



The Parenting Place
March 10, 2017
Presentation to Wisconsin
Legislative Children's Caucus





Universal Access

- Does not mean required.
- VOLUNTARY
- Available to all who have a young child in their lives.
- No criteria for participation.
- Free.



Parent Demographics

- Female = 78% Male = 16% N/R = 6%
- Race = 91% Caucasian, 2% Asian and Black, 1% multi-racial and Native American
- Income
 - 19% = less that \$20,000
 - 8% between \$20,000 and \$30,000
 - 8% between \$30,000 and \$40,000
 - 4% between \$40,000 and \$50,000
 - 7% between \$50,000 and \$60,000
 - 12% over \$60,000
 - 42% chose to not respond



Strengthening Families



- Started in 1990 and served 330 unduplicated participants.
- In 2016 served 1,500 unduplicated participants.
- Early programs were home grown.
- Variety of individual services and group based services.
 - Parent Friend home visiting replaced by Parents as Teachers,
 - General parenting workshops replaced by Triple P Discussion Groups



Newborn Behavioral Observations

- Set of 18 observations done by a trained and certified Parent Educator.
- Provides parents with unique information about their infant, preferences on sleeping, soothing and eating.
- Positive effects on:
 - maternal confidence
 - paternal attitudes toward and involvement in caretaking
 - parent-infant interaction
- Promising Practice
 - Collaboration with Mayo
 - High rate of father participation, 40% are fathers
 - Introduction to The Parenting Place



Play Shoppe (Play and Learns)

- Most popular and well attended program
 - 290 groups a year with 5 a week between La Crosse and Monroe Counties
 - 670 unduplicated adults, 1,160 unduplicated children
 - Total annual adult attendance = over 3,500
- Parent Outcomes
 - Of the returned surveys:
 - 100% of parents said that the group helped improve parenting skills
 - 100% of parents said the group helped with challenges of parenting
- More than a best practice.





We build protective factors.



- Knowledge of parenting and child development
- Social Connections
- Parent Resilience
- Concrete support in times of need



Framing our work:

- Risk Factors vs. Protective Factors
- Strengths-based
- “Hidden risk factors”
- Everyday successes: Ashley’s Story





Social and Emotional
Competence of
Children

Social Connections

Knowledge of
Parenting and Child
Development

Concrete Supports in
Times of Need

Parental Resilience



Protective Factors Training

- Expand our target population
- To date have trained 27 professionals
- Co-present with trained Parent Presenter





Thank You



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Or

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