



LEARN Survey Results: Black/African American parents

TALK. PLAY. READ. SING.

WHO WE ARE

Little Moments Count is a Minnesota and Western Wisconsin-based community movement meant to inspire parents and caregivers to talk, play, read and sing with children in their life, especially from birth to age three. That's because 80% of the foundation of a child's brain is developed in their first 1000 days. These interactivities build brain power, while also promoting health equity.

Little Moments Count believes utilizing collective action from many sectors – health care, education, community and government – creates amazing potential to maximize the benefits of early brain development. These little moments of positive interaction are building blocks for future success.

WHAT WE DID

In 2021, Little Moments Count (LMC) partnered with HealthPartners Institute's Center for Evaluation and Survey Research to design and implement a survey-based evaluation of the LMC program, called the LEARN survey. With an overall response rate of 27%, **1108 parents of children 0-3 years completed** surveys as part of this evaluation. **165 parents of Black/African American children responded.** Below is the summary of results from these 165 parents.

WHAT WE LEARNED | SUMMARY

Overall, Black/African American parents were confident in their ability to impact their child's development. They reported talking and playing with their children often, which approaches the LMC goal of daily interaction for these activities. However they reported less frequent reading and storytelling with their child. LMC has an opportunity to provide them support on reading and storytelling, since they also expressed an interest in doing more of these activities. In addition, messaging around the use of electronics to prepare for school is an identified area of focus.

In developing programs or materials to address barriers and misconceptions, there is an opportunity for LMC to work with families, friends, relatives, and doctors to spread the message and raise awareness, as these are the most trusted sources of information among this group.

WHO RESPONDED

The following results focus on this group of respondents.

Of the 165 respondents who identified as parents of Black or African American children:

88%	Identified as mother of child
40%	Had a college degree or graduate studies
52%	Had child in childcare
56%	Used WIC
44%	Used SNAP

HOW WE APPROACHED THE SURVEY

The LEARN survey was sent to parents/guardians of children 0-3 years from 6 focused populations (Latinx/Latin American, American Indian, Hmong, Somali, Black/African American, and Medicaid) living in Minnesota who are HealthPartners members and/or patients. Race/ ethnicity was asked in the survey and in all cases, self-reporting was used to place individuals into a group. People that identified as more than one race/ethnicity are present in each group.

The evaluation of current beliefs and behaviors had 4 main aims:

BELIEFS

about the importance of certain behaviors

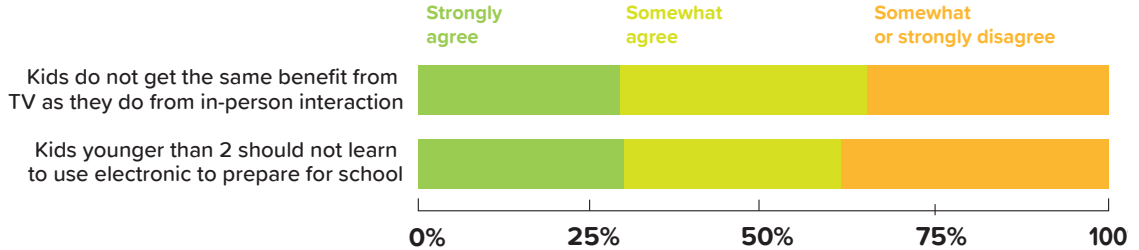
90% or more of all parents of Black/African American children were **somewhat or very confident** that they can impact their child's growth by **talking, playing, reading, singing and storytelling**.



IMPORTANT FINDINGS FOR LITTLE MOMENTS COUNT

- Nearly 40% believed that kids younger than 2 should use electronics to prepare for school.
- 36% believed that kids get the same benefits from TV as they do from in-person interaction.

LMC could consider working with parents from this population to better understand these responses and identify education opportunities to affect these beliefs.



BEHAVIORS

Behaviors (like reading, talking, singing, playing) that parents do with their kids

Parents were asked about their favorite activity to do with their child. **Playing** was parents' favorite activity, followed by **singing and reading**.



Parents were also asked how often they did certain behaviors with their children, as well as how much **more** of the behaviors they would **like** to do. The following shows results from both questions.

Reading | About half of parents **are at the goal** of reading with their child and wanting to read more. There is some opportunity for increased support for reading, as **41% of parents don't read to their children but want to**.

Storytelling | Less than half of parents **are at goal**. There is an opportunity for increased support for storytelling, as **49% of parents don't tell stories but want to**.



Talking - Playing - Singing | There is less opportunity for Little Moments Count with these behaviors since most parents are already **at the goal** of performing the behaviors while still wanting to do more.

IMPORTANT FINDINGS FOR LITTLE MOMENTS COUNT

Since Black/African American parents read to and tell stories to their children less often than other behaviors, LMC could add more focus on working with parents in this population to understand why these activities aren't done as often and identify ways to minimize barriers.

OPPORTUNITIES

for future program planning

96% of parents of Black/African American children believe that the goal of LMC is somewhat or very important, suggesting that the parents surveyed may be receptive to messages about LMC or LMC partners.



AWARENESS

of Little Moments Count

96% of parents of Black/African American children have not heard about Little Moments Count when asked about it by name.



Key opportunity to drive awareness and adoption: While family members/friends/relatives are the most trusted sources of information, doctors and healthcare providers follow closely.

This suggests that ongoing partnerships between LMC and healthcare can be impactful.

