Welcome to Philadelphia! We are excited that you are joining us for the 2017 Parents as Teachers International Conference, held for the first time in the northeast. This year’s Conference is one of our largest ever, with over 1,200 attendees coming from every corner of the U.S. and other countries as well. We have had tremendous support from many of you in putting this year’s conference together and we especially appreciate the involvement from our three host states of Delaware, New Jersey and Pennsylvania.

This year we focus on how to engage with families and how to increase the impact of our work by strengthening connections to families, to the communities we serve, and to one another. By Making Connections Matter, we are offering workshops and activities for you to learn, engage and explore, with some fun added to the mix!
First Book: Buy A Book and Give Back!

We want to give back to our host states Philadelphia, Delaware and New Jersey. Parents as Teachers, in conjunction with First Book, hopes to raise money, so we can “leave” each state with more than when we came. Books will be sold at a very low cost, so stop by the First Book Station in the lobby to view books and donate online. Also make sure to fill out a Book Plate, which will be included with each book. Write a special message to the individual that will receive the book. We will reveal the total amount raised at the Closing Luncheon.

From Surviving to Thriving

Anastassia Hardy manages Family Engagement department at New American Pathways. This Atlanta-based refugee resettlement agency provides approximately 3,500 refugees per year with the necessary tools to rebuild their lives and achieve long-term success. The Family Engagement department supports refugees on their parenting journey in the U.S. by promoting school readiness and active involvement in their children’s education. The department has two programs: Parents as Teachers and School Liaison (serves as a bridge between refugee parents, students and schools). The Strengthening Families Parents as Teachers site was recognized with the Losos Prize for Impact in 2016.

Hardy and her team are presenting a workshop where the audience will gain practical knowledge of working with refugee populations in the U.S. and deepen their cultural awareness of refugee backgrounds. The “surviving to thriving” simulation takes the participants on a refugee journey from a war-torn country to a refugee camp to the country of final resettlement (the U.S.). The presenters will share their experiences of supporting refugee parents on their acculturation journey, focusing on “sticky” points of the Parents as Teachers curriculum and the strategies to introduce concepts that may be completely foreign for some cultures.

Panel Discussion

On Wednesday, our opening general session will feature a panel discussion with moderator Kwesi Rollins, Institute for Educational Leadership’s Director of Leadership Programs and a Parents as Teachers board member. The panel will discuss Family Engagement in diverse sectors such as education, healthcare, tribal communities, housing and the military.

CEUs

This year, we are pleased to offer Continuing Education Credits through St. Louis Community College for those interested. If you are interested in obtaining CEUs for the workshops you attend at conference, you will need make sure to ask about this at Registration and check in at the Information booth to receive instructions on how to claim your Continuing Education Units.

Alison Gopnik

Author Alison Gopnik is our featured closing keynote speaker on Friday. Gopnik is a columnist for The Wall Street Journal, and a professor of psychology and affiliate professor of philosophy at the University of California at Berkeley. We look forward to learning Alison’s insights as we wrap up the conference at our closing general session.

Gopnik is a professor of psychology and affiliate professor of philosophy at the University of California at Berkeley, where she has taught since 1988. She is a world leader in cognitive science, particularly the study of children’s learning and development. She is the author of over 100 journal articles and several books. She is a fellow of the Cognitive Science Society and a member of the American Academy of Arts and Sciences.

Photo Booth

Make sure to check out the Photo Booth (new this year) and document your attendance at the conference. It’s simple: visit the photo booth to snap a photo of yourself or with colleagues or with new friends you met at conference.

Be sure to share on the Conference APP and on social media where you are from and feel free to be creative and have some fun with your fellow conference attendees. #PATCON17
This year the Parents as Teachers Networking Night Out event is at the historic Reading Terminal Market. Join us for a night of fun, starting at 5:00 p.m. Soak in the history and ambiance of this Philadelphia landmark while rubbing elbows with colleagues from across the country and around the world, and enjoy a sampling of some of the best food in Philadelphia.

Opened by the Reading Railroad in 1892, the Reading Terminal Market was 78,000-square-feet of spaces for some 800 vendors and was touted as the greatest food market in the world. Through the years, the Market survived and thrived by adapting to new innovations and changes in consumer trends and the economic climate.

