



FIRST 5 CONTRA COSTA PARENTING PRACTICES & SUPPORTS



Results for PEC

Agenda

- Review of the goals of the survey
- Brief outline of methods
- Key findings
 - ▣ Results
 - ▣ Implications and Discussion
- Prioritizing for Sharing with the Commission

Survey Goals

□ Parenting Strengths and Supports Survey

- Follow up to Family Portrait Survey, 2008

□ Research Questions

- Who attended First 5 Centers in 2009?
- How are families using the Centers?
- What is the perception of Staff and Center quality?
- What are the Parenting Strengths and Supports?
- What kinds of changes in parenting practices occur through interaction with First 5 Centers?

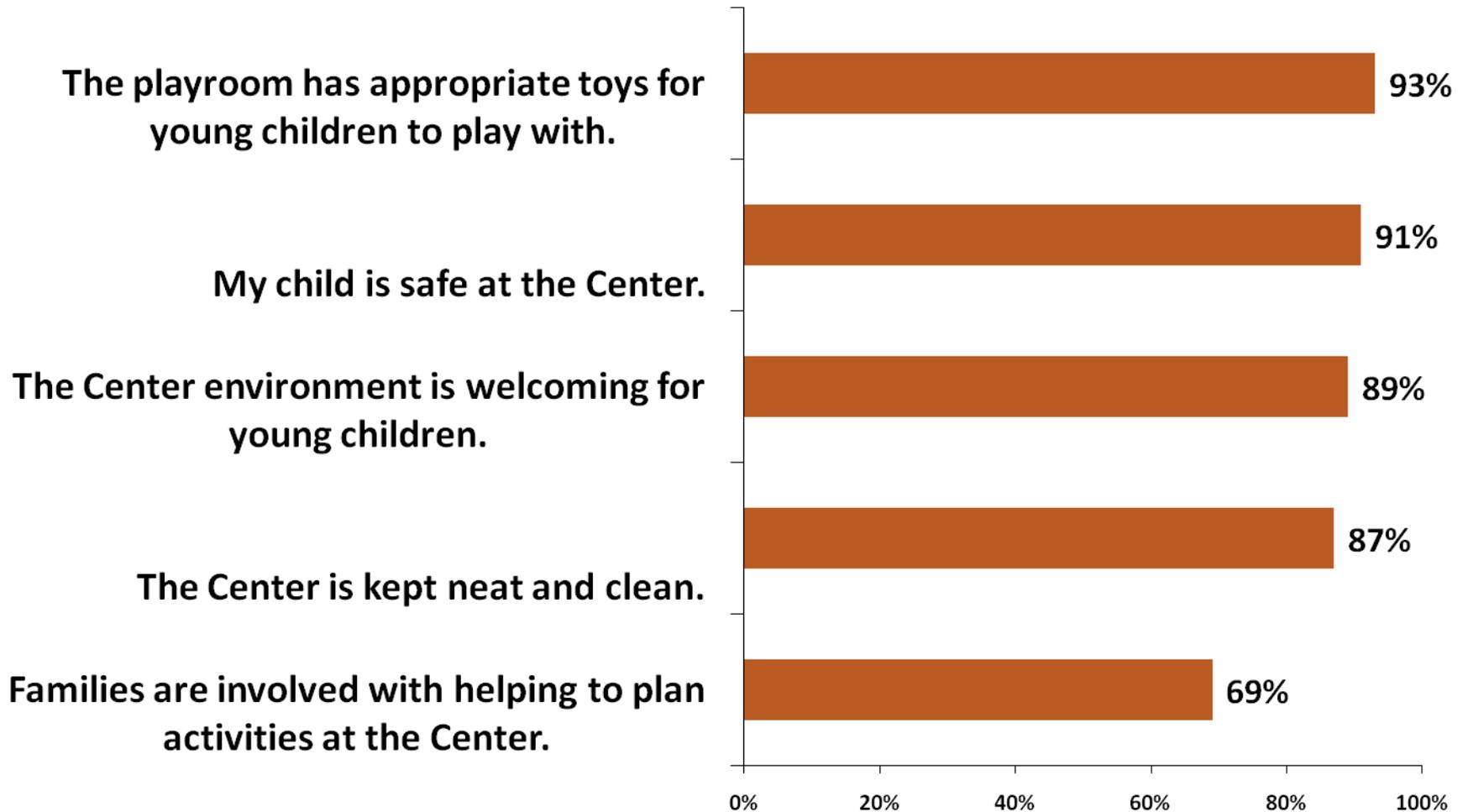
Survey Implementation

- **May –June, 2010**
 - 3-week interviewing period
- **Telephone Survey**
 - CATI call center
 - Spanish and English interviewers
 - Half-hour interviews
 - N=251 ~representative sample

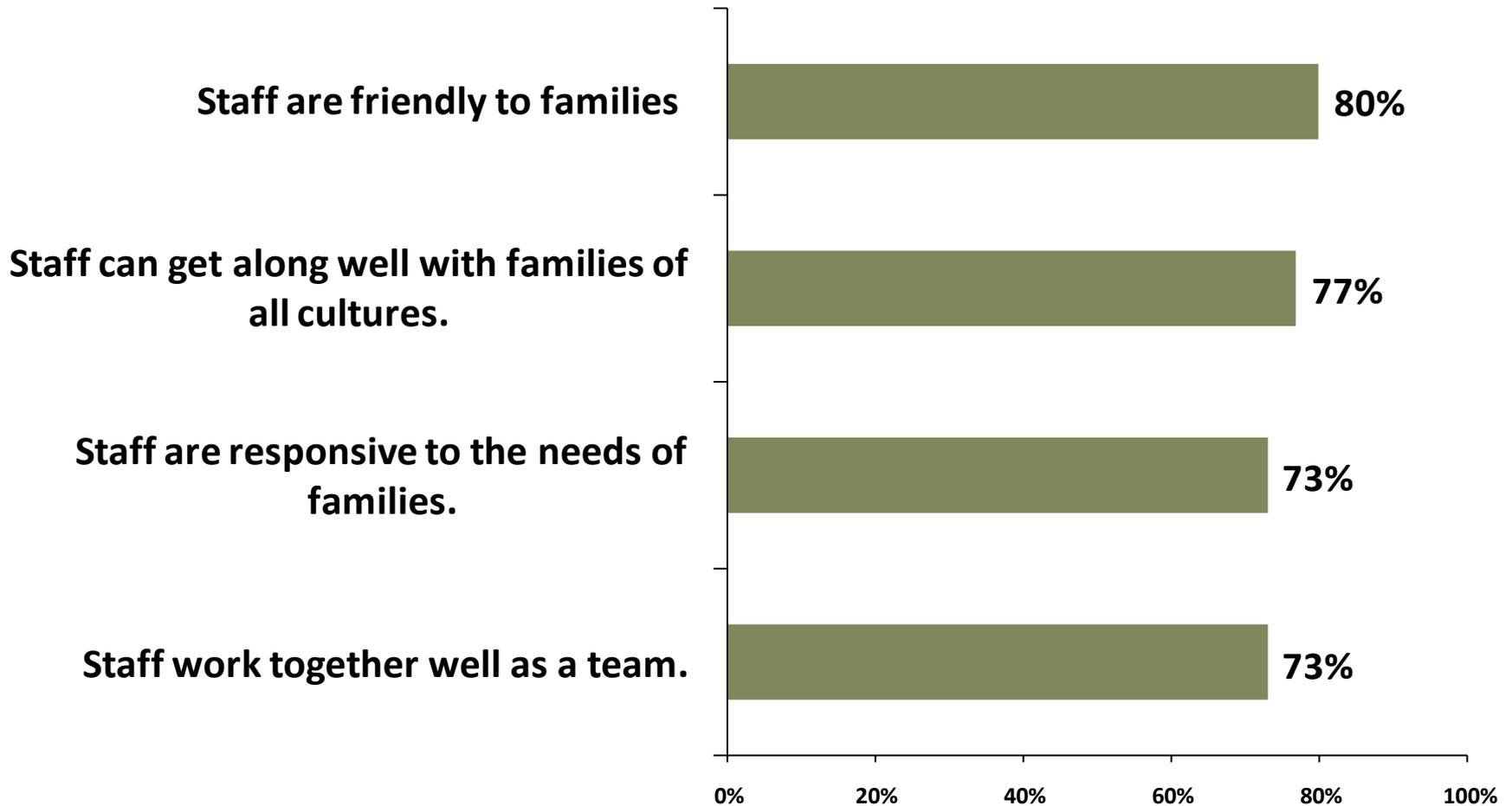
Key Finding #1:

