



Sparrow Research Group

GATHER • SYNTHESIZE • UTILIZE

Families with Young Children (0-5) Not Enrolled in Licensed Child Care: What are their Needs?

Buncombe County

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Purpose of Regional Needs Assessment

- Across 18 counties and Qualla Boundary, 73% of children aged 0-5 not enrolled in licensed child care
- To understand needs of families with children 0-5 not enrolled in licensed child care
- Partnerships wanted to know:
 - Where children are during the day
 - How families learn about services
 - Barriers to accessing services
 - Families' needs

Buncombe - How many not enrolled in licensed care?

- Buncombe population 250,000
- Non-school aged 0-5 year olds 13,800
- Enrolled in licensed child care 4,000 (30%)
- **Not enrolled in licensed care 9,800 (70%)**



Needs Assessment

Methods

- Surveys
- Focus Groups

Surveys - Overview

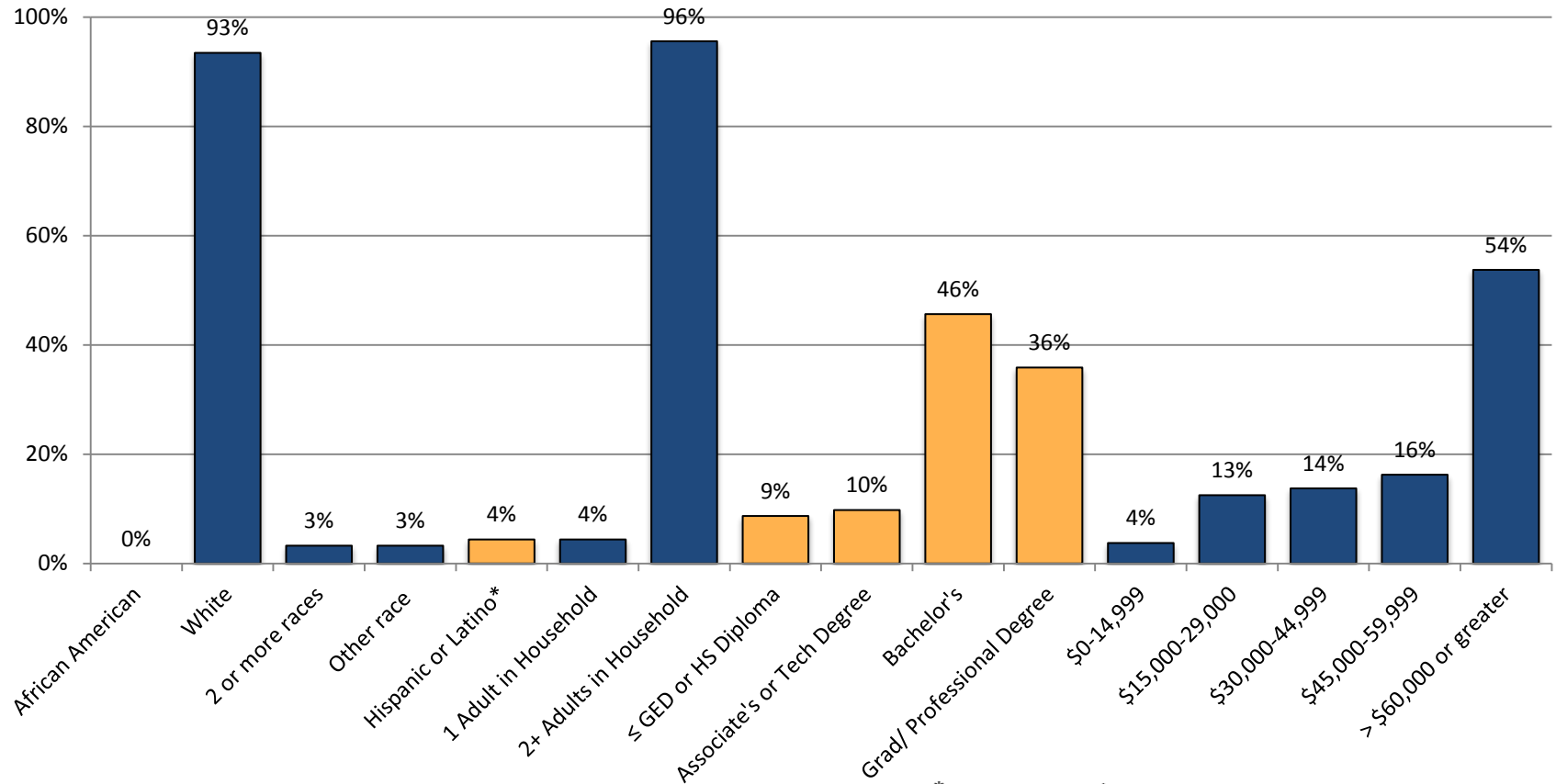
- Developed with input from Partnership EDs
- Core set of questions + opportunities to tailor
- Convenience sampling to gather info from all families, with focus on hearing from families with the most need
- Drawing for \$100 gift certificate as incentive
- Who responded – 92 respondents

Surveys – Who responded?

Zipcode	Frequency	Location
28806	27	Asheville
28803	13	Asheville
28704	8	Arden
28715	8	Candler
28801	6	Asheville
28805	6	Asheville
28787	5	Weaverville
28804	5	Asheville
28748	4	Leicester
28730	3	Fairview
28701	1	Alexander
28709	1	Barnardsville
28711	1	Black Mountain
28732	1	Fletcher
28778	1	Swannanoa

Surveys – Who responded?

