Implications for Public Health Practice

1. The findings suggest that parents and caregivers were most aware of the Public Health Nurse, OEYC and the “Haldimand County Community Guide” and “Norfolk Counties Activities & Services Guide”. Therefore it is important to use these vehicles of communication to promote other parenting programs and resources in Haldimand and Norfolk.

2. The findings suggest that parents mainly found out about parenting programs and resources from from flyers/pamphlets, other methods not listed, and newspapers, newsletters and magazines. Therefore it is important to utilize these effective sources of communications methods to promote parenting programs and resources in Haldimand and Norfolk.

---

Key Findings

- Over 95% of parents/caregivers were aware of at least one of the specified parenting programs and resources. Most were aware of the Public Health Nurse.
- A higher percentage of parents found out about parenting programs and resources from flyers/pamphlets, other methods not listed, and newspapers, newsletters and magazines.
- Approximately, 70% of Haldimand and Norfolk parents or caregivers (18+) with children (0-17) who were aware of the specific parenting programs and resources, reported that they had used at least one parenting program or resource.
- A higher percentage of parents or caregivers looked for parenting information on websites/internet, compared to other sources of parenting information.
- A higher percentage of parents or caregivers living in the household would likely obtain parenting information from websites/internet, compared to other sources of parenting information.

---

Acknowledgements

Author
Deanna White, MA
Epidemiologist
Haldimand-Norfolk Health Unit
519-426-6170 Ext. 3215
dee. white@hnhu.org

I would like to thank the following participants for their contributions to the Haldimand and Norfolk Awareness and Use of Parenting Programs 2012:

Reviewers
Jill Steen, BSc, MHSc, RD
Manager Public Health
Haldimand-Norfolk Health Unit

Patti Moore, RN, BScN, MPA
General Manager
Health & Social Services Department
Norfolk County

Malcolm Lock, MD
Medical Officer of Health
Haldimand-Norfolk Health Unit

Melanie Laundry, RN, BScN
Program Coordinator
Family Health Team
Haldimand-Norfolk Health Unit

Contributors
Ashley Malo, RN, BScN
Public Health Nurse
Family Health Team
Haldimand-Norfolk Health Unit

Sabine Murphy, RN, BScN
Public Health Nurse
Family Health Team
Haldimand-Norfolk Health Unit

Gillian Raffay, RN, BScN
Public Health Nurse
Family Health Team
Haldimand-Norfolk Health Unit

Designed By
Communication Services Team
Haldimand-Norfolk Health Unit
Data Sources
Information in this report is presented from the Rapid Risk Factor Surveillance System (RRFSS). RRFSS is an ongoing telephone survey of parents or caregivers 18 and over who live in private households. Within households, the adult with the most recent birthday is selected to participate in the survey. The residents of Haldimand and Norfolk are interviewed on a monthly basis. Random digit dialing is used to select households. The survey was conducted by the Institute of Social Research (ISR) at York University, on behalf of Haldimand-Norfolk Health Unit.

Interpretation
Household Weights
The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn. Household weights were used to questions related to individuals. Household weights address the problem of over representing parents or caregivers from one-adult households and under representing parents or caregivers from households with more parents or caregivers.

Confidence Intervals (CI)
A 95% Confidence Interval indicates that if 100 samples were drawn randomly, estimates from 95 of those samples would fall within this ± range. A large CI means that there is a large amount of variability or imprecision. CI are presented as either (95%CI) or ± in the tables and graphs.

Statistically Significance
When the CI’s do not overlap, estimates are significantly different.

3. For specific populations the findings suggest that effective methods of communication varied by sex, age and income. Therefore, in choosing methods of communication, it is important to define the target audience.
4. The findings suggest that over 2/3 of parents and caregivers who were aware of specific parenting programs and resources reported that they used at least one program or resource. Since, a higher percentage used the “Haldimand County Community Guide” and the “Norfolk County Activities & Services Guide”, this vehicle of communication is a good vehicle to promote local parenting programs and services.
5. Since males, older adults, and parents with low education and income were found to be less likely to utilize parenting programs and resources, it is important to tailor messages and delivery mechanisms to these audiences, in order to increase the participation rate of these groups.
6. Since, it was found that a higher percentage of parents and caregivers look for parenting information on websites/internet it is important to advertise parenting information using this community channel.

Report Structure
This report focuses on awareness and use of parenting programs and includes four questions:

1. There are a variety of sources where parents can get information and support. I am going to read you a list of programs and services for parents and caregivers with children 0-17 in Haldimand and Norfolk. Please tell us if you have heard of each one. The list included “Your Guide Haldimand Norfolk”, Public Health Nurse, Common Sense Parenting, “Haldimand County Community Guide”/ “Norfolk County Activities & Services Guide”, 1,2,3,4 Parents, OEYC, and other programs and resources.
2. How did you learn about the program?
3. Have you ever been to/used program?
4. Other than family and friends, where do you look for information about your parenting questions or parenting concerns?

This report includes data collected in Haldimand and Norfolk Counties in 2010. Data was collected during the months of August to December 2010 (5 months total). There were 194 people included in the sample. Estimates are presented with error bars representing 95% Confidence Intervals. In text, these error bars are presented with (±) in brackets.
Coefficient of Variation

Coefficient of Variation (CV) refers to the precision of the estimate. When the CV is between 16.6 and 33.3 the estimate is unstable and should be interpreted with caution. This is presented with one asterisk *. When the CV is greater than 33.3 than there is high variability, and as a result the data is not releasable. This is presented with two asterisks **.

Limitations

- RRFSS results were self-reported and may not necessarily be recalled accurately.
- Moreover, households without telephone were excluded from the survey.
- The sample only included parents or caregivers 18 years of age and older.
- Telephone survey was only conducted in English.

Reporting on Descriptive Statistics

While some differences in the report were not statistically significant, these differences are worth reporting since it provides information on awareness and use of parenting programs and resources. In many cases, the sample size was too small to establish statistical significance, which is an apparent limitation in small, rural communities.
Section One:

**AWARENESS OF LOCAL PARENTING PROGRAMS AMONG PARENTS WITH CHILDREN 17 YEARS OF AGE OR YOUNGER, LIVING IN THE HOUSEHOLD**

**Indicator**

**Indicator One:**

**Awareness of Local Parenting Programs Among Parents With Children 17 Years of Age or Younger Living in the Household**

**Question:** (1) There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one?

**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of our parenting programs and resources.

**Denominator:** Denominator is restricted to those who were asked the pp_1 series questions. Parents or caregivers (18+) parents or caregivers of a child/children aged 0-17, defined as:

- Children age 0-17 in the household (dc1=1)
- Parent of a child or children 0-17 (pp_scrn1=1);
- Brother/sister who plays a role raising a child 0-17 (ie. pp_scrn1=6; or Step-Parent, Guardian, Grandparent, or other relative with complete/partial responsibility for raising a child aged 0-17 (ie. pp_SCRN2=1).

**Indicator Objectives:** (1) To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age.

**Why is this important?**

This information will help to determine the awareness of local parenting programs in Haldimand and Norfolk Counties.
Parenting Programs

In 2010, some of the parenting programs provided to parents and caregivers with children 0-17 in Haldimand and Norfolk are listed below:

Ontario Early Years Centre - Haldimand and Norfolk, a unit of H-N REACH (OEYC)
The OEYC is a place for parents and caregivers of children 0-6 to get information on child development. They offer several parenting programs, workshops, and a drop-in-centre. Information on child-care is also provided. The Centres are staffed with Child Development and Early Years professionals and volunteers.

