

## Key Messages from Parent Engagement Workshop



### 1. Know your audience

- Who are you holding Parent Cafés for?
  - What are their value systems?
  - What are their cultural norms?
  - Is this information brand new or a good reminder?

### 2. Culture matters

- Parenting is affected by culture.
- Think about your language.
- Leave your preconceptions at the door.
- Parental love may look different for different people.

### 3. Create a safe environment

- Parents come in with their defenses up.
- All parents fear judgement. Don't validate their fears.
- Let parents know you are expecting them.  
(I.e. decorate tables, greet them with a smile, have music playing, etc.)
- Give your best during the Parent Café. Do not give them sloppy leftovers at the end of the day because you are tired. They are tired too, but they chose to come.

### 4. Trust is vital

- Consistency is important. Keep time, locations, and structure the same. Parents are busy and they forget, so routines help. Do not cancel sessions.
- Respect that the job of being a parent is hard and acknowledge that it is hard.
- Children are a parent's #1 investment. All parents have good intentions.