

Positive Parenting Focus Group – 3 Strategies

Strategy I:

Child Development Days (early childhood screening days) Survey & Subsequent Workshops (6?)

Target Audience: Current parents of 2-4 year olds

- *What is a reasonable timeline?*
 - i. January 2013-March 2013 = Develop Survey in SurveyMonkey or Google Forms if data can be pulled like SurveyMonkey
 - ii. During March 2013 Child Development Days, survey parents as to parenting topic areas (rank pre-determined suggestions) they are interested in learning more about and the days/times they would be likely to attend. Ask “What resources do you need?”
 - iii. April 2013-May 2013 = Analyze Results
 - iv. June 2013-November 2013 = Host 2 Workshops
 - v. 2014 = Host 4 Additional Workshops
 - vi. Survey again in March 2014 and subsequent years as necessary
 - vii. Continue to host annual workshops based upon parents’ needs
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (run table during event and lead planning of workshops)
 - ii. School District (approve table during event and assist in workshop planning) Brit to ask Lori and Anna for permission/thoughts
 - iii. Nursing or Health Education Students OR National Honor Society Students (for developing survey and analyzing results)
 - iv. Childcare Providers (available to work during workshops)
 - v. PTO (to support and aid in advertising from survey through workshops)
- *What resources are required and where will they come from?*
 - i. Survey Development (suggest SurveyMonkey and laptops at Development Days Table as well as paper surveys) with handouts for others to complete it later (handout can discuss SMHD availability for home visits, ASQ, etc).
 - ii. Advertisements on Child Development Days to include notice of survey and subsequent workshops
 - iii. Incentives for completing survey and attending workshops (water bottles, iTunes gift cards, books)
 - iv. Presenters and locations for workshops
- *What are the barriers to implementation?*
 - i. Parents often do not attend
 - ii. Child Development Days may not allow a table for this
 - iii. PTO may not approve/support
 - iv. Time on behalf of SMHD
 - v. Childcare at workshops and transportation to workshops

Strategy II:

Outreach & Marketing by South Milwaukee Clinicians and Religious Leaders

Target Audience: Current parents of all ages

- *What is a reasonable timeline?*
 - i. January-March 2013 = develop resource tools (handouts and magnets listing people and places that offer different kinds of support to families)
 - ii. April-May 2013 = identify complete lists of clinicians and religious leaders
 - iii. May 2013 = develop a podcast to educate clinicians and religious leaders as to mission and purpose of tools
 - iv. June-November 2013 = visit 30% of SM offices to distribute resource tools and educate clinicians and religious leaders about mission and purpose of visit
 - v. January-March 2014 = follow up with each visited location to see how resources are being utilized
 - vi. April-September 2014 = visit next 30% of offices
 - vii. October-November 2014 = follow up
 - viii. December 2014 = adjust resources if necessary
 - ix. January-March 2015 = visit remaining 40% of offices
 - x. April-June 2015 = follow up
 - xi. July-December 2015 = explore Children's Medical Group in New Berlin for mental health professional resource ideas that can be incorporated in South Milwaukee such as 25 minute session at a pediatrician's office and bill through medical clinic
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (lead resource development and make personal office visits)
 - ii. School District (assist in resource development such as STEP aka decision making tool for families; lead review of assist with mental health professional resource options)
 - iii. Nursing or Health Education Students OR National Honor Society Students (for developing resources)
 - iv. PTO (to support and aid in advertising)
 - v. Clergy (meeting in January 2013 for ideas)
- *What resources are required and where will they come from?*
 - i. Money to create tools/magnets
 - ii. Money for mailings
 - iii. People to make follow up calls and compile results/comments into report
- *What are the barriers to implementation?*
 - i. Ensure resource approval by all parties including 2-1-1
 - ii. Clinicians or religious leaders not explaining use to parents or not handing out
 - iii. Parents not utilizing resources once received

Strategy III:

Middle School Survey & Subsequent Workshops (6?)

Target Audience: Current parents of 6-7th graders AND 6-7th graders (aka future parents)

- *What is a reasonable timeline?*
 - i. January 2013-March 2013 = Develop Survey in Google Forms (in coordination with Child Development Days survey)
 - ii. During May 2013 6th grade orientation, survey parents AND students at two separate tables as to parenting topic areas (rank pre-determined suggestions) they are interested in learning more about and the days/times they would be likely to attend. Ask "What resources do you need?"
 - iii. April 2013-May 2013 = Analyze Results
 - iv. September 2013-November 2013 = Host 2 Workshops or smaller groups in school classes with parent opt-out permission
 - v. 2014 = Host 4 Additional Workshops (such as how to deal w/puberty, be an approachable parent, etc)
 - vi. Survey again in May 2014 and subsequent years as necessary
 - vii. Continue to host annual workshops based upon parents' and students' needs
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (run table during 6th grade registration and lead planning of workshops)
 - ii. School District (approve table during event and assist in workshop planning) Principal Jim and counseling to support? Tom Vogel, Dir of Spec Ed for district? Molly Galago, School District Social Worker?
 - iii. Nursing or Health Education Students OR National Honor Society Students (for developing survey and analyzing results)
 - iv. PTO (to support and aid in advertising from survey through workshops)
 - v. Sara Klosiewski, Alverno College student
- *What resources are required and where will they come from?*
 - i. Survey Development (suggest Google Forms and laptops at 6th Grade Orientation Table as well as paper surveys) with handouts for others to complete it later
 - ii. Advertisements on 6th grade orientation to include notice of survey and subsequent workshops
 - iii. Incentives for completing survey and attending workshops (water bottles, iTunes gift cards, books, pizza for workshops)
 - iv. Presenters and locations/times for workshops
- *What are the barriers to implementation?*
 - i. Parents often do not attend
 - ii. Middle School not wanting to be involved
 - iii. PTO may not approve/support
 - iv. Time on behalf of SMHD