



Family voice: the ethos of ParentChild+

An analysis of our annual Family Satisfaction Survey

Introduction

At ParentChild+, we firmly believe that every stakeholder, including families, providers, staff, funders and policy makers, represents a piece of the intricate mosaic that forms our organization's landscape. Listening to our stakeholders is not just an operational necessity but a moral imperative. Their diverse perspectives, experiences, and feedback breathe life into our program, guiding us away from unilateral decision-making and towards a collective and participatory approach.

Listening to our families is fundamental to the ethos of ParentChild+. In alignment with our dedication to inductive approaches and family voice, this family satisfaction survey allows us to understand families' experiences and further improve our program incorporating the family voice.

On that note, we're excited to share pivotal insights from this survey from a sample of 256 families:

Key Highlights: participants showed high levels of satisfaction regarding the materials we provided, our ongoing efforts to foster engagement, and the nurturing quality of relationships with our staff. 82% of respondents felt our team nurtured a conducive environment for open discussions about needs, and 81% appreciated our staff's clear communication.

Testimonials that Touch the Heart: reading through personal stories, like the parent who shared how our program made them "feel welcomed and comfortable" and another detailing the invaluable support during a challenging time with a premature baby, reaffirms the needs and significance of continuous and holistic family support.

Pathways to Progress: true growth stems from recognizing areas of improvement. Feedback on desiring longer sessions, enhanced program content, and materials fine-tuned to individual child interests are invaluable and allow us to move toward considerable programmatic changes.

In essence, this survey ensures every voice is valued. Family engagement with ParentChild+ isn't just participatory; it's collaborative. We're not just sharing this journey; we're crafting it together. Thank you to all the families who allow us the honor of being parent of their family's story.

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Family Satisfaction Survey

Purpose



Identify program satisfaction levels



Identify areas of strength and opportunities for improvement

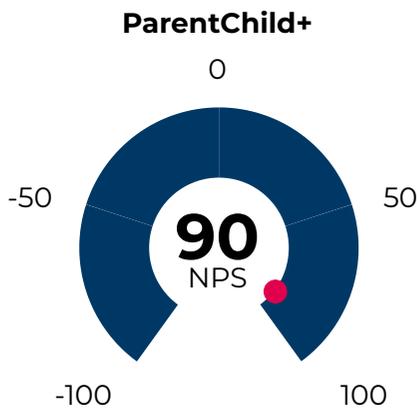
Respondents



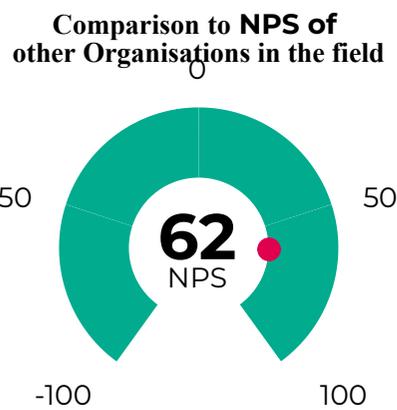
Families who completed at least half of the program are invited to participate.

Net Promotor Score (NPS)

How likely you would recommend ParentChild+ program to a friend or family member?(Rate 0-10)



243 Respondents from ParentChild+

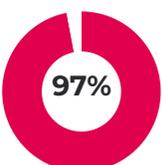


Average from 158 Organizations
7/1/2022- 6/30/2023

| | Detractors (0-6) | Passives (7-8) | Promotors (9-10) | NPS |
|---------------------|------------------|----------------|------------------|-----|
| ParentChild+ | 1% | 8% | 91% | 90 |
| Benchmark | 11% | 17% | 72% | 62 |

Program Satisfaction

How well has the ParentChild+ program met your needs? (N=243)



Very well and extremely well

How often do the staff in the program treat you with respect (N=247)



Usually and always

* Throughout the report the number of responses to each question may vary as each of the survey questions are optional

Program Satisfaction

The top three things families are most satisfied with about the ParentChild+ program

Respondents were asked to select top three answers to this question.
(N=243)



