



National Healthy Marriage Resource Center Webinar

Effective Marketing and Recruitment Strategies for Relationship Education Programs Serving Native Americans

August 18, 2009 ❖ 2:00 pm-3:30pm (EDT)

Presenters:

Jenna Umiamaka, Keiki O Ka Aina Family Learning Centers

Tom Chee, Navajo Healthy Marriage Project

Sarah Schappert, Administration for Native Americans

Webinar participants will learn:

- Participants will learn effective strategies for advertising their family preservation programs.
- Participants will learn effective strategies for keeping enrollment strong in their programs.
- Participants will learn effective strategies for retaining program participants through the end of the course series.

Effective Marketing and Recruitment Strategies for Relationship Education Programs Serving Native Americans



Keiki O Ka 'Aina
Family Learning Centers

~ Ho'ohiki Pilina ~
Maintaining Commitment
Healthy Marriages Program

Marketing Strategies

- Program Flyers
- Radio and Television
- Knowing Your Audience



Marketing Strategies

Program Flyer

- ❑ Flyers should have all important information.
 - Program Name
 - Contact Phone number
 - Logo
 - Any other information you think will grab your audience

- ❑ Wording should be informational and straight to the point.

- ❑ We chose to put the class topics to provide the most information possible.



Healthy Marriages Program
Ho'ohiki Pilina
Maintaining Commitment

Wives, husbands, children...we all want to be accepted, valued, loved. Keiki O Ka Aina's Healthy Marriages program will support your family in maintaining or even improving your relationships using an innovative curriculum called Loving Couples Loving Children. The Healthy marriages program supports couples and families by:

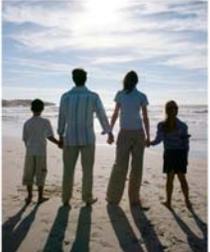
- *Helping them develop skills that lead to higher levels of trust in their relationships.*
- *Honoring mothers and fathers who want to make their relationships even stronger and who want to have a positive relationship with their children*

For more information please call
843-2502
Enrolling now
September 2009 sessions



*Participating couples will commit to 12 weekly sessions which include a candle lit dinner, childcare and quality interaction with your partner.
Topics Include any of the following*

◊ <i>Staying Close</i>	◊ <i>Recovery Conversations After a Fight</i>
◊ <i>Turning Towards, Not Away</i>	◊ <i>Parenting: Who Does What?</i>
◊ <i>Closing Conversations</i>	◊ <i>Kids by Other Partners</i>
◊ <i>Healing Old Wounds</i>	◊ <i>Avoiding & Healing Violence</i>
◊ <i>Intimacy After Kids</i>	◊ <i>Honoring Your Partner's Dreams</i>
◊ <i>Preventing Harmful Fights</i>	◊ <i>What Kids do to Relationships</i>
◊ <i>Two Sides to Every Fight</i>	◊ <i>The Involved</i>
◊ <i>Compromising</i>	



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Radio and Television Spots

□ Radio Spots

- Target specific stations with a high Native following
- Talk with the representative, sometimes they will provide free advertising or do a money match that you can use towards in-kind
- Make commercials enticing yet straight to the point

□ Television Spots

- Target popular stations as well as those with high Native following
- Early morning or evening spots work best as those are the times that most parents are watching television

Knowing your Audience

- Know who you are talking to and what they like
 - Men like food; and
 - The relationship will get better and the women will be more romantic
 - Women like romance and childcare
 - Men will be better communicators
 - Have a date night

Recruitment Strategies

- Location
- Contact
- Supplies
- Word of Mouth

Recruitment Strategies

Location

- ❑ Target communities with high Native populations
- ❑ Schools, churches, malls, community centers, libraries, laundromats or community fairs and events
- ❑ Newspapers often have upcoming community events for families. Call and ask if you could have an informational booth.

