SAS COMMUNICATIONS TOOLKIT

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SAS COMMUNICATIONS TOOLKIT

Whether you've newly subscribed as a provider of the Secret Agent Society (SAS) Small Group Program or have been using SAS resources for years, this guide aims to support our service provider network to refer to the program, its design, and its purpose in a consistent, professional, and accurate way to stakeholders and the public.

This guide provides the following support:

1. SAS Visual Identity Guide

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SAS VISUAL IDENTITY GUIDE

Provider Badges

Official SAS Provider badges are available for SAS Provider services to use on their own collateral, website or other communications. These items identify your service as being a registered SAS Provider. The Provider Badge is to be used for most applications by SAS Providers, unless impractical.

Primary

Blue

Reversed

Mono

SAS Logo

The primary SAS Logo is to be used for most applications where the SAS Provider Badge is not appropriate.

Primary

Mono

Reversed

Blue

SAS Badge or Logo Lock-ups

When locking up the SAS logo or SAS Provider Badge with other partner logos, a divider line is to be used. The positioning of this divider is determined by the 'n' in 'agent'. See below.

Example Lock-ups

The 'n' from 'agent' is used to space the divider and the partner logo

Divider

The 'n' from 'agent' is used to space the divider and the partner logo

Divider
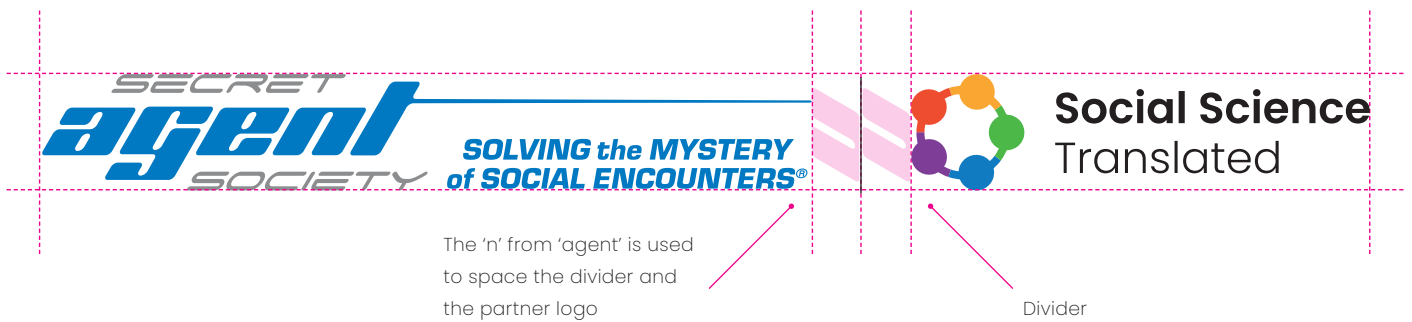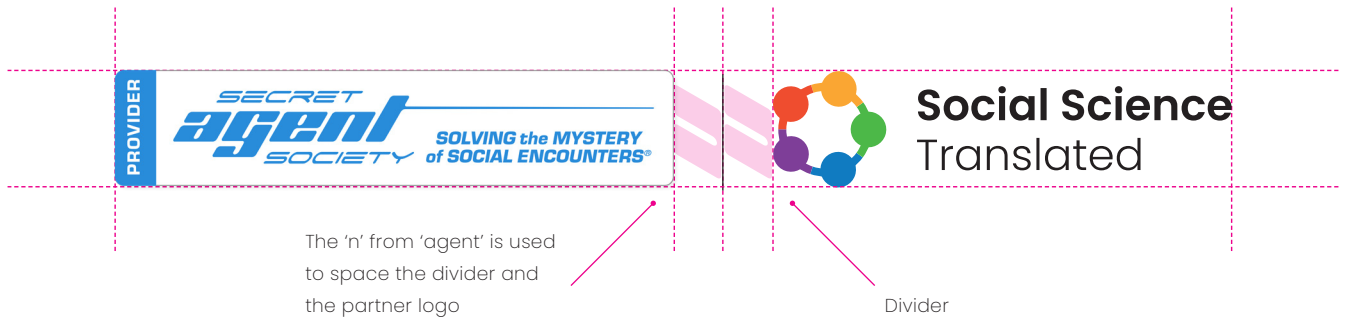
Dont's

❌ Don't use non brand colours

❌ Don't rotate

❌ Don't stretch or distort

❌ Don't use on low contrast background

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HOW TO PROMOTE SAS

Designing a successful plan for promoting your SAS Provider service should incorporate the following key considerations to ensure clear, concise, and accurate messaging to families and children, staff and colleagues, funders, and other relevant stakeholders.