Books and toys provided by program



Program's effort to engage with the family



Relationship with the program staff

According to the open-ended responses from our respondents (N=242), our **strengths** are*:



supporting early learning



supporting child development



child/family relationship with staff

Other frequently mentioned strengths: **program activities** and **parenting support**

“ Finding ways for children and families to bond and allowing the child to excited to learn and explore something new. Helps open your child up and increase their social skills. ”

“ En inculcar y enseñar la lectura temprana a nuestros niños, brindando así estrategias para como padres pasar tiempo de calidad y enseñanza con nuestros hijos. ”

Translation: *In instilling and teaching early reading to our children, thus providing strategies for us as parents to spend quality time with our children and teaching them to read.* ”

Highlights of Staff's Interaction with Families (N=233)

82% Create a comfortable environment to discuss participant and family's needs (e.g., confidential, non-judgmental)

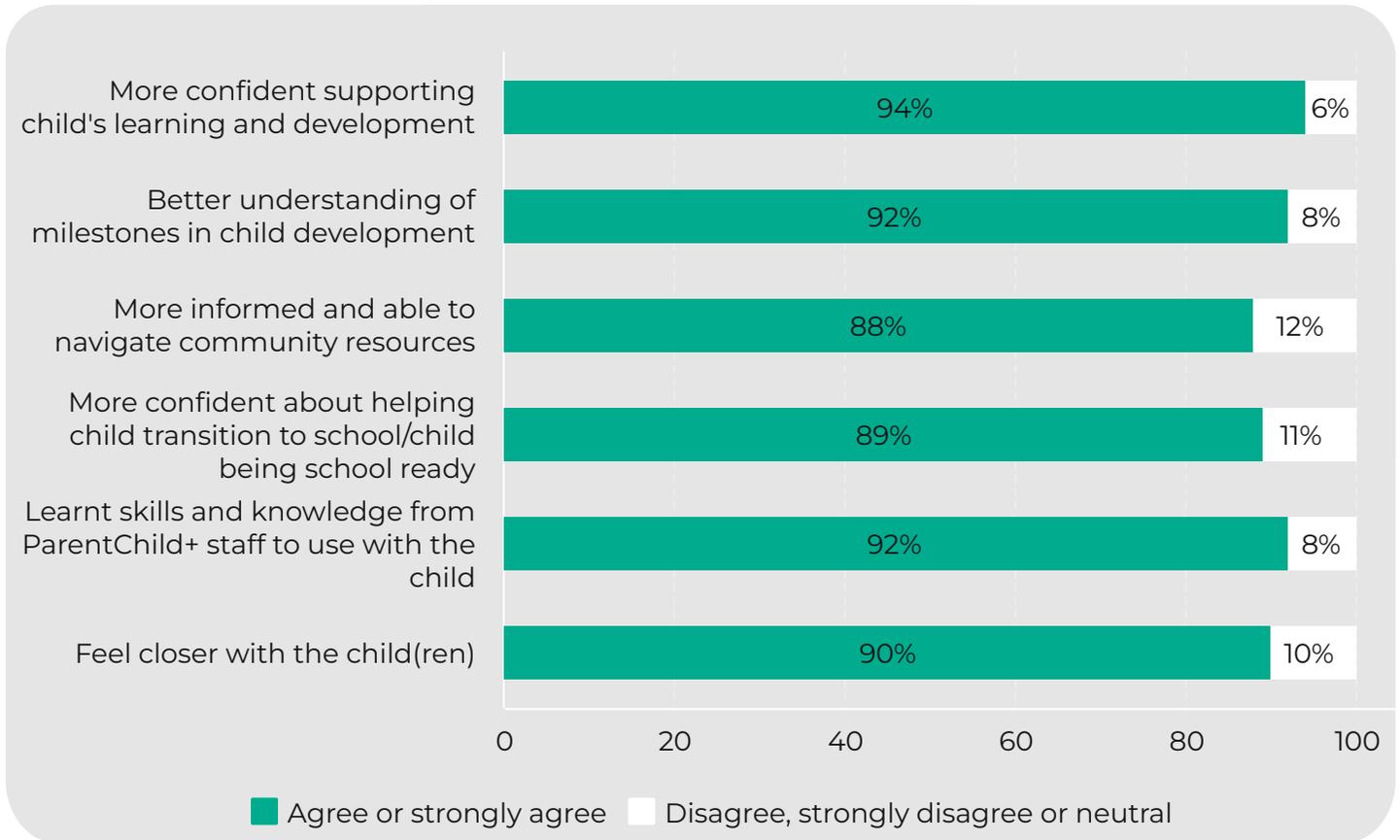
81% Explain things clearly to the participant (e.g., knowledge about child development, rationale of working in certain ways)