“Your Guide Haldimand and Norfolk”
“Your Guide Haldimand Norfolk” is a community guide for parents and caregivers with children 0-6 years of age. It provides information about workshops, courses, groups and events that are available in Haldimand and Norfolk.

Public Health Nurse
The Public Health Nurse provides health promotion, disease prevention, intervention and support services to women, children, youth and families living in Haldimand and Norfolk. Services are provided to individuals, families, groups and communities in homes, schools, health units and community settings.

Common Sense Parenting
Common Sense Parenting is a program for parents/caregivers with children 0-12 years of age. This practical training program gives parents effective discipline skills and helps them be more positive with their young children. This program is offered at the OEYC and is co-facilitated by a public health nurse and an OEYC staff member. The duration of this program is seven weeks.

Haldimand County Community Guide/ Norfolk County Activities & Services Guide
“The Haldimand County Community Guide” and the “Norfolk County Activities & Services Guide” provides valuable information to all residents of Haldimand and Norfolk Counties. It offers parents and caregivers information about different activities for all age groups with a focus on arts & culture, aquatics, fitness, and walking clubs. Facilities within the county are also listed.

1,2,3,4 Parents
1, 2, 3, 4 Parents is a parenting program for parents/caregivers with children between the ages of 0-4 years of age. The program runs for 3-4 consecutive weeks and provides parents with information on essential child development. This program is offered at the OEYC and is co-facilitated by both a Public Health Nurse and an OEYC staff member.
Key Learnings

- Over 95% of parents/caregivers were aware at least one of the specified parenting programs and resources (not shown in figure).
- A higher percentage of parents or caregivers were aware of the Public Health Nurse, OEYC, and the “Haldimand County Community Guide”/“Norfolk County Activities & Services Guide” compared to other specified parenting programs and resources.
- Programs and resources such as the “Your Guide Haldimand Norfolk”, other sources not stated, Common Sense Parenting, and 1,2,3,4 Parents, were cited far less frequently.
- This pattern of the most popular responses by sex and age of respondents, income, and educational level was also observed.

Some statistical differences were observed:
- A significantly higher percentage of females reported that they were aware of the “Haldimand County Community Guide”/“Norfolk County Activities & Services Guide”, OEYC and “Your Guide Haldimand Norfolk”.
- A significantly higher percentage of parents or caregivers between the ages of 18-34 were aware of the OEYC compared to parents or caregivers between the ages of 35-64.
- A significantly higher percentage of parents or caregivers with higher education were aware of “Your Guide Haldimand Norfolk” compared to parents or caregivers with lower education.
Highlights

- In 2010, [97.9% (±2.0)] (n=190) of parents/caregivers with children (0-17) living the household were aware of at least one of the specified parenting programs and resources (not shown in figures).
- A higher percentage of Haldimand and Norfolk parents or caregivers (18+) have heard of a Public Health Nurse [90.2% (±4.2)], followed by OEYC [77.7% (±5.9)] and “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” [77.7% (±5.9)] compared to other specified parenting programs and resources.
- While programs and resources such as Common Sense Parenting [22.3% (±5.9)], and 1,2,3,4 Parents [*12.7% (±4.7)], were cited far less frequently.

Age Group

18 – 34

- A higher percentage of parents or caregivers (18-34) with children living in the household (0-17) have heard of a Public Health Nurse [95.2% (±6.5)], and the OEYC [95.2% (±6.5)] compared to other specified parenting programs and resources.

35 – 64

- A higher percentage of parents or caregivers age 35-64 with children living in the household (0-17) heard of a Public Health Nurse [88.1% (±5.3)], compared to other parenting programs and resources.

Sex

Males

- A higher percentage of males reported that they were most aware of the Public Health Nurse [86.3% (±7.0)], OEYC [68.7% (±9.5)] and the “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” [68.1% (±9.5)] compared to other specified parenting programs and resources.

Females

- A higher percentage of females reported that they were most aware of the Public Health Nurse [93.6% (±4.7)], “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” [86.3% (±6.6)], and the OEYC [85.8% (±6.7)] compared to other specified parenting programs and resources.

Statistical Differences

- Some statistical differences were observed:
  o A significantly higher percentage of females [49.5% (±9.7)] reported that they were aware of the parenting resource, “Your Guide Haldimand Norfolk” compared to males [*22.5% (±8.5)].
  o A significantly higher percentage of females [85.8% (±6.7)] reported that they were aware of the OEYC compared to males [68.7% (±9.5)].
  o A significantly higher percentage of females [86.3% (±6.6)] reported that they were aware of “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” compared to males [68.1% (±9.5)].

Post Secondary Education

- A higher percentage of parents with post-secondary education also reported they were aware of the Public Health Nurse [93.1% (±4.5)], “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” [84.5% (±6.4)], and the OEYC [82.9% (±6.7)] compared to other specified parenting programs and resources.

Statistical Differences

- A significantly higher percentage of parents or caregivers with higher education [45.7% (±8.8)] were aware of the “Your Guide Haldimand Norfolk” compared to parents or caregivers with lower education [*20.1% (±9.4)].

Income

- A higher percentage of parents or caregivers in each income group reported that they were aware of the Public Health Nurse compared to other specified parenting programs and resources.

There were no significant differences by income levels and awareness of specified parenting programs/resources.

Education

- A higher percentage of parents or caregivers in each education group reported that they were aware of the Public Health Nurse.

High School Education or Less

- A higher percentage of parents or caregivers with high school education or less reported they were aware of the Public Health Nurse [84.9% (±8.4)], OEYC [68.3% (±10.9)], and the “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” [65.5% (±11.1)] compared to other specified parenting programs and resources.
Figure 1: Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, Haldimand and Norfolk Combined, 2010

<table>
<thead>
<tr>
<th>Awareness of Parenting Programs and Resources</th>
<th>2010</th>
<th>Number (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,2,3,4 Parents</td>
<td>12.7</td>
<td></td>
</tr>
<tr>
<td>Common Sense Parenting</td>
<td>22.3</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>30.6</td>
<td></td>
</tr>
<tr>
<td>Your Guide Haldimand Norfolk</td>
<td>36.8</td>
<td></td>
</tr>
<tr>
<td>Haldimand County Community Guide/Norfolk Activities &amp; Services Guide</td>
<td>77.7</td>
<td>175</td>
</tr>
<tr>
<td>OEYC</td>
<td>77.7</td>
<td>151</td>
</tr>
<tr>
<td>Public Health Nurse</td>
<td>90.2</td>
<td>151</td>
</tr>
</tbody>
</table>

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

Data Notes: Question: There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one. Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources. Indicator Objectives: To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age. Sampling Variability: * High sampling variability, interpret with caution. ** High sampling variability data is not releasable. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhwe). Total weight population 194. Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). However there was only 1 participant that refused the question. Mutually Exclusive: Variables are not mutually exclusive, therefore % do not add up to 100%.

