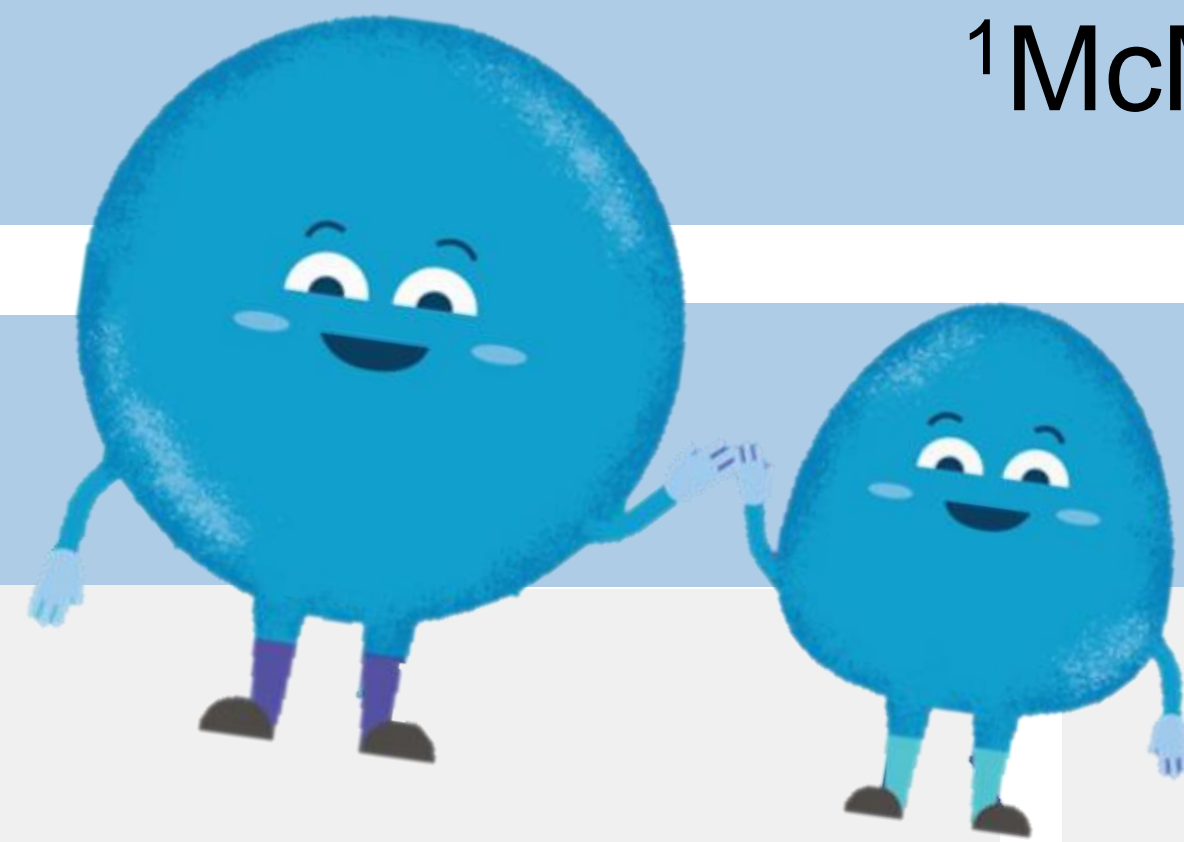


ACCEPTABILITY AND FEASIBILITY OF PARENTING TIP SHEETS: A QUALITATIVE STUDY OF CANADIAN CAREGIVERS WITH YOUNG CHILDREN

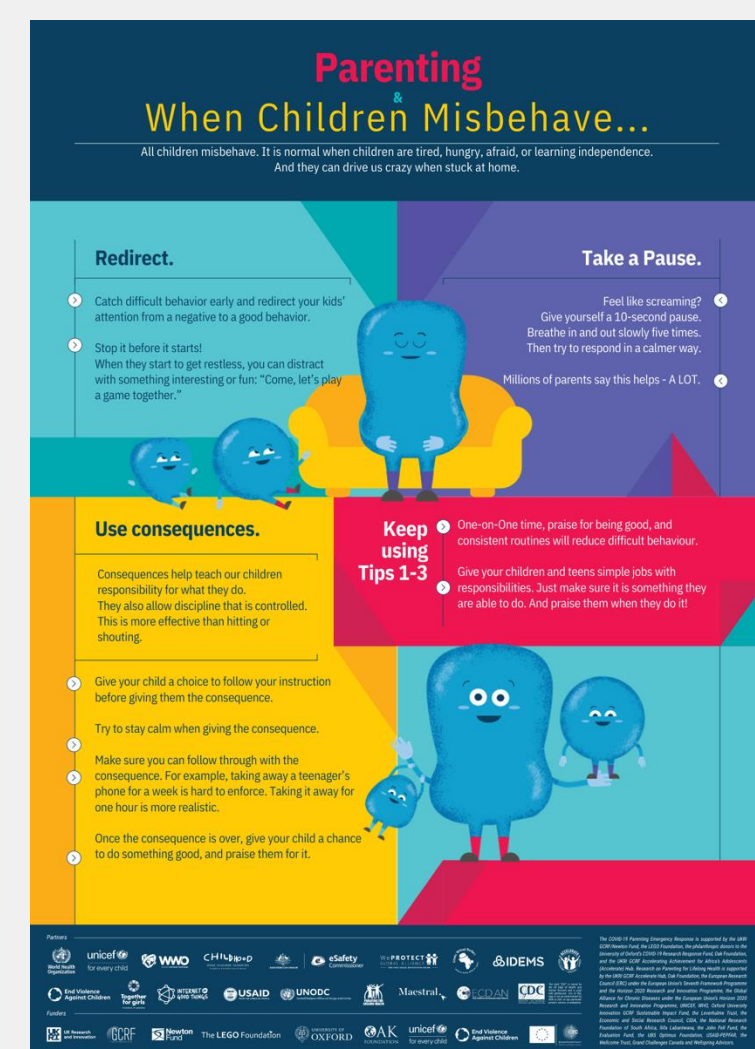
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Introduction



- **Universal parenting campaigns**, such as tip sheets, communicate strategies to enhance child mental health and reduce adverse experiences
- **Parenting for Lifelong Health** developed free parenting tip sheets
