

TITLE: Rural Southern Oregon Community Awareness of Early Childhood Home Visiting

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Practitioners, program developers, researchers, policy makers.

ABSTRACT: Funded by The Ford Family Foundation, this study focused on the extent to which the voting public of Coos, Curry, Douglas, Klamath, and Lake Counties know about the availability and benefits of early childhood home visiting programs in their communities. Participants were asked about their awareness and utilization of early childhood home visiting programs, perceived benefits of and barriers to participating in these programs, and ways they would seek out additional information about early childhood supports. Researchers from Portland State University's Center for Improvement of Child & Family Services oversaw completion of 1,200 random digit dial calls of cell and landline phone numbers, stratified by county population. The survey was conducted in English with participants age 18 or older. While there is strong support for families to access parenting and child development supports, fewer people are aware of early childhood home visiting programs available. Participants identified barriers to participating in these programs that could inform communication strategies to raise community awareness of the availability and benefits of these programs. Building public support for early childhood home visiting programs could increase demand for services and requires planful strategizing in order to expand program capacity and respond to a growing need.

OBJECTIVE(S): Describe the current level of public knowledge and support for early childhood home visiting programs in Coos, Curry, Douglas, Klamath, and Lake Counties. Discuss implications of implementing community awareness building strategies that promote access to and utilization of early childhood home visiting supports as an essential component of a prenatal-through-grade 3 system of supports.
