PRESENTATION GUIDE*

MODULE 4
Supporting Parents & Cultivating Community Relationships
*format/content adapted from AAP Advocacy Guide Training Guide Modules

Educational Objectives
This module provides an overview of the importance of supporting parents and cultivating community relationships as a method for promoting early brain and child development:

- It covers the important role supporting parents and cultivating relationships plays in optimal Early Brain and Child Development.
- Offers resources and information to assist physicians in supporting parents and developing EBCD partnerships/relationships in their community to create healthier life courses for their patients.

Resource for more information as you prepare your presentation:

- AAP Early Brain and Child Development Resource Library (includes additional presentations, policy statements, articles, handouts, and background information on EBCD) - available at www.aap.org/ebcd
**Overview/Schedule**

The core presentation of this module is designed to take about 45 minutes. Options for additional activities and follow up are included. A general break down of the time is as follows:

**Core Presentation:**

- Welcome, introductions (5 minutes)
- Slide presentation of core concepts (25 minutes)
- Questions and answers (10 minutes)
- Closing, evaluation, and resources/opportunities (5 minutes)

**Optional Materials:**

- Case study (15 minutes)
- Video clip(s) (3-5 minutes)

**Materials and Equipment**

For this module, you will need the following:

**If you are using PowerPoint:**

- LCD projector
- Screen or white wall for viewing PowerPoint presentation
- Copy of PowerPoint presentation with trainer notes on computer or flash drive

**If you are using a video clip:**

Internet connection with projector or downloaded copy of video clip
**Handouts and Information:**

- Copies of presentation (if desired)
- URL for AAP Early Brain and Child Development website: [www.aap.org/ebcd](http://www.aap.org/ebcd)
- Handouts (if desired)
  - Handouts for patients that may be printed and provided are available on the AAP EBCD web site at [www.aap.org/ebcd](http://www.aap.org/ebcd) under “family and caregiver resources”
  - *The 5 R’s of Early Literacy*
- Copies of the evaluation form for each attendee

**Other equipment:**

- Flip chart or white board for possible use if using case study
- Markers or dry erase markers for flip chart or white board

**Room Set-Up and Environment**

You are encouraged to set-up the room in a way that promotes participation and provides a safe learning environment. Some room set-up tips to consider include:

- Setting up tables in an “u-shaped” style to promote sharing
- Greeting attendees as they come into the room
- Playing upbeat music prior to starting the presentation
- Providing refreshments
Welcome and Introductions

The welcome and introductions is designed to give you an opportunity to welcome attendees, quickly highlight the topic and skills that will be covered and tell a bit about yourself and why you are here.

General Tips:

- Welcome everyone and acknowledge that everyone has busy lives and thank them for being here today. Briefly introduce yourself and consider sharing:
  - Your experience with EBCD and how you have personally seen EBCD knowledge improve the health and well-being of children and their families
  - Why you became interested in EBCD and the importance of supporting parents and working with community resources
- Mention that you know there is a lot of wisdom and experience in the room
- Encourage attendees to share and participate throughout the presentation

Presentation

This module provides you with a few options for presenting materials. It allows you to pick and choose which teaching medium to use based on your time, resources, and current needs. If time permits you can select to add a case study to your presentation and/or a video clip.
Core Presentation: PowerPoint and Questions and Answers

- Show PowerPoint presentation
- As you are presenting the PowerPoint, pay special attention to the notes section. The PowerPoint notes section includes key points and information for each slide.
- Personalize the presentation by adding your own notes or personal experience with a concept or idea
- End with questions and answers and/or discussion (see Guided Questions)

Option 1: Add Case Study to Presentation (15 minutes)

The purpose of the case study is to provide an opportunity to apply the information in the presentation to practice. The case study includes guided questions.

Option 2: Add a video clip (3 to 5 minutes)

- **Serve & Return Interaction Shapes Brain Circuitry** (Center on the Developing Child at Harvard University) – 1:43
  
  This video clip highlights how the “serve and return” interaction between children and adults in their lives is essential in shaping the architecture of the developing brain.

- **Brain Hero** (Center on the Developing Child at Harvard University) – 3:00
  
  This video clip highlights how actions taken early in life can influence later outcomes for both the child and the community and why EBCD is important.

These video clips can be used to introduce your presentation or as a way to conclude your presentation. For additional sources for videos related to EBCD visit the AAP Early Brain and Child Development resource library at [www.aap.org/ebcd](http://www.aap.org/ebcd).
Closing, Evaluation, and Resources/Opportunities

The closing, evaluation, and resources/opportunities segment is designed to provide closure on the topic, identify possible action steps that attendees can take as a result of attending the presentation, and gives attendees time to evaluate the session.

Closing

- Thank attendees for coming
- Remind them that they do not need to be experts in EBCD or parenting to make a difference
- Emphasize that implementing what has been shared today does not have to take a lot of time to implement into practice. Encouraging parents to do the following can make a difference in early brain development:
  - **Read** together every day with your child (your practice can participate in Reach Out and Read and provide books to families)
  - **Rhyme**, play and cuddle with your child every day
  - Develop **Routines**, particularly around meals, sleep, and family fun
  - **Reward** your child with praise for successes to build self-esteem and promote positive behavior
  - Develop a strong and nurturing **Relationship** with your child as the foundation for their healthy development

Evaluation

Pass out an evaluation form and ask them to fill it out.

While the form is being filled out pass out any handouts and remind attendees to go to the AAP EBCD web site at [www.aap.org/ebcd](http://www.aap.org/ebcd) for more information.