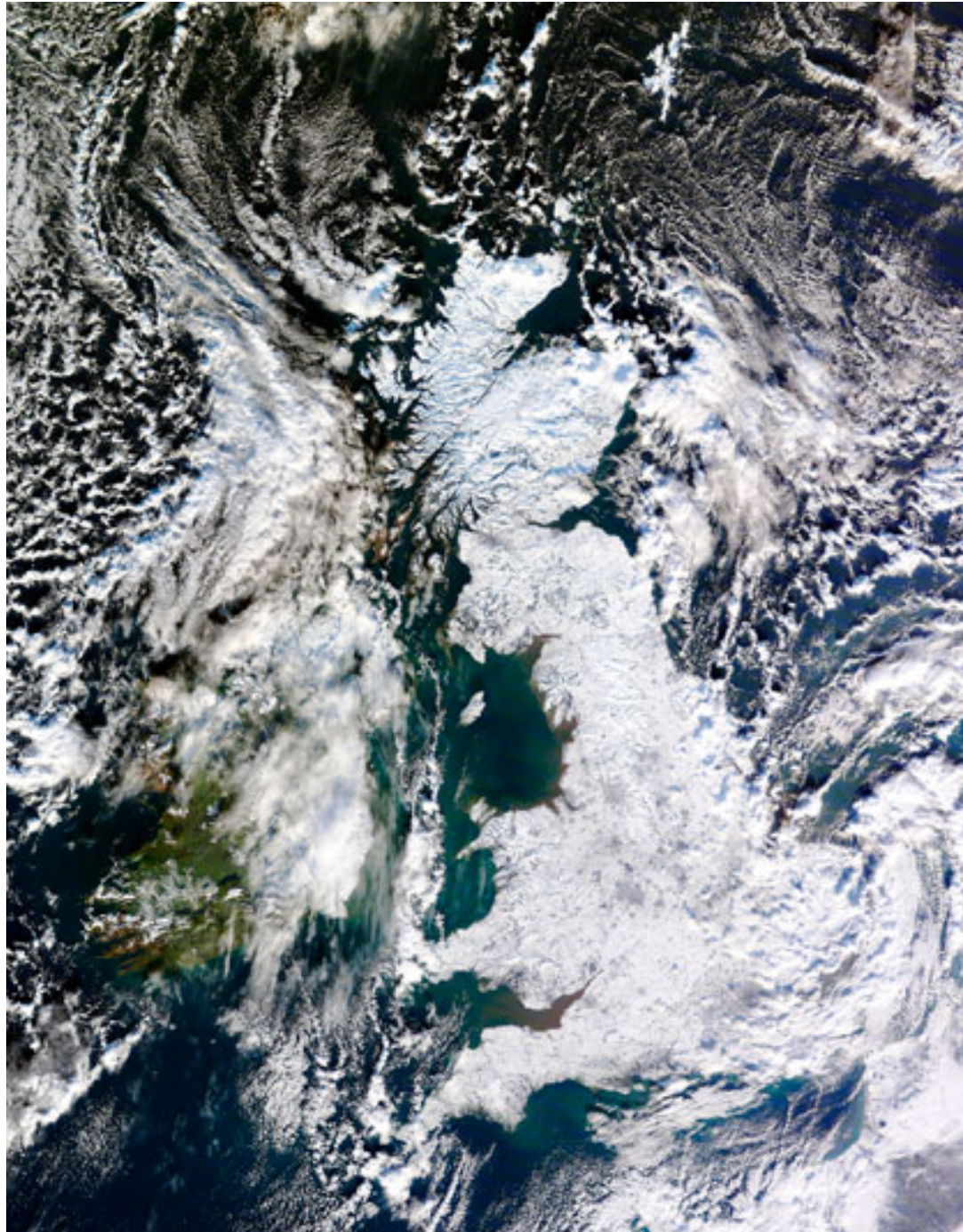


New approaches to enhancing reach and retention in parenting programmes

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Increasing community-wide 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