Beginning in the 1980s, the Reading Company devoted renewed attention to the Market — and so began the dramatic changes we see today. New merchants were recruited, including a group of Amish families from Lancaster County, some of whom remain today. In 1984, trains stopped running to the station above the Market and the city’s commuter rail system was re-routed to bypass the old Reading Terminal. In 1990 the building was sold to the newly-formed Pennsylvania Convention Center Authority, who restored the Market to strict historic preservation standards. The Authority also set up a non-profit management company to run the Market and maintain its historical integrity.

Today, the Market is home to nearly 80 independently-owned small businesses representing a great diversity of nationalities. Each day they offer an unparalleled variety of local and imported fresh foods, groceries and prepared meals. More than 100,000 Philadelphians and visitors pass through the Reading Terminal Market every week, enjoying its exceptional products, history and people. Reading Terminal Market, as it has for more than a century, offers personal, neighborhood shopping and has something for everyone. We hope you are able to join us to explore and experience the tasty food at this exceptional Philadelphia landmark.
Meet Philbert

Philbert is a three-foot-tall, 225-pound bronze pig in Reading Terminal Market whose name is a pun on Filbert Street. Each day he invites shoppers, tourists and hungry locals to “feed” him coins to support The Food Trust, a nonprofit organization that helps make healthy food accessible to the underprivileged.

Designed by sculptor Eric Berg in 1995, Philbert, has been soliciting funds for other notable causes besides The Food Trust. Philbert contributions are also occasionally designated to help out with natural disasters like Hurricane Sandy, the 2010 Haiti earthquake and the 2004 Indonesian tsunami (for which this pig-lanthropist raised almost $4,300 in a single week).

Rubbing Philbert’s snout is supposed to bring good luck and is the reason it’s so shiny.

Philbert dresses up for special occasions, wearing a wreath at Christmastime and pink in support of the Susan G. Komen Race for the Cure, for instance. He’s also a favorite place for Market visitors to park misplaced hats and scarves.

In 2013, Philbert raised $6,807.99 towards The Food Trust’s mission of increasing needy families’ access to healthy food and healthy food information.
The Parents as Teachers Penelope Team Steps Up Their Game for the 2017 Conference

In addition to the interactive preconference workshop and two conference workshops, the Parents as Teachers Penelope team is once again available to answer questions and help attendees get the most out of Penelope in the Penelope Solutions Center.

Brian Hall, Penelope Specialist at Parents as Teachers National Center, explains that the Penelope Solutions Center offers an opportunity to provide face-to-face support for Penelope users. “We’re available to answer questions for anyone who is using or considering Penelope,” said Hall.

At the 2016 Conference in St. Louis, Missouri the Penelope Solution Center had over a dozen attendees make appointments as well as many walk-ins. This year, attendees interested in using this fantastic resource are encouraged to make an appointment at bit.ly/2zsS8jO in order to secure a time slot. Penelope specialists from Parents as Teachers and a representative from Athena Software will be on hand to answer any and all Penelope questions. The number of available sessions is limited. “We have 48 half-hour time slots available for sign-ups, and additional staff for walk-ins,” explained Hall.

Parents as Teachers took a huge step forward at the beginning of April with the launch of PAT Penelope 2.0, and the response has been very positive. Incorporating feedback from users, the revised version features several significant improvements:

- Fewer clicks to start a document
- Fewer required fields – especially in Visit Plans and PVRs
- All Visit Plan and PVR documents are in the same place
- Visit Plans display the child’s age in months, which makes it easier to pick age-appropriate activities and resources
- Clearer how to document a family’s enrollment date
- Child Health record is broken into separate pages for Pregnancy History, Health, Hearing, and Vision
- Each Developmental Screening tool and Family-Centered Assessment is a separate document, which makes them easier to document
- Shorter document names make it easier to find any incomplete documents

Additional data fields allow MIECHV programs to track the information needed for annual reporting.

Improved reports:

- Parent Educators can run additional reports on the families assigned to them
- Service Alerts report is more intuitive, provides more information about items that may need follow-up, and includes a CSV with detailed data

In addition to PAT Penelope 2.0, we launched Penelope Guided Learning, a powerful learning tool for both new and existing PAT Penelope users. This section of the PAT Portal combines videos, user guides, useful tips and practice exercises to help supervisors and parent educators learn to use Penelope efficiently.

The 2016-2017 Affiliate Performance Report (APR) was launched in May. For Penelope users, this makes the annual end-of-year reporting a snap. Affiliates can review their information, look at detailed information to find data entry errors, and transfer their data with a single click.
Thanks to our Generous Sponsors

Premier

Edward Jones®

Gold

Silver

Bronze

Additional Sponsors

Jean & Mary Roy Scholarship