At Social Science Translated, we support SAS Providers to:

- Be knowledgeable about what the SAS Small Group Program is designed for, and its evidence-based applications

- Be sensitive to the community you serve, including avoiding ableist and neurotypical-centric language

- Align with and convey SST's vision of society valuing diverse life skills

- Adhere to your own relevant professional practice guidelines

- Accurately portray the program features and to be mindful not to advertise SAS as something that it's not

- Be up-to-date on the evidence base as it constantly grows and evolves

Tip

Do an annual review of your marketing and intake materials to ensure your resources are aligned with the current version of the Secret Agent Society (SAS) Small Group Program.

The following resources are freely available for your promotion needs.

Video trailers visually demonstrating the SAS spy-theme used in SAS Digital HQ and the SAS Small Group Program

Program Web Banner images for visualising SAS Small Group Program in your materials

Family Flyer for building awareness in families
*Professional print-ready file available upon request
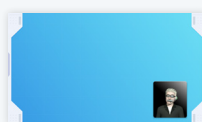
Virtual Background images for enhancing virtual meetings and promotional events with the SAS spy theme

SAS Provider Badge for recognition as an SAS Small Group Provider
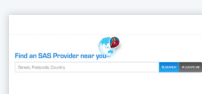
"Find an SAS Provider" public-listing feature for families to locate SAS Providers around the globe

The following messages are recommended for use with your marketing materials.

Taglines

Primary

Secret Agent Society: Solving the mystery of emotions and social encounters®

Secondary

- An espionage-themed program to diversify children's social and emotional skills
- A social-emotional toolkit to diversify children's life skills
- Preparing children for life's social and emotional challenges

Key Messages – What is SAS?

- The Secret Agent Society (SAS) Small Group Program helps kids aged 8 to 12 years old to crack the code of emotions and friendships through an animated 'secret agent' theme.

- The spy-themed Secret Agent Society (SAS) Small Group Program engages 8–12-year-olds through gamified learning, skill generalisation at home & school, reward systems, and interactive clinician-led child & parent sessions with face-to-face and telehealth options.

- The Secret Agent Society (SAS) Small Group Program prepares children for life's social and emotional challenges in a fun and effective way. By capturing children's attention through spy-themed gamified learning, SAS Providers have been helping children reach their social and emotional goals for over 12 years.

- The SAS Small Group Program consists of small group child sessions for 'cadets' (club meetings), parent group meetings, teacher information session and Teacher Tip Sheets, paired with real-life practice missions and a system to monitor and reward skill development at home and at school.

SAS Applications Beyond the Current Evidence Base

The Secret Agent Society framework, program components and resources are underpinned by a strong evidence base, which is often a key attraction for families and referrers looking for structured learning support. However, the clinical and educational application of SAS has historically expanded faster than the published research!

Social Science Translated acknowledges and supports the use of SAS resources in clinical settings beyond what is currently supported by research at the discretion of trained professionals using their clinical judgement and with transparency to families.

For example:

- SAS Facilitators may offer the SAS Small Group Program to children – or adolescents – outside of the evidence-based 8 to 12 years of age, in instances where their skill development goals as well as emotional and intellectual abilities and interests are suited to the program.

- Facilitators might also incorporate elements of the SAS Computer Game Pack into large group educational lesson planning at schools.

SST encourages professionals to get in touch to seek assistance when offering SAS ahead of the research. A key consideration is to take care to avoid misleading claims regarding the evidence when offering services that utilise SAS resources in these circumstances.

