Assessing Parent Supports in Your Community

Every community has people and groups that support our families. Survey data will help you find the people in your county or Triple P region who parents interact with for information, support, and advice related to parenting.

This toolkit guides us in:

- Using strategies to decide what population is of interest
- How to engage this population's stakeholders in the assessment process
- Recruiting parents and caregivers to participate in the survey

Knowing more about parent supports 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.

This toolkit provides resources to guide co-creation of a parent support assessment process with Triple P teams, Implementation Support Specialists, and caregivers. It has 4 main components:

- **Social Network Analysis** (*guide to share with LIAs and community partners interested in knowing more about how survey data and social network analysis may benefit implementation*)
- **Caregiver Recruitment Examples** (*tools to help community partners disseminate a parent support survey to caregivers*)
- **Parent Support Survey** (*link to an electronic caregiver survey*)
- **Powerpoint** (*to explain the project to a potential community partner(s)*)

Steps for Impact Center and LIA co-creation:

1. Implementation Specialist(s) partner with LIA
2. Discuss what an LIA might learn via a parent survey (see *Social Network Analysis tool*)
3. Choose a population with a known need to survey (tool pending)
4. Gather buy-in from leaders in that population (see *Powerpoint*)
5. Share recruitment materials and survey link (see *materials and link*)
6. Offer regular updates on survey response
7. Implementation team analyzes data (tool pending)
8. Full team reviews data and discusses application (tool pending)
9. Team presents data to leaders and caregivers and discusses application
10. Handoff to LIA with support and consultation as needed

Social Network Analysis

SNA can help identify key connectors and supporters in your community. SNA tells you the people in your county or Triple P region that parents interact with for information, advice and support related to parenting.

What is a Social Network?

A network is a group of people that interact, either in person or virtually, around similar interests, activities, or relationships and who share information or advice.

What is Social Network Analysis?

SNA starts with collecting survey data from families to identify (1) where parents and caregivers access information regarding parenting and (2) important people who support families in the community.

The connections among families and key supports in the community are then illustrated on a 'parenting support network' map to show how people interact and the nature of those relationships.

The network map shows individuals that are highly connected, those that are more isolated and reciprocity among relationships and individuals. A network map can also show us how dense an entire network may be. Through this analysis, we can identify additional opportunities to collaborate with key individuals, share information, and link people to available resources.

How can Social Network Analysis Benefit LIAs?

While SNA shows who and how individuals in a parenting support network interact, you as the LIA would *act* on this information by creating, strengthening, or maintaining partnerships and social connections.

By identifying key connectors and supports in your community and better understanding how and where families go for parenting support, LIAs can use the network maps to:

- Identify potential members to invite to your Coalition/CLT

- Identify key community members for outreach and referral networks

- Leverage existing knowledge and expertise within your community to better support families.

THE IMPACT CENTER at FPG — Building Capacity for Stronger Systems and Communities

ICTP — Implementation Capacity for Triple P

Caregiver Recruitment Examples

Your Voice is Important

PARENTING
SUPPORT SURVEY

Point camera at QR code & it will take you to the survey

https://bit.ly/PittCoParSurv

Your responses will help us better share information about parenting supports in the community and help our childcare center earn a special treat for staff!

If you have questions please contact Lynne Carter lynne.carter@pittcountync.gov
(252) 902-2353

Caregiver Survey

Below is the link to a sample survey in Qualtrics. Work with your LIA to modify the survey as needed.

https://unc.az1.qualtrics.com/jfe/form/SV_bkqqUX3n8DzKR82

Parent Support Survey

Lynne Carter, Jennifer Hardee, Terry Quinn, Kristey Coulter
Pitt County Health Department

Sandy Diehl, Devon Minch, Maggie Sullivan
The Impact Center, Frank Porter Graham Child Development Institute

April 12, 2022

Agenda

- Introductions

- Overview of Parent Survey Project

- Review of resources to share survey with families
    - Input and discussion: Best approaches, questions and needs for sharing the survey and encouraging responses from families

- Follow-up and Next Steps

Thank you for your support and participation!

2

Introductions

how are you doing today, in dog scale?

Overview of Parent Survey

- **What**
  - An electronic survey that helps identify the key people in the greater Greenville area who support parents
- **Why**
  - Coalition-building
  - Community engagement
  - Family voice
  - Information and advice sharing
  - Marketing
- **How**
  - We are interested in your input and expertise about your families!

Supporting you and families to complete the survey

- You know your families best!
  - What's the best way for us to ensure the survey is easily shared and disseminated with families?
  - What can we do to support you and your families with getting the survey completed?

- Information reviewed in the coming slides is also available to you here https://bit.ly/PCPSsurvey

A special treat will be awarded to childcare centers with 50% or more completion rates.

Flyer Option 1 QR Code

https://bit.ly/ExFlyer1

- Can be disseminated as handouts (request prints from Lynne)
- Pasted into an email and shared with families
- Other ways?
- Questions? Feedback?

Flyer Option 2 QR Code & Link

https://bit.ly/ExFlyer2

- Can be disseminated as handouts (request prints from Lynne)

- Pasted into an email and shared with families

- Other ways?

- Questions? Feedback?

Email

- Pasted into an email along with a flyer and shared with families

- Embed codes are available if needed

- Other ways?

- Questions? Feedback?

Hello Families,

We are working with Pitt County Health Department on a survey for families. Please check out the info below!

Click here or point your phone camera at the QR code below to pull up the survey online. Please complete by May 3rd.

Hello Families,

We are working with Pitt County Health Department on a survey for families. Please check out the info below!

Click here or point your phone camera at the QR code below to pull up the survey online. Please complete by May 3rd.
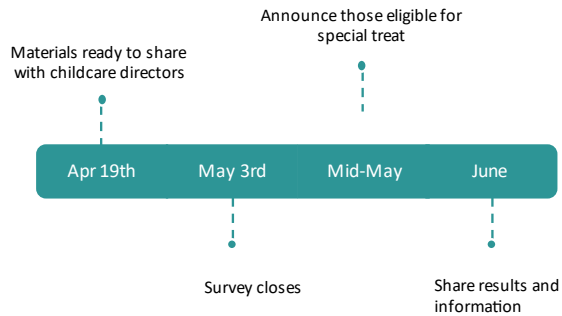
Text Messages

- Mass texting programs: Pasted into your program to send via text message.

- Other ways?

- Questions? Feedback?

Hello Families,
We are working with Pitt County Health Dept. on a survey for families. Your responses will help our childcare center staff earn a treat! Click the link to complete the survey online by 5/3.
https://bit.ly/ExFlyer1

Hello Families,
We are working with Pitt County Health Dept. on a survey for families. Your responses will help our childcare center staff earn a treat! Click the link to complete the survey online by 5/3.
https://bit.ly/ExFlyer2

9

Next Steps & Discussion

Questions? Concerns? Needs?

Materials ready to share with childcare directors

Announce those eligible for special treat

| Apr 19th | May 3rd | Mid-May | June |

Survey closes

Share results and information

UNC | FRANK PORTER GRAHAM CHILD DEVELOPMENT INSTITUTE

THE IMPACT CENTER at FPG

ICTP Implementation Capacity for Triple P

10

Contact Information

We'd love to hear from you! For questions or feedback:

Terry Quinn (terry.quinn@pittcountync.gov)
Kristey Coulter (kristey.coulter@pittcountync.gov)

11

Note: Tools for future versions of this guide – check back in late 2022

1. Data Example, questions, and jamboard to guide LIAs and Community Partners through 'making meaning' process
2. Community meeting Powerpoint
3. How to choose a population with a known need
4. Spanish version of survey