



Item:

Community Survey Findings and Data (Mia Jones)

Requested Action:

The Board is asked to receive this update.

Background:

In recognition that the community innovation grant would conclude in 2023, Pritzker Children's Initiative offered a one-time planning grant of \$50,000 to support continued implementation of prenatal to age three priorities. The planning grant focused on two areas that were considered barriers during the community innovation grant: Family voice and helping families locate resources.

Through a partnership with Frankel Agency, a digital survey was launched in Alachua County to gather data to help inform on the development of a community Resource Guide for The Children's Trust of Alachua County. The goal of the survey was to:

Understand Community

- Who is trusted in the community
- Where families get information

Understand Content

- What information is important
- What kind of content is interesting

Understand Habits

- Where families prefer to get information
- How often caregivers are looking for resources

The Children's Trust would like to create a resource that caters to the diverse population in the community. This includes urban and rural areas of the county, all age groups of children, and the breadth of caregivers. Based on the results of the survey, the Children's Trust staff will be developing a plan to:

- Create a consistent pathway to optimize and centralize information for families and children.
- Co-develop digital content for the Children's Trust website and social media sites.
- Co-create printed content and materials for community engagement and takeaways.

The community survey concluded December 11, 2023. This report is intended to share the findings and data from the community survey.

Programmatic Impact:

N/A

Fiscal Impact:

N/A

Recommendation:

The Board is asked to receive this update.



SURVEY OVERVIEW



EXECUTIVE SUMMARY

WHAT WE LEARNED

By digitally surveying the community in Alachua County, we gathered data to inform the concept/product development of a community Resource Guide for The Children's Trust of Alachua County.

Key takeaways from the survey data suggest that children's and family resources and planning are undertaken by parents, but also members of the larger community such as teachers, guardians, grandparents, babysitters, mentors, church members, and many others. Our Alachua County children are cared for in many ways by a greater community of people, and this larger group is the target audience for a Resource Guide and its content.

While the respondents primarily indicate the info they seek is easy to find, there is not one clear resource.

The type of content that our audiences seek is varied based on children's age groups, but the audiences also have overlap in which groups they interact. The primary source of valuable information comes from Family & Friends. The audience is looking for Educational Resources, Health & Healthcare info, and Activities for Families, but income dictates what kind of content they prefer.

All groups prefer some type of digital delivery.



KEY TAKEAWAYS

1

There is not a singular source of information for families and caregivers.

2

Caregivers, and not just parents, are frequently looking for parenting or children's resources.

3

People who are not currently parents are still invested in children's and family resources and needs.

4

A digital solution is a must.

5

Time and money are barriers, so easy to access and free resources are a must.

6

Trusted sources and expert advice, especially from people they know, are key to the content.





FINDINGS/DATA



SURVEY RESPONSE

~22,000 HOUSEHOLDS WITH CHILDREN UNDER 18 YEARS IN ALACHUA COUNTY

DESIRED SAMPLE SIZE (FAMILIES) = 269

COMPLETED SURVEYS: 1,106

DISTRIBUTION: ~14,000 CONTACTS

- CTAC-provided:
 - newsletter mailing list = 100
 - listening project mailing list = 329
- Purchased Alachua County family households email list = 3,004
- Purchased Alachua County family households mailing address list = 13,726 (inclusive of email list)
- Partner Organization distribution



AUDIENCE INFO

Summary:

- **Representative of the county's urban to rural residents**
- **Majority are parents married or in a domestic partnership**
- **Non-parents include teachers, volunteers, mentors, healthcare providers, etc.**
- **50% of respondents have a HHI between \$40K and \$80K**
- **Majority are White respondents, and there's less than the county's percentage of Black or Latino residents**

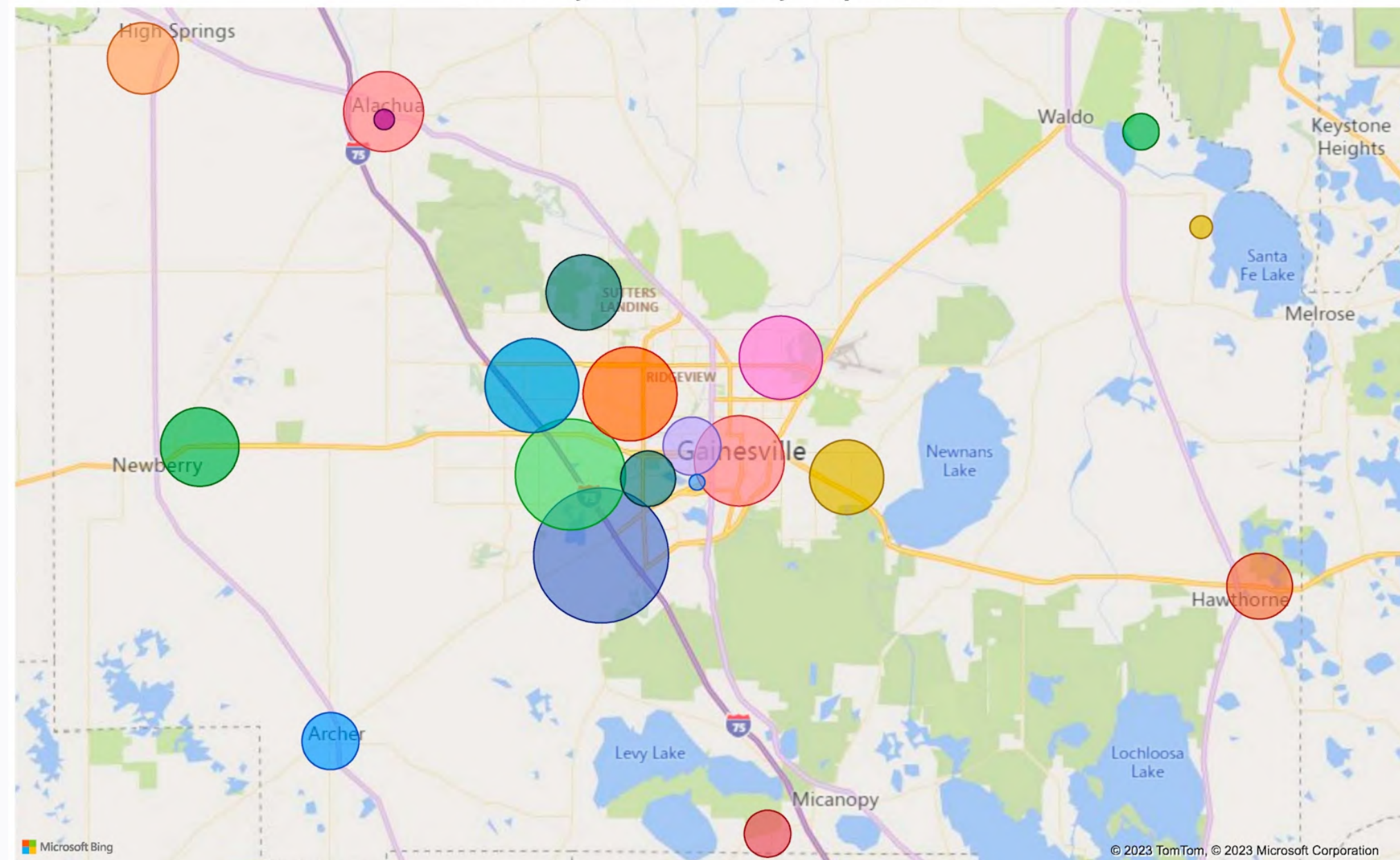


AUDIENCE INFO

Q: SELECT THE ZIP CODE WHERE YOU LIVE FROM THE LIST BELOW?

- **59% ZIPs w/in city limits**
- **41% ZIPs outside Gainesville**

Survey Results by Zip Code



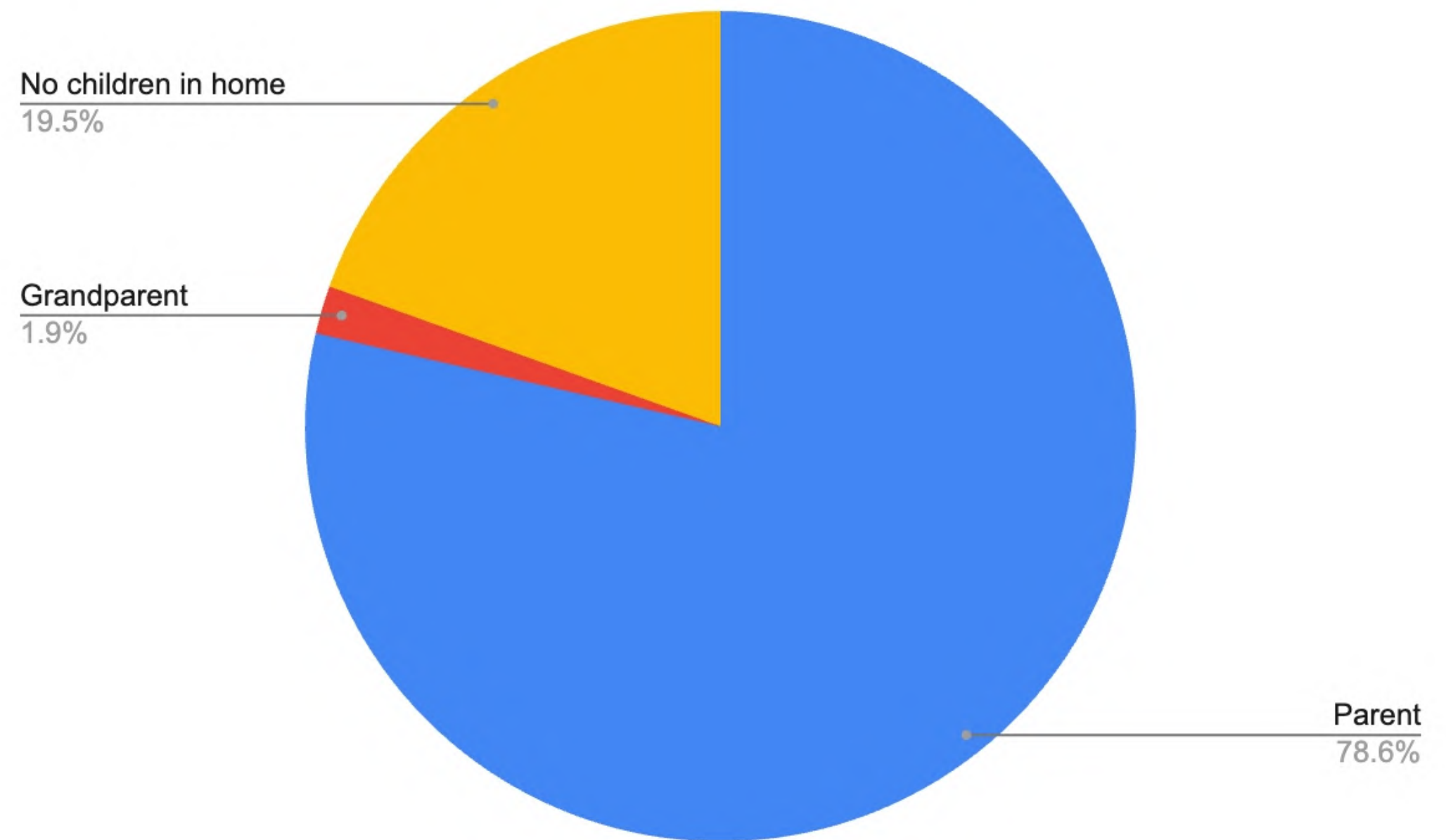
The city of Gainesville houses 75% of county residents and 61% of all children in the county.



AUDIENCE INFO

Q: WHAT IS YOUR RELATIONSHIP TO THE CHILDREN IN YOUR HOME?

- Majority of respondents are parents - 78.6%
- 19.5% - no children in home



AUDIENCE INFO

Q: IN WHAT ROLE DO YOU INTERACT WITH CHILDREN IN OUR COMMUNITY?

- **Community Programs and Support:**
 - Participation in community-based programs, such as tobacco prevention, Family Learning Center, and Youth Programs
- **Board Members and Organizational Involvement:**
 - Some individuals serve on boards supporting children's welfare and well-being
- **Professional Roles and Occupations:**
 - Professionals working in various fields, such as event coordination, public health, and community health
- **Everyday Interactions:**
 - Daily interactions with children, whether through family, neighbors, or friends
- **Diverse Community Roles:**
 - The data reflects a diversity of roles, including advocates, family support specialists, and directors of early learning centers.
- **Education and Teaching:**
 - Teachers, both active and retired
 - Preschool teachers, kindergarten teachers
- **Volunteerism and Community Outreach:**
 - Volunteer roles include childcare providers, mentors, and advocates for various causes.
- **Healthcare and Childcare Providers:**
 - Pediatricians, healthcare providers, and childcare providers actively engage with children in both professional and volunteer capacities.
- **Family and Grandparental Roles:**
 - Grandparents often play a crucial role, whether as caregivers, mentors, or volunteers in organizations
- **Future Parenthood:**
 - Some respondents express their anticipation of becoming parents soon.