- Few studies on the PLH tip sheets, with none in Canada
- **This study aimed to:**
 - Understand the parenting experiences of Canadian caregivers
 - Obtain feedback on the PLH tip sheets from diverse caregivers



Methods

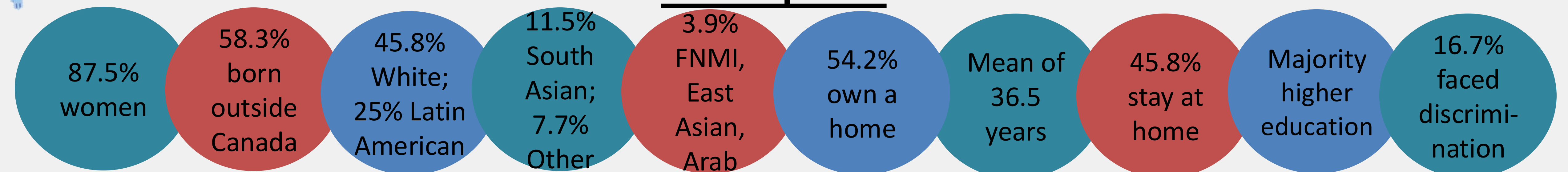
- **Qualitative descriptive** methodological framework with an inductive approach
- **N=25 caregivers in Ontario** with children aged 2-6 years engaged in two rounds of focus group discussions between April and September of 2023

