

PARENTING SUPPORT IN THE 21ST CENTURY-

Using consumer survey data to inform online intervention development and evaluation



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Acknowledgements



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 - Prof Matt Sanders
 - Dr Alina Morawska
 - Dr Karen Turner

- Dr Divna Haslam
- Ms Amelia Tee

Background



- 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



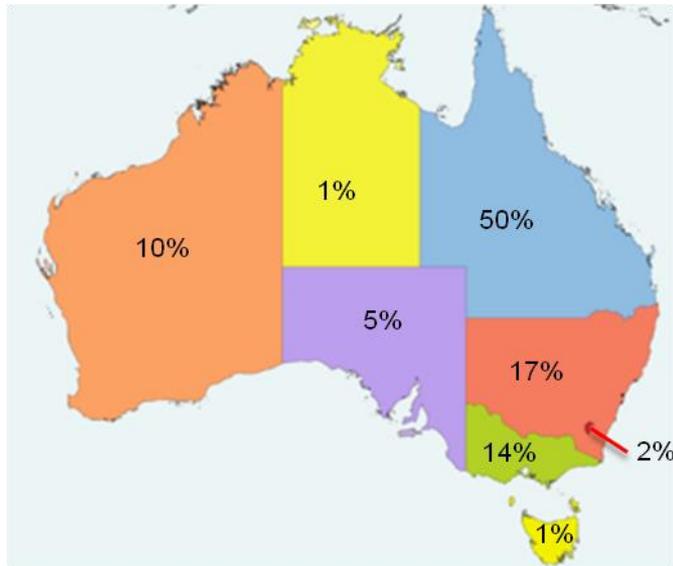
- Investigate where and how parents are currently seeking support for parenting
- Examine parents' use of the internet and explore possible predictors
- Obtain consumer input to inform the development of
 - ▣ online parenting programs in general, and
 - ▣ a brief, low intensity program in particular

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



11%



89%



2% Remote
26% Rural
72% Metropolitan



20%
born
overseas

84%
married/
defacto



15%
single/
separated/
widowed



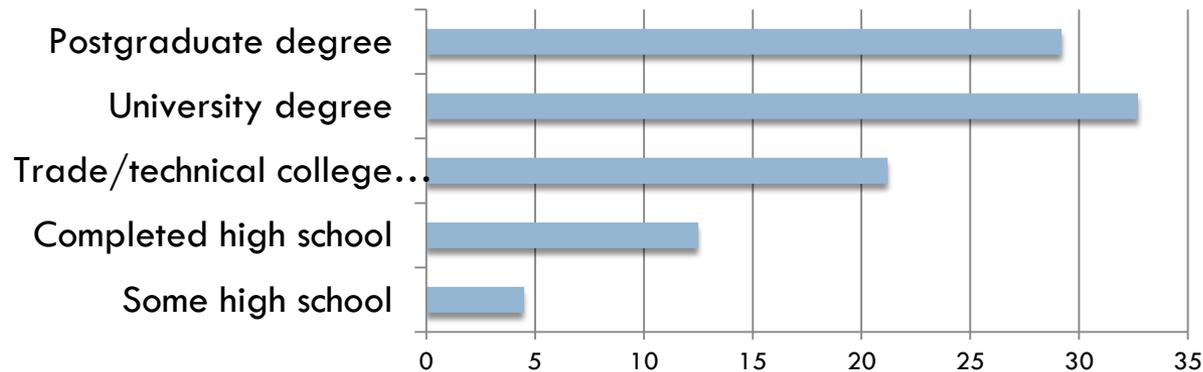
2 kids (range 1-6)

('Target' child 6 years old,
51% boys)

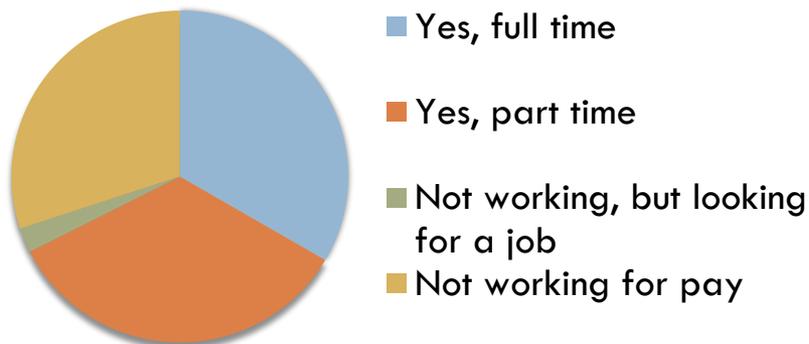
Education & Income



Which of the following is the highest level of formal education you have completed?