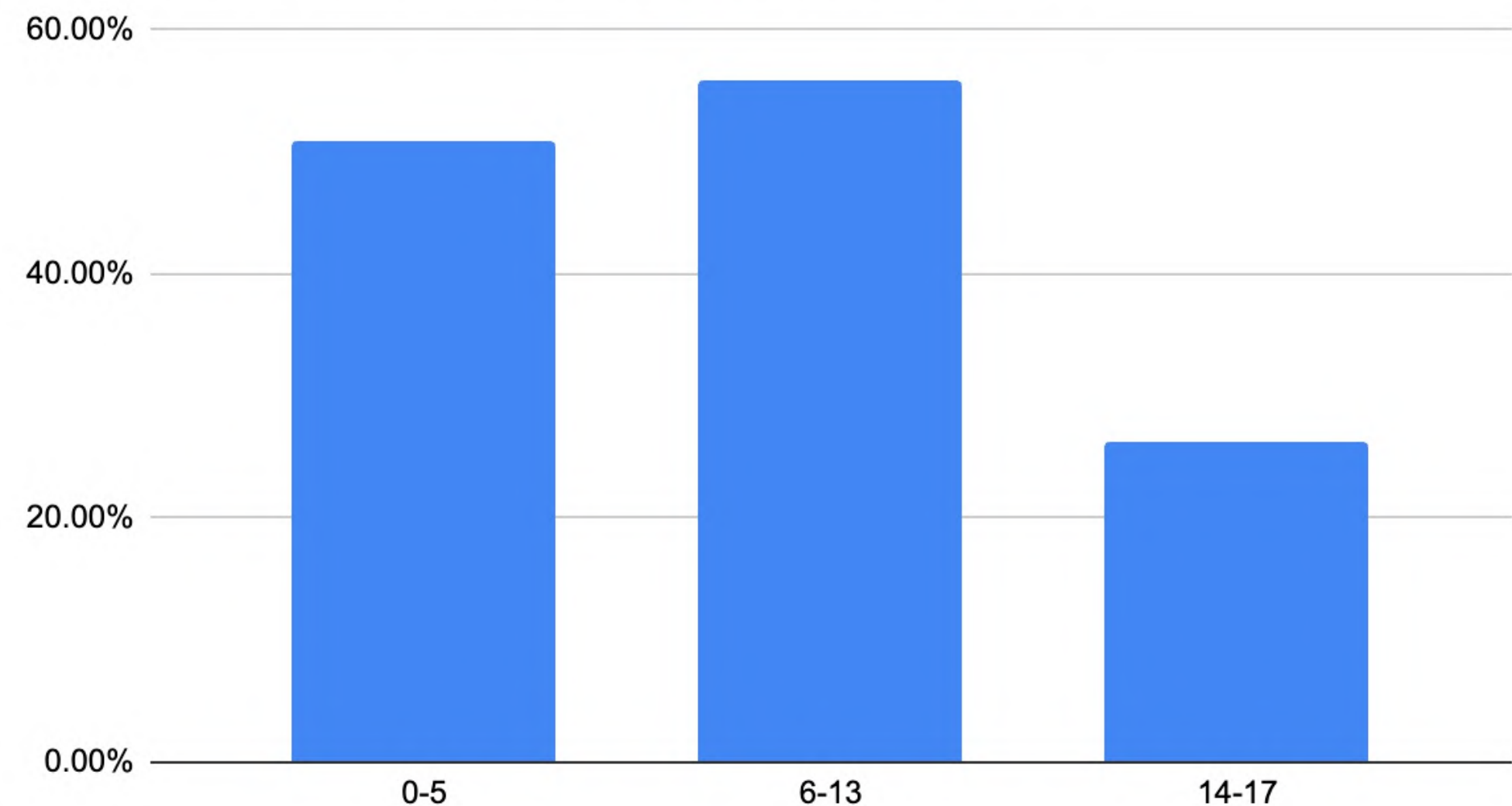
AUDIENCE INFO

Q: HOW MANY KIDS BETWEEN THE AGES 0 TO 5, 6 TO 13, 14 TO 17, LIVE IN YOUR HOUSEHOLD?

Of respondents with children in the home:

- **51% have kids 5 and under**
- **56% have kids 6 to 13**
- **26% have kids 14 to 17**

Age Distribution of All Respondents' Children



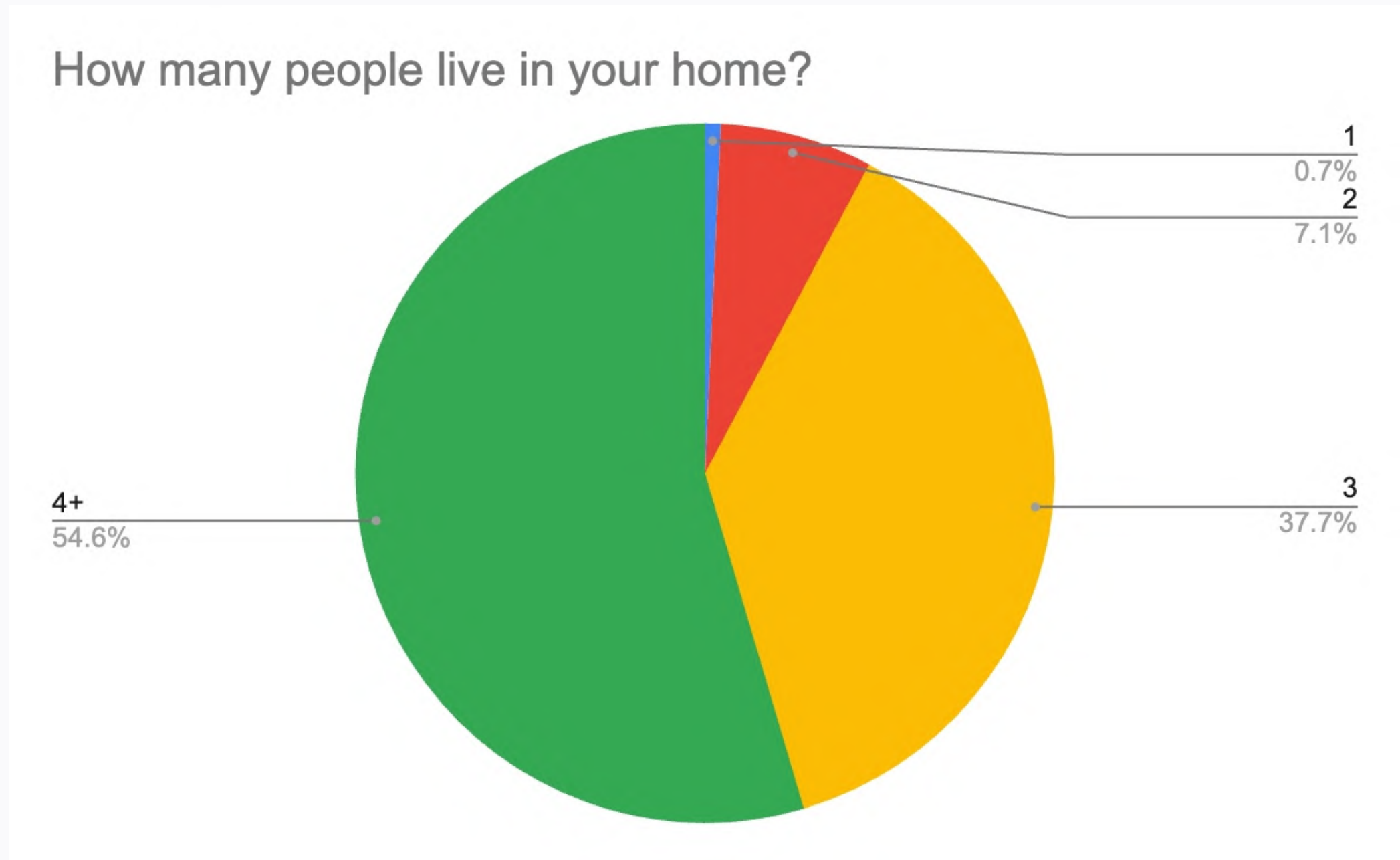
19.8% of all families have children under age 6 (across U.S).



AUDIENCE INFO

Q: HOW MANY PEOPLE LIVE IN YOUR HOME?

- **92.3% of respondents have 3 or more people living in their home**



Avg Household Size is 2.32 people in Alachua Co.

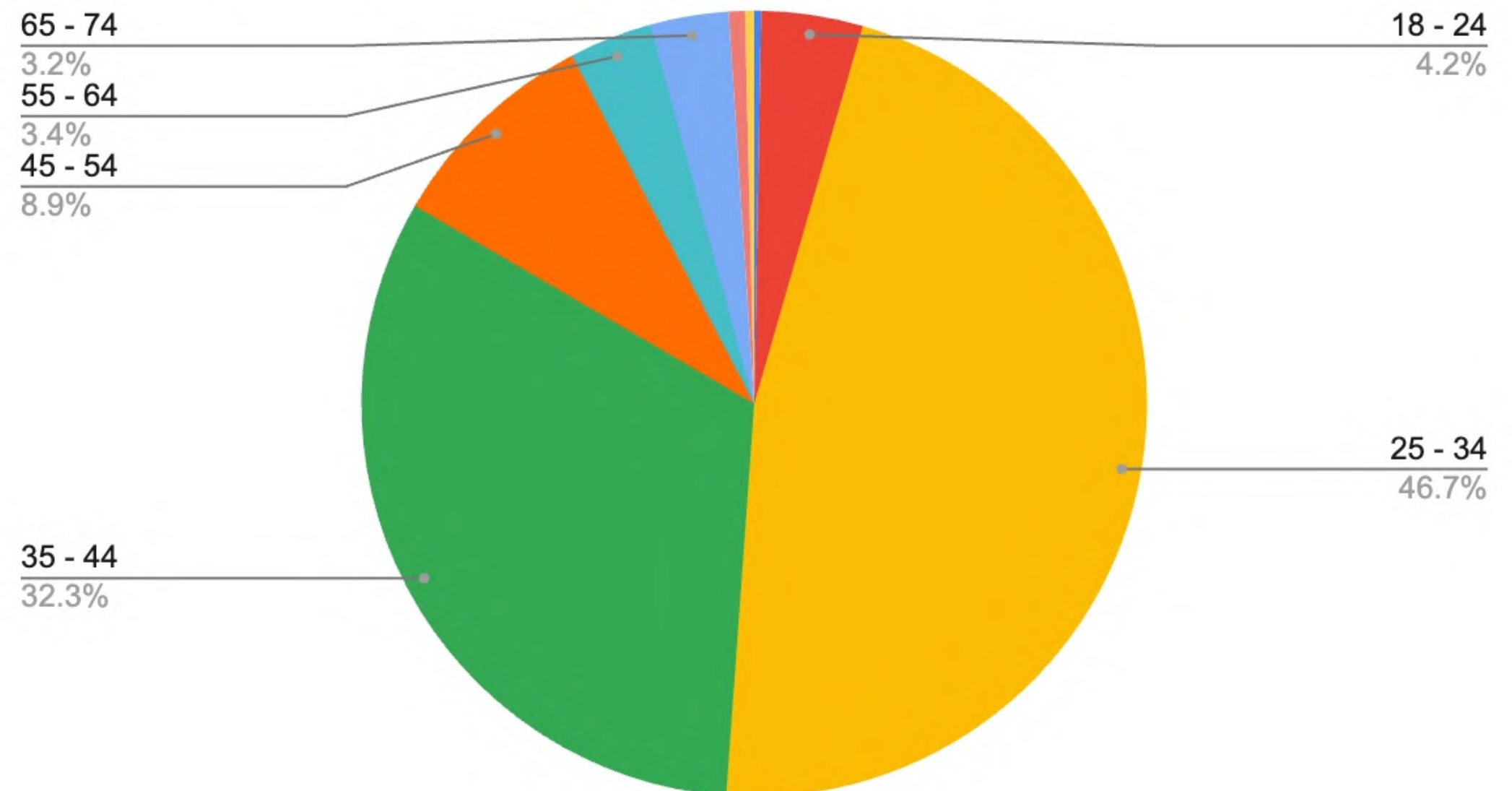


AUDIENCE INFO

Q: WHAT IS YOUR AGE?

- **87.9% of respondents are young adults to middle-aged individuals (25-54 years)**
- **7.3% older adults (55+)**

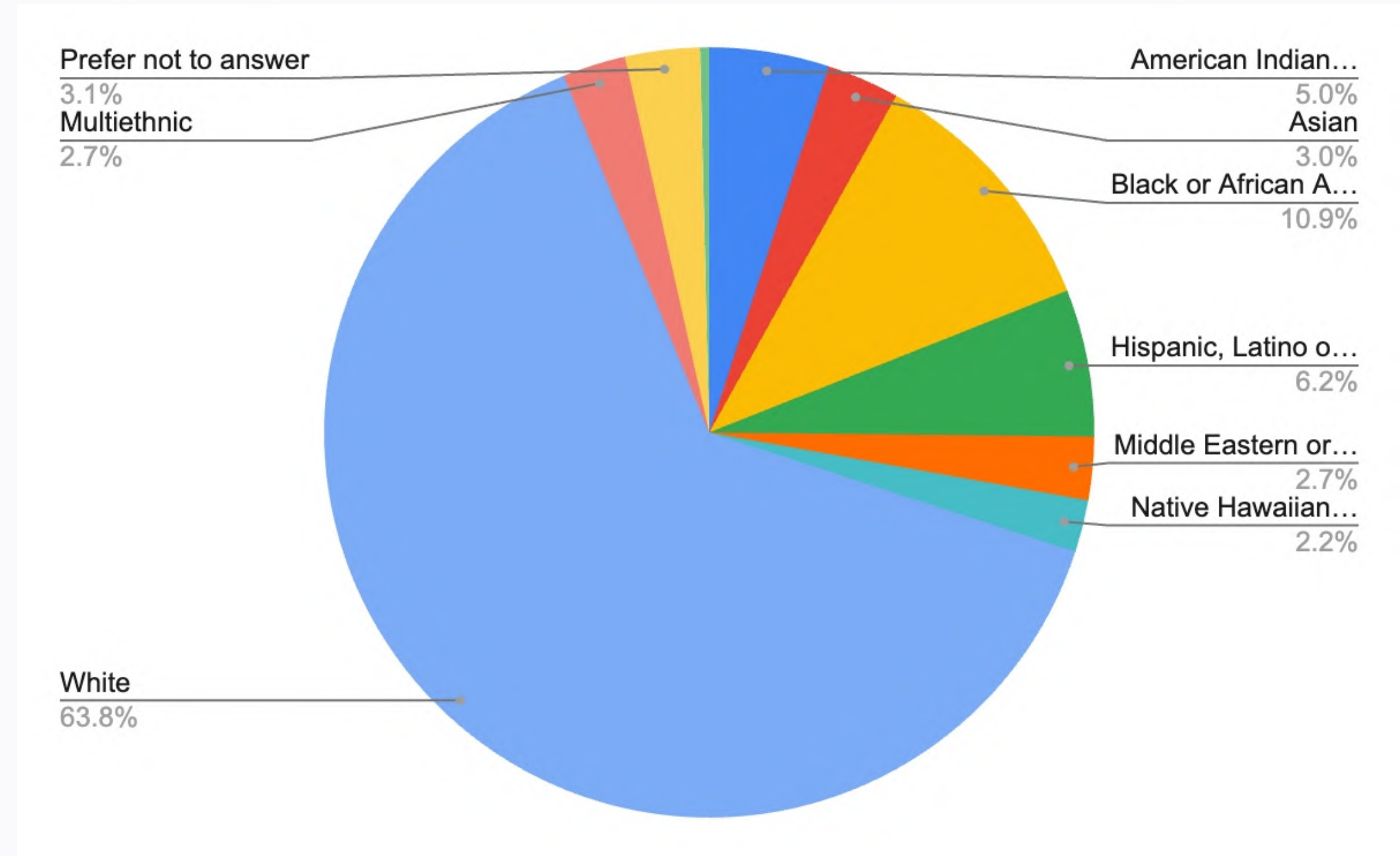
What is your age?



