

Parents, Youth & Community Involvement in Social Marketing & Evaluation:

Presenters:

Deborah A. Porter (Social Marketing), Joan B. Kernan (Evaluation), Pamela Gregory (Parent), Renee Mines (Youth)

Want to take ownership of projects

Look for guidance and direction

Sometime over-commit their time

Possible Roadblocks

Do not attend all meetings

Transportation & Child care concerns

Work around schedules

Lessons Learned:

Examples to overcome Roadblocks

- Clearly state meeting objective.
- Group feel valued when working on valid projects
- Speak in a language that everyone understands

- Requires good interpersonal skills & leadership.
- Culturally sensitive to values & worth of team.

- Discover unique ways to increase involvement.

- Accept the fact .. Live in the Now!
- Be Flexible & keep the team balanced.
- Recognize family commitments come first.

- Stipend for Transportation.
- Include youth in activities where possible.

- Assign task & homework.
- Understand their level of interest & involvement.

Suggestions for Professionals:

- Acknowledge that failure leads to success ... take ownership of mistakes and continue trying - you'll get there ... and you'll be happy you did.
- All things are possible ... maintain balance & flexibility when working with people from diverse backgrounds.
- Exercise integrity and commitment to the team - trust and honesty is important. Families follow conversations ... speak with a good purpose always - maintain your leadership role and be professional - they will respect you for it.