



# Addressing Rural Health Needs

## UNDERSTANDING THE NEEDS OF PARENTS 2014 Haldimand and Norfolk Parenting Needs Assessment Report

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#### Designed By

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## SECTION ONE: BACKGROUND AND PURPOSE OF REPORT

Many parenting programs have been offered in Haldimand and Norfolk over the years. Community agencies and the health unit have provided programs in partnership and individually. Attendance in some programs has experienced a steady decline.

The Ontario Public Health Standards (2008) Child Health Program goal states all health units must “enable all children to attain and sustain optimal health and developmental potential.” Our Board of Health has identified outcomes to achieve this goal. Some of those outcomes include:

- The public is aware of factors associated with positive parenting,
- Community partners are aware of the importance of creating safe and supportive environments that promote healthy child development and
- Priority populations are linked to child/family health information, programs and services.

To achieve these outcomes, the health unit along with community partners wanted to determine the needs of the parents in our community, the type of programs and information that would support them in their parenting and the barriers to accessing services.

This report will answer the following questions:

- 1) What services parents are using now
- 2) What type of parenting information parents want
- 3) How and where parents want to receive the information, and
- 4) What barriers are preventing parents from accessing resources

This information will help the health unit and community agencies to develop and provide the most appropriate and effective programs, services, and resources.





## SECTION TWO: METHODOLOGY

Agencies in Haldimand and Norfolk Counties involved in the delivery of parenting programs, services or resources were invited to join this community-based project. A committee comprised of members from interested agencies was developed (see Appendix A for list of agencies). Committee members collaborated in the development of a survey (see Appendix B). Parents from both Haldimand and Norfolk Counties also provided feedback at an information session to inform survey development. Once complete, both on-line and paper copies were available.

The committee then developed a mixed method approach for advertising and disseminating the survey (See Appendix C for more detail). Multiple methods were used to advertise the project. Bookmarks were created and widely distributed that included the on-line survey link. Some of the other methods of advertising included the radio, social media, posters, and newsletters. Paper copies of the survey were also widely distributed

throughout Haldimand County and Norfolk County. Schools were the main source for distributing surveys; however, many other locations were also selected such as community businesses and the Norfolk County Fair. Committee members were also involved in disseminating surveys within their home agencies. Surveys and bookmarks were distributed from October 2011 to April 2012.

Extra effort was made to reach populations that are often underrepresented in survey research; in particular for Haldimand and Norfolk Counties, this includes the Low German speaking Mennonites, low income families and families and children with special health needs. Committee members developed strategies to increase survey completion rates for these target populations (e.g. use of translators, targeted sampling, etc.).



## SECTION THREE: RESULTS

### Data Notes

The survey included a mix of both open and closed ended questions. Closed ended responses are reported as a percentage (%). For open ended questions, data was collapsed into themes and reported with the number of responses per theme. For all questions that included an option of 'other', data was summarized and included in Appendix D.

### Who Completed the Survey

Table 1 provides a summary of the demographic data. Overall, the majority of the parents completing the survey were female (92.3%) who spoke English (97.9%) and had a spouse/partner living with them (80.7%). The majority of the parents were between the ages of 35 and 54 years of age (68.2%), with an education beyond high school (69.1%) and were from Norfolk County (59.1%).

**Table 1: Demographic Summary Table**

|  | Percent | Sample Size (N=1144) |
|--|---------|----------------------|
| Parents (vs. step, foster, grandparents)                 | 92.9    | 1063                 |
| Female   | 92.3    | 998                  |
| Single (no spouse/partner living with them and children) | 19.3    | 206                  |
| <b>Age of the sample of parents</b>                      |         |                      |
| 19 years or younger                                      | 1.0     | 11                   |
| 20-34 years  | 28.2    | 301                  |
| 35-54 years  | 68.2    | 729                  |
| 55 years and older                                       | 2.6     | 28                   |
| <b>Education level of sample</b>                         |         |                      |
| Less than high school                                    | 11.0    | 125                  |
| High school diploma or equivalent                        | 19.9    | 225                  |
| College or other non-university certificate or diploma   | 47.0    | 532                  |
| University certificate, diploma or degree                | 22.1    | 250                  |
| English spoken at home                                   | 97.9    | 1061                 |
| Low German spoken at home                                | 1.6     | 17                   |
| Norfolk County   | 59.1    | 640                  |
| Haldimand County   | 40.9    | 443                  |
| <b>Age of children</b>                                   |         |                      |
| At least one child 0- 6 years old                        | 51.2    | 554                  |
| At least one child 7-12 years old                        | 57.5    | 624                  |
| At least one child 13-18 years old                       | 36.1    | 391                  |
| *Child with a chronic condition                          | 16.2    | 161                  |
| Either child or parent with a chronic condition          | 23.9    | 240                  |

\* Refers to a long-term chronic condition, illness, disease, disability or special health need

Sample size calculations were done to ensure representativeness of the sample. Based on these calculations, some populations proved difficult to reach including the Low German Mennonite, teen parents and lower income parents.

## Results of the Survey

### 1. What Services Parents Are Using

Parents were asked if they have accessed any parenting programs or resources in the past five years. Of the parents who have accessed programs (n=462, 45.7%), the following themes were identified most frequently: (See appendix D for complete list).

