

## Who is represented in the data?

In partnership with the HealthPartners Institute's Center for Evaluation and Survey Research, we invited a sample of eligible caregivers (parents or guardians) of children ages 0 to 3 who are HealthPartners members and/or patients and live in Minnesota to participate. This survey was first conducted in 2019. In this survey, 76% of respondents identified as white and 95% as non-Hispanic. To better capture the diversity of perspectives in our region, the 2021 survey intentionally focused on families who identify as:

**American Indian | Black or African American | Hispanic/Latino | Hmong | Somali**

Caregivers of **children insured by Medicaid** were also invited to participate. With an overall response rate of 28%, **1,108 caregivers** completed the 2021 LEARN survey. The survey asked caregivers to identify the race and ethnicity of their child. Individuals who identify as more than one racial or ethnic identity are present in each group.

## What does survey ask about?

The survey is designed to collect caregiver perspectives on beliefs and behaviors related to important early childhood activities. These little moments of positive interaction are building blocks for future success.

**Reading | Talking | Singing | Playing | Storytelling**

## The survey aims include understanding of:



**Beliefs** about the importance of certain behaviors



**Behaviors** caregivers do with their kids



**Opportunities** for future program planning



**Awareness** of Little Moments Count

Survey results from 2019 and 2021 were similar. Parents believe these behaviors are important, but there are opportunities to emphasize learning happens before 6 months of age, real learning happens before kindergarten, and TV and other devices have limited educational value.

Almost all parents talk and play with their child every day, but there is an opportunity to work with cultural communities to understand unique barriers, and to develop tailored resources to encourage less frequent behaviors, including reading and storytelling. Almost everyone agrees with the goal of LMC, but there is limited recognition of the initiative by name. Doctors and family are the most trusted sources for parenting information.

## How did caregivers participate?

Caregivers were randomly identified using HealthPartners electronic health records and health plan membership data. These families received a paper survey in the mail and a \$2 bill as a token incentive. The paper survey was available in English and Spanish, and the language line was available to support respondents who preferred to answer in Hmong or Somali. Three weeks later, the phone team within CESR started calling caregivers to complete the survey over the phone; each caregiver was called up to five times at various times of the day and days of the week, including evenings and Saturdays.

## What is happening next?

Survey responses were analyzed and summarized for each cultural community in a short report. Community-based organizations that serve each cultural community reviewed the results in partnership with the Little Moments Count team to interpret the results and identify relevant action steps. Final reports were made available through LMC partners and the LMC website at the end of 2024.

