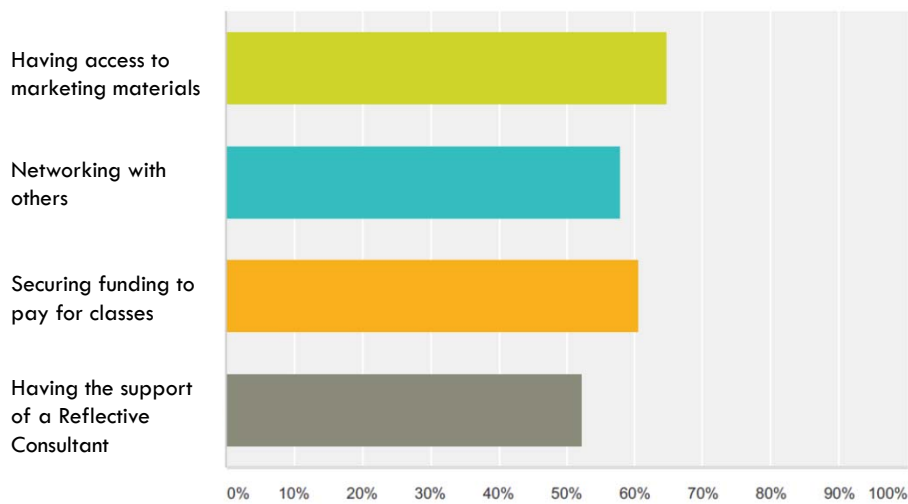
# NEEDS ASSESSMENT SURVEY

Jen Gerdes

## WHO IS PLANNING TO FACILITATE CLASSES?



## WHAT YOU WOULD FIND MOST HELPFUL.....



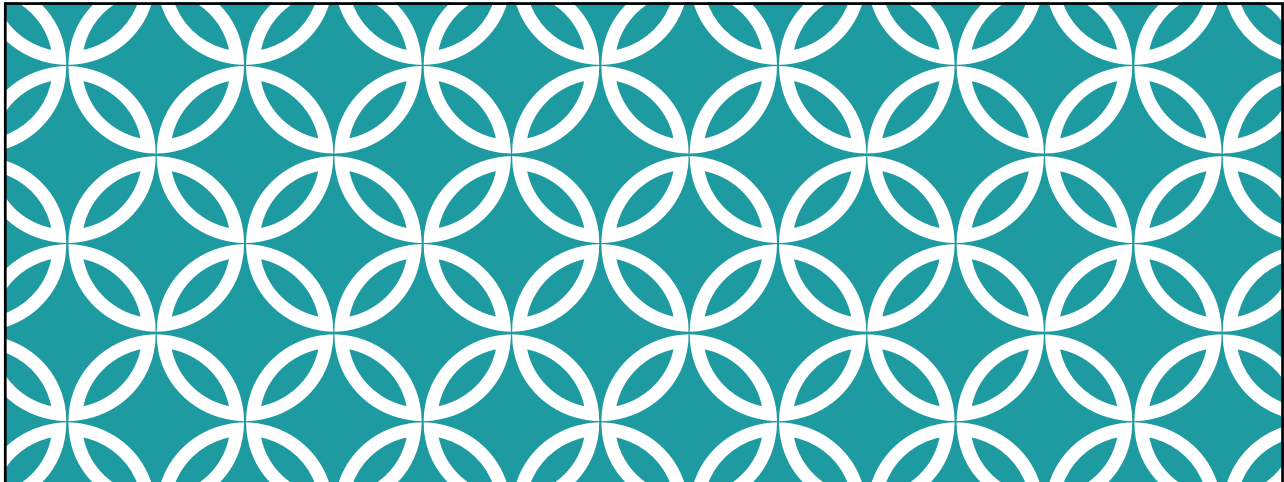
## THINGS THAT MAKE YOU GO “HMMM” . . . . .

Parent participation & attendance  
Funding  
Logistics (location, technology, childcare, transportation)  
I'm no Kent Hoffman....  
Having referral sources/knowing when to refer families  
Finding time in my schedule



