



**New York State Parenting Education Partnership: Request for Applications
COMMUNITY COALITIONS PROJECT
January 2018**

The New York State Parenting Education Partnership is pleased to announce that we are accepting applications from local coalitions to strengthen community-oriented parenting education and support by engaging parents as well as professionals from multiple disciplines.

You can join this effort!

We are looking for coalitions in communities that demonstrate that they have the leadership, commitment and determination to mobilize a broad movement to strengthen and support all parents' skills, knowledge, and talents. Up to four coalition sites will be selected. Each of the selected coalitions will receive a \$5,000 grant to support community identified objectives as well as training and technical assistance to guide their work in strengthening parent education in their communities.

The Need

Parenting educationⁱ is a core component of a comprehensive strategy to strengthen family and community approaches to healthy child development and help prevent child abuse and neglect. When the rate of indicated reports of child abuse is as high as 40-50/1000 of the population ages 0-17 years in some counties in NYS,ⁱⁱ the capacity of families to raise healthy children and the cost to the larger community must be considered a public health issue. Effective parenting education programs have been linked with better physical, cognitive and emotional development in children; increased parental knowledge of child development and parenting skills; improved parent-child communication; more effective parental monitoring and discipline; reduced youth substance abuse; and decreased rates of child abuse and neglect.

Furthermore, "Three decades of research has shown that parent training can improve developmental outcomes for children. Recent research suggests that parent training can also reduce child abuse and neglect, especially when the training is embedded in a broader community campaign."ⁱⁱⁱ Research also shows that parent education strengthens families and reduces the risk of maltreatment and that effective program characteristics include 'qualified staff' and 'parent partnership.'^{iv}

The New York State Parenting Education Partnership

The New York State Parenting Education Partnership (NYSPEP) is a statewide cross systems initiative designed to ensure all children grow in nurturing families, by enhancing parents' knowledge, skills and behavior. It informs and supports close to 2,300 practitioners, program

managers, researchers and policymakers to promote, provide and improve evidence-based parenting education.

Established in 2007, NYSPEP is the only state level organization representing those engaged in the field of parenting education that provides information, resources and assistance on parenting education. Notably, over the last ten years, NYSPEP has become a provider of professional development for the field of parenting educators, through full-day Strong Roots in-service education at localities across the state, regularly scheduled free webinars and an annual Spring Institute - all on topics associated with effective parenting education. With vital financial support from the New York State Office of Mental Health and the New York State Office of Children and Families, NYSPEP has also awarded small grants to over 25 communities to address barriers to participation in evidence-based parenting learning opportunities.

NYSPEP Guiding Principles

- Parenting means taking primary responsibility for raising and nurturing children.
- Parent is intended to include all people who have the primary responsibility for raising and nurturing children.
- Families define themselves and vary in culture, language and structure.
- People learn parenting skills in many settings and from many sources, both formal and informal.
- Families with children of any age can benefit from parenting education, information and supports for healthy parenting and family life.
- The skills parents need evolve and change as children grow.
- Because patterns in parenting are established early, parenting education is especially valuable for people preparing for parenthood, during the prenatal period and when children are young.
- A strong network embraces the many varieties of parenting education programs and provides opportunities for providers to learn from one another and collaboratively promote the value of parenting education.
- Use of evidence and evaluation by parenting education programs is key to good practice, leading to improved outcomes for children.

NYSPEP Goals

- Gather and maintain current information on parenting education programs and resources
- Improve the quality of parenting education through providers' use of evidence and evaluation in selecting, developing and implementing programs.
- Increase participation in parenting education by developing a public understanding of its value and availability.
- Increase funding and policies that support effective parenting education programs as well as ensure that high-quality parenting education is accessible and affordable in many forms and places.
- Encourage and support parenting educators engaging in ongoing professional development to improve their practice.

The Proposed Initiative

The goal of this one-year effort will be to strengthen the capacity of selected local community coalitions to strengthen protective factors that reduce the potential for child maltreatment by enhancing the connection between the NYSPEP network and its system of resources. It is the intention of this application process to select four initiative community coalitions. The NYSPEP team will work with the selected community coalitions to develop a shared plan to address specific activities that will strengthen parenting education, supports and resources for families. NYSPEP is offering technical assistance and funds for professional development (regional Strong Roots one-day workshop; webinars and a Spring Training Institute); parent-partner leadership and community development (Community Café training and support) and funds specifically to encourage parent participation (including mileage reimbursement and funds for child care during meetings). Finally, this application includes a small sum (“Mini-grants”) to underwrite a locally determined project to advance the local efforts within the Protective Factors Framework¹.

