

Multi-User Licence Implementation kit for schools



Solihull Approach online courses for parents & carers:

- 'Understanding Pregnancy, Labour, Birth and Your Baby' (antenatal)
- 'Understanding Your Baby' (postnatal)
- 'Understanding Your Child' (0-18 years)



You have received this Implementation Kit because a Local Authority responsible for all or part of your catchment area has purchased an area wide Multi-User Licence for three Solihull Approach online courses. This means that every single parent, grandparent, or carer living in that area can access, free of charge, evidence based online courses to support them as they raise their family.



This kit is designed to help you tell parents and carers in your school community about the licence. It contains templates for your use to encourage your staff, customers



and/or stakeholders to take up this amazing opportunity to learn and develop as parents, grandparents and carers, and support their child's wellbeing, ultimately benefiting their performance and learning at school.

We know from experience that everyone can benefit from these courses.

However sometimes people hesitate for all sorts of reasons:

- a perceived lack of time,
- a sense of stigma;
- not wanting to be told what to do;
- misunderstanding the offer;
- not seeing it as relevant to them.

Therefore the way in which it is communicated is important. Key messages are that this is for everyone, regardless of whether they are experiencing difficulties, and that the courses

provide a way of understanding behaviour and emotions, as such they do not ‘preach’ or tell parents what to do. Frequent communication across a variety of media is also important.

How to use the kit:

- You may choose to use all, only some or none of the items from the kit.
- You will notice that there is some duplication across certain items – which is to allow you to choose the version that you prefer.
- The items are mostly in Word format so that you can edit them to suit your organisation, but as they carry our logo and promote our products we would ask you not to change the course related content.

Contents:

Document No.	Title
1	Background
2a	Flyer template for parents (0-18+ yrs)
2b	Flyer template for antenatal
2c	Flyer template for postnatal
3	ePostcard for parents (subject to local arrangements)
4	Email template to introduce the courses to parents
5	Information sheet for parents (FAQs)
6	‘How to use your coupon’ guide for parents
7a	Draft paragraph for newsletter/‘Groupcall’ text/ Parentmail Option 1
8	Testimonials from parents

Contact us:

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