AUDIENCE INFO

Q: WHAT BEST DESCRIBES YOU?

- **64% White**
- **10.9% Black or African American**
- **6.2% Hispanic, Latino, or Spanish origin**
- **5.0% American Indian or Alaskan Native**



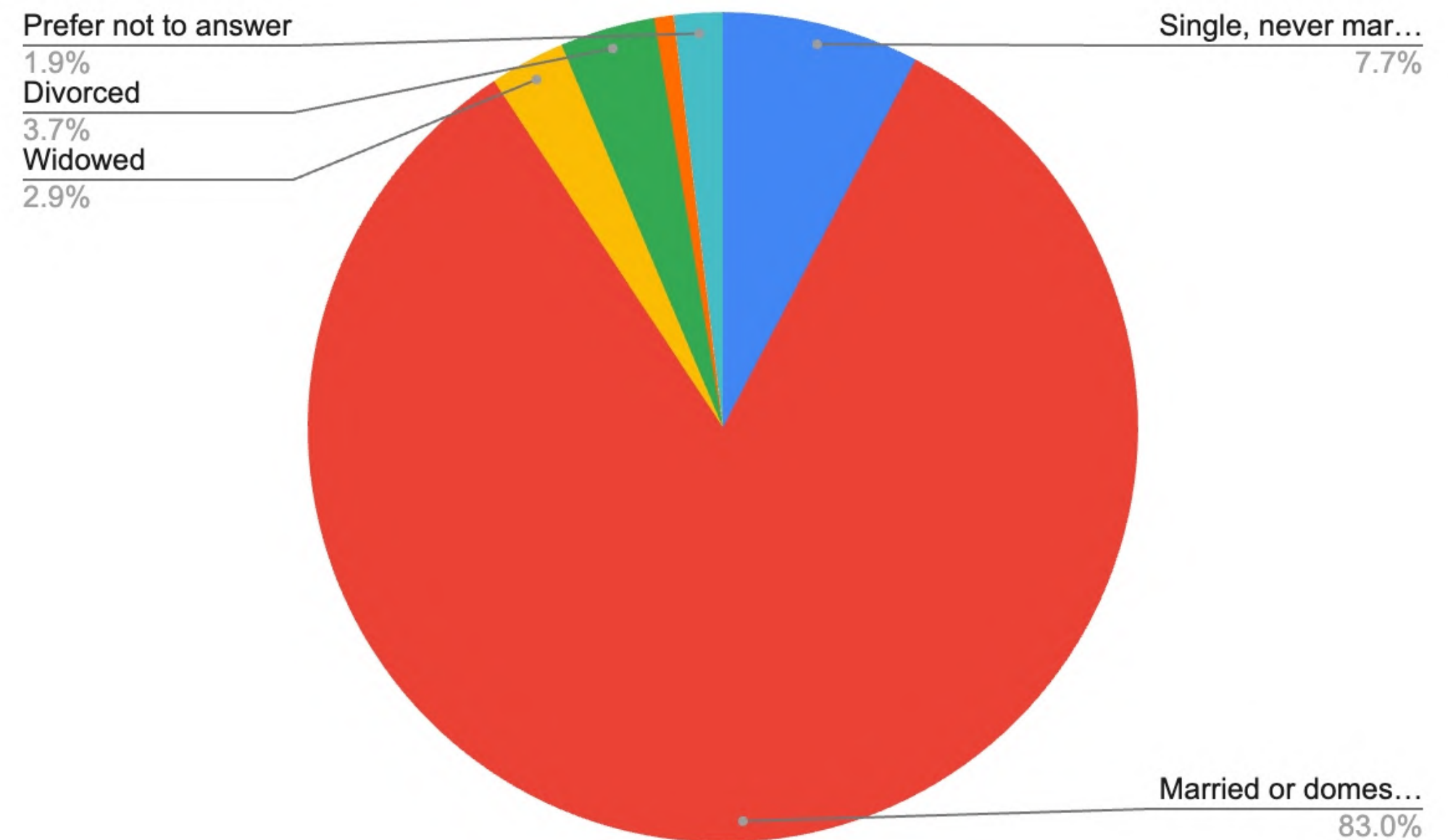
Alachua County: 58% White, 18% Black, 12% Hispanic/Latino



AUDIENCE INFO

Q: WHAT IS YOUR MARITAL STATUS?

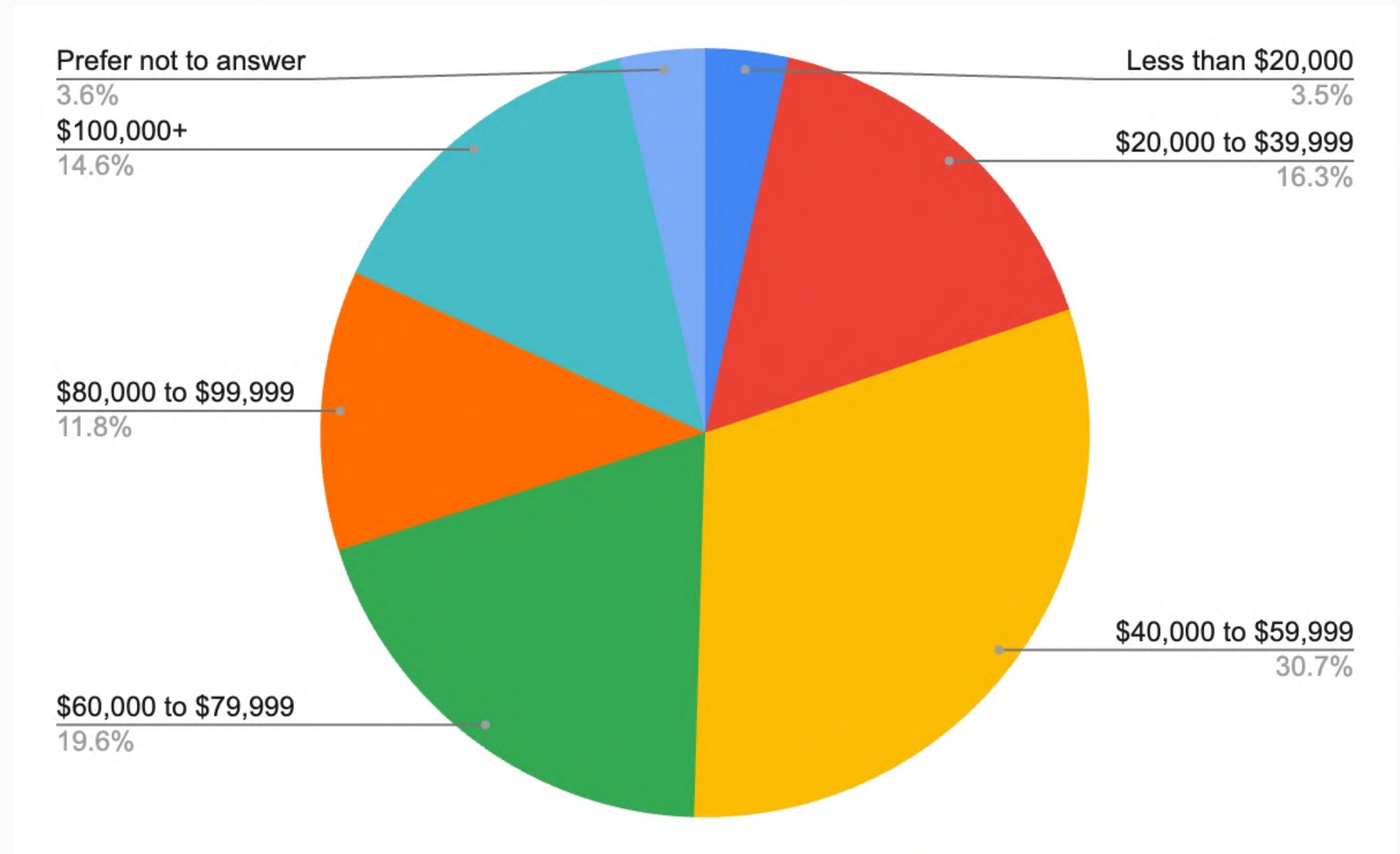
- **83% - Married or domestic partnership**
- **7.7% - Single, never married**
- **3.7% - Divorced**



AUDIENCE INFO

Q: WHAT IS YOUR HOUSEHOLD INCOME PER YEAR?

- **30.7% of households make \$40,000 - \$59,999**
- **19.6% make \$60,000 - \$79,999**
- **19.8% < \$40K**
- **14.6% > \$100K**



Alachua County: Median HHI - \$57,566



BEHAVIOR

Summary:

- **Frequently looking for parenting or family info**
- **Rely on Friends & Family**
- **Looking for Age Group-Specific Info**
- **From Community Resources and Trusted Sources like Healthcare Professionals, Libraries, Research, etc.**

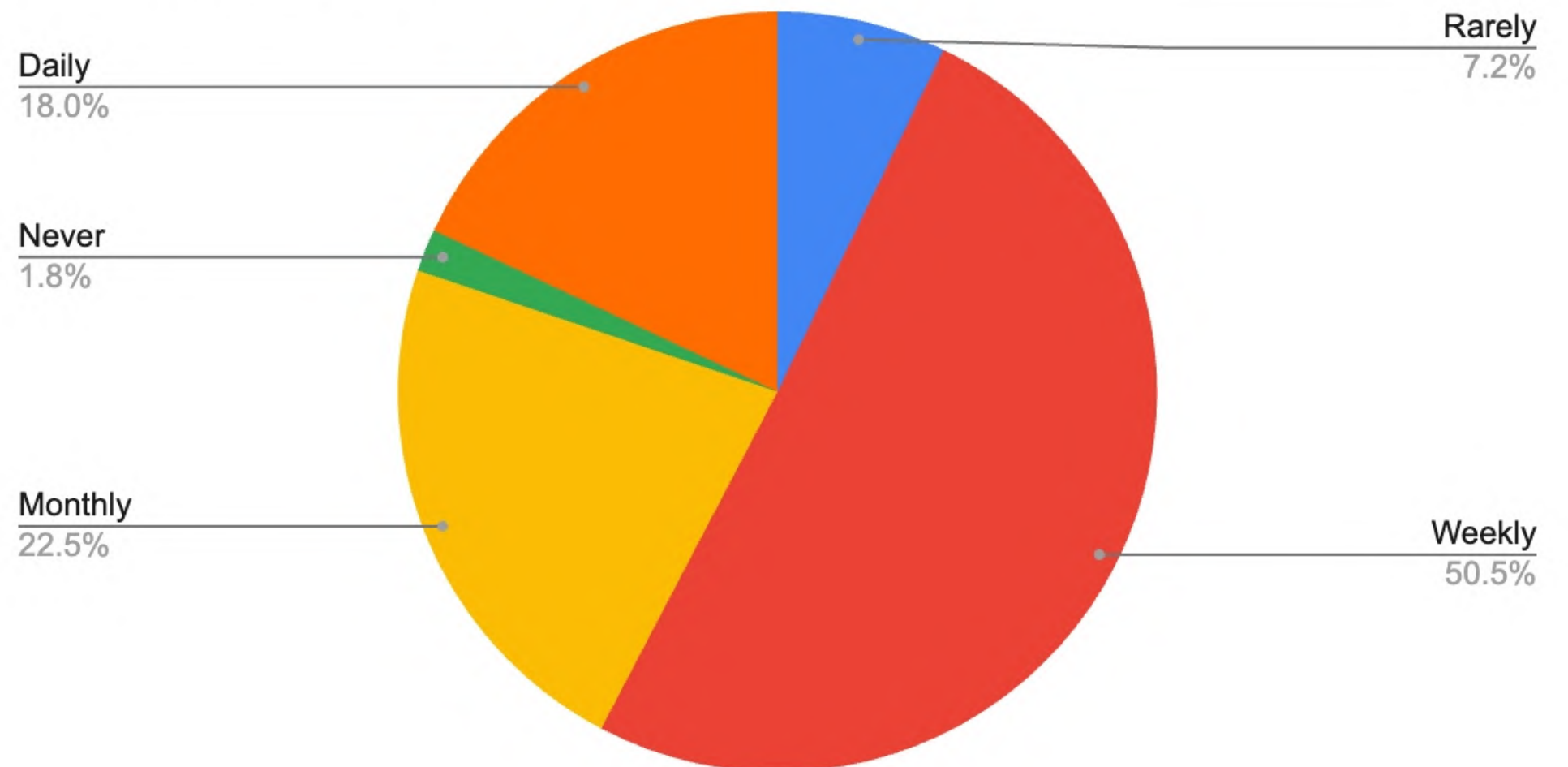


BEHAVIOR

Q: HOW OFTEN DO YOU LOOK FOR PARENTING RESOURCES OR ADVICE ON CHILDREN'S TOPICS?

