

Parent focus groups

held in:
Sarasota
Manatee
DeSoto &
Charlotte

"Meeting Parents
Where They Dream"



Locations:

- All Faith's Foodbank
- Arcadia's Housing Authority
- Better Together
- Kid's Thrive
- MoMM's Place
- Mothers Helping Mothers
- Pregnancy Solutions
- Sarasota Medical Pregnancy Center
- The Florida Center
- Unidos Now
- Virtual group

Participants:

140

Ages:

18-64

Who came?

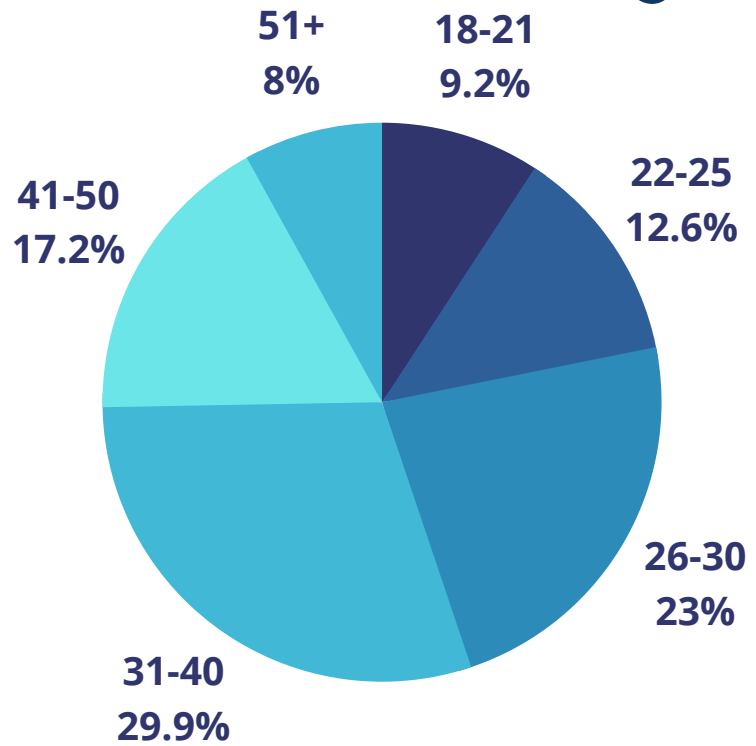
Mothers, fathers,
foster parents &
grandparents

FIRST
1000
DAYS
SUNCOAST

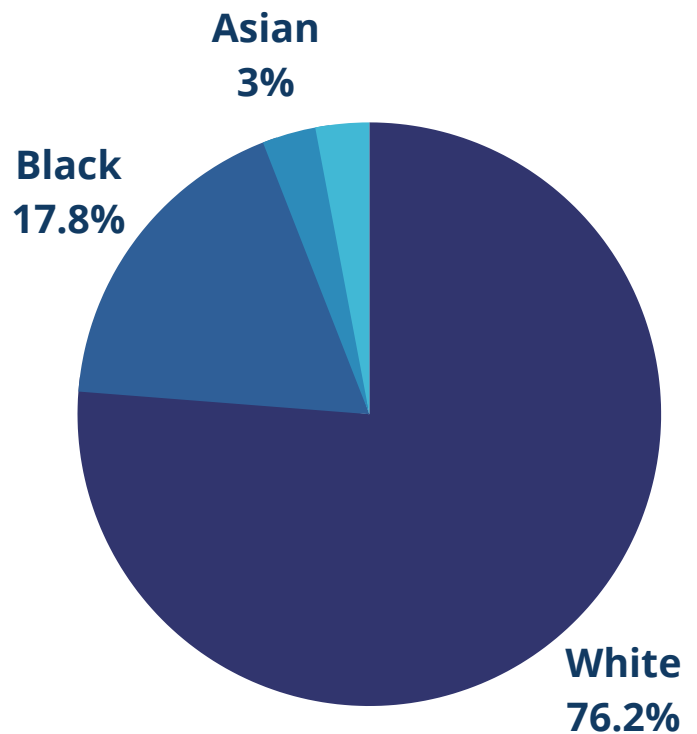
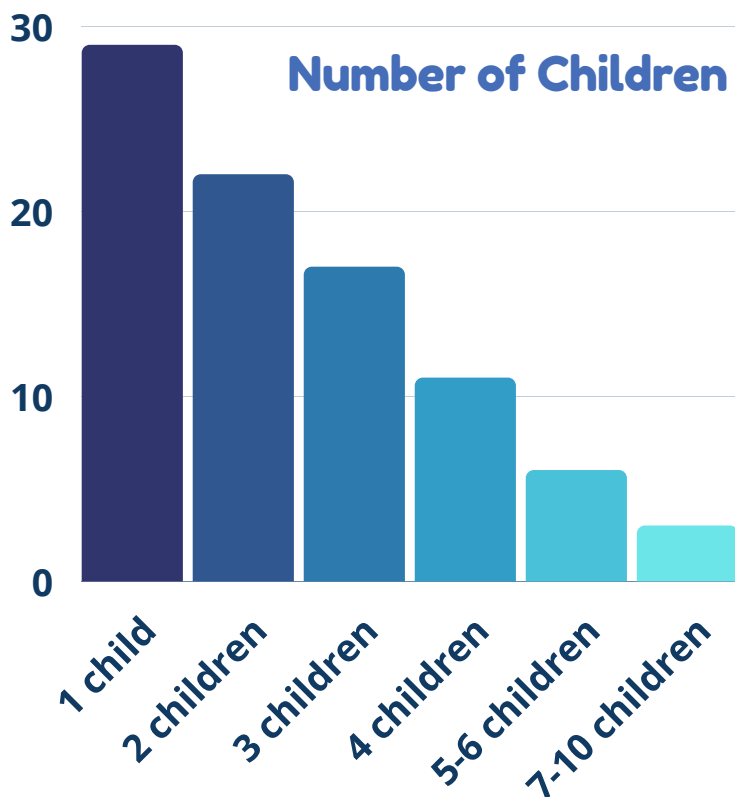
Demographics

