contact a family
for families with disabled children

Strengthening Parent Carer Participation
Presenting Your Forum

- Welcome to this Contact a Family Webinar
- If there is a technical hitch, please do bear with us
- Those of you joining by pc, laptop, tablet or smart phone should now be able to see this introduction slide
Timing & Questions

• As there are so many attendees, it is not practical for verbal questions to be taken, therefore you will all remain ‘muted’ throughout

• If at any point you have questions, please use the question icon on your “Go To Webinar” tool bar on your screen

• This will allow you to type your question in to the text box and submit this to the Webinar administrator

• I will select as many relevant questions to answer as time allows, if similar questions are received, I will condense these where possible
Q&A Session

• Further relevant questions, not covered in the time allowed, will be answered and posted on the Contact a Family website along with the recording of this Webinar, details of which will be circulated next week.

• At the end of the Webinar a short questionnaire will launch, please take the time to complete this as this will assist with future online training events.
Presenting your Forum

Fazilla Amide – Contact a Family Associate & Chair of Our Voice, Enfield
Jean Fitzpatrick – Chair Warrington Parents and Carers
Sharon Wilson – Development Officer, Warrington Parents and Carers

With valued contributions from
Surrey and Bromley Parent Carer Forums,
Jemma South – Head of Communications and Marketing, Contact a Family
Dr Sophie Castell – Chair Enfield National Autistic Society
Agenda

• The Building Blocks
  – Vision, mission, values
  – USP
  – Elevator pitch

• Branding

• Warrington Parent Carers

• Communications Planning

• What Makes Good Communications

• Be Creative
The Building Blocks
Define Who You Are and What You Stand For

First step: work together as a group to create three things:

1. Vision – the change in the world you want to make

2. Mission – your purpose
   (what you do to make the vision happen)

3. Values – how you operate, (what’s important to you & your ethos)
Vision
that families with disabled children feel valued and are strong, confident and able to make the decisions that are right for them.

Mission
We enable families to support
• themselves
• other families
• us to support more families

Values
• work with families for families
• are ambitious
• transform lives
• challenge disadvantage
• trust and are trusted
Vision
A world in which every child attains the right to survival, protection, development and participation.

Mission
To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

Values
Accountability
Ambition
Collaboration
Creativity
Integrity
Potential Vision Statements for your Forums

• Families with C&YP with SEND have greater choice as to how they live their lives

• C/YP with SEND can live the lives they want

• Where Parents of C/YP with SEND feel enabled, empowered and listened to

• Where C/YP with SEND can reach their full potential
Potential Mission Statements for your Forums

• We involve parent carers in forging strong partnerships with agencies to transform the lives of children with SEND

• We transform the lives of children and young people with SEND through involving and supporting parent carers in strategic planning

• We inform, train and support parent carers to co-produce local services and facilities, to include disabled children and young people.
Warrington Parent and Carers
What Makes You Unique?

• There may be many organisations who are similar to you. So describe succinctly what makes you different – your USP

• Some ideas for USPs (Unique Selling Proposition)
  – Knowledge; expertise in disability/legislation
  – Experience; parents have extensive experience bringing up their children
  – Speed
  – Flexibility
  – Networks; understanding and having contacts in a particular community
  – Local; understanding a particular Local Area
Create an ‘Elevator’ Pitch

• Sometimes you only have a short time to say what you do, so develop a couple of sentences that tell people who you are and what you do:

Speaking up for the families of children & young people with additional needs in Surrey.

Make A Difference
Our overall aim is to improve the quality of life for children and young people with disabilities and additional needs.
What’s Your Brand?

