



Butterfly TTT LLC is a training and consulting firm located in Boise, Idaho.
We specialize in promoting the Strengthening Families Protective Factor framework through
training, consulting, and technical assistance.

www.butterflyttt.com

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STRONG: Teaching the Strengthening Families Protective Factor Framework to Parents and Professionals

Authors: Maureen Durning and Jane Zink. Maureen and Jane have been writing curricula, training trainers, and promoting Strengthening Families in Idaho and nationwide since 2005.

STRONG is a comprehensive Strengthening Families training manual which includes over 50 lesson plans suitable for parent groups, professional development, youth education, and organizational practice. The book contains 380 pages in a trainer–friendly two-inch binder and includes:

- Introduction: Background of Strengthening Families from the Center for the Study of Social Policy (CSSP); explanation of the training design; notes to trainers to ensure successful presentations.
- Chapter 1: Getting Started: Lesson plans designed to introduce the Protective factor framework to a variety of audiences in a variety of settings.
- Chapters 2-6: Ten lesson plans for each of the five Protective Factors. Lesson plans are engaging, interactive, and practical, and written using David Kolb’s Experiential Learning Cycle (ELC) and John Medina’s *Brain Rules*. Every lesson plan encourages reflection and personal planning of “everyday actions” that support the development of the Protective Factors.
- Chapter 7: YouThrive: Adaptations and resources for using the lesson plans with youth, their parents, and those who work with them.
- Chapter 8: Resources/Sample menus: CSSP is the backbone for the book and activities complement existing CSSP resources. These and other training resources are included, along with sample “menus” created by combining lesson plans to accommodate different audiences, objectives and time frames.

TO PURCHASE STRONG AND/OR CONSULTING SERVICES:

Contact Maureen Durning through the Butterfly website for ordering information. www.butterflyttt.com

Bulk rates and discounts may be available.

STRONG

- STRONG: \$100 plus \$10 shipping/handling.
- STRONG plus instructional webinar: Customized 1-2-hour webinar or an ongoing webinar series designed for your personal, organizational, or system needs. Cost varies depending on the number of books purchased and the number of webinar participants.
- STRONG plus Train the Trainer Event: Customized 1-3-day training in the use of STRONG, plus implementation planning and practical applications for the needs of your group. Cost depends on the number of participants and the length of the training.

CONSULTATION SERVICES

We offer customized technical services for the integration of the Protective Factor framework within and across systems. Includes facilitated dialogue, practical tools for managing complex change, identifying working strategies, creating an action plan, and exploring evaluation of a fully functioning Strengthening Families organization or system. Consultation available in person, by phone, and via webinar.

Why “Butterfly”?

We believe that great trainings can change us—the way we think, the way we do our jobs, the way we relate to one another and the way we view the world. And once we have undergone this metamorphosis we can never go back to the way we were before.

The Strengthening Families Protective Factor Framework has this transformative power as well. Once we recognize the five Protective Factors in our own lives, understand how we can promote them in others and see why we should, our world view changes, forever.

We wrote STRONG and offer consultation services to make Strengthening Families accessible to professionals who work for and with families. Through training and friendly, effective materials, we turn abstract research into concrete, day-to-day practice. We have worked to incorporate Strengthening Families into childcare quality improvement systems, corrections, housing agencies, home visiting, juvenile detention, child sexual abuse prevention, foster care, faith based organizations, and family preservation services, to name a few.

Testimonials from participants:

- “This was the perfect Train-the Trainer opportunity. I received theory, real-world experience, and was able to observe veteran trainers at work. Thank you, thank you, thank you!
- “I want to have all the knowledge I can to prevent child abuse and neglect. At first I was unsure how this could prevent it, but now I completely understand.”
- “I would tell [family and friends] to take this parenting class. It will change your life and your relationship with your kids. And your kids will be healthier individuals.”