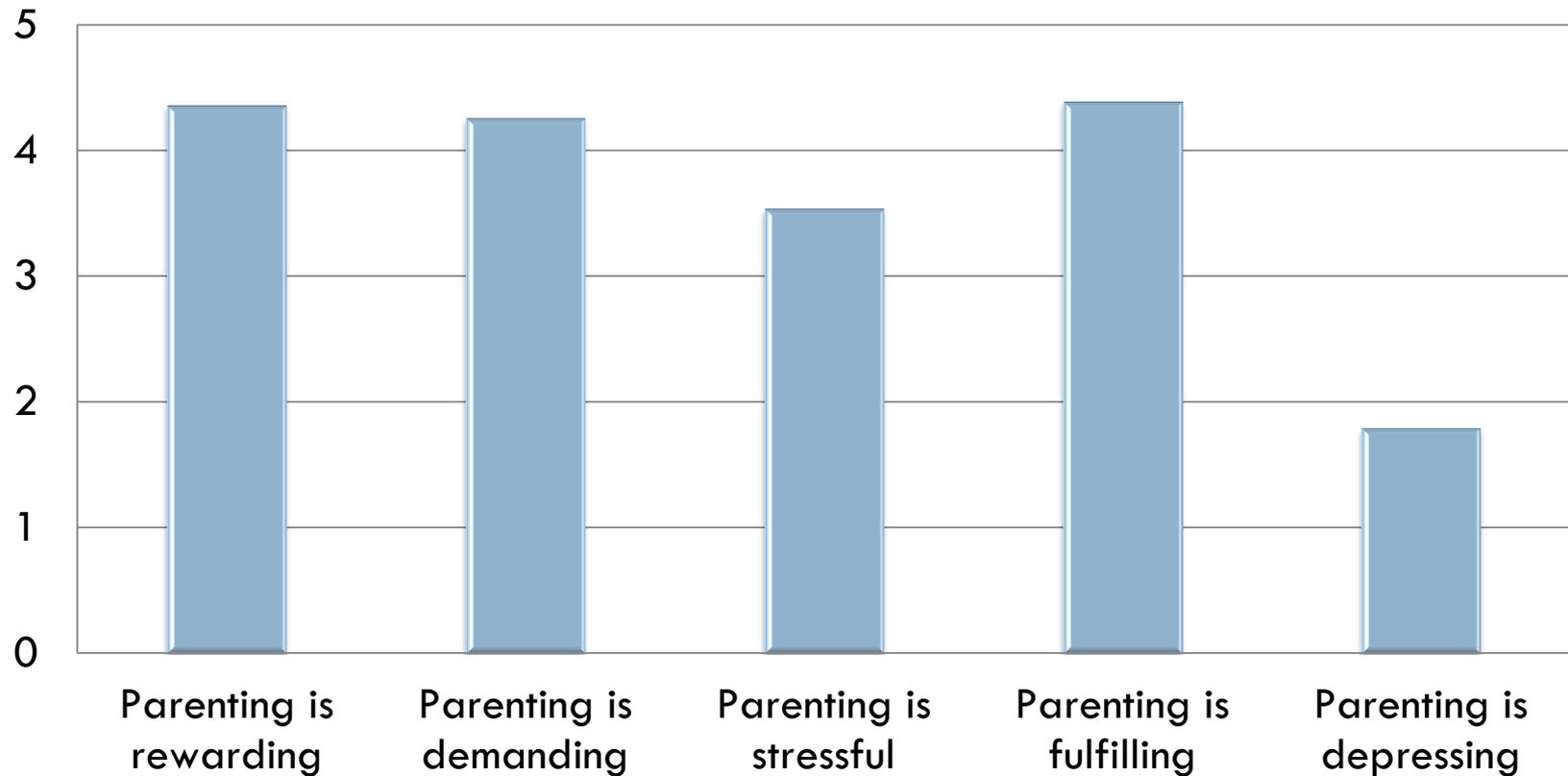
Are you working for pay right now?