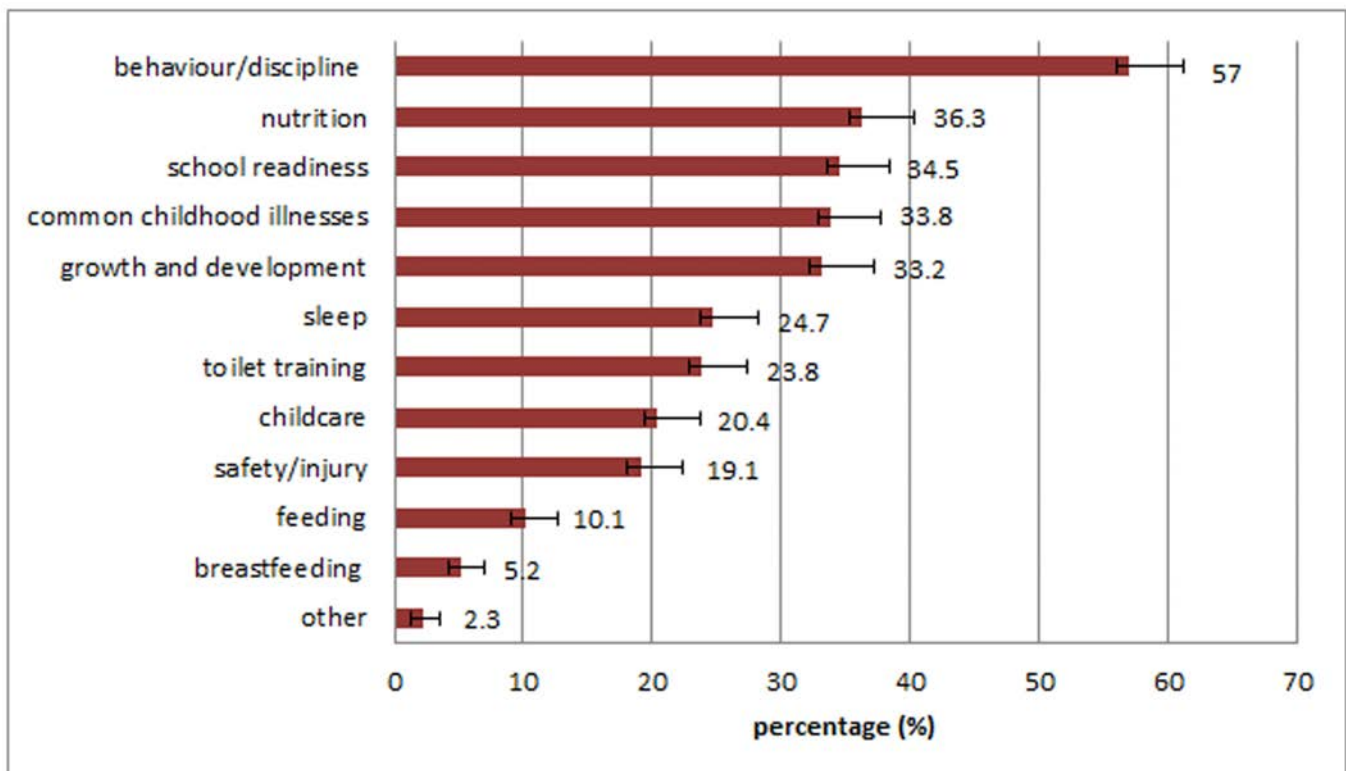
- Sports and Recreational (161 responses)
- Ontario Early Years Centre-Haldimand & Norfolk, a unit of HN REACH (OEYC) (148 responses)
- Library (70 responses)
- REACH (40 responses)
- Parent and toddler programs (38 responses)
- Car seat clinics (37 responses)
- Speech services (21 responses)
- Health Unit resources (20 responses)
- Healthy Babies Healthy Children (15 responses)
- Books and magazines (14 responses)

Parents provided a large list of programs, resources and services that they have accessed in the past five years. Sports and recreation-related responses (161 responses) and OEYC (148 responses) were mentioned most frequently.

### 2. The Type of Information Parents Want

Parents were asked what information they would be interested in learning more about. Responses were provided according to the age of their child/children. The following figures provide information on the topics of interest by age category.

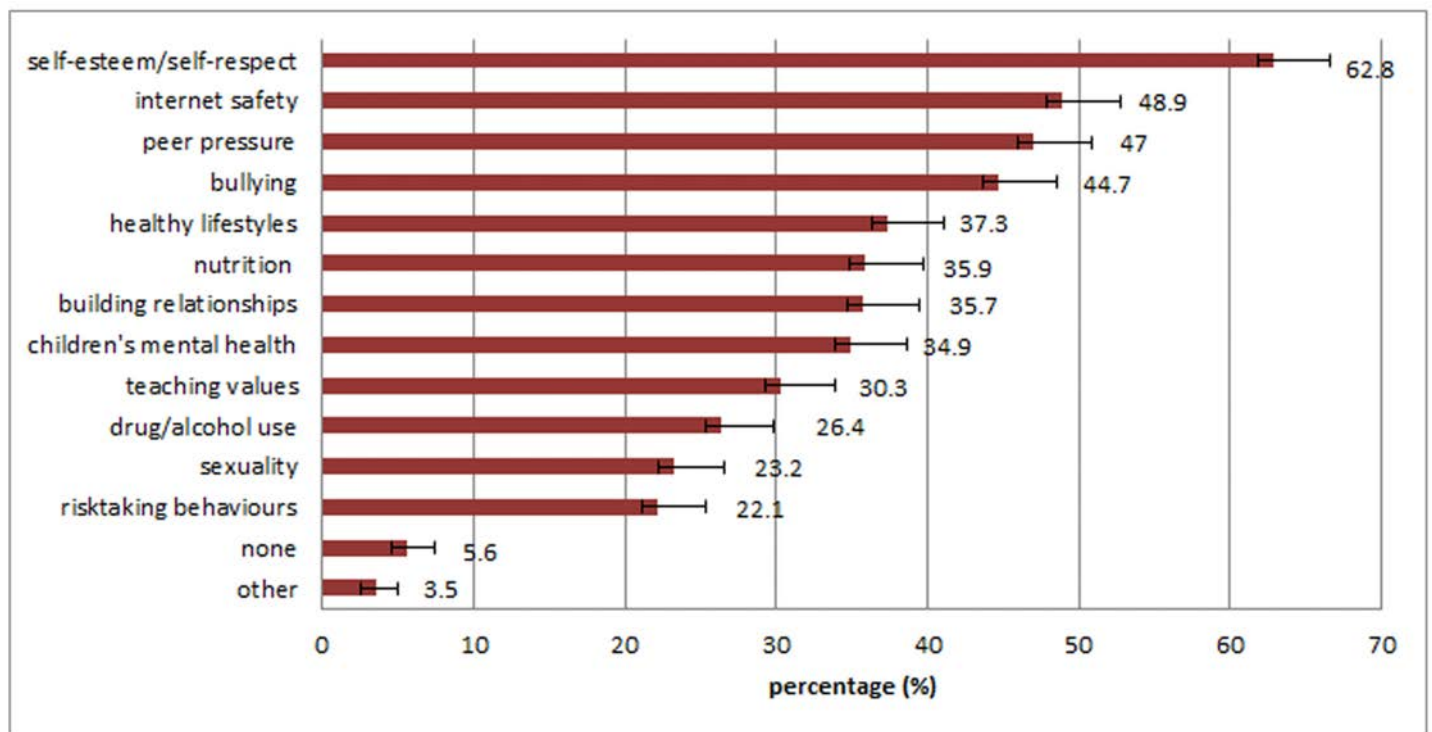
Figure 1: Topics of Interest for Parents of Children 0-6 Years of Age



