

Elevating the Voices of Black Parents and Caregivers: Effective Practices for Partnership and Engagement

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Family Engagement that Grows with the Child



From Captain



To Copilot



Birth through 12th Grade



Elevating the Voices of Black Parents and Caregivers:

Effective Practices for Partnership and Engagement



Meet Your Presenters



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Goals



- **Explore literature** on strategies for engaging and communicating with Black parents and caregivers about educational resources.
- **Hear insights from a research study** that explored the perspectives of Black parents and educators around tailoring educational resources, tips, and activities for their families.
- **Learn about an approach** for the co-design and co-development of content that authentically reflects families' voices and lived experiences.

Agenda

- Background and Context
- Share:
 - Literature Review
 - Parent/Caregiver Perspectives
 - Educator Perspectives
 - Putting It Into Practice:
A Collaborative Process
- Q&A



Background



Panel Discussion



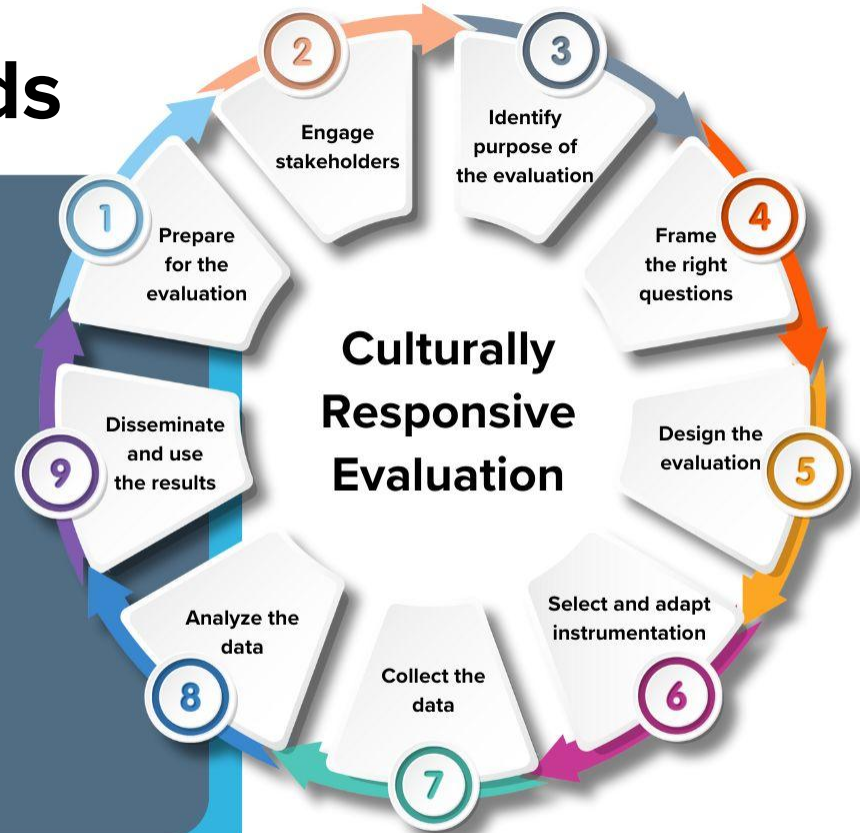
Guiding Questions

- How can parenting interventions **effectively engage and support** Black parents and caregivers?
- What do Black parents/caregivers who participated in the study **value most about and look for in family engagement content and approaches?**
- How do the engagement strategies valued by Black parents/caregivers **align or diverge from the practices highlighted by education leaders** in this study?



Study Design & Methods

- Centering social justice, unearned advantages and disadvantages, different ways of knowing, context, and culture
- Culturally Responsive and Equitable Evaluation (CREE) and Community-Based Participatory Research (CBPR) approaches
- Methods
 - Literature Review
 - Parent/Caregiver Interviews
 - Educator/Practitioner Interviews



Literature Review



Literature Review: Culturally-Centered Strategies

- Include content about resilience to racism through racial socialization.
- Initiate explicit racial conversations (e.g., White supremacy and oppressive systems and institutions).
- Support Black parents in discussing their own concerns with inequities in education.
- Support Black parents and caregivers in helping their children develop skills around intersecting identities.
- Include culturally relevant and affirming practices.
- Acknowledge health and educational inequities that families face nationwide and promote self-care and awareness.



Literature Review: Culturally-Centered Strategies

- Black Parenting Strengths & Strategies (BPSS)
 - Strength-based approach
- Cultural Adaptation & Culturally Relevant Parenting Programs
- Cultural Affirmation Practices
- Community Cultural Wealth Framework
- Culturally-Tailored Strategies & Interventions for the Black Community
 - Ecological Validity Model
- Text-based interventions for parenting



Parent and Caregiver Interviews



A woman with dark hair, wearing a white top and a large earring, is looking down at her smartphone. The background is a dark grey banner with white text.