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



Parenting Experience



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

Access to Parenting Programs

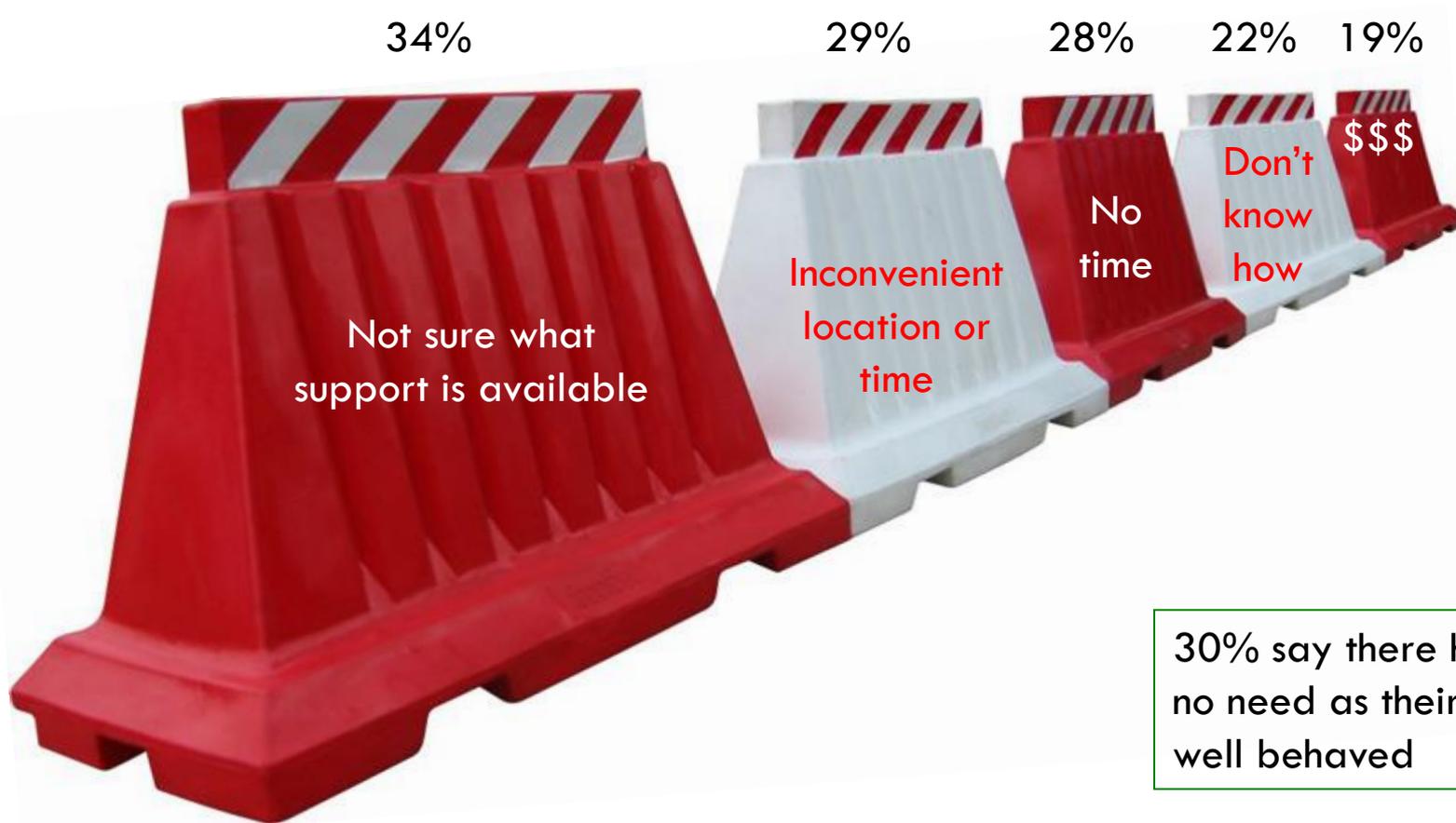


- 68% have never participated in a structured program on child development, child behaviour or parenting
- However, 79% indicated they were 'somewhat likely' to 'very likely' to access a parenting program if it were available in their most preferred way

