

Social Marketing & Evaluation Team

(S.O.M.E.)

Big Deal

Parent, Youth and Community Partnership



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Presenters

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Background:

- **This Social Marketing & Evaluation (S.O.M.E.) Team was developed as a way to ensure that parents & youth voices were included in social marketing and evaluation.**
- **The Team was formed in November 2006 originally with parents only to review evaluation data and provide feedback and to assist with the development of social marketing materials; and in October 2007 added youth to the Team.**
- **This is a project-based team that meet to work on specific projects that improve communication in written materials for families, youth, community and stakeholders. Our focus is to create materials that are family & youth friendly.**



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- **We recruit by engaging parents & youth and generally the youth who attend are accompanied by their parents. The group is enhanced by ensuring both parents and youth voices are respected in discussions.**
- **The team requires a person with good interpersonal communication and the ability to always remain culturally competent and respectful of people from diverse background.**
- **As members of this team they are educated on what's happening within the Erie County system of care and when working on projects they receive background information that explains what we're doing and how the information is going to be used.**
- **The Team reviews and approves the final products and then the material is submitted to our Management Team for their approval and release. Parents and youth have the final say.**
- **We recruit from various sources and have included community representatives in additional to parents & youth.**



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S.O.M.E. Team --What we look like

Category	Count	Percentage
Youth	6	30.00%
Parent/Professionals	4	20.00%
Parents	9	45.00%
Community	1	5.00%
Total	20	100.00%

On average 4-6 parents and/or parent/professionals; and 4-6 youth attend each meeting excluding the facilitators.



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S.O.M.E. Big Deal Our Purpose

● We are dedicated to promoting the values, strengths, needs and hopes of families and youth in Erie County through social marketing and evaluation activities. Ensuring that our voices are heard throughout the Erie County system of care.



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The Process

- Meet & Greet members and share a meal (Refreshments)
- Define the importance of parents and youths role and voice in social marketing and evaluation.
- Complete S.O.M.E. Profile to help us understand your interest.
 - Discuss stipend & complete paperwork.
- Agenda – what’s planned for today’s meeting.
 - Photo Release Form



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Recruitment Process

- Roundtable Discussion (Families CAN)
 - Youth Empowerment Advocacy
 - Community Events

Recruitment Message

- Looking for youth and families to work together on a team to have their voice heard within the system of care using marketing and data.
- Monthly meetings to work on projects. If we’re not working on a project we don’t meet.
- Looking for your creative talents, technology experience, thoughts and ideas to help make written words more family and youth friendly.
- Food and refreshments always served.



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Parents & Youth participate in...

- Newsletter development
- Website design and content
- Event Planning for Awareness Day
- Community Events & Seminars
 - Special Projects
- Evaluation Data Review
- Development of marketing materials



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Team involvement: Evaluation Projects

- Review Columbia Impairment Scale-CIQ: Follow-up Reports (Family Friendly)
 - Evaluation data for Newsletter
 - Focus Group
 - WFI Interviews
 - Progress Report preparation
- Survey Data – suggestions and input for creating youth-friendly data
- Knowledge & Effectiveness Survey – Parent priorities



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Team Involvement: Social Marketing Projects

- Newsletter development (layout, design & content)
- Website development (layout, design & content)
 - Community Fairs & Seminars
 - Community Ambassadors
- Synergy, Access, Collaboration & Support (S.A.C.S.) Presentation
- Children's Mental Health Awareness Day Planning
 - Critique communications
- Brochure development (Wraparound Process & Family Support Guide)
 - Our Voices Count Too! Booklet



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\$15 Stipends

- Families CAN provide parent stipends; and
- Youth Empowerment Advocacy (YEA) provides youth stipends.
- Forms provided by and returned to Families CAN & YEA for payment.
 - Frequency: Monthly

Although Stipends are important to reward parents and youth for their participation; this Team has 4-6 parents that would continue to attend meeting because of the value they add whether stipends were provided or not.



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Possible Roadblocks

- Must state clear objectives about how they will be spending their time.
- Must have substantive projects that this group can work on and feel valued.
- Sometimes they over-commit their time – so be flexible.
- They want you to provide guidance and direction while respecting their ideas and suggestions.
- You may need to work around their schedules and assign homework or task to be completed outside of the meeting.
 - All participants don't attend all meetings.
 - They need time to socialize, work and express themselves in a safe environment.



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- They need someone to keep them focused on the objective and purpose of each project.
- Transportation & respite is sometimes a concern for families who want to become involved.

Interested in more details from parents & youth – checkout the brochure.



We have developed unique ways to address the roadblocks to support parents and youth attending meetings. By engaging the families and youth we are able to incorporate methods that would work for everyone to ensure their continued participation.



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Benefits of Working with Parents & Youth

- They are your community ambassadors.
 - They believe in sharing of information.
- They have a host of talents from diverse backgrounds.
 - They view the written word differently than the professionals.
- They add value to marketing materials and evaluation data (through their comments and suggestions).
 - They want to understand what they are reading.



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- They want to build a relationship with you.
- They are your most productive volunteers when they feel valued.
- They want to know you respect their values, culture, ideas, suggestions and recommendations.
- They want feel connected and socialize with their peers.
 - They enjoy having fun.
 - They will do their homework.

It is difficult to account for the value that family and youth provide because we consider their participation as "invaluable." There is no other way to state what they bring to the table to help us improve written communications/feedback and support to both social marketing and evaluation.



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The Value of Parents & Youth:

- **Question written materials and provide ideas for improvements.**
 - **Creative with innovative ideas.**
- **Exhibits the ability to learn and desire to be involved.**
 - **Teamwork and Peer-to-Peer Support**
- **Desire to be valued & respected and to know their thoughts are not criticized or downplayed.**
- **Willingness to invest their time in efforts to help others.**



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- **They are educated/talented with diverse work experience & community connections.**
- **Ask questions on evaluation data to help simplify the language for better understanding for youth and parents.**



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