Reaching Families

A Virtual Book Club Model

Cariboo-Chilcotin Partners for Literacy

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Origin Story

2016

Local early childhood development table discussed need for broader access to parenting education material & support in processing information.

2019–2020

Secured CALP funding to deliver two groups/year.

Little did we know, the program planned was pandemic ready!

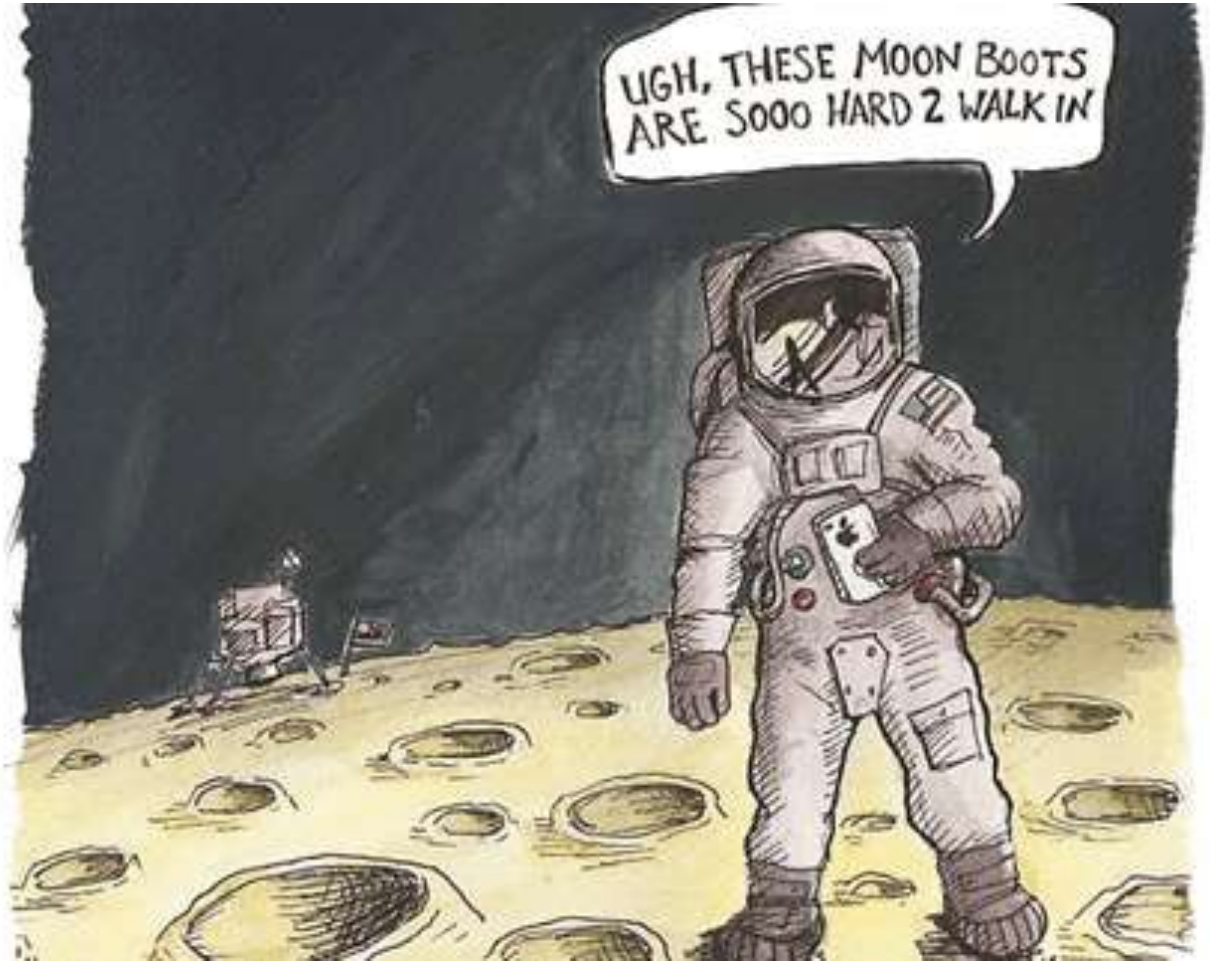
2022

Completed 8th group in April 2022.