Data Note: n = 554

## SECTION THREE: Results

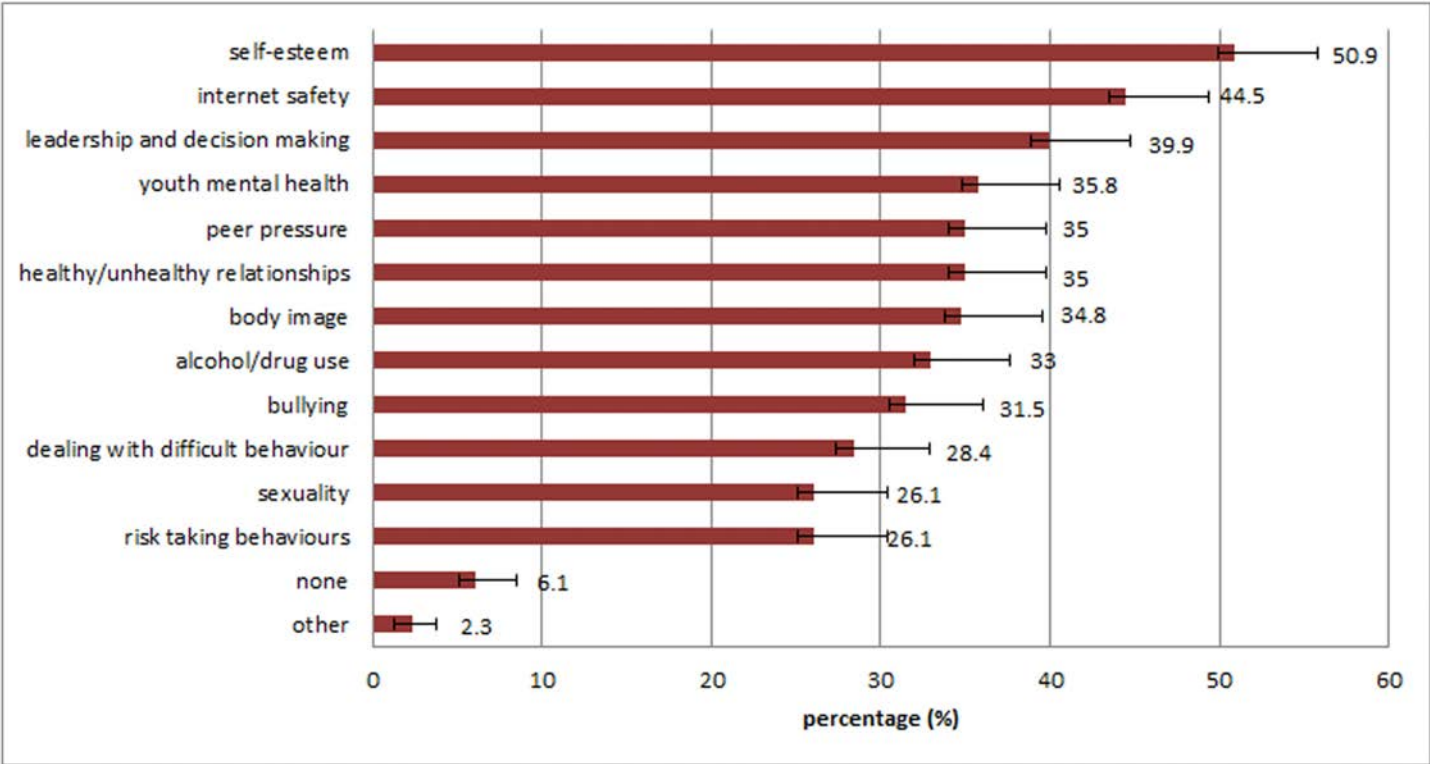
Figure 2: Topics of Interest for Parents of 7-12 Years of Age



Data Note: n = 624



Figure 3: Topics of Interest for Parents of 13-18 Years of Age



Data Note: n = 391

For parents of zero to six year olds, the most common response was behavior/discipline (57.0%). Self-esteem/self-respect (62.8%, 50.9%) and internet safety (48.9%, 44.5%) were the top choices for parents of the older age groups (seven to 12 year olds and 13 to 18 year olds).



## SECTION THREE: Results

### 3. How Parents Want to Receive Information

Parents were asked questions relating to how they want to receive information. When considering the **marketing** of programs and services, a school flyer (69.4%) and the Your Guide Haldimand and Norfolk (43.1%) were the top choices for parents (See Table 2).

**Table 2: How Parents want to find out about Programs, Services and Resources**

|   | %    | N   |
|---|------|-----|
| School flyer                                | 69.4 | 691 |
| 'Your Guide Haldimand and Norfolk'          | 43.1 | 429 |
| Newspapers                                  | 42.8 | 426 |
| Norfolk County Activities and Service Guide | 35.9 | 357 |
| Friends and family                          | 33.4 | 332 |
| Internet                                    | 31.8 | 316 |
| Email                                       | 28.3 | 281 |
| Haldimand County Community Guide            | 27.8 | 277 |
| Radio                                       | 23.1 | 230 |
| Library                                     | 18.6 | 185 |
| Information centres                         | 15.3 | 152 |
| Road signs/billboards                       | 13.9 | 138 |
| Parent magazines                            | 10.6 | 105 |
| Television                                  | 7.9  | 79  |
| Yellow pages                                | 4.5  | 45  |
| Other                                       | 3.3  | 33  |

Parents were also asked about their preferred **method of receiving** parenting information. The most frequent responses were newsletters (46.9%) and the Internet (40.0%) (See Table 3).

**Table 3: Method of Receiving Parenting Information**

|                      | %    | N   |
|----------------------|------|-----|
| Newsletters          | 46.9 | 427 |
| Internet             | 40.0 | 364 |
| Pamphlets            | 38.2 | 348 |
| One time workshop    | 22.4 | 204 |
| Drop-in Sessions     | 22.3 | 203 |
| Parenting fair       | 21.1 | 192 |
| Books                | 18.8 | 171 |
| Parent support group | 14.8 | 135 |
| Parenting classes    | 14.3 | 130 |
| No preference        | 12.1 | 110 |
| Radio                | 11.2 | 102 |
| Video/DVD            | 10.2 | 93  |
| Television           | 6.0  | 55  |
| CDs                  | 5.4  | 49  |
| other                | 2.7  | 25  |

Finally, when asked **where** they would prefer to receive information, parents identified home (60.5%) and school (58.87%) as their most preferred location (see Table 4).

**Table 4: Where Parents Want to Receive Parenting Information**

|                    | %    | N   |
|--------------------|------|-----|
| Home               | 60.5 | 557 |
| School             | 58.8 | 542 |
| Library            | 26.0 | 239 |
| OEYC               | 22.3 | 205 |
| Doctor's office    | 21.9 | 202 |
| Community centre   | 21.5 | 198 |
| Public health unit | 16.8 | 155 |
| Child care centre  | 11.6 | 107 |
| Community agency   | 10.0 | 92  |
| Workplace          | 9.9  | 91  |
| Mall               | 8.6  | 79  |
| Religious centre   | 6.2  | 57  |
| Other              | 3.0  | 28  |