- **91% of respondents are looking for resources or advice at least monthly, but 68.5% are searching daily or weekly.**

How often do you look for parenting resources or advice on children's topics?

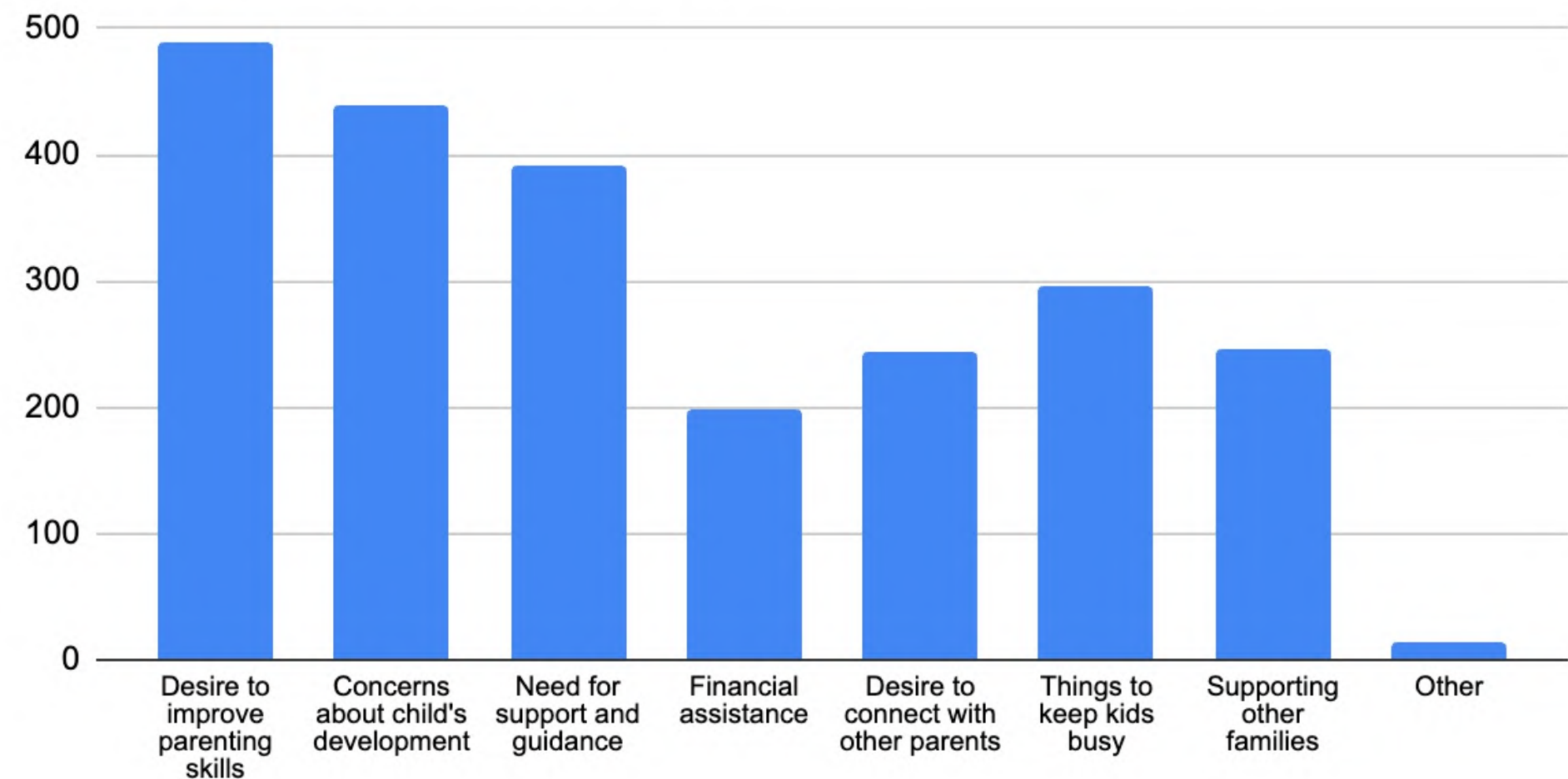


BEHAVIOR

Q: WHAT MAKES YOU PERSONALLY LOOK FOR PARENTING RESOURCES OR ADVICE?

- **Improving parenting skills**
- **Concerns about development**
- **Need for support and guidance**

What makes you personally look for parenting resources or advice? (Select all that apply)



BEHAVIOR

Q: WHAT MAKES YOU PERSONALLY LOOK FOR PARENTING RESOURCES OR ADVICE? (OTHER RESPONSES)

- **Career Opportunities after High School:**
 - Exploring colleges and scholarships.
 - Knowing what is available for career options.
 - Introducing programming to high school students to align with adult offerings.
- **Support for Autism Spectrum Disorder:**
 - Addressing the needs of a child with Autism Spectrum Disorder.
 - Recommendations for environmental changes based on milestone developments.
- **Parental Information and Preparedness:**
 - Preparing for parenthood.
 - Meeting daily information needs for parents.
- **Education and Curiosity:**
 - Encouraging curiosity and staying current.
 - Offering the same programming for adults and students.
- **Teenagers:**
 - Addressing specific age-related issues related to teenagers.
- **Random Discovery and Awareness:**
 - Just happening across information.
 - Seeing or sensing a need from a child.

Overall, the themes revolve around **education, career development, support for specific needs (such as Autism Spectrum Disorder), and awareness of information relevant to daily life**

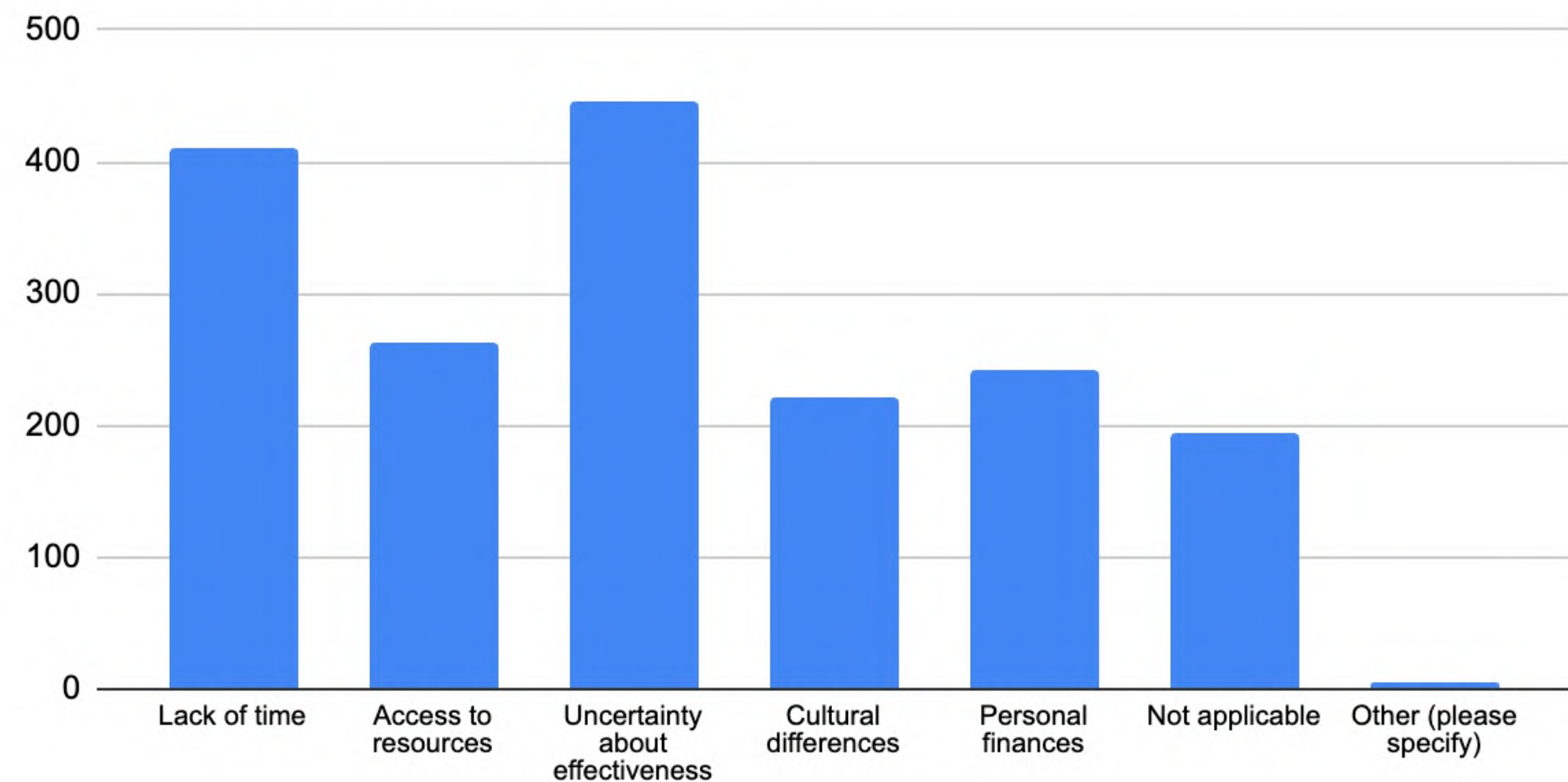


BEHAVIOR

Q: WHAT STOPS YOU FROM TRYING NEW WAYS OR STRATEGIES OF PARENTING?

- **Uncertainly about effectiveness**
- **There is a lack of time preventing trying new ways or strategies**
- **Access**

What stops you from trying new ways or strategies of parenting? (Select all that apply)



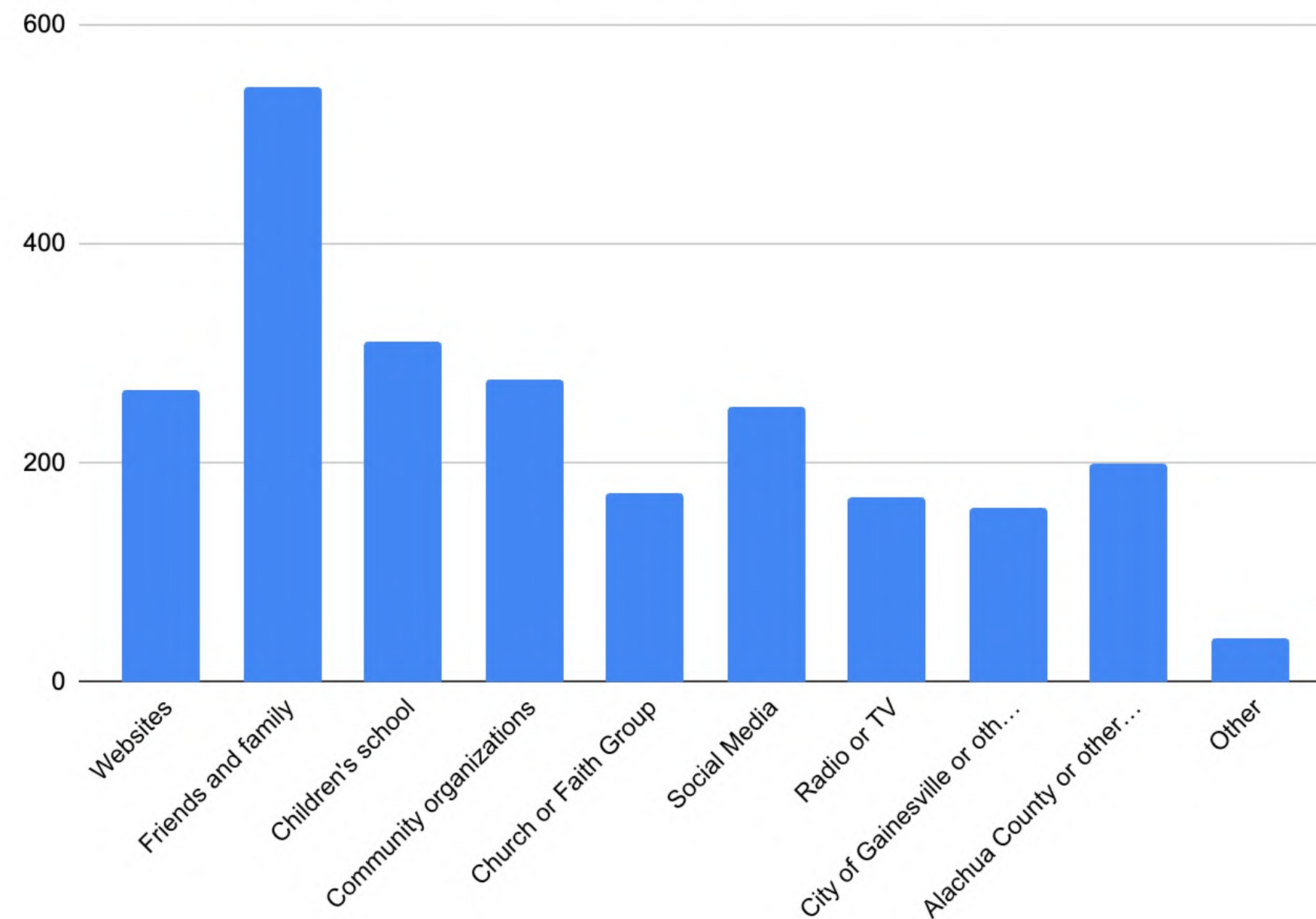
BEHAVIOR

Q: WHERE DO YOU GET INFORMATION ABOUT PARENTING AND CAREGIVING?