76% Respect participant and family's culture

75% Listen carefully to what the family have to say

Program Impact

After participating in the ParentChild+ program, families (N=231) reported to have or are....



Quotes from families*

Examples of ParentChild+ supporting the families:

“ She encouraged me to go back to school. She always checked up on me and my kids. If I need anything she was quick to support me and my family. She let me know about various opportunities . She helped me create resumes and apply for jobs. She never judged me but truly showed care and concern for me and my family.

”



“

Me apoyaron muchísimo cuando mi segunda bebé nació ya que fue prematura y necesito estar mucho tiempo en el hospital le doy muchas gracias a mi visitadora por todo su apoyo siempre estuvo muy pendiente de mi familia y de mi.

Translation: *They were very supportive when my second baby was born because she was premature and I needed to be in the hospital for a long time. I'm grateful for my visitor for all her support, she was always very attentive to my family and me.*

”

Quotes from families*



“

La Señora [name] me Ayudó mucho. Por ella, supe Que mi niño tenía autismo por su sabiduría de su trabajo con niños estoy muy agradecida con con ella y con el programa parentchild y a todo el personal la directora de [site name].

Translation: [Ms.(ELS name) helped me a lot. Because of her, I knew that my child had autism; because of her knowledge of her work with children. I am very grateful to her and to the Parentchild program and to all the staff and the director of (site name).

”

“

There was a time where my crazy life was getting in the way and for the entire month my beautiful, lovely angel agent (ELS) was very patient and understanding; and worked around my chaos and made it happen with our sessions to make sure my children still get their reading fun time. And when we didn't have any income or help and I wasn't able to give my kids any return to school supplies or Thanksgiving or Christmas the program came through and my agent helped me find food banks and sign up for any help she knew about and anything she had of hers to help us out she was there and it meant so much. Especially for a single mom with no close family to support and be there for us. She really made us feel welcomed and comfortable when she was around.

”



What specific program activities, resources, or experiences have been most helpful?*



books and toys



reading



interaction/
relationship
with ELS

“

Exposure to different books, we have been out of the program about a year and still use the books and toys. It has also given me the confidence as a parent to let me child explore on their own to develop skills such a cutting, or using playdoh and games that use her motor skills.

La empatía de los educadores hacia los niños , su excelente motivación con estrategias para mantener el niño entretenido en las clases y aprovechar el tiempo al máximo . Translation: *The empathy of the educators towards the children , their excellent motivation with strategies to keep the kid entertained in the classes and make the most of the time .*

”

Program Improvement

Responses from open-ended questions:



longer sessions



more frequent
or longer
program



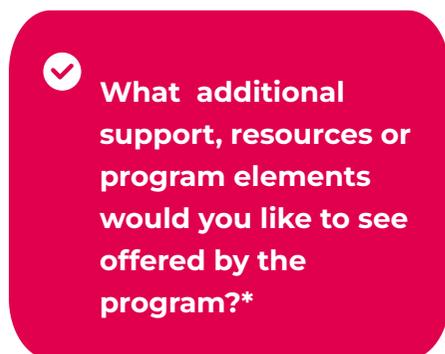
better program
content:
family support
and child learning

Other suggestions

- More or better materials (e.g. hard-cover books, books or toys tailored to each child's interest)
- Opportunity to meet other children and families in the program
- Platform for parents to share progress