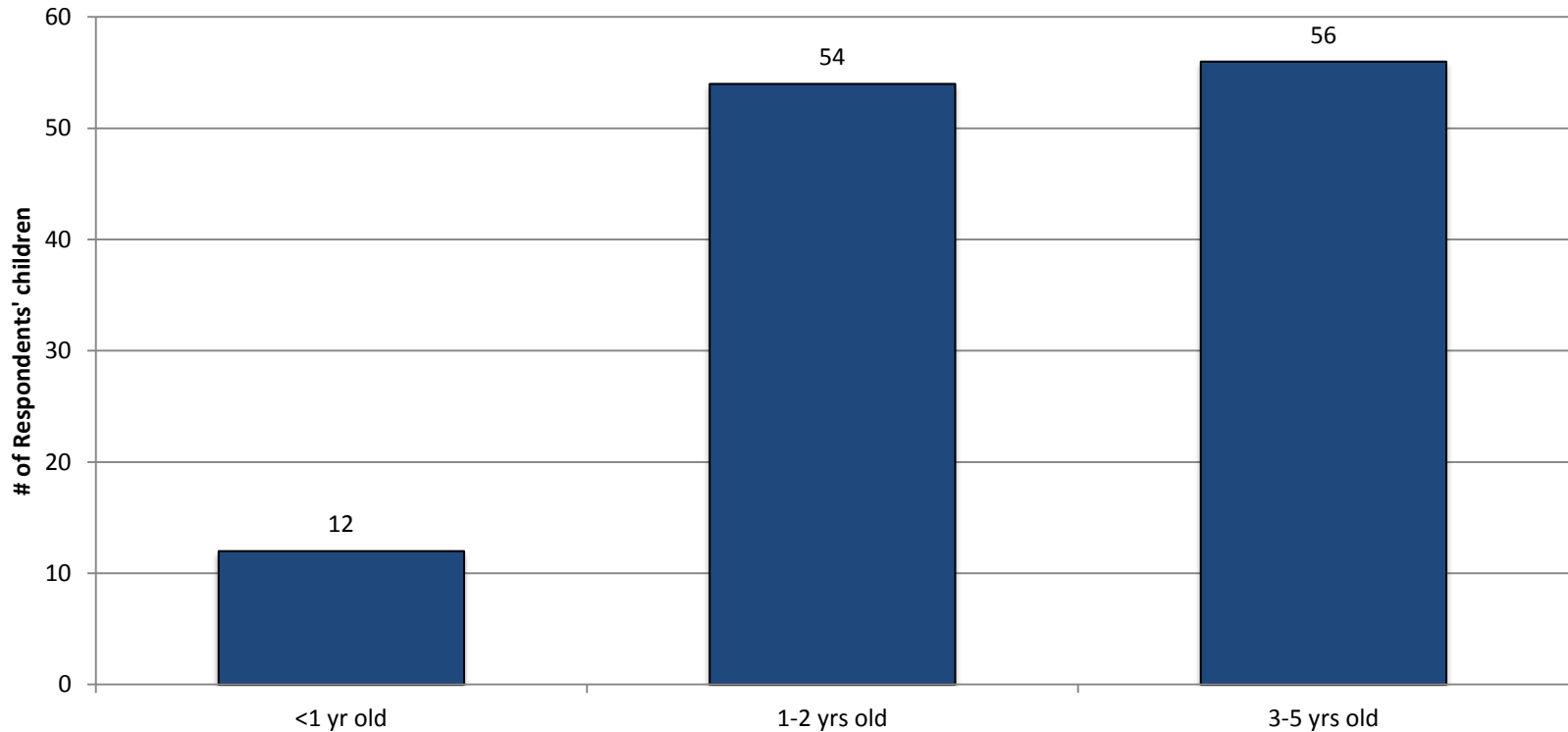
Sample Characteristics: Race, Ethnicity, & Number of Adults in Household
Buncombe County



* Race & Hispanic/ Latino ethnicity were asked as separate questions

Surveys – Who responded?

**Respondents' children (not enrolled in licensed child care)
by age*
Buncombe County**



*Respondents may have more than one child (even within one age category)

Focus Groups - Overview

- Designed to complement survey
- Qualitative and more in-depth
- Focused on sub-populations of interest

Focus Groups – Who attended?

- 4 focus groups
 - 3 in Spanish – 42 Latino participants
 - 1 in English – 2 African-American participants
- Several parents of children with special health care needs

FINDINGS



Dreams for our kids (FGs)

