

Summary Report: Kids Can Resource Parent Evaluation

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The Kids Can resource was designed for parents of children ages 0-6 with the objective of supporting parents in building resiliency in their children. The resource has been distributed at school kindergarten events since 2012, primarily by including the resource in parent packages distributed at these events. Durham Region Health Department conducted an evaluation using a self-administrated online survey completed by parents recruited through social media, promotional postcards sent home from school and online advertisements.



The purpose of the evaluation was to examine:

- the reach of the Kids Can resource
- the usefulness of the Kids Can resource
- the effectiveness of the distribution strategy for the Kids Can resource

Highlights of the results

- The most common age of children when receiving Kids Can resource was 4 years old, followed by 3 years old. The ideal age for parents to receive the information was when children were 3 - 4 years old
- Most of the parents who reported receiving the Kids Can resource reported the resource provided useful information, activities and strategies that they were able to use in daily life (92%)
- Most respondents received the Kids Can resource at a kindergarten event (74%)
- 16% of respondents reported receiving a copy of the Kids Can resource

Recommendations

- **Distribute the resource to parents of pre-school children rather than to parents of school aged children so they could implement the resource activities at an earlier age.** Explore strategies to share resources in places where young families gather, such as Early ON Centres, daycare/childcare centres, recreation centres, libraries and physician offices. Due to the number of survey respondents who indicated they did not receive the hardcopy of the Kids Can resource through kindergarten orientation events, or do not remember, mass distribution of the Kids Can resource in Welcome to Kindergarten packages should be discontinued.
- **Continue to explore innovative ways to deliver messages in the resource.** An expanded communication plan with multiple communication vehicles is recommended to persuade parents about the value of building resiliency in children in addition to strategies outlined in Kids Can resource.
- **Explore ways to improve the current online version.** Improve online access to this resource, including easy navigation to each section and the addition of interactive components.
- **Revise resource with more tools and strategies.** Complete minor edits to the resource based on survey respondent suggestions for new tools and strategies.
- **Re-evaluation.** Implementing these recommendations may have an impact on the reach, usefulness and effectiveness of the resource. It would be prudent to evaluate the resource following implementation of recommendations.



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