



GIRLS IN THE KNOW "BRING SERIES TO YOUR SCHOOL" PACKET

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About Girls in the Know

Girls in the Know is a 501(c)3 non-profit organization, (www.girlsintheknow.org), who's mission is to promote healthy communication between mothers/caregivers & daughters through education that will encourage pre-teen girls to make positive choices as they mature into adulthood, providing a first step in the mother/caregiver-daughter journey through adolescence.

Girls in the Know (GITK) was founded in 2009 in St. Louis by Lori Lander, mom of 3 girls. She and her oldest daughter developed a 4-week speaker series that was hosted by St. Luke's Hospital in July, 2009. Girls in the Know remains based in St. Louis and in 2011 expanded to Chicago. GITK has expanded from 9 speaker series in 2009 to more than 32 speaker series in 2013 in both public and private school settings reaching more than 2500 mothers/caregivers & daughters through traditional and outreach programming.

The GITK speaker series is led by female professionals and invites mothers/caregivers & daughters, ages 9-13, to start talking about life's most important pre-teen topics opening the door to what can sometimes be difficult conversations to begin. Young women today need reliable sources for accurate information and inspiration; Girls in the Know provides this.

Topics include:

Empowerment * Self Esteem * Friendships * Bullying * Nutrition * Exercise * Body Image * Eating Disorders * Cell Phone & Internet Safety * Home Alone & Sleepover Safety * Puberty * Menstruation * Female Anatomy * Male Anatomy and more!

How to bring the speaker series to my school or group:

- Read through this packet of information thoroughly.
- Ensure that you understand and agree to the content.
- Confirm you have achieved all aspects of the "Location Responsibilities/Readiness to Participate Criteria"
- Fill out a Location Application (available on the GITK website).

Location application deadlines:

- To start a series for the fall semester, applications are due by **August 31** (if after this date please contact us for availability)
- To start a series for the spring semester, applications are due by **January 15** (if after this date please contact us for availability)

Girls in the Know St. Louis reviews Location Applications with its Board of Directors and aims to notify approved new fall locations in August and approved new spring locations in January. Once the application has preliminarily been approved, Girls in the Know St. Louis seeks to meet with the Location Liaison (counselor or teacher) and/or Program Leader or Program Ambassador Volunteers and ideally a school administrator, at the location to review the space and to answer any questions about the program (or at minimum have a conference call).

Note: Girls in the Know is grateful to be experiencing tremendous growth. As we grow, we are doing our best to accommodate as many location requests as possible while attaining our goal of reaching as many mothers/caregivers & daughters as possible. Girls in the Know relies on the commitment and time of volunteers within our organization including the Program Leader and Program Ambassador Volunteers to ensure a successful experience for girls and their mothers/caregivers. With that in mind, completing an application does not guarantee the scheduling of a speaker series although we will make every effort to do so. Thank you for your interest!

Location Responsibilities/Readiness to Participate Criteria:

GITK provides everything needed to run the speaker series. GITK utilizes parent volunteers and/or school personnel to schedule, promote, and help facilitate a successful speaker series.

There are three main volunteer roles: the Location Liaison, Program Leaders (current participants) and Program Ambassadors (program graduates) and is typically a mom but can also be a female guardian, caregiver, or family support person of the pre-teen girl attending. It is common for the Location Liaison to also serve in the role as Program Leader or Program Ambassadors.

Location Liaison

The Location Liaison provides a valuable link between the location, parents, and the Girls in the Know staff. The Location Liaison must be associated with the school/location and could be a school employee (counselor or teacher) or a parent volunteer. The "Program Leader" can also be the "Location Liaison" -- both roles could be the same person.

A Location Liaison has the following responsibilities:

- Makes a connection with the school/location to bring Girls in the Know to location.
- Gets approval from school principal or location/district administration. The school principal or administration must indicate his/her acknowledgement, awareness and support of Girls in the Know being delivered at your location if this application is approved.
- Secures the location and meeting space and schedules the dates for the speaker series with the appropriate location personnel. (In coordination with Program Leader)
- Secures permission, if needed, and approval in writing (e.g. in the case of a school district, an approval form), for distribution of marketing materials to students and publicity of the speaker series within the school/location and/or district.

