Children First Qualitative Data

June 21, 2013

Participant Demographic Information

- Engaged (N=27); Unengaged (N=15)
- Ethnicity:
  - 31% Caucasian (non-Hispanic)
  - 31% African American
  - 26.2 Hispanic or Latino
  - 7.1% American Indian/Alaska Native
  - 4.8% Asian
- Relationship Status:
  - 40.5% married
  - 7.1% separated
  - 21.4% living together
  - 31% never married
- Education Status:
  - 16.7% Did not receive a high school diploma
  - 23.8% Received a high school diploma
  - 4.8% Received a GED
  - 28.6% Some college (no degree)
- Average Monthly Income:
  - $1,317.75 (SD=$701.34)

Participant Data

- Most Helpful: Providing Basic Needs for Families and the Provider
  - Resources (engaged 40%; unengaged 50%)
    - "My pamphlets were God-sent, nurse sent… Because the whole time I was pregnant I read everything and now I don't have time to read nothing." (engaged participant)
    - "I think without them being there some of the time, some of the information that they gave, like the book that they gave for answers was a big help… when they weren't around or they couldn't answer the question I needed to be answered I could reference back to the book." (unengaged participant)
  - Education/Information (engaged 31%; unengaged 21%)
    - "I think one of them is they teach you how to understand your baby, like if he is crying for a reason you gotta find out why, you gotta listen to the signs." (engaged participant)
    - "I think just how to take care of myself in general. Because I embraced the whole eating for two when I was pregnant. And she just guided me in the right direction on what I should be eating and what I shouldn't be eating, I guess." (unengaged participant)
  - Provider (engaged 17%; unengaged 21%)
    - "I just really enjoyed the company…someone I can talk to. Because like, my mom, she's supportive too, but it's just like…well it's somebody good that you can talk to instead of your mom all the time." (engaged participant)
    - "I think the most helpful for me personally was her flexibility as far as being able to meet with me in different locations and really keeping that flexibility because of my situation I was staying in different places and I was kind of moving from place to place and it was good that I had a service that was consistent. Make sure that I would get each appointment, whether we had to meet at the library or wherever. Some other programs I wouldn't have been able to keep because of my situation." (unengaged participant)
  - Other

Participant Data

- Reason for Enrolling in C1: Need for Program
  - Information/Education (engaged 54%; unengaged 59%)
    - "As much help and information as you can get. I know my son was a surprise so he was never supposed to happen. So I wasn't… I had no planning, no knowledge that he was ever gonna be here. So it kind of came to me as a surprise and I was like "Oh no, now what do I have to learn?"" (engaged participant)
    - "That they're going to teach you how to take care of my baby and show me stuff that… I mean because I'm a first time mother, so I thought they were going to help me." (unengaged participant)
  - Support (engaged 13%; unengaged 3%)
    - "Listening and showing support, knowing that you're not alone." (engaged participant)
    - "Didn't really have, well I have family, but you know, no one was helping me through the pregnancy and all that, so basically this is what I reached out to the program for, is just to get that support and information." (unengaged participant)
  - Isolation (engaged 13%; unengaged 3%)
    - "…But all my family lives out of town, and is an hour and a half away, and so I just didn't have a lot of support that I would have if I was close to my mom, my sisters and stuff." (engaged participant)
    - "For me like, I don't have a lot of family. I'm an only child and I don't have family here in the state and so I really like… as far as questions during my pregnancy, I didn't know where to go." (unengaged participant)
  - Insecure/Anxious (engaged 13%; unengaged 16%)
    - "So I feel scared and lonely and don't really know what to do, and really I don't know who I turn to. " (engaged participant)
    - "Because I was young, I mean I'm young, and I was still in school so I didn't know." (unengaged participant)
  - Stress/overwhelmed (engaged 7%; unengaged 16%)
    - "I had some really bad struggles I was going through, especially with my family. Their histories and everyone says that history beyond history carries. I believe in life that you choose your own path. You don't have to be like your family, much less anything else." (engaged participant)
    - "…we found out my husband started having some medical issues and he had to stop working and then he lost his job because it was taking too long to figure out what was going on. This isn't the way this is supposed to work so…" (unengaged participant)

Participant Data

- Retention vs. Attrition
  - Reasons for Engagement:
    - Provider support (engaged 16%; unengaged 6%)
      - "But what I also got help from was, you know, taking care of myself. They helped me take care of myself during the pregnancy and after." (engaged participant)
      - "I would say like a nurse that basically would tell you what to expect step by step, make you set up goals. That's one thing about that program, the nurse I had she did, every visit I had to have a different goal." (unengaged participant)
    - Provider approach (engaged 20%; unengaged 6%)
      - "She said, "If you have any questions or if you need anything, just call me". It's just having that extra help." (engaged participant)
      - "Focus. Instead of focusing on everything else going on in my household. Focus on me." (unengaged participant)
    - Provider characteristics/personality(engaged 42%; unengaged 73%)
      - "I didn't know it had anything to do with me. I thought she was just there, but she actually made me feel like she cared about me and all of that. It was good." (engaged participant)
      - "Personality would be nice, cause then they would actually care." (unengaged participant)
    - Other