UK perspective

- Policy links, behavioural difficulties, antisocial behaviour and crime
- Cost-benefit of providing parenting support and intervention early on
- Wellbeing agenda

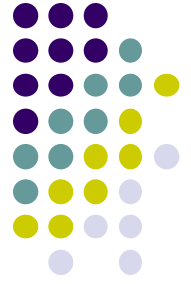


Expanding access and reach



- How can we increase availability and access to appropriate evidence-based parenting intervention?
- Increasing the number of parents who take up and complete interventions
- Establishing the degree of tailoring required to maximise uptake and completion of effective, minimally sufficient interventions

Can television and other media help?



Carefully planned, theoretically informed media strategies could help to increase access to parenting support

Can television and other media help?



Carefully planned, theoretically informed media strategies could help to increase access to parenting support

- Families TV series, New Zealand
- Tested by simulation in Australia
(Sanders et al, 1997)

The Great Parenting Experiments



Driving Mum and Dad Mad, ITV

- Evaluate impact of TV series on parenting and child behaviour problems
- GPE 1: 452 families randomised to test whether an enhanced TV condition involving structured self help workbook, tailored web and email support would be more effective than TV alone

Sanders, Calam et al, (2008), *Journal of Child Psychology & Psychiatry*

Calam, Sanders et al, (2008) *Child Maltreatment*, 13, 347-361



The Great Parenting Experiment



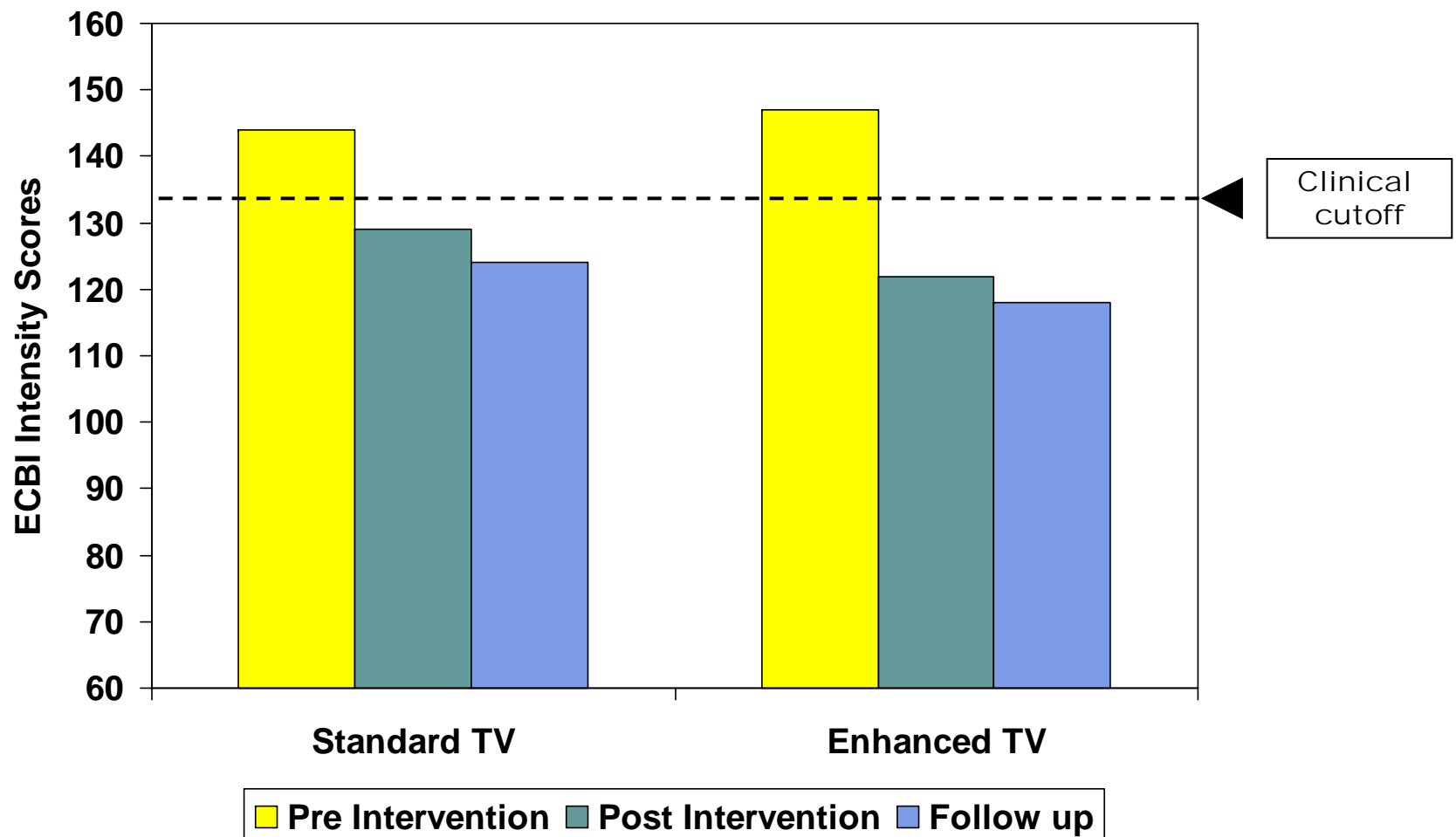
Main Findings: the first Great Parenting Experiment