Program Leaders (mom/caregiver-daughter pair)

The Girls in the Know (GITK) Speaker Series offers a unique volunteer opportunity for mother/caregiver & daughter pairs who are ***first time participants*** to facilitate bringing the GITK Speaker Series as PROGRAM LEADERS (PL) to their school/location by taking on a leadership role throughout the program, and in return, receiving discounted program fees.

The PROGRAM LEADER position provides a unique volunteer opportunity for a mother/caregiver & daughter pair to work alongside one another while specifically offering the pre-teen daughter leadership experience, community service, and volunteerism for an amazing non-profit organization.

This volunteer position works directly with GITK staff to assure the smooth implementation of and successful participation in the GITK Speaker Series through marketing the program, recruiting mother-daughters pairs, and facilitating the sessions. Please apply by emailing: vanessa@girlsintheknow.org

Program Ambassadors (mom/caregiver-daughter pair)

The Girls in the Know (GITK) Speaker Series offers a unique volunteer opportunity for mother/caregiver & daughter pairs who are ***GITK Speaker Series program graduates*** to facilitate bringing the GITK Speaker Series as PROGRAM AMBASSADORS (PA) to their school/location by taking on a leadership role throughout the program, and in return, giving back to the community and helping support the mission of GITK.

The PROGRAM AMBASSADOR position provides a unique volunteer opportunity for a mother/caregiver & daughter pair to work alongside one another while specifically offering the pre-teen daughter leadership experience, mentorship, community service, and volunteerism for an amazing non-profit organization.

This volunteer position works directly with GITK staff to assure the smooth implementation of and successful participation in the GITK Speaker Series through marketing the program, recruiting mother-daughters pairs, facilitating the sessions and mentoring younger participants through q & a.

Program Leader and Ambassador volunteers participate in a 1-hour Leader Training session before the speaker series begins. Teams are provided with a GITK Speaker Series Manual that outlines each session in detail.

Program Leaders/Program Ambassadors have the following responsibilities:

- Before the series begins, the Program Leader/Ambassadors assures smooth implementation of the speaker series (marketing the program and recruiting mother-daughters pairs).
- Each Program Leader/Abassador is required and daughters optional (excellent for daughters/girls seeking leadership, volunteer or service hours) to attend Leader Training provided by Girls in the Know. A GITK Volunteer's only requirement is to be passionate about the speaker series. Girls in the Know will provide training, the curriculum and all supplies needed to run the speaker series.

4 weeks prior to program:

- Secures meeting space for the series with the appropriate location personnel (In coordination with Location Liaison). It is important to have tables and chairs to accommodate up to 20 mother/daughter pairs (40 persons).
- Schedules the dates for the series with the appropriate location personnel (In coordination with Location Liaison). Choose day of week and the time the mother/daughters will meet for one hour for 4 weeks. Most locations meet from 6:30-7:30 pm on the same night for four consecutive weeks. The 4 week format is encouraged and designed to be special time spent together as a "mother/caregiver-daughter date night".
- Approval process completed with location/district for promotional materials (flyers), if applicable, and in coordination with Location Liaison.
- Work alongside GITK to design/develop the series program promotional materials/flyer and registration.
- Market the program to all girls in the appropriate grades (ages 9-13). The Program Leader/Ambassador is responsible for arranging program marketing/promotional materials (flyers) to be distributed to each girl in the appropriate grades. A well-defined recruitment plan should be outlined and coordinated with the school/location (back to school night, newsletter, school electronic communication, social media, personal network, etc.). This will be covered in the training session.
- Secure storage area for curriculum supplies, etc.
- GITK posts your location's speaker series for online registration and GITK will contact Program Leader/Ambassador once minimum requirement of 15 mother-daughter pairs is met.
- Once the minimum requirement of 15 mother-daughter pairs has been met, GITK will arrange delivery of the series supply kit.
- Program Leader/Ambassador communicates program information to registered participants.
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During the Speaker Series-weeks 5-8:

- Arrive to each of the four-week sessions 30 minutes early to set up sign-in area, information packet and materials, speaker information and tables/chairs.
- Introduce the speaker and facilitate distribution of information packets/supplies/session aides, question & answer period, etc. (The GITK program manual is provided in training. Detailed instructions and directions, and scripts for speaker introductions/session/conclusions are all included.)
- Administer and collect session surveys and conclude each session.
- Pack up supplies and return room to original set up. Store supplies in secured area.

