

# **KidStuff Family Needs Assessment**

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## KidStuff Family Needs Assessment

### What:

Partnership's KidStuff Family Needs Assessment (FNA) is the process of systematically listening to parents with young children through surveys. This is a period of intentional "listening" as a way of gauging opinions, assumptions, needs, and key issues to help PFC to focus its programs and services in the community.

### Why:

- Identify the needs, concerns and issues regarding:
  - A. Family status
  - B. Child care
  - C. Family support
  - D. Child health status and health care service experience
  - E. Demographic information
  - F. Community awareness & satisfaction
  - G. Service and resource
- Target outreach programs
- Determine if needs have changed

### How:

In April 2009, an estimated 8,100 Cumberland County families and about 1,800 children (birth to five years old) visited the Partnership's KidStuff Area at Fayetteville's Dogwood Festival over the course of two days.

- 811 of the parents with children ages birth to five participated in completing a 4-page questionnaire with 38 questions.
- There are about 24,622 children under the age of 6 in our county; based on our sample size, we can say with 95% confidence ( $\pm 3$ ) that these results accurately reflect our community.
- PFC partnered with Army Community Services (ACS) who provided survey incentives, 4 research assistant volunteers at the Evaluation Station and 10 data entry volunteers.
  - 100 hours of data entry by 9 ACS Volunteers, 1 Temp (8 hours), and PFC Data Management Specialist.

### So What:

- The information, compiled every year, is used by PFC to direct funding towards the highest priority needs. Other organizations - both public and private - can utilize the data to help inform their policy and program design decisions.
- The information also serves as a report to the community, in general, on the state of children birth to five and their families needs and provides benchmarks from which to gauge progress.
- As such, this report can facilitate more community engagement around identifying and meeting their needs.

## Child Care

### Proportion of Children in Child Care

- Two-thirds of the families in the study reported that they use child care for their children.
- The top three reasons parents cited for their choice of their child care provider was:
  - location of child care (n=193)
  - reputation of caregiver (n=184)
  - cost of child care (n=182)
- 7% of parents reported having a child with special needs enrolled in child care (n=43)

### Types of Child Care Arrangements

- 59% attended child care full-time (n=305); 24% attended child care part-time (n=125); and 17% of parents used drop in care (n=91).
- Among the families surveyed who used child care:
  - 44% used child care provided in a center-based, non-military facility (n=297)
  - 14% used family child care homes (n=96)
  - 5% used a military child care facility (n=31)
  - 5% used faith based child care (n=30)
- The most striking finding about child care is that nearly one-third of the families (n=218) surveyed rely on family or friends (19%) or an unspecified source (13%) as care givers.

### How Parents Pay for Child Care

- Of the 521 parents who use child care:
  - 62% pay all or some portion of the cost from their own income (n=419)
  - 15% receive full or partial assistance through DSS subsidy payments (n=98)
- 24% received help from family members, employers or other sources (n=160).
- For those who received full or partial assistance through subsidy payments, the three top things they were able to:
  - Work (n=102)
  - attend school (n=45)
  - choose child care close to home, work, or school (n=37)
- Across all income brackets, the weekly out-of-pocket expense for one child range \$0-\$45.99 or up to \$184 monthly.

### Parents' Perceptions of Child Care Quality

- The top three elements for high quality child care identified by parents were:
  - 59% of parents identified the **environment is nurturing and loving** (n=477) as a element for high quality child care;
  - 44% of parents identified the **facility is safe and clean** (n=360) as a element for high quality child care;
  - 36% of parents identified the **children are learning through play and exploration** (n=295) as a element for high quality child care.

## Family Support

### Types of Parenting Classes

- One in three parents cited interest in “Positive Parenting Practices” parenting class (n=228).
- One in four parents cited interest in “Child Development” parenting class (n=210).
- Nearly one in four parents cited interest in “Work-Family Strategies” parenting class (n=144).

### Hardship Encountered in the Past Year by Self or Household Member

<b>Hardship Encountered in the Past Year by Self or Household Member</b>	
<b>Nutrition-related Hardship</b>	
Needed food but couldn’t afford to buy it (n=101)	<b>12%</b>
Went hungry (n=26)	<b>3%</b>
<b>Housing-related Hardship</b>	
Could not pay the rent (n=96)	<b>12%</b>
Had utilities you pay for turned off (n=85)	<b>15%</b>
Could not pay mortgage or taxes (n=66)	<b>12%</b>
Evicted (n=30)	<b>6%</b>
<b>Employment-related Hardship</b>	
Looked for work but could not get a job (n=148)	<b>26%</b>
Lost a job (n=107)	<b>19%</b>
<b>Family Support Hardship</b>	
Needed a break from parenting (n=202)	<b>36%</b>
Needed assistance but did not receive it (n=142)	<b>25%</b>

Respondents were asked if there had been a time in the past year when they or someone in their family had experienced any of the conditions listed in this table.

