FY 2012 PROGRAM WORK TEAM ANNUAL REPORT
Parenting Education Program Work Team (PWT)

Kimberly Kopko*
Extension Associate
Policy Analysis and Management
College of Human Ecology
kak33@cornell.edu

Melissa Schroeder
Extension Resource Educator
CCE Schuyler County
mcs35@cornell.edu

List of Active PWT Members (separate attachment)

Activities, Accomplishments, Outcomes and Impacts:

Activities
Program Work Team Annual Meetings

The Parenting Education Program Work Team (PWT) was initiated in March 2004 with the primary goal of fostering communication among parenting educators, as well as providing support and resources to educators throughout New York State. In 2012, the PWT held two meetings in Ithaca, NY (January 25th and June 5th).

At the January meeting, Jennifer Tiffany, Associate Director, Extension and Outreach & Assistant Director, Cornell Cooperative Extension, gave a presentation entitled: Connecting Campus Activities to County Agencies; PWT Subcommittees on 1) Parent Education/Nutrition, 2) Parent Education Certification/CCE Professional Development, and 3) Marketing: “Putting a New Face on Extension”/CCE Parent Education provided updates on their respective ongoing subcommittee work; and Melissa Schroeder, CCE Schuyler County and PWT Co-Chair, gave a presentation entitled: Parenting and Youth Development: Looking Outside the Traditional 4H Model.

At the June 2012 PWT Meeting, Rachel Dunifon provided an update on the Bronfenbrenner Centre for Translational Research (BCTR); Melissa Schroeder gave an update on the Risk and Thriving in Adolescence PWT; and Kim Kopko gave an update on the PROSPER Pilot Project. PWT Subcommittee work was reviewed and discussed and the group provided Parent Education updates.

Subcommittee Activities

Marketing: "Putting a New Face on Extension"/CCE Parenting Education
Denyse Variano and Suzan Sussmann (Orange County) Subcommittee Co-Chairs
In an attempt to find the "best" and most consumer friendly marketing messages for parenting education programs offered through CCE, a simple survey consisting of five items was sent to the parent education list-serv. The five items included: 1) To whom do
you market your parenting education programs/initiatives?; 2) What have been your most successful marketing methods/approaches?; 3) What have been your most successful marketing messages?; 4) Share a catchy slogan or phrase that has worked well to attract participants; 5) Name the five words most important to convey about your parenting program.

A total of six surveys were completed, with the following results: All six respondents market their programs to both consumers and professionals. One included funders and policymakers as part of their outreach target audience. The most preferred marketing approaches include: flyers, newspapers, direct mailing lists, websites, advertisements, press releases and Facebook. The most successful marketing messages and most important words used to convey what is offered in parent education programs include (in order of greatest use): free, skills, research-based, family, fun/enjoy, developmentally-appropriate, support, inclusiveness, safe/confidential, and discipline.

Future work for the Parent Education/Nutrition Subcommittee includes seeking additional members for their ongoing work and to implement the results from the survey. Current recommendations are for each parent education program/curriculum to submit a sample of their most favored marketing piece to a file at a shared site so that the subcommittee can review and make a formal recommendation at the next PWT Meeting.

**Parent Education/Nutrition**

**Amanda Root (Jefferson County) and Donna Horton (Livingston County)**

**Subcommittee Co-Chairs**

During 2012, the PWT Parent Education/Nutrition Subcommittee accomplished the following:

1. Offering the complete *Supporting Healthy Families* curriculum for download on the Parenting in Context website.  

2. Providing training for the *Supporting Healthy Families* curriculum for Madison County Head Start (November). Madison County home visiting staff will be utilizing the curriculum with all of their families and will be collecting data, with the possibility of entering the data using the Cornell Cooperative Extension Online Statewide Data Collection System.

3. Fostering the connection with the Division of Nutritional Sciences regarding the *Healthy Children, Healthy Families* curriculum. PWT members have been involved in training of nutrition staff to use the curriculum. A member of the Parenting Education/Nutrition sub-committee is serving on a planning committee to look at the future training plan and use of the *Healthy Children, Healthy Families* curriculum across the Cooperative Extension system that will have implications for both nutrition and parenting.

Future work for the Parent Education/Nutrition Subcommittee includes examining:

1. What programming is occurring across the state that connects parenting and nutrition?
2. What are PWT member’s needs, interests, and/or concerns in this area?
Accomplishments

- Engaging PWT members to implement the PROSPER (PROmoting School-community-university Partnerships to Enhance Resilience) pilot project in two sites in New York State.

- Expanding and integrating the work of the Parent Education PWT with the Bronfenbrenner Center for Translational Research (BCTR)

Outcomes and Impacts

Engaging PWT members to implement the PROSPER (PROmoting School-community-university Partnerships to Enhance Resilience) pilot project

Two PWT members, Donna Horton (Livingston County) and Melissa Schroeder (PWT Co-Chair, Schuyler County) have been selected to lead Community Teams in their respective counties to implement the PROSPER (PROmoting School-community-university Partnerships to Enhance Resilience) pilot project in New York State. PWT Member Anna Steinkraus (Tompkins County) has been engaged in the role of Prevention Coordinator for the project, serving as a liaison between the two Community Teams and the State Management Team at Cornell. The Team Leaders (Donna and Melissa) have formed their Community Teams, including professionals from outside agencies who work with youth and families, engaged their local school districts, and are actively engaged in PROSPER activities in their respective communities.

Expanding and Integrating the Work of the Parent Education PWT with the Bronfenbrenner Center for Translational Research (BCTR)

Efforts have been made to align and integrate the work of the Parent Education PWT with colleagues in the Bronfenbrenner Center for Translational Research (BCTR) by: 1) attending BCTR staff meetings to provide Parent Education PWT updates; 2) presenting an overview of the work of the PWT to the BCTR community and suggesting ideas for collaboration; 3) involving BCTR colleagues (currently working on 3 separate projects) in the work of the Parent Education PWT; 4) providing opportunities for PWT members to become involved in projects in the BCTR; and 5) encouraging interaction between BCTR faculty/staff and Parent Education PWT Members.

The Parenting Education PWT continues its commitment to addressing specific needs in the area of parenting education in New York State by meeting twice annually for professional development opportunities, discussion, and collaboration, engaging in pilot projects to benefit families and youth in New York State, and actively engaging in expansion and integration efforts with faculty and colleagues on campus.