



Top Tips for Recruiting Parents

Plan, Prepare and Promote

- **Run Programmes** during popular times – mid-late January, to capitalise on New Year resolutions, April/May, late September. This will allow time to recruit and contact parents. Avoid clashes with other courses or religious observance.
- **Create a waiting list** – some areas confirm they are running a programme / set dates once they have an oversubscribed list. This can be kept and the parents left on the list contacted should parents leave the programme and spaces become available in the first couple of weeks.
- **Utilise social media** (Facebook, twitter) newsletters and local newspapers to promote programmes

Build Relationships - this is **key** to recruitment and subsequently retention of parents.

- **Meet with Children's Centre staff** to clarify the **how, who** and **what** of recruitment. Share information and the programme leaflet with staff about the HENRY approach and the *Cooking for a Healthy Family* programme to ensure consistent information is given to parents.
- **Contact possible referrers** such as: health visitors, GPs, community nursery nurses, teachers, early years' staff, community nutritionists and dietitians, oral health teams. Connect with weaning sessions, primary birth visits, antenatal programmes and NCMP. HENRY film available free at www.henry.org.uk can be shown in weaning workshops to introduce the HENRY approach.
- **Engage with families** by visiting the local Children's Centre/local family events/child health clinics - record contact details. Gain an understanding of families' needs and motivation. Follow up contacts face-to-face or by phone and send them the HENRY leaflet.