To be someone in the world

To have a better future than we do

To work hard at school and graduate, and study as long as she wants to

To achieve more than I was able to

To be strong and brave

To face the obstacles of the world

To not get married before she graduates from high school

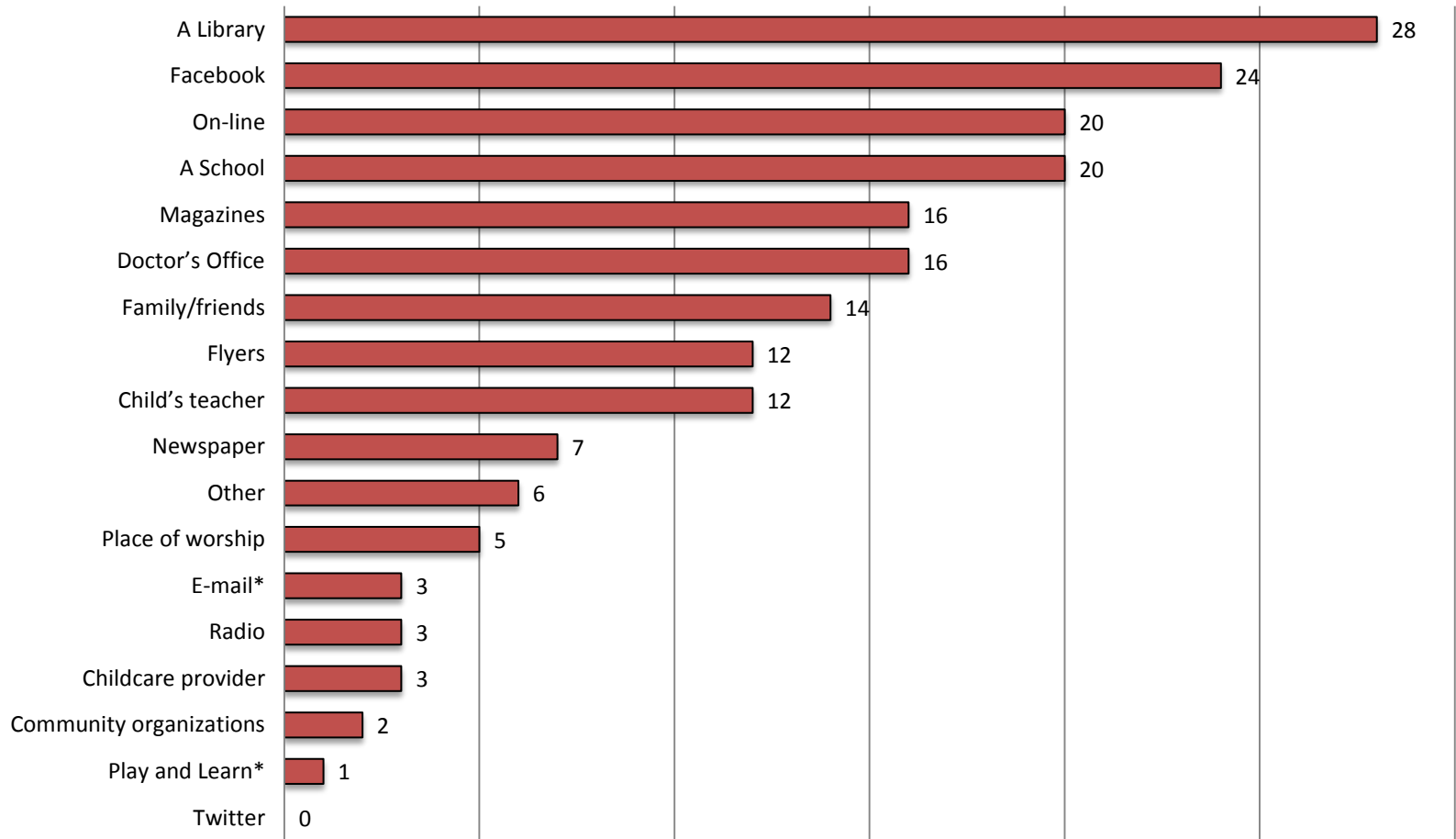
To grow up healthy

To never struggle for anything

To be a leader

Top ways parents/ caretakers want to receive info (Surveys)

Preferred ways to get information about children's programs
Buncombe County



Top ways parents/ caretakers want to receive info (FGs)