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





Main Findings, GPE 1 and 2

- GPE 1: enhanced condition significantly better results
- GPE 2: both conditions appeared to benefit equally



Prediction of outcomes and completion



723 families in combined sample, GPE 1 and 2

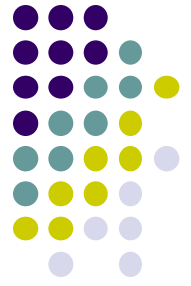
- Parents who watched the entire series had significantly more severe problems at pre-intervention and high sociodemographic risk than parents who did not watch the entire series
- Few sociodemographic, child or parent variables pre-intervention predicted outcomes or engagement
- Parents from diverse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

Engagement



- Similar findings in other studies of self-directed parenting intervention (Haggerty et al, 2006; Metzler et al)
- 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

8 out of 10 cats...(Channel 4)



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21% of parents have used a parenting tip they saw on TV

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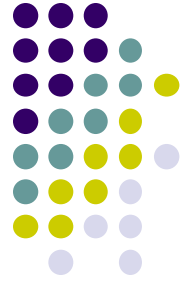
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Using minimally sufficient interventions to maximise benefits for families



- Families with a preference for self-directed resources
- Families who are remote from high quality evidence-based services
- Families with multiple demands on their time
- Families with special needs

Engaging families with particular needs: Families with a child with chronic illness

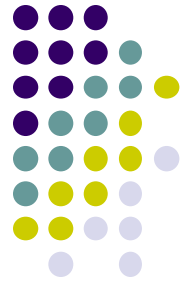


Families and asthma

- Randomised controlled trial, seminar and self-directed workbook vs normal care
- 3 year trial, UK NIHR funding
(With Clare Murray, Matt Sanders, Alina Morawska, Peter Callery, Margaret Cuffwright)

Engaging families with particular needs:

Families with a parent with bipolar disorder

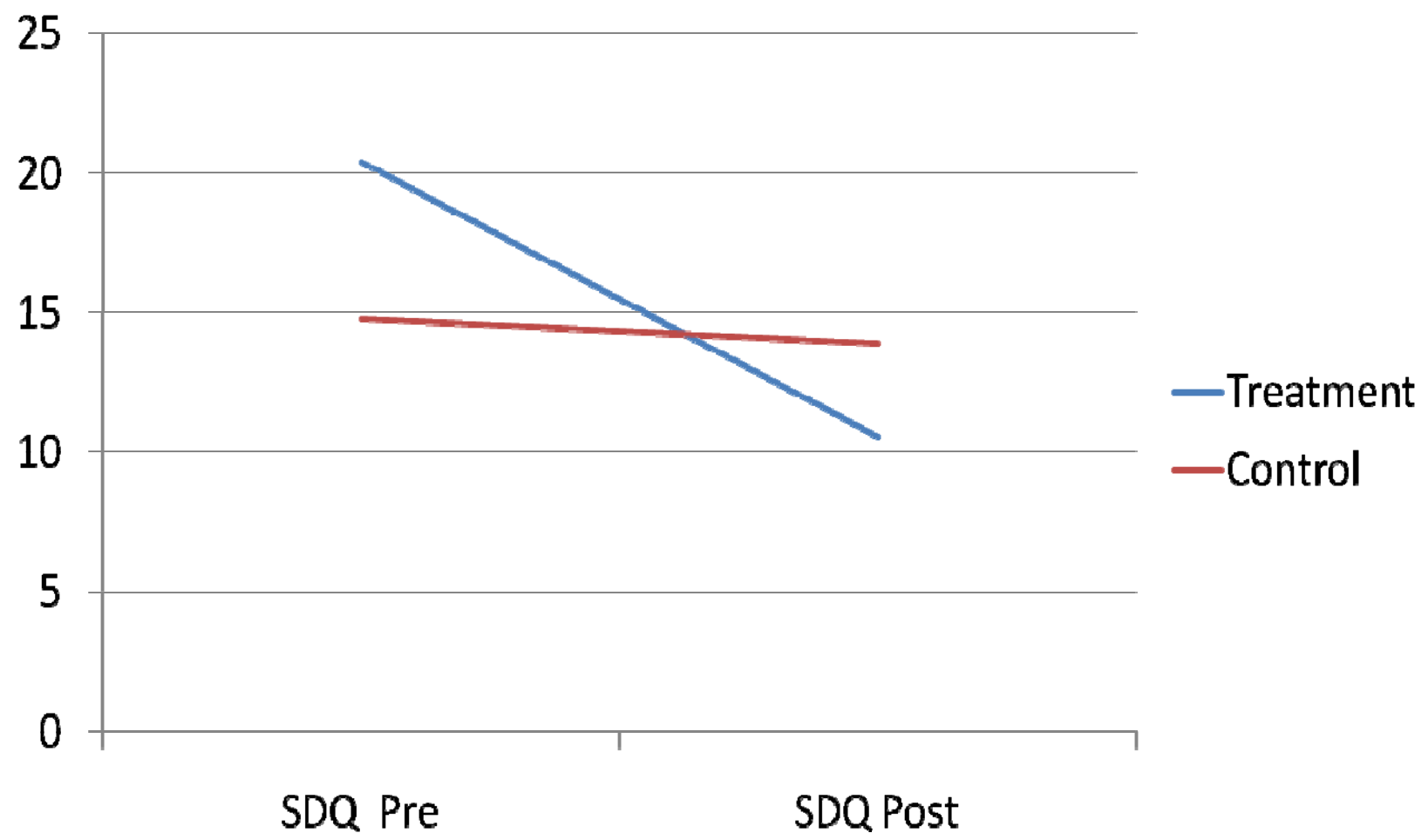


Reaching a Balance: survey and RCT replicated GPE, using web based and self-directed resources

- Advertised via self-help networks
- 19 intervention, 28 comparison
- 92% participants were mothers
- Mood Disorder Questionnaire mean scores for parent 12.5 (cut-off =9)