Recruitment Strategies

Contact

- ❑ Face-to-Face contact is key. When people can see the enthusiasm that you have for the program, people will be interested.
- ❑ Invite community leaders and those in churches, schools, and businesses.
- ❑ Once contact has happened, explain to them the program's mission and invite them to come and speak.
- ❑ Ask the contact if you could leave flyers and business cards for them to hand out or put on a bulletin board.
- ❑ Ask the contact if they will be having any community events, and if you can have an informational booth.

Recruitment Strategies

Supplies

- For personal visits
 - Bring business cards, flyers, and pictures
 - Thumb tacks, tape or staplers to put up flyers on wall or bulletin boards
- For Informational/Recruitment Table at Fairs
 - Poster or display board with program information, pictures, logo, flyers, testimony from past participants and anything that will help make it attractive to those passing by
 - Flyers and business cards to hand out, recruitment sheet for people to leave their basic information so you can call them back, samples of curriculum to view, free giveaways that will attract people to the table (i.e. balloons, stickers, child activity). This will give you the opportunity to speak to the parents while the kids are happily occupied

Recruitment Strategies

Word of Mouth

□ Past Participants

- We have found this to be an effective way of getting the word out. If they had a great experience in the program, they will be likely to encourage their family and friends to enroll.
 - Ask for referrals before the end of the class and give the participants business cards to hand out.
- Send them e-mails of when the class sessions are starting up and attach a flyer to let all their friends or family know.

□ Colleagues

- Call up those you partner with or have worked with in the past, ask them to help send out e-mail blasts or encourage their friends or families to join.

□ Internet

- Keep up with what's hot! Facebook, MySpace and Twitter are a great way to help spread the word about what your program is doing and when to sign up.

Retention Strategies

- ❑ Convenience
- ❑ Set the mood
- ❑ Expectations
- ❑ Benefits
- ❑ Incentives
- ❑ Aloha and Ohana ~ Love and Family

Convenience

□ Location

- Hold classes in a central place where almost everyone will be able to drive to easily.
 - Ample parking, big rooms, clean friendly facilities, good lighting

□ Time

- We hold sessions in the evenings from 6:30-9:30 PM as most participants are working parents and they are more likely to attend. The first hour is dinner and the last two hours are the class session.

Retention Strategies

Set the Mood

- ❑ Treat participants like family from first contact, with respect and aloha.
- ❑ Always be positive and enthusiastic.
- ❑ Offer supportive comments and encouraging words.
 - Avoid telling them what they are doing wrong, rather tell them what they can do different.
- ❑ Listen attentively and reassure participants that the offered program can only help them in their relationships.
- ❑ Remind participants that your class is a place to lift your partner up, rather than criticize or blame them. It will be a safe place to air concerns in a non-threatening way.
- ❑ Set ground rules and expectations
 - During class set norms that all will agree on (i.e. no swearing, turn of cell phones, no side conversations, etc.).
 - Commitment letter ~ this can help couples make a signed promise to one another to attend class on a regular basis and commit to working on strengthening their relationship.

Retention Strategies

Expectations

- ❑ Let couples know what to expect
 - Orientation – Provide couples with all information. What to expect, ground rules, childcare rules, program mission, funders, curriculum, class expectations, benefits, etc. This will give them the chance to either continue or back out once they know what is expected. This will also allow you to fill that vacant spot.
 - Retreat Weekends – All of our sessions start off with a 3-day retreat weekend: Friday evenings, all day Saturday and late afternoon on Sunday. Over that weekend we do 4 classes and several connection activities. We found that this is a great way for participating couples to really get comfortable with other couples, class facilitators, and surroundings. This will create a bond and fellowship with the participants and they want to return. If they only have weekly visits, you are most likely to lose them during the week.
 - Weekly Classes – We follow the retreat with 8 weekly Wednesday night classes and a Graduation night. Participants are most likely to return because of the experience they had over the weekend.

Retention Strategies

Benefits

□ Class Session

- Every class has a male and female facilitator. That way men and women will feel equally represented. This has helped in bringing the men back consistently. They don't feel "picked on."