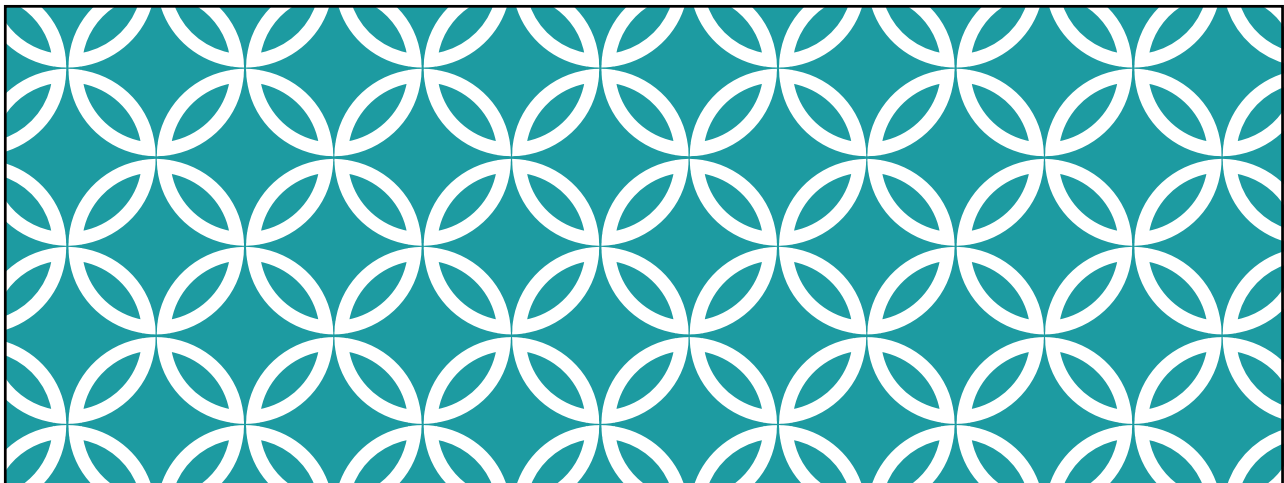
## UPCOMING WEBINAR TOPICS

February 4, 2015: Normalizing Parent Education in Your Community  
March 4, 2015: Developing Community Momentum: Engaging Stakeholders  
April 1, 2015: Evaluating the Effectiveness of Your COS Parenting Classes  
May 6, 2015: Identifying when to refer Parents for Additional Supports  
June 3, 2015: The Role of Reflective Consultation  
All webinars will be held from 12:30-1:30 CT



## PEP COMMUNITY WEBSITE

Jen Gerdes



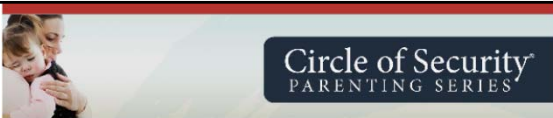
## STRATEGIES FOR MARKETING & REACHING DIVERSE CAREGIVERS

Jackie Guzman & Jen Gerdes

## MARKETING CIRCLE OF SECURITY

### Questions to ask:

- Who is our target audience?
- What is the message we want to send in our marketing materials?
- What kind of marketing materials do we need?
- <http://www.panhandlepartnership.com/training-academy.html>



### Circle of Security PARENTING SERIES

At times all parents feel lost or without a clue about what our child needs from us. Imagine what it might feel like if you were able to make sense of what your child was really asking from you. The Circle of Security® Parenting program is an 8 week program based on years of research about how to best support and strengthen parent-child relationships. It is designed to help parents give their children a feeling of security and confidence so their children explore, learn, grow and build positive relationships. Parents who complete the class say their children are now more understanding of other's emotions, have stronger self-esteem, and have happier, more positive relationships with their parents and other children.

#### What's in it for me?

- Learn the importance of the parent-child relationship and how to keep it strong
- Learn how to manage your child's emotions and your own response to them
- Learn how to be the best parent you can be
- Learn how to "be present" with your child during the best and toughest of times

Presented by:

Sponsored by:

Location:

Dates:

Times:

Cost: \$

Who should attend:

How to register:

This is intended for an additional message or information. Please delete if this area is not needed.



### Using the term CIRCLE OF SECURITY™:

Registered Parent Educators may only use the trademarked term CIRCLE OF SECURITY™ in the following manner in all advertising, announcements, handouts or the like:

“Circle of Security Registered Parent Educator” when describing his/her qualifications to teach CIRCLE OF SECURITY™ Parenting Program

“Circle of Security Parenting” when describing the program

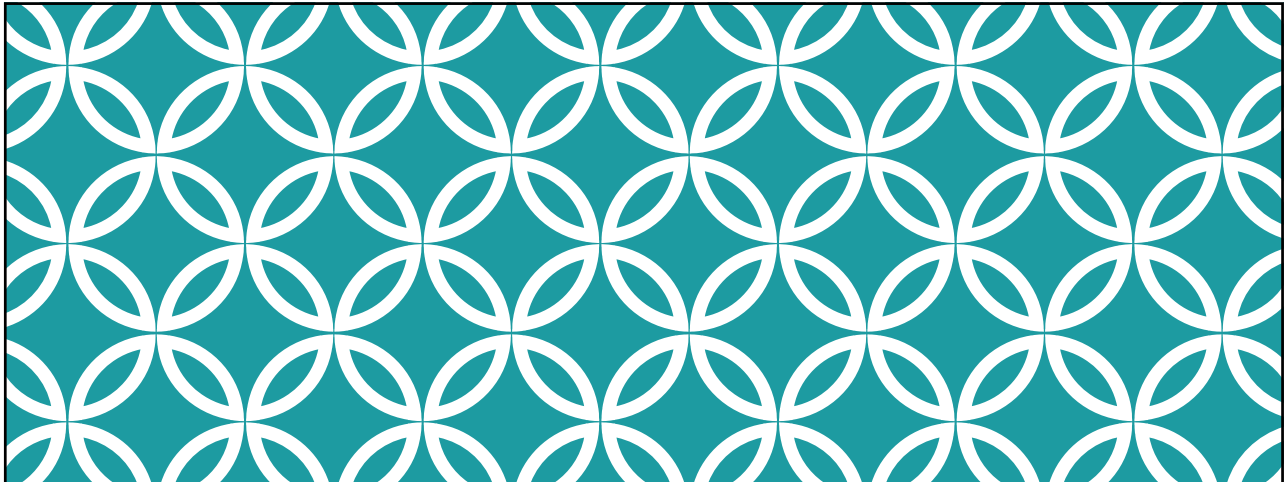
## REACHING DIVERSE AUDIENCES

- Partners/Trainers
- Partnerships
- Childcare



## TAKING ACTION: 3 STEPS YOU CAN TAKE TODAY!

1. Identify your community gatekeepers that will help you reach diverse groups
2. Develop your Circle of Security Parenting elevator speech
3. Gather with other Registered Parent Educators to plan marketing and communication strategies.



QUESTIONS? |

| TAKE THE FOLLOW UP SURVEY (5 QUESTIONS)

<https://www.surveymonkey.com/s/2FFR9KM>