- 1 in 3 parents reported needing a break from parenting.
- 1 in 4 parents reported needing assistance but did not receive it.
- 1 in 4 parents reported looking for work but not able to find a job.

### Impact of Deployment

- 8% put their children in child care as a result of a deployment (n=62).
- 5% left the community as a result of a deployment (n=33).
- 28% reported that the deployment had a negative effect on their child’s behavior (n=87).
- 26% reported a negative impact on the child’s relationship with the deployed parent (n=79).
- 16% said the deployment had a negative impact on the parent’s ability to care for the child (n=48).
- 21% reported a negative impact on their marriage as a result of a deployment (n=63).

### The Top Areas of Concern for Young Children in Cumberland County

- The top areas of concern for young children were
  - education (n=429)
  - behavior (n=290)
  - health (n=255)
  - discipline (n=200)

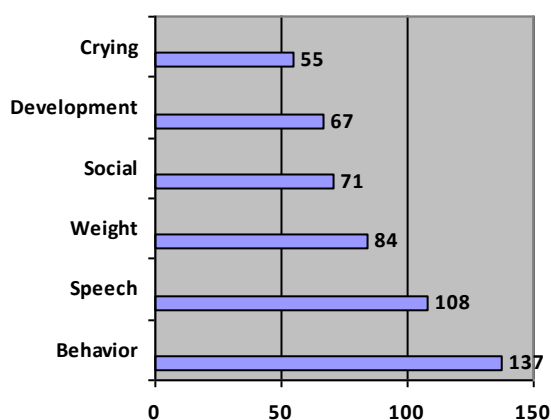
### Availability and Adequacy of Family Support Services

- Nearly two-thirds of family never used family support services.
- The top two services identified as available and adequate were
  - 15% cited that **child care resource and referral services** were available and adequate (n=101)
  - 13% cited that **parenting classes** were available and adequate (n=90)
- The top two services identified as not available and inadequate were
  - 11% cited that **availability of jobs** were available but not easy to get, extremely limited or unavailable (n=78)
  - 11% cited that **information services** were available but not easy to get, extremely limited or unavailable (n=78)

Based on your experiences, please rate the availability and adequacy of each resource	Adequate	Meets Minimal Need	Available But Not Easy to Get	Extremely Limited	Unavailable	Never used
Assistance with mortgage	9%	5%	5%	3%	6%	72%
Assistance with rent	7%	6%	5%	5%	6%	71%
Assistance with paying for utilities	8.5%	6%	8%	4.5%	4%	69%
Availability of jobs	11%	7%	11.5%	10%	5.5%	55%
Child care resource and referral	14%	10%	11%	3%	3%	59%
Emergency food assistance	12%	7%	10%	2%	4%	65%
Employment assistance services	10%	8%	8%	4%	4%	66%
Information on what help is available and how to get it	11%	8%	10%	6%	4%	61%
Parenting classes	13%	8%	6.5%	2.5%	3%	67%
Parent support group/meetings	11%	7%	8%	3%	3%	68%
Transportation	12%	5%	8%	3%	2%	70%

## Health and Health Care Issues and Concerns

### How Parents Rate Children's Health



The survey asked how parents rated the general health of their child.

- Most parents rated their children as in excellent or good health (97%).
- Very few parents (3%) noted their children's physical health as fair or poor with .5% rating it as poor.
- 17% of parents cited **behavior** (n=136) as an area of concern for their child.
- 13% of parents cited **speech** (n=108) as an area of concern for their child.
- 10% of parents cited **weight** (n=84) as an area of concern for their child.

### How Families Pay for Medical Care

- When asked about health care coverage, nearly one-third of families (29%) said their health insurance was through Tricare.
- An employer or school provided insurance coverage for another 25%.
- 27% received Medicaid assistance,
- 16% paid for their own medical care, and less than 1% used private health insurance or some other method of payment.

### What the Top Three Areas of Concern for Young Children in Cumberland County?

- 38% of parents cited **access to quality medical care** (n=310) as an area of concern for young children.
- 35% of parents cited **access to quality dental care** (n=287) as an area of concern for young children.
- 32% of parents cited **access to affordable quality health care** (n=262) as an area of concern for young children.
- 20% of parents cited **obesity and unhealthy eating habits** (n=162) as an area of concern for young children.

