

Parent Learning Link



Parent Education Event Guide

Let us help you put together an amazing parent education program!

Parent Learning Link is a group of premiere parent educators dedicated to providing fun, informative parenting workshops and products. We are located in Seattle, WA and we provide classes for parents and organizations throughout North America.

Members

Margit Crane, M.A., M.S., M.Ed.
Gifted with ADD

Kim Estes
Savvy Parents Safe Kids

Amy Lang, MA
Birds + Bees + Kids®

Kathy Slattengren, M.Ed.
Priceless Parenting®

Kathy Pickus
Dot Girl Products

ParentLearningLink.com

GUIDE TO ORGANIZING A PARENT EDUCATION EVENT

This step-by-step tip sheet is here to guide you whether you are a seasoned parent education coordinator or a first time volunteer. Each of these steps will help you organize a well-received and well-attended parent education workshop.

1. Identify your audience

Evaluate who will be attending your event: Families? Parents only? Elementary or middle school level? Once you have identified who will be interested in attending, you can begin your search for a speaker that will offer topics for those adults.

2. Understand your budget

Check with your school PTA to see if there is a budget set aside for parent education programs. You can also check with your school district office, as they may also offer limited funds to help pay for parent education classes you bring to your school. Local businesses may donate money or you might be able to charge a small admission fee if necessary.

3. Choose a topic

Think about topics that will be of interest to your learning community as a whole. If you select a topic that is too narrow it may be difficult to get a lot of attendees. Some sample topics that are often popular with parents are: general parenting issues, child discipline, personal safety, Internet safety, bullying, how to have “the talk” and issues related to focus, motivation, and advocating for your child within the school district.

4. Locate presenters

When you start looking, there are several resources to locate a qualified presenter. Ask other PTAs if they have recommendations, search online for courses at places like TeachStreet.com or ParentLearningLink.com and check with your state PTA chapter.

5. What to ask potential speakers

Once you have located a potential speaker there are several important questions you need to ask:

- Speaker fee
- Speaker availability
- Speaker needs (power, technical equipment, seating, tables, screen)
- What topics they will cover and length of presentation
- Method of payment accepted
- Preferred time of payment (before or after presentation)
- Cancellation policy

6. Chose a date and time

Although you can chose any time or day of the week for your presentation, many PTAs often choose to host a parent education workshop that coincides with their regular PTA meetings.

7. Select a location

Depending on the type of presentation you are hosting many schools often host their parent education meetings in their school library or gymnasium. Be sure to reserve the room with your school office. Ask about accessing the building after hours, find out what time you need to be out of the building, and arrange for help if you require seating set-up or technical equipment.

8. Begin promoting!

Ask your presenter if they provide promotional posters or other marketing materials to help you get the word out to your learning community. Fliers to be sent home with the kids as well as email, school newsletters and window posters are all great ways to let parents know about your parent education program.

9. Things to confirm with your presenter

One week before your parent education workshop confirm the date, time, address and any special needs with your presenter. Provide a cell phone number to the presenter so that they can reach you if there are delays or other issues.

10. Concluding

At the end of your workshop, hand out an evaluation sheet to the attendees. This will help you determine if the workshop was well received and can offer an opportunity to poll your attendees about interest in future parent education programs.

Sample Evaluation Feedback Questions

Name of Presentation:

Was the topic informative?

Would you recommend this presentation to others? Why?

Were you able to clearly understand the presenter?

What was your favorite part of this presentation?

What suggestions do you have for improvement?

What other topics would you like to see presented at parent education night?



Margit Crane, M.A., M.S., M.Ed. Gifted With ADD

Focus, motivate, understand, and support
distracted kids (& the parents who love them!)

“Great material. Margit always inspires me and gives me hope.” – Stacy E, WA State

Talks offered:

Focus Your Distracted Child in 5 Easy Steps

- Learn about all different types of distraction, even ones you like!
- Why you have more power than you think!
- Focusing tips, tricks, strategies, and scripts

Tackle Talking to Your Tween or Teen

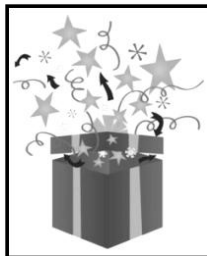
- The most common traps & pitfalls
- Power conversations not power struggles
- Communicating with an angry tween or teen

College Prep & Your Distracted Teen

- He/she wants to go to college but you wouldn't know it by his/her grades!
- To bug or not to bug?
- The overlooked piece in choosing a college
- What to do if your teen decides not to go to college?