- Your brand is how you present your vision, mission and values to the world.
- Branding involves creating a unique name and image for your organisation, bearing in mind the people you want to communicate with.
- Your brand includes your name, logo, colours, typefaces.
- It is the image associated with your organisation.
- Your brand is created by what people see and hear about you:
  - Letters and emails.
  - Web site.
  - How you communicate in meetings.
  - Your reputation and how you are known.
- Consistent, appropriate brand helps you present your organisation as you want it to be known e.g. effective, efficient, caring, expert etc.
Warrington’s Branding and Logo
Consistent Colouring

Make a Difference
Warrington Parents & Carers Forum working to improve services for local families of children with disabilities and additional needs.

www.warrpac.org

COFFEE MORNING
Website with a Consistent Look and Feel

Your Voice Matters
We want to ensure services run more effectively.

HOW YOU CAN HELP

1  /  Receive regular updates
2  /  Have Your Say
3  /  Give Your Time
You are your brand

Not only are Values important but so are Behaviours

• Remember that ‘everything communicates’
• You are your best brand ambassador
• Look at the 4 images below:
  – What impression do you get from each of these people?
  – Which one would you trust?
  – Which one would you listen to?
Behaviours

• Your Behaviours should reflect your Values and Ethos
• E.g. if your Values are around Trust, Equality, Collaboration, Respect, Honesty and Transparency
• These must be role modelled through the behaviours of you and your teams, e.g.
• Calm, Responsive, Open, Listen Effectively, Professional, Assertive (not aggressive) etc
What About Your Forum?

- Do you have a clear Vision, Mission and Values?
- Do you have agreed Behaviours?
- If so, are your parent reps aware?
- What behaviours/values do your steering group re-inforce?
- Which values/behaviours are not being role-modelled?
Communications Planning
Communications Planning

• Planning is essential to effective communication
• Your communications planning should link back to your overall organisational goals/Vision/Mission and Values
• Four stages
  1. Establish your communication objectives
  2. Understand your audience
  3. Develop your key messages
  4. Work out your channels
<table>
<thead>
<tr>
<th>Establish your communication objectives</th>
<th>Understand your audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What do you want to achieve?</td>
<td>• Who do you need to talk to?</td>
</tr>
<tr>
<td>• What change do you want to bring about?</td>
<td>• What are their objectives?</td>
</tr>
<tr>
<td>• Focus on the critical issues?</td>
<td>• Is there any common ground?</td>
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<table>
<thead>
<tr>
<th>Develop your key messages</th>
<th>Work out your channels</th>
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<tr>
<td>• Given your goals and your knowledge of the audience, what do you need to say?</td>
<td>• Where do you messages need to go?</td>
</tr>
<tr>
<td>• How do you need to say it – tone of voice?</td>
<td>• Face-to-face, meetings, consultation, social media, online, web, posters, flyers</td>
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<tr>
<td>• Be authentic and credible</td>
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Things to Think About

• Listen to hear! You have two eyes, two ears and one mouth.
  - Seek first to understand, then to be understood.

• Take advice and find professional support when you don’t have the skills in your team

• Build your networks. Find people with a common cause and work together

• Be authentic. Speak from the heart, backed up with rational evidence to reinforce credibility
What Makes Good Communications?
Key Elements

• Audience
• Messaging
• Consistency
• Channels
• Evaluation
Audience

Understanding who you are speaking to, what they are interested in and where to find them is critical for strong communications. Do your research.

• **Build a persona of who you are targeting with your communications**
  - *What do they look like? How old are they? What do they read?*
  - *What do they like? When are they online? What motivates them?*

This will help you to plan and to target your communications and marketing.
Who Are They?

As with Young People with SEND, there are no homogenous groups.

Need to target strategically, as well as at an individual level when necessary.

- **Parents** – under SEN Support as well as with Statements/Plans, mix of cultures or density or poverty
- **Young People** – all unique
- **Local Authority** – e.g. SEND team, Social Care, EP Service, Strategic Boards
- **Health** – Community, CCG, Clinicians
- **Other Voluntary Sector orgs** – Health Watch, NNPCF, SEND IASS, Local NAS
- **Potential Funders**
- **Department for Education** – various leads for participation, SEND Regional Advisors, Ofsted
- **Other Forums**
- **Primary/Secondary Schools** – School Heads, as well as SENCos
- **Colleges**
Every day we are swamped with messages, marketing and information from multiple organisations, individuals and through many different mediums. Get your messaging to stand out by being clear, concise and accessible.

