



**Benefits and challenges of implementing a positive parenting approach in child welfare**  
**Formative and Summative Evaluation Summary 2014**

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**Highlights**

- Community Launch Event – February 2014
- Universal Triple P
- Created [www.mytriplep.ca](http://www.mytriplep.ca)
- Established central intake 1-844-362-8593 and [info@mytriplep.ca](mailto:info@mytriplep.ca)
- Established central registration process at [www.mytriplep.ca](http://www.mytriplep.ca)
- Hired Triple P Community Outreach Worker

**Trained Practitioners**

**By Agency**

	Agency	Number of training spaces	Number of Practitioners
1	Children’s Aid Society of SDG	236	105
2	Cornwall Community Hospital	35	19
3	Cornwall Counseling and Support Services	6	6
4	Cornwall Police	4	4
5	Eastern Ontario Health Unit	77	73
6	Early Childhood Integration Services	2	2
7	Youturn- Youth Justice	4	3
8	Equipe Psychosociale	20	9
9	Grace Arbour	5	5
10	Heart of the Family	2	2
11	Hawkesbury General Hospital	1	1
12	Laurencrest	10	4
13	Ontario Early Years Center	10	7
14	Partir d’un bon pas	1	1
15	SD&G Developmental Services	7	7
16	Seaway Valley Community Health Centre	1	1
17	Valoris	159	108
	External Agencies (outside of region)(LGLHU, OEYC LG)	10	
<b>Total</b>		<b>584</b>	<b>357</b>

## By Course

Course	Number of Agencies	Number of Practitioners
Brief Primary Care	7	35
Brief Primary Care Teen	0	0
Selected Seminars	5	18
Selected Seminars Teen	4	12
Primary Care	8	135
Primary Care Teen	3	13
Primary Care Stepping Stones	1	2
Discussion Groups	6	18
Standard	4	118
Standard Teen	6	62
Standard Stepping Stones	3	19
Group	6	37
Group Teen	5	56
Group Stepping Stones	1	4
Group Lifestyle	0	0
Pathways	2	19
Enhanced	4	18
Family Transitions	2	18
<b>Totals</b>		<b>584</b>

## Activities - Community

Activity	Results												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
<b>Phone calls on information line 1-844-362-8593</b>	0	15	16	22	36	13	28	32	52	21	18	15	<b>268</b>
<b>e-mails at <a href="mailto:info@mytriplep.ca">info@mytriplep.ca</a></b>	0	5	2	5	2	1	1	0	1	2	2	3	<b>24</b>
<b>Web Site</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
<b>Courses</b>	0	1	6	7	10	3	2	0	3	2	3	5	<b>42</b>
<b>Registered</b>	0	2	43	60	97	24	23	0	31	27	31	35	<b>373</b>
<b>Social Media</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
<b>Twitter Followers</b>	<b>English</b>								31	33	37	40	42
	<b>French</b>								11	12	12	12	13

<b>Facebook Followers</b>	<b>EN</b>	<b>Agencies</b>								4	4	4	4	4
		<b>Other</b>								208	210	215	220	226
	<b>FR</b>	<b>Agencies</b>								1	1	1	1	1
		<b>Other</b>								46	47	48	50	50
<b>Facebook Ads</b>	<b>Reach (unique clicks on ad)</b>				314									
<b>Web Site English</b>	<b>Visitors</b>		370	350	420	312	222	202	198	284	303	355	312	
	<b>Average pages per session</b>		7.2	6.61	5.95	5.55	5.41	5.67	6.36	5.81	5.31	4.74	4.00	
	<b>Average session duration</b>		4:30 min	4:36 min	3:58 min	3:23 min	2:56 min	2:40 min	3:18 min	2:46 min	3:03 min	2:13 min	1:30 min	
<b>Web Site French</b>	<b>Visitors</b>		75	134	208	121	43	43	38	84	72	64	63	
	<b>Pages per session</b>		6.72	5.28	4.12	3.57	5.36	7.23	4.11	6.43	4.53	4.88	4.47	
	<b>Average session duration</b>		7:09 min	3:20 min	2:43 min	2:26 min	3:21 min	4:30 min	2:33 min	3:30 min	2:40 min	2:36 min	2:03 min	