Parent/Caregiver Findings: What Parents Value

- Accessibility of texting
- Integration into busy lives and promotion of everyday learning
- Strategies for self-care including awareness and mindfulness
- Suggestions for strengthening emotional connections with children
- Activities and tips to support their children's development
- Strategies and insight to inform behavior management
- Adaptability for homes and classrooms
- Texts as sources of validation for parents/caregivers
- Diverse imagery (including imagery that captures the diversity within the Black community)

Parent/Caregiver Observations and Recommendations

Content should:

- Align with their children's developmental needs
- Be culturally responsive and tailored toward Black families
- Reflect the diversity that exists within the Black community, including cultural and geographic diversity
- Include data and/or research on the benefits of recommended activities so that parents trust the source
- Use language that is widely understood by all parents

Parent/Caregiver Observations and Recommendations

Imagery should:

- Include diverse and relatable images of families from a variety of cultural and racial backgrounds
- Reflect and include kinship caregivers, kinship families, and older Black caregivers to appeal to multiple generations



Panel Question



Themes from Educator Interviews

Genuine connection: “Making sure we really understand and respect where families are coming from.”

Culturally relevant pedagogy: Continually aim for families to “see themselves reflected” in the content.





Themes from Educator Interviews

Culturally competent staff: "Having folks who've lived the Black experience or at least understand it can make our [family] outreach a lot more genuine."

Tailored content: "It's all about making content that families can relate to...[that] reflects their experiences and values."

Themes from Educator Interviews

Community partnerships: "Rely on organizations that have already built trust and relationships with families."

Empowering families: Invite parent collaboration and co-creation to deepen engagement.



Panel Question





Reflecting Families' Voices through a Collaborative Process

Begin with Collaboration

WHO is this FOR
becomes
WHO is this WITH

The who is defined by community collaborators

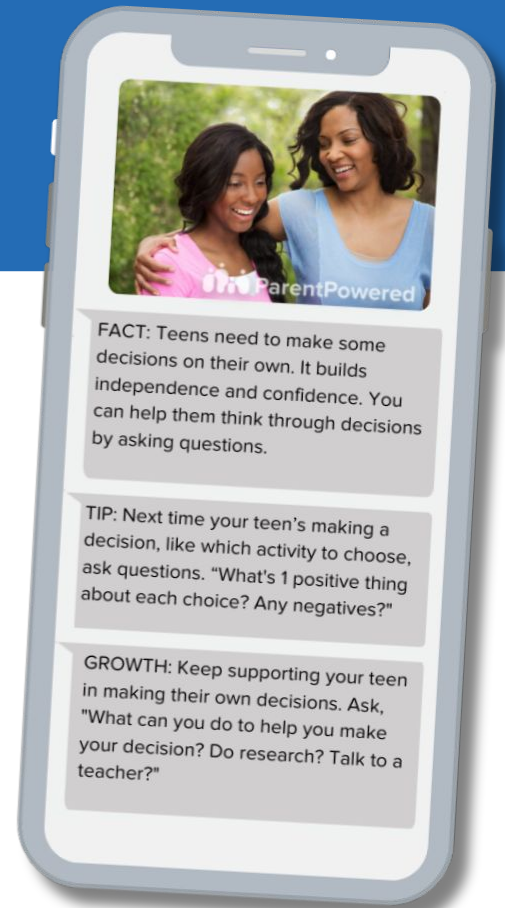
- Check for inclusion by asking, “Who is not at the table?”
- The invitation to collaborate follows the line of trust.



Clearly Define The Given Circumstances

For example:

- **Family engagement messages**
- **160 characters**
- **Delivered via text message**



Planning Happens WITH Participants



Participants shape the questions being asked.

- When it comes to _____ what questions do you WANT to be asked?
- What questions would you like to ask your friends/fellow parents and caregivers?
- What questions can we ask to better understand your strengths and needs?

Participants help define the WHEN and WHERE of collaboration

Ask: How can we maximize collaboration by minimizing barriers to participation?

Active Listening Active Learning

- Set the stage
- Set norms
- Ask in many ways and offer many ways to answer
- Respond to real time shifts
- Check for understanding



And Then ...

**Share out top line summary
and ask for feedback:**

*Did we get this right? What's
missing? Now that you've had
more time to think about this, what
would you add or change?*

- Create content and share out for feedback
- Engage in ongoing feedback loops
- Remain open to edits, additions, and changes
- Look at content as living, breathing, evolving



A few things we've learned from ongoing feedback

- Give play a central focus
- Self care led by Black families
- Check images associated with challenging behaviors
- Draw on community resources



Panel Discussion



Q&A



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