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FREQUENTLY ASKED QUESTIONS FROM FAMILIES

When answering questions about SAS, remember to refer to key SAS resources such as the website, Family Flyer, SAS Implementation Guide, SAS Digital HQ trailers, plus additional resources accessed by trained SAS Facilitators via their Facilitator Dashboard.

Who is the SAS Small Group Program for?

While SAS was first developed for children aged 8-12 years on the autism spectrum, the evidence base has expanded over time to demonstrate meaningful change for children with a range of diagnostic and neurodiverse profiles.

Who delivers the SAS Small Group Program?

Allied health, education and disability professionals typically deliver the SAS Small Group Program. Professionals learn to deliver the program aligned with evidence-based and clinical best practice in a formal SAS Facilitator Training Course.

What types of approaches does SAS use?

The SAS Theoretical Framework combines the understanding of each child's unique cognitive profile and learning style and respects neurodiversity. The framework incorporates therapeutic approaches (e.g. Cognitive Behaviour Therapy and Acceptance & Commitment Therapy) and behaviour change theory (e.g. self-determination, goal setting, real-life practice etc) to empower meaningful change for children and their families.

What can I (families/children) expect from the SAS Small Group Program?

Families can expect:
- Guidance from a trained SAS Facilitator through a multi-session program taking around 6-8 months.
- To commit to a series of weekly group meetings, then two booster sessions. Between regular Club Meetings, Cadets are supported by their adult Mentors to complete their Skill Tracker, Mission Journal and the SAS Digital HQ levels.
- Flexible small group delivery in person or via telehealth with 3-4 Cadets or up to 6 Cadets when combining groups.
- Use of an online platform through a compatible device for uninterrupted program access from anywhere.
- Personalised wrap-around support for their child from their parents and teachers who engage with the program using their Mentor Portal and digitised espionage-themed tools and resources.
- A comprehensive and effective program backed by more than 20 publications.
- A full suite of SAS missions and skill development activities across four focus areas: emotion recognition, emotion regulation, social skills and problem-solving.

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How is the SAS Small Group Program different from other emotion and social skills programs for children?

Short answer:

The SAS Small Group Program captures and engages children's attention through spy-themed gamified learning. With a strong evidence base underpinning the program, it has demonstrated effectiveness in improving four key life skills:

- Emotion Recognition (in self and others)
- Emotion Regulation (particularly anxiety and anger)
- Social Problem Solving
- Social Skills (for friendship and teamwork!)

Long answer:

The SAS Small Group Program is a comprehensive, multi-component small group program that consists of child sessions for 'cadets' (club meetings), parent group meetings, and teacher engagement in a digitally-enabled wraparound approach. Sessions are paired with real-life practice missions and a system to monitor and reward skill development at home and at school.

The content and program structure is accessed through an intuitive and engaging online platform that streamlines program delivery and participation for all child and adult users, supporting face-to-face or telehealth delivery and between-session activities.

The award-winning evidence-based curriculum captivates children with its espionage-themed games and activities including: multi-level gamified learning through the SAS Digital Headquarters (SAS Digital HQ); a virtual Helpful Thought Zapper; role-playing through the digital SAS Challenger Board Game; finding smart solutions with the D.E.C.O.D.E.R problem solving formula; and deciphering emotions through Secret Message Transmission Device Game.

TIPS FROM SUCCESSFUL PROVIDERS

SAS Providers have been transforming the lives of children around the world for more than a decade. Some common tips for successful providers are shown below.

Do

- Allow sufficient preparation time

- Tailor the SAS program to group and individual needs, preferences, interests, and goals

- Be flexible in delivery, yet maintain program fidelity, to meet individual child needs and to match different service models

- Encourage understanding and acceptance of each child and families' diverse social needs, context, and goals

- Refer to resources provided in the SAS Facilitator Dashboard including the Facilitator Manual, SAS Software Navigation Module, checklists and more

- Lean on your colleagues to share tasks and reach out for help from SST if needed

Don't

- Frame the program as addressing a 'deficit', changing something that is 'wrong', or to 'fit in'

- Refer to someone as being an SAS Facilitator if they have not achieved their SAS Facilitator Certificate (i.e met eligibility criteria and completed the 14-hour training course)