FGs in Spanish

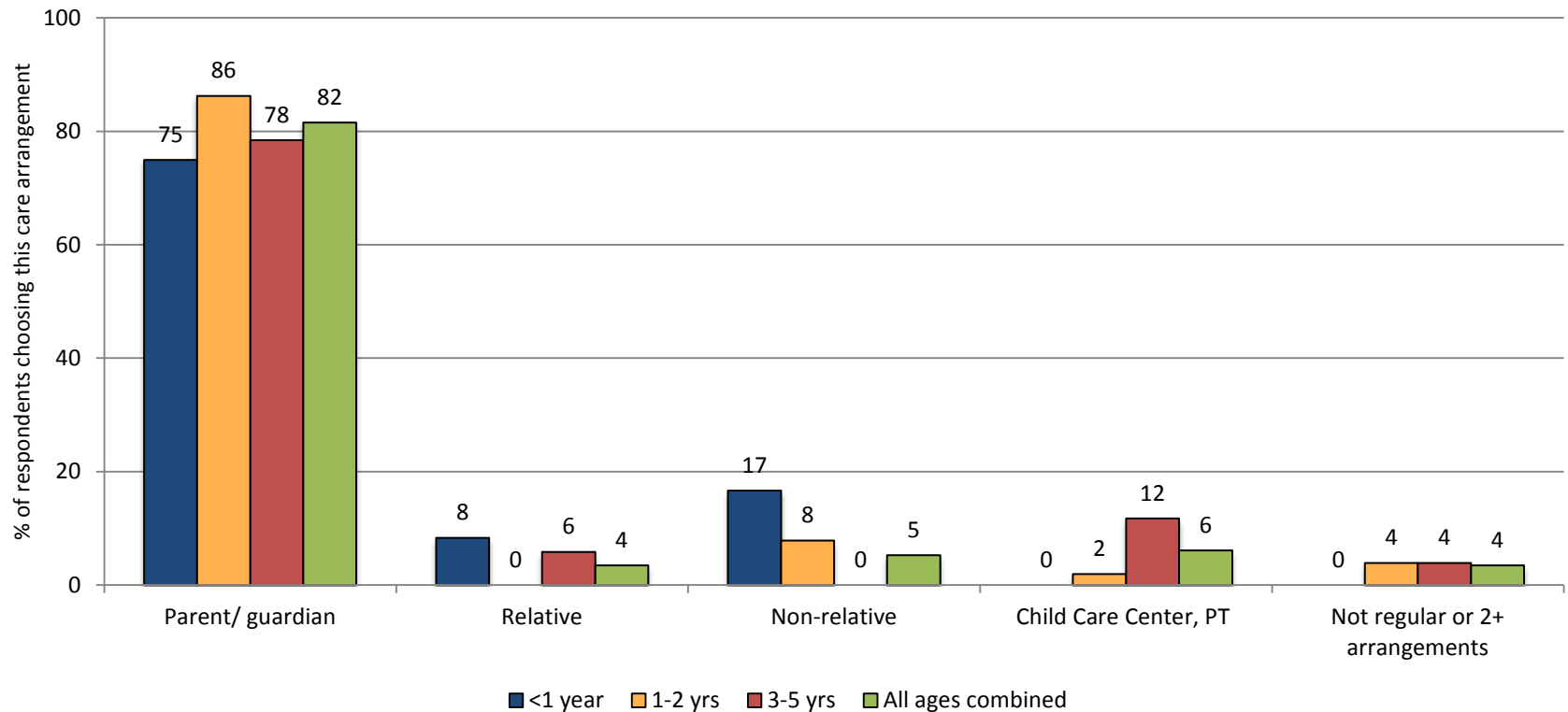
- Trusted community leaders/ community programs
- Family
- Friends and neighbors
- Text

FGs in English

- People I know/ word-of-mouth
- Text
- E-mail
- Google
- Facebook

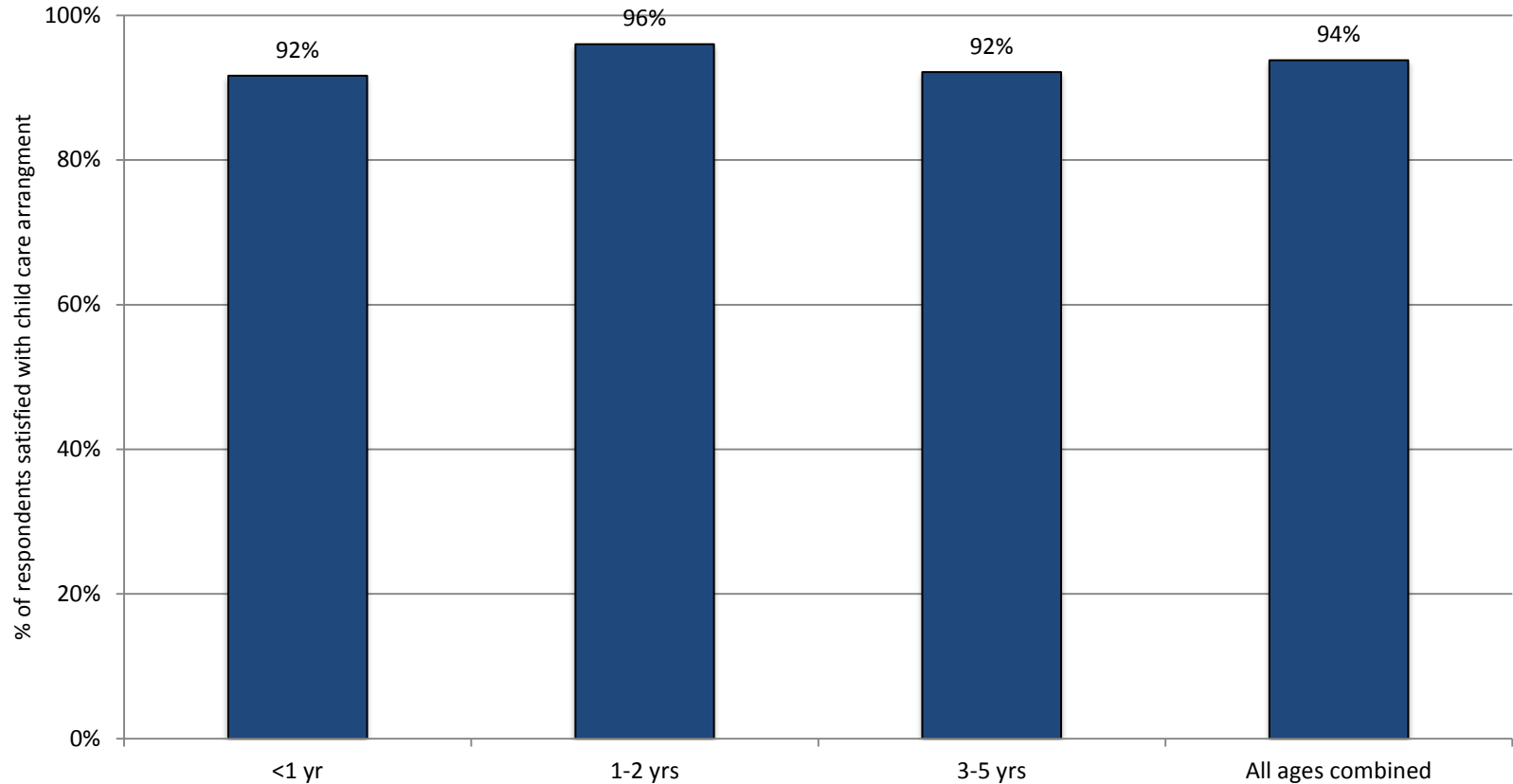
Child Care Arrangements - Where are children during the day?

