

Home Visitors, Parent Educators, and Family Services Professionals: Critical Resources for Parents and Families



ZERO TO THREE's recent parent survey, *Millennial Connections*, explores how parents acquire information about parenting, what topics they want to know more about, and what sources they trust. We heard from 1,0002 parents of children aged five or younger. Here's what we learned about information provided by home visitors, parent educators, and other professionals.

Where do parents turn for information?

Parents reported that they most often turn to their immediate family (86%) and their child's health care provider (83%) when looking for information about parenting or early childhood development. This trend held across income, race/ethnicity, and other categories.

Who do parents trust?

Parents were asked to rate their degree of trust in various sources of parenting information. Health care providers and immediate family again ranked highest, with 93% of parents saying they trust each of these sources "a

lot" or "some." **Parents who had used home visiting or parent groups as a source of information had a high level of trust** in the information shared by these professionals (80% of parents reported "a lot or some" trust in these sources). **Parenting information provided through government programs such as WIC was also highly trusted** (78%). Home visitors and family services professionals were consulted by about one-quarter of surveyed parents, which likely reflects fewer opportunities at the community level for families to participate in these programs. In addition, 40% of survey respondents had used a government source, such as WIC, for

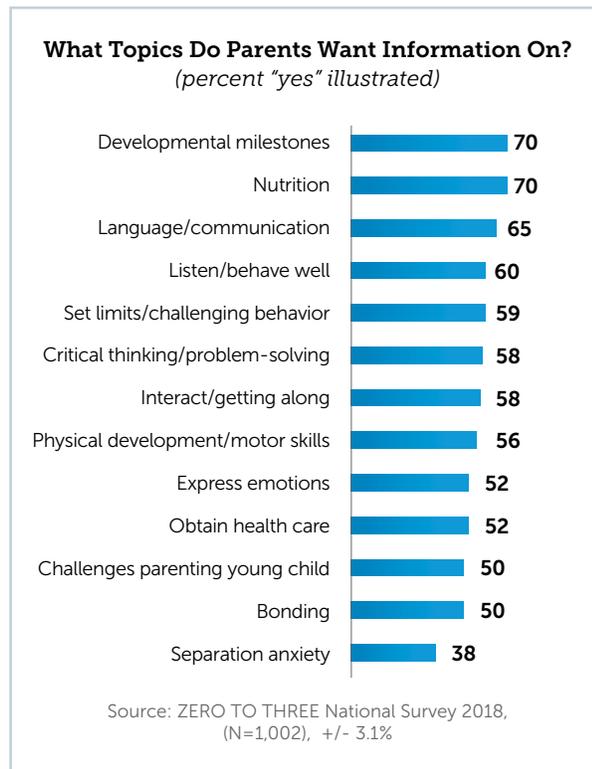
parenting information. (Again, this is likely a reflection of access and eligibility requirements at the community level.)

Parents who had used home visiting, parent educators, or government programs as a source of information had a high level of trust in the information shared by these professionals.



What topics do parents want to know more about?

Parents reported seeking information on a wide variety of topics (see below for a breakdown; note that parents could select more than one response):



Parents Use the Information You Share

More than half of parents surveyed (57%) said information they learned from an in-person source changed their decision about how they dealt with some aspect of their child's growth and development.

Want to know more?

ZERO TO THREE has provided science-based resources to early childhood professionals for more than 40 years. Here's where you can find parenting information for you and the families you serve:

- Browse our downloadable [parenting resources](#) on a range of parent-friendly topics.
- Check out our [developmental milestones](#) — designed for parents and aligned to the well-child visit schedule.
- Share our [videos for parents](#) on topics ranging from learning to talk to responding to tantrums.
- Visit these additional resources on parenting and child development:
 - vroom.org
 - sesamestreetincommunities.org
 - healthychildren.org
 - brightbytext.org