- Procrastinate filling out the session checklist or capturing topics requiring debrief as you may miss following up on important issues

- Read straight from the Facilitator Manual during sessions, instead prepare, tailor, and rehearse ahead of time for ease of authentic delivery

- Expect Cadets to master skills during sessions. Learning occurs across home, school and in the community and requires time, well-matched supports, and practice to reach goals

- Go at it all alone! Connect with colleagues or supervisors for support and problem-solving

Note that the SAS Implementation Guide provides practical guidance for preparing for program delivery and understanding an organisations current capacity to deliver the program, including strengths and areas that may require further attention.

RESOURCING, PRICING AND SERVICE MODELS

There are many factors that impact the chosen service models, costs and revenue/funding from one SAS Provider to the next across different professions and countries. We offer resources and consultative support when planning to become an SAS Provider and to explore SAS Small Group Program delivery options within the unique needs of each local school, clinic or service structure and their community.

Understanding cost of delivery	Packaging and pricing the program
Monitoring and evaluation of program-level goals	Value-based analysis
Manage pre and post group time	Funding sources (e.g. NDIS)
SOP's to promote efficiency	Repeatable marketing activity and automated sales sequence
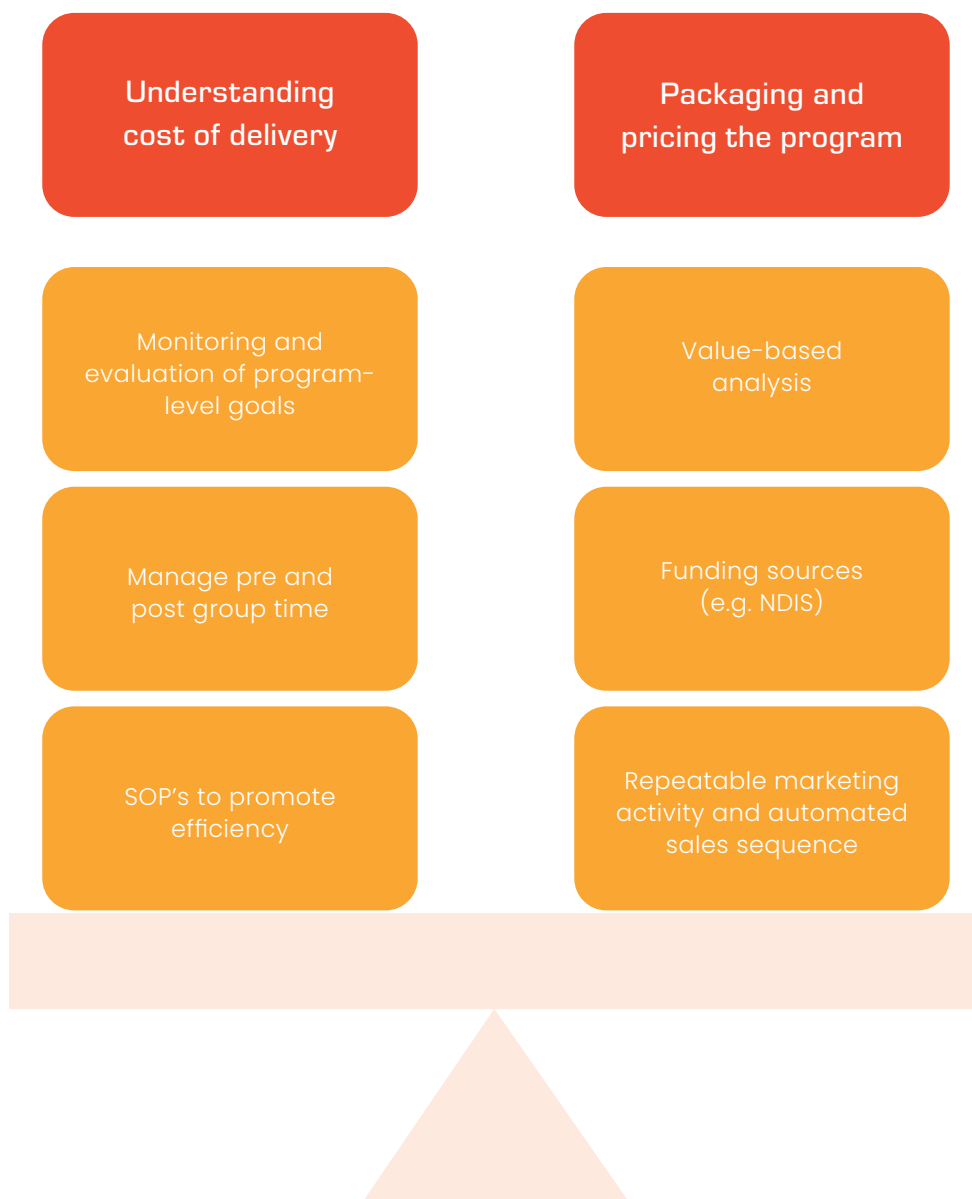
Resourcing Considerations