“ Planning more than 30 min program. My daughter always was very sad because she wanted her teacher to stay more. She always had a lot of fun. She always refused to sing the goodbye song. 😊 ”

“ Com passeios no início do programa com todas as famílias (onde elas podem se conhecer e trocar experiências). Translation: *With tours at the beginning of the program with all families (where they can get to know each other and exchange experiences).* ”



more living
resources and
aids



more books, toys
and other learning
materials



more time for
visits

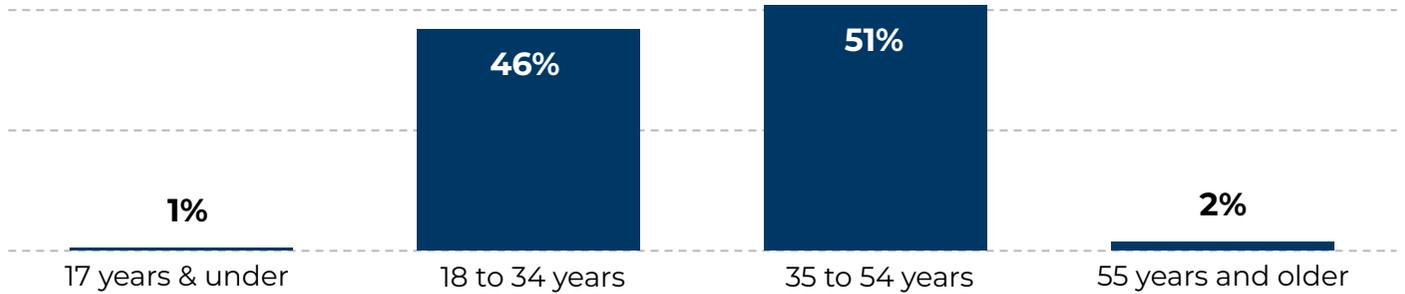
Other suggestions

- Parenting workshop or support such as mental health
- Group activities or socialize with other kids and families
- Activities outside of home visits
- Reading program for older kids

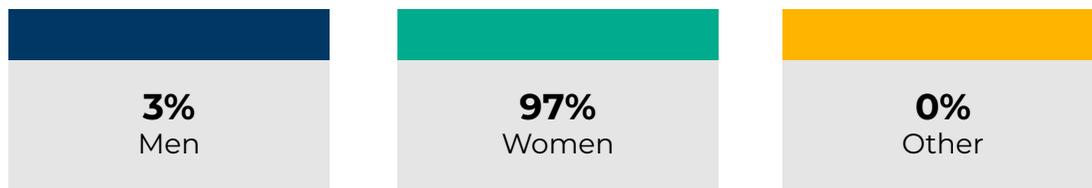
“ We hope that we can increase courses according to the needs of children, especially children with language development delays. ”