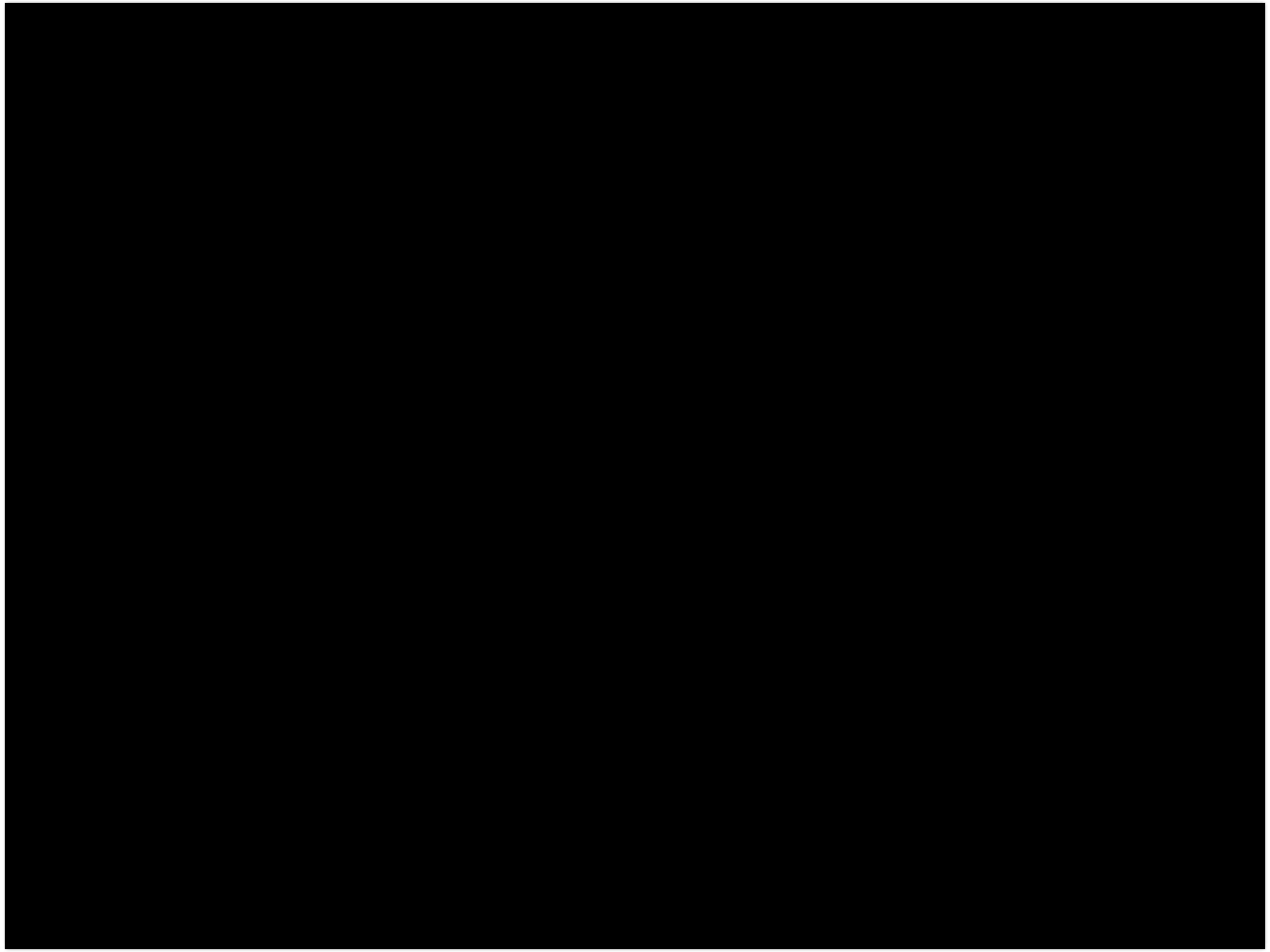
90 participants representing over 250 children under 18.

