

## **Kit for New Parents Presentation Format**

### **Introduction**

The Kit for New Parents represents a comprehensive resource for new and expecting parents that translates emerging science about the importance of the early years into practical information parents can incorporate into their daily lives. The Kit for New Parents has been made available for providers to distribute in conjunction with First 5 California, a commission created by Proposition 10.

### **What is in the Kit**

General features of the Kit:

- Addresses prenatal care, child development, and health and safety.
- Special focus on Prop 10 issues: early brain development, literacy, high quality childcare, access to healthcare, and smoking prevention/cessation.
- Up-to-date information.
- Basic information, what you can do, where to go for more help.
- Low to middle literacy level.
- Attractive: primary colors, photos of diverse children and families.
- English and Spanish versions with other languages in planning stages.

### **Specific Components of the New Parents Kit**

#### **Videos (6)**

A set of celebrity-hosted videos on the early years providing a wealth of information on raising healthy, self-confident, happy children who are learning and ready to reach their greatest potential. Topics include:

- **The First Years** – provides information on the importance of bonding, communication, health, nutrition and childcare –an overview of all topics covered in the Kit.
- **Early Literacy** – discusses the importance of early literacy and provides a variety of ways parents can help their young children develop the skills necessary to learn to read and write, including everyday activities like talking, singing and reading.
- **Quality Child Care** – discusses the importance of quality child care for children’s healthy development, what to look for when choosing child care – whether at a child care center or in the parent’s home, questions to ask potential caregivers and how to communicate regularly with caregivers.
- **Child Safety** – provides important information on making children’s environments safe to prevent accidental injuries and includes information on automobile and car seat safety, childproofing the home, safety outside the home and toy safety.

- **Your healthy Baby** – discusses children’s changing health needs as they grow and provides parents with useful information on prenatal care, breastfeeding, visiting the pediatrician, children’s nutritional needs and exercise.
- **Discipline** – explains why children actually look for limits, techniques for setting limits from the start, why a firm but gentle approach is best and how parents can manage their own emotions and avoid using physical punishment.

### **Brochures (8)**

- Color-coded to match video topics.
- One brochure for each video – three for your healthy baby.
- Provides tips in each subject matter on inside cover.
- Resources are located on the inside back cover.

### **Parent’s Guide**

- Topics: pregnancy, parenting, health, nutrition, safety, childcare and family issues.
- Layout of guide is user friendly.
- Adaptation of UC Berkeley Wellness guide—info, support, resources.
- Use parent’s guide for a role play by asking providers to come up with a problem that parent’s may encounter and demonstrate the easily available information in the guide by referring to the index.
- Where to find help: Use the Yellow Pages Community Services Section to show how to find local numbers and state toll-free numbers as well as websites.
- An easy to follow guide titled, “What To Do When Your Child Gets Sick?” that helps parents identify common childhood illnesses and interventions

### **Sacramento County Custom Items**

- Includes a guide to children’s services in Sacramento County.
- A pamphlet that serves as a reminder for parents as to when a child should receive immunizations.
- InfaDent toothbrush and toothpaste sample, and dental magnet.
- Logo car screen for baby.
- “Healthy Steps” Child Health Record.
- Growth Chart.
- Spare the Air Day Chart.
- Your Child’s Move to Kindergarten booklet and School Readiness brochure.
- Health Insurance enrollment form.

- An evaluation card (bright yellow) is also included for parents to fill out, which includes general information questions about the Kit and the household it is used in. Those who return the evaluation card are sent a complimentary romper as well as a handy baby temperature test strip.

### **Child's Book**

A child's book is included in the Kit to encourage parents to read to their babies and young children.

### **Results of initial U.C. Berkeley Pilot Test Evaluation**

#### Methods

- Distributed Kits to over 450 new parents in 6 counties and 3 settings: prenatal clinic; delivery hospital; post-partum/infant home visit.
- Interviews of parents before they received Kit and 6 weeks after received Kit (currently planning 1-year follow-up interviews); Focus groups with providers who distributed Kits.

#### Preliminary Results

- 89% of mothers and 52% of their partners used some portion of Kit.
- Of those who used the Kit, 94% said it was helpful for them and their family.
- Pre/post tests found parents had a significant increase in knowledge about:
  - How to find quality childcare.
  - Finding help to quit smoking.
  - Putting infants on their backs to prevent SIDS.
  - The importance of adult interaction with babies to promote development.
  - 48% of parents said they had made a positive change as a result of the Kit, e.g., deciding to breastfeed, putting their baby to sleep on its back, and quitting smoking.
  - The greatest gains in knowledge and changes in practices were found for parents who were Spanish-speaking and from lower educational backgrounds.
  - Providers who distributed the Kit were overwhelmingly positive about it and felt it would enhance their educational efforts in all settings.
  - Parents from programs where providers opened the Kit and spent time orienting parents to the Kit were more likely to use Kit and make positive changes as a result of the Kit.

**Brainstorm with providers as to how the Kit can help them in their work with families. Highlight once more the fact that providers who open the Kit**

**with parents increased the likelihood that parents will make positive changes in their lives.**

**Role Play: How can you introduce the Kit to Parents**

- Have providers first look at the contents of the Kit.
- Providers may practice on each other by presenting the Kit through a role-play.
- Have one provider be the parent and one remains in the provider role.
- Then switch and finish the role-play with a processing of how it felt to be the presenter and how it felt to be the parent.
- The level of effectiveness of the Kit will be increased as a result of how the provider presents it to the parent and the role-play provides practice for provider's presentation techniques.

**Question and Answer Session to Culminate Presentation**