



Partnering with Extension and *Just in Time Parenting*

Reaching parents at the “teachable moment” – when it can be most useful and make the biggest difference in the lives of their children.”





extension



<http://www.extension.org/parenting>



Just in Time Parenting

<http://www.extension.org/parenting>

- Brings together Extension's best parent education resources in an easy to read age-paced newsletter.
 - Dynamic and evolving
 - Builds on 30+ years of evidence-based practice in distributing age-paced newsletters in over 20 states.
 - Complements and enhances face-to-face and community-based outreach to parents



Just in Time Parenting

- **Vision:** to reach all parents at the most “teachable moment” – starting prenatally and continuing through adolescence --
 - with the information and support to help kids grow up healthy and ready for success.



JITP priority audiences

- First time parents
- At-risk parents

Those who report changing their behaviors and attitudes most – as a result of reading the newsletters – are

- ***Youngest***
- ***Poorest***
- ***Least educated***

1) What are the *Just in Time Parenting* newsletters?

- **Content**
- **Formatting**
- **Delivery**
- **Evaluations**

2) Partnership possibilities



Just in Time Parenting

- **Parent-friendly monthly series of 8-page newsletters**
 - Formatted to “draw the reader into the page”
 - <http://www.nmcyfar.com/bfw.html>
 - <http://ag.udel.edu//fam/>



Written at a basic reading level

- by a multi-state team of Extension faculty at leading universities nationwide
- Peer-reviewed and designed for low-literacy readers

Content

- **Highlights key info and strategies identified by researchers to help children thrive ...**
 - **Promoting healthy growth and development**
 - socially, emotionally, physically and Intellectually
 - including obesity prevention, SIDS and lead and other poison prevention,
 - identifying developmental milestones and progressions



Just in Time Parenting

... Pulls together core info to help children thrive

- Preparing for school success
- Highlighting positive stress management
- Finding help -- promoting community linkages and resources

- Reinforces positive parenting behaviors
- Affirms healthy interpersonal and family relationships

- You Are The Most Important Teacher

4. **Feeding Your Baby**

- Building Good Food Habits

5. **Your Baby's Eyes**

- Baby Shots Reminder
- Attachment and Stranger Shyness

6. **Language Games**

- Storing Baby's toys

Be Your Own Best Friend: Give Yourself a Pat on the Back

Remember how you felt just before your baby was born, and during those first hectic months?

Now would be a good time to think about how your feelings as a parent have changed during these past months.



1. Learning To Talk
 - Act- Don't Just React
2. What's It Like to be 9 Months Old?
 - How I Grow
 - How I Talk
 - How I Respond

Feeding Your Baby

Your baby is learning to feed himself. Does your baby hold most foods while eating? Does your baby drink from a cup with a little help? Does your baby hold and lick the spoon after it is dipped into food?

These are the first steps in learning how to eat by himself.



– Capitalizes on the “teachable moment”

- Small amounts of info
- Written at 4-6th grade reading level
- Delivered *just in time*

Starting in February, parents will be able to sign up for free:

- Monthly “e-deliveries” – keyed to the age of their child
- FAQs and *Ask the Expert* -- searchable databases



eXtension Home » **Parenting:** Main | Articles | News | Events | FAQs

Related: parenting, parenting newsletters, publish ready

You and Your Baby are Learning Together

Newsletters | Complete Month | Month One

1. **You and Your Baby are Learning Together**

- Use Car Safety Seats

You and Your Baby are Learning Together

You and your baby are spending a lot of time getting to know each other.



Starting in Feb., there will be 3 options for receiving *Just in Time Parenting*

○ Electronically



- Received as an email link with monthly reminder <http://www.extension.org/parenting>
- least expensive – it is “free”

○ Printed

● Through the mail

- Costs involve printing and mailing
- May be the most effective way to reach high-risk parents without Internet access.
- **Hand-delivered** in home visiting programs.
 - Costs involve printing



Just in Time Parenting

- Extension's age-paced series have been evaluated by
 - annual mail-in surveys of readers
 - multi-state efforts (with pre-and post-tests to measure knowledge and attitude changes)
 - third-party evaluators and
 - treatment/comparison research.



Just in Time Parenting

- **Evaluations show:**
 - ***JITP* readers across all educational and economic levels report that:**
 - They feel more **confident** and **competent** in raising their children.
 - ***JITP* newsletters are more useful than any other source of information.**
 - They **share and discuss** the newsletters within their family and social networks.



Just in Time Parenting



Evaluations show that *JITP*...

