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List of Active PWT Members (separate attachment)

Activities, Accomplishments, Outcomes and Impacts:

Activities
Program Work Team Annual Meetings

The Parenting Education Program Work Team (PWT) was initiated in March 2004 with the primary goal of fostering communication among parenting educators, as well as providing support and resources to educators throughout New York State. In 2011, the PWT held two meetings in Ithaca, NY (January 26th and June 1st).

At the January meeting, Rachel Dunifon and Kim Koko previewed the Parenting in Context Initiative plans for 2011; PWT Members Amanda Root (Jefferson County) and Donna Horton (Livingston County) provided an update on the Healthy Families Supplement Pilot—a project that incorporates parenting and nutrition education in a curriculum designed to utilize parenting principles to assist families in making healthy food choices. The Meeting also consisted of updates from the following PWT Subcommittees: 1) Parent Education Certification/CCE Professional Development and 2) Marketing: “Putting a New Face on Extension”/CCE Parent Education. The remaining meeting time was spent discussing topics of interest that educators identified via a survey distributed prior to the Meeting as topics that were important to their work with families.

At the June 2011 PWT Meeting, Judy Wolf (Tioga County) provided an update on the work of the Parent Education Certification/CCE Professional Development Subcommittee; Rachel Dunifon gave a marketing presentation that addressed the work of the Marketing: “Putting a New Face on Extension”/CCE Parent Education Subcommittee; Nancy Olsen-Harbich (Suffolk County) provided an overview on the topic of Parenting and Child Health; Parent Education updates were provided by the group, and Subcommittee work was reviewed and discussed.

Subcommittee Activities

Parenting and Adolescent Development
Kimberly Kopko Subcommittee Chair

The Adolescent Subcommittee efforts focused on: 1) presenting updated information on
parenting and adolescent development and 2) addressing the specific requests of parent educators for the latest research on normative and non-normative adolescent behaviors for use in their work with parents/caregivers of adolescents who attend parenting classes and workshops.

To address these needs, a panel presentation entitled: Risk and Protective Factors in the Lives of Children, Youth, Families, and Communities was presented at the January 2011 Parent Education In-Service. A presentation entitled: Normative and Non-Normative Adolescent Development: Detecting “Red Flags” of Adolescent Behavior was presented as a part of the panel discussion and resource materials were made available for educators to use in their work with families. In addition to providing research-based information on normative and non-normative adolescent development, the latest research and resources on positive youth development were also presented to parent educators for use in their work with families and youth.

Parent Education Certification/CCE Professional Development

Judy Wolf (Tioga County) Subcommittee Chair

In 2011, the Parent Education Certification/CCE Professional Development Subcommittee continued to link parenting educators to the New York State Parenting Education Partnership (NYSPEP) Professional Development Events planned across the state. Committee members have supported these NYSPEP Strong Roots events both as facilitators and as participants. At the June PWT Meeting, subcommittee chair, Judy Wolf, reported to the members about her attendance at the National Parenting Education Network (NPEN) National Forum on Professional Development Systems for Parenting Education. The NYSPEP Parenting Educator Credential was piloted in late 2011. The ongoing goal of the Subcommittee is staying informed about NYSPEP activities, insuring quality professional development for parenting educators within the Cornell Cooperative Extension system, and positioning Cornell Cooperative Extension as a valuable resource for training parenting educators.

Subcommittee on Marketing: "Putting a New Face on Extension"/CCE Parenting Education

The Marketing Subcommittee efforts focused on: 1) new ways to market parenting education programs and 2) redesigning the Parenting In Context website to reflect a new image with an updated look and content.

To support these efforts, an interactive marketing presentation entitled: Marketing Your Parent Education Program was offered at the January 2011 Parent Education In-Service by Lisa Pearo from the School of Hotel Administration. In addition to presenting an overview of marketing principles, educators were invited to send their parenting education promotional materials in advance of the presentation and individualized suggestions and feedback for improving the materials were conveyed to educators. Individualized sessions were also held with educators who brought materials to the training.