Others include: (see Figure 1) REACH, YMCA, Telehealth, Niagara Youth and Children’s Association, Kids Ability, Healthy Babies Healthy Children, Early Words, Cyprus, Big Brother and Big Sisters, Church Programs, Library Programs, K-W Family Counselling and Haldimand-Norfolk Health Unit Programs [A more detailed list of programs are available from the author. The above list contains programs which were more frequently cited]
**Figure 2:** Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by AGE GROUP, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

Data Notes: Question: There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one. Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources.

Indicator Objectives: To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age. Sampling Variability: * High sampling variability, interpret with caution. ** High sampling variability data is not releasable. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_3f and pp_41). Mutually Exclusive: Variables are not mutually exclusive, therefore % do not add up to 100%. Statistical Significance: Differences were only statistically significant for the OEYC between parents or caregivers aged 18-34 [95.2% (±6.5)] and 35-64 [73.8% (±7.2)]. Age Groups: Age Group 65 and over was not releasable since the denominator was less than 30.
Figure 3: Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by SEX, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

Data Notes: Question: There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one. Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources. Indicator Objectives: To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age. Sampling Variability: * High sampling variability, interpret with caution. ** High sampling variability data is not releasable. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhwts5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Mutually Exclusive: Variables are not mutually exclusive, therefore % do not add up to 100%. Statistical Significance: Differences were only statistically significant for "Your Guide Haldimand Norfolk" between males [22.5% (±8.5)] and females [49.5% (±9.7)], the Ontario Early Years between males [68.7% (±9.5)] and females [85.8% (±6.7)], and "Haldimand County Community Guide/Norfolk County Activities & Services Guide" between males [68.1% (±9.5)] and females [86.3% (±6.6)].
Figure 4: Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by INCOME, Haldimand and Norfolk Combined, 2010

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes:** Question: There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one. **Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources.

**Indicator Objectives:** To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age. **Sampling Variability:** * High sampling variability, interpret with caution. ** High sampling variability data is not releasable. **Household Weights:** The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). **Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). **Mutually Exclusive:** Variables are not mutually exclusive, therefore % do not add up to 100%. **Statistical Significance:** Differences were not statistically significant. **Income Group:** Income group Less than $40,000 was not releasable since the denominator was less than 30.
Figure 5: Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by EDUCATION, Haldimand and Norfolk Combined, 2010

<table>
<thead>
<tr>
<th>Education</th>
<th>Your Guide Haldimand Norfolk</th>
<th>Public Health Nurse</th>
<th>Common Sense Parenting</th>
<th>Halimand County Community Guide / Norfolk Activities &amp; Services Guide</th>
<th>1,2,3,4 Parents</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or Less</td>
<td>20.1</td>
<td>84.9</td>
<td>25.2</td>
<td>65.5</td>
<td>**</td>
<td>68.3</td>
</tr>
<tr>
<td>Post-Secondary Graduate</td>
<td>45.7</td>
<td>93.1</td>
<td>20.8</td>
<td>84.5</td>
<td>15.1</td>
<td>82.9</td>
</tr>
</tbody>
</table>

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

Data Notes: Question: There are a variety of sources where parents get information and support. I am going to read you a list of programs and resources for parents or caregivers with children 0-17 of age. Please tell us if you have heard of each one. Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources. Indicator Objectives: To determine the awareness of local parenting programs among adult parents and caregivers of children 0 to 17 years of age. Sampling Variability: High sampling variability, interpret with caution. High sampling variability data is not releasable. Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Mutually Exclusive: Variables are not mutually exclusive, therefore % do not add up to 100%. Statistical Significance: A significantly higher percentage of parents or caregivers with children living in the household with higher education [45.7% (±8.8)] were aware “Your Guide Haldimand Norfolk” compared to parents or caregivers with lower education [20.1% (±9.4)].

Implications to Public Health Practice

The findings suggest that parents and caregivers were most aware of the Public Health Nurse, OEYC and the “Haldimand County Community Guide” and “Norfolk Counties Activities Guide”. Therefore it is important to use these vehicles of communication to promote other parenting programs and resources in Haldimand and Norfolk.
Section Two:

METHOD OF AWARENESS OF LOCAL PARENTING PROGRAMS AMONG PARENTS WITH CHILDREN 17 YEARS OF AGE OR YOUNGER LIVING IN THE HOUSEHOLD

Indicator

Indicator Two: Method of Awareness of Local Parenting Programs Among Parents With Children 17 Years of Age or Younger Living in the Household

Question: (1) How did you learn about ... (specific program)

Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of (specific program)?

Why is this important?

This information will provide valuable information of effective communication strategies used to promote local parenting programs and resources.

Denominator: Denominator is restricted to those who were asked the pp_1 series questions. Parents or caregivers (18+) parents or caregivers of a child/children aged 0-17, defined as:

- Children age 0-17 in the household (dc1=1)
- Parent of a child or children 0-17 (pp_scrn1=1);
- Brother/sister who plays a role raising a child 0-17 (ie. pp_scrn1=6; or
- Step-Parent, guardian, grandparent, or other relative with complete/partial responsibility for raising a child aged 0-17 (ie. pp_scrn2=1).

Indicator Objectives: (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs.
Key Learnings

- 97.9% (±2.0) of parents or caregivers were aware at least one of the specified parenting programs and resources (not shown in figure).
- A higher percentage of parents or caregivers were aware of at least one specified parenting program or resource from a flyer/pamphlet, compared to other communication sources.
- Other favourable communication methods were other methods not listed, followed by newspaper, newsletter, magazine, and school.
- It is important to note that the method of communication via Bus ads/Transit shelter ads, Child Care Centre/Provider, Public Library, OEYC, Parenting Manual, Social Worker, and Websites were excluded from the analysis, because the numbers were too small. Therefore conclusions based on this data would be unreliable and most likely invalid.

Sex

- The method of awareness of local parenting programs differed among male and females.

Age Group

- Younger parents and caregivers (18-34) mainly obtained parenting information from sources not specified on the survey, compared to other methods of communication. While older parents or caregivers (35-64) mainly obtained information from flyers/pamphlets.
- A significantly higher proportion of younger parents or caregivers (18-34) were most aware of at least one specified parenting program or resource from a doctor/nurse/other health professional compared to older parents or caregivers (35-64).

Education

- Parents or caregivers with lower education were most likely to obtain information about parenting services and resources from the newspaper, news-

Statistical Differences

- Some statistical differences were observed:
  - A significantly higher percentage of males reported that they were most aware of at least one specified parenting program or resource from a family member or friend compared to females. While a significantly higher percentage of females reported they obtained information from a flyer/pamphlet, compared to males.
  - A significantly higher percentage of parents or caregivers with higher education obtained information from a flyer/pamphlet compared to parents or caregivers with lower education.

Method of Awareness

Your Guide Haldimand Norfolk, Haldimand County Community Guide, Norfolk County Activities & Services Guide

- Parents or caregivers obtained information about the “Your Guide Haldimand Norfolk” and the “Haldimand County Community Guide”/“Norfolk County Activities & Services Guide” from a flyer or pamphlet.

Public Health Nurse

- Parents or caregivers obtained information about the Public Health Nurse from school.

Common Sense Parenting

- Parents or caregivers obtained information about Common Sense Parenting from family and friends.