- **Keep it simple.** Pick one strong message and prioritise it.

- **Position it right.** Think about your audience.

- **Choose your angle.** Communications are competitive. You need to be clear about how you are fitting a need for your audience.

- **Content.** Think carefully about the photos and language you use and the response they will illicit in your audience.
Consistency

Being consistent will help you to reinforce your messages. Keep your look, language and key messaging the same across all of your communications.

- **Nudge theory.** Keep your messages consistent, especially if you are marketing a specific event, product or recruitment campaign.

- **Establish your reputation.** Clear consistent tone of voice, design and messaging will work together to establish your reputation and what you stand for.

- **Keep it consistent across your website, enews, printed materials** and even in the way you describe your organisation or product.

- **Your team are your voice as well,** so give them the tools they need to talk about your work in a consistent way.
Consistent Look for Communications

Your Voice Matters

Warrington Parent and Carers Forum is a voluntary group of enthusiastic, dedicated and experienced parents and carers of children and young people with disabilities and additional needs.

Event Title

Dates

For more information about the group, to find out what support is available for your family or to see what events we are running in the future, please visit www.warmpac.org or telephone 07561 302172.
Channels

What channels do you have at your disposal? Use them well and match them to your audience. For example, there is no point investing time and effort on creating a flyer if you know that your audience is mainly on social media. Focus on the places that will have maximum impact.

- **Map out your options.** Think about your website, enews, social media, text messaging, events that are coming up etc.

- **Partners.** Build your networks, finding those with a common cause and work together. Help them spread the word.

- **Choose your angle.** Communications are competitive. You need to be clear about how you are fitting a need for your audience.

- Put the needs of the audience first, not your own goals.
Make the Most of Your Digital Channels

How Can You Find Us?

Check out our website: warrpac.org

Facebook.com/warrpac

@warrpac
Making the Most of Digital Channels

Facebook:

https://www.facebook.com/Warrpac/

Twitter:

https://twitter.com/warrpac

Website

http://warringtonparentsandcarers.org/
Evaluate

You need to know if what you have tried is working. Evaluate your communications continually and review the communications campaign afterwards as a whole. Feel free to experiment but you need to know if it is working.

- **Think metrics early on.** When picking your channels think about how you will evaluate. Can you measure website hits; social media comments, likes and shares; sign ups to events. Consider using trackable links like “bitly” or using sign up codes in your fliers.

- **Ask people.** How they heard, what they think etc

- **Use your information.** Think about what worked well and what didn’t.
Be Creative...
Use Different Types of Media

http://www.bromleyparentvoice.org.uk/films-and-videos/
Your Website is Your Front Door

http://www.familyvoicesurrey.org/
In Summary: Top Tips

• Start with the end in mind. Set your goals and agree what success looks like for your Forum in relation to your Vision/Mission and Values
• Stay focused and keep it simple – less is usually more
• Understand who your target audiences are, as well as THEIR needs.
• Be consistent and build your brand
• Plan your communications strategy based on the above, thinking about the key messages and best channels to use
• Monitor and gain feedback to evaluate
For Further Information

• Fazilla Amide: info@ourvoiceenfield.org.uk
• Sharon Wilson: devofficer@warrpac.org

• If you would like the Surrey Family Voice Participation video to be branded with your own forum logo (for a fee) contact
• contact@familyvoicesurrey.org
Questions?
Thank You

• Thank you for attending with us today

• A short questionnaire will launch at the end of this webinar

• Please take the time to complete this it will help us plan future online training events including other topics you would like to see

• The recording of this Webinar, presentation and questions will be on the parent participation Resources page of Contact a Family’s website next week – an email confirming this will be sent to you once this is available