



# Survey and Focus Groups Results Presentation

## Milford Thrives Early Childhood Collaborative

April 15, 2021 (revised 4/21/21)

# Agenda

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- Context Setting
- Survey Results
- Focus Groups Results
- Discussion



# Context Setting

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# Discovery Findings

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- 93.55% White
- 39% households have annual incomes greater than \$100,000
- ~ 50% of Milford residents have annual household incomes under \$75,000; 15% earn below \$30,000
- 20.5% of children qualified for Free/Reduced Lunch rate at Jacques Memorial School in 2019-2020
- Residents are well educated; 64% have post-HS education



# Discovery Findings

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- Grew by 14.77% since 2010; expected to grow by 2.8%/year
- Children under 5 make up 5% of the population (=805 kids)
- Single-parent households = 32%; over 22% of those have children under age 6
- ~40% of people live in multi-unit housing



# Discovery Findings

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- Three Health Care Practices
  - 4 Dental
  - 3 Vision
- Three Social Service Agencies
- Five Childcare/Early Education Providers
- Four Recreation Organizations
- Three Food/Housing/Employment Agencies
- Twelve Faith-Based Organizations



# Purpose of Caregiver Surveys and Forums

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- Understand the needs of young children and families from the family perspective
- Identify current services being used by Milford families
- Find gaps in supports and services
- Identify family barriers to accessing services



# Timelines

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- Parent/Caregiver Survey
  - February 2021
  - 122 Responses
- Needs Committee Presentation and Findings
  - March 11, 2021
- Caregiver Forums
  - March 26, 27 and 30, 2021
  - 12 Participants
- Needs Committee Presentation and Findings
  - April 8, 2021





# Survey Results

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# Supports and Services

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- Early Childcare and Education Services
  - Half the families use out-of-home childcare/early education
    - Of those...
    - 60% use private care/preschool
    - 40% are out of Milford
  - 32% of families have difficulty finding care
    - 60% list 'expense' as a barrier
    - 50% did not know about Childcare Scholarships



# Supports and Services

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- Pediatrician/Primary Care
  - 4% never used a pediatrician or primary care
    - 3.4% listed “eligibility” as a barrier
  - 53% of Respondents use a Milford-based Pediatrician



# Supports and Services

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- Greater Nashua Mental Health Services/Behavioral Health
  - 8% currently use; 6% used in past
    - 10% receive these services in Milford
  - 21% didn't know about programs
- NAMI NH
  - 3% have used
  - 40% didn't know about Support Groups



# Supports and Services

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- Developmental Screening
  - 6% currently use; 24% have used
  - 25% didn't know about screening
  - 13% listed 'eligibility' as a barrier to getting a screen
- Early Intervention
  - 7% currently use; 19% have used
  - 18% didn't know about services
- Home Visiting
  - 2% currently use; 14% have used
  - See additional HV data in Waypoint section



# Supports and Services

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- Waypoint Family Resource Center
  - 5% use/have used
  - 47% did not know about Waypoint FRC
    - 58% hadn't heard of Home Visiting
    - 68% hadn't heard of the Parenting Classes
    - 74% hadn't heard of the Parent Support Groups
- Bridges
  - 8% use/have used
  - 10% of respondents listed 'eligibility' as a barrier



# Supports and Services

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- SHARE/Milford Welfare
  - 8% never heard of
  - 7% use; 6% have used
  - When specific programs are listed...
    - 27% use/have used WIC
    - 19% use/have used SNAP
    - 15% didn't know about Employment Assistance
    - 14% didn't know about Financial Assistance
    - 13% didn't know about Housing Assistance



# Supports and Services

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- Recreation/Library
  - 67% use/have used the Wadleigh library
    - 5% never heard of the Library
  - 70% use/have used Milford Recreation Programs
    - 3% never heard of Milford recreation
  - 36% use/have used Milford Community Athletic Association
    - 19% never heard of MCAA
  - 24% use Boys & Girls Club of Souhegan Valley
    - 2% never heard of BGCSV
    - 14% list expense as a barrier to using