OEYC

- Parents or caregivers obtained information about, OEYC, and other parenting programs and resources through other methods not specified.
Highlights

- 97.9% (±2.0) of parents or caregivers were aware at least one of the specified parenting programs and resources.
- A higher percentage of parents or caregivers (18+) were aware of at least one specified parenting program or resource from a flyer/pamphlet [46.6% (±7.1)], other communication methods not listed [40.2% (±7.0)], and from a newspaper, newsletter or magazine [39.7% (±7.0)], compared to other communication methods.
- While parents were less likely to receive information on parenting programs and resources from the Public Health Unit [*4.6% (±3.5)] and TV/TV News/Radio [*7.7% (±3.8)], and Doctors, Nurses, or Other Health Professionals [26.7% (±6.3)]
- It is important to note that the method of communication via Bus ads/Transit Shelter ads, Child Care Centre/Provider, Public Library, OAYC, Parenting Manual, Social Worker, and WebSites were excluded from the analysis, because the number of parents or caregivers who obtained information from these communication sources were too small. Therefore conclusions based on these data would be unreliable and most likely invalid.

Sex

Males

- A higher percentage of males reported that they were most aware of at least one specified parenting program or resource from a family member or friend [44.6% (±10.4)], newspaper, newsletter or magazine [38.3% (±10.2)] or from flyers/pamphlets [33.1% (±9.8)], compared to other specified communication methods.

Females

- A higher percentage of females reported that they were most aware of at least one specified parenting program or resource from a flyer/pamphlet [58.1% (±9.6)], other communication methods not listed [48.3% (±9.7)], school [40.9% (±9.5)], or from a newspaper, newsletter or magazine [40.9% (±9.5)], compared to other specified communication methods.

Statistical Differences

- Some statistical differences were observed:
  - A significantly higher percentage of males reported that they were most aware of at least one specified parenting program or resource from a family member or friend [44.6% (±10.4)] and [23.2% (±8.2)] respectively, compared to females.
  - While a significantly higher percentage of females reported that they were most aware of at least one specified parenting program or resource from flyers/pamphlets [(58.1% (±9.6)] and [33.1% (±9.8)] respectively, and from a doctor/nurse/other health professional [(33.5% (±3.5)] and [18.9% (±8.2)] respectively] compared to males.

Age Group

18-34

- A higher percentage of parents or caregivers (18-34) were most aware of at least one specified parenting program or resource from other sources not listed on the survey[48.8% (±15.1)], compared to other specified communication methods.

35-64

- While a higher percentage of parents or caregivers (35-64) were most aware of at least one specified parenting program or resource from a flyer or pamphlet [48.6% (±8.3)], compared to other specified communication methods.

Statistical Differences

- A significantly higher percentage of parents or caregivers age 18 to 34 were most aware of at least one specified parenting program or resource from a doctor/nurse/other health professional [47.6% (±15.1)] compared to older parents or caregivers (35-64) [21.9% (±6.9)].

Education

High School Education or Less

- A higher percentage of parents or caregivers who have high school education or less were most aware of at least one specified parenting program or resource from the newspaper, newsletter or magazine [40.6% (±11.8)], from a family member or friend [38.3% (±11.6), and from school [35.3% (±11.4)] compared to other specified communication methods.

Post-Secondary Education

- A higher percentage of parents or caregivers who reported they were a post-secondary graduate were most aware of at least one specified parenting program or resource from flyers/pamphlets [56% (±8.8)], other communication methods not listed [44.0% (±8.8)], newspaper, newsletter or magazines [39.5% (±8.7)], and from school [33.7% (±8.4)] compared to other specified communication methods.

Statistical Differences

- A significantly higher percentage of parents or caregivers with post-secondary education reported obtaining information from flyers/pamphlets [56% (±8.8)], compared to parents or caregivers with lower education [*28.6% (±10.8)].

Income

$40,000 – $69,999

- The percentage of parents or caregivers with a household income of $40,000 to $69,999 reported they were most aware of at least one specified parenting program or resource from other communication methods not listed [47.6% (±15.1)], school 42.9% (±15.0)], and the newspaper, newsletter or magazine [41.7% (±14.9)], compared to other specified communication methods.
$70,000 to $99,999
- The percentage of parents or caregivers with a household income of $70,000 to $99,999 reported they were most aware of at least one specified parenting program or resource from flyers/pamphlets [60% (±15.2)], other communication methods not listed [*47.5% (±15.5)], newspaper, newsletter or magazine [*47.5% (±15.5)], and school [*35.0% (±14.8)], compared to other specified communication methods.

$100,000 or more
- The percentage of parents or caregivers with a household income of $100,000 or more reported they were most aware of at least one specified parenting program or resource flyers/pamphlets [*44.9% (±13.9)], other communication methods not listed [44.9% (±13.9)], and from a family member or friend [*36.7% (±13.5)], compared to other specified communication methods.

Statistical Differences
- There was no statistically significant differences by income levels and communication methods.

Specific Parenting Programs and Resources
- The percentage of parents or caregivers living in the household reported that they had obtained information about the following parenting programs and resources:

<table>
<thead>
<tr>
<th>Parenting Program/Resource</th>
<th>Method of Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Guide Haldimand Norfolk</td>
<td>Flyers/pamphlets [*30.3% (±10.7)]</td>
</tr>
<tr>
<td>Public Health Nurse</td>
<td>School [23.0% (±6.2)]</td>
</tr>
<tr>
<td>Common Sense Parenting</td>
<td>Family member or friend [*24.4% (±12.8)]</td>
</tr>
<tr>
<td>Haldimand County Community Guide/Norfolk County Activities &amp; Services Guide</td>
<td>Flyers/pamphlets [40.0% (±7.8)]</td>
</tr>
<tr>
<td>OEYC</td>
<td>Other [23.3% (±6.7)]</td>
</tr>
<tr>
<td>Other</td>
<td>Other [26.3% (±11.2)]</td>
</tr>
</tbody>
</table>

- Some statistical differences were observed:
  - A significantly higher percentage of parents or caregivers reported that they had obtained information about the “Haldimand County Community Guide”/”Norfolk County Activities & Services Guide” from flyers/pamphlets [40.0% (±7.8)], compared to newspaper, newsletter or magazine [24.0% (±6.8)], other methods not specified [22.0% (±6.6)], and from school [*6.0% (±3.8)].
  - A significantly higher percentage of parents or caregivers reported that they had obtained information about the OEYC from other methods not specified [23.3% (±6.7)], compared to school [*10% (±4.8)], flyers/pamphlets [*6.3% (±3.9)], and from a doctor/nurse/other health professional [*6.0% (±3.8)].
Figure 6: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, Haldimand and Norfolk Combined, 2010

