

September 2008

Dear Friends:

The San Diego Welcome Baby Program is a contractor of the First 5 Commission of San Diego (First 5 San Diego). We facilitate the distribution of the *Kit for New Parents* to San Diego County families who have children from 0 to 5 years old. In an effort to distribute the *Kit* most effectively, the San Diego Welcome Baby Program has enlisted the assistance of various Community Partners such as hospitals, clinics, educational institutions, social service agencies, libraries; and case managers whose mission is to serve families in San Diego.

The *Kit for New Parents* is a wonderful resource that includes the following items:

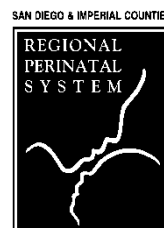
- A celebrity hosted DVD where various parenting topics are addressed
- A booklet titled “Advice for New Parents”
- Two books entitled Puppy and Friends and What To Do When Your Child Gets Sick
- A poison control magnet and brochure
- Oral health information

What a comprehensive resource for families!

Over the years it has been the goal of the San Diego Welcome Baby Program to work diligently to meet the expectations of First 5 San Diego, our Partners, and the families in San Diego County. During the Spring of 2008, our staff embarked upon an evaluation project to discover the best practices presently identified by our Partners as they relate to *Kit* distribution. I invite you to read the Best Practices to *Kit* Distribution Summary Report that illustrates feedback offered to us by our Partners.

Children do not come with an instruction manual. First 5 San Diego is an organization that offers resources that can help parents feel more knowledgeable as they navigate through the most important role they will hold in life. I encourage any San Diego County parent or caregiver of a child from 0 to 5 years old to learn about all of the wonderful resources First 5 San Diego offers to families by calling 1-888-5 FIRST 5 or by visiting the website at www.first5sandiego.org.

Cordially,
Tabia Richardson, MPH
Director



Best Practices to *Kit* Distribution

Kit for New Parents: San Diego Welcome Baby Program

Background

The San Diego Welcome Baby Program, a program of Regional Perinatal System and a contractor for First 5 Commission of San Diego, is responsible for the distribution of the *Kit for New Parents (Kit)*. The purpose of the *Kit* is to provide information and resources for all parents and caregivers to help them raise children who are healthy and who enter school ready to succeed.

In November 2001, the original *Kit* was introduced in English and Spanish. In May 2007, the *Kit* was revised to include:

- A celebrity hosted DVD which addresses pertinent parenting topics
- Two booklets entitled “Advice for New Parents” and “Parents Guide”
- Two books entitled Puppy and Friends and What To Do When Your Child Gets Sick
- A poison control magnet and brochure
- Oral health pamphlets

In addition, *Kits* in San Diego County are customized with three additional resources specific to the region:

- A magnet with emergency phone numbers
- A local resource guide
- A growth chart with developmental milestones

The San Diego Welcome Baby Program collaborates with a diverse group of agencies, who provide services to families with children ages 0 to 5 to distribute the *Kit for New Parents*. These agencies include hospitals, physician’s offices, community clinics, family resource centers, day care centers, and education centers. The San Diego Welcome Baby Program continues to seek new ways to improve services and meet the needs of its Partner agencies. As part of an ongoing effort to improve the *Kit* distribution process, six focus groups were held to determine how well the current distribution approach was working and to identify opportunities for improvement. This report summarizes the feedback from the evaluation project conducted in the Spring of 2008.

Project Goals and Objectives

The goal of the evaluation project was to identify best practices from the perspectives of our Partner agencies regarding *Kit* distribution in San Diego County. The objectives for this project were to:

1. Evaluate the customer service offered to *Kit* distribution Partners by the San Diego Welcome Baby Program staff.
2. Identify best practices and suggestions for improvement to *Kit* distribution.

Focus Group Participant Selection

The San Diego Welcome Baby Program staff divided the focus groups by Partner category. The purpose for this grouping was to promote discussion around similar issues and allow each participant to share their experiences based on their interaction with families. Participants representing various San Diego County organizations were selected in an attempt to ensure geographic representation.

The professional research firm of Moder Research & Communications, Inc. (MR&C) was enlisted to assist the San Diego Welcome Baby Program to moderate the focus groups and develop a written report. Participants were recruited for the focus groups through telephone, email, and site visits. Potential participants were those Partners who had distributed the *Kit* for at least six months and who attended a *Kit*

for New Parents Partner training. The six focus groups were organized into the following categories:

1. Hospitals
2. Clinics
3. Case Managers
4. Education
5. Social Services
6. Libraries

Of the 104 individuals who agreed to attend 55 participated. The groups were held February 22, 26, 27, and March 4, 5 and 6, 2008 at the Regional Perinatal System office located in San Diego.