90 participants filled out the anonymous questionnaire

Age



90% females, 10% males



Focus Group Logistics

Step 1) Parent Empowerment Workgroup identified locations and developed questions to ask the parents. First 1,000 Days team made flyers for each location to promote the parent focus groups.

Step 2) Selected facilitators and note takers for each location. It was best to have facilitators from the organization leading the group since families have trusted relationships with them. The list of questions was sent to facilitators beforehand so they could familiarize themselves with the script.

Step 3) Food and a \$25 gift card were provided for each participant. Some locations also provided childcare. Demographics were collected anonymously.

Step 4) Follow-up messages were sent to thank parents for participation and see if they needed any assistance connecting with community resources. Some parents desired to continue participation and joined our Parent Advisory Committee.

**THANK
you**

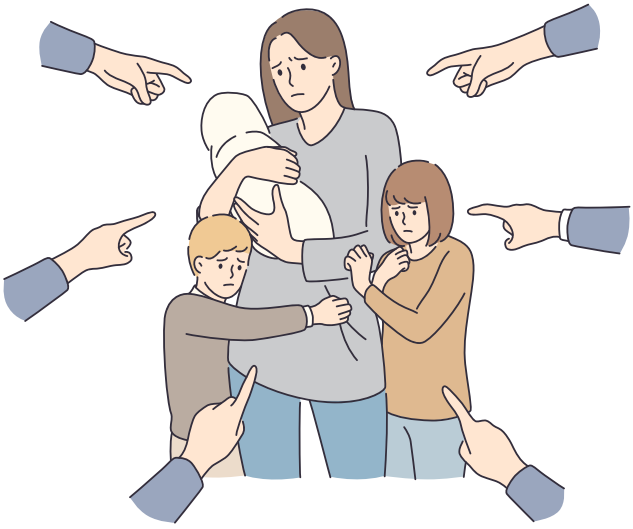
**A HUGE thank you to our Parent Empowerment workgroup members:
Nathan Scott, Lori Gentile, Maria Somera, Amanda Corcoran, Jamie Kattrein and Marina Felipe**

Feedback from Parent Focus Groups

find a job I love
breastfeed for a year
make good friends
buy a car
be happy
enjoy life
get therapy for myself
volunteer
attend church
be healthy
enroll in college
find affordable swim lessons
Be a Better Parent
raise bilingual children
graduate high school
Finish school
move out of parent's house
get along with child's father
get married
Stable transportation
relax
Get a job with benefits
get therapy for my kids
be healthy and happy
learn english
save money
pay off debt
buy a house
find safe and affordable childcare



Dreams
and Goals



Barriers Faced by Families

Feedback by County

Sarasota

Affordable childcare

Affordable swimming lessons

Breastfeed for a year

Socialize their children

Be a better parent

Mom groups

Affordable housing

Formula and diapers

Don't qualify for WIC & need help

Manatee

Raise bilingual children

Finding a better job

Mental health support

Getting along with family

Stable transportation

Affordable swim classes

Diapers and formula

Affordable, reliable, and safe
childcare

Support groups

DeSoto & Charlotte

Learn English

Raise children who are happy and healthy

Affordable childcare

Internet in the house

Stable, good paying job

Safe parks that have a fence for the kids to play

More sexual education in school

Formula and diapers

Support groups



Parent Focus Groups

Testimonials



“I attended a Parent Focus Group because it was being held in my neighborhood. Not only was I able to meet other moms but I was able to learn about other resources to help my kids. I am a single mom and need all the help I can get.”

-Sharonda R.

“I am so glad I got invited to a Parent Focus Group. As a first time mom, it’s nice to have someone to help with what resources are available for my daughter. It is overwhelming and people do not know where to go to for help.”

-Kayla V.