The Secret Life of the ADD/ADHD Child

- For parents, school personnel, and health professionals
- Little known aspects of ADD and ADHD
- Tips, tricks, strategies and scripts to channel their energy and spirit
- What's the deal with “executive functions”?



ADD Coach, Margit Crane, M.A., M.S., M.Ed., is the creator of the CD program, *Gifted With ADD/ADHD: Insider Strategies to Increase Your Child's Success & Happiness*. Diagnosed with ADD in 1980, she calls her 3 Master's degrees her “ADD PhD.” A teacher and school counselor for over 25 years, Margit has been featured in *Seattle's Child* and *Parent Map* magazines, and has her own radio show on Live 365. Her forthcoming book is called *How to Train Your Parents in 6 ½ Days*.

Contact Margit Crane for more information via her website: MargitCrane.com



Kim Estes

Savvy Parents Safe Kids

Keeping Your Kids Safe and Keeping You Sane!
No scare tactics. No graphic conversations.
Your Childs Safety. Made Simple.

“Great Speaker! Who knew that keeping your child safe could be seen as such a “positive’ thing to talk about!” Kate – Seattle, WA

Talks offered:

Being Keen on Your Tweens Safety! (Parents of 8-12 year olds)

- Cell Phones – tool or tricked-out toy?
- Staying home alone. Are they ready?
- Tweens and body safety
- Out & About: School and neighborhood safety
- Creating a safety plan with your tween that works

Keeping YOUR kids safe! (Parents of 3-8 year olds)

- Sleepovers & play dates
- Talkative kids (blessing or curse?)
- Opposite-sex bathrooms
- Teaching your child about body safety
- What tips work? Which don't? Busting safety myths & exposing the real risks

Teacher and Early Educator Training

- Creating staff knowledge about child sexual abuse and predator prevention
- Identifying red-flag behavior in children and adults
- Learn to model “safe grown-up” behavior
- Confidently answer parents’ concerns about sexual abuse
- Incorporate non-scary child safety into your curriculum
- Do’s and Don’ts for mandatory reporters



Kim Estes is the owner of Savvy Parents Safe Kids and has worked with parents for over 15 years. Kim is a certified prevention educator through the National Security Alliance and the Kid Safe Network, and is a Darkness 2 Light facilitator. As a Child Safety Expert, Kim has appeared on local and national TV and radio shows, helping to raise awareness on the importance of prevention education.

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Amy Lang, MA Birds + Bees + Kids[®]

Parents of *all beliefs* will learn just what they need to know to talk to *their* kids about sex, love and relationships.

"Amy Lang makes talking about sex feel like talking about winning the lottery – there are a million wonderful things to do, a million awesome ways to have the conversation." Cheryl Murfin, Seattle's Child Magazine

Talks offered:

Birds + Bees + YOUR Kids - It's time to start talking!

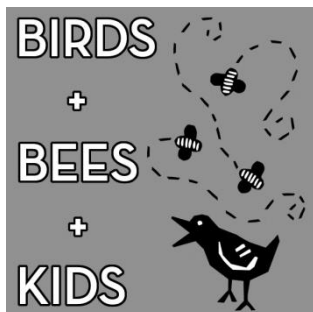
- Why you need to start the conversation way earlier than you think
- Who has the most influence over your kids' sexual decision-making
- The number one way to keep your kids healthy + safe
- The best way to start the conversations
- Why knowing your sexual values are key to talking to your kids

Parents! Are YOU Prepared for Puberty?