Families rate their Centers high on key factors of facility quality and staff friendliness.

Facility Quality Ratings



Perception of Staff Quality



Key Finding #1:

Implications & Discussion

- Centers' efforts to implement standards outlined in prior Strategic Review report show strong results.
 - Are there additional ways to formalize **parent involvement** in Center planning?
 - How can Center staff be more **responsive** to families and work better as a **team**?

Key Finding #2:

The quality of Center classes is extremely important to families and there is some room for improvement in this area.

Top 5 Most Important Facility Features

1. Quality of the Classes
2. Qualified Staff to Teach Classes
3. Child Safety at the Center
4. Staff Friendliness
5. Facility Cleanliness and Neatness

however . . .

- 30% of families do not feel that class instructors know about the topics they are teaching “all the time.”

Key Finding #2:

Implications & Discussion

- Classes are the core service provided by Centers.
- First 5 and the Center Directors can work together to identify ways to ensure high quality teachers
 - Review of teacher qualifications.
 - Teacher assessments in addition to the current administration of participant evaluations.

Key Finding #3:

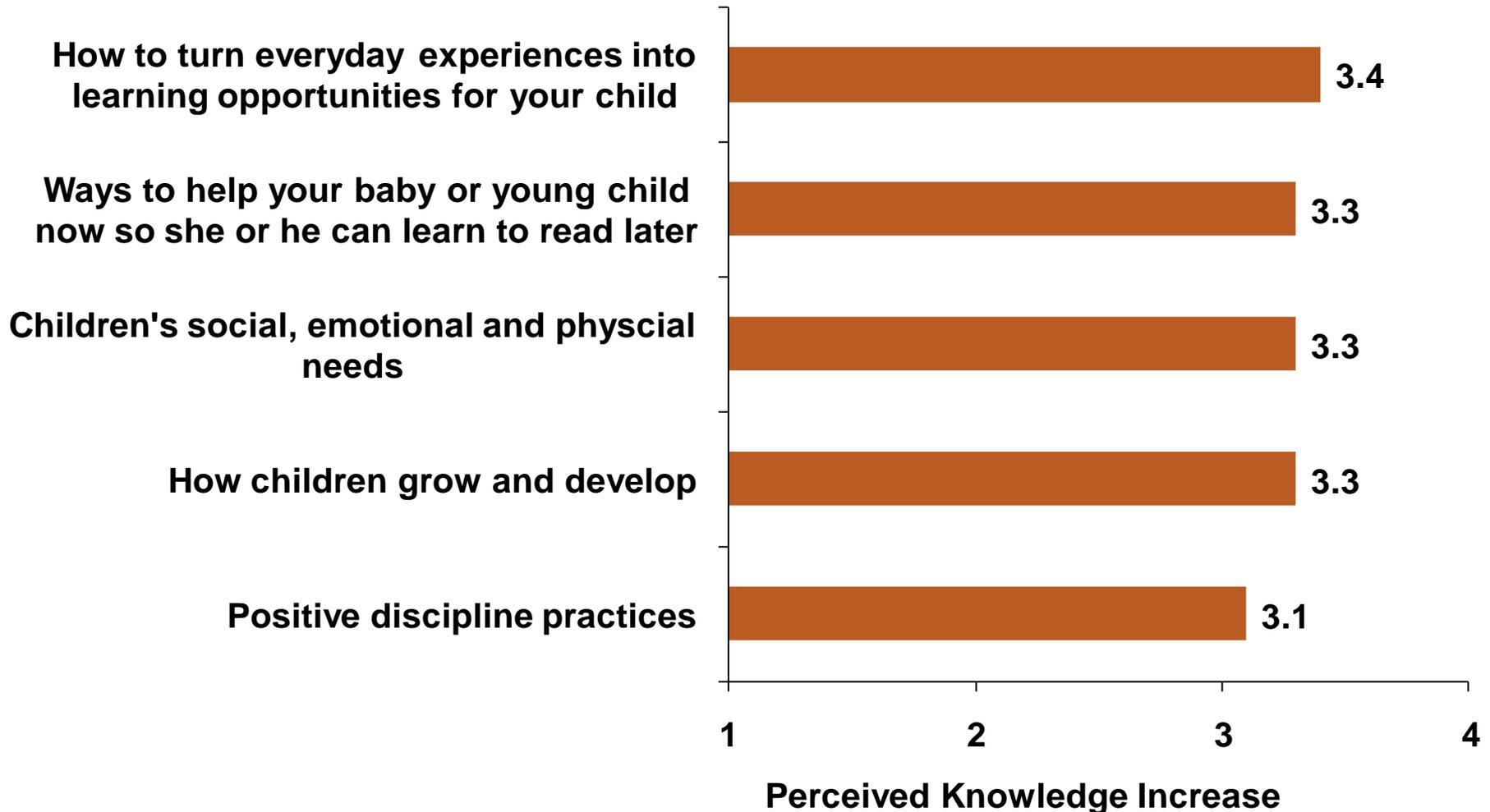
Center families report improved outcomes in:

- ▣ **Child development**
- ▣ **Parenting knowledge**
- ▣ **Social network building**

Growth in Child Development

- 89% of parents noted positive changes in child's development attributed to First 5 Center involvement
- Top 5 changes noticed in child's development attributed to First 5 Center involvement:
 - Greater ability to socialize
 - Interest in learning, crafts, play
 - Mood, behavior
 - Parenting skills
 - Communication, expression

Perceived Increase in Parenting Knowledge



Parental Social Network Building

- Three-quarters of respondents (74%) made friends with parents that they had met at a First 5 Center
- Over one-third of those who had made friends (38%) had met up with their friends outside of the Center.

Key Finding #3:

Implications & Discussion

1. **Growth in child communication, socializing, and other skills important for school readiness.**
 - Observable advances by families should be celebrated by Centers and continue to be affirmed and supported.
2. **Centers as community development**
 - Decreasing social isolation
 - Extending ways to grow social networks beyond the setting of the Center may be considered.
3. **Positive parenting had the lowest self-assessed improvement.**
 - Teaching positive ways to discipline children is one of the most challenging topics to engage parents.

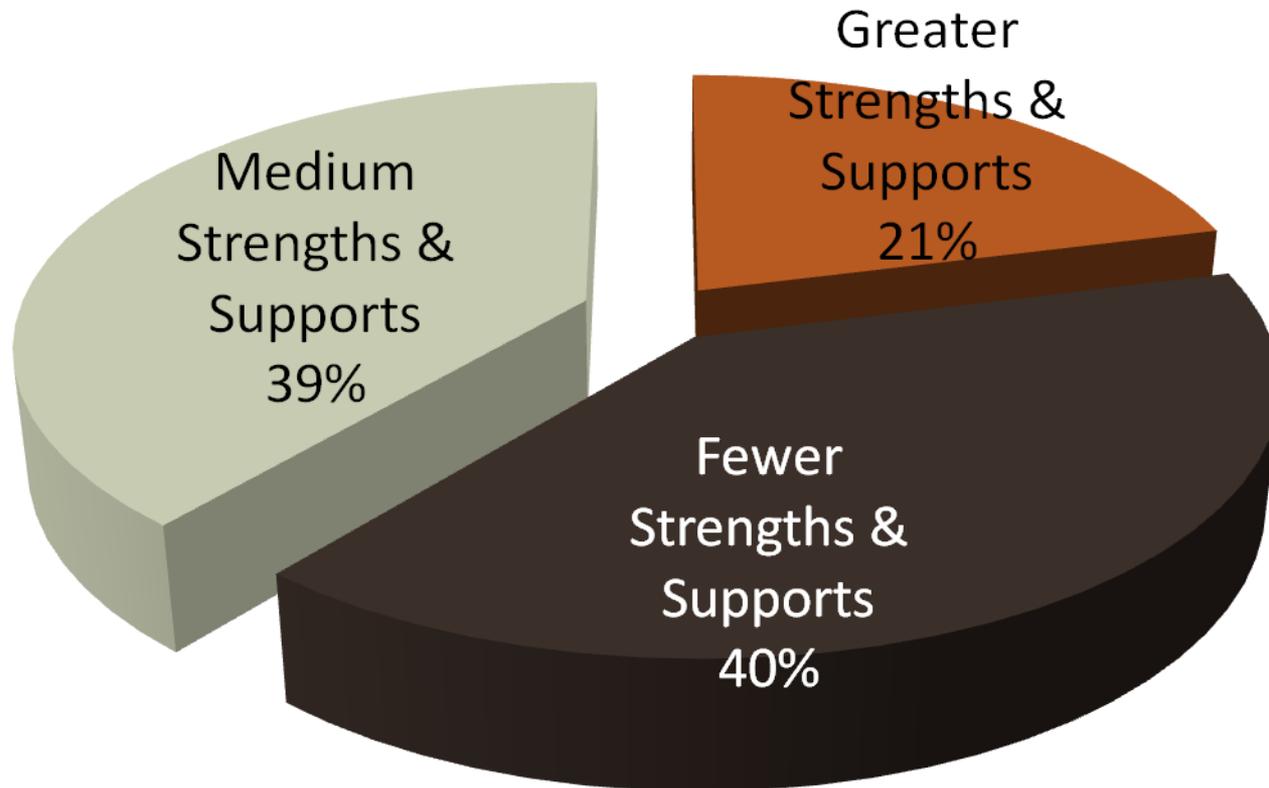
Key Finding #4:

Center families cluster among three parenting strengths and supports groupings which have changed over time in character and distribution within Centers.

