

Promoting positive parenting: Using the web and media-based approaches to increase access the population level



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Why are parenting interventions important?



- Between 5 and 13% of preschool children show behaviour problems
- This can be much higher in low income families
- Coercive or negative cycles of interaction can lead to physical and emotional maltreatment
- Untreated behaviour problems can be a forerunner of many problems later in life, including antisocial behaviour, drug abuse, violence and crime

Public health approaches



- Much coercive or inadequate parenting is not reported to protective services but poses a risk for both development and maltreatment
- Inadequate parenting is a serious public health problem
- Strong measures are needed to reduce the population prevalence of problematic parenting

Access to parenting intervention



- Many parents who would benefit do not access face to face, group-delivered programmes
- The research on predictors of engagement shows few consistent factors
- Parents who cite time constraints are least likely to decide to take up group programmes; when they say no they mean no! (Dumas et al 2007)
- Using a wider range of forms of delivery offers the potential to increase accessibility of parenting interventions across populations and conditions

Could television and other media help?



- TV is the major source of news and new information
- Third most preferred information source for parenting advice and rated as one of the most useful (FACS,2004)
- Observational documentaries or “coach” television series attract large viewing audiences in the target demographic
- Carefully planned, theoretically informed media strategies could help to increase access to parenting support



Driving Mum and Dad Mad: ITV Reality Series on Parenting

- 6 episode series captured the stories of families undertaking Triple P (Sanders, 1999)
- Series depicted the triumphs and setbacks as parents learned positive parenting strategies

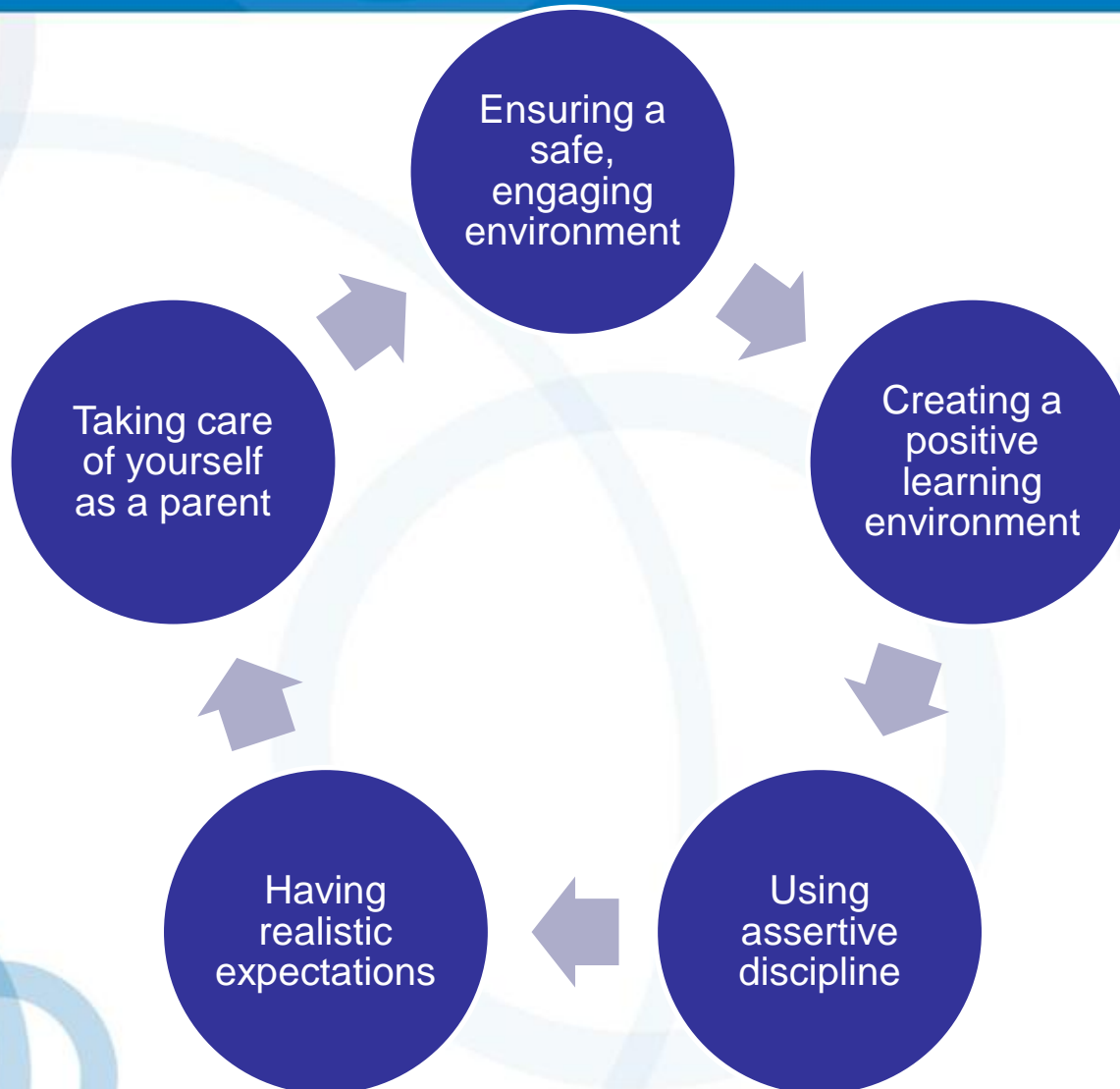
What is Triple P?