Figure 5. Type of Primary Care Arrangement for those not in Licensed Care, by Age
Buncombe County Survey



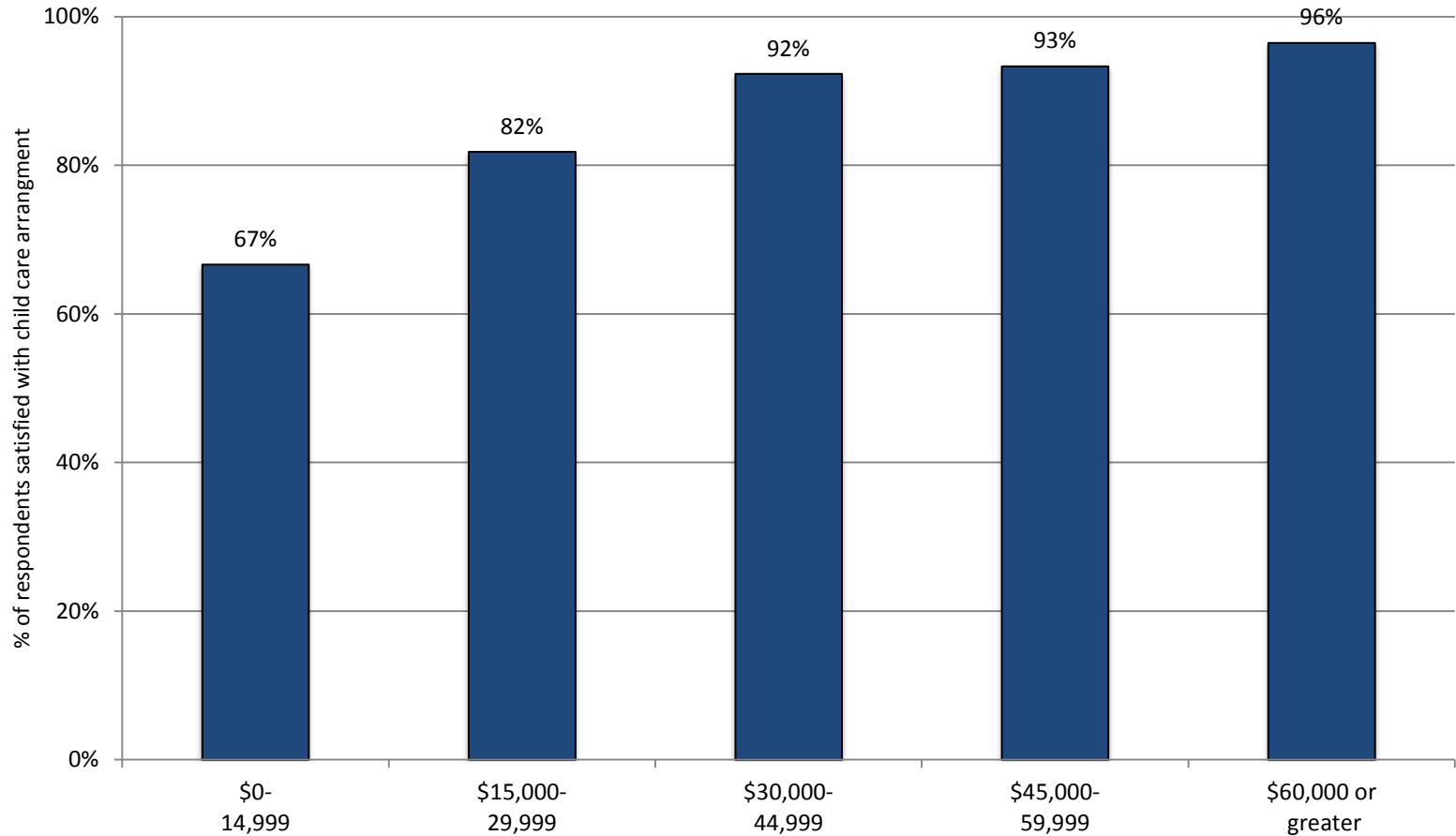
Child Care Arrangements – Satisfaction with Care

**Satisfaction with Child Care Arrangement, by Age
(Buncombe County)**



Child Care Arrangements – Satisfaction with Care

**Satisfaction with Child Care Arrangement, by Income
(Buncombe County)**



Child Care Arrangements – Reasons (Surveys)

Reason for child care	Frequency of responses
This is my preferred choice	101
Quality of care	55
Cost	46
Convenient location	11
I don't know my options	3
Child has special needs	3
Don't have transportation	1
Language preference	2
Work constraints	1

Reasons for child care arrangements (FGs)

Centers

- Provide children with skills & opportunities
- Prep them for kindergarten

Parents, family, friends

- Cost of child care
- Voucher requirements
- Trust
- Limited child care options
- Distance to centers/ no transportation