More so than any other resource, survey respondents indicate that they rely on friends and family.

Schools, community orgs, their own searching on the internet or social media.

Where do you get info about parenting or caregiving?



BEHAVIOR

Q: WHERE DO YOU GET INFORMATION ABOUT PARENTING AND CAREGIVING? (OTHER RESPONSES)

- **Medical Professionals:**
 - Pediatricians are mentioned multiple times as a source of information.
 - Doctors and physicians
- **Research Resources:**
 - Own research is conducted
 - Reference to articles from reputable news outlets and journals suggests a reliance on credible written sources.
 - Evidence-based resources, including journal articles in psychology and pediatrics
- **Books and Libraries:**
 - Books are a recurring source of information, both from personal collections and public libraries.
 - The mention of La Leche League implies a focus on resources related to breastfeeding and parenting.
- **Community and Peer Support:**
 - Professionals in the community, including daycare teachers, are consulted.
 - Support groups and podcasts featuring parents with similar struggles are
 - Specific advocates for neurodivergent children are sought for specialized guidance.
- **Government and Educational Sources:**
 - Peer-reviewed journals and government websites are acknowledged as reliable sources, emphasizing credibility.
 - The inclusion of "not just 'websites'" suggests a discerning approach to online information.
- **Personal Experience:**
 - Personal experience and the individual child's needs are considered important factors in decision-making.



CONTENT

Summary:

Yes, Alachua Co. families find it easy to find info, but it's distributed across diverse sources and there's not one place that is consistent.

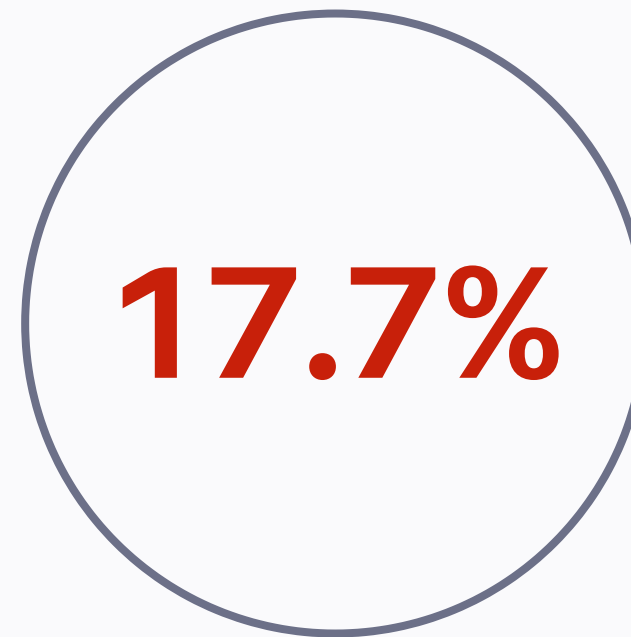
Even if people said it's easy or hard to find, they agree info is decentralized, dependent on their community and not optimized.



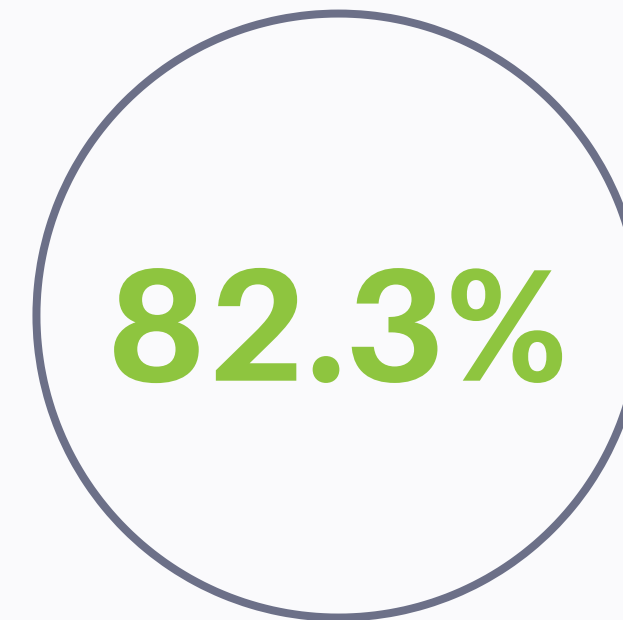
OVERALL, INFO IS EASY TO FIND

Q: IS IT EASY TO FIND INFORMATION ON THESE TOPICS LOCALLY IN ALACHUA COUNTY?

*It's **EASY** to find what you're looking for as a parent or caregiver in Alachua County.*



NO - information on these topics is not easy to find locally

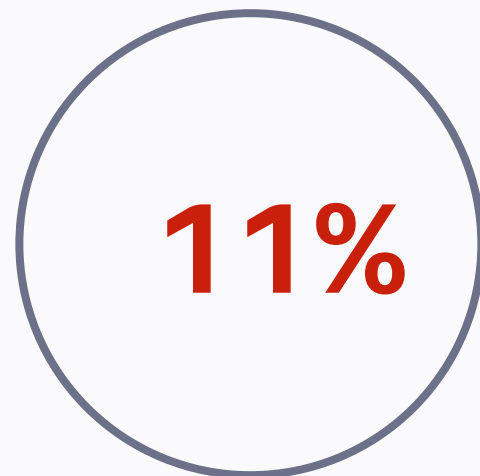


YES - information on these topics is easy to find locally

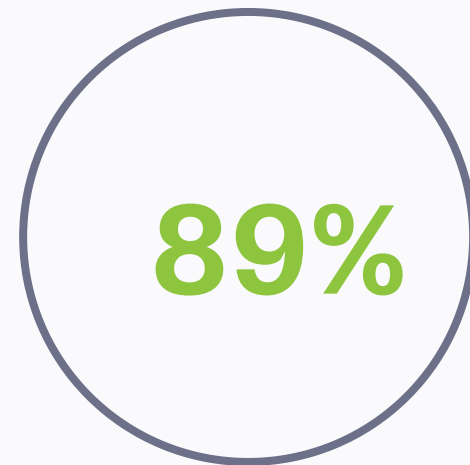


LOWER INCOMES SAY INFO IS EASIER TO FIND

Q: IS IT EASY TO FIND INFORMATION ON THESE TOPICS LOCALLY IN ALACHUA COUNTY?

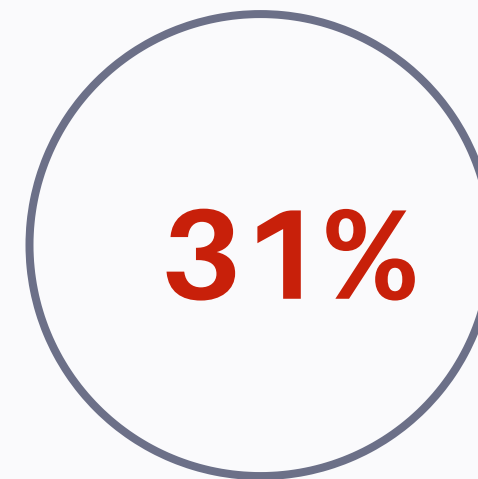


NO - information on these topics is not easy to find locally

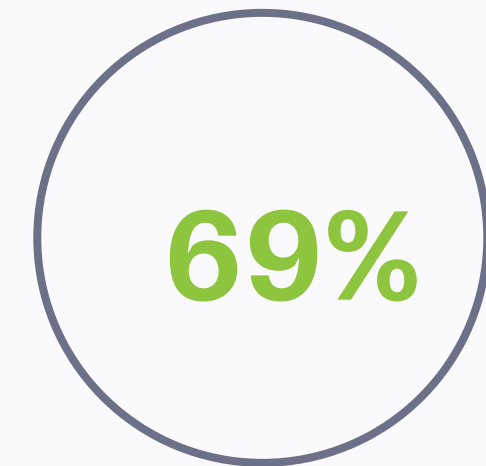


YES - information on these topics is easy to find locally

Income < \$100,000



NO - information on these topics is not easy to find locally



YES - information on these topics is easy to find locally

Income > \$100,000



CONTENT

Q: YOU ANSWERED YES IT IS EASY TO FIND INFORMATION ON THE TOPICS MOST IMPORTANT TO YOU. WHERE DO YOU FIND THAT INFORMATION LOCALLY?

- **Online Platforms:**
 - Majority of respondents use online platforms
 - Common sources include websites, Google searches, social media (Facebook, Twitter, TikTok), and online blogs.
 - **Local Community Resources:**
 - Many rely on local community resources such as community organizations, newsletters, and community centers.
 - Local government agencies and services.
 - **School-Related Information:**
 - School-related sources like school emails, school websites, and newsletters.
 - Some find it challenging to extract specific information from school communications.
 - **Media and Publications:**
 - Local news media, newspapers, and magazines.
 - Some mention TV channels and specific programs like TV20 and CBS.
 - **Specialized Websites:**
 - Specific websites like Fun4GatorKids, Gainesville Sun, and others.
 - Some refer to websites related to health, education, and parenting.
 - **Personal Networks:**
 - Friends, family, neighbors, and personal networks are important sources of information.
 - Communication with others, including teachers, is highlighted.
 - **Professional and Educational Resources:**
 - Professional associations, organizations, and educational institutions provide parenting and family information.
 - Some mention consulting professors or researchers at local universities.
 - **Mixed Information Sources:**
 - Responses reflect a mix of information sources, indicating that individuals use multiple channels to gather information based on their needs and preferences.
- Challenges and Suggestions:**
- Some respondents find it challenging to access specific information, such as behavioral support services.
 - Suggestions include collaboration among organizations to provide comprehensive info.



CONTENT

Q: YOU ANSWERED **NO** IT IS NOT EASY TO FIND INFORMATION ON THE TOPICS MOST IMPORTANT TO YOU. **WHY DO YOU THINK IT IS HARD TO FIND THESE RESOURCES?**

Barriers to Access

- **Lack of Awareness and Education:**
 - Limited education on where to find resources.
 - Some parents are not aware of available resources in their community.
 - Emphasis on early childhood, with less focus on parenting support for tweens and teens.
- **Communication and Transparency Issues:**
 - Information is not disseminated effectively, with reliance on word of mouth or social media.
 - Limited communication from local media.
 - Lack of advertising and community outreach.
 - Limited publicizing of events and resources.
 - Limited utilization of Black media for disseminating information.
- **Financial Constraints:**
 - Some resources are not available or affordable in certain areas.
- **Accessibility Challenges:**
 - Some families lack computer access or skills to search online, social media, or lack internet access altogether.
- **Geographical Disparities:**
 - Disparities in resource availability based on geographical location, particularly in different ZIP codes.

Disparate Information

- **Lack of Centralized Information:**
 - No centralized forum or resource.
 - Information is scattered and not easily accessible.
 - Difficulty in finding a one-stop resource.
- **Overwhelm and Information Overload:**
 - Too much information available, causing confusion and overwhelm.
 - Difficulty in navigating websites and calendars, leading to information overload.

Community or Cultural Barriers

- **Community Fragmentation:**
 - Fragmentation of community resources and organizations, making it unclear who provides what.
 - Lack of coordination among institutions.
- **Cultural Channels and Community Engagement:**
 - Information often relies on cultural channels for dissemination.
 - Lack of awareness leads to insufficient community engagement
- **Language and Cultural Barriers:**
 - Language barriers, or resources in different languages not available.



CONTENT

Q: YOU ANSWERED
IT IS **NOT EASY** TO
FIND
INFORMATION ON
THE TOPICS MOST
IMPORTANT TO
YOU. **WHERE**
WOULD YOU
PREFER TO BE
ABLE TO FIND
THIS KIND OF
INFORMATION?

- Social Media
- Local Sites and News
- Schools
- Church
- Email
- Websites
- City/County
- Media (local news, TV ads, and radio as information sources.)
- Community Engagement (advocacy for information on bulletin boards, supermarkets, and community boards.)
- Youth-Focused Platforms (Proposal for youth-facing engagement through platforms like SNAP and Instagram.)
- Text messages or timely
- Centralized Website (similar to a phone book for community resources.)
- Specific Apps (Reddit etc)
- Cultural Channels
- Accessible Flyers - printed material
- Comprehensive Lists, calendars or roundup emails

Varied Platforms:

- Acknowledgment that people use different resources; support for multiple channels.



