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Bridging the Gap: Equipping Caregivers with Skills to Promote Development

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Bridging the Gap: Equipping Caregivers with Skills to Promote Development

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Mission and Vision

“To equip all parents with the skills and confidence to help their child reach the next stage of development”

Agency Needs

- Accessible caregiver education on developmentally appropriate skills
- Increased social media presence
- In depth caregiver education on specific topics
- Improved marketing to promote continued company growth

Capstone Goals

- Review current literature to fulfill the needs of the agency
- Create and disseminate caregiver education through social media, handouts, and video module scripts
- Expand Alverson Pediatric Therapy’s virtual connection with clients through social media
- Expand professional skills through observation of community-based services

Outcomes

14-Week Social Media Programming

- Disseminated free, accessible, and digestible caregiver education through Instagram and Facebook series
- Provided caregiver education on various pediatric topics including: developmental milestones, emotional regulation, sensory processing, dressing, and so forth
- Created a total of 70 educational posts
- Carefully crafted captions to supplement caregiver education and encourage engagement in content

Example Weekly Series:



Follow this QR code to view the collection of series @alverson_pediatric_therapy



Video Module Scripts

- Completed extensive literature reviews on topics relevant to video module series
- Scripted caregiver education on the following topics:
 - Attention-Deficit/Hyperactivity Disorder
 - Homeschooling Tips
 - School Readiness
 - A Guide to Development
- Created handouts and worksheets to supplement video module scripts

Sample Handouts



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