Contact

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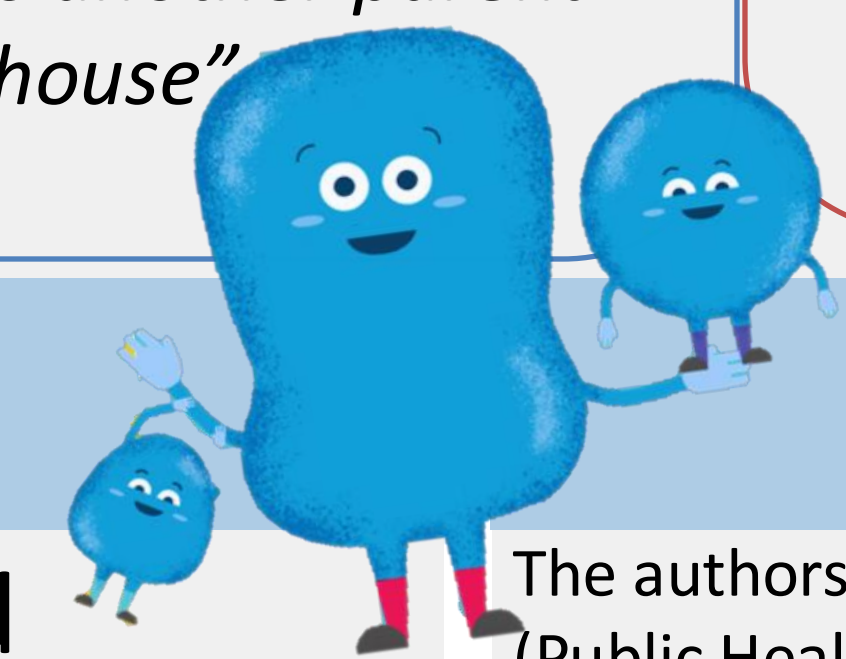
Results

Participants



Overarching Categories

EXISTING PARENTING APPROACHES	PARENTING CHALLENGES & COPING STRATEGIES	ACCEPTABILITY OF TIP SHEETS	FEASIBILITY OF TIP SHEETS	RECOMMENDATIONS FOR FUTURE
<p>Parenting priorities: child confidence building; positive home environment; social interactions; play for education and development</p> <p>Generally aligned with their parenting beliefs and practices and were relevant to their parenting</p> <p><i>"I think the tip sheet [most relevant to my parenting] is 'Keeping it Positive' because my son's been so anxious for months"</i></p>	<p>CHALLENGES: age-appropriate behaviour, family finances, time management, coping strategies for stress, emotional regulation, self-reflection, and (among newcomers) adapting to life in Canada</p> <p><i>"I have 3 kids so I have 6 and 4 and I have a baby, 11 months and sometimes it has been hard to find a way to have one on one time."</i></p>	<p>COMPATABILITY <i>I did find [the sheets] relevant. I actually found almost all of them very relevant and having them [was] helpful. Maybe not the finance [sheet]"</i></p> <p>APPEARANCE & COMPLEXITY <i>"English is not my first language, but I find the material very easy to follow. It captures my attention because of the colours. That drew me to read the material."</i></p>	<p>RELEVANCE <i>"[The sheet] is very organized and easy to understand. If I am stressed, I go to this [sheet]"</i></p> <p>LEARNING & CHANGE <i>"...I've been becoming self-aware of some stuff I was doing and the best approach. But now I have tools and information"</i></p> <p>BARRIERS <i>"Some of the tips make the assumption that there is another parent in the house"</i></p>	<ul style="list-style-type: none"> • Making the topic of each tip sheet distinct • Having both digital and paper versions, with the digital versions including links to other resources • Creating tip sheets that addressed additional topics of importance to caregivers • Providing opportunities to engage with other caregivers about the tip sheets



Discussion

- Contributes to the limited body of evidence on the acceptability and feasibility of universal parenting campaigns to support positive parenting
- Provide valuable **insight into caregiver perspectives** and how the tip sheets can be strengthened for future use
- Suggest that **information and strategies can be successfully integrated** into practices of caregivers in a Canadian context, including with newcomers

Thanks

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