- Tally the survey results following each session and return with the session supplies.

Post-Speaker Series-week 9

- Coordinate returning session supplies and surveys to GITK
- Participate in our program-wide evaluation.
- Help plan the end of semester "In The Know" Celebration

Review a typical school timeline:

- **week 1**-initial conversation, contact school, select dates, flyer approval, develop marketing plan
- **week 2**-set up registration, distribute flyer & implement marketing plan
- **week 3**-marketing & promoting
- **week 4**-coordinate with GITK to secure speakers & session supply kit delivery
- **week 5**-session 1
- **week 6**-session 2
- **week 7**-session 3
- **week 8**-session 4

Registration:

- All mother/caregiver-daughter pairs will sign up and make payment for the GITK Speaker Series via the Girls in the Know website during the designated registration period. If Internet access is not available, registration may take place via telephone.

Refund Policy:

- If a registered participant is unable to attend a session or series, Girls in the Know will attempt to enable the participant to attend the session or series at another location. Refunds will be considered at the discretion of the Program Director. Cancellations within two weeks of the session or series will be considered for no more than a 50% refund. No refunds will be issued for participation in a speaker series following commencement of the series. If the speaker series is canceled due to insufficient registration or other circumstances deemed appropriate by the Program Director, the full registration fee will be refunded.

Group Size:

Each speaker series requires a minimum of 15 mother/caregiver-daughter pairs and limits each group to a maximum of 20 pairs. If you have more than 20 interested mother-daughter pairs, you may consider having a second session if there is enough leader support. Registration will be first-come, first served. The Program Leader is guaranteed a spot in the session.

The minimum number of 15 pairs is necessary to meet financial considerations of program delivery. The maximum number of 20 pairs supports the curriculum design and group dynamics. The curriculum is related to interactive experiential learning and mother-daughter bonding that fosters communication building. Fewer than 15 mother-daughter pairs make it difficult to provide this experience. More than 20 mother-daughter pairs make it difficult to establish group rapport and depth of communication.

Attendance:

Due to the importance of group dynamics, experiential learning process of the Girls in the Know Speaker Series and the efficacy of the program, mothers & daughters are expected to attend each consecutive week of the four-week series. More importantly, GITK wants every mother & daughter to participate in the "speaker series experience" and look at each week as a "date night" with your daughter. We suggest that by treating it as such your experience will be more meaningful and long lasting. If a session must be missed, we invite mothers & daughters to make up that session at a future location.

Timing and Length of Session:

We currently offer two semesters of the Girls in the Know Speaker Series each year,

- **Fall Semester**-begins in early September and ends in mid November. A four-week consecutive block within that time frame will be selected for your location's speaker series. To hold a series in the fall semester, planning should begin in June and be finalized in August.
- **Spring Semester**-begins in early February and ends in early May. A four-week consecutive block within that time frame will be selected for your location's speaker series. To hold a series in the spring semester, planning should begin in late fall and should be finalized in January.

Girls in the Know Curriculum:

The curriculum covers 4 sessions over a four-week period and each session is one hour. Each session follows a general pattern of topical education delivery and interactive activities. The GITK speaker series is a unique program in youth programming for females as it is designed to foster positive and ongoing communication between mother and daughter.

Child development research indicates the communication between parent and child dramatically drops off during adolescence, and peers often can become a stronger influence. Research shows that fostering close communication between parent and child throughout development leads adolescents to develop a better decision-

making process. Research also validates that the development of strong parent-child communication prevents the future display of at-risk behaviors including the onset of sexual activity, teens rank parents as the #1 influence on their sexual decisions. As a preventative health program, GITK believes that the best defense against risky teen behavior is a strong offense.