Respondent Demographics

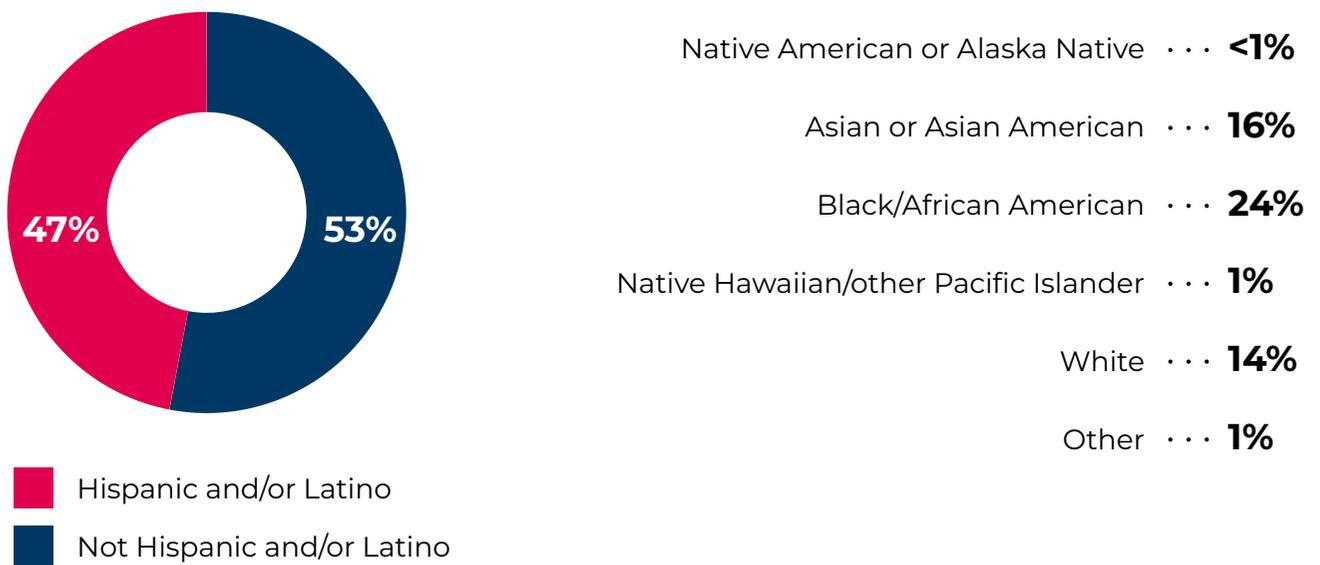
Respondents' age (N=229)



Respondents' gender identity (N=229)



Respondents' race/ethnicity (N=228)



Respondents' state representation (N=226)



Survey Key Takeaways and Next Steps

Process Learning

1. Survey methods

- Current survey distribution methods:
 - Using survey links embedded in emails and texts
 - Spanish and English version of the survey
- **Improvement:** Encourage survey to be distributed via texts with more language options

2. Survey distribution channels

- Current survey sent to sites and site coordinator or ELS distribute to families
 - Advantage: the relationship between ELS and families can encourage participant responses; sites also help to identify eligible participants, in this case, we were recruiting families who have completed at least half of the program
 - Disadvantage: potential selective bias from sites they may tend to seek out families who might have positive relationships; families might feel they need to respond more positive when their ELSs ask them; the research cannot track respondents rate based on how many participants are reached and how many responded
- **Improvements or potential solutions:**
 - Future survey distribution can be conducted by informing sites and then having the research team reach out directly to families and providers
 - This satisfaction form should be further revised within the network and included as a standard program data collection protocol. How ELS collect satisfaction data and how the data is stored should be reviewed within the network.

3. Giftcards or compensation

- Amazon works the best, then Target. Walmart is not worth using in the future for large numbers of participants
- Explore platforms such as Tango that offer multiple giftcards (survey monkey used this platform to distribute incentives)
- Double entry of email addresses helped, we should also ask for phone number if people prefer to be texted the e-giftcard, Target, Amazon all have text option

Learning from the Findings:

- Overall responses are very positive and no significant differences observed among subgroups
- Future consideration including
 - more direct distribution channels to make participants more representative
 - embedding satisfaction survey in regular program data collection practice
 - collecting more balanced feedback from families who exit the program early
- The survey summary and detailed feedback from families should be shared network wide so sites can interpret whether the finding is representative of their own experience and what good suggestions they can incorporate into their program.

Survey Key Takeaways and Next Steps

Next Steps



Planning

- Get feedback on how to share the findings with different stakeholders: network of ELSs, families, funders and others.



Sharing Findings

- Disseminate findings to network
- Discuss whether findings are representative of the sites and regions
- Make sure families' voice being heard
- Identify actionable items using findings and appendix and share a summary back with the network



Research Improvement

- Improve satisfaction survey for HBCC that is planned to go out in Jan 2024
- Improve satisfaction survey & integrate into program's data protocol
- Collect continuous and balanced feedback from all families exiting program especially families that have dropped or those who have had a negative experience



Programmatic Improvement

- Act on agreed actionable items for sites and national center based on the feedback gathered