A (not so) humble brag…

- Distributed 430 parenting education books in 2.5 funding years.
- Groups have included over 400 unique participants (some do more than one group).
- These 400 parents represent over 1000 children under 18 in the region.
- High-level engagement rates consistent around 33%.
- Distributed $4,000 in grocery cards to participants.
- Work within a budget under $15,000/year.



An Evolution



Program Design: A Strategical Approach

- ✓ Remove all conceivable barriers possible to participation.
- ✓ Include participation incentives.
- ✓ Mirror social media engagement style that participants like.
- ✓ Canvas parents, teachers, and service providers to discover needs to guide topics.

"So, what's wrong with ZOOM?"

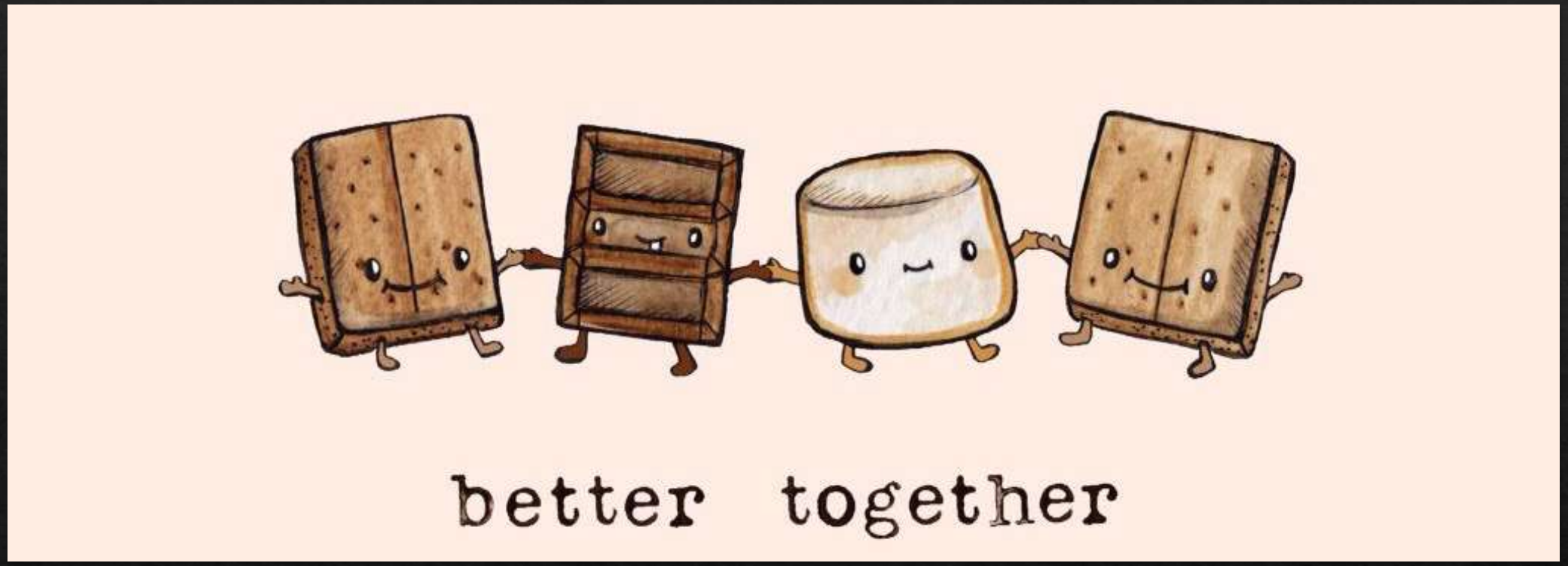
facebook

- Parents already use it every day.
- No pressure to be on camera.
- Can participate while multi-tasking.
- Can watch later.
- Place to share media and discuss.
- Creation of safe, relevant space online.

zoom

- Designed for professional use.
- Many parents have never used it.
- Must be "signed in"/more awkward to leave session.
- No lasting record of discussion.
- More features for enhanced learning.

