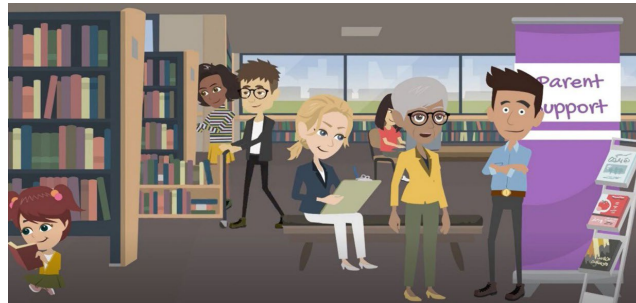


Assessing Parent Supports in Your Community



Every community has people and groups that support our families. A parent support assessment can help you find the people in your Triple P region who parents interact with for information, advice, and support related to parenting. The assessment can also identify the places and spaces where parents spend time.

What are the advantages of this assessment?

The process:

- Honors family engagement because the data come straight from parents and caregivers and not from professionals/leaders
- Promotes using a system approach to assess support for a more inclusive representation of caregiver voices
- Brings in equity, including data disaggregation (demographic, geographic; identification of parent supports in diverse communities), to drill down and understand more precisely gaps and needs in your community

The data:

- Supports strategic marketing and outreach because you'll find out where caregivers spend time in your community AND what social platforms they use
- Supports geo-mapping to see how the location and density of Triple P providers align with where caregivers live
- Helps identify coalition partners, beyond the 'usual,' straight from caregiver nominations.
- Helps identify community influencers/peers to potentially engage with caregivers in your community.
- Identifies top parenting concerns to tailor marketing and outreach

What's Involved?

- Getting buy-in and engagement from any system or group of organizations who serve your population of interest. Examples are:
 - Schools/school systems
 - Childcare centers/childcare systems,
 - Healthcare centers or health systems
- Disseminating a 10–15-minute survey to caregivers in partnership with the system or group of organizations identified
- Summarizing data
- Applying the data to outreach, communication, and coalition activities

The Impact Center can support you in:

- Using strategies to decide what population is of interest
- Engaging systems or organizations in the assessment process
- Recruiting parents and caregivers to participate in the survey
- Data analysis
- Strategically using your results to inform your community implementation work

Additionally, the Impact Center has templates for your use in various stages of this work.

Knowing more about parent support can strengthen **reach, connections,** and **collaboration** between parents, caregivers, and the community-based groups who collectively work together to improve the well-being of kids and families in your community.