The sessions are presented each week by licensed/certified female professionals in their field.

SESSION ONE: "Empowering Your Pre-Teen Daughter"

Mothers and daughters learn ways to lead empowered lives!

Speakers:

Lisa Deutsch, MSW, LCSW

Shellie Fidell, MSW, LCSW

Paula McMaster, MSW, LCSW, School Counselor

Mary Tychonievich, MEd., School Counseling

Julie Walther-Scheibel, MEd., LPC

SESSION TWO: "Promoting A Healthy Body Image"

An interactive discussion on inner beauty and how the media affects girls' perception of themselves, and who girls can overcome these messages.

Speakers:

Dorian Doss, MS,LD,RD

Katie Lambert, RD,LD

Candace Winterbauer, RD,LD

SESSION THREE: "All About Safety:

Internet, Cell Phones, Home & Away"

Internet, mobile phones, home and away-helps mothers and daughters understand and navigate the dangers that they face with technology and personal safety outside the home.

Speakers:

Safety Officer Kimberly Huffman

Police Officer Deneane Jones

Corporal Jennifer Schwartz

Police Officer Cristina Widbin

SESSION FOUR: "The Birds & The Bees: What Pre-Teen Girls Should Know"

The facts about puberty, menstruation male & female anatomy and how babies are made.

Speakers:

Dr. Denise Meckler, OB/GYN

Dr. Caroline Morgan, OB/GYN

Dr. Jenny Pennycook, OB/GYN

Dr. Sharon Sung, OB/GYN

"In the Know" Celebration:

The series concludes with participation in series-wide celebration that includes a teen panel discussion. This is a great event that celebrates mothers/caregivers & daughters and their Girls in the Know experience. Program Leader/Ambassador Volunteers take an active role in helping to plan and implement the celebration.

Program Fees and Scholarships:

Program fees are \$125 per mother/caregiver-daughter pair. GITK is aware that we serve a wide range of mothers/caregivers & daughters and part of our mission is to have GITK to be accessible to ALL. In the event a family is unable to afford the cost for the program, we will do everything we can to offer scholarships to those in need. Our ability to do so is limited by our capacity to raise funds. As need-based scholarships are available for program fees for individuals who require program fee assistance, families requesting scholarships can complete an application to be reviewed by our Board of Directors.

The tangible items each mother-daughter pair receives with our program include:

- Sessions are conducted by female professionals licensed/certified in their field
- Information Packet and Materials to accompany each session
- Official GITK t-shirt
- Participation in the "In the Know" celebration event
- Speaker Series Completion Certificate
- Fees for liability insurance
- Administrative assistance to leaders, locations, mothers/caregivers & daughters and parents

Evaluation:

Mothers/caregivers & daughters in the speaker series are given a pre and post-series surveys to evaluate attitudinal and knowledge changes. This data helps us to evaluate our programs currently. In the future, we hope to enhance this process so that we may use the data gathered to offer even more support to the girls and their families.

Getting Signed Up:

We are currently taking requests to schedule locations for our next season. Please note that GITK is rapidly expanding and doing our best to accommodate as many new location requests as possible. If you would like to begin the process of starting a new location with GITK, please contact Gina Marten via email at gina@girlsintheknow.org or by phone at 314.717.1270

Other GITK Programming:

Power Workshops including:

 Girl Only Workshops

 Mother-Daughter Workshops

Transitions Summer Camp

Teen Board (offered to high school aged GITK graduates)

GITK in the Community:

Dana Brown Foundation grant recipient

Enterprise Leasing

Express Scripts

Listen to Your Mother

St. Louis Cardinals Care

St. Luke's Hospital & Spirit of Women Partner

Lutheran Foundation of St. Louis

Monsanto

Procter & Gamble

Soroptimist Group of St. Louis

UMB Bank

Women's Foundation of St. Louis

Youthbridge SEIC Competition Winner

Contact Us

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