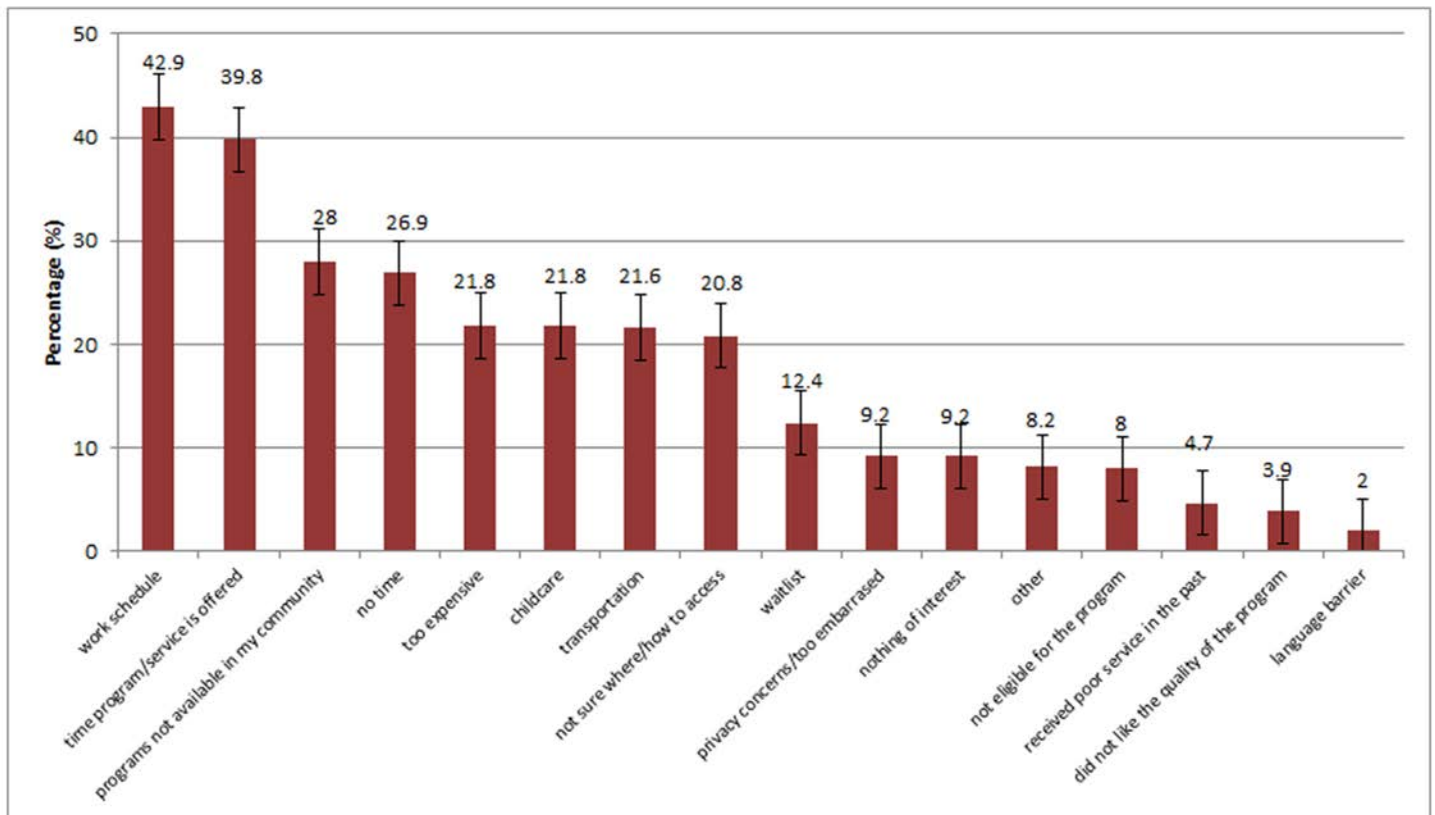




#### 4. Barriers Preventing Parents from Accessing Programs, Services, and Resources

Parents were asked what has stopped them or made it difficult for them to access parenting programs or services. Parents identified work schedules (42.9%) and the time the program/resource is offered (39.8%) as the main barriers (see Figure 4).

Figure 4: Barriers for Parents Accessing Parenting Programs or Resources



Data Note: n= 490

Parents were asked what Haldimand and Norfolk can do to make things better for them in regards to parenting programs and resources. The following themes were identified:

- Flexibility with program hours (121 responses)
- Improving advertising/awareness of programs and services (114 responses)
- Convenience and variety in locations of programs and services (84 responses)
- More affordable programs and services (48 responses)
- Childcare options (31 responses)
- Assistance with transportation (25 responses)
- Improve wait times (14 responses)
- Other (general comments) (24 responses)



## SECTION THREE: Results

### Additional Information

In order to comprehensively understand the core answers provided, parents were asked additional questions. The additional questions related to: general struggles, chronic conditions, and overall comments.

#### General Struggles

Parents were asked to identify things that they have **struggled** with as a parent, over the past five years. Eighty-six percent of parents (n=981) identified struggles. Table 5 highlights the struggles identified by parents.

**Table 5: Things that Parents Struggle with**

|  | %    | N   |
|--|------|-----|
| Financial worries                        | 53.3 | 523 |
| Cost of sports and recreation activities | 50.2 | 492 |
| Cost of food                             | 31.7 | 311 |
| Low paying job                           | 17.4 | 171 |
| Limited childcare                        | 15.4 | 151 |
| Affordable childcare                     | 15.2 | 149 |
| Lack of sports and recreation activities | 14.3 | 140 |
| Cost of housing                          | 12.9 | 127 |
| Transportation difficulties              | 11.4 | 112 |
| Limited health care services             | 11.4 | 112 |
| Unemployment                             | 11.3 | 111 |
| Other                                    | 11.0 | 108 |
| Limited family/friends                   | 8.7  | 85  |
| Limited support from family/friends      | 8.5  | 83  |
| Conflict in the home                     | 6.9  | 68  |
| Limited mental health care services      | 5.5  | 54  |
| Abusive relationship                     | 3.2  | 31  |
| Feeling safe                             | 1.4  | 14  |



Finances appear to be the major struggle identified by parents in Haldimand and Norfolk Counties. Financial worries (53.3%), the cost of sports and recreation activities (50.2%), the cost of food (31.7%), and low paying job (17.4%) have all been identified as something they have struggled with over the past five years.

Parents were asked what Haldimand and Norfolk can do to make things better for them as parents. The following themes were identified.

- Sports and recreation related (289 responses)
- Daycare (125 responses)
- Program and service specific recommendations (72 responses)
- Health care services (55 responses)
- Unemployment and underemployment (44 responses)
- Food Insecurities (36 responses)
- Transportation (33 responses)
- Mental Health services (26 responses)
- Better advertising of programs and services (26 responses)
- Special Needs Children (25 responses)
- Taxes (21 responses)
- Dental health care services (14 responses)
- Housing (14 responses)
- Other (social services, utilities related) (14 responses)

### Chronic Conditions

Questions were asked on the survey regarding long-term chronic conditions. Parents were asked whether they or their children have a chronic condition, illness, disease, disability or special health need. Table 6 shows that nearly one quarter (23.9%, n=240) of the parents surveyed, either themselves or have a child with a chronic condition or special health need.

**Table 6: Parents and Children with Chronic Conditions**

|   |               |
|---|---------------|
| Parents(primarily mental and behavioral disorders)  | 11.1% (n=110) |
| Children(primarily mental and behavioral disorders) | 16.2% (n=161) |
| Either parent or child                              | 23.9% (n=240) |

When asked about accessing services to support either themselves or their children, 64.7% (n=150) experienced barriers. Table 7 shows that not knowing where to go (42.0%) and not being aware of services (41.3%) were the most common barriers for parents.

