

Top Tips

Recruiting Parents and Carers

Plan, Prepare and Promote

- **Run programmes** during popular times - January to capitalise on new year resolutions, April/May, late September to allow time to recruit and contact parents and carers or when they may be more motivated. Avoid clashes with other courses or religious observances.
- **Consider online programmes** to widen access/geographical area for recruitment.
- **Deliver workshops** - HENRY has a wide range of workshops. These can be used as a great addition to your offer but also as a recruitment tool and/or to introduce families to HENRY.
- **Create a waiting list** - some areas wait to confirm if/when they are running a programme once they have an oversubscribed list. This list can be ongoing and parents and carers on the list can be contacted should a space become available if parents and carers leave the programme in the first couple of weeks.
- **Download** a range of free resources from the Practitioner Pages and display these in clinics, waiting rooms, children's centres and other locations used by parents and carers with young children.
- **Prepare a wall display** using recruitment materials from the Practitioner Pages. Materials for each of the different programmes can be found at www.henry.org.uk/practitionerpages. Click on the Coordinator tile and scroll down to Section 6 for Promotion and Recruitment. For Right From the Start you could display a HENRY parent toolkit – you could also personalise it by adding comments from parents and carers or (with consent) photographs from previous groups.
- **Contact** your Coordinator/Partnership Support Officer for hard copies of posters and leaflets.
- **Utilise social media** (Facebook, CC websites, Twitter) newsletters and local newspapers to promote your programme or workshop. You are very welcome to share any posts on HENRY's social media.

Build Relationships - this is key to recruitment and subsequently retention of parents and carers.

- **Meet with crèche and Children's Centre staff** to clarify the 'how, who and what' of recruitment. Share information with staff about the HENRY approach and the HENRY programme.
- **Contact possible referrers** such as: health visitors, GPs, community nursery nurses, teachers, early years staff, community nutritionists and dietitians, oral health teams. The HENRY e-leaflet (accessed via resources link above - Promotion and Recruitment) can be sent to them to support their knowledge and understanding of the programme, as well as the HENRY explainer video.
- **Connect** with existing parent/carer groups (baby groups, cooking courses, young parents and carers groups, Starting Solids workshops, primary birth visits, ante-natal programmes and NCMP etc) to support recruitment. This helps to save time as they are often looking to progress onto another form of support and have already built relationships with each other. The HENRY Explainer Video can be shown in Starting Solids Workshops to introduce the HENRY approach.

- **Engage with families** by visiting the local Children's Centre/local family events/child health clinics - record contact details. Gain an understanding of families' needs and motivation. Follow up contacts face-to-face or by phone and send them the HENRY leaflet.
- **Provide a taster session** where parents and carers can meet Facilitators and other parents and carers, settle children into crèche, and find out more about the programme. Involve parents and carers who have completed a programme - they can be the best advertisement! Ask parents and carers what attracted them to the programme - this helps to build confidence and ownership.