



Afterschool Alliance



*Thank you for joining the webinar! We will begin shortly.*

## ***Advocacy in Action:*** **Engaging Parents as Advocates**

# *Guest Speakers*

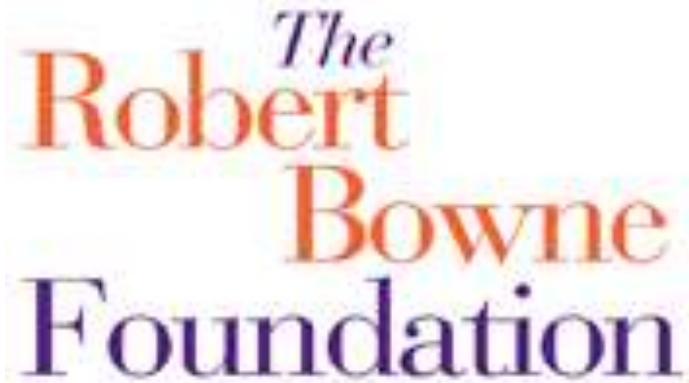


Alexis Steines  
Field Outreach Manager  
Afterschool Alliance

Esther Grant-Walker  
Director of School Age and Family Engagement  
Services  
Isaacs Center Afterschool Program  
New York City, NY



Special thanks to...



For generously supporting  
the *Advocacy in Action*  
webinar series

Upcoming *Advocacy  
in Action* webinars:

February: Activating Youth

March: Using Social Media for  
Advocacy

Dates and additional webinars to be  
announced soon!

Visit [www.afterschoolalliance.org](http://www.afterschoolalliance.org)  
for more details.

# *Why Engage Parents?*

- They can be your CHAMPIONS!
- They can tell personal stories about how important afterschool is to their children.
- They can motivate others to support your program.



***Engaging Parents in  
Advocacy:  
A Case Study from New York City***

# Stanley M. Isaacs Neighborhood Center, Inc.

Advocacy in Action





# Parent Involvement



From the time we engage parents in the registration process, the process of educating parents about advocacy begins.

# STEPS TO ENGAGE PARENTS

- STAFF TRAINING
  - SUPPORT ADVOCACY EFFORTS
    - ENGAGE PARENTS IN CONVERSTATION
    - FAMILIAR WITH ADVOCACY METHODS
- FIND A LOCAL/STATE/NATIONAL ORGANIZATION FOR RESOURCES I.E. TRAINING, CALENDAR OF ADVOCACY OPPORTUNITIES



# STEPS TO ENGAGE PARENTS

CREATE EXCITEMENT AROUND ADVOCACY

– EVENTS I.E. *LIGHTS ON AFTERSCHOOL; RALLIES;  
NEIGHBORHOOD WALKS*

***QUESTION:***

HOW OFTEN DO YOU HAVE ADVOCACY EVENTS AT  
YOUR ORGANIZATION OR PROGRAM SITE?

# K.I.S.S YOURSELF

PARENTS' ARE OFTEN VERBAL ABOUT THEIR LACK OF TIME AND ENERGY. WHEN RECRUITING PARENTS FOR HELP WITH ADVOCACY INITIATIVES:

## **KEEP IT SHORT & SIMPLE**

RESPECT PARENTS' SCHEDULES

MAKE MEETINGS SHORT

MAINTAIN STRAIGHT-FORWARD RULES

DELEGATE, DELEGATE, DELEGATE

DEBRIEF & IMPROVE

# Thank you for joining us!

If you have additional questions, please contact:

Alexis Steines

*Field Outreach Manager*

asteines@afterschoolalliance.org

(202) 347 - 2030



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