Challenges with child care arrangements (FGs)

Child Care Centers

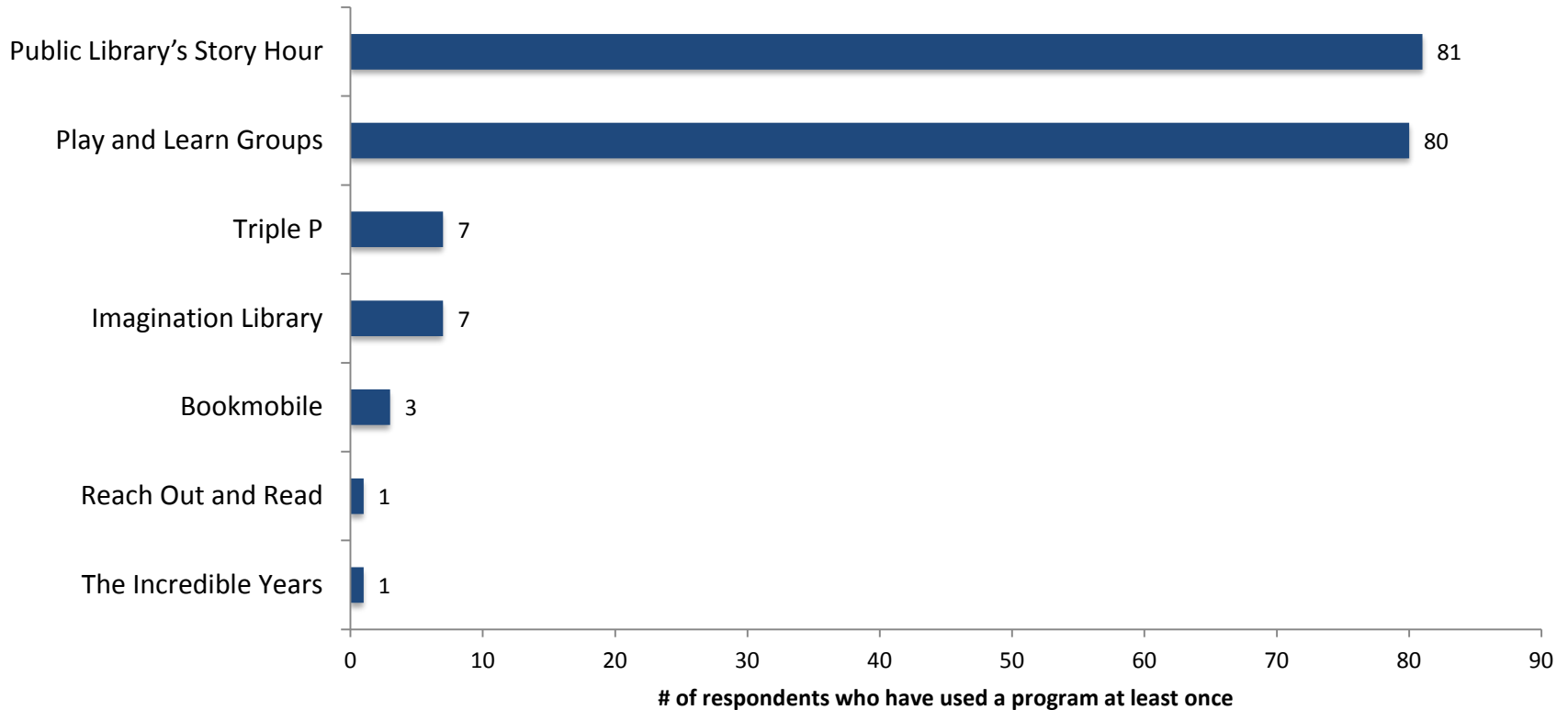
- Not always reliable
- Activities may not prep kids for kindergarten
- Limited schedule
- Staff not trained to work with children with special needs

Staying home

- Cannot work
- Do not know how to prep them for school
- “Stuck” with no transportation