# Communication and Finding Information

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- ~90% would use an early childhood information guide designed for Milford families with young children
- 100% have access to internet service
- 45% get information from internet searches; 30% get information from family and friends
- Over 90% want information on family-friendly events, child development, parent/child connection, local resources and programs
- 70% prefer email; 54% go to a website; 46% use FB; 43% would use a brochure



# Forum Results

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# Topic Areas

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- Communicating and Providing Information
- Early Childhood Resources



# Format

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- Facilitated Questions
- “Quick Dating”
- Program Descriptions
- Yes/No/Maybe
- Follow-up and Discussion



# Communicating and Providing Information

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- Key Search Words
  - Age/Developmental Stage specific
  - Outdoor Activities
  - Milford or “Nearby”
  - Education or STEM Activities
- Collecting Email Addresses
  - Subscribe through “join” button on websites
  - Invite through the Welcome Baby Bag
  - Join at community events



# Communicating and Providing Information

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- Visual Map?
  - YES!
- Parent Support Line?
  - Call it a “warm line”
  - ‘Live Chat’ option
  - Would use when overwhelmed
- Share FB posts?
  - Yes



# Early Childhood Resources

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Resource	Y	N	M	Comments
Home Visiting	3	5	4	Would want an established trusted relationship. Prefer support/referral from doctor



# Early Childhood Resources

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Resource	Y	N	M	Comments
Child Development/ Parenting Classes	7	2	3	<i>Topics:</i> Child CPR; Mom (Dad) and Me; reducing stress in children; how to parent differently from your own parents; teenager/parent bonding; co-parenting.





# Early Childhood Resources

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Resource	Y	N	M	Comments
Parent Café	10		1	<p>Include children; have facilitated playgroup.</p> <p><i>Topics:</i> Self-care, community resources, single parenting, creating a peaceful home environment, sibling relationships</p>



# Early Childhood Resources

Resource	Y	N	M	Comments
Mom's Group	10	1		<p>Call it a "parent/caregiver" group and make welcoming for Dad's and kinship; have one specific to new parents; advertise in Welcome Baby Bag; hold during non-business hours.</p> <p><i>Support Needed to start group:</i> locations, meeting outlines, ideas for agenda/topic/icebreaker,</p>



# Early Childhood Resources

Resource	Y	N	M	Comments
Drop-in Play Group	12			<p>Target smaller age groups; nice to have something to structure the week; allows for informal chats</p> <p><i>Hours: vary by family, naptimes, season.</i></p> <p>*BAE has every other Friday off.</p>



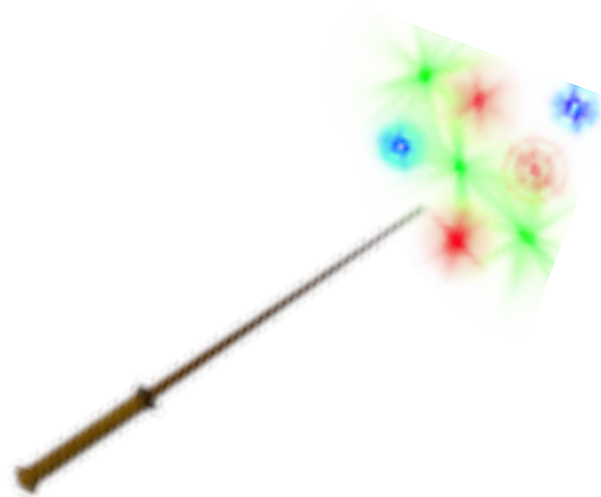
# Early Childhood Resources

Resource	Y	N	M	Comments
MT Family-Fun	12			Use kids for informal advertising  <i>Activities:</i> mental health/sensory, seasonal, single activity appealing to different age groups, making healthy snacks, information sessions for parents (i.e., pre/K process, specialty health services)



# Magic Wand

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# Magic Wand

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Programs for younger children

More support during pregnancy

**GET RID OF  
COVID**

Like the hikes

Drop-off to run errands

Activities with other families

More STEM programs

Safe outdoor activities  
with other families



Clearer message that ALL families are welcome



# Discussion

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# Discussion

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- Takeaways/Themes
- What did you think?
- Any questions?
- Any surprises?





# Questions/Comments

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