<table>
<thead>
<tr>
<th>Communication Channel</th>
<th>2010</th>
<th>Number (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyers/Pamphlets</td>
<td>46.6% (95%CI 39.5%-53.7%)</td>
<td>88</td>
</tr>
<tr>
<td>Other</td>
<td>40.2% (95%CI 33.2%-47.2%)</td>
<td>76</td>
</tr>
<tr>
<td>Newspapers/Newsletter/Magazines</td>
<td>39.7% (95%CI 32.7%-46.7%)</td>
<td>75</td>
</tr>
<tr>
<td>School</td>
<td>34.7% (95%CI 27.9%-41.5%)</td>
<td>66</td>
</tr>
<tr>
<td>Family Member or Friend</td>
<td>33.1% (95%CI 26.4%-39.8%)</td>
<td>63</td>
</tr>
<tr>
<td>Doctor/nurse/other health professional</td>
<td>26.7% (95%CI 20.4%-33.0%)</td>
<td>51</td>
</tr>
<tr>
<td>TV/TV News/Radio</td>
<td>*7.7% (95%CI 3.9%-11.5%)</td>
<td>15</td>
</tr>
<tr>
<td>Public Health Unit</td>
<td>*6.6% (95%CI 3.1%-10.1%)</td>
<td>13</td>
</tr>
<tr>
<td>Bus Ads/Transit Shelter Ads</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Child Care Centre/Provider</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Public Library</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>OEYC</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Parenting Manual</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Social Worker</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Websites</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: How did you learn about parenting programs and resources?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel?
Indicator Objectives: (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs. Sampling Variability: *High sampling variability data is not releasable. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Total weight population 190. Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1). Denominator was also restricted to respondents who reported that they were aware of a specified parenting program or resource.
**Figure 7: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by SEX, Haldimand and Norfolk Combined, 2010**

![Bar chart showing method of awareness of parenting programs and resources by sex and communication channel.](chart_image)

<table>
<thead>
<tr>
<th>Communication Channel</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child care centre/pr of friend</td>
<td>44.6</td>
<td>9.9</td>
</tr>
<tr>
<td>Family member or friend</td>
<td>33.1</td>
<td>23.2</td>
</tr>
<tr>
<td>Flyer/Pamphlets</td>
<td>38.3</td>
<td>58.1</td>
</tr>
<tr>
<td>Newspapers/newsletters/magazines</td>
<td>18.9</td>
<td>40.9</td>
</tr>
<tr>
<td>Doctor/nurse/other health profession</td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td>Public Health Unit</td>
<td><strong>3</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td>School</td>
<td>27.4</td>
<td>10.9</td>
</tr>
<tr>
<td>TV/TV News/Radio</td>
<td>40.9</td>
<td><strong>5</strong></td>
</tr>
<tr>
<td>Other</td>
<td><strong>6</strong></td>
<td>48.3</td>
</tr>
</tbody>
</table>

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes: Question:** How did you learn about parenting programs and resources?

**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel.

**Indicator Objectives:** (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs. **Sampling Variability:** *High Sampling Variability, interpret with caution.** **High sampling variability data is not releasable.**

**Household Weights:** The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5).

**Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). **Denominator:** Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1). Denominator was also restricted to respondents who reported that they were aware of a specified parenting program or resource.

**Statistical Significance:** A significantly higher percentage of males reported that they were most aware of at least one specified parenting program or resource from a family member or friend ([44.6% (±10.4)] and [23.2% (±8.2)] respectively), compared to females. While a significantly higher percentage of females reported that they were most aware of at least one specified parenting program or resource from flyers/pamphlets ([58.1% (±9.6)] and [33.1% (±9.8)] respectively), and from a doctor/nurse/other health professional ([33.5% (±3.5)] and [18.9% (±8.2)] respectively), compared to males.

---

18  Haldimand and Norfolk Awareness and Use of Parenting Programs and Resources, 2012
**Figure 8: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by AGE, Haldimand and Norfolk Combined, 2010**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Child Care Centre/Provider</th>
<th>Newspapers/newsletters/magazines</th>
<th>Family Member/Friend</th>
<th>Flyers/Pamphlets</th>
<th>School</th>
<th>Doctor/Nurse/Other Healthcare Professional</th>
<th>Other</th>
<th>TV/TV News/Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>19</td>
<td>31</td>
<td>39.3</td>
<td>42.9</td>
<td>44</td>
<td>47.6</td>
<td>48.8</td>
<td>**</td>
</tr>
<tr>
<td>35-64</td>
<td>**</td>
<td>41.4</td>
<td>31.3</td>
<td>48.6</td>
<td>29.9</td>
<td>21.9</td>
<td>38.8</td>
<td>8.3</td>
</tr>
</tbody>
</table>

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes:** Question: How did you learn about parenting programs and resources? 
**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through a identified communication channel?

**Indicator Objectives:** (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs. **Sampling Variability:** *High Sampling Variability, interpret with caution. ** High sampling variability data is not releasable. Household Weights:** The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). **Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i ). **Denominator:** Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1 OR pp_1i=1). **Statistical Significant:** A significantly higher proportion of Haldimand and Norfolk parents or caregivers age 18 to 34 with children living in the household (0-17) were most aware of at least one specified parenting program or resource from a doctor/nurse/other health professional [47.6% (±15.1)] compared to older parents or caregivers (35-64) [21.9% (±6.9)].
Figure 9: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by EDUCATION, Haldimand and Norfolk Combined, 2010

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes:** Question: How did you learn about parenting programs and resources?

**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel?

**Indicator Objectives:** (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs.

**Sampling Variability:** *High sampling variability determine with caution. ** High sampling variability data is not releasable.

**Household Weights:** The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhw5).

**Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). **Denominator:** Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1. Denominator was also restricted to respondents who reported that they were aware of a specific parenting program or resource.

**Statistical Significance:** A significantly higher proportion of parents or caregivers with children living in the household (0-17) with post-secondary education reported obtaining information from flyers/pamphlets [56% (±8.8)], compared to parents or caregivers with lower education [28.6% (±10.8)].
Figure 10: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by INCOME, Haldimand and Norfolk Combined, 2010

<table>
<thead>
<tr>
<th>INCOME Level</th>
<th>Family Member/Friend</th>
<th>Flyers/Pamphlets</th>
<th>Newspapers/newsletters/magazines</th>
<th>Doctor/Nurse/Other Healthcare Professional</th>
<th>School</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>40,000 to 69,999</td>
<td>35.7</td>
<td>35.7</td>
<td>41.7</td>
<td>31</td>
<td>42.9</td>
<td>47.6</td>
</tr>
<tr>
<td>70,000 to 99,999</td>
<td>27.5</td>
<td>60</td>
<td>47.5</td>
<td>**</td>
<td>35</td>
<td>47.5</td>
</tr>
<tr>
<td>100,000 or more</td>
<td>36.7</td>
<td>44.9</td>
<td>34.7</td>
<td>28.6</td>
<td>35.7</td>
<td>44.9</td>
</tr>
</tbody>
</table>

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

Data Notes: Question: How did you learn about parenting programs and resources? Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel? Indicator Objectives: (1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs. Sampling Variability: *High sampling variability determine with caution. **High sampling variability data is not releasable. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1. Denominator was also restricted to respondents who reported that they were aware of a specified parenting program or resource. Statistical Significance: Differences were not statistically significant. Exclusion: Income group Less than $40,000 was not releasable since the denominator was less than 30.
Figure 11: Method of Awareness of Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by Parenting Program or Resource, Haldimand and Norfolk Combined, 2010

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes: Question:** How did you learn about parenting programs and resources?

**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel?

**Indicator Objectives:**
(1) To determine how adult parents and caregivers of children 0 to 17 years of age became aware of local parenting programs.

**Sampling Variability:** *High sampling variability determine with caution.* High sampling variability data is not releasable.

**Household Weights:** The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5).

**Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i).

**Denominator:** Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1. Denominator was also restricted to respondents who reported that they were aware of a specified parenting program or resource. The data for 1, 2, 3, 4 Parents had unacceptable quality and therefore was not released (denominator was less than 30).