- Flexible system of parenting and family support
- Evidence-based
- Five intervention levels of increasing intensity
- Principle of sufficiency
- Multidisciplinary



Principles of Positive Parenting



17 Core Parenting Skills



Promoting positive relationships

Brief quality time
Talking to children
Affection

Encouraging desirable behaviour

Praise,
positive attention,
engaging activities

Teaching new skills and behaviours

Modelling,
Incidental teaching
Ask-say-do
Behaviour charts

Managing misbehaviour

Ground rules
Directed discussion
Planned ignoring
Clear, calm instructions
Logical consequences
Quiet time
Time-out

Driving Mum and Dad Mad TV series



- 5 families participating in a Triple P group programme (9 parents, 5 target children between 3-7, 6 siblings)
- All severe conduct problems plus other difficulties (eg profound deafness, ADHD, chronic sleep disturbance, physical health problems)
- Poor parenting complicated by other factors including marital conflict, depression, anger management problems, sleep deprivation, and unemployment

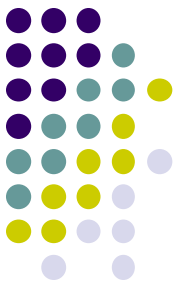
Media- and technology-based strategies could promote change in parenting practices:



- Demystify and provide accurate information for parents
- Depict the experience of receiving professional support from a parent's perspective
- Change parents' attributions
- Model positive parenting skills and effective discipline strategies
- Create positive expectancies for change
- Enhance self efficacy

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Driving Mum and Dad Mad

- The series demonstrated all the elements of the parenting programme
- Specific parenting strategies were explained and demonstrated
- Real-life footage of parents trying to implement strategies highlighted issues and problem-solving in implementation
- The self-regulatory model was emphasised

Participants, GPE 1



- 454 parents
- Mean age of children = 5 years 5 months
- 294 (64.9%) boys and 159 (35.1%) girls
- Ethnic background mainly white (94.3%)
- 17% had contacted professional over child behaviour
- Randomised to standard or enhanced condition