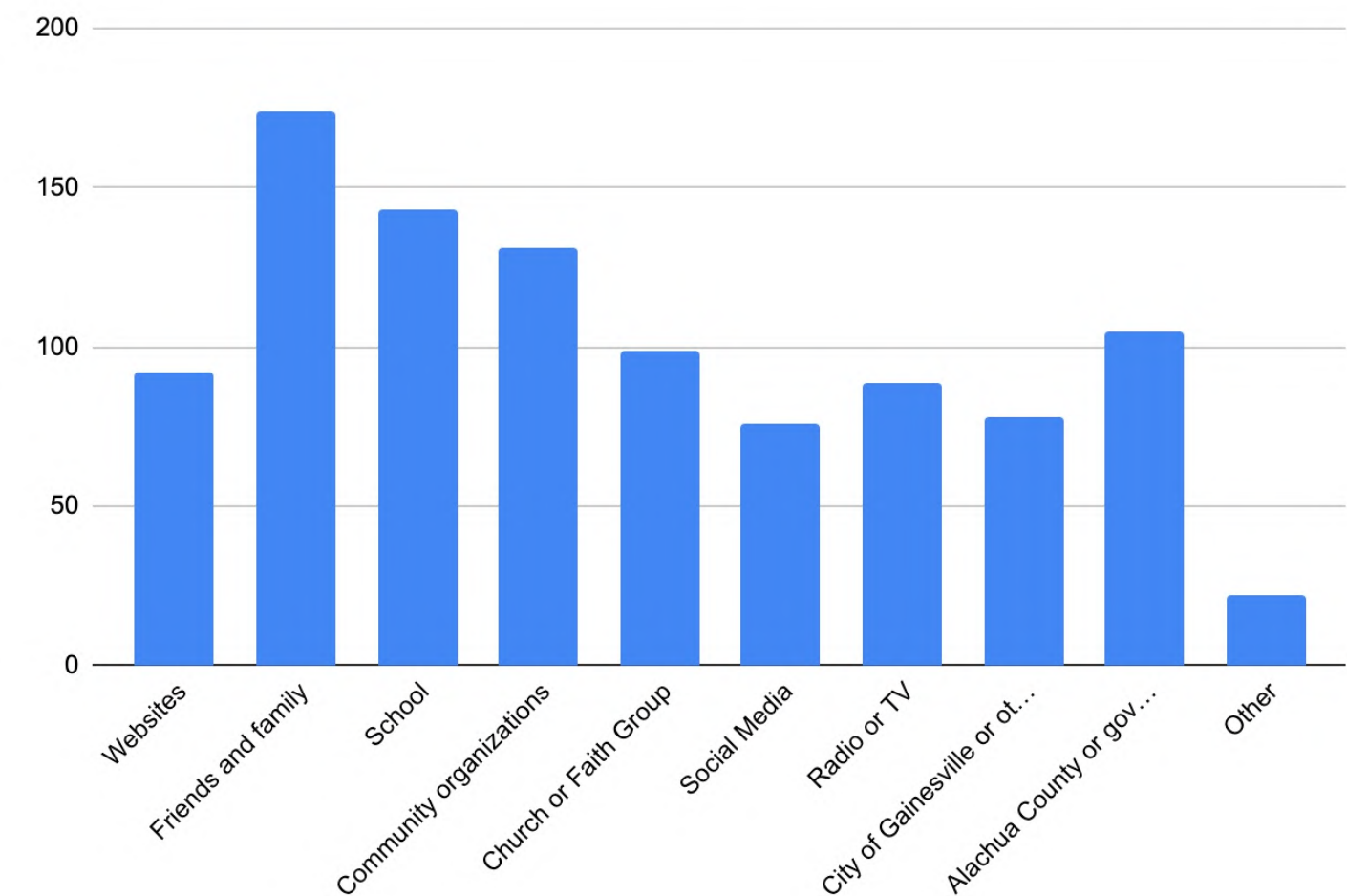
CONTENT

Q: WHO OR WHAT DO YOU TRUST THE MOST TO PROVIDE INFORMATION ABOUT PARENTING AND FAMILIES?

Similar to where they get information about children's resources, they TRUST most of the same groups, with Friends & Family leading the way.

1. Friends & Family
2. School
3. Community organizations
4. Alachua County or government office

Who or what do you trust the most to provide info about parenting or families?



CONTENT

Q: WHO (A PERSON) OR WHAT (ORGANIZATION OR GROUP) IS A GREAT EXAMPLE AND THAT YOU LOOK UP TO IN THE COMMUNITY FOR FAMILY OR CHILD RESOURCES OR INFORMATION?

Educational Institutions, Early Childhood Education

- Alachua County School Board
- Early learning Coalition
- PBS kids
- Healthy Start Coalition
- Lastinger center
- Child Nutrition and Health Organization
- Boys & Girls Clubs
- Partnership for Strong Families
- Fun4GatorKids
- Alachua County Public Schools

Health & Medical Providers

- Pediatricians
- UFHealth
- Dr. Catherine Boon
- Healthy start
- Pediatrician Dr. Kirkconnell
- Pediatrician (Dr. Benton)
- Pediatrician(s) and my own PCP
- Healthy start coalition
- Fun4Gator Kids, Alliance Pediatrics
- Alachua County Public Library

Community & Social Support

- Community Impact Corporation
- Sherry Kitchens and the Child Advocacy Center
- Community organization
- Neighbor
- Local community
- Community manager
- Local community center or family service center
- Family center
- Child service agency
- Youth club
- Family organization
- Parent-child association



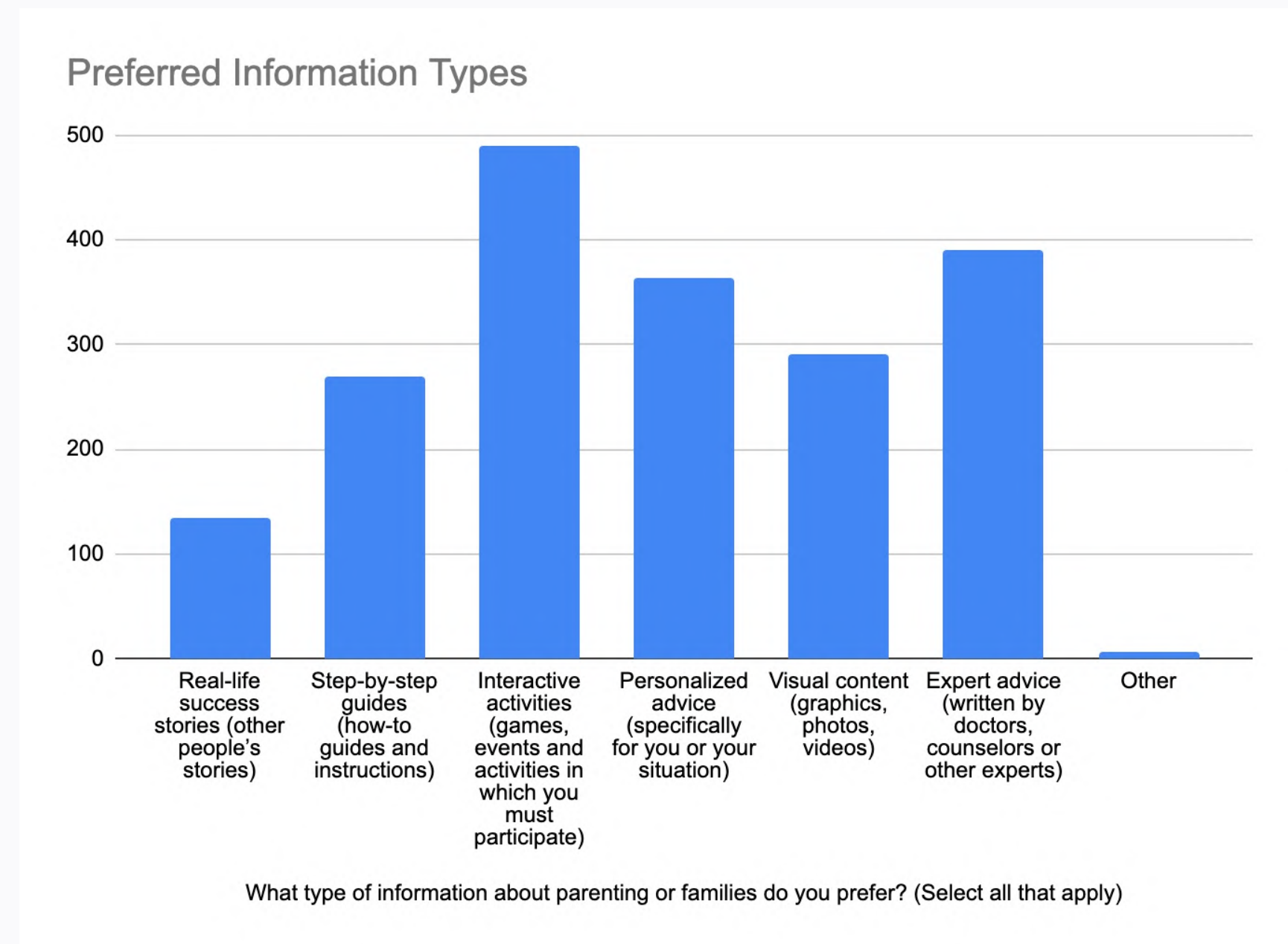
CONTENT

Q: WHAT TYPE OF INFORMATION ABOUT PARENTING OR FAMILIES
DO YOU PREFER?

- **Majority prefer interactive activities**
- **Others value expert advice and personalized advice**

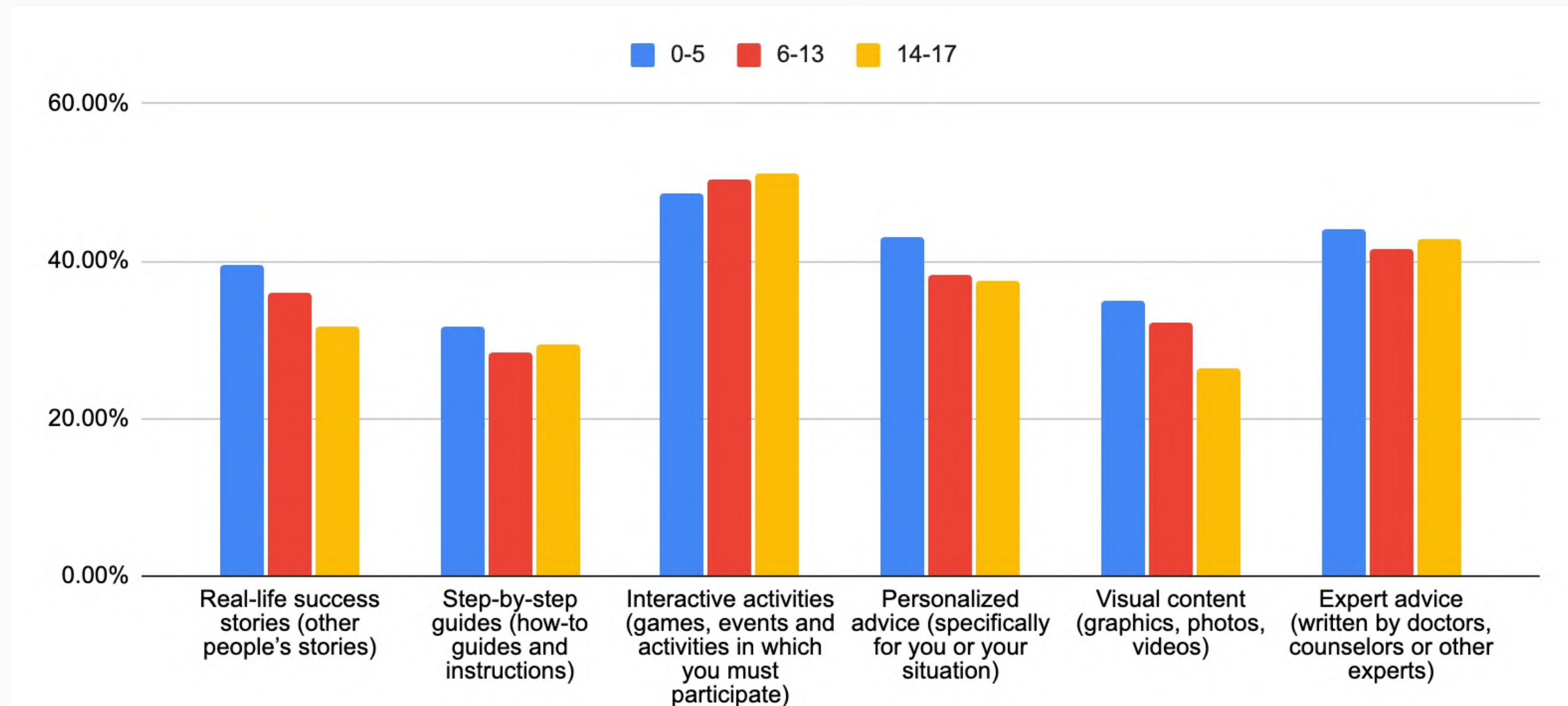
Other responses:

- Extracurricular activities + free events
- Evidence-based practices and/or research
- Bible - it has the fruit of what works and what fails