Professional Development: Support for the profession of parenting education will focus on:

- **Strong Roots training days:** These one-day training events emphasize a topic to strengthen parenting educators’ practice and offer a range of evidence-based parenting approaches. These events align with the Parenting Educator Credential competencies and will be planned with representatives of the community coalitions who will be recognized as co-sponsors.
- **Webinars:** These training opportunities build on the theme of the Strong Roots events, and will be based on evidence from research and consistent with the Parenting Educator Credential. The topics will be guided by input from parent and community coalitions and from information gathered during Community Cafés.
- **Spring Training Institute:** Designed to promote research-to-practice and emerging issues for parenting education practitioners, this one-day event will be organized with the leads of the community coalitions to engage parent partners, and leaders of parent organizations.
- **Parenting Educator Credential:** The work to strengthen and expand acceptance of the NYSPEP Parenting Educator Credential will remain the responsibility of the NYSPEP Credential Work Group and the NYSPEP Leadership.
- **NYSPEP.ORG website and monthly eNews:** NYSPEP promotes best practices and programs and provides current resource information for parent educators and other service providers through the NYSPEP website, that includes an event calendar, and

¹ Download additional documentation about the Protective Factors at: [Core-Meanings-of-the-Protective-Factors.pdf](#)

View the NYSPEP webinar “Understanding the Protective Factors Framework: Resources for Building a Toolbox and Strengthening Families” at: www.nyspep.org/webinars
The Alliance of Children’s Trust and Prevention Funds also has a 7-part online course on the Protective Factors at: www.ctfalliance.org/onlinetraining.htm

through dissemination of the monthly NYSPEP eNews. These features make communication with parenting educators easier to maintain and promote.

Parent-Partner Leadership and Community Development: Outreach to community and parent/family partners will be developed, strengthened and expanded by focusing on:

- **Community Cafés:** The Café process begins with a one-day Orientation session held for parents and community based organization staff to prepare them to implement the model. Following the Orientation, community coalition staff partner with parent leaders to organize Café Conversations (at least 5) for parents and other community leaders to gather to discuss shared concerns. This series of guided conversations will be based on the Strengthening Families™ Protective Factors Framework. Reports of the meetings, known as “harvests,” will inform community responsiveness and be shared with NYSPEP to influence state led initiatives.
- **Mini-grants:** Small annual grants (\$5,000) enable more parenting education to be available to more parents in high need areas. Parents will be included in designing these annual funding opportunities for community-based programs that offer responsive parent education and/or support to address barriers to parenting education (such as implicit bias, and quality child care, accessible locations and times) and support the Protective Factors Framework.
- **Searchable database for parenting support services:** This resource of over 4500 programs is searchable by county location, type of parenting education/support sought. Representative parents from the selected community coalitions will be invited to advise on the usefulness of this database and steps to improve it. Promoting the website will be a regular feature of the monthly eNews.
- **Promote resources such as the New Parent Guide and website:** *The New Parent Guide: Starting Life Together*, and the companion website <http://www.nysparentguide.org/>, both resources for expectant and new parents, will be promoted and distributed to the Community Teams and other communities with cross systems coalitions serving infants, toddlers and their families.

Eligible Applicants

Community coalitions working to enhance parenting skills and practice, supporting families through the Strengthening Families Protective Factors Framework are encouraged to apply. NYSPEP is particularly interested in coalitions that are multi-disciplinary and include parents and/or family representation. (Parents are defined for this grant as adults who are the primary custodian caregiver of underage children.)

The lead applicant must be a Not-for-Profit organization, but the coalition should include a wide range of partners, such as, but not limited to: Community Action Agencies, Child Care Resource & Referral agencies and child care providers, libraries, school districts, Cornell Cooperative Extension Associations, health providers, county level services, and representatives from faith-based organizations. Parenting educators and at least two parents are expected to be involved.

Assistance provided by NYSPEP

1. NYSPEP Steering Committee and Workgroup members will offer professional expertise, organizational support and access to a network of providers to assist the selected community coalitions in meeting their project goals.
2. NYSPEP project staff will offer ongoing technical support on project start up and development as identified in partnership with the local community leaders (e.g., community development efforts, partner identification and recruitment). Specific areas of support may include:
 - developing an action plan based on the data and identifying priorities for action.
 - developing evaluation tools and implementing the evaluation.
 - facilitating on-site partner meetings.
3. NYSPEP can facilitate peer support and networking with partnership members, connections to the other funded project sites and experts from related initiative communities around the state.
4. Provide training and technical support for Community Café efforts.
5. Assist with the mini-grant initiatives.
6. Assist with logistics for project related events and communication at each of the selected sites (e.g., facility arrangements, publicity, registration, follow-up, evaluation, on-site support).
7. Coordinate selection and distribution of NYSPEP and other parenting education materials including brochures and pamphlets.

Selection Criteria: Community Coalitions will be chosen by identifying local resources and assets upon which this parenting education initiative can build. NYSPEP will work with the identified community coalitions to create a plan for Community Cafés, mini-grants, professional development (listed above) and other activities within the Protective Factors Framework.