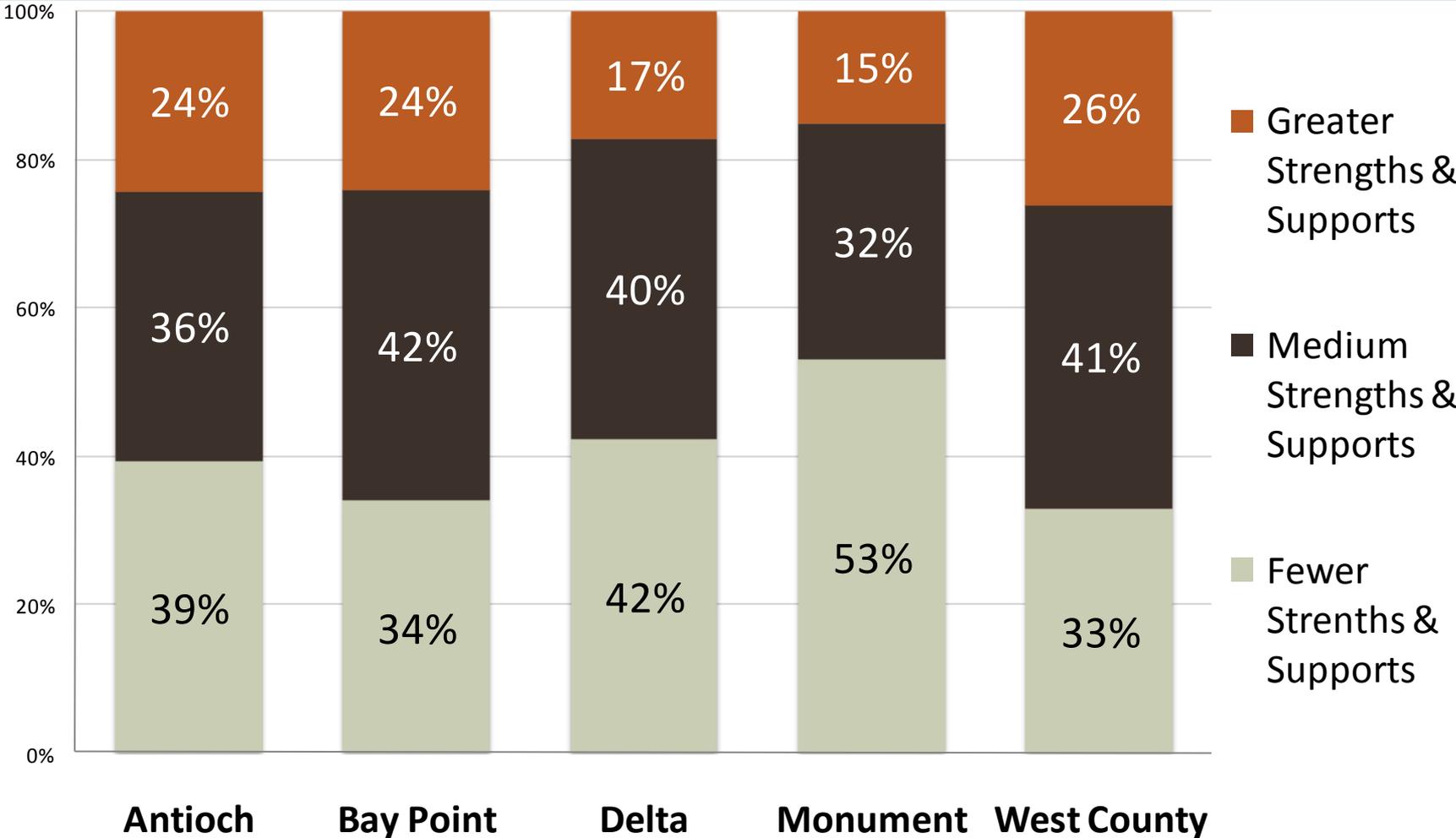
Parenting Clusters

	Greater Strengths & Supports	Medium Strengths & Supports	Fewer Strengths & Supports
PARENT KNOWLEDGE AND ATTITUDES			
Empathy towards their children (comforts child when cries, attends to needs, communicates with child, physical discipline)	★	□	□
Knowledge of child development*	★	□	□
Tolerance of caregiver duties*	★	-	□
Confidence in what to expect at each stage of child's development	★	□	-
PARENT STRESSORS AND SUPPORTS			
Prevalence of life stressors (Worries about child care, money, abuse, and/or alcohol/drug use in the family)*	★	□	□
Parental social support	★	□	-
Parental sadness, depression, or anxiety	□	□	□
PARENTAL ACTIVITIES			
Number of times families read, play music and tell stories, involve children in cooking, cleaning, caring for pets, play sports, exercise, go for a walk together, go to park per week	-	□	□
Hours/day child watches television or videos*	★	□	-
Child has been to dentist in last year *	-	★	□