So, what's wrong with Facebook?



Teamwork makes the dream work.

What are some benefits of working as a team rather than solo?

Recruitment & Retention

(1) Great Outdoors - YouTube

“Setting the Stage”

COMFORTABLE IS COMFORTING.

USE WHAT YOU HAVE.

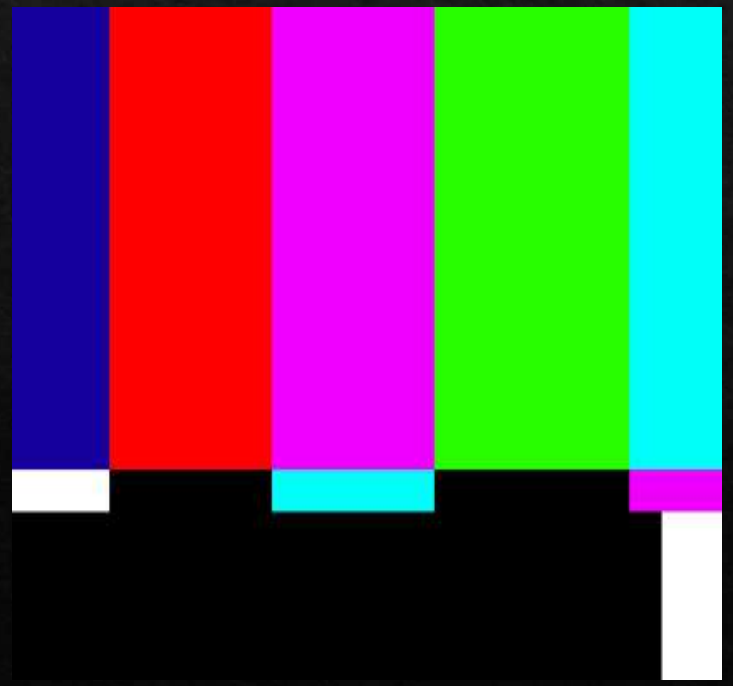
BE SILLY.

AUTHENTICITY IS ATTRACTIVE.

Live Streaming Challenges

Environmental

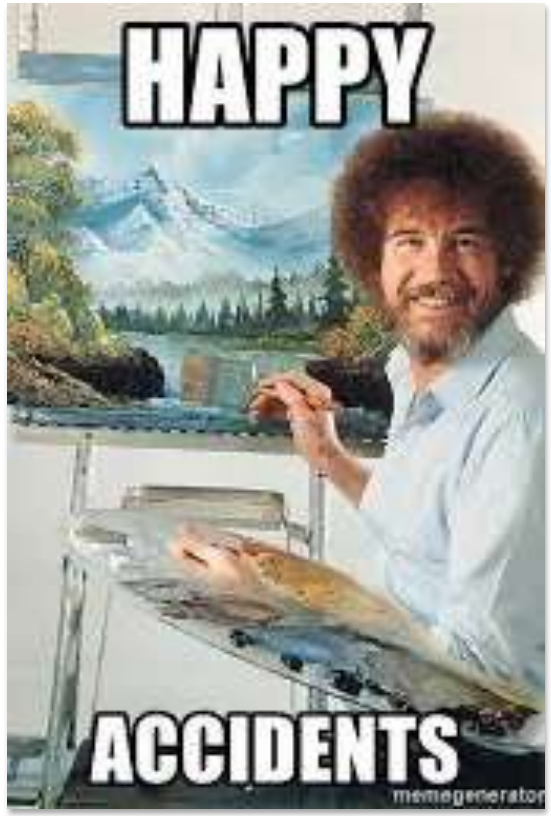
Technical



Organizational

“Adapt to the Attack”

- In stage groups, open the envelope & read your topic.
- Decide who is “the lead”, who is “active participant”, and who is “the helper”.
- Jot down 3-5 talking points on your topic to share with the group.
- Beware of environmental/technical/organizational “attacks” that may pop up and throw you off course!
- Adapt!


HAPPY
ACCIDENTS
memegenerator

“Bath Bomb Music Trivia”