- What to expect and when - their changing bodies
- The real reason they act so crazy
- Current statistics about teen pregnancy, STI's and sexual activity
- What works when talking to tweens + teens
- Why it's never too late to start these conversations

8 Going on 18 – The Rush to Adulthood

- Why kids are growing up so quickly these days
- How our sexualized culture came to be
- How all these sexual messages are impacting our kids
- What parents can do to fight against it



A three-time Mom's Choice Award[®] winner, Amy teaches parents and other folks – in the Seattle area and nationally - how to talk to kids about sexuality. She offers talks, teleclasses and consultations for parents, teachers and childcare providers. Visit BirdsAndBeesAndKids.com for video tips, book suggestions, to view her DVD, and sign up for her newsletter.

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Kathy Slattengren, M.Ed. Priceless Parenting[®]

Helping parents build *loving relationships*
and respond to misbehavior in ways that
allow children to *learn from their mistakes*.

"You are a superb resource for our community and please don't hesitate to have anyone call me if they are in need of verification or more detailed information. I'd be happy to advocate for you on this special and very timely topic! Thanks again for a terrific presentation."

- Steve Mezich, Principal, Samantha Smith Elementary School

Talks offered:

Taking the Stress Out of Parenting and Building Great Relationships with Your Children

- *Responding to misbehavior in ways that help children learn from their mistakes*
- *Setting effective limits while avoiding power struggles*

"Why Can't You Behave?" Ideas for Positively Handling Misbehavior

- *Understanding developmental changes that lead to challenging behavior*
- *Discovering multiple strategies for positively handling misbehavior*

"Stop Fighting!" Handling Conflicts Between Children

- *Minimizing factors that contribute to poor behavior*
- *Guiding children to resolving their own conflicts*

Bringing Out Their Best: Providing Guidance While Avoiding Parenting Pitfalls

- *Understanding the benefits and drawbacks of four different parenting styles*
- *Matching your parenting style to your children's growing needs*

The Wild, Wild Web: Keeping Your Kids Safe in the Digital World

- *Understanding potential problems around cellphones, the internet, social networking and video games*
- *Setting appropriate limits around digital media and overall screen time*

On the Bumpy Road to Independence: Guiding Teens to Becoming Responsible Adults

- *Balancing keeping teens safe while also allowing them increasing freedom*
- *Guiding teens to grow into adults who can thrive on their own*

Online parenting classes for ages 5 and under, 6 to 12, and teens are also available. Your PTA can earn money from sales of these classes - *join our free affiliate program!*



**Priceless[®]
Parenting**

Kathy Slattengren is an internationally recognized parenting educator, author and founder of Priceless Parenting. Priceless Parenting offers online parenting classes, presentations and parent coaching. She's been featured in Northwest Cable News' parenting segments and KOMO Radio's Family 4-1-1.

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Dot Girl Products

Informed Girls, Empowered Women

The Dot Girl First Period Kit[®], a stylish and discreet carrying case with everything a girl needs for her first period, including information and supplies.

"This kit was stylish and helpful at the same time. It is something she can drop in her book bag or purse in order to be prepared at any time." - Mary, Williamson, GA

The Dot Girl First Period Kit[®] includes:

The Dot Girl Period Answer Book[®] which answers twenty common questions about menstruation including:

- *When will I get my first period?*
- *How do I track my period?*
- *What about cramps?*
- *What is a period anyway?*

Written in an easy-to-read and positive tone, it covers the basics of menstruation in one compact booklet. It fits neatly inside the reusable case so girls can refer to it over and over again.

Included also are five feminine pads and five disposal bags, and the Dot Girl Warm Pad, a reusable gel heating pad that everyone loves so much for soothing cramps. Two hand-wipes complete the kit, ensuring girls that they'll be prepared in any situation.

The Dot Girl First Period Kit[®] is a Mom's Choice Awards[®] Gold Recipient.

The Dot Girl First Period Kit[®] is perfect for school puberty classes and PTA fundraising. Ask about our special pricing for PTA and non-profit organizations.



Started in 2006 by two sisters, Kathy Pickus and Terri Goodwin, Dot Girl Products has welcomed favorable reviews and media attention for The Dot Girl First Period Kit[®] from CNN, the Seattle Post-Intelligencer, the Toronto Globe and Mail, and a host of regional parenting magazines and mommy blogs worldwide.

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