□ Candle-lit gourmet dinner included during every meeting

- Candle-lit gourmet dinner is served as if they are in a fine dining restaurant. Complete with flowers, ceramic plates, silverware and glassware. Uninterrupted meals are hard to come by once they have children. Our participants really value this time. They feel pampered.

□ Childcare

- Childcare provided while couples have dinner and are at the class sessions. Children are fed separately by childcare providers.
- Children are kept busy with age-appropriate activities in separate age groups. If the children are happy with providers, parents are more likely to keep coming to class.

Retention Strategies

Incentives

□ Incentive Gifts

■ Kalo (Taro) Plant

- We provide our participants with a kalo plant at the end of the retreat weekend. This plant symbolizes many things in the Hawaiian Culture, mainly family. We ask our participants to take them home, nurture and care for it and bring it back on graduation night. This plant is a metaphor for their marriage/family and the effort it takes to nurture it and for it to blossom. Couples appreciate learning about their culture and have a tangible item that represents their family unit.

- After each individual class session our participants are given an incentive item that will help them to continue practicing what was learned during class. With these gifts participants feel like we genuinely care for them individually, their marriage, and their family unit.

Retention Strategies

Aloha and Ohana

- ❑ Aloha and 'Ohana is what we serve by.
- ❑ Aloha (Love, affection, compassion, mercy, sympathy, pity, kindness, sentiment, grace, charity) - This is a core value in our culture. We shower the meaning of aloha on our participants in every way. When they feel it from us, they want and look forward to returning.
- ❑ 'Ohana (Family, relative, kin group) –We treat our participants like part of our own family, with respect and encouragement. We treat everyone equally. Participants always return during sessions and volunteer with other sessions to give back for all that they have received.

Navajo Healthy Marriage Opportunities Project

“Building Strong Relationships and Family Unity”

Project Summary

- NHMOP is a five-year project to demonstrate the value of healthy marriages and couples relationships for Native people with children.
- Services include marriage enrichment and relationship strengthening education for couples and parents ages 18 and over.
- Sessions are held every Wednesday evening (6 wks per group). Currently, a total of 11 groups have completed.
- Help build and sustain child-centered relationships and encourage parents to raise their children in a healthy marriage environment.
- Educate couples to build better relationship and communication skills through the Prevention and Relationship Enhancement Program (PREP) curriculum.
- Provide couple mentoring and support groups.

Mission Statement

- To provide support and guidance to help develop stronger families which will in turn create stronger children in today's society. Building strength between mothers and fathers of all children will help our children understand the success of relationships and families.

Goals

- Teach marriage education
- Build relationship skills
- Develop and improve communication skills using the Speaker/Listener Technique
- Develop and sustain child-centered relationships
- Encourage Native parents to raise their children in a healthy marriage environment
- Provide couple mentoring and support groups
- Increase community awareness about the value of healthy marriages and relationships
- Encourage and support women, men, and children to live in homes free of violence and substance abuse
- Increase the number of partnerships to help promote health and well-being in Native communities

Strategies - Recruitment

- Radio
- Flyers
- Telephone
- Newspapers
- Local broadcasts
- Interviews
- Word-of-mouth
- Partnerships
- Internet
- Mentorship
- Local presentations



Strategies - Marketing

- Brochures
- Flyers
- Radio
- Newspaper advertisements
- Promotional item distribution
- Public events
- Being creative and fun!

Strategies - Retention

- Integrating cultural teaching and beliefs
- Establishing rapport with couples
- Keeping a fun friendly environment
- Incentives
- Weekend couple retreats
- Social gatherings
- Childcare services
- Outdoor activities
- Community support
- Participant recognition
- Involvement from local leaders and celebrities
- Empathetic and caring staff





Thank you for participating in our poll.

The National Healthy Marriage Resource Center is dedicated to helping your marriage education program succeed.

Please email us at info@healthymarriageinfo.org if there are other areas of research you would like the resource center to address in the future.

www.healthymarriageinfo.org

www.twoofus.org



Thank you and have a great afternoon!

Please visit the website at:

www.twoofus.org

www.healthymarriageinfo.org