CONTENT BY AGE GROUPS

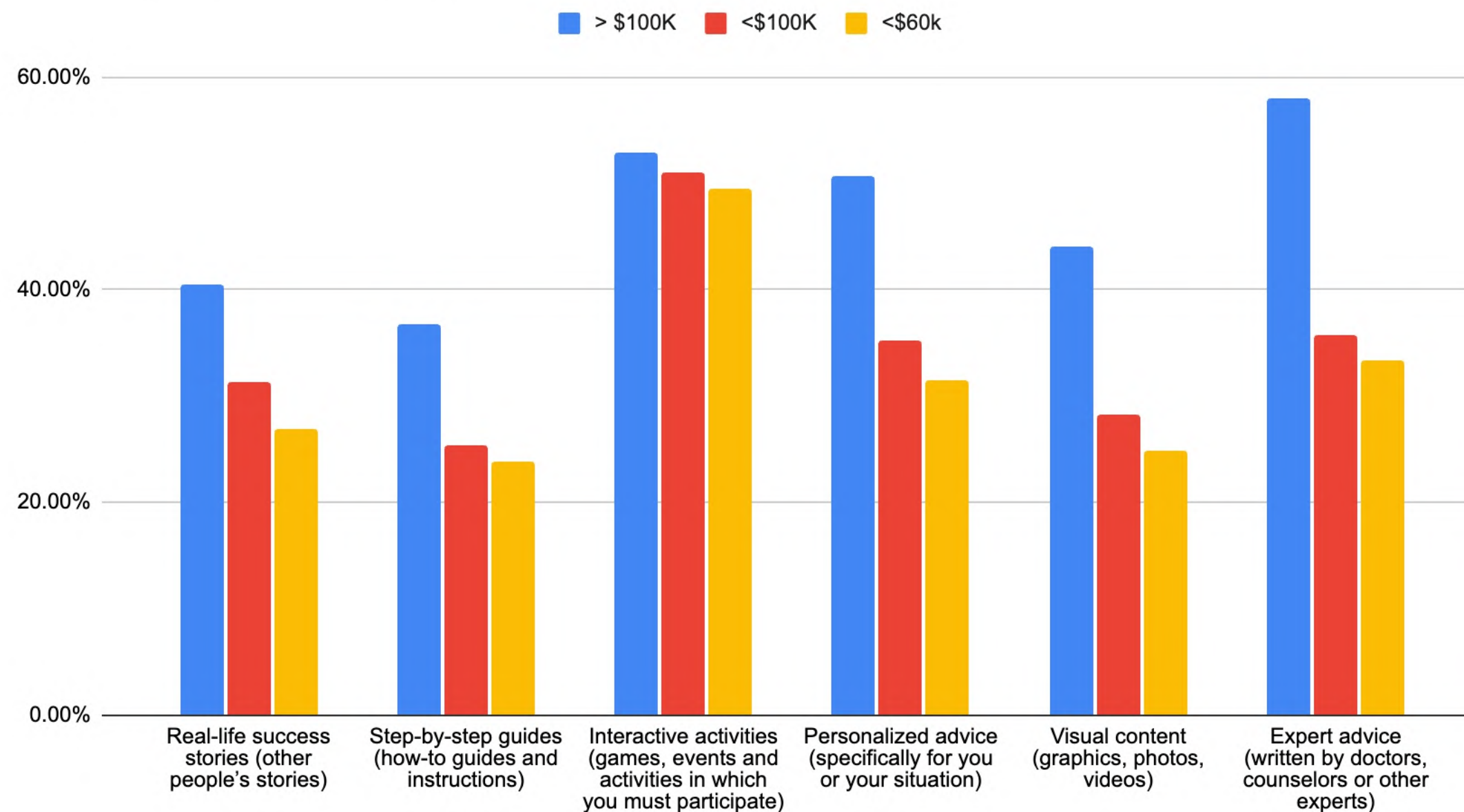
Q: WHAT TYPE OF INFORMATION ABOUT PARENTING OR FAMILIES
DO YOU PREFER?



CONTENT BY INCOME

Q: WHAT TYPE OF INFORMATION ABOUT PARENTING OR FAMILIES
DO YOU PREFER?

Type of Content You Prefer



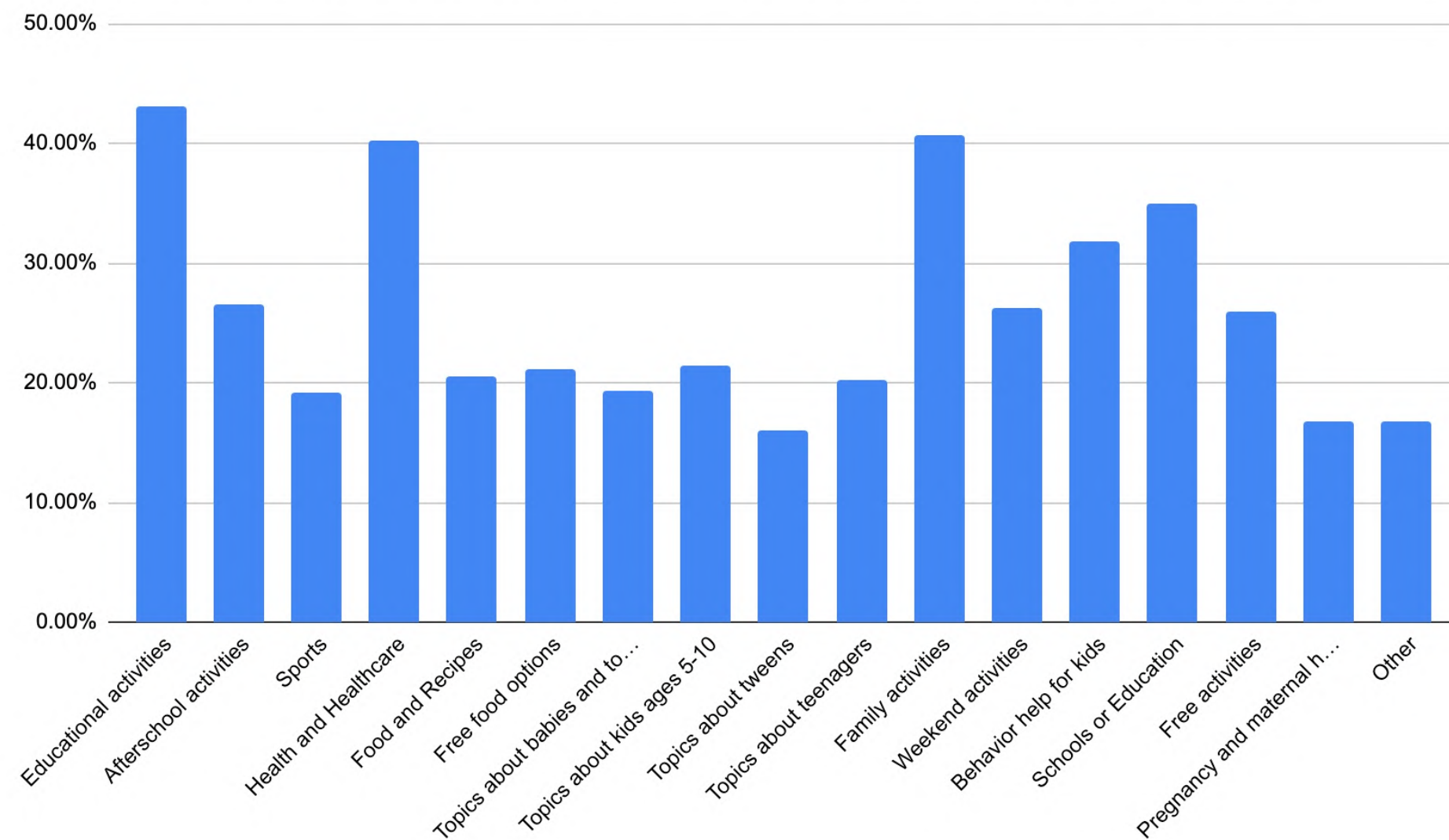
MOST IMPORTANT CONTENT

Q: WHAT KIND OF INFORMATION IS ***MOST IMPORTANT*** TO FAMILIES IN ALACHUA COUNTY?

Content to prioritize:

1. **Educational Activities**
2. **Family Activities**
3. **Health and Healthcare**
4. **Schools or Education**
5. **Behavior help for kids**
6. **Afterschool Activities**
7. **Weekend Activities**
8. **Free Activities**

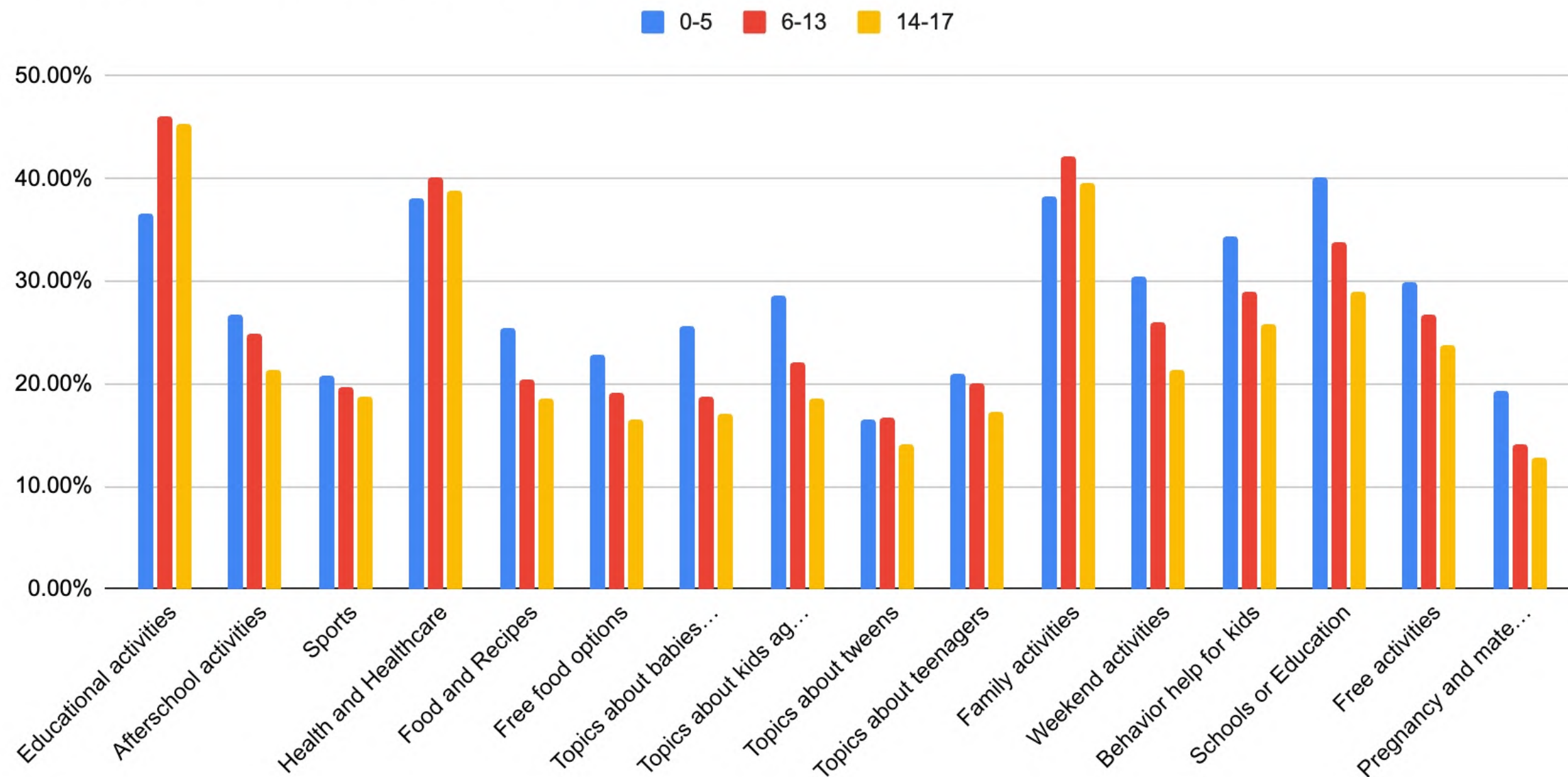
What kind of information is most important to families in Alachua County? (ALL)



CONTENT BY AGE GROUPS

Q: WHAT KIND OF INFORMATION IS ***MOST IMPORTANT*** TO FAMILIES IN ALACHUA COUNTY?

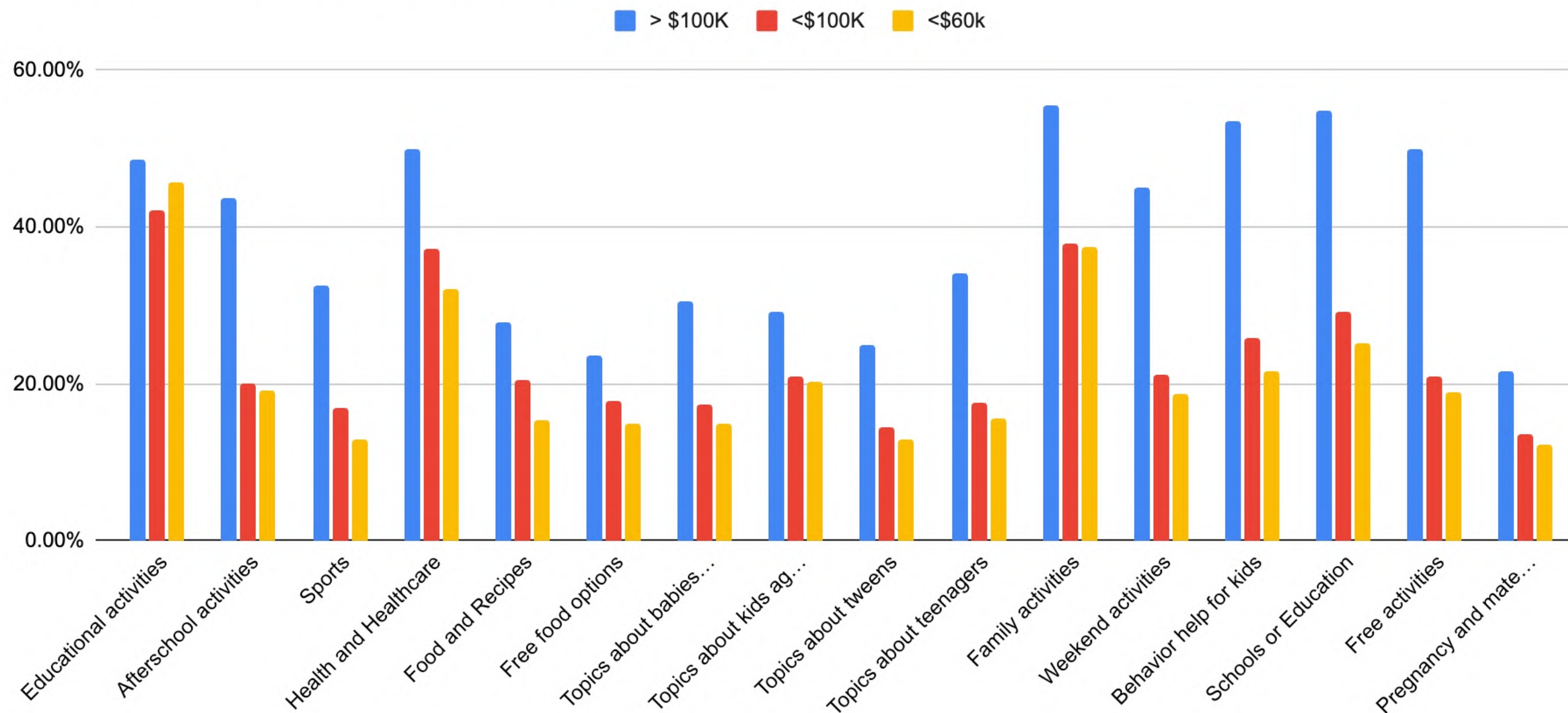
Most Important Content by Age Group



CONTENT BY INCOME

Q: WHAT KIND OF INFORMATION IS ***MOST IMPORTANT*** TO FAMILIES IN ALACHUA COUNTY?

