



# *Kit for New Parents*

## Focus Group Results and Redesign

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Presented to Public Education  
and Outreach Advisory Committee

August 4, 2020

# *Kit for New Parents*

# Focus Group Results

## **Kit Focus Groups**

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First 5 California (F5CA) is in the process of redesigning the *Kit for New Parents (Kit)*.

As part of the process, F5CA conducted focus groups that included parents and county partners to provide feedback on the current *Kit*, and specifically the needs of hard-to-reach and low-income parents when they bring home their newborn.

The results have provided F5CA with a framework to produce the redesigned *Kit* for release in late 2021.

# **Kit Focus Groups**

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## **February 2020 Focus Groups (Parents)**

Participants were 18-35 years old with a household income of under \$75,000 and were residents of the following cities:

- Los Angeles
  - African American first-time moms and dads
  - Spanish bilingual first-time moms
- Fresno
  - Mixed ethnicity first-time dads
  - Spanish-bilingual pregnant women
- Chico
  - English-speaking pregnant women
  - English-speaking first-time moms

# **Kit Focus Groups**

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## **February 2020 Focus Groups (Parents)**

Parent focus groups objectives:

- Understand parents' current needs from a *Kit*, including:
  - Effectiveness of current content
  - Additional materials/information of higher value
  - How they would like to access *Kit* information (hard copy, local distribution sources, mobile app, website)
  - Which *Kit* components are most valuable
  - What type of information is wanted/needed
- Ascertain reactions to possible addition of diapers and wipes to *Kit*

# Kit Focus Groups

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## May 2020 Focus Groups (First 5 County Commissions)

The following counties participated:

Alameda	Inyo	San Bernardino	Stanislaus
Alpine	Lake	San Mateo	Sutter
Amador	Marin	Santa Barbara	Ventura
Calaveras	Merced	Santa Clara	Yolo
Contra Costa	Modoc	Santa Cruz	
El Dorado	Monterey	Shasta	
Fresno	Napa	Sierra	

# *Kit Focus Groups*

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## **May 2020 Focus Groups (First 5 County Commissions)**

Focus group discussions centered on:

- Review of current *Kit*
- Suggested new materials/information
- Useful web-based content
- Pandemic impact on material content

# Focus Group Results

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Participants were asked to share one word to describe the *Kit*.  
The word cloud below represents the results.



# Focus Group Results

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- The current *Kit* is seen by parents as an essential resource and seen by First 5 county commissions and their partners as an important tool to use for family engagement.
- *Kit* items viewed as most useful to both counties and parents are the *What to Do When Your Child Gets Sick* book, the *Parent Guide*, the Poison Control magnet, and the bilingual touch-and-feel baby board book.
- In addition to the physical *Kit*, parents need a mobile touchpoint such as an app.
- Continued distribution of the physical *Kit* is especially critical during a crisis such as the COVID-19 pandemic.

# Focus Group Results

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- Receiving the *Kit* early in pregnancy could be more valuable to parents.
- Suggested additions to the *Kit* included more information for fathers; information about maternal and family mental health supports, and developmental screenings; and an additional baby board book.
- County commissions and their partners like the reusable tote bag that holds the *Kit* components, but also find them difficult to stack and store.
- County commission focus groups stated it was not administratively feasible to add diapers and wipes to the *Kit*.

*Kit for New Parents*

# Redesign Recommendations



# ***Kit Redesign Recommendations***

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The following recommendations for the *Kit* redesign are based on the focus group results:

- Keep *Kit* in one basic format in current languages (English, Spanish, Chinese, Korean, and Vietnamese) that allows for First 5 county customization.
- Update *Parent Guide* and *What to Do When Your Child Gets Sick* with information about health and safety best practices during a pandemic.
- Convert current *Parent Guide* website into an interactive app with video.
- Include a mental health booklet or brochure on pandemic.

# ***Kit* Redesign Recommendations**

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- Include information geared toward single fathers of children ages 0 to 5.
- Include an additional children's book.
- Conduct an evaluation on *Kit* effectiveness to enable F5CA to refresh the *Kit* on an ongoing basis with information relevant to the needs of parents of children 0 to 5.
- Create and distribute training materials for *Kit* distributors.
- Include robust promotion of *Kit* in a public relations contract to increase public awareness of content and availability.

# ***Kit Redesign Recommendations***

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A proposal for the *Kit* redesign will be presented to the Commission for approval at the October 22, 2020, meeting.

# Redesign Discussion

# ***Kit Redesign Discussion***

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F5CA requests that the Program Advisory Committee provide input on the proposed *Kit* redesign recommendations.

The committee's feedback may include how the *Kit*'s resource content could be strengthened to address issues of equity.

We are continuing to reach out to other advocacy groups to get their feedback on *Kit* content.

This feedback will help strengthen the *Kit* as a trusted resource for parents and providers, and will help F5CA refine the *Kit* redesign proposal to be presented to the Commission at the October 22, 2020 meeting.