Participant Data

- Factors for Not Engaging in Home Visiting (engaged):
  - Provider approach (31%)
    - *"To me it would be them telling me how to do, or telling me what to do, and being strong on what's right and wrong. Because even though I need your help and I need your education, I need you to stand beside me to be free as a mother to learn on my own, so I don't need somebody sittin there sayin you have to do this, you have to do that. So that would push me away.* "
  - Provider characteristics/personality (40%)
    - *"Someone that was just... that didn't even wanna be there. That didn't want anything to do with it, they were just doin it for the money. They just sit there, they wouldn't be interactive or...they just have that attitude that'd be like "I really don't wanna be here."*

- Primary Reasons for Attrition (unengaged):
  - Provider Issues (47%)
    - "I realized she was unreliable that I could barely get ahold of her. That even if she said she was coming, she probably wouldn't so it became more of a nuisance than a convenience for her to come. "
  - Limited time (participant) (16%)
    - "Work and school. Just my life, like I juggle a lot. I didn't really have time. My husband and I just didn't have time."
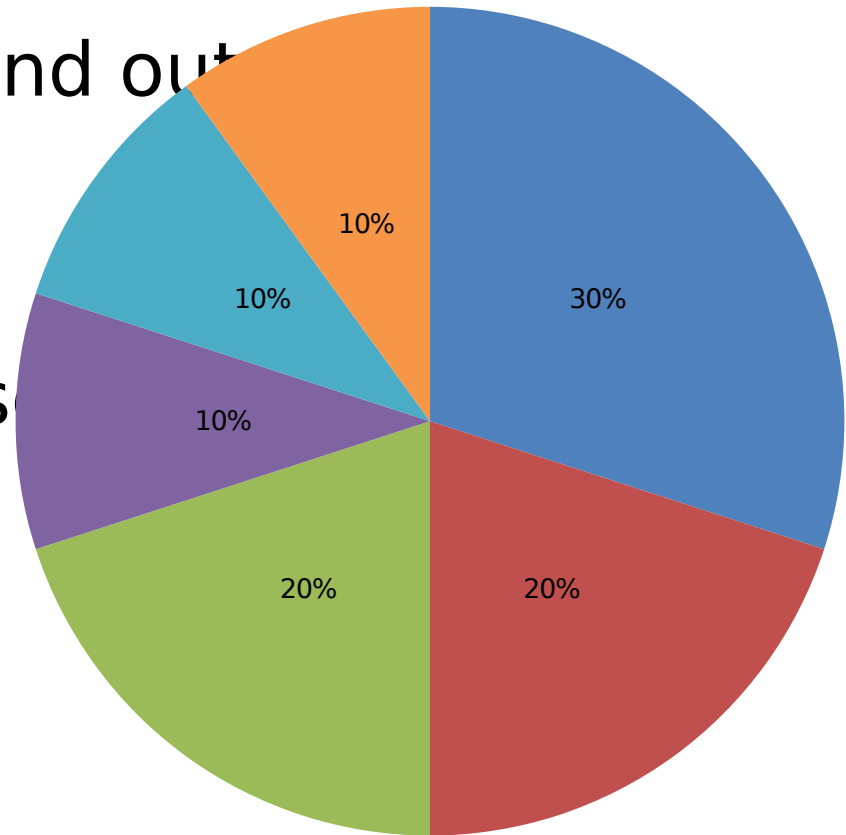 - Other

Participant Data: Engaged

- Marketing:
  - How did consumers find about C1?