Barriers to accessing Parenting Programs

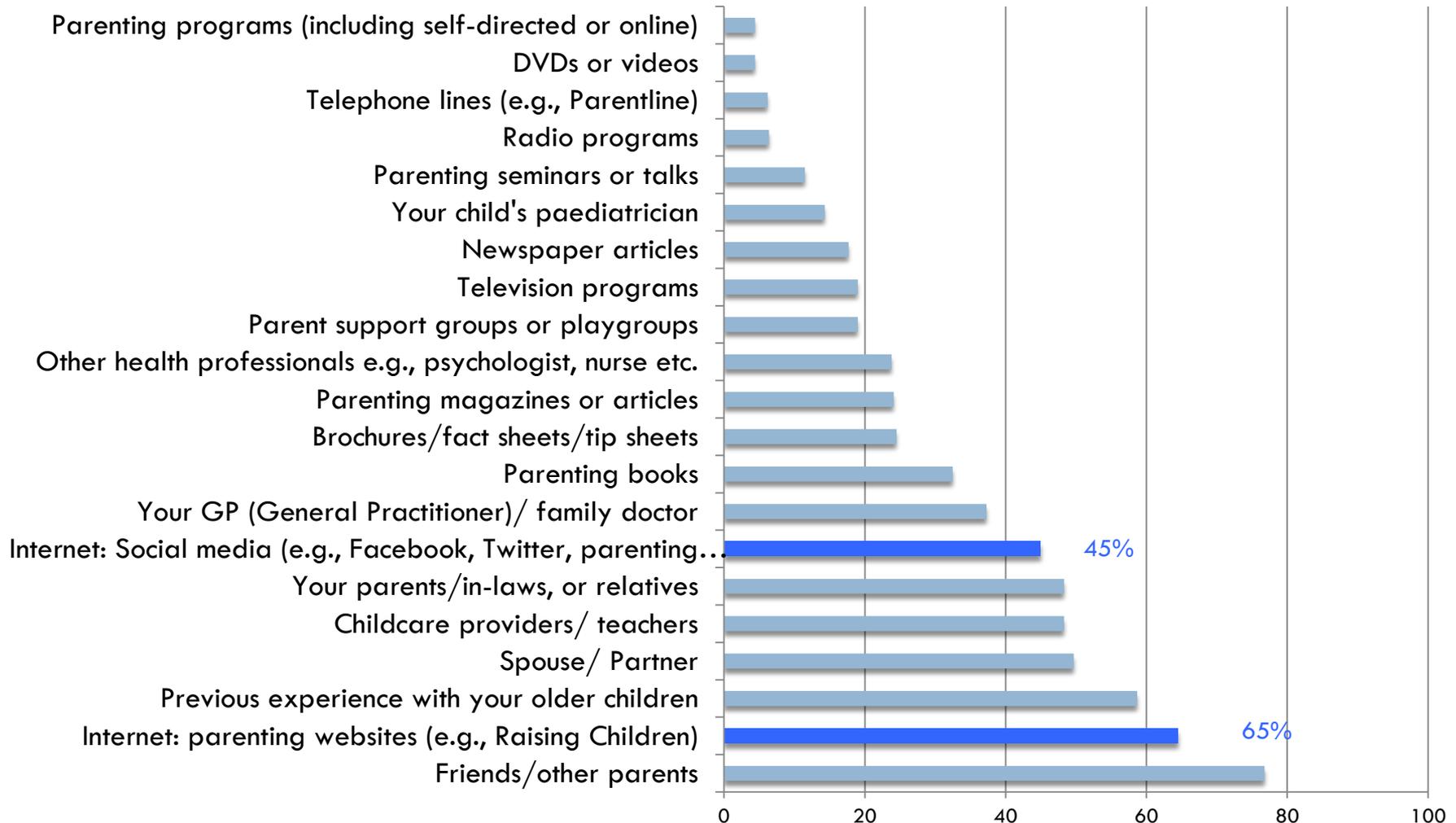


Top 5:



30% say there has been no need as their kids are well behaved

Information sources used



Internet access and use



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



94%

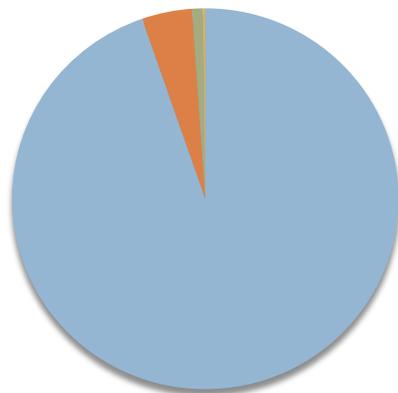


67%



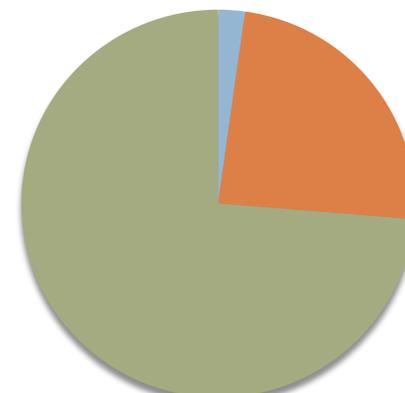
46%

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?

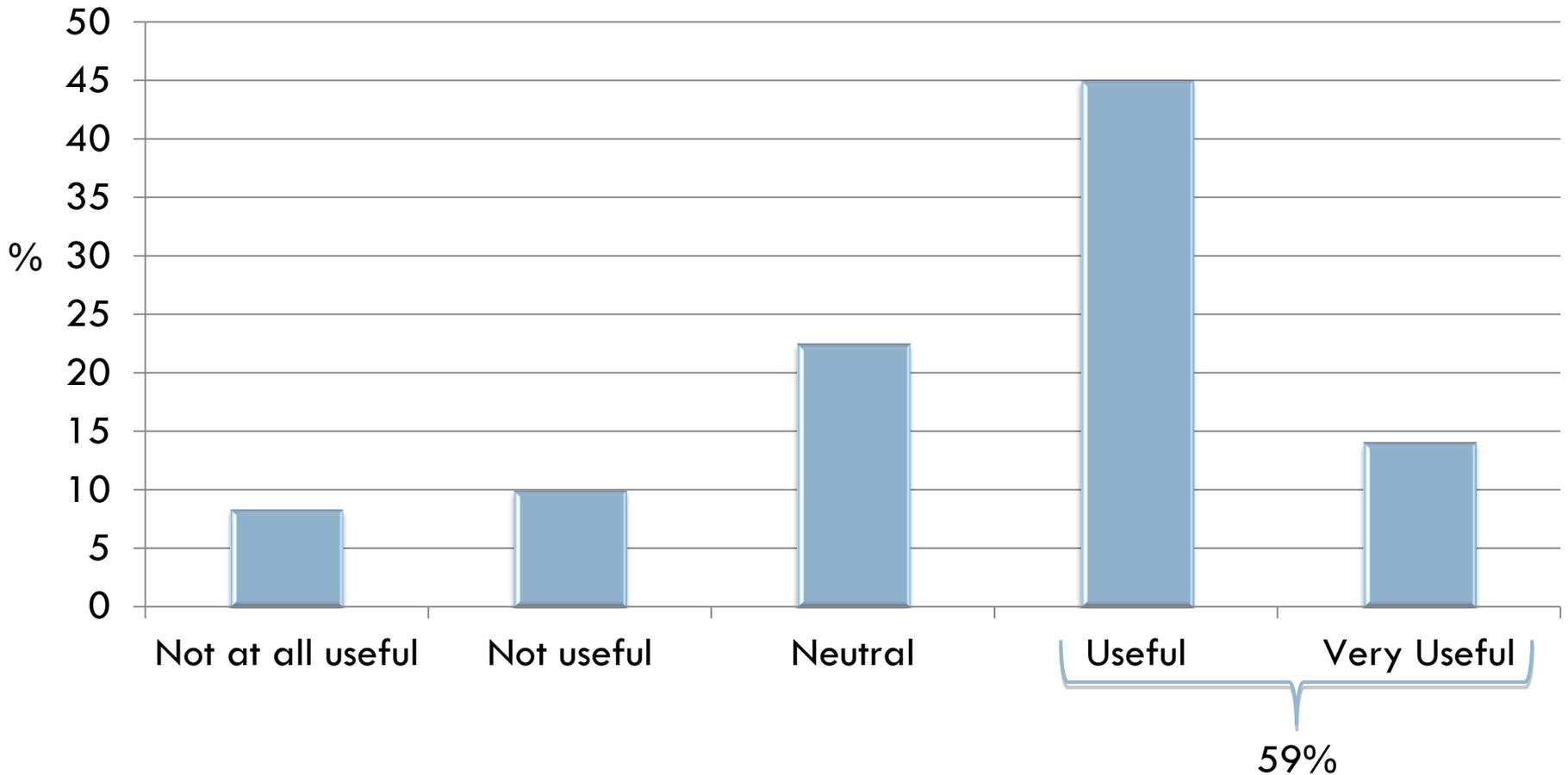


- Neutral
- Confident
- Totally Confident

Attitudes toward online parenting program



Usefulness of self-directed web-based parenting program



Program features



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

Survey item	% responding 'important' or 'very important'
Program has been demonstrated to be effective	91