**Statistical Significance:** A significantly higher percentage of parents or caregivers 18 and over with children (0-17) living in the household reported that they had obtained information about the "Haldimand County Community Guide/"Norfolk County Activities & Services Guide" from flyers/pamphlets [40.0% (±7.8)], compared to newspaper, newsletter or magazine [24.0% (±6.8)], other methods not specified [22.0% (±6.6)], and from school 6.0% (±3.8)]. A significantly higher percentage of parents or caregivers 18 and over with children (0-17) living in the household reported that they had obtained information about the OEYC from other methods not specified [23.3% (±6.7)], compared to school 10% (±4.8)], flyers/pamphlets [6.3% (±3.9)], and from a doctor/nurse/other health professional [6.0% (±3.8)].
Implications to Public Health Practice

The findings suggest that the most effective sources of delivery mechanisms for parenting information about local parenting programs and resources is from flyers/pamphlets, other methods not listed, newspapers, newsletters, and magazines. Therefore, it is important to utilize these effective sources of communication to promote parenting programs and resources in Haldimand and Norfolk.

For specific populations the findings suggest that effective methods of communication varied by sex, age, and income. The most effective method among females, older adults (35–64), and parents with high socio-economic status was a flyer/pamphlet. While males obtained information from a family member and parents or caregivers with low education obtained information from newspapers, newsletters, and magazines. Therefore, in choosing methods of communication it is important to define the target audience.

Others Include: (see figure)

“Your Guide Haldimand Norfolk”: Workplace and mail
Public Health Nurse: Workplace, Public Health Nurse home visit, school, prenatal classes, work in healthcare, and through a counsellor
Common Sense Parenting: Workplace and prenatal classes
“Haldimand County Community Guide”/“Norfolk County Activities & Services Guide”: Mail, workplace, and Simcoe Recreation Centre
1,2,3,4 Parents: Workplace, community centre, word of mouth, and City of Hamilton Recreation Guide
OEYC: Saw the building/and sign, workplace, centre close to home, YMCA, word of mouth, phonebook, prenatal classes and community centre
Other: Workplace, mail and hospital

[A more detailed list is available from the author. The above list contains methods of communication that were more frequently cited]
Section Three:

USAGE OF LOCAL PARENTING PROGRAMS AMONG ADULT PARENTS/CAREGIVERS OF CHILDREN 0-17

Indicator Three: Usage of Local Parenting Programs among Adult Parents/Caregivers of Children 0-17

Question: (1) Have you ever been to/used specific parenting program or resource?

Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting program or resources?

Why is this important?

Information of the utilization of parenting programs and resources will allow program planners to determine the usage of local parenting groups by sex, age, income and education level.

Denominator: Denominator is restricted to those who were asked the pp_1 series questions. Parents or caregivers (18+) or parents or caregivers of a child/children aged 0-17, defined as:

- Children age 0-17 in the household (dc1=1)
- Parent of a child or children 0-17 (pp_scrn1=1);
- Brother/sister who plays a role raising a child 0-17 (ie. pp_scrn1=6; or
- Step-Parent, Guardian, Grandparent, or other relative with complete/partial responsibility for raising a child aged 0-17 (ie. pp_scrn2=1).

Indicator Objectives: (1) To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17.

Key Learnings

- Approximately 70% (±6.5) of Hal- dimand and Norfolk parents or caregivers (18+) who were aware of the specific parenting programs and resources, reported that they had used at least one parenting program or resource.
- A higher percentage of females, younger parents or caregivers (18-34), and parents or caregivers with higher education and income reported that they had used at least one parenting program or resource. However, only statistically significant differences were observed by education level.
- A higher percentage of parents or caregivers aged 18 and over with children (0-17) living in the household who were aware of the “Haldimand County Community Guide”/“Norfolk County Activities & Services Guide” and “Your Guide Haldimand Norfolk” used these resources, compared to other specified parenting services and resources.

Highlights

- Approximately 70% (±6.5) of parents or caregivers (18+) with children (0-17) who were aware of the specific parenting programs and resources, reported that they had used at least one parenting program or resource.

Sex

- A higher percentage of females (18+) [77.3% (±8.1)] reported that they had used at least one parenting program or resource, compared to males [61.1% (±10.2)]. However these differences were not statistically significant.

Age Group

- A higher percentage of parents or caregivers (18-34) [83.3% (±11.3)] reported that they had used at least one parenting program or resource, compared to parents or caregivers age 35 to 64 years [66.9% (±7.8)]. However these differences were not statistically significant.

Education

- A significantly higher percentage of parents or caregivers who reported they are a post secondary graduate [79.8% (±7.1)] used at least one parenting program or resource, compared to parents or caregivers with high school education or less [51.1% (±12.0)].

Income

- A higher percentage of parents or caregivers with a household income of $70,000 or more used at least one parenting program or resource, compared to parents or caregivers with lower income. However these differences were not statistically significantly different.

Specific Parenting Programs and Resources

- A higher percentage of parents or caregivers who were aware of the “Haldimand County Community Guide”/“Norfolk County Activities & Services Guide” [65% (±7.6)] and “Your Guide Haldimand Norfolk” [62.7% (±11.2)] used these resources, and other programs and resources not listed on the survey [47.5% (±12.7)] compared to other specified parenting services and resources.

- While programs and resources such as the OYEC [37.7% (±7.7)], and the Public Health Nurse [39.9% (±7.3)], were utilized far less frequently.

- Common Sense Parenting and 1,2,3,4 Parents were excluded from the analysis due to small numbers. Therefore conclusions based on these data would be unreliable and most likely invalid.
Figure 12: Percent who Utilized Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of AGE, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting program or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting programs or resources?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17.
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Total weight population 190.
Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1).

Figure 13: Percent who Utilized Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by SEX, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting program or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting programs or resources?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17.
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1). Statistically Significant: Differences were not statistically significant.
Figure 14: Percent who Utilized Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by AGE, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting program or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting programs or resources?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17.
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1f=1. Statistically Significant: Differences were not statistically significant. The sample size for 65 years of age and older was too small, and therefore not releasable.

Figure 15: Percent who Utilized Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by EDUCATION, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting program or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting program or resource?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17.
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1f=1. Statistically Significant: A significantly higher percentage of parents/caregivers who had higher education [79.8% (±7.1)] utilized parent programs and resources compared to parents or caregivers with lower education [51.1% (±12.0)].
Figure 16: Percent who Utilized Parenting Programs and Resources Among Parents and Caregivers 0-17 Years of Age, by INCOME, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting programs or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting program or resource?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i ). Denominator: Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1). Statistical Significance: Differences were not statistically significant.

Figure 17: Percent who Utilized Parenting Programs and Resources, Among Parents and Caregivers 0-17 Years of Age, by SPECIFIC PROGRAM OR RESOURCE, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: (1) Have you ever been to/used a specific parenting program or resource?
Indicator Description: % of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting programs or resources?
Indicator Objectives: To determine the usage of local parenting programs among adult parents and caregivers of children 0 to 17
Household Weights: The sample was weighed to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i ). Denominator: Only asked of those who have heard of the specific parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1). Statistical Significance: A significantly higher percentage of parents/caregivers who were aware of the resource "Your Guide" [62.7% (±11.2) and the "Haldimand County Community Guide" / Norfolk County Activities & Services Guide", used these resource compared to the Public Health Nurse [39.9% (±7.3)], and the OEYC [37.7% (±7.7)].