**Table 7: Barriers to Services for Parents or Children with Chronic Conditions**

|                             | %    | N  |
|-----------------------------|------|----|
| Did not know where to go    | 42.0 | 63 |
| Not aware of services       | 41.3 | 62 |
| Getting time off work       | 34.7 | 52 |
| Other                       | 34.0 | 51 |
| Difficulty getting referral | 25.3 | 38 |
| Transportation              | 21.3 | 32 |

Parents were asked how they were being supported if either they or their children were not receiving needed services. Of the 111 parents who responded, the following themes were identified:

- Not being supported (21 responses)
- Family and friends (16 responses)
- Receiving service outside of Haldimand-Norfolk (15 responses)
- School (9 responses)
- Self (9 responses)
- Counseling/Therapy/Support groups (8 responses)
- Doctor (7 responses)

Parents were asked what Haldimand and Norfolk can do to make things better for them as parents/child with a chronic condition, illness, disease, disability or special health need. The following themes were identified.

- More programs and services (79 responses)
- Improve advertising/ awareness of programs and services available (22 responses)
- More health care services (17 responses)
- Increased public awareness of chronic conditions, diseases and special health needs (11 responses)

### Overall Comments

Parents were asked if they had any other concerns as a parent. The following themes were most frequently identified (n=334):

- Improve access to programs, activities and services (54 responses)
- Bullying (24 responses)
- School services (19 responses)
- No concerns (16 responses)
- Financial difficulties (15 responses)
- Safety (9 responses)
- Dealing with difficult behaviour (9 responses)

## ■ SECTION FOUR: Summary Highlights and Discussion

# SECTION FOUR: SUMMARY HIGHLIGHTS AND DISCUSSION

This survey was designed to explore parenting needs in Haldimand and Norfolk Counties. More specifically, it was intended to determine:

1. What services parents are currently using now
2. What type of information parents want
3. How and where parents want to receive information, and
4. Barriers that are preventing parents from accessing resources.

### Services Parents are using now

Parents provided a large list of services that they are currently using, with sports and recreation-related responses and OEYC's most frequently mentioned. Considering the sampling strategy used, these responses may be more reflective of the agencies distributing surveys and examples provided on the survey, and less likely a true representation of services accessed by parents. Although many sports and recreation activities pose a cost to families, the services at the OEYC's are of no cost to families in Haldimand County and Norfolk County.

### The Type of Information Parents Want

Parents of younger children (0-6 year olds) were interested in learning more about behavior/discipline while the parents of the older children (7-18 year olds) wanted to learn more about self-esteem/self-respect and internet safety. These topics are quite extensive and reflect many aspects of children's lives. Healthy behaviors/discipline, along with a positive self-esteem and self-respect play a vital role in child development into adolescence.

### How and Where Parents Want to Receive Information

Taking all information into account, it appears that home and school are important avenues for **receiving** information. School flyers are the top choice for marketing information and parents prefer receiving information when they are at home. Parents also noted that newsletters and pamphlets as well as the internet are their top choices for receiving parenting information. All of these sources can easily be accessed when at home. When parents receive information at home, they are more likely to focus their attention on the information, at a time that best fits their needs.

Along with schools, the 'Your Guide Haldimand and Norfolk', newspapers and the Norfolk County Activities and Service Guide would also be appropriate choices for market services and resources.

### Barriers Preventing Parents from Accessing Resources

Time appears to be a major barrier for parents trying to access parenting resources and services. The most commonly identified barriers preventing parents from accessing parenting resources are their work schedules and the time programs/resources are offered.

Parents communicated that Haldimand and Norfolk could make things better for them by providing more flexibility with program hours and improving advertising of these programs. Providing parenting resources within the home setting, through print or social media, could be very beneficial for families with work obligations and busy schedules. This approach could also assist parents who identified financially related barriers as well.

Sixteen percent of families reported that they have a child /children with a chronic condition. For these families, school may not be a good option for finding out about parenting programs as these children may not be regularly involved in the school setting. Thus other options should be explored for this group. Some of these families are involved with a health care professional in some capacity; educating and promoting services in this capacity could be a more realistic option. Providing parenting resources within the home setting could be particularly advantageous for this group of parents as well.

The results presented above appear consistent with findings in the literature. Great work has been done in our community. However, continued efforts are needed to assist parents so that children can attain and sustain optimal health and development. Data in this report has informed the creation of the following recommendations.

## **SECTION FIVE: RECOMMENDATIONS**

1. Gather all community members involved with the project. Review the report and discuss findings. Disseminate the report to other community groups and community members that work with parents and families in Haldimand and Norfolk counties.
2. Continue to offer a variety of parenting initiatives within Haldimand and Norfolk counties based on the needs expressed within the report. Focus on the sports and recreation aspect, as well as the OEYC's, keeping in mind the desired topics identified.
3. Provide parents with resources that can be easily accessed in their home setting. Continue to provide the Health Unit newsletter to parents. Continue to work collaboratively with the Grand Erie District School Board and the Brant Haldimand Norfolk Catholic District School Board to provide parents with resources through school related newsletters, flyers etc. In addition, have resources and programs available online, that can be accessed in the home.
4. When planning services and programs, consideration must be given to the barriers and struggles that families have identified.
5. Despite the efforts made to include priority populations, response rates were still low, in particular for the Low German speaking Mennonite population. Future research should consider alternate methods of data collection such as focus groups. As well, for those with chronic conditions, it is recommended to provide more assistance to organizations dealing with this population in order to increase response rates.



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## **APPENDICES**

**Appendix A List of Partnering Agencies**

**Appendix B Survey**

**Appendix C Mixed Method Sampling Strategy**

**Appendix D Survey Responses**



## **APPENDIX A: LIST OF PARTNERING AGENCIES**

Big Brothers Big Sisters  
Brant Haldimand Norfolk Catholic District School Board  
Centre for Addiction and Mental Health  
Children's Aid Society of Haldimand and Norfolk  
Community Care Access Centre  
Community Parents/Volunteers  
Emmanuel Bible Church  
Grand Erie District School Board  
Haldimand and Norfolk Women's Services  
Haldimand-Norfolk Health Unit  
Haldimand-Norfolk Health Unit, Preschool Speech and Language Program  
Haldimand-Norfolk Information Centre  
Haldimand-Norfolk REACH  
Haldimand & Norfolk Social Services, Ontario Works  
Norfolk Community Help Centre  
Norfolk County, Recreation Services, Children & Youth  
Norfolk Pregnancy Centre  
Ontario Early Years Centre- Haldimand & Norfolk, a unit of HN REACH  
Salvation Army  
Simcoe Minor Hockey  
St. Paul's Anglican Church Caledonia  
The Mission



## APPENDIX B: THE SURVEY

### Parenting Needs Survey

If you have already completed this survey, thank you for doing so. You do not need to complete it again. This survey is for parents living in Haldimand and Norfolk Counties only. It will take approximately 10 minutes to complete.

