



Parentivity Evaluation Report

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Focus Groups

Methods

We conducted four focus groups between March 6th and March 30th. We recruited participants via email from the list of expectant and parenting students who responded to the Needs Assessment survey this fall. We provided participants with lunch and a \$25 gift card to Walmart.

A member of the research team with extensive focus group experience conducted the focus groups. Note takers documented the focus group and recorders were used.

Results

Demographics

Focus Group	Male	Female	Expectant	Parenting	18-30 y/o	31-45 y/o	Total
FG1	1	4	0	5	0	5	5
FG2	0	3	1	2	0	3	3
FG3	2	4	2	4	2	4	6
FG4	0	4	0	4	3	1	4
TOTAL	3	15	3	15	5	13	18

Focus Group Feedback

Likes

Participants liked the concept of a resource base for basic parenting information. They thought that Parentivity could provide helpful information for first time parents and liked that the information was not only for pregnancy but for children up to 5 years old. Many of the participants liked the design of the website and that they could search for information based on different categories. They felt that the milestone tracking feature could be reassuring for parents. Some parents pointed out that the milestone tracker feature might make parents worried if their children were slightly delayed in meeting the milestones. Parents generally thought the information was trustworthy and liked the "Says who?" feature.

Dislikes

Participants thought the sponsor and purpose of the website needed to be more clear. They disliked that the website did not show enough diversity in regard to age, race/ethnicity, or family type (i.e. single parent) in the images used on Parentivity. Participants also disliked that the website appeared to be a resource just for mothers and not for other family members who may be taking care of the children. One participant said that she would have liked to share the website with her parents who help with taking care of her child, but they only speak Spanish and would not be able to understand the content. Participants also disliked the content titles and thought they were misleading. Another dislike that was noted by multiple participants was that the content shown to them was not tailored to the information they provided, as the introduction video had suggested. In particular, they disliked that the journal feature does not provide any feedback or change in the content that is displayed. Finally, the participants did not understand the purpose of the points that Parentivity assigns and thought it would be better if they were connected to a tangible reward such as coupons.

Ideas for improvement

To address content issues, some participants thought that having users select interests could help tailor content. Participants suggested a feature that clearly labeled each type of content as an article, video, or interactive activity. They also thought that having a rating system could help users know which articles were the most helpful for others. They also wanted more feedback in general on their responses to the journal, interactive activities, and the pulse check features on the website. Some participants recommended customization by incorporating local doctors and resources into the website so that people could have somewhere to go to get in-person assistance.

Participants also had some issues with some of the details of the website. Some thought that the colors could be changed to be more eye-catching. Other participants thought that content types could be better labeled to avoid confusion. One parent mentioned that she watched videos mostly while her child was sleeping, so putting closed captioning on Parentivity videos would allow her to watch them with the sound off. For content topics, participants wanted to see more advice on what to do in case something went wrong during pregnancy (such as gestational diabetes) or with their infant (such as developmental delays or disabilities).

Participants also felt that Parentivity would benefit from a stronger sense of community through the addition of discussion boards, chat features, and article discussion sections. They thought that the website could also be more inclusive of different races, genders, parental statuses, and disabilities and include more personal stories in addition to the fact-based information.

The participants compared Parentivity to mobile apps they used and wanted features from these apps incorporated into the website. The features from apps that were most mentioned were information on the development of the baby and its size during different stages of pregnancy, a focus on what physical and emotional changes mothers could expect during each stage of pregnancy, and doctors' advice on prenatal care. Overall, many participants thought that a mobile app or mobile-friendly version of the website would be more useful than just the website itself.

Survey

Methods

In addition to conducting focus groups, we also administered an online survey via Qualtrics to expectant and parenting students at Kirkwood Community College, Des Moines Area Community College, and Indian Hills Community College. An email was sent to all of the students who participated in the fall Needs Assessment who indicated they would be interested in participating in future research activities (n = 338) on March 6th, and two reminder emails were sent to all unfinished participants. Data collection was closed on March 30th. All participants who completed the survey and provided their addresses were sent a \$10 Walmart gift card as a thank you for completing the survey.

Of the 338 students who received the survey invite, 46.4% (n=156) initiated the survey and 37.2% (n=126) completed the survey. The survey data was downloaded from Qualtrics and analyzed using SPSS v 24. Appropriate descriptive statistics were generated for all variables and the results are presented below.

Results

Demographics

D.1: What is your age?

Age Group	n	%
18-24	24	19.5
25-34	67	54.5
35-44	29	23.6
45-54	3	2.4

D.2: What is your gender?

Gender	n	%
Male	12	9.8
Female	108	87.8
Other	1	0.8
Prefer not to answer	2	1.6

D.3: What is your race or ethnicity? (Check all that apply)

Race/Ethnicity	n	%
American Indian/Alaska Native	5	3.4
Asian	2	1.4
Black/African American	9	6.2
Hispanic/Latino	16	11.0
Middle Eastern/North African	1	0.7
Native Hawaiian or other Pacific Islander	0	0.0
White	103	70.5
Other (please write in)	0	0.0
Prefer not to answer	0	0.0

D.4: Do you currently have a child/children?