Implications to Public Health Practice
The findings suggest that over 2/3 of parents and caregivers who were aware of specific parenting programs and resources reported that they used at least one program or resource. Since, a higher percentage used the “Haldimand County Community Guide” and the “Norfolk County Activities & Services Guide”, these resources are a good vehicle to promote local parenting programs and services.

Since males, older adults, and parents with low education and income were found to be less likely to utilize parenting programs and resources, it is important to tailor messages and delivery mechanisms to these audiences, in order to increase the participation rate of these groups.
Section Four:

SOURCES OF PARENTING INFORMATION FOR PARENTS/CAREGIVERS OF CHILDREN AGED ZERO TO SEVENTEEN YEARS

Indicator Four: Sources of parenting information for parents/caregivers of children 0-17

Question: (1) Other than family and friends, where do you look for information about your parenting questions or parenting concerns?

Indicator Description: % of parents or caregivers (18+) of children 0–17 of age who get information about parenting questions/concerns

Why is this important?

Knowing where people go to get information about parenting programs and resources can help decision-makers better target and market programs.

Indicator Objectives: To determine the various sources that adult parents and caregivers of children aged zero to seventeen years look to find information about their parenting questions/concerns.

Denominator: Denominator is restricted to those who were asked the pp_1 series questions. Parents or caregivers (18+) parents or caregivers of a child/children aged 0–17, defined as:

- Children age 0–17 in the household (dc1=1)
- Parent of a child or children 0–17 (pp_scrn1=1);
- Brother/sister who plays a role raising a child 0–17 (ie. pp_scrn1=6; or
- Step-Parent, Guardian, Grandparent, or other relative with complete/partial responsibility for raising a child aged 0–17 (ie. pp_scrn2=1).

Key Learnings

- A higher percentage of parents or caregivers aged 18 and over with children (0-17) living in the household looked for parenting information on websites/internet, compared to other sources of parenting information.

Highlights

- In 2010, a higher percentage of parents or caregivers aged 18 and over with children (0-17) living in the household, looked for parenting information on websites/internet [35% (±6.7)] and consulted with a doctor/nurse/other health professional [16.3% (±5.2)].
Figure 18: Sources of Parenting Information, Parents or Caregivers of Children 0-17 Years of Age, Haldimand and Norfolk Combined, 2010

<table>
<thead>
<tr>
<th>Look for Parenting Information</th>
<th>%</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td>Newspapers, newsletters, magazines</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>Doctor/nurse/other health professional</td>
<td>16.3</td>
<td></td>
</tr>
<tr>
<td>Web sites/internet</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

**Data Source:** Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.

**Data Notes:** Question: Other than family and friends, where do you look for information about your parenting questions or parenting concerns?

**Indicator Description:** % of parents or caregivers (18+) of children 0-17 of age who get information about parenting questions/concerns

**Indicator Objectives:** % of parents or caregivers (18+) of children 0-17 of age who get information about parenting questions/concerns

**Household Weights:** The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5).

**Denominator:** Only asked of those who have heard of a parenting program (pp_1a=1 thru to pp_1f=1) OR pp_1i=1).

**Refused:** Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Total weighted population is 194.

(See figure 18)

Others Include: Family and friends, workplace, Haldimand-Norfolk REACH and counselling.

[A more detailed list is available from the author. The above list contains methods of communication that were more frequently cited]

---

**Implications to Public Health Practice**

Overall, it was found that a higher percentage of parents and caregivers look for parenting information on websites/internet and from a doctor, nurse, or other health professional.

Therefore it is important to advertise parenting information on various websites and provide parenting information and resources to healthcare providers.
Section Five:
SOURCES OF PARENTING INFORMATION FOR PARENTS/CAREGIVERS OF CHILDREN AGED ZERO TO SEVENTEEN YEARS

Indicator Five: Most likely sources of parenting information for parents/caregivers of children 0-17

Question: (1) Which of the following six sources would you most likely use to get parenting information?

1. Haldimand-Norfolk Health Unit
2. OEYC
3. Magazines, newsletters or other written materials
4. Websites/internet
5. Telephone information lines
6. Schools

Indicator Description: The percentage of adult (18+) parents or caregivers of children zero to 17 years of age who would be most likely to use [Fill: Source] to get parenting information.

Why is this important?
Knowing where people actually obtain information about parenting programs and resources can help decision-makers better target and market programs.

Indicator Objectives: To determine the various sources that adult parents and caregivers of children aged zero to seventeen find parenting information.

Denominator: Denominator is restricted to those who were asked the pp_1 series questions. Parents or caregivers (18+) parents or caregivers of a child/children aged 0-17, defined as:

• Children age 0-17 in the household (dc1=1)
• Parent of a child or children 0-17 (pp_scrn1=1);
• Brother/sister who plays a role raising a child 0-17 (ie. pp_scrn1=6; or
• Step-Parent, Guardian, Grandparent, or other relative with complete/partial responsibility for raising a child aged 0-17 (ie. pp_scrn2=1).

Key Learnings
• In 2010, a higher percentage of parents or caregivers aged 18 and over with children (0-17) living in the household, got parenting information on websites/internet [50.51 (±7.0)].
Figure 19: Sources of Parenting Information, Parents or Caregivers of Children 0-17 Years of Age, Haldimand and Norfolk Combined, 2010

Data Source: Rapid Risk Factor Surveillance System (RRFSS), Cycle 5.
Data Notes: Question: Which of the following six sources would you be most likely to use to get parenting information? (See above)
Indicator Description: The percentage of adult (18+) parents or caregivers of children zero to 17 years of age who would be most likely to use [Fill: Source] to get parenting information.
Indicator Objectives: To determine the most likely sources of parenting information used among adult parents and caregivers of children aged zero to seventeen years. Household Weights: The sample was weighted to reflect household size of the respondents, not the population from which the sample was drawn (hhuc5). Denominator: Only asked of those who have heard of a parenting program (pp_1a thru pp_1f OR pp_1i). Refuse was included in the denominator. Percentages add up to 100% Refused: Refused was excluded from analysis (pp_1a to pp_1f and pp_1i). Total weighted population is 194.