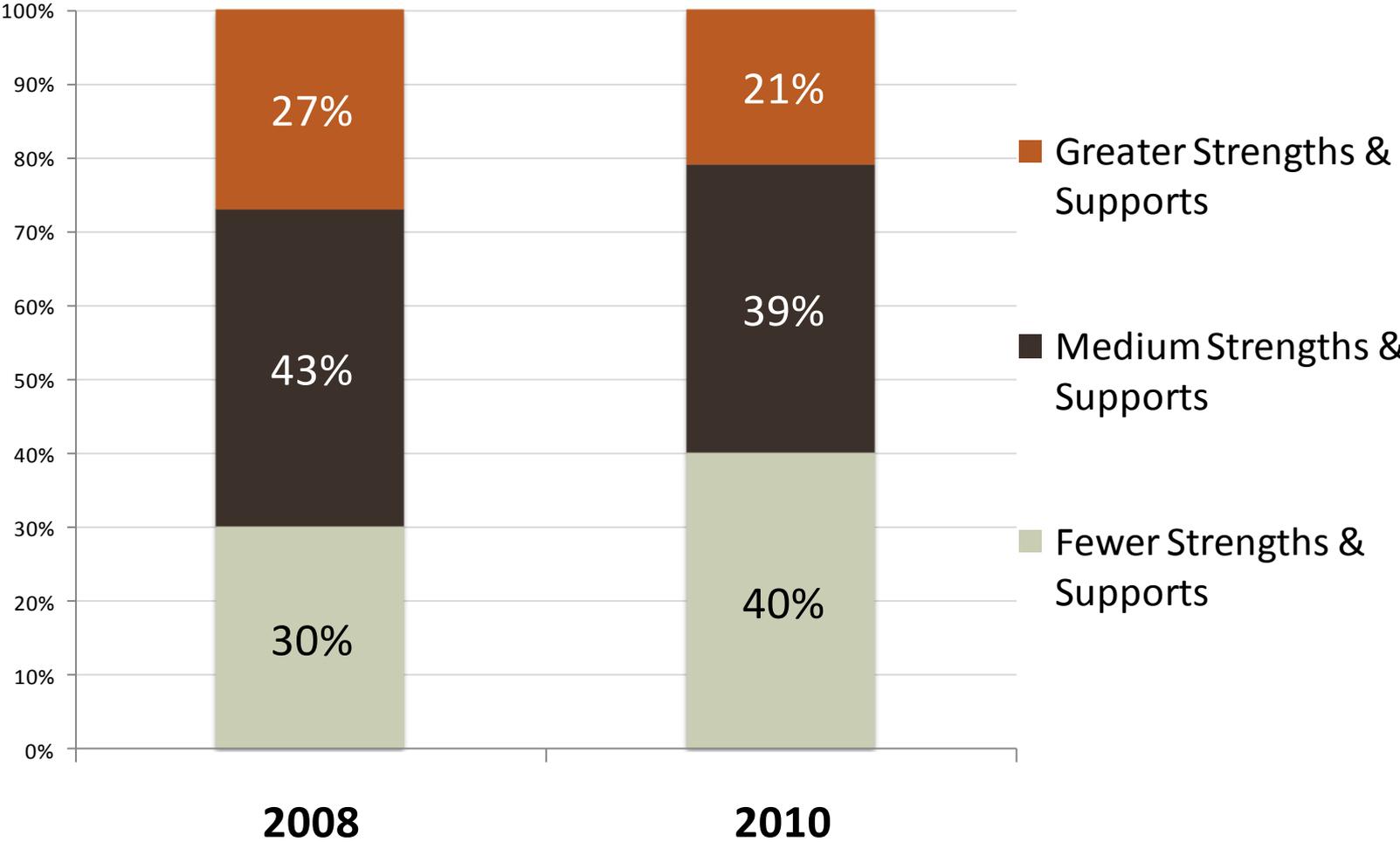
Parenting Clusters



Parenting Clusters



Parenting Clusters



Key Finding #4:

Implications & Discussion

1. The data suggest: When families are faced with challenges in an economic downturn, parenting can also take a downturn.
 - Contra Costa County has seen unemployment rates increase from 5.6% in May, 2008 to 10.9% in 2010
 - Decreased Empathy Towards Children
 - Greater incidence of depression/sadness/anxiety
2. Opportunities: First 5 Centers can target efforts around:
 - Building greater capacity for empathy toward children.
 - Facilitate social networking

Key Finding #5:

There is potential for providing additional supports and programming adjustments to meet the shifting needs of Center families.

Programming Needs

- Interest in the Center offering information resources such as financial education classes, credit assistance, job training referrals, help opening a bank account.