In addition to the “hands-on” marketing training, the Parenting In Context website has been redesigned. The soon-to-be-launched updated site contains new content and graphics in a user-friendly format. Changes for the updated site were implemented based upon feedback and suggestions from the Marketing Subcommittee.
Parent Education/Nutrition
Amanda Root (Jefferson County) and Donna Horton (Livingston County)
Subcommittee Co-Chairs

The Parent Education/Nutrition Subcommittee developed a curriculum entitled Supporting Healthy Families that provides supplemental materials for use with the Discipline is Not a Dirty Word (DINADW) curriculum. The curriculum provides examples and materials related to nutrition that support the foundational principles of DINADW. The curriculum was pilot tested in several locations in both group and home visit settings. The pilot sites provided useful feedback, which resulted in the creation of a “Quick Guide to Supporting Healthy Families,” which directs educators to the most pertinent information to share with families from the comprehensive curriculum. Current and upcoming goals of the Parenting Education/Nutrition Subcommittee are to: 1) finalize the Quick Guide after review from the Subcommittee members; 2) post the curriculum on the Parenting in Context website; 3) encourage use of the curriculum by parent educators; and 4) plan additional next steps, which may include the following:
- Incorporate lesson plans for nutrition educators that are “approved”
- Encourage the use of the curriculum by nutrition educators working in teams with parent educators

Also of note, Warren County received a grant to provide two sessions of classes this winter and spring. The feedback from these sessions will be utilized to make necessary updates and adjustments.

Accomplishments

- Received (2010-2011) PWT Special Needs Funding—February 11, 2011
- Continuing to produce Statewide, County and individual Program Reports for participants in CCE parent education programs across NY State using data collected via The Cornell Cooperative Extension Parent Education Data Collection System (described below)
- Aligning the work of parenting education with the research and outreach efforts of 4-H Youth Development colleagues in an effort to expand parenting education through increased networking, opportunities for research collaboration, involvement in additional research communities, coordination of professional development and training opportunities, and enhanced technological tools for sharing the results of these efforts.

Outcomes and Impacts

Special Needs Funding
The Parent Education Program Work Team Subcommittee on Marketing identified a redesign of the Parenting In Context website—to reflect an updated image with updated content—as an important tool to help market parenting programs across NY State. PWT Special Needs funds were utilized for this purpose and supported the hiring of a research
assistant to redesign the Parenting In Context website, which will be launched in the next few weeks. A portion of the funds were also used for costs associated with Parent Education and Marketing presentations, and the production of materials for the presentations, at the January 2011 Parent Education In-Service.

The Cornell Cooperative Extension Parent Education Data Collection System

After an extensive period of pilot testing with Program Work Team Members, The Cornell Cooperative Extension Parent Education Data Collection System was launched statewide in April 2009. The Online Statewide Data Collection Tool is used to assess the impact of participation in parent education programs on families in New York State. The collection of statewide data allows Cornell Cooperative Extension Parent Educators to report the importance of parent education to maintaining healthy families in our communities. In 2010 the first Statewide Report as well as individual Program Reports were issued. A Statewide Report, 7 County Reports, and 5 Program Reports were produced in 2011.

Results for data entered between August 2010 and July 2011 for 605 participants who completed both a pre- and a post-test survey show significant improvements from the pre- to the post-test on 8 out of 10 survey items including: making rules that take their child’s needs into consideration, a decrease in how often they yell at their child and in the number of hours their children spend watching television, and an increase in patience with their children, time spent reading with their child, use of explanations for rules they make, feelings of support, and confidence in having the skills necessary to be a good caregiver.

An upcoming accepted article to be published in the Journal of Extension entitled: The Cornell Cooperative Extension Statewide Data Collection System: An Online Data Collection Tool for Parent Education Programs documents the development and use of this online tool.

Aligning Efforts of Parenting Education with 4-H Youth Development Education

We are currently working with youth development colleagues to: 1) develop research materials on topics related to parenting; 2) assemble a network of researchers and project coordinators in parenting, family and youth development to broaden collaboration potential and pool resources for increased networking opportunities; 3) share resources, maximize technology use, and provide access to other projects; 4) collaborate closely with the newly formed PWT, Risk and Thriving in Adolescence; 5) coordinate presentations and information sessions for professional development opportunities including In-Services and trainings and 6) work with parent and youth educators to implement the PROSPER (PROmotung School-community-university Partnerships to Enhance Resilience) pilot project in two sites in New York State.

The Parenting Education PWT continues its commitment to addressing specific needs in the area of parenting education in New York State through disseminating research- and evidence-based information and materials to educators, facilitating rigorous evaluation efforts and promoting a dialogue between community educators and Cornell faculty.