Implications to Public Health Practice
Since, it was found that a higher percentage of parents and caregivers look for parenting information on the internet, it is important to use this method of communication as a vehicle to provide parenting information and resources.
## Summary Table

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Data</th>
<th>Sex</th>
<th>Age</th>
<th>Education</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources.</td>
<td>Over 95% of parents/caregivers were aware of at least one of the specified parenting programs and resources.</td>
<td>Both males and females were reported that they were most aware of the Public Health Nurse, OEYC, and “Haldimand County Community Guide”/”Norfolk County Activities &amp; Services Guide”.</td>
<td>Parents/Caregivers aged 18-64 years were most aware of the Public Health Nurse.</td>
<td>Parents/Caregivers with high school education or less and post secondary education were most aware of Public Health Nurse, OEYC, and “Haldimand County Community Guide”/”Norfolk County Activities &amp; Services Guide”.</td>
<td>A higher percentage of parents or caregivers with children living in the household in each income group reported that they were aware of the Public Health Nurse compared to other specified parenting programs and resources.</td>
</tr>
<tr>
<td>Most aware of the following:</td>
<td>• Public Health Nurse • OEYC • “Haldimand County Community Guide”/”Norfolk County Activities &amp; Services Guide”</td>
<td>Statistical Difference: A significantly higher percentage of parents or caregivers were aware of the “Haldimand County Community Guide”/”Norfolk County Activities &amp; Services Guide”, OEYC and “Your Guide Haldimand-Norfolk”.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Least aware of the following:</td>
<td>• 1,2,3,4 Parents • Common Sense Parenting • Other parenting programs and resources not specified • “Your Guide Haldimand-Norfolk”</td>
<td>Statistical Difference: A significantly higher percentage of females reported that they were aware of the “Haldimand County Community Guide”/”Norfolk County Activities &amp; Services Guide”, OEYC and “Your Guide Haldimand-Norfolk”.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Statistical Difference:
- A significantly higher percentage of parents or caregivers with higher education were aware of the “Your Guide Haldimand-Norfolk” compared to parents or caregivers with lower education.
% of parents or caregivers (18+) of children 0-17 of age who have heard of parenting programs and resources through an identified communication channel?

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Data</th>
<th>Sex</th>
<th>Age</th>
<th>Education</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator Data Sex Age Education Household Income</td>
<td>97.9% (±2.0) of parents or caregivers were aware of at least one of the specified parenting programs and resources.</td>
<td><strong>Males</strong></td>
<td>18-34</td>
<td>High School or Less</td>
<td>$40,000 - $69,999</td>
</tr>
<tr>
<td>Most effective sources of parenting communication:</td>
<td>Males mainly obtained information from a family member or friend.</td>
<td>Parents or caregivers with low education mainly obtained information from other methods not specified on the survey.</td>
<td>$70,000 +</td>
<td>Parents or caregivers with a household income of $70,000 and over mainly obtained information from flyers/pamphlets and other sources not listed.</td>
<td></td>
</tr>
<tr>
<td>• flyer/pamphlets</td>
<td>Females</td>
<td>Parents or caregivers (18-34) mainly obtained information from other methods not specified on the survey.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Other methods of communication not listed</td>
<td><strong>Females</strong></td>
<td>Parents or caregivers (35-64) mainly obtained information from newspapers/newsletters/magazines.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Newspaper, newsletter or magazines</td>
<td>Statistical Differences:</td>
<td>Post Secondary Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• School</td>
<td>A significantly higher percentage of younger parents or caregivers (18 to 34) obtained information about parenting programs and resources from a doctor/nurse/other health professional compared to older parents or caregivers (35-64).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Family member or friend</td>
<td>Statistical Difference:</td>
<td>Statistical Difference:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Least effective sources of parenting communication:</td>
<td>A significantly higher percentage of males reported that they were most aware of parenting programs or resources from a family member or friend, compared to females.</td>
<td>A significantly higher percentage of parents or caregivers (18-34) mainly obtained information from newspapers/newsletters/magazines.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Public Health Unit</td>
<td>A significantly higher percentage of parents or caregivers with low education mainly obtained information from other methods not specified on the survey.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• TV/TV News/Radio</td>
<td>Common Sense Parenting</td>
<td><strong>Post Secondary Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Doctor/nurse/other health professionals</td>
<td>Parents or caregivers obtained information about Common Sense Parenting from family or friends.</td>
<td>Parents and caregivers with high education mainly obtained information from flyers/pamphlets.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The sources of communication that was cited far less frequently, that the numbers could not be released were:</td>
<td>Common Sense Parenting</td>
<td>Statistical Difference:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bus ads</td>
<td>“Your Guide Haldimand-Norfolk”, and the “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide”</td>
<td>A significantly higher percentage of parents or caregivers (18-34) mainly obtained information from flyers/pamphlets and from a doctor/nurse/other health professional, compared to males.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Transit shelter</td>
<td>Parents or caregivers obtained information about “Your Guide Haldimand-Norfolk”, and the “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide” from a flyer or pamphlet.</td>
<td><strong>Post Secondary Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Child Care Centre/Provider,</td>
<td>OYEC</td>
<td>Parents and caregivers with high education mainly obtained information from flyers/pamphlets.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Public Library,</td>
<td>Post Secondary Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• OYEC,</td>
<td>OYEC</td>
<td>Statistical Difference:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Parenting Manual,</td>
<td>Parents or caregivers obtained information about the OYEC and Other Methods not specified on the survey.</td>
<td>A significantly higher percentage of parents or caregivers (18-34) mainly obtained information from flyers/pamphlets and from a doctor/nurse/other health professional compared to older parents or caregivers (35-64).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Social Worker,</td>
<td>Public Health Nurse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Websites</td>
<td>Public Health Nurse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Your Guide Haldimand-Norfolk”, and the “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide”</td>
<td>Parents or caregivers obtained information about the Public Health Nurse at school.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents or caregivers obtained information about “Your Guide Haldimand-Norfolk”, and the “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide” from a flyer or pamphlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indicator</td>
<td>Data</td>
<td>Sex</td>
<td>Age</td>
<td>Education</td>
<td>Household Income</td>
</tr>
<tr>
<td>-----------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----------</td>
<td>------------------</td>
</tr>
<tr>
<td>% of parents or caregivers (18+) of children 0-17 of age who have been to or used parenting program or resources?</td>
<td>Approximately, 70% (±6.5) of Haldimand and Norfolk parents or caregivers (18+) with children (0-17) who were aware of the specific parenting programs and resources, reported that they had used at least one parenting program or resource. “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide” and “Your Guide Haldimand-Norfolk”</td>
<td>A higher percentage of females reported that they had used at least one parenting program or resource, compared to males.</td>
<td>A higher percentage of Haldimand and Norfolk younger parents or caregivers (18-34) reported that they had used at least one parenting program or resource, compared to older parents (35-64).</td>
<td>A significantly higher percentage of parents or caregivers with higher education ($70,000 or more) used at least one parenting program or resource, compared to parents or caregivers with lower education.</td>
<td>A higher percentage of parents or caregivers with higher household income ($70,000 or more) used at least one parenting program or resource, compared to parents or caregivers with lower income.</td>
</tr>
<tr>
<td>OEYC and Public Health Nurse</td>
<td>While programs and resources such as the OEYC and the Public Health Nurse were utilized far less frequently.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statistical Difference:</td>
<td>A significantly higher percentage of parents/caregivers who were aware of the resource “Your Guide Haldimand-Norfolk” the “Haldimand County Community Guide”/“Norfolk County Activities &amp; Services Guide”, used these resources compared to the Public Health Nurse and the OEYC.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of parents or caregivers (18+) of children 0-17 of age look for information about parenting questions/concerns.</td>
<td>A higher percentage of parents or caregivers looked for parenting information on websites/internet, compared to other sources of parenting information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Which sources would you be most likely get parenting information?</td>
<td>A higher percentage of parents or caregivers living in the household would likely obtain parenting information from websites/internet, compared to other sources of parenting information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recommendations

1. Continue to collaboratively work with community partners to provide parenting programs and resources.
2. Tailor communication methods about parenting and programs to specific target audiences.
3. Utilize effective communication strategies to specific target audiences.
4. Continue to strongly utilize the role of the public health nurse within the community with regards to parenting information, education and resources.

References and Suggested Reading