  - Best Ways to Advert
    - Word of mouth (17%
    - Online/Texts (22%)
    - Television/Radio (17%)
    - Other
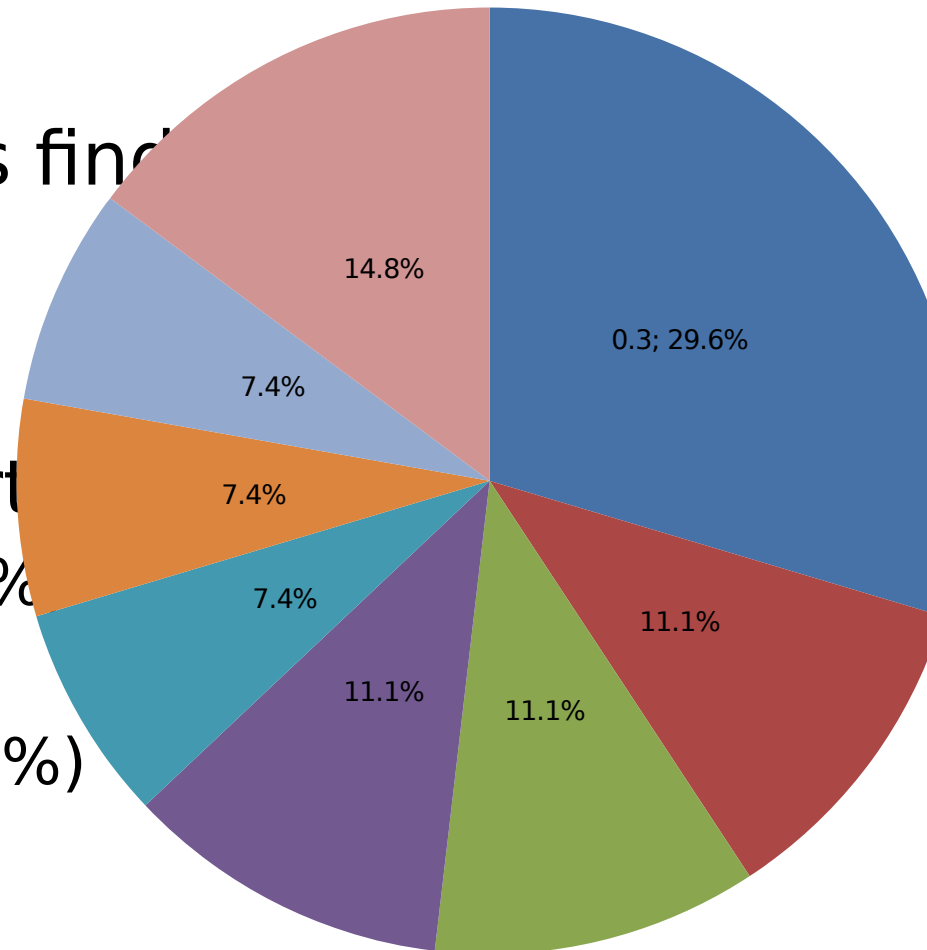
Participant Data: Unengaged

- Marketing:
  - How did consumers find out about C1?

  - Best Ways to Advertis
    - Doctor/Clinic (14%)
    - Mail/Flyers (14%)
    - Online (14%)
    - Other

Provider Demographic Information

- 25 providers interviewed
  - 80% Caucasian (non-Hispanic)
  - 8% Asian
  - 8% American Indian/Alaska Native
  - 4% African-American

- 72% Prior Experience

Provider Data

- Training in Child Abuse and Neglect (11%)
- Training for addressing high risk factors:
  - Domestic Violence (25%)
  - Depression (19%)
  - Substance Abuse (18%)
- Training in other areas:
  - Safety (9%)
  - Motivational Interviewing (9%)
  - Child Development (6%)
  - Breastfeeding (1%)
  - Grief Counseling (1%)
  - HIPAA (1%)

Provider Data

- Mental Health/Depression Training:
  - 44% of provider comments were indicating a need for additional training in this area
    - "Depression, I think that the training could be a little bit more specific to those areas. Our training is pretty broad we cover a lot of materials so I think frequent updates in those specific areas would be good."
    - "Umm…I'm trying to remember what. I don't remember anything specific about mood or depression."

Provider Data

- Additional Supports Needed:
  - Updated Trainings (29%)
    - 50% of these indicated need for mental health training
  - Provider Safety Information (14%)
  - Social Worker Employed to Assist (14%)
  - Community Support (14%)
  - Family Resource Outline (14%)
  - Other:
    - Previous employed nurse support, increase participant screening, improved interagency cooperation

Provider Data

- Primary Reasons for Engagement
  - Provider Characteristics (44%)
    - Building Relationships, Genuinely Caring, Constant Presence, Guidance/Coaching, Flexibility, Nonjudgmental, Engaging
  - Participant Characteristics (34%)
    - Receptive to Information, Motivated, Resourceful/Innovative, Young, Trusting
  - Other
- Participant Barriers to Engagement
  - Chaotic/Unstable Life (24%)
  - Other Priorities/Limited Time (18%)
  - Negative Family Influences Regarding Program (7%)
  - Mental Health Issues (6%)
  - Provider Filing Child Welfare Report (6%)
  - Keeping Scheduled Visits (6%)
  - Lack of Support (6%)
  - Other

- "And even the times that you're there, you're not sure if you're really effective. The mountain is so huge and then sometimes you get some reinforcement after they graduate and they send you a message or they call you and tell you their child is doing well and thank you so much for helping them be a good mom, and you think, you did that. And you're so proud of them and you know you didn't make them be a good mom but they give you so much credit for it. It's amazing. It really…and sometimes you never know that like you don't have opportunity to ever know how they really feel about you because they went on with their life and it's like tossing the stone or the pebble into the pond and the rippling effect."