



## City of **Stoke-on-Trent**

### **Engaging with Children and Families**

To effectively engage with children and families in the UK, focus on creating a welcoming and inclusive environment, building trusting relationships, and offering diverse opportunities for involvement. This includes providing accessible information, utilising various communication channels, and making activities and resources available to all families, regardless of background or experience.

#### **Key Strategies for Engagement:**

- **Create a Welcoming Environment:**

Establish a positive and inclusive space that makes families feel comfortable and valued. This can involve comfortable waiting areas, clear signage, and accessible information.

- **Build Trusting Relationships:**

Take time to build rapport with families, actively listen to their perspectives, and demonstrate empathy and understanding.

- **Offer Diverse Engagement Opportunities:**

Provide a range of activities and opportunities for families to get involved, including volunteer roles, parent workshops, community projects, and participation in school events.

- **Utilise Effective Communication:**

Use a variety of communication methods, such as face-to-face meetings, phone calls, emails, social media, and school websites.

- **Be Flexible and Inclusive:**

Recognise that families have diverse needs and preferences and be willing to adapt your approach to meet those needs. Consider language barriers, cultural differences, and transportation challenges.

- **Focus on Collaboration and Partnership:**

Recognise families as valuable partners in their children's education and well-being, and work collaboratively with them to achieve shared goals.

- **Promote Child-Centred Approaches:**

Remember to speak directly to children, bringing the adults into the conversation as active participants, rather than the other way around.

- **Ensure Accessibility:**

Make sure all activities, resources, and information are accessible to families with disabilities, language barriers, or other challenges.

- **Encourage Feedback:**

Regularly solicit feedback from families to understand their needs and preferences, and to continuously improve your engagement strategies.

- **Utilise Technology:**

Leverage technology, such as online platforms and social media, to communicate with families and provide support.

By implementing these strategies, you can create a more engaged and supportive environment for children and families, leading to improved outcomes for all.