NYSPEP is seeking applicant coalitions with:

- Shared commitment to enhancing the social-emotional development of children and families and the primary prevention of child abuse. Focus of the collaborative will be on insuring that sufficient services will be on promotion and prevention to strengthen families, rather than on crisis intervention and treatment services.
- Commitment to the Protective Factors Framework as a central strategy to promote more public understanding and professional development.
- Commitment to strengthening opportunities for parenting education (can address ages birth to 17 years).
- Family involvement strategies in education, health, and social systems (e.g., shared governance that supports parent leadership, resources to support parent participation).
- Commitment to meeting the needs of the whole family and assumption that every family has strengths. Families will have a direct involvement in goal setting and decision-making. At least two parents (in parent role) will be included and supported as equal members of the collaboration.
- Commitment to the whole community benefiting from the collaborative, building coalitions for safe, stable, nurturing communities.
- Ability to identify and integrate existing resources to strengthen skills, knowledge and talents of all parents.

- Commitment to “shared decision making” meaning a process of partnership of shared views and actions towards shared goals.
- Commitment to community-based cross systems initiatives that are inclusive and represent the population being served.

This initiative is directed towards the engagement of diverse groups of stakeholders, both traditional and non-traditional, to solicit recommendations that best meet the parenting education needs of the community. Potential stakeholders for this program must include parenting educators and at least two parents. By starting at the community level, we will be strengthening the capacity of communities to support families in their parenting role in partnership with the formal and informal leadership of those communities. A community-oriented approach that engages professionals from multiple disciplines and offers consistent messages, services and supports has been shown to reduce “substantiated child maltreatment, out-of-home placements of maltreated children, and maltreatment injuries.”

Initiative goals, in partnership with NYSPEP, for the selected communities will be to:

1. Work towards the development of a concentrated, coordinated effort to strengthen the knowledge, skills and talents of all parents, to support healthy child development and reduce the likelihood of child abuse and neglect.
2. Work to raise community awareness and commitment to promote safe, stable, nurturing relationships and environments for children and families.
3. Establish community norms that create the context for healthy child and family development.
4. Work to identify parenting education needs and to develop strategies to provide effective, evidence-based programming.

Selected community coalitions will be responsible for the following deliverables:

1. Engage a diverse group of stakeholders to identify and address a locally determined need that will support parents and families in raising children in a nurturing environment.
2. Develop and execute an action plan for the expenditure of \$5,000 mini-grant funds, specifically promote the Protective Factors Framework within communitywide practice.
3. Work with NYSPEP Professional Development Workgroup to organize and conduct one Strong Roots Professional Development training day in the community and related webinars throughout the year.
4. Conduct at least five Community Café sessions in the community.
5. Disseminate materials and messages from NYSPEP (specifically the New Parent Guide and NYSPEP website materials).
6. Contribute community specific resources to the searchable database on the NYSPEP website.
7. Guide the organization of and attend the Spring Training Institute.
8. Provide data on the community collaborative to NYSPEP for evaluation.
9. Strengthen and expand a sustainable community collaborative.
10. Assume fiscal responsibility for mini-grant funds and support for parent participation in related activities.

Application Deadline: February 27, 2018

Timeline:	January 16, 2018	Application Release
	February 27, 2018	Applications Submissions Due
	March 16, 2018	Site Selections Announced
	March 19, 2018- March 31, 2019	Contract Period
	April 13, 2018	Community Action Plans Due

How to submit the application:

The New York State Parenting Education Partnership Application is a Word Document. Please type in your responses to the questions and email the application to NYSPEP by email to nyspep@nyspep.org.

The selection committee will review all applications submitted and conduct interviews with the finalists.

Questions:

If you have questions regarding the application or NYSPEP please contact **Tamaé Memole at 518-880-3594 or mail to: tmemole@preventchildabuseny.org**.

For more information on NYSPEP please visit our website at: <http://nyspep.org/>

ⁱ Parent education is a process for helping parents to understand children’s development, needs and uniqueness, and their own parental roles and responsibilities by offering strategies, tools, and insight for observing, interpreting, and responding to children’s behaviors in order to maximize positive outcomes for both children and families. Source: <http://pcav.org/wp-content/uploads/2013/04/2Revised-March-2013-VSPEC-Parent-Ed-intro-to-judges.pdf>

ⁱⁱ KWIC Indicator: Child Abuse/Maltreatment - Children/Youth in Indicated Reports of Abuse/Maltreatment (number and rate/1,000 children/youth ages 0-17 years). The number of children reflect unique children. The unique number, within New York City or Rest of State, will count a child only once during a year even if that child has more than one indicated abuse or maltreatment. 2015 Report. From http://www.nyskwic.org/get_data/indicator_profile.cfm?indicatorid=48&Go.x=14&Go.y=10&Go=Go on August 30, 2017

ⁱⁱⁱ “Will Parent Training Reduce Abuse, Enhance Development and Save Money? Let’s Find Out.” Barth, Richard P. and Haskins, Ron. Policy Brief Fall 2009. From: The Future of Children. http://www.futureofchildren.org/sites/futureofchildren/files/media/preventing_child_maltreatment_19_02_policybrief_2.pdf

^{iv} The Child Welfare Information Gateway Issue Brief (2013) “Parent Education to Strengthen Families and Reduce the Risk of Maltreatment” From: <https://www.childwelfare.gov/pubPDFs/parented.pdf> Downloaded August 30, 2017