### Availability and Adequacy of Health Services

- The top three services identified as available and adequate were:
  - 73% cited that **immunization services** were available and adequate (n=528)
  - 68% cited that **well-child check up** were available and adequate (n=477)
  - 65% cited that **health care services** were available and adequate (n=471)
- The top three services identified as not available and inadequate were
  - 61% cited that **special needs services** were available but not easy to get, extremely limited or unavailable (n=430)
  - 52% cited that **family and child counseling services** were available but not easy to get, extremely limited or unavailable (n=369)
  - 55% cited that **mental health care services** were available but not easy to get, extremely limited or unavailable (n=388)

Based on your experiences, please rate the availability and adequacy of each resource	Adequate	Meets Minimal Need	Available But Not Easy to Get	Extremely Limited	Unavailable
Child dental care	56%	11%	9%	2%	22%
Child health insurance	64%	13%	5%	1%	17%
Family & child counseling	39%	9%	6%	1%	45%
Health care	65%	13%	5%	1%	16%
Immunizations (shots)	72.5%	9%	3%	1%	14.5%
Mental health services	37%	8%	4%	2%	49%
Prenatal services	50%	9%	4%	1%	36%
Prescription assistance	52%	9%	4%	2%	33%
Special needs services	32%	7%	5%	1%	55%
Specialists	42%	9%	5.5%	1.5%	42%
Well child check-up	68%	9%	4%	1%	18%

## Services and Resources

### Current Need for Services and Barriers to Accessing Services

The study asked parents to identify problems that had kept them or their children from getting needed services in the county. Following is a list of the top six problems:

- 20% No knowledge of programs (n=160)
- 16% Long waiting time to receive services (n=128)
- 11% Too much red tape (n=91)
- 11% Staff attitude is unfriendly (n=87)
- 10% Inconvenient hours of operation (n=80)

According to parents, the lack of information about available programs and resources is a significant barrier to gaining access to services. Many parents do not know about available programs and when they do try to access services, the waiting time is too long or there is “too much red tape” involved.

### Ways to Improve How Services Agencies Deliver Services

Families identified preferred methods for improving how service agencies deliver services. The top five strategies were:

- 26% Lower the cost (n=211)
- 26% Make hours of operation more convenient (n=209)
- 22% Change the rules about who can receive services (n=178)
- 20% Employ staff with a more pleasant attitude (n=162)
- 19% Encourage staff to be more respectful and caring (n=155)

## Background Characteristics of Parents in the Study

### Overview

- 64% of our community is made up of 3- or 4-member households.
- 44% are affiliated with the military – including civil service and contractors.
- 6% of the households have a pregnant mother (35% are affiliated with the military).
- 60% of households consist of 2 married parents.
- A single female heads 20% of the households.
- Participants came from all areas of the county.
- 67% have lived in Fayetteville for more than 4 years.

### Race

Race	Percentage
White	46
African American	31
Multi-racial	14
Hispanic	5
Native American	2
Asian	2

The background characteristics of the parents reflect a multiracial make up of families. The makeup was predominantly white (46%); 31% were African American; and 14% were multi-racial. Hispanic, Asian, and Native American made up 9% of the remaining group

### Education Level (Highest Grade Completed in School)

Education Level	Percentage
Less than high school	5.5
High school graduate/GED	17
College/Technical (1-4 years beyond high school)	66.5
Graduate degree	11

Not surprisingly, the level of education among participants was impressively high reflecting the availability of technical schools and colleges in the community and the influence of the military bases.

- The majority of parents (66.5%) had completed 1 to 4 years of education beyond high school.
- Fewer than 6% had completed less than 12 years of school
- 17% had completed high school
- 11% had completed more than 4 years of college.

### Employment Status

- More than half the respondents (52%) held full-time employment. While more than 75% of the respondents' spouses held full-time employment.
- Another 14% of the respondents worked part-time. 6.5% of the spouses worked part-time.
- 32% of the respondents are not employed. While 15% of their spouses were not employed.

### Annual Household Income

The distribution of income shows the wide variation in household income levels among families in the study.

- 13% make less than \$10,000 per year
- 20% make less than \$20,000 per year
- 14% make more than \$75,000 per year

### Zip Codes Represented

- 28314 (15%)
- 28304 (14.5%)
- 28306 (11.5%)
- 28303 (11%)
- 28311 (11%)
- 28348 (9%)
- 28307 (7%)
- 28301 (7%)
- 28312 (4%)
- 28305 (2.5%)
- 28390 (1.5%)
- 28310 (1%)
- 28391 (1%)
- 28309 (1%)
- 28302 (1%)
- 28344 (.5%)
- 28395 (.5%)
- 28356 (.4%)
- 28342 (.2%)
- 28331 (.2%)
- 28308 (.1%)
- 28317 (.1%)