



The
Hanen
Centre®

HELPING YOU
HELP CHILDREN
COMMUNICATE

Information and Guidelines for the development of a Hanen Presentation

An Introduction to Hanen Presentations:

Hanen members are ambassadors for the Hanen approach worldwide and we appreciate your desire to share information in your community. If you wish to develop a presentation based on Hanen content, we ask that you follow certain guidelines to ensure our approach and programs are represented accurately and effectively.

Please note that we will review your presentation and determine if permission can be granted. Without written permission from Hanen, you may not offer a presentation that contains Hanen content.

Once you have read the below guidelines, if you would like to request permission to offer a Hanen presentation, please complete the associated Presentation Request Form and submit it to copyright@hanen.org.



Guidelines for Developing a Presentation that Includes Information from Hanen Resources

1. What may be included in a Hanen presentation?

Hanen presentations are usually brief, one-time offerings which are based on Hanen information. They are designed to share information about a Hanen Program and the Hanen approach. In your presentation, you are free to discuss strategies which appear in a Hanen guidebook, but you may not discuss anything from your Leaders' Guide in terms of Hanen's copyrighted teaching methodology (e.g. The 4P cycle, the 3As of video feedback, etc.). In other words, you may describe *what* parents learn, but not *how* they are taught.

2. How much content should I cover in a Hanen presentation?

If your intention is to teach specific strategies which can be directly applied, it's important to note that in a short presentation, participants will not have the same opportunities for practice, reflection, and training that we know are required for behaviour change. For this reason, **we recommend covering only a few strategies in the presentation, while using the full 4P cycle to teach them**, as you would during a program (i.e. with the same amount of time allotted to the topic as outlined in the Leaders' Guide to provide adequate practice and discussion opportunities). This will provide participants with the greatest opportunity to gain information about the strategy and to practice in a simulated environment.

3. How much of my presentation needs to contain Hanen content?

Hanen content must represent 70% of your final presentation. We will consider presentations if the Hanen-related content comprises at least 70% of the overall presentation subject matter. In other words, your presentation should primarily be about Hanen content, but you may add some other information. Conversely, the presentation may not be about other topics and include minimal Hanen content.

4. Can I use the program slides as part of a Hanen Presentation?

You are encouraged to use your program slides in order to share information about program strategies and related content. In this way, you are sharing information that Hanen has developed and that has Hanen branding. We are cautious about approving PowerPoint presentations that do not utilize existing program slides.

We will need to review all of your slides in order to get an idea of the overall context of the presentation, and how the Hanen content will fit in.



- *Guidelines for the use of Hanen slides in a presentation:*
 - Program slides may not be changed.
 - Illustrations from program slides may not be used in any other context.
 - Slides with Hanen information must have a different design and look from other slides.
 - You may not combine slides with Hanen information and non-Hanen information.

5. How can I use Trademarked Terminology in a Hanen Presentation?

Hanen owns a number of registered trademarks, and these must be recognized as such. These include:

- The Hanen Centre®
- It Takes Two to Talk®
- More Than Words®
- TalkAbility™
- Learning Language and Loving It™
- Teacher Talk™
- ABC and Beyond™
- Target Word™

6. Can I distribute handouts as part of my presentation?

If you plan to provide handouts to attendees, please submit them along with your application and slides for our review.

Please note that **you may NOT turn your slides into handouts under any circumstances.**

Please add the following credit to each page of your handouts:

© Hanen Early Language Program, [CURRENT YEAR]

This handout, which is adapted from the [PROGRAM*] Leaders Guide ([AUTHORS], [YEAR OF RELEASE]), may be copied by [NAME] who is a [PROGRAM] Hanen Certified Speech-Language Pathologist, and who has permission from The Hanen Centre® to use it ONLY in [NAME AND DATE OF PRESENTATION]. It may not be further copied or reproduced for any other use without written permission from The Hanen Centre®.

*Program name should be listed with the appropriate trademark symbol.



Important Notes regarding your Hanen Presentation:

- Please note that it can take up to 4 weeks for the Copyright Committee to fully review a Hanen presentation and provide feedback. Please submit your documentation and materials as soon as you are able to allow for time to implement feedback.
- *Please do not refer to the presentation as a “training” since we know that brief, concentrated information cannot provide the same learning as a full Hanen program. **In addition, please note that your cooperative agreement states that you are not permitted to train others to teach Hanen strategies or to deliver Hanen programs.**
- Presentations should not cover too much information in too short a timeframe.
 - It is important that audiences have time to process the content related to a Hanen program and the Hanen approach.
 - If your presentation is too long or contains too much content, we will ask you to reduce the amount of content.