



New Parent Kit

The help you need for the child you love.

1-866-NDSTLC



**Briefing for State Board of
Social Services**

June 17, 2004



New Parent Kit

- A Kit for all new parents in the Commonwealth
- Provides information and referrals for additional resources



New Parent Kit

The help you need for the child you love.

1-888-KIDSTLC





New Parent Kit: Development

- Governor Mark Warner's Vision:
"It's tough for parents to find clear, easy-to-understand information on raising children and finding childcare. As Governor, I will establish a statewide network to make essential childcare information more available to parents of young children and I will send a "Tool Kit" of essential information and child development resources home with every Virginia newborn."



New Parent Kit: Sponsors

- Freddie Mac Foundation: Lead Sponsor
- HarperCollins Children's Books
- Family and Children's Trust Fund
- Virginia Chapter of the American Academy of Pediatrics
- Dominion



New Parent Kit: Sponsors

- Children's Medical Center at the University of Virginia
- Carilion Health System
- Inova Fairfax Hospital for Children
- VCU Health System
- Virginia Hospital Center



New Parent Kit: Partners

- Office of the Secretary of Health and Human Resources
- Virginia Department of Health
- Virginia Department of Medical Assistance Services
- Virginia Department of Social Services
- Virginia Department of General Services
- CHIP of Virginia
- *iParent* Magazine
- Prevent Child Abuse, Virginia



New Parent Kit: In-Kind Support

- March of Dimes, Virginia Chapter
- Virginia Department of Mental Health, Mental Retardation, and Substance Abuse Services
- Virginia Poison Control Network



New Parent Kit: Coordination of Federal Funds

- **Administration for Children and Families –
Child Care and Development Fund (CCDF)**
- **Centers for Disease Control**
- **Environmental Protection Agency**
- **Maternal and Child Health Bureau**
- **National Highway Traffic Safety
Administration**
- **United States Department of Agriculture**



New Parent Kit: Development

- Research shows that the first years are essential to healthy growth and development.
- Brain development is not pre-determined. Early experiences play a key role in development.
- Through early experiences, such as hearing parents talk, listening to music, touching toys, smelling food and looking at objects, the infant's brain rapidly builds network connections.
- Parents are their children's first and most important teachers



New Parent Kit: Quality of Care

- Efforts such as the New Parent Kit help empower parents and enable them to identify quality services for their families—such as choosing child care.
- Quality child care has been shown to be associated with successful adjustments in the adult years. (High Scope Perry)
- The New Parent Kit is based on *Bright Futures Guidelines*—endorsed by the American Academy of Pediatrics.
- Bright Futures promotes partnerships with families through providing information about the child’s physical, social, emotional, oral, and nutritional needs.



New Parent Kit: Focus Group Testing

- Four focus groups were held with 34 participants of varied income, education, location, and race/ethnicity
- Participants reacted very favorably to the Kit
- Participants particularly liked:
 - The container—can be used for storage
 - Useful items such as:
 - Bright Futures Health Record
 - First Year Calendar
 - GoodNight Moon



New Parent Kit: Focus Group Testing

- Parents were very interested in information about:
 - Emotional changes, stress management, and support for new parents
 - Car Seat safety inspections
 - Poison Control information
- Although several parents had received some information from other sources—none had received the breadth of information contained in the Kit. The majority did not feel that it was duplicative or too much.
- The majority indicated they would use the Kit
- Feedback was used to enhance the Kit design, add missing materials, and edit materials



New Parent Kit: Sections

- Welcome
- Caring for Your Child
- Caring for Yourself
- Spending Time Together
- Staying Safe
- Finding Help



New Parent Kit: Welcome

- Congratulations and Welcome to Parenthood letter from Governor Warner and First Lady
- Special iParent magazine featuring:
 - Interview with T. Berry Brazelton
 - Articles on:
 - Calming a Fussy Baby
 - Friendships
 - Post Partum Depression
 - Car Seat Safety



New Parent Kit: Caring for Your Child

- **Baby's First Year: A Calendar to Count On**
- **Caring for Your Baby**
- **Parents are Often the First to Know When Their Baby Needs a Helping Hand**
- **Quality Child Care: "The Right Place"**
- **A Parent's Guide on Selecting and Monitoring Child Care**
- **Baby's First Step to Healthy Teeth**
- **Bright Futures Health Record**
- **Newborn Hearing Screening**



New Parent Kit: Caring for Yourself

- Know the Signs of Preterm Labor
- Preparing for Parenthood
- If you're not happy...he's not happy
- FAMIS: Low-Cost Health Insurance
- 10 Ways to Be a Better Dad
- Plan your Pregnancy Carefully



New Parent Kit: Spending Time Together

- Babies + Books = Bonding: Tips on Reading to Your Child
- GOODNIGHT MOON
- Playing with Your Baby



New Parent Kit: Staying Safe

- Buckle Up Virginia
- Welcome Safety Into Your Home
- Enjoy Your Baby
- Hot Water Safety
- Before your baby begins to walk, learn about lead poisoning
- Sweet Dreams: Safe Sleep for Babies
- Virginia Poison Control Network Magnet



New Parent Kit: Finding Help

- Getting Connected: Your Resource Guide for:
 - Who to Call
 - Where to Go
 - Websites to Visit
 - Contains local numbers for community service boards, health departments, and social services offices
- Commonwealth of VA: College Savings Plans



New Parent Kit: KIDS TLC Line

1-866-KIDS TLC

1-866-543- 7852

1-800-

CHILDREN

**Prevent
Child Abuse,
Virginia**

1-800-451-1501

**Child Care
Resource and
Referral Line**

1-866-87FAMIS

**Central
Processing Unit**

1-800-230-6977

**Information and
Referral Line**



New Parent Kit: Distribution

- Prevent Child Abuse, Virginia
- CHIP of Virginia
- Virginia Department of Health: Resource Mothers Program



New Parent Kit: Distribution

- Localities developed community specific plans
- Involving home visiting programs, hospitals, health care providers, and early intervention specialists
- Pilots ran in Southwest and Hampton Roads in April
- Kits will be available statewide before the end of June



New Parent Kit: Outcomes

- Increase in knowledge about infant and child care
- Increase in positive parenting behaviors which promote bonding, optimal child development, and ultimately school readiness
- Increase in knowledge and ability to access information and referrals



New Parent Kit: Outcomes

- Increase in positive parenting behaviors which promote bonding, optimal child development, and ultimately school readiness
 - Home visiting program evaluation of parents reading with infants
 - Survey card evaluation of parents reading with infants
 - Focus group evaluation



New Parent Kit: Outcomes

- Increase in knowledge and ability to access information and referrals
 - Tracking calls to the KIDS TLC toll free phone line
 - Tracking calls to programs and resources featured in the Baby's First Year: A Calendar To Count On