Team set-up and service planning

- Coordination and planning for staffing requirements, time, space and equipment for an intended number of SAS groups across a planned time frame

- Coordinating SAS training as a team, allocating professional development time and post-training consultation for each planned role (aka SAS Facilitator, SAS Assistant, Senior SAS Facilitator) aligned with maximum ratio of 1 facilitator per 4 children (ideally 1:3 or 2:6)

- Establishment and annual renewal costing for SAS Provider subscription level matched with desired Cadet Place inventory process needs (e.g. bulk buy or buy as you go)

Program implementation coordination

- Administrative costs
  - Administration and service coordination
  - Space use or rental
  - Internet access
  - Telehealth platform access, if relevant

- Marketing and promotion

- **Staff time allocations** (AKA ratios of staff roles and salary allocation or pay rate)
  - Time for intake, session preparation, progress monitoring, and team debriefs
  - Delivery of sessions (with a variety of schedule, ratio, and flexible delivery format options)
  - Additional time for:
    - Peer support (e.g. team program content reviews and problem-solving)
    - Profession specific requirements (e.g. additional evaluation/assessment and progress reporting procedures)
    - Potential add-on support (e.g. catch-up sessions, mentor support etc)
    - Added value options (e.g. additional 1:1 coaching or therapy, family support group on social media channels, child-care, free-play generalization sessions)

- Additional materials, if relevant
  - Rewards,
  - Games,
  - Physical E-Telligence pack,
  - Devices for borrowing,
  - Refreshments etc

Team Efficiency

As SAS facilitation teams gain experience providing the SAS Small Group Program, planning and delivery will naturally get easier and reduce over time (e.g. less time needed for team planning, prep, and debriefs). To boost this process, consider the following team efficiency tips:

- Invest in team time from the outset to allow SAS team members sufficient opportunities to develop program fidelity and fluency within as few groups as necessary (i.e. often gained within 2-3 groups depending on range of variations and support needed)

- Create Standard Operating Procedures (SOPs) for Small Group program flow that can be replicated and refined as well as reusable marketing campaigns

- Explore scheduling options to investigate the most efficient flexible option for child meetings (2 options) and parent meetings (3 options), intake (e.g. time blocks or spread out), and teacher support (pre-scheduled at outset)

- Explore team efficiencies by sharing tasks (e.g. delegate coordination to one staff member while another focuses on content)

- Use SAS software efficiency tools such as:

  - Automated assessment for administration and scoring,

  - Reviewing children's SAS Digital HQ progress and Skill Tracker frequently to proactively follow up with families

  - Combining parent groups when scheduling parent meetings

  - Sending meeting reminders and establishing effective use of Mentor Portal permissions through Facilitator Dashboard

Funding Options

Available funding options vary across providers, professions, families, jurisdictions and can change over time. Opportunities for funding support in children's mental health services is an increasing priority in many states and jurisdictions as governments around the world respond to effects of the COVID-19 pandemic.

