PARENTING SUPPORT IN THE 21ST CENTURY-

Using consumer survey data to inform online intervention development and evaluation

Mrs Sabine Baker
PhD Candidate

Parenting and Family Support Centre
The University of Queensland
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- Ms Amelia Tee
Improving accessibility to evidence-based parenting interventions

Provision of programs in various delivery formats have increased the options available, but brief, more cost-effective interventions are still lacking

Online delivery is promising avenue
Triple P Online

- Evaluated in two RCTs
- Effective in improving child behaviour, dysfunctional parenting styles, parents’ confidence, and parental anger and adjustment
- Relatively low completion rates
- Can a briefer variant be effective and sufficient for some families?
Aims of current study

- Investigate where and how parents are currently seeking support for parenting
- Examine parents’ use of the internet and explore possible predictors
- Obtain consumer input to inform the development of
  - online parenting programs in general, and
  - a brief, low intensity program in particular
Survey overview

- 459 Australian parents with at least one child between 2-12 years of age
- Recruitment through schools, childcare centers, sport clubs, parenting websites, social media
- Anonymous data collection
Demographics

- 2% Remote
- 26% Rural
- 72% Metropolitan
- 19 mean age
- 72
- 11% male
- 89% female
- 84% married/defacto
- 15% single/separated/widowed
- 2 kids (range 1-6)
- 20% born overseas
- (‘Target’ child 6 years old, 51% boys)
Which of the following is the highest level of formal education you have completed?

- Postgraduate degree
- University degree
- Trade/technical college...
- Completed high school
- Some high school

Are you working for pay right now?

- Yes, full time
- Yes, part time
- Not working, but looking for a job
- Not working for pay

After you have paid for your essential expenses, how much money is left over?

- Enough that I/we can comfortably purchase most of the things we really want
- Enough that I/we can purchase only some of the things we really want
- Not enough to purchase much of anything I/we really want
Parenting Experience

1 = not at all, 2 = slightly, 3 = moderately, 4 = very, 5 = extremely

- Parenting is rewarding: 4
- Parenting is demanding: 4
- Parenting is stressful: 3
- Parenting is fulfilling: 5
- Parenting is depressing: 2
Access to Parenting Programs

- 68% have never participated in a structured program on child development, child behaviour or parenting
- However, 79% indicated they were ‘somewhat likely’ to ‘very likely’ to access a parenting program if it were available in their most preferred way
Barriers to accessing Parenting Programs

Top 5:

- 34% Not sure what support is available
- 29% Inconvenient location or time
- 28% No time
- 22% Don’t know how
- 19% $$$

30% say there has been no need as their kids are well behaved.
Information sources used

- Parenting programs (including self-directed or online)
- DVDs or videos
- Telephone lines (e.g., Parentline)
- Radio programs
- Parenting seminars or talks
- Your child’s paediatrician
- Newspaper articles
- Television programs
- Parent support groups or playgroups
- Other health professionals e.g., psychologist, nurse etc.
- Parenting magazines or articles
- Brochures/fact sheets/tip sheets
- Parenting books
- Your GP (General Practitioner)/ family doctor
- Internet: Social media (e.g., Facebook, Twitter, parenting…)
- Your parents/in-laws, or relatives
- Childcare providers/teachers
- Spouse/ Partner
- Previous experience with your older children
- Internet: parenting websites (e.g., Raising Children)
- Friends/other parents
Internet access and use

Tick all the methods of accessing the internet you commonly use.

- 94%
- 67%
- 46%

How frequently do you access the internet?

- every day
- several times a week
- about once a week
- less than several times a month

How confident are you in using the internet?

- Neutral
- Confident
- Totally Confident
Attitudes toward online parenting program

Usefulness of self-directed web-based parenting program

- Not at all useful
- Not useful
- Neutral
- Useful
- Very Useful

59%
**Program features**

*How important are the following program features in your decision to access an online parenting program?*

<table>
<thead>
<tr>
<th>Survey item</th>
<th>% responding ‘important’ or ‘very important’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program has been demonstrated to be <strong>effective</strong></td>
<td>91</td>
</tr>
<tr>
<td>Program is <strong>free</strong> or low cost</td>
<td>90.4</td>
</tr>
<tr>
<td>Resources are <strong>professionally produced</strong> and presented</td>
<td>89.7</td>
</tr>
<tr>
<td>Program can be <strong>tailored</strong> to the needs of the individual parent</td>
<td>84.8</td>
</tr>
<tr>
<td>Resources can be <strong>printed</strong> by the parent</td>
<td>83.5</td>
</tr>
</tbody>
</table>
Preferred topics

Self-esteem 48%
Disobedience 47%
Anxiety 35%
Fighting & Aggression 32%
Misbehaviour 32%
Homework 17%
Mealtime problems 17%
Toilet training 13%
Bedtime problems 11%
Potential moderators

- Education
- Age
- Income
- Gender
- Marital status
- Child Behaviour
- Child Age
- Migration background
### Differences by Income

<table>
<thead>
<tr>
<th></th>
<th>Enough that we can comfortably purchase most of the things we really want (N=135)</th>
<th>Enough that we can purchase only some of the things we really want (N=202)</th>
<th>Not enough to purchase much of anything we really want (N=119)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Broadband</td>
<td>95%</td>
<td>94%</td>
<td>93%</td>
</tr>
<tr>
<td>Smartphone/tablet*</td>
<td>76%</td>
<td>74%</td>
<td>55%</td>
</tr>
<tr>
<td>Parenting is stressful*</td>
<td>3.19</td>
<td>3.69</td>
<td>3.72</td>
</tr>
<tr>
<td>CAPES intensity*</td>
<td>23.45</td>
<td>26.41</td>
<td>29.47</td>
</tr>
<tr>
<td>Have used parenting websites for info</td>
<td>59%</td>
<td>66%</td>
<td>68%</td>
</tr>
<tr>
<td>Usefulness self-directed web-based program*</td>
<td>3.31</td>
<td>3.36</td>
<td>3.72</td>
</tr>
</tbody>
</table>
Conclusion

✓ A large proportion of parents already use the internet for parenting support and advice
✓ Almost all parents have good internet access and skills so it is a feasible mode of intervention delivery
✓ The attitudes toward online parenting support are generally positive, even amongst current non-users
Where to from here?

- Development of brief, self-directed online parenting program (Triple P Solutions)
- Topics and features according to consumer preferences (e.g. printable resources, video demonstrations, interactive exercises)
- Program efficacy will be evaluated in a randomised controlled trial
Questions & Comments

Email: Sabine@psy.uq.edu.au