

MAXIMIZING PARENT OPT-IN

Obtaining high-quality information on the local youth experience means maximizing the # of parents in your community that provide consent (permission) for their teens to take the Youth Well-being Assessment.

Recommended Practice

Whenever possible, include the parent consent document in your registration system or as an electronic link. Ask parents to directly provide or decline permission for their teen to participate.



Parent Communication Tips

Schools can also achieve adequate parent opt-in levels with effective communication.



Tip #1: Promote value of Youth Well-being Survey for school and community well-being improvement efforts. Consider having a few key parents champion the survey.



Tip #2: Use a mix of channels/platforms. School website, newsletters & texts to parents; flyers or letters in print or via virtual backpack; flyers and posters at back-to-school nights; informational or other events with good parent participation; and school social media are all important.



Tip #3: Communicate early and often. Plan to send at least 3 reminders to parents after an initial blast early in the school year.