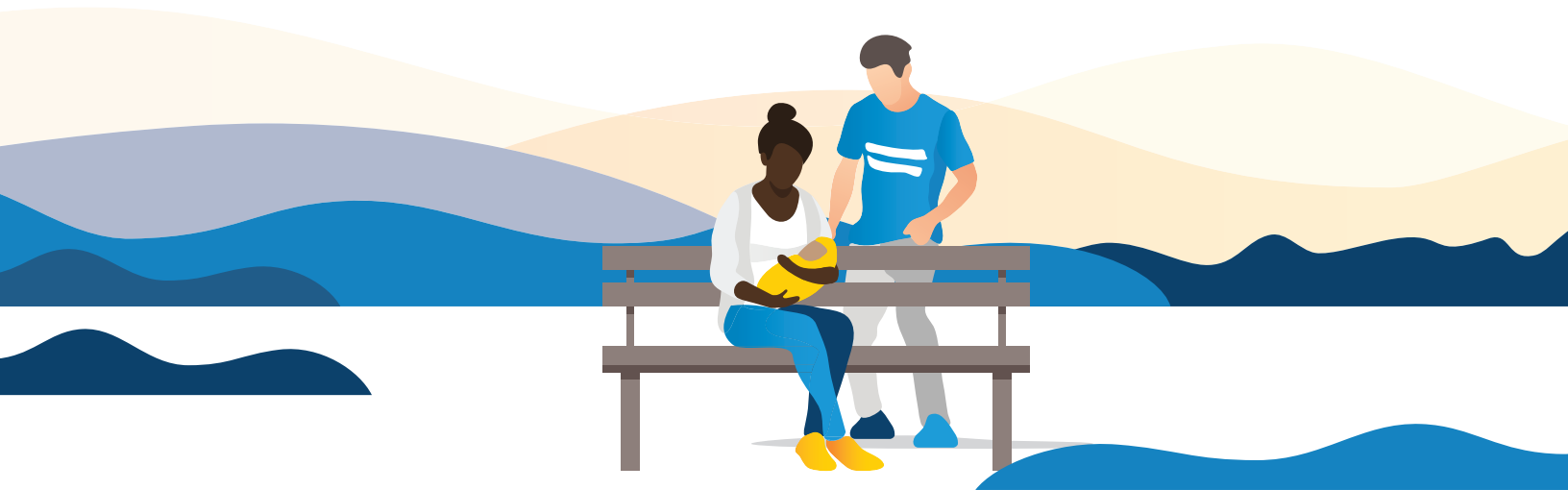


Top 6 Take-Aways for Parents



In the spring of 2018, **ZERO TO THREE** conducted a survey to find out more about how families learn about parenting and where they go with their parenting questions. We talked to 1,002 parents (and caregivers) of children 5 years and under to answer three big questions:

- **Where do parents go for information about parenting and child development?**
- **What sources do they trust?**
- **What do they want to know more about?**

Our biggest take-away? **You have questions, and you have the network** (in your community and online) **to find the answers.**

That's important, because all parents need—and deserve—help and support on the challenges related to parenting.

01 **Your real-life social network**—immediate and extended family and friends—**are among the most used and most trusted sources of parenting and child development information.**

There's nothing like mom, dad, or a sibling to be the voice of experience when it's 2 a.m. and the baby won't sleep. Is it teething? An illness? Or do all babies behave this way? (We have [resources for grandparents](#), too.)

02 You trust your health care providers. **83% of parents frequently turn to their health care providers for advice** and **93% showed a high degree of trust** in the information shared by these professionals. Turns out that well-child visits are not just about health; parents see them as opportunities to get their questions about child-rearing answered too.

83% of parents frequently turn to their health care providers for advice

03 Teachers are also trusted resources. **59% of parents turn to teachers/child care providers** for parenting information and trust them nearly as much – **85%** – as family members – **93%** – and health care providers – **93%**.

04 **60% percent of surveyed parents used science-based websites** as a source of parenting information and showed more trust in these sources – **82%** – than in social media – **54%**.

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than in social media **54%**

05 **You've got a lot of questions!** Here are the top three topics parents in our survey recently searched for info on:

DEVELOPMENTAL MILESTONES	70%
NUTRITION	70%
LANGUAGE/ COMMUNICATION	65%

06 You use the parenting information you get!

Surveyed parents told us that the information they received from both online and in-person sources moved

them to action, whether it was changing their parenting approach or spurring them to consult an expert for more information.

You're the expert on your child. We bring expertise on child development. ZERO TO THREE is as close as your smartphone with [the information you trust](#), 24/7.

For More Information:

- [vroom.org](#): Tools, resources and tips for building your child's brain, available via download and text.
- [healthychildren.org](#): Guidance for parents from the American Academy of Pediatrics.
- [sesamestreetincommunities.org](#): Resources for parents and educators from the creators of Sesame Street.
- [brightbytext.org](#): Research-based parenting information by text.