For the purpose of the survey, we have defined a Parent as 'A **primary caregiver, or someone who nurtures or raises a child**'. We are asking parents to provide information about their children who are up to the age of 18 years.

#### Section 1: Demographics

1. Please list the ages of each of your children \_\_\_\_\_
2. Are you the child/children's...?  
 parent                       foster parent                       other (please specify) \_\_\_\_\_  
 step-parent                       grandparent                       I choose not to answer
3. Do you identify as...?  
 male  
 female  
 other  
 I choose not to answer
4. Where do you live?  
 Haldimand → What town do you live in? \_\_\_\_\_  
 Norfolk → What town do you live in? \_\_\_\_\_  
 Outside of Haldimand and Norfolk → **Please do not complete the survey.**
5. What is your **year** of birth? \_\_\_\_\_
6. What is the **highest level** of education you have completed? **(Please check one)**  
 less than high school  
 high school diploma or equivalent  
 college or other non-university certificate or diploma  
 university certificate, diploma or degree  
 I choose not to answer
7. Are you a **single parent** with no spouse or partner living with you and your child/children?  
 yes  
 no  
 I choose not to answer
8. What language is spoken **most often** at home? **(Please check one)**  
 English                       Low German                       Dutch                       other (please specify) \_\_\_\_\_  
 French                       Portuguese                       Hungarian                       I choose not to answer

## Section 2: Struggles of Parents in Haldimand and Norfolk

1. Read the list below of things that parents may struggle with. Please **CIRCLE THE TOP 3 THINGS** that you have struggled with as a parent, **over the past 5 years**. You may select from the list or include something not listed.

- *cost of sports & recreation activities*
- *lack of sports & recreational activities*
- *limited support from family/friends*
- *limited mental health care services*
- *limited health care services*
- *low paying job*
- *Other (please specify) \_\_\_\_\_*
- *abusive relationship*
- *feeling safe*
- *limited childcare*
- *affordable childcare*
- *cost of food*
- *unemployment*
- *transportation difficulties*
- *financial worries*
- *conflict in the home*
- *limited family/ friends*
- *cost of housing*

2. What can Haldimand and Norfolk do to make **THINGS BETTER** for you as a parent? (*please provide as much detail as possible*).

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## Section 3: Barriers to Attending Parenting Programs and Accessing Resources

The following sections of the survey ask questions regarding **parenting programs or resources**. By this we mean **ANY** type of program, service or resource intended to support you as a parent (e.g. parent and toddler programs, sports and recreation programs, internet safety workshops, car seat clinics, Special Needs Parent Support Group, library resources, etc.).

1. In the past 5 years, have you accessed any parenting programs or resources?

- yes → *If yes, please specify* \_\_\_\_\_
- no
- I choose not to answer

2. Has anything stopped you or made it difficult for you to access **ANY** parenting programs or resources?

- yes → **Go to question 3**
- no → **Go to question 4**
- don't know → **Go to question 3**
- I choose not to answer → **Go to question 3**

3. What has stopped you or made it difficult for you to access **ANY** programs or resources? **Please check all that apply.**

- |   |  |
|---|--|
| <input type="checkbox"/> transportation   | <input type="checkbox"/> privacy concerns /too embarrassed       |
| <input type="checkbox"/> child care   | <input type="checkbox"/> time program/service is offered         |
| <input type="checkbox"/> received poor service in the past                          | <input type="checkbox"/> not sure where/how to access            |
| <input type="checkbox"/> nothing of interest  | <input type="checkbox"/> too expensive/could not afford          |
| <input type="checkbox"/> no time  | <input type="checkbox"/> programs not available in my community  |
| <input type="checkbox"/> language barrier   | <input type="checkbox"/> did not like the quality of the program |
| <input type="checkbox"/> work schedule  | <input type="checkbox"/> wait list                               |
| <input type="checkbox"/> not eligible for the program<br>(please specify how) _____ | <input type="checkbox"/> other (please specify) _____            |
|   | <input type="checkbox"/> don't know                              |
|   | <input type="checkbox"/> I choose not to answer                  |

4. What can Haldimand and Norfolk do to make **THINGS BETTER** for you as a parent regarding parenting programs and resources? **Please provide as much detail as possible.**

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**Section 4: Parenting Programs, Services and Resources in Haldimand and Norfolk**

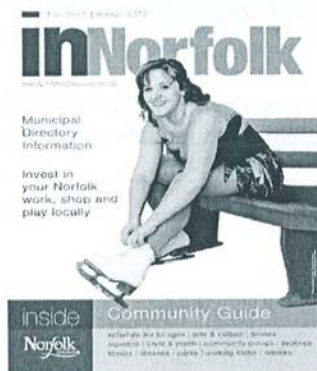
1. What is the best way for you to learn about parenting programs or resources in Haldimand and Norfolk? **Please check all that apply.**

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> information centres                           | <input type="checkbox"/> television                                    | <input type="checkbox"/> school flyers                                     | <input type="checkbox"/> road signs/billboard         |
| <input type="checkbox"/> parent magazines                              | <input type="checkbox"/> library                                       | <input type="checkbox"/> newspaper   | <input type="checkbox"/> yellow pages                 |
| <input type="checkbox"/> friends/family                                | <input type="checkbox"/> e-mails                                       | <input type="checkbox"/> internet  | <input type="checkbox"/> radio                        |
| <input type="checkbox"/> Your Guide Haldimand Norfolk (see picture #1) | <input type="checkbox"/> Norfolk County Activity Guide(see picture #2) | <input type="checkbox"/> Haldimand County Community Guide (see picture #3) | <input type="checkbox"/> other (please specify) _____ |
|  |  |  | <input type="checkbox"/> don't know                   |
|  |  |  | <input type="checkbox"/> I choose not to answer       |

Picture 1



Picture 2



Picture 3



2. **How** would you like to receive programs, services or resources? *Please check all that apply.*

- |                                      |  |   |  |
|--------------------------------------|--|---|--|
| <input type="checkbox"/> books       | <input type="checkbox"/> parenting classes | <input type="checkbox"/> drop-in session      | <input type="checkbox"/> parenting fair                        |
| <input type="checkbox"/> CDs         | <input type="checkbox"/> radio             | <input type="checkbox"/> pamphlets            | <input type="checkbox"/> no preference                         |
| <input type="checkbox"/> internet    | <input type="checkbox"/> television        | <input type="checkbox"/> parent support group | <input type="checkbox"/> other ( <i>please specify</i> ) _____ |
| <input type="checkbox"/> newsletters | <input type="checkbox"/> video/DVD         | <input type="checkbox"/> one time workshop    |  |
|                                      |  |   | <input type="checkbox"/> don't know                            |
|                                      |  |   | <input type="checkbox"/> I choose not to answer                |

3. **Where** would you prefer to receive information? *Please check all that apply.*

- |                                  |  |  |   |
|----------------------------------|--|--|---|
| <input type="checkbox"/> library | <input type="checkbox"/> workplace       | <input type="checkbox"/> community centre                      | <input type="checkbox"/> community agency           |
| <input type="checkbox"/> mall    | <input type="checkbox"/> doctor's office | <input type="checkbox"/> public health unit                    | <input type="checkbox"/> child care centre          |
| <input type="checkbox"/> home    | <input type="checkbox"/> school          | <input type="checkbox"/> religious centre                      | <input type="checkbox"/> Ontario Early Years Centre |
|                                  | <input type="checkbox"/> don't know      | <input type="checkbox"/> other ( <i>please specify</i> ) _____ | <input type="checkbox"/> I choose not to answer     |

**Section 5: Chronic Conditions, Illness, Disease, Disability, or Special Health Needs**

The next section of the survey asks questions regarding chronic conditions, illnesses, diseases, disabilities, or special health needs. We are interested in "long-term chronic conditions, illnesses, diseases, disabilities, or special health needs" which are expected to last or have already lasted 6 months or more and that have been diagnosed by a health professional.

