



Trauma-Informed Support from Afar

Webinar Q&A

ORGANIZATIONAL PARTNERS

- **Is the Trauma-Informed program for schools, Head Starts, community-based organizations?**
The Ready4K Trauma-Informed program is designed to serve all different organizational types. Our partners include Head Starts, K12 schools and districts, and community-based organizations like United Way and First 5.
- **Do you work with support organizations, like First 5 or Smart Start or United Way?**
Yes! We have lots of experience working with community support organizations.
- **Is the program appropriate for non-classroom settings?**
The program is designed to support families, wherever they are. Our curriculum is delivered via text message, the most accessible technology.
- **Which countries do you serve?**
We work with US-based organizations.

CURRICULUM & PARTNER DASHBOARD

- **How often do messages get sent?**
Ready4K messages are delivered on Mondays, Wednesdays, and Fridays. Families with multiple children receive 1 message per child each week, with the full weekly curriculum in that text message. Families with one child get one part of the 3-part weekly curriculum per text message.

In addition, families receive one message each week from the community support stream, which is delivered from a separate phone number with a local area code.
- **Is this an add-on to Ready4K Core?**
Ready4K Trauma-Informed is a stand-alone program, purpose-built to meet the specific needs of families impacted by trauma. The program was created through the lens of the SAMHSA 4Rs and based on the Protective Factors Framework. Trauma-Informed leverages the evidence-based approach behind Ready4K and covers academic learning in Math and Literacy in addition to supporting the social and emotional skills of both kids and parents.
- **How do you support teachers?**
Teachers can sign up for the program, so they get the messages that families receive. Many of the activities we suggest, also work in the classroom. Also, the self-care messages are a great match for teachers.
- **How hard is it to update family phone numbers?**
It's very easy! If a family's phone number changes, you just add their new number to Ready4K by uploading it through your dashboard. The Ready4K dashboard lets you know when phone numbers stop working, so you can proactively reach out and ask families for their new numbers.

- **What kind of data is available?**

The Ready4K dashboard provides data on enrollment, persistence, and the number of messages delivered. We integrate fall, mid-year, spring, and summer family engagement surveys, delivered automatically within the text messaging stream. Both the family engagement survey and usage data are summarized in an end-of-year impact report.

Click rates on community resource links are provided, which indicate which resources are of high value to your community members. The dashboard will also tell you when parent numbers stop working, which can be a sign of distress

LANGUAGES

- **What languages is the program available in?**

Ready4K Trauma-Informed is available in English and Spanish. As with every Ready4K program, the Trauma-Informed translations are also versioned to be culturally responsive.

- **What if we need a different language than the ones you already have?**

Please contact us if you have a local language that you'd like us to translate the Ready4K Trauma-Informed curriculum into.

COMMUNITY RESOURCES

- **How do you get the resources?**

Our team will take you through a community asset mapping process to identify assistance programs, parenting workshops, mental health resources and other community assets. We also can use your needs assessment if you have one or any resource lists you've already assembled.

- **What if we don't have many resources?**

There are national resources we can integrate into the messages. The community asset mapping process can help you identify resources that would be helpful for your community.

- **Do you collaborate with 211?**

Yes! We can work with you and your local 211 provider on this process.

- **Have there been any issues with community resources not being responsive to the parents?**

We do not send out messages until we have confirmed that the resource is responsive. This is a key part of the community asset mapping process. We make sure links work, calendars are up-to-date and someone answers the phone (or a VM message exists) for any phone numbers listed.

FAMILIES SERVED

- **What age ranges do you serve?**

The program provides parenting support for families with children ages birth to 4th grade.

- **Is it appropriate for kids with developmental delays?**

No, Ready4K Trauma-Informed was not specifically created for children with developmental delays. That said, we take a strength based approach to all of our content and aim for inclusivity, casting as wide a net as possible in all of our activity suggestions. For a program that is more responsive to children's unique developmental needs we recommend our Personalized Learning Program.

REACHING EVERY FAMILY

- **How can we enroll families if we don't have their phone numbers?**

There are multiple routes we can take in case we don't have families phone numbers:

- Use family support workers / family-school liaisons to tell families about Ready4K during their interactions, and use enrollment forms to gather information
- Create text-in codes that can be provided to parents through emails/flyers
- Use social media to circulate information and a call-to-action, for example: text PROGRAM to 70138.

- **Can we use social or traditional media to recruit families?**

Yes! We can provide you with appropriate language and images that you can share on your social media page to recruit families.

- **What happens when families change their phone numbers?**

When a family informs our partner (you) about the change, you can simply let us know and we will replace their phone number on our system. If a family's number stops working, we receive an alert that messages are no longer getting delivered. We identify that number and inform you through our Data & Analytics dashboard.

- **What happens when families are unresponsive?**

families are not expected to respond to the Ready4K program. It's designed to share facts & activities that parents can practice at home with their children in ways that are easy and accessible. Across many surveys, 94% of families (n=5,722) report doing at least one Ready4K activity each week, and 98% of parents (n=5,154) report reading the texts sometimes, most of the time, or always.