Center	% Yes
Antioch (N=31)	87%
Bay Point (N=38)	84%
Delta (N=54)	44%
Monument(N=42)	64%
West County (N=72)	75%
Total (N=237)	69%

Reasons for NOT Visiting a Center

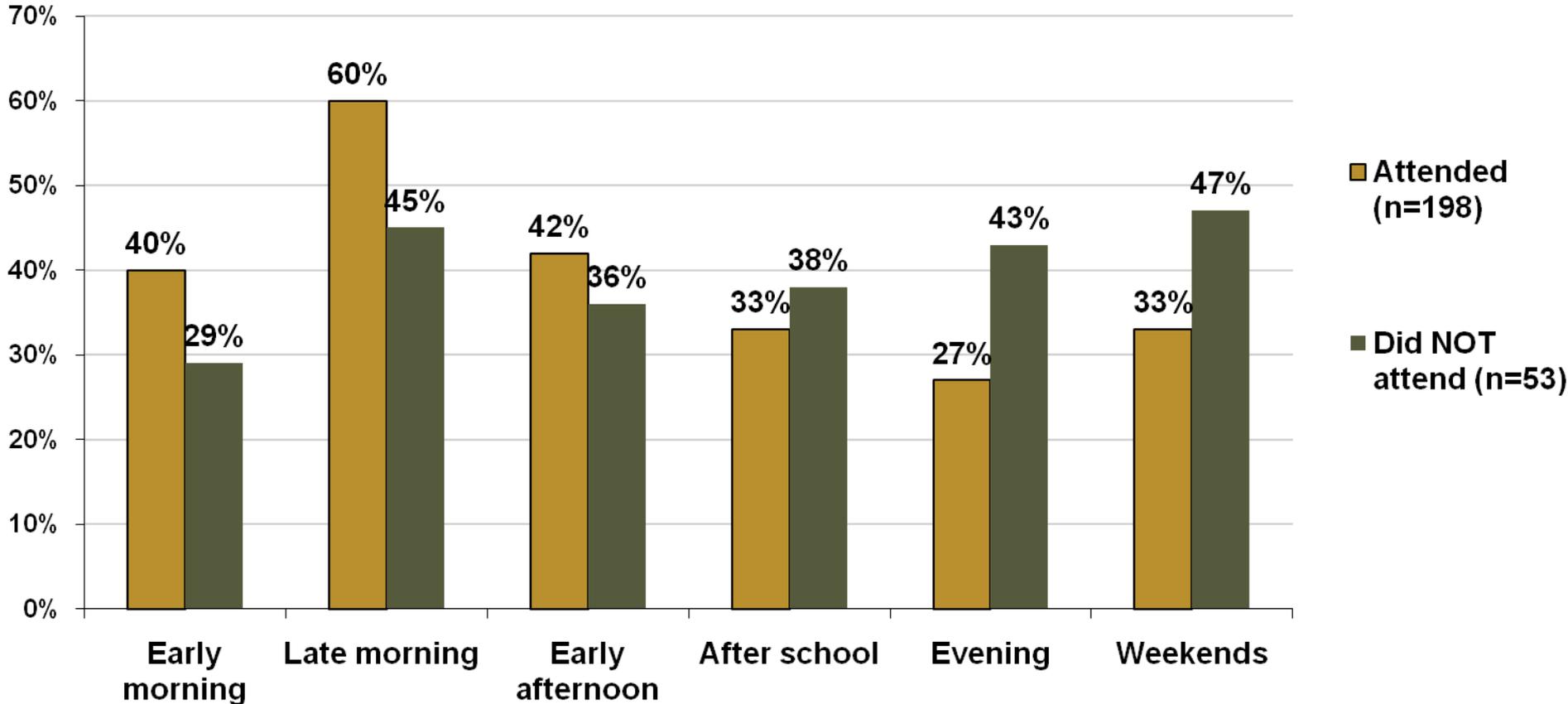
- 53 families (21%)
had **not** been to Center since Jan, 2010

- Top reasons:
 1. Hours are not convenient
 2. The class I wanted was full
 3. I was working
 4. No time due to other commitments



Programming Needs

- “Very likely” to attend a class time by self-reported utilization since Jan. 2010



Key Finding #5:

Implications & Discussion

1. Centers can support families' economic self-sufficiency and growth which is consistent with First 5's Strategic Plan focusing on family financial stability.
2. Outreach to recently registered families who do not quickly engage in Center activities to encourage attendance.
3. Respond to families' programming needs
 - The needs of families vary somewhat by Center
 - The needs of subgroups of families also vary within a Center (e.g., working vs. non-working parents).

Next Steps?

Sharing findings with the Commission