## **Home Visiting Systems Coordination Project**

## **Community Awareness Survey**

*Executive Summary*

## Introduction

Between April 11-30, 2019, a telephone-based survey was conducted by Bernett, in partnership with the Portland State University (PSU) evaluation team supporting the Home Visiting Systems Coordination (HVSC) project, funded by The Ford Family Foundation (TFFF).

The purpose of the survey was to collect information about broad community understanding about the availability and benefits of early childhood home visiting programs. Landline and cell phone numbers were randomly dialed, and screener questions ensured that participants were residents within the target counties and 18 years of age or older. The survey was conducted in English.

Participants were given the option of finishing the survey via an electronic survey link emailed or texted to them, if they did not wish to complete the survey on the phone. All surveys were completed by phone.

## Survey Participants

**The total number of calls completed is proportionate to each county’s adult population.**

|  |  |  |  |
| --- | --- | --- | --- |
| County | Number of Calls Completed | % of Calls Completed | % of County Population[[1]](#footnote-1) |
| Coos | 249 | 20.8% | 20.5% |
| Curry | 86 | 7.2% | 7.6% |
| Douglas | 415 | 34.6% | 34.7% |
| Klamath | 254 | 21.2% | 20.7% |
| Lake | 29 | 2.4% | 2.5% |
| Siskiyou | 167 | 13.9% | 13.9% |
| TOTAL | 1200 | 100% | 100% |

Half of the calls attempted were to landlines and half to cell numbers. The total number of calls completed to landlines was 696 (58%), and 504 completed to cell numbers (42%).

**Women, older adults, married adults, and adults with more formal education are *overrepresented* in the total call sample, compared to the population overall.[[2]](#footnote-2)**

**Adults who identified as Latino were *underrepresented* in the total call sample, compared to the population overall.**

One in five participants (21%) participants reported that they are expecting a baby or are currently parenting a child under the age of 18. And 40% of these participants were parenting at least one child under the age of 5.

## Defining “Home Visiting”

Before asking survey questions, the following definition of early childhood home visiting programs was provided to participants:

*Voluntary, home-based family support programs called early childhood home visiting programs. Those that offer families voluntary visits from a provider like a nurse or parenting educator to assist them when expecting a child and up to the child’s fifth birthday.*

*These programs are offered to families at no cost, and usually take place in families’ homes on a weekly to monthly basis over a period of one or more years. These are voluntary home-based programs for families to partner with them on child development and parenting.*

## Survey Results

**AWARENESS & UTILIZATION OF EARLY CHILDHOOD HOME VISITING PROGRAMS**

**1 in 5** participants (20%) reported knowing about early childhood home visiting programs in their community.

**1 in 12** participants (8%) reported ever having a family support provider come to their home to provide information about child development or parenting.

**POTENTIAL BENEFITS OF HOME VISITING PROGRAMS**

**More than 8 in 10 participants agreed that parents could benefit from additional supports to promote effective parenting skills and child development.**

|  | **% Agree** |
| --- | --- |
| Many parents could use support learning about how to support children’s healthy development. |  |
| Many parents could use support around how to use effective parenting skills. |  |
| Voluntary parenting education would be a useful service for families in my community. |  |

**CONNECTING WITH ADDITIONAL FAMILY SUPPORTS**

About **1 in 3** participants (36%) said they would know where to go to learn more if they or someone they knew wanted to find out more about the types of early childhood supports available in their community. Of these 431 participants:

* **89%** would ask someone they know within a community agency
* **85%** would talk to a family member or a friend
* **80%** would do an online search
* **54%** would look in a local publication like a community newspaper or magazine
* **51%** would look on social media
* **19%** would use 211info

**POTENTIAL BARRIERS TO PARTICIPATING IN HOME VISITING PROGRAMS**

Participants reported they would be less likely to participate in early childhood home visiting programs if they had enough support, felt too busy or felt judged, or felt uncomfortable with a provider coming to their home.

|  | **Not a Reason** | **Small Reason** | **Big Reason** |
| --- | --- | --- | --- |
| I would feel uncomfortable with a family support provider coming to my house. |  | | |
| I would feel negatively judged. |  | | |
| Family support providers wouldn’t be able to understand my families’ needs. |  | | |
| I’m too busy. |  | | |
| I feel like I already have enough support. |  | | |

1. Demographic & Housing Estimates, Adults 18 and older, 2013-2017 American Community Survey. [↑](#footnote-ref-1)
2. American Community Survey, 2013-2017. Demographic & Housing Estimates, Adults 18 and older for Gender, Age, Education & Race/Ethnicity; Adults 15 and older for Marital Status. [↑](#footnote-ref-2)