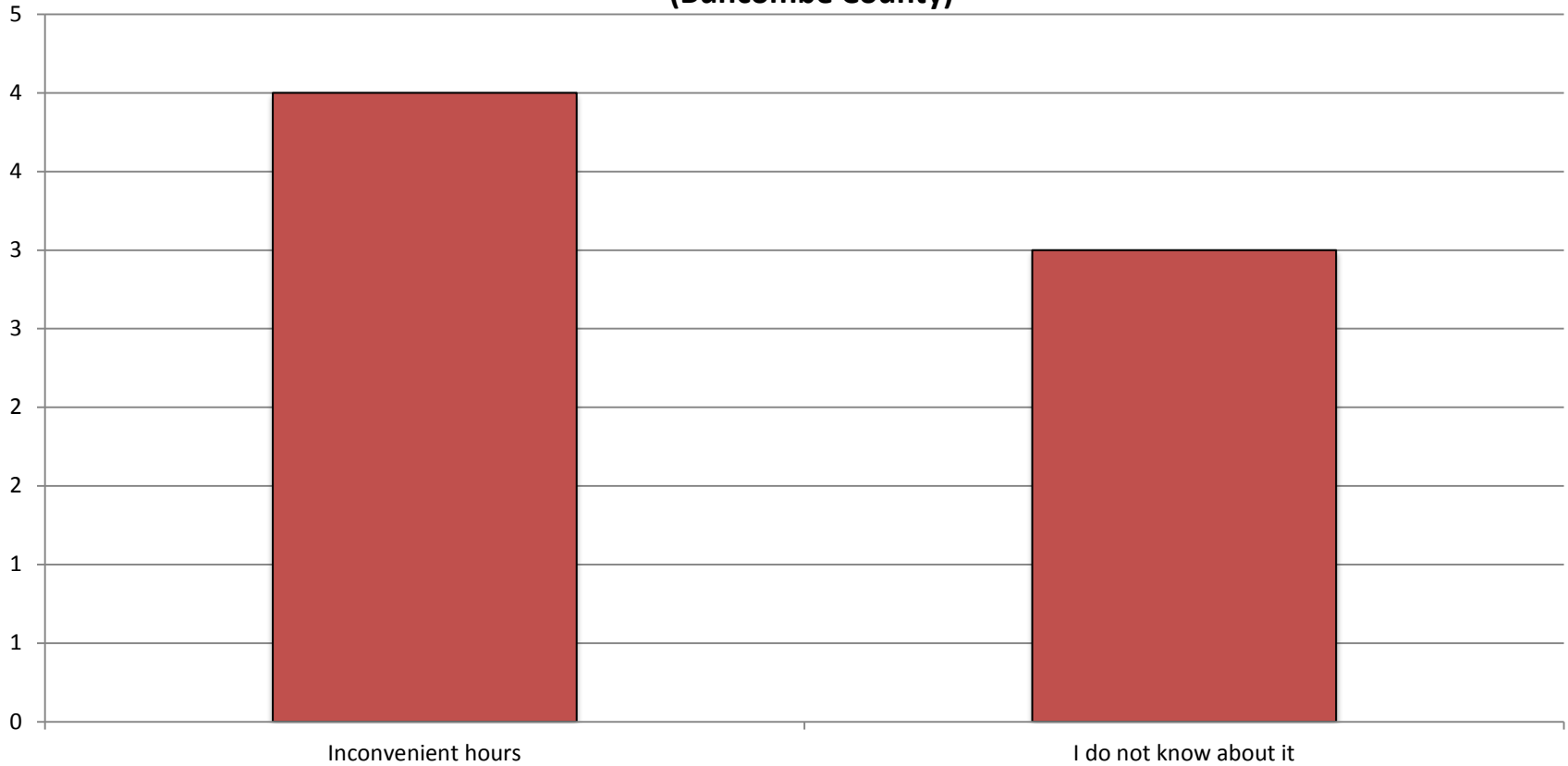
Smart Start Programs – Program Use

**Program that respondents have used at least once
(Buncombe County)**



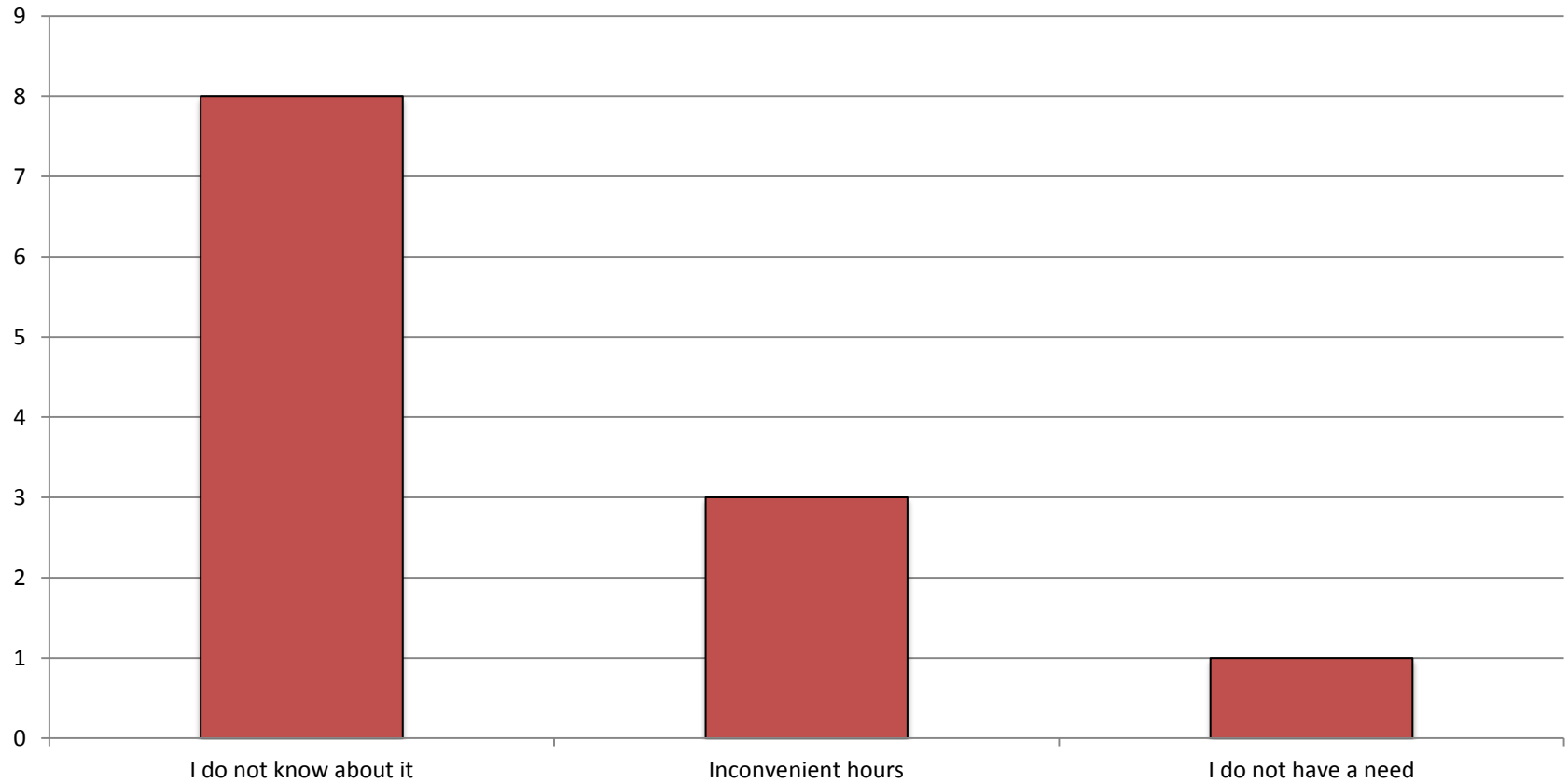
Smart Start Programs – Reasons for Not Attending