1. Do **you** have a chronic condition, illness, disease, disability or special health needs that makes it difficult for you to parent?

- yes → *please specify* \_\_\_\_\_
- no
- don't know
- I choose not to answer

2. Do you have a **child/children** with a chronic condition, illness, disease, disability, or special health needs?

- yes → *please specify, then go to question 3* \_\_\_\_\_
- no
- don't know
- I choose not to answer

**If neither you nor your child/children have a chronic condition, illness, disease, disability, or special health needs, please go to the next section, Section 6.**

3. In the past 5 years, have you accessed any community service to help support **you or your child/children** with a chronic condition, illness, disease, disability, or special health needs?

- yes → *If yes, please specify* \_\_\_\_\_
- no
- don't know
- I choose not to answer



4. In the past 5 years, have you accessed **nursing services** in your home for **you or your child/children**?

- yes
- no
- don't know
- I choose not to answer

5. In the past 5 years, have **you or your child/children** experienced any challenges or barriers accessing services?

- yes → *If yes, please go to next question.*
- no → *If no, please go to question 8.*
- don't know → *Please go to next question.*
- I choose not to answer

6. In the past 5 years, what are some of the challenges you or your child/children have experienced accessing services with various organizations? **Please check all that apply.**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> changes in staff            | <input type="checkbox"/> no staff available to work                 | <input type="checkbox"/> not aware of services                 |
| <input type="checkbox"/> not getting enough hours    | <input type="checkbox"/> difficulty getting a referral              | <input type="checkbox"/> other ( <i>please specify</i> ) _____ |
| <input type="checkbox"/> disruption/break in service | <input type="checkbox"/> not eligible ( <i>please specify how</i> ) | <input type="checkbox"/> don't know                            |
|  |   | <input type="checkbox"/> I choose not to answer                |

7. In the past 5 years, what are some of the other challenges you or your child/children have experienced accessing services? **Please check all that apply.**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> did not know where to go                             | <input type="checkbox"/> had to attend school               | <input type="checkbox"/> transportation problems               |
| <input type="checkbox"/> language problems                                    | <input type="checkbox"/> not aware of services              | <input type="checkbox"/> childcare problems                    |
| <input type="checkbox"/> unable to leave the house because of health problems | <input type="checkbox"/> employment (getting time off work) | <input type="checkbox"/> other ( <i>please specify</i> ) _____ |
|   |   | <input type="checkbox"/> don't know                            |
|   |   | <input type="checkbox"/> I choose not to answer                |

8. If you or your child/children currently need **services and are not receiving them**, how are you or your child/children being supported?

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9. What can Haldimand and Norfolk do to make things better for you or your child/children with a chronic condition, illness, disease, disability or special health needs? **Please provide as much detailed as possible.**

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**Section 6: Topics of Interest**

Please complete **ALL** sections that correspond to the **current age of your child/children**.  
If you have a child/children....

0 to 6 years of age → Please complete **Part A**

7 to 12 years of age → Please complete **Part B**

13 to 18 years of age → Please complete **Part C**

**1. Please check the topics you are interested in learning more about from the lists below.**

| <b>Part A</b><br>Newborn to 6 Years of Age                                 | <b>Part B</b><br>7-12 Years of Age  | <b>Part C</b><br>13-18 Years of Age  |
|--|---|--|
| <input type="checkbox"/> Growth and development                            | <input type="checkbox"/> Building relationships   | <input type="checkbox"/> Internet safety   |
| <input type="checkbox"/> Behaviour/discipline                              | <input type="checkbox"/> Healthy lifestyles   | <input type="checkbox"/> Risk taking behaviour                                       |
| <input type="checkbox"/> Breast feeding                                    | <input type="checkbox"/> Self-esteem /self-respect  | <input type="checkbox"/> Self-esteem / Self-respect                                  |
| <input type="checkbox"/> Sleep   | <input type="checkbox"/> Internet safety  | <input type="checkbox"/> Bullying  |
| <input type="checkbox"/> Common childhood illnesses                        | <input type="checkbox"/> Children's mental health<br>(depression, anxiety, suicide, etc.) | <input type="checkbox"/> Youth mental health (depression,<br>anxiety, suicide, etc.) |
| <input type="checkbox"/> School readiness                                  | <input type="checkbox"/> Peer pressure  | <input type="checkbox"/> Healthy/unhealthy relationships                             |
| <input type="checkbox"/> Toilet training                                   | <input type="checkbox"/> Sexuality  | <input type="checkbox"/> Alcohol/drug use  |
| <input type="checkbox"/> Nutrition   | <input type="checkbox"/> Teaching values  | <input type="checkbox"/> Dealing with difficult behaviour                            |
| <input type="checkbox"/> Childcare   | <input type="checkbox"/> Risk taking behaviour  | <input type="checkbox"/> Body image  |
| <input type="checkbox"/> Safety/Injury                                     | <input type="checkbox"/> Bullying   | <input type="checkbox"/> Peer pressure   |
| <input type="checkbox"/> Feeding   | <input type="checkbox"/> Drug/alcohol use   | <input type="checkbox"/> Sexuality   |
| <input type="checkbox"/> Common childhood illnesses                        | <input type="checkbox"/> Nutrition  | <input type="checkbox"/> Leadership and decision making                              |
| <input type="checkbox"/> Other ( <i>specify</i> )                          | <input type="checkbox"/> Other ( <i>specify</i> )   | <input type="checkbox"/> Other ( <i>specify</i> )                                    |
| <input type="checkbox"/> <i>I am not interested in any of these topics</i> | <input type="checkbox"/> <i>I am not interested in any of these topics</i>                | <input type="checkbox"/> <i>I am not interested in any of these topics</i>           |

**Section 7: Overall**

1. Are there any **other** concerns you have as a parent?

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**Thank you for completing this survey!**

