



December 2008

An In-Depth Study of First 5 Centers & Their Visitors: **Family Portraits**



Agenda

1. A Brief Review of Method
2. An Introduction to the Portraits
3. Moving from Understanding to Utility



A Brief Review of Method

3

Survey Method

All families who had attended a First 5 Center in the past year were eligible to be interviewed
First 5 Center staff and volunteers called families to seek permission – 59% consent rate
ASR sought contact with 516 families
215 families were interviewed by phone in Spanish or English during Sept & Oct
47% response rate for the 15-20 minute survey
Demographics of the sample closely matched demographics of the population

4



An Introduction to the Portraits

7

Three Portraits Emerged

Attentive & Active

- Spend the most time with their children
- Little television
- Strong empathy, connection & confidence
- Good social support with relatively low stress

Positive Outlook

- Moderately stressed, but not at all depressed
- Learned the most about child development
- Moderate levels of empathy, tolerance and confidence
- Spend time with their children
- Adequate social support

8

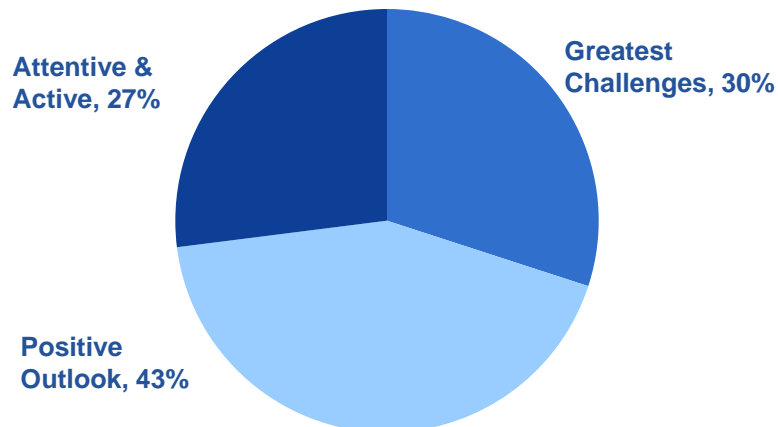
Three Portraits Emerged

Greatest Challenges

- Struggling with the highest levels of stress
- Know less about child development
- Express some lack of tolerance with caregiver duties
- Less empathy toward their children
- Middling confidence in their parenting skills
- Spend the least time in family activities
- Children watch the highest levels of TV
- Express most concern that their child is not developing like other children

9

Prevalence



10

Strengths & Challenges

	Attentive and Active	Positive Outlook	Greatest Challenges
MENTAL HEALTH			
Felt like you needed help w/sadness, depression, or anxiety.	<input type="checkbox"/>	+	<input type="checkbox"/>
PARENT KNOWLEDGE AND ATTITUDES			
Empathy towards their children* (comforts child when cries, attends to needs, communicates with child, physical discipline)	+	<input type="checkbox"/>	-
Knowledge of child development	+	-	-
Tolerance of caregiver duties* <ul style="list-style-type: none"> • How much of the time have you felt that child does things that bother you? • How much have you felt angry with child? • How much of the time have you felt that you were giving up too much of your life to meet your child's needs? 	+	<input type="checkbox"/>	<input type="checkbox"/>
Confidence in what to expect at each stage of child's development	+	<input type="checkbox"/>	<input type="checkbox"/>

11

Strengths & Challenges

	Attentive and Active	Positive Outlook	Greatest Challenges
FAMILY 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.*	+	+	<input type="checkbox"/>
Hours/day watches television or videos?*	+	<input type="checkbox"/>	-
LIFE STRESSORS			
Prevalence of life stressors <ul style="list-style-type: none"> • Worries about finding child care • Money worries like paying bills, mortgage or rent • Sexual, emotional, or physical abuse of family member • Problems with alcohol or drugs of family member 	+	<input type="checkbox"/>	-

12

Strengths & Challenges

	Attentive and Active	Positive Outlook	Greatest Challenges
COPING & SOCIAL SUPPORT			
How are you coping with being a parent?	+	+	+
Has social support* <ul style="list-style-type: none"> Is there someone that you can talk to when you need advice about parenting? Is there someone you can count on to watch your child if you need a break? 	+	□	-
PHYSICAL HEALTH			
Been to the dentist in the last year? (If child is two years or older) *	+	+	□
Do you have any concerns that your child is not developing like other children? *	+	□	-

13

Demographics

► Important – these are attitudinal portraits ...
family demographics were similar

DEMOGRAPHICS	Attentive and Active	Positive Outlook	Greatest Challenges	TOTAL
Family Composition				
Number of children	2-3	2	1-2	2
Percent single parent	9%	12%	14%	12%
Percent first time parent	17%	33%	32%	28%
Economic Status				
Percent earning median family income or greater (>\$30,001)	43%	30%	37%	35%
Unemployed (respondent)	71%	76%	75%	74%
Race/Ethnicity				
Hispanic	62%	80%	68%	71%
Asian	9%	6%	15%	10%
African American	9%	6%	3%	6%
Caucasian	19%	7%	15%	13%

14



Moving from Understanding to Utility

15

Possible Next Steps

Hold planning sessions with Center staff

- Do frontline staff find the portraits real and valid?
- What other dimensions might distinguish these families?
- Do some Centers serve mostly Greatest Challenges families? Do others serve mostly Active and Attentive families?
- How could the Centers best meet the needs of each portrait? Should certain family types be given priority?
- What operational changes would be needed to better serve each family portrait?

16

Possible Next Steps

Develop impact goals for each portrait

- Where do staff think they can make a difference ... and for whom?

Future evaluations can be more precise and revealing

- Did the Greatest Challenges families make the most change?
- Did families change in the specific areas where they had needs?
- If not ... alterations in service would be needed!

17



Questions & Discussion