Program is free or low cost	90.4
Resources are professionally produced and presented	89.7
Program can be tailored to the needs of the individual parent	84.8
Resources can be printed by the parent	83.5

Preferred topics



Self-esteem
48%



Disobedience
47%



Anxiety
35%



Fighting & Aggression
32%



Misbehaviour
32%



Homework
17%



Mealtime problems
17%

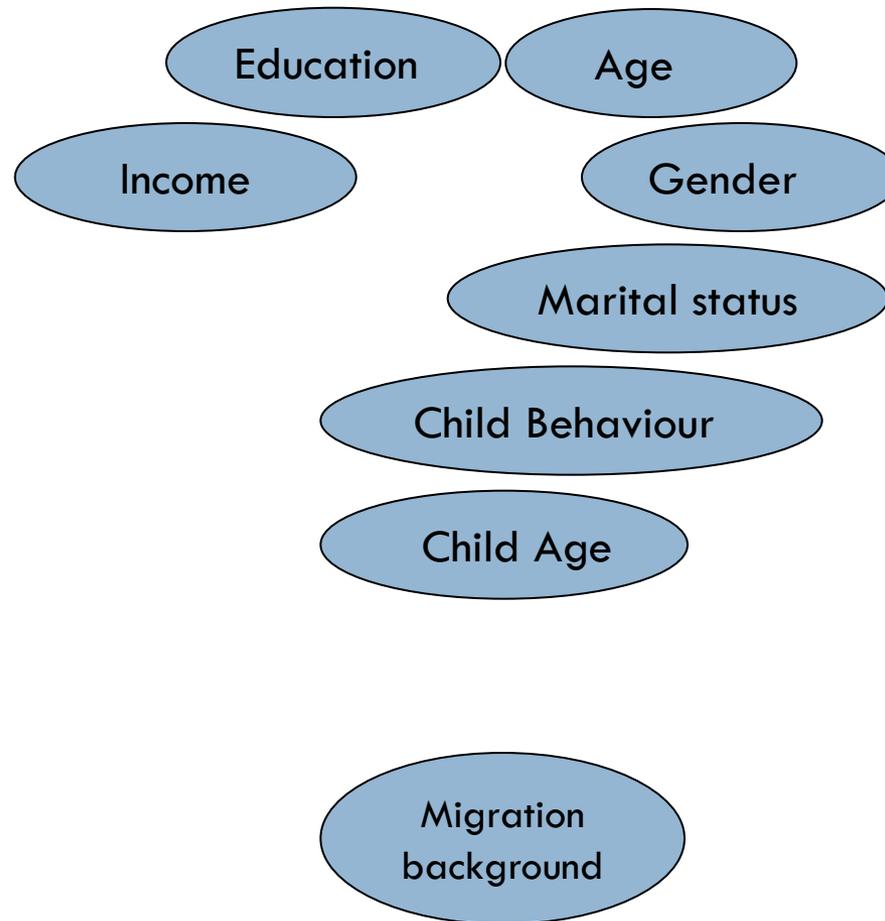


Toilet training
13%



Bedtime problems
11%

Potential moderators



Differences by Income



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

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

...watch this space



Questions & Comments

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