- Helps parents have **realistic age-appropriate expectations**
- Provides **reassurance** about child's development
- **Accentuates the positive** – encourages and reinforces family's strengths
- **Can be read and shared by all the adults in a family**



Just in Time Parenting



Evaluations show that JITP..

- Helps parents **identify problems** early; suggests how to find help
- **Links parents** to a broad range of human services
- **Reaches “hard to reach” families**
- **Cuts through social isolation** of abusive families



Just in Time Parenting

- Evaluations show that *JITP* parents:
 - Have fewer abusive beliefs and actions (spanking, etc)
 - “It helped me learn what to do with my baby and what they can learn by their age. It helped me feel more confident as a single parent. Maybe if this newsletter was read by a lot of other mothers (and fathers) there would be a lot less tragedies involving children.”
 - Are providing more intellectually stimulating home environments



- "This newsletter has been helpful in knowing that others were facing the same obstacles and experiences as I was. The newsletter was always right on as far as the development of my child." - 28 year old first time mother.
- "It's great because its a "quick read" with lots of info! I have a hard time getting through my parenting [magazines]. And with the information being age specific, you get what you need when you need it." - 37 year old first time mother.



ECCS Focus Group Feedback

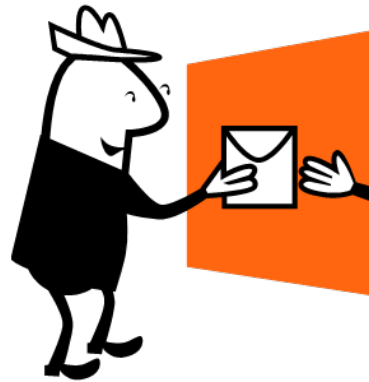
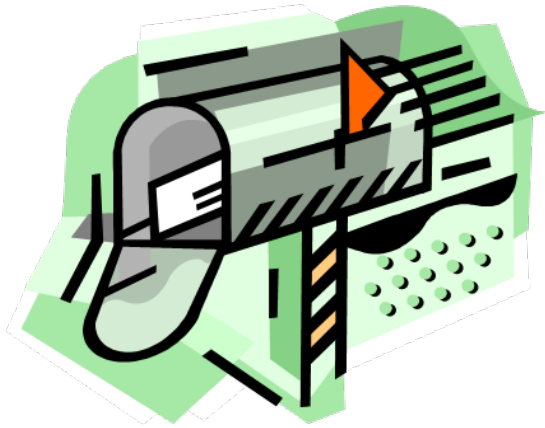
- Chris Botsko provides State Early Childhood Comprehensive Systems TA
- Completed focus groups with Delaware parents of young children



Just in Time Parenting - in summary

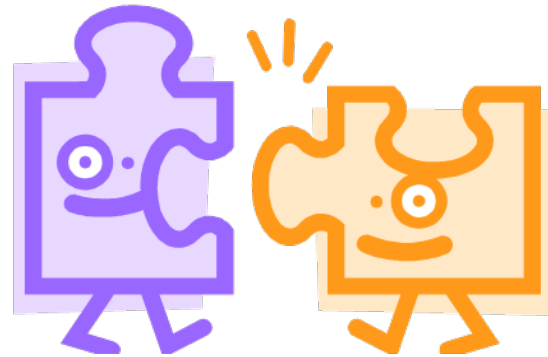
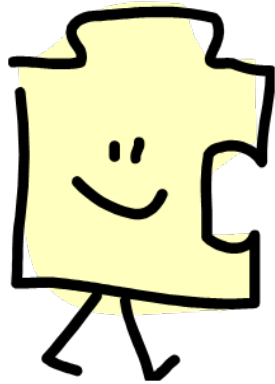
- is a **cost-effective** way to get high quality parenting information to families
- Is **well-researched and objective**
- Is **customized** for each family
 - Can add inserts – upcoming parent programs, info for families with a child with disabilities
<http://ag.udel.edu/extension/fam/gb/Dis/Dis.htm>
- Can be **combined with face-to-face interventions** to reinforce key concepts and provide ongoing contact.

Extension delivers!



in multiple formats

● ● ● | Are there ways we could partner to increase the reach of *Just in Time Parenting*?





Join us!

If you believe that timely information and support can make a difference in the lives of parents and their children...

- Join us in developing and distributing this dynamic resource for parents.
- **Contact** Caroline E. Crocoll, Ph.D., National Program Leader, ccrocoll@csrees.usda.gov (202) 720-4795 Or Pat Tanner Nelson, Ed.D., Univ. of Delaware Extension Specialist, ptnelson@udel.edu



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