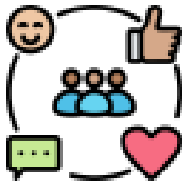


How can we include all parent carers in the programme?

We want to ensure that the Healthy Parent Carers Programme is accessible to everyone and benefits as many parent carers of disabled children as possible, whatever their background. Here's what we've learnt from our research.

Reaching all parent carers



We need to make every effort to ensure that all parent carers have an equal chance of finding out about the programme. When developing an advertising strategy consider which groups of parent carers might be missed, why this is, and how best to ensure they hear about the opportunity.

Presenting the opportunity



Some parent carers may not be aware that they have a need that the HPC programme could help them address. We may need to be open about discussing some of the common challenges facing parent carers.

Subsequently, when promoting the HPC programme we need to highlight its specific and unique benefits so that it is seen as relevant to diverse parent groups.

Think about developing a clear and appealing message that uses inclusive language, is accessible and culturally appropriate.

Developing credibility and trust



Parent carers who see or hear about an opportunity will assess it alongside the credibility of the messenger and those delivering the programme. Consider building or enhancing credibility by cultivating a reputation for community engagement, and understanding diverse cultures, values and needs.

When advertising, potential participants are likely to respond positively when opportunities are perceived to come from people like them. Also 'word of mouth'

recommendations about the programme from people who are trusted can really help the message to resonate.

Addressing Reservations



Parent carers might be unsure or shy about taking part in health promotion group programmes for social, emotional and practical reasons.

Think about different ways how you might address reservations that parent carers have about joining the programme. For example, parent carers can have social anxiety for different reasons, so creating comfortable social spaces for parent carers to first meet each other in their community could be a good start and a place where the HPC programme could be discussed.

Optimising the programme



Bear in mind what reasonable adjustments you might need to make so that it is easier for different groups to take part and everyone can benefit.

Think about how to nurture a sense of togetherness around the shared experience of being a parent carer. This 'togetherness' can help attendees feel comfortable when taking part, regardless of other differences.

Other resources

To see the video and access the research papers go to www.healthyparentcarers.org/study/