To avoid missing out on local funding options:

- Research and familiarise yourself with local funding options for delivering SAS, or for families to access

- Investigate relevant government funding initiatives and approved program lists (e.g. Child and Family Mental Health funding, Evidence-Based service listings, student wellbeing special initiatives etc)

- Plan for specific requirements of relevant healthcare or disability insurance providers (e.g. service registration, specific CPT codes, or billing line items)

- Match billing requirements to funding options (e.g. some services bill upfront while others bill session by session or access public funding budgets with no direct billing to families)

OTHER SAS ACTIVITIES

Research Projects

Join the global SAS practitioner and research community in extending the applied and academic SAS Evidence across contexts, populations, delivery models, and more. We encourage and support any size evaluation or research project.

- Contact us to receive support with planning and gathering information for your research project proposals as well as consultative support if appropriate.

- Refer to The Evidence page for a list of known published evidence (Special Mission - If you have intel on other publications not listed, we'd love to hear from you!)

Conference Presentations/Exhibits

A fun and valuable networking experience is to showcase your meaningful work with presentations at internal and external conferences or exhibits.

Tips for preparing a professionally polished presentation about SAS include the following.

- Be mindful of the SAS Visual Identity/Style Guide found in this document when selecting content and styling with the SAS brand.

- Delegate some work to us! Feel free to send presentations/posters for review as we may have existing resources or a template that suits your needs.

- Contact us for a professional quality print file of the Family Flyer for handing out at your event.

Applying for Funding

Over the years, SAS Providers have leveraged funding or explored flexible funding models to expand delivery and/or reduce cost for families. For example, providers have successfully applied for:

- capacity building funds (e.g. training budgets),
- research grants (e.g. funds for piloting SAS),
- sponsorship from businesses or municipalities (e.g. cover cost of a tangible 24 Cadet Places or E-Telligence Packs),
- government funding initiatives (e.g. children's mental health services),
- being added to an evidence-based list to access local funding.

Reach out to us for help with exploring funding options available to you. We can help with providing information for funding applications and presentations if needed.

To strengthen your application, check The SAS Evidence page for the most recent articles known to SST.

Collaboration & Contracting

Over the years, many SAS Providers have collaborated with others to offer SAS to children and families within a model that best matches their community's unique contexts. For example, schools have contracted SAS Providers to deliver SAS with students on-site, while others train teachers in-house. In a clinic setting, some SAS Providers have shared SAS Facilitators across partner organisations to deliver SAS more efficiently or to share expertise.

When considering collaborating or contracting with others, remember the following.

- Any SAS Facilitator can be linked to an unlimited number of SAS Provider accounts via the Facilitator Dashboard allowing SAS Facilitators to work and collaborate across multiple sites/providers.

Based on your SAS Provider Terms of Use, sublicensing the SAS Platform and/or Program (in whole or in part) is not possible.

STAYING UP TO DATE

As the evidence base and clinical use of SAS evolves, so does the SAS Small Group Program and its practical resources for engaging professionals, children and families to diversify life skills.

To stay up to date on SAS developments, resources and support:

• Regularly check the SAS website for news and updates

• Check the Facilitator Dashboard before commencing each new group for the most recent tools and resources, even if you have downloaded these resources before.

• Subscribe to our newsletter for timely notifications directly to your inbox. Note that there are two types of newsletters (a general "The Brief" and tailored "Facilitator News") so be sure to remain subscribed to your Provider/Facilitator newsletter or you will miss essential news bulletins!

• Contact SST for general enquiries by emailing sas@sst-institute.net. Any technical support enquiries are best supported by reviewing common troubleshooting tips and tricks at https://www.sst-institute. net/technical-support or by submitting your support request using the submission form.

Get in touch with us anytime to arrange a 1:1 consultation tailored to your circumstances, or to arrange a complementary team information and live demonstration session – we are here to help with service planning and how to get the most out of SAS.

ABOUT SOCIAL SCIENCE TRANSLATED

Social Science Translated (SST) is the organisation that distributes the Secret Agent Society, making it available worldwide to children, parents and professionals. Social Science Translated is a subsidiary of the not-for-profit Autism CRC Ltd, the world's first national cooperative research effort focused on autism and an independent source of evidence for best practice. SST's mission is delivering evidence-based practical resources to engage professionals, children and families to diversify life skills with a vision of valuing diverse life skills that make for meaningful change in people's lives.

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