Yes or No	n	%
Yes	120	97.6
No	3	2.4

If yes:

D.4.1: How many children do you have in each of the following age categories? (Check all that apply)

Number of Children	n	%
0-1 (newborns to 12 months)	34	23.3
2-6 years old	84	57.5
7-17 years old	66	45.2
18 and over	11	7.5

D.5: Are you or your partner currently expecting a child?

Yes or No	n	%
Yes	14	11.4
No	109	88.6

D.6: Were you born in the United States? (If no, please write in your country of birth)

Yes or No	n	%
Yes	114	92.7
No	9	7.3

D.6.1: If no, please write in the country of your birth.

Country	n	%
Congo, Dem. Rep. of	1	0.7
Guatemala	1	0.7
Mexico	1	0.7
Slovenia	1	0.7
South Korea	2	1.4
Sudan	1	0.7
Uganda	1	0.7

Responses to the Parentivity Introduction Video

Q.1 – Q.4:

Question	Definitely no n (%)	Probably no n (%)	Unsure n (%)	Probably yes n (%)	Definitely yes n (%)
Do you understand what Parentivity is after watching the video?	1 (0.8)	0 (0.0)	5 (4.0)	47 (37.3)	73 (57.9)
Does this video make you want to sign up for Parentivity?	3 (2.4)	22 (17.5)	36 (28.6)	50 (39.7)	15 (11.9)
Do you trust the woman who is speaking in this video?	1 (0.8)	12 (11.1)	30 (23.8)	64 (50.8)	17 (13.5)
Would you share this video with family members and/or friends who are pregnant or already parents?	4 (3.2)	11 (8.7)	27 (21.4)	58 (46.0)	26 (20.6)

Q.5: Based on this video, who do you think Parentivity is for? Who do you think this service is for based off of the video? Please check all options that apply.

Response	n	%
All parents	103	70.5
First time parents	82	56.2
Moms	78	53.4
Dads	65	44.5
Young parents	79	54.1
Babysitters	54	37.0
Child care workers	49	33.6
Parents who are also students	68	46.6
Foster and adoptive parents	62	42.5
Stay-at-home parents	66	45.2
Parents with a lot of free time	44	34.9
Parents who need help keeping track of their children and their development	79	54.1
Other [open response]	2	1.4

- I'm thinking it's any parent who can use a little help and guidance in parenting
- Anyone can benefit from Parentivity as long as you have close interaction with a child

About the features

Q.6 – Q.10: Please rate how likely you would be to use all of the different features of Parentivity.

Feature	Extremely unlikely n (%)	Very unlikely n (%)	Neither unlikely nor likely n (%)	Very likely n (%)	Extremely likely n (%)
Journal	12 (9.7)	25 (20.2)	43 (34.7)	40 (32.3)	4 (3.2)
Interactive games	9 (7.3)	10 (8.1)	29 (23.4)	60 (48.4)	16 (12.9)
Videos	8 (6.5)	12 (9.7)	22 (17.7)	62 (50.0)	20 (16.1)
Information sheets/articles	5 (4.1)	7 (5.7)	16 (13.0)	65 (52.8)	30 (24.4)
Milestones	4 (3.2)	9 (7.3)	15 (12.1)	52 (41.9)	44 (35.5)

Q.11: As part of Parentivity, you can earn points for completing activities. Does earning points make you less or more likely to want to sign up for Parentivity

Likelihood	n	%
Much less likely	2	1.6
Less likely	3	2.5
Neither less likely nor more likely	39	32.0
More likely	51	41.8
Much more likely	27	22.1

Q.12 – Q.16: Please rate how likely or unlikely you would be to use Parentivity to get information about the following topics.

Topics	Extremely unlikely n (%)	Very unlikely n (%)	Neither unlikely nor likely n (%)	Very likely n (%)	Extremely likely n (%)	This does not apply to me n (%)
Ideas about activities or games to play with your child	4 (3.3)	6 (4.9)	19 (15.4)	44 (35.8)	49 (39.8)	1 (0.8)
How to care for your newborn baby	10 (8.1)	8 (6.5)	21 (17.1)	31 (25.2)	26 (21.1)	27 (22.0)
Your child's social skills	3 (2.5)	11 (9.0)	13 (10.7)	44 (36.1)	48 (39.3)	3 (2.5)
Creating a birth plan	13 (10.6)	11 (8.9)	21 (17.1)	27 (22.0)	20 (16.3)	31 (25.2)
You child's developmental milestones	4 (3.3)	9 (7.4)	15 (12.4)	37 (30.6)	51 (42.1)	5 (4.1)

Q.17: Is there anything else you would like to let us know about your opinions on Parentivity?

- Does it go over middle age children before they hit teenage stage?
- Health food
- I just don't have the time to use this but it seems helpful to those who have free time
- It seems like a great program, yet at this point I have 3 children, so I know what to expect as they develop
- I think it's a better webpage for first time parents, rather than people who are already

parents. New parents might find it more informational.

- I think this is a great idea, and can be a great resource for parents, moms to be.
- It would be even better if you could earn diapers or wipes with the points system
- It would have been nice if the video included what age range of children Parentivity is best for. Or if there is access to information for children that are older yet delayed
- My youngest is school age and I work/school full time
- Smoking
- The voice in the video is very monotone
- This is more likely to be useful to first time parents. With second and subsequent children, parents are less likely to use this information because they are more confident in their parenting abilities.