## **Strategy Name: Parent Learning, Engagement and Advocacy**

## **Our Intent:**

### **What is to be accomplished?**

**Describe the intent that is to be accomplished by this strategy**

* To provide learning and engagement opportunities for parents/families so they are equipped with the skills and tools necessary to advocate for programs and services to meet the needs of their children with CVI as well as develop parent support networks.
* Engage and develop an active network parents/families in a larger strategic effort to advocate at both the policy and practice levels.
* To develop a collaborative model for parent/professional partnerships based on the premise of parents as equal and critical partners.

### **Why? What does this influence?**

**Describe why accomplishment of this strategy is important to achieving the organizational mission/vision or what major influence this strategy is expected to have on the organization.**

The lack of understanding and acknowledgement of CVI on the part of professionals in both the educational and medical communities has resulted in families of children with CVI not receiving the services needed for children to achieve positive outcomes. Parents have not had adequate access to learning opportunities related to CVI and have not been embraced as equal and contributing partners in the education of their child. Providing parents/families with information, tools, resources and training and developing collaborative models for parent/professional partnerships has the potential to impact positive outcomes for children with CVI and have a demonstrative impact at both the policy and practice levels.

## **Implied Tasks:**

### **What tasks are assumed to be completed as part of this effort?**

**Knowing that the implementation teams will define “how” this intent will be met, are there any specific tasks that they must accomplish?**

* Achieve consensus on one key advocacy strategy at the policy level and at the practice level
* Generate a prioritized list of viable advocacy resources/tools to be developed and made available for parents and professionals.
* Develop a conceptual framework for a parent/professional partnership including a set of guiding principles.
* Generate a list of essential learning areas for parents and families.

## Defining the boundaries:

**How far can the implementation team go to determine how best to meet the strategic intent? What authority do they have to make decisions using their best judgment? What limits exist on the work of the team? Are their time boundaries? Financial limitations? Resource constraints that must be lived within? What decisions must be made by others outside the team?**

* The work of teams will be guided by the approved implementation plan (milestones projected over a one-year timeframe) and operate within the allocated resources.

Adapted from Bungay, S. (2011), The Art of Action: How leaders close the gap between plans, actions and results. London:Nicholas Brealey