



## **Teen Parents to Parent Life™**

*Summary around recent Teen Parent name change*

### **Overview of Change**

Over the past 2 years the National Teen Parents Team has been in regular and intentional discussion about our overall approach to Teen Parents in Youth for Christ. Our goal in Teen Parents is to focus on strategically building relationships between teen moms, dads, and the ministry team members that we recruit, train, and develop. This ministry has easily built enthusiasm due to its focus and practicality. However, the title "Teen Parents" often brings with it a negative connotation. "Teen Parents" has felt more like a label that comes with a tone of potential judgment rather than a title that promotes energy and positive response. This influenced us to start talking about a name change.

### **Change Process**

#### **STEP ONE:**

We contacted multiple YFC Teen Parent ministry sites and collected opinions. We asked:

- What do your teen parents call your program?
- What do you call your program when you recruit volunteers?
- What would you like to call your program?

#### **STEP TWO:**

We compiled responses and added several other key words and phrases that describe what we do and how we do it.

#### **STEP THREE:**

We consulted the YFC Marketing/Branding Team and worked through a series of potential titles trying to find words that best describe WHAT we do.

#### **STEP FOUR:**

With guidance from our YFC Marketing/Branding Team and our friends at the Whiteboard agency, we took the titles that generated the most energy and included them in a FOCUS GROUP process. We hosted 5 focus groups across the country to inquire from actual teen parents. These young parents were led through a discussion including seven ministry title possibilities (including Teen Parents). 100% of teen parents who participated in these focus groups chose PARENT LIFE.

#### **HERE ARE SOME OF THEIR COMMENTS:**

- *It sounds happy-like hopeful instead of "wow-my-life-is-really-hard."*
- *It's what we really do—we do LIFE together with our leaders.*
- *I'd wear it on a shirt—it's way better than putting "teen parent" on a shirt! I don't need to advertise that.*
- *It works cause it includes Dads.*

We celebrate how each step above has led us definitively to our new name, Parent Life™.