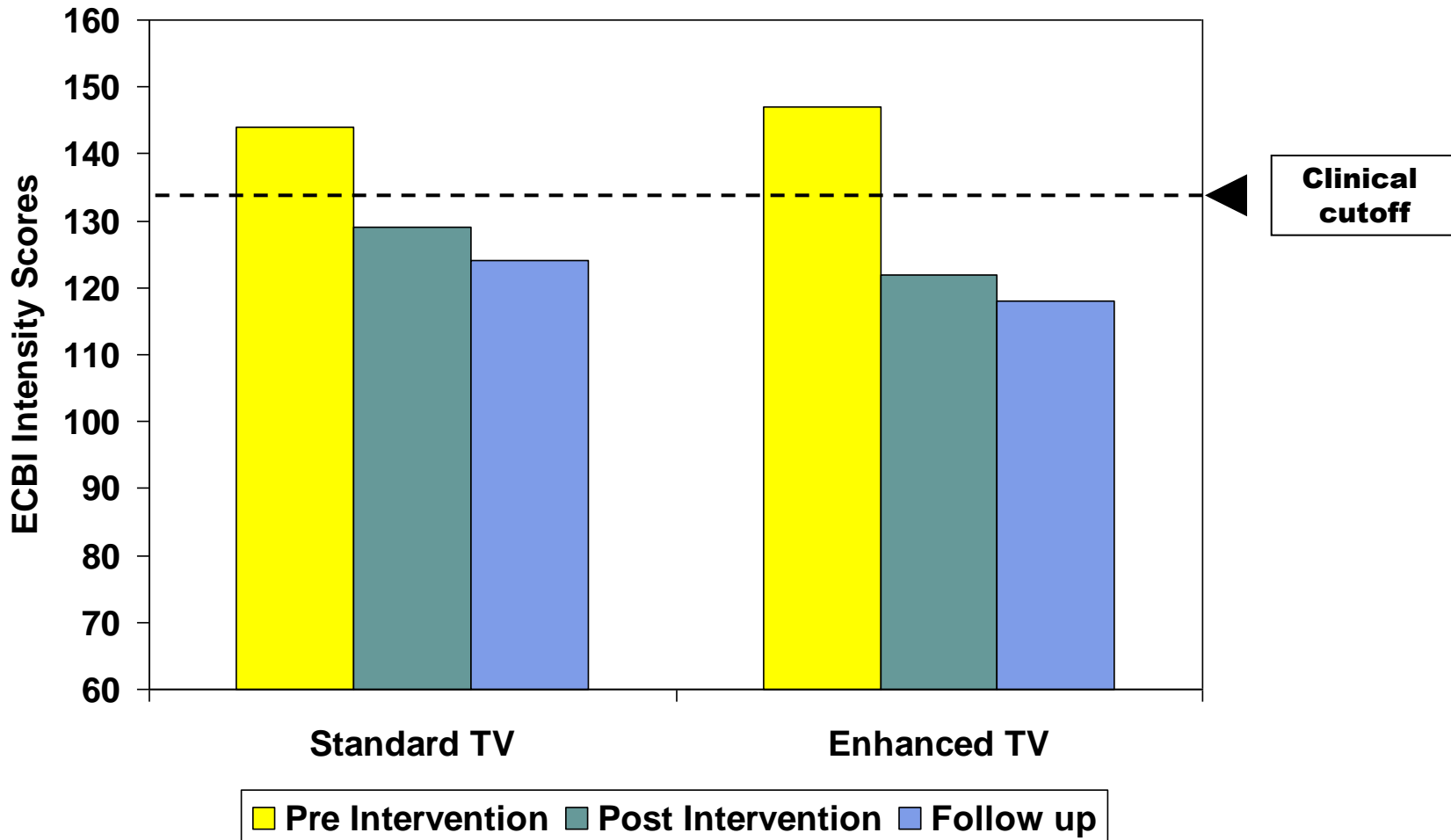
Main Findings, GPE 1



Both conditions showed significant reductions in:

- Child behaviour problems
(*ECBI-Intensity and Problem scores*)
- Dysfunctional parenting
(*PS Laxness, Overreactivity, Verbosity, Total*)
- Parental anger
(*PAI-Intensity and problem scores*)
- Parental task specific self efficacy
(*PSBC*)
- Parental depression
(*DASS-depression*)
- Parental stress
(*DASS-stress*)

Child behaviour outcomes for viewers' children



Effects of enhancement GPE 1



Enhanced condition families reported greater improvements at Post and Follow Up on :

- Child behaviour difficulties (ECBI Intensity and Problem scores)
- Dysfunctional parenting strategies (PS: laxness, over-reactivity and total score)
- Parental anger (PAI-problem score)
- Parental disagreements about discipline (PPC-Intensity and Problem scores)

More satisfied with intervention overall

Sanders, Calam et al, 2008, *Journal of Child Psychology and Psychiatry*

The second Great Parenting Experiment GPE 2



- Second series of Driving Mum and Dad Mad
- 5 x 1 hour episodes
- Replicated GPE 1, with some enhancements to web resources
- Significant improvements in both conditions, but limited group differences



The Great Parenting Experiment



Prediction of outcomes and completion



723 families in combined sample

- Parents who watched the entire series had significantly more severe problems at pre-intervention and higher sociodemographic risk than parents who did not watch the entire series
- Few sociodemographic, child or parent variables assessed at pre-intervention predicted outcomes or engagement
- Parents from diverse SES benefitted

Conclusions on engagement



Another study of media-based self-directed intervention had similar findings (Haggerty et al 2006)

- Media-based approaches have the potential to attract families who would not otherwise have contact with services
- These approaches may facilitate engagement in quite different ways to face to face approaches

Conclusions



- Using a range of approaches, including self-directed and technology based approaches offer great potential to increase the reach and preventative power of parenting interventions
- We need to understand how to maximise benefits for the greatest possible number of families



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