Reliable, portable and usable parenting information: new directions in supporting child safety and wellbeing

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Child Aware
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WHY RELIABLE?

- Filling a gap: the need for a national, evidence-based credible parenting website for parents & professionals (CCCH 2004)
- Online sources of information - top of the list for many parents
- Credibility (trustable information) important to parents (MCRI 2012)
- Establish relationship with parents early – they will return again and again
WHY PORTABLE?

• Parenting 24/7: at home and on the go
• Close to 50% parents use mobiles to access internet
• More Australians access social media via their mobile than their PC across all income demographics
• Parents look for real-time, short bites of advice to suit their situation
• Low income households (U.S.) budget for/own a smartphone
• By 2015 more Australians will spend more time accessing the internet via their smart phones than their PCs
WHY USABLE?

- To better inform and equip parents to make their own decisions – and, importantly, care for their own needs
- Actionable messages, when and how they can be used
- Parents learn alongside their children
- Every family is different
- Parents learn new literacies in response to local and global changes e.g. digital literacy
- over 1500 up-to-date items covering topics from newborns to teens in multiple formats (written, picture stories, parent experiences on video and interactive material
The complete Australian resource for parenting newborns to teens
Online parenting support: RCN

- More than 4 million visits in past year
- 400,000 visits and 900,000 page views per month
- 50:50 new and return visitors
- 1000 twitter followers, 7500 FB followers
Online parenting support: RCN

- Content co-developed
- Currency and how it works
- QA and parent testing of content
Changing devices and platforms
Other carers

Grandparents and kinship carers

Being a grandparent: in a nutshell
Becoming a grandparent can change your life. It might take you a little while to get used to it, or you might be ready to jump into your new role. It’s up to you to decide what kind of grandparent you want to be. *read the full article*

Being a grandparent carer: in a nutshell
When you have primary care of your grandchild, you have less time for yourself. Support from family, friends, professionals and the community can help you in your role as grandparent carer. *read the full article*

You can connect with other grandparents to share stories and ideas in our grandparents and kinship carers forum.

Articles

Family relationships
- Grandparents and family relationships
- Grandparents: roles and boundaries
- When your grandchild’s parents divorce

Common concerns
- When you’re worried about your grandchild

Grandparent carers
- Being a grandparent carer: in a nutshell
- Grandparent and kinship carer friendships
- Grandparent and kinship carers: taking care of yourself
- Grandparents looking after grandchildren
- Law and money: grandparent and kinship carers
- Services for grandparents and kinship carers

Videos

Parent Story
Becoming a grandparent carer: in a nutshell
3:13 min

Parent Story
Grandparent carers: challenges
4:47 min
Autism Spectrum Disorders

Learning about ASD

Autism spectrum disorder (ASD) is an umbrella term that refers to a range of conditions that share some common characteristics, including autistic disorder and Asperger's disorder. The causes of ASD are unclear, but its characteristics include difficulties with communicating, problem-solving and social skills. Read the full article.

If you're worried your child might have ASD, it's important to get help early. Use the Autism Services Pathfinder to find out how to get a diagnosis.

Articles

About ASD
- Causes of autism spectrum disorder
- My child has autism spectrum disorder: what does the future hold?
- Vaccinations and autism spectrum disorder

Autism spectrum disorders
- Autistic disorder
- Asperger's disorder
- Pervasive developmental disorder – not otherwise specified (PDD-NOS)

See also
- Early Days online workshops for parents

Behaviour
- Encouraging cooperative behaviour in children with autism spectrum disorder

Assessment & diagnosis
- Early signs of autism spectrum disorder
- How autism spectrum disorder is diagnosed
- Late autism spectrum disorder diagnosis: older children and teenagers
- Signs of autism spectrum disorder in older children and teenagers
- Worried your child has autism spectrum disorder: what to do
- Government funded diagnostic services for ASD

Videos

- Parent Story: Later diagnosis
  - 7:24 min

- Parent Story: My child and early signs of ASD
  - 4:09 min

- Parent Story: Getting the diagnosis – what...
  - 4:35 min
My Neighbourhood

My Neighbourhood is
South Melbourne, Victoria, Australia

My places
- Child health centres
- Medical centres
- Pharmacies
- Counselling for children
- Family support services
- Centrelink

Go to My Neighbourhood forums in South Melbourne, Victoria, Australia

The Australian parenting website
raisingchildren.net.au
Meeting audience demand for digital experiences

Home Safety interactive
Baby Cues

Babies are usually trying to say one of these four main things with their cues:

- I’m tired
- I’m hungry
- I want to play
- I need a break.

Your baby might give you mild or strong cues, depending on the situation - and your baby’s personality.

The cues might get stronger until baby gets what she needs.

Click on an option to learn more about the cues babies give us.

If this is your first visit, we suggest you go through the options in the order they appear below.

It will take about 5 minutes to complete each option.
Parenting in pictures

Crying baby checklist - in pictures

Check basic needs

Is baby hungry? Offer her breast or bottle. If she’s fed in the last two hours you can try offering baby something to suck, like a dummy.

Does baby need holding? Try holding her in a cradle position or sling. Try gentle rocking, walking with her, whispering or singing. Remember to keep the stimulation low.

Is baby tired? Try wrapping her gently but firmly, and put her down to sleep in a safe place. Reduce stimulation by making the room darker and quieter. Try giving your baby a relaxing bath or massage.

Is baby uncomfortable?

Does he have a wet or dirty nappy? Check if baby’s nappy needs changing. If baby has a rash, rinse with clean water, gently pat dry and use a barrier cream.

Does he need a burp or is he uncomfortable? Try holding him upright and patting his back, which can soothe him even if he doesn’t need to burp. Check if he is too hot or cold and has comfortable clothing.

Is baby sick? Does he have a fever? Take his temperature. Talk to your doctor if you are concerned.

Keeping baby safe

Never shake a baby: It can cause bleeding inside the brain and likely permanent brain damage.

Are you becoming frustrated or distressed? If you feel you can’t cope place your baby in a safe place and take some time out until you feel calmer. Or ask someone else to hold her for a while.

It’s OK to ask for help. If you are having difficulty coping with your baby, call your local Parentline.

Suitable for 0-1 Years
Accessible content

- Multiple languages
- Auslan sign language
- Transcripts for all non-text

“I found the bite-sized and specific subject clips very easy to access.”
Partnerships with RCN

• Let’s Read Program (CCCH and Smith Family)
• ABC Parenting
• Government departments - traffic from government portals to more parenting-specific and quality support information; and dissemination platform/portal for new government initiatives concerning parents
New directions

Kids and media

- Kids can learn from you about how to use media.
- Make up rules together. Right.

- People pass things on, good and bad.
- Sharing stuff can be dangerous or delete them!

Bottle feeding formula

1. Breast or bottle? Talk with a health worker and family.
2. No cows milk in bottle until after 12 months.
3. No bottle in bed.
4. Clean sink, wash and scrub bottles, then boil in large pot.
5. Keep formula dry.
6. Keep made-up formula in fridge for one day only.
7. Make formula as needed when traveling.
8. Don’t re-use left over formula.

Follow instructions on the tin.
New directions
New directions – Mental Health
Strengthening relationship between parents and RCN

A place to connect with info and each other. Inspiration from a real world parent network.
Mutual support
Parent inspired content
• Embedding RCN means? Pilot work in early child care and education.
• RCN = a true network
• A way to reach parents
Jump on board

Talk to us re RCN as a portal for your content and audiences