**Public Library Story Hour
(Buncombe County)**



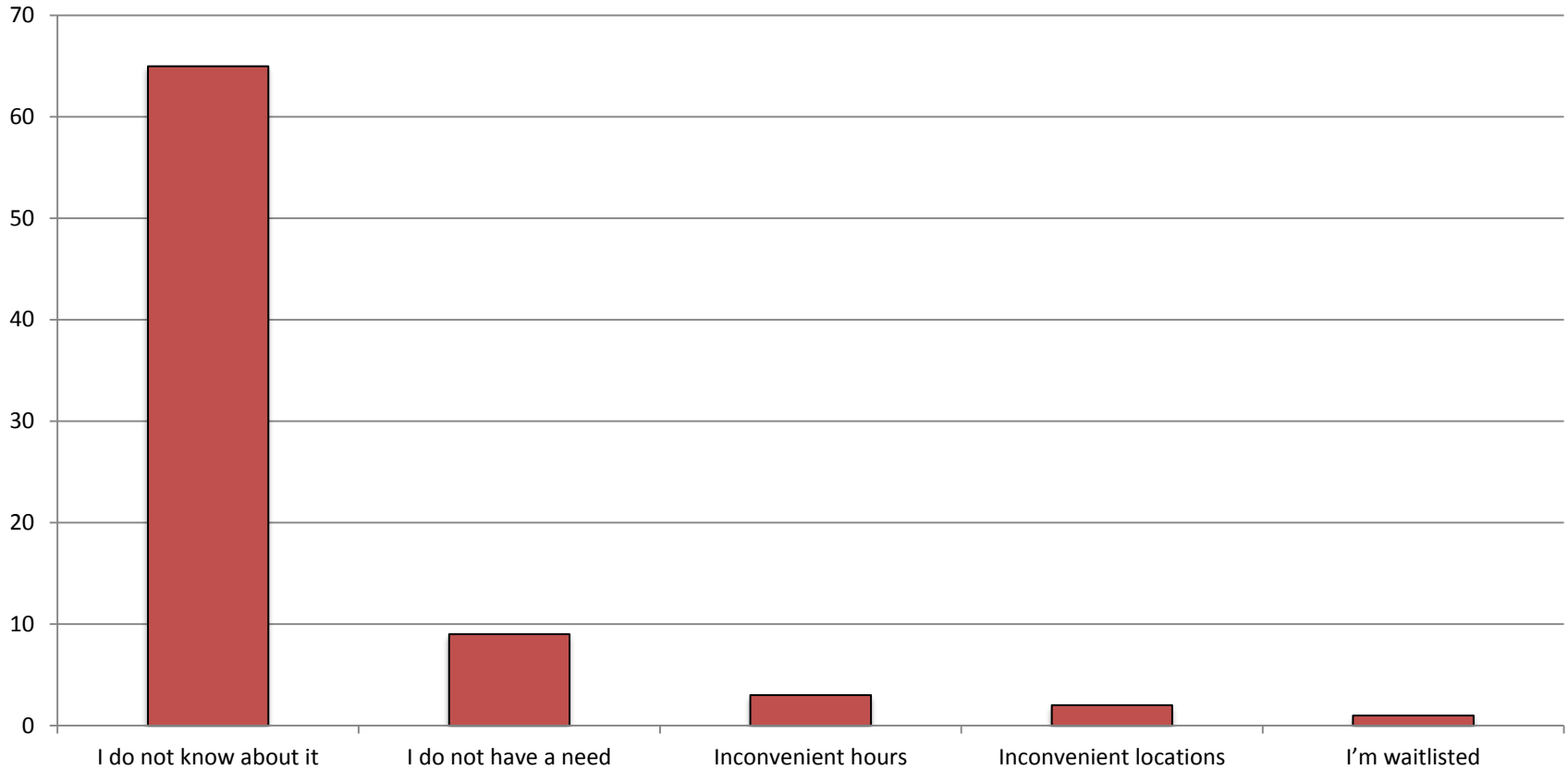
Smart Start Programs – Reasons for Not Attending

**Play and Learn Groups
(Buncombe