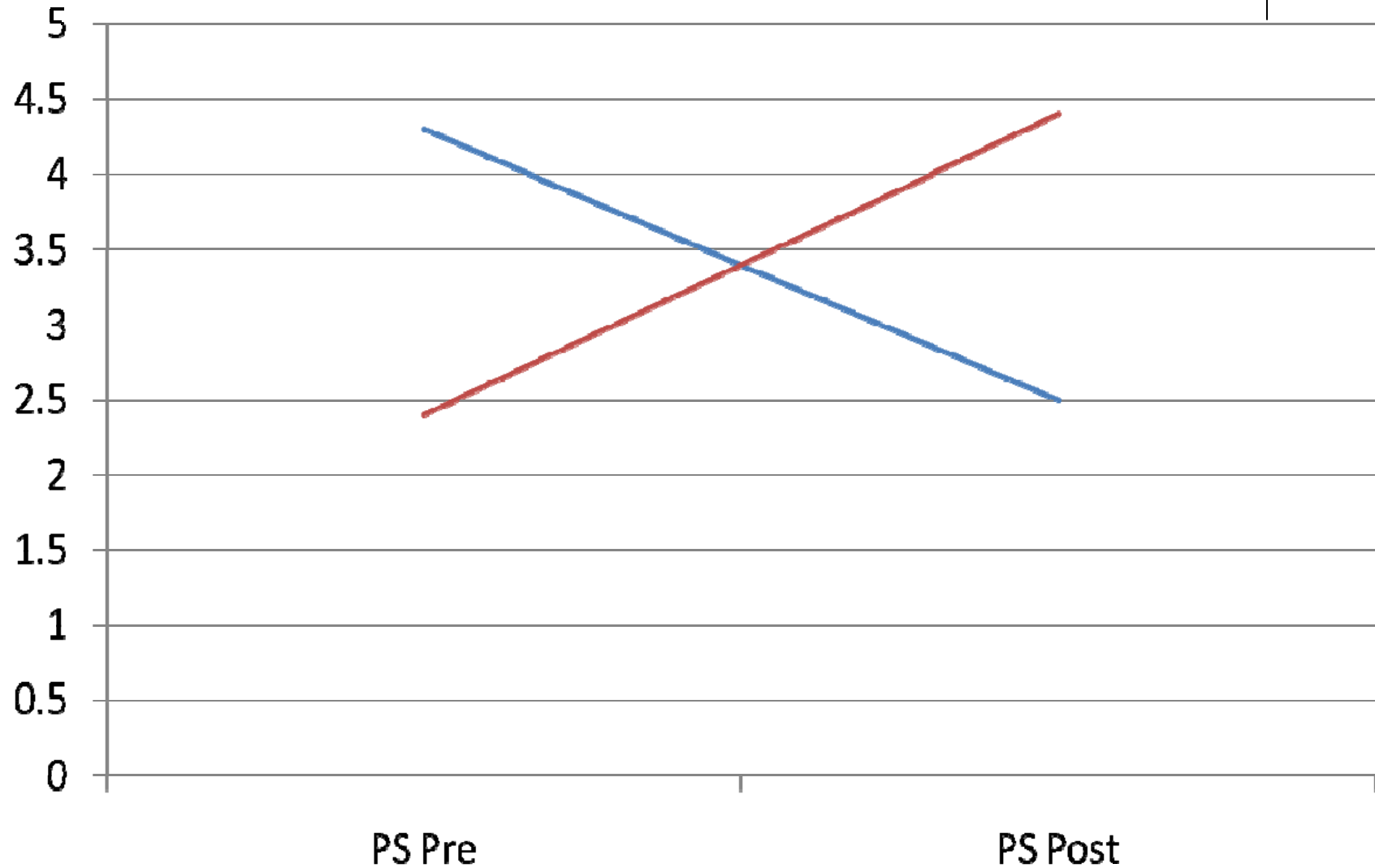
(With Matt Sanders, Steve Jones, Vaneeta Sadhnani, Rob Dempsey)

SDQ Total difficulties mean scores, pre and post

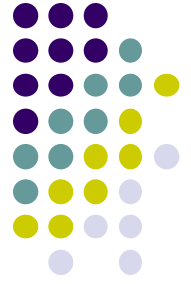




Parenting Scale mean scores, pre and post



Conclusions



- Tailored approaches, including self-directed and media-based interventions offer new opportunities to engage families who may not be reached by more traditional approaches
- These developments can help to increase community-wide reach
- Media based and self-directed approaches can be highly cost-effective

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