

# Promoting Starting School Sessions

## Give it a distinctive identity

What should it be called? How should it be described?

## Communicate the benefits

What benefits will parents get from the session? How will you communicate them?

## Involve parents

Ask parents what they want in terms of information about parenting and support

Ask parents to be part of the organising group and to reach out to other parents

## Inviting parents

Ideally, publicity should build up over a period of weeks:

- Start of term: a personally addressed letter, posted to home address, with reply slip, and in the calendar of events;
- Three-two weeks before the event: Posters in prominent places, and in the calendar of events;
- In the ten days before: invitation by someone speaking to parent directly, in the playground (primary) or by phone to parents who have not replied
- Start of week: Personalised reminder note, delivered by their child
- Day before the event: verbal reminder through child

Make the message clear and simple, repeat it often, and make the event as enjoyable and useful as possible.

## Checklist for advertising the sessions

Word of mouth?

School gate?

Letter with children from school?

School newsletter?

Local free paper?

Local radio?

Community centre/healthy living centre/surgery?

Community newspaper?

Library?

Town Hall/Guildhall?

Local supermarket

Café?

Fast food outlets?

Sports centre?

Adult education classes?

Hairdressers, beauty shops,

Faith organisations?

Post office?

Charity shops?

Health centre?

Children's stores – clothing and toys?