## APPENDIX C: MIXED METHOD SAMPLING STRATEGY

### Advertising

|   |
|---|
| CD 98.9 FM radio station                          |
| Delhi District Secondary School newsletter insert |
| Haldimand-Norfolk Health Unit Website             |
| Haldimand-Norfolk Health Unit Facebook            |
| Ontario Works Intranet                            |
| Selkirk Centennial Community Centre, Newsletter   |

### Survey Distribution

|  |
|--|
| **Elementary and Public Schools                    |
| **High Schools                                     |
| Norfolk County Fair                                |
| Grand Erie Parents Health Fair                     |
| Children's Aid Society of Haldimand-Norfolk        |
| Community Care Access Centre, Simcoe               |
| Haldimand Norfolk REACH                            |
| Salvation Army, Simcoe                             |
| Haldimand & Norfolk Women's Services               |
| Haldimand-Norfolk Health Unit Family Home Visitors |
| OEYC   |

\*\* School selection based on geographic stratification

### Bookmark Distribution (advertised on-line link)

|  |
|--|
| Big Brothers Big Sisters of Grand Erie             |
| Children's Aid Society of Haldimand-Norfolk        |
| Community Care Access Centre, Simcoe               |
| *Dentist offices                                   |
| *Emergency Departments                             |
| Haldimand-Norfolk Health Unit Family Home Visitors |
| Haldimand Norfolk REACH                            |
| Haldimand & Norfolk Women's Services               |
| Libraries in Haldimand and Norfolk                 |
| Norfolk County Fair – Parenting Booth              |
| Norfolk County Recreation Centre, Simcoe           |
| OEYC   |
| Ontario Works Case Managers                        |
| *Pharmacies  |
| Physician Offices in Haldimand and Norfolk         |
| Salvation Army, Simcoe, Dunnville                  |
| Schools: elementary, public, secondary             |
| *Walk-in Clinics                                   |
| Waiting rooms in Health and Social Services        |

\*in **some** not all in Haldimand and Norfolk

### Advertising and Survey Distribution for Target Populations

|  |
|--|
| <b>Low German Mennonites</b>                       |
| Elementary Schools                                 |
| Haldimand-Norfolk Health Unit Family Home Visitors |
| Pathfinder program                                 |
| Turning Point program                              |
| Norfolk Community Help Centre                      |
|  |
| <b>Low Income</b>                                  |
| Haldimand Norfolk REACH                            |
| Haldimand & Norfolk Women's Services               |
| LEAP program                                       |
| Ontario Works                                      |
| Salvation Army, Simcoe                             |
|  |
| <b>Special Needs</b>                               |
| Children's Aid Society of Haldimand-Norfolk        |
| Community Care Access Centre, Simcoe               |
| Haldimand Norfolk REACH                            |

## APPENDIX D: SURVEY RESPONSES

### 1. What Services Parents are Using

Responses were broken down into the following themes. The numbers in brackets refers to the number of responses for each theme.

|                                      |  |                                |                              |
|--------------------------------------|--|--------------------------------|------------------------------|
| Sports and Recreational (161)        | Books and magazines (14)               | Pregnancy Centre (6)           | Internet Safety workshop (3) |
| OEYC (148)                           | Well-baby clinic (13)                  | School sponsored resources (6) | Nutritional support (3)      |
| Library (70)                         | Support Groups (11)                    | Day Camps (6)                  | Breastfeeding support (3)    |
| REACH (40)                           | COPE (10)                              | Dental support (6)             | School's Cool Program (3)    |
| School's Cool Program (3)            | CAPC (10)                              | Scouts/girl guides (5)         | After school programs (3)    |
| Car seat clinics (37)                | Prenatal classes (9)                   | Parenting related classes (4)  | Women services (2)           |
| Health Unit resources (20)           | Moms Talk (8)                          | Babysitting course (4)         | Bullying resources (2)       |
| Speech services (21)                 | Professional health care providers (7) | Child care assistance (4)      | Home visitors (2)            |
| Healthy Babies Healthy Children (15) | Children's Aid Society resources (7)   | Church sponsored resources (3) | Other (44)                   |

Other responses for types of programs and services offered include: parades, museum programs, family program (In Norfolk), Haldimand Association for Developmentally challenged, First Aid CPR (Adults), fire hall tour, stages and ages, sex ed/drug ed, professional development workshops, Lynwood Arts Program, Langton fair, healthy moms, birthing class, CPNP, community centre activity, Big Brothers Big Sisters, Best Start Visitations @ Dalhousie Place Home, postnatal visit from health nurse, parent seminar for teenaged children, internet clubs, Home Grown Talent, easter egg hunt, CCAC, ASD School Support and In Home Intervention, weekly county preschool program at high school, ADHD workshop, a pregnancy course for teenager pregnancy, Temper tamers, STEPS, NYCA, Home with a heart, Home intervention program, Help with child behaviour, help for my children over divorce, healthy families, having a baby, Girls Power Camp, Fresh Air Fund, family counsellor, Emotional Intelligence workshop internet, ECE program, Day care, Contact





## 2. The Type of Information Parents Want

**Ages 0-6:** Other topics include: support - not material, gender identity, speech, mental health, infant massage, home schooling, hearing/speech, dental, day camps for children with ASD that are safe/escape proof, CPR and First Aid for infants and children, CPR, ADHD.

**Ages 7-12:** Other topics include: teaching values, skills to succeed in school, physical activity, literacy, mental health and behavioral disorders.

**Ages 13-18:** Other topics include: self-harm, parental respect, money management for kids, teen pressures, healthy lifestyle, dental, communication, being a Christian, ADHD.

## 3. How Parents Want to Receive Information

### Marketing of Programs

Other responses include: church, community centers, dr. offices, EYC, facebook/google page, facebook/twitter, FHV HBHC, flyer in my language, german station, flyers delivered to homes, flyers in mail, friends who coach, health unit, hospital, lighted sign coming into town, physician referral, school, school website, social worker, day care, word of mouth, email

### Method of Receiving Information

Other responses include: mail, church, email, guest speakers, home visits, interactive weekly program, one on one service.

### Where they want to Receive Information

Other responses include: mail, email, internet, grocery store, no preference.

## 4. Barriers to Accessing Parenting Programs or Resources

Other barriers include: dealing with chronic conditions, dealing with special needs, divorce/blended family, conflict in the home, distance between work and home, rural health issues.

### What Haldimand and Norfolk can do to make things better for them in regards to parenting programs and resources.

Other responses include: reduce taxes/costs not directly related to programs/services, recognize differences in family structures, recognize different needs of families, mandatory parenting classes.

## Other information

### Things that Parents Struggle With

Other themes include: financial-related worries, work life balance, underemployment /unemployment, supports for children with special needs, limited access to programs and services, dental care, lack of youth programs and services, health issues, discipline, work stress, wait lists, divorce, bullying, rural challenges, spouse, lack of education support, and changing schools.

### What Haldimand and Norfolk can do to make things better for Parents

Other themes include: social services and utilities related, happy here, other.

## Chronic Conditions

### Barriers to Services for Parents or Children with Chronic Conditions

Other themes include: wait time, service available outside of area, hours that services are provided.