Partner Feedback

In general, the Partners expressed that they were pleased with the customer service provided to them by the San Diego Welcome Baby Program staff. Many Partners stated that the *Kit* ordering process was efficient and that the San Diego Welcome Baby Program staff was helpful and friendly. Some Partners also added that the San Diego Welcome Baby Program Outreach Workers who conducted the site visits were informative, responsive to their concerns and questions, and were enthusiastic about promoting the *Kit*. In terms of *Kit* distribution, Partners stated that the *Kit for New Parents* Partner training improved their confidence and ability to distribute the *Kit*.

Best Practices

Some of the best practices identified during the focus groups related to having parents open the *Kit* and to suggest ways for parents to utilize the materials. Participants agreed that it was important that the person offering the *Kit* to parents be familiar with its contents and be excited about it. Other best practices focused on the optimum timing of *Kit* distribution to the parents. The following feedback is divided by Partner category and lists the best practices shared:

Hospitals – Show video during the patient’s stay at the hospital.

Clinics – Give the *Kit* to mothers during early pregnancy to allow them to have more time to review the *Kit’s* content before the baby is born.

Case Managers/Home Visiting Nurses –One case manager shared that during her home visits she begins by opening the *Kit* and showing the parents its contents. She then places the reading materials where they may be easily accessed, puts the emergency magnet on the refrigerator, and tells the parents to gather all of the baby’s important records so that they may place them in the *Kit*, thus using the “box” as a keepsake for the child.

Educators – An Educator who attended a *Kit for New Parents* training recommended that all Partners be trained on how to effectively engage parents when introducing the *Kit*.

Social Services – A participant who worked for a social service organization shared that she encouraged a group of mothers to view the DVD together and to provide support for one another.

Librarians –Participants suggested incorporating the *Kit* into literacy program for parents.

Conclusion

Overall, Partners of the San Diego Welcome Baby Program were pleased with the *Kit for New Parents* and the support and training they received. Partners who participated in the Best Practices to *Kit* Distribution focus groups represented a variety of organizations from throughout San Diego County. Although the occupational backgrounds of the participants ranged from librarians and nurses to daycare providers and case managers their message regarding the *Kit for New Parents* was consistent – The *Kit* is a valued and important resource for both new parents and parents with children from 0 to 5 years old.

The San Diego Welcome Baby Program is thankful to First 5 San Diego for allowing us to offer the *Kit for New Parents* to families in San Diego County. We also appreciate the ongoing collaboration with our Partners as we endeavor to assist individuals to succeed at the most important job of their lives – parenting.

Participating Organizations

The San Diego Welcome Baby Program would like to thank the following San Diego County organizations for their continued support and participation in the focus groups:

February 22, 2008 – Hospitals

- Fallbrook Hospital - Women's Center
- Mid-City Community Clinic – Pediatrics
- Naval Medical Center, Camp Pendleton
- Sharp Grossmont Hospital

February 26, 2008 – Clinics

- UCSD Medical Center - Family Maternity Care Clinic
- A Lady's Doctor's/ Excellence in OB/GYN
- Community Health Clinic
- County of San Diego
- Neighborhood Health Care
- St. Vincent de Paul Village - Perinatal Department

February 27, 2008 – Case managers

- Welcome Home Baby Program
- San Diego Adolescent Pregnancy & Parenting Program (SANDAPP)
- Imperial Beach Health Center
- Rady Children's Hospital - Home Care Program
- Black Infant Health

March 4, 2008 – Education

- Boyce Escondido Community – Child Development Center
- Del Dios Middle School
- Ibarra Elementary School
- Neighborhood House Association - AKA La Mesa Head Start
- Neighborhood House Association - First Things First Head Start
- School Readiness Program Anza Elementary School
- VIP Village

March 5, 2008 – Social Services

- Bayside Community Center
- Health & Human Service Agency - San Diego County Adoptions & Protective Services
- HOPE Infant & Family Support Program
- Jewish Family Service
- San Diego American Red Cross - WIC
- San Diego County - Foster Parent Association
- St. Claire's Home

March 6, 2008 – Librarians

- Lincoln Acres Library - Children's Programs
- Public Health - Central Region
- San Diego County Library - Cardiff-by-the-Sea Branch
- San Diego Library - South Region
- San Diego Library - North County, Vista Branch