Most Important Content by Income



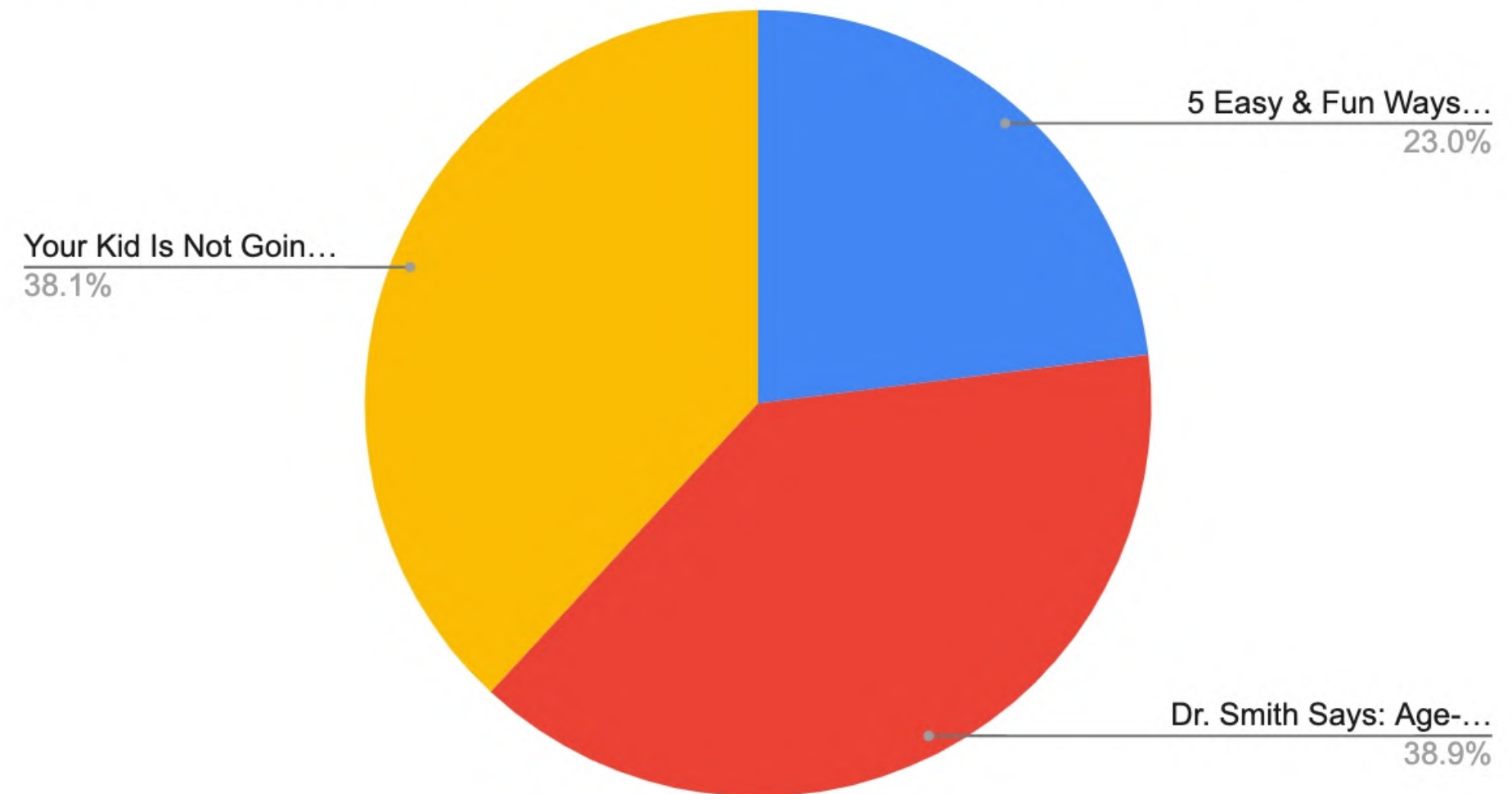
CONTENT

Q: WHICH ONE OF THESE ARTICLES WOULD YOU MOST LIKELY READ?

*Straight and to the point,
including listicles and articles that
are easy to consume:*

1. **Your Kid Is Not Going to Remember the \$1,000 You Spent on Her 5th Birthday**
2. 5 Easy & Fun Ways To Make Your Child's Birthday Special
3. **Dr. Smith Says: Age-by-Age Birthday Party Tips**

Which one of these articles would you most likely read?



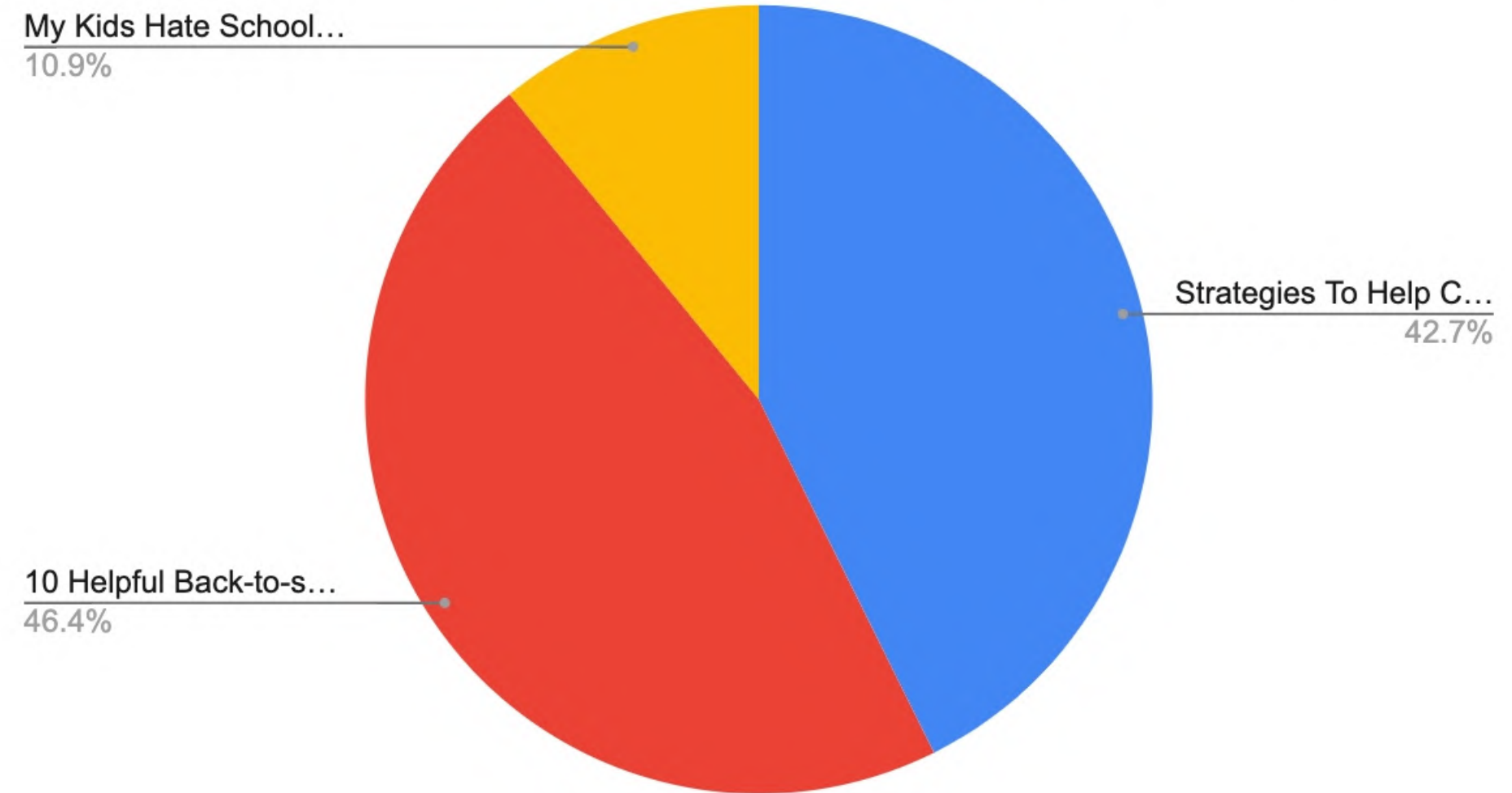
CONTENT

Q: WHICH ONE OF THESE ARTICLES WOULD YOU MOST LIKELY READ?

Straight and to the point, with content that's easy to consume:

1. My Kids Hate School: I Don't Blame Them
2. **Strategies To Help Children Cope With Back To School From a Guidance Counselor**
3. **10 Helpful Back-to-school Tips for Parents**

Which one of these articles would you most likely read?



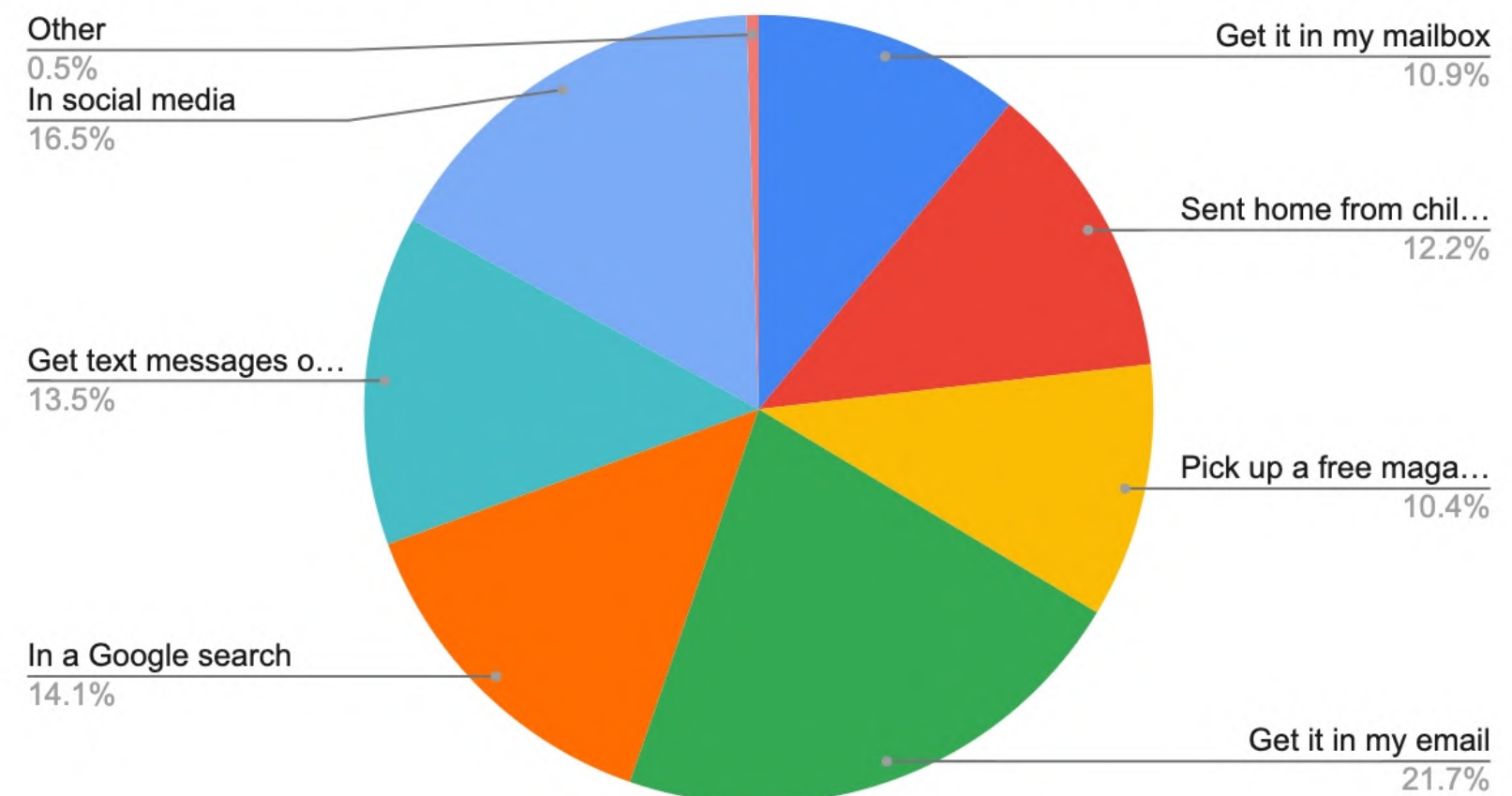
DISTRIBUTION

Q: PLEASE INDICATE YOUR PREFERRED METHOD OF RECEIVING INFORMATION REGARDING CHILDREN, FAMILIES, PARENTING, OR CAREGIVING.

Predominantly, survey respondents indicate digital tools are their preferred source of info, but schools and their own mailbox are also valid options.

1. **Email (21.7%)**
2. **Social media (16.5%)**
3. **Online (14.1%)**
4. **Get text messages on my phone (13.5%)**
5. **Sent home from child's school (12.2%)**

Please indicate your preferred method of receiving information regarding children, families, parenting, or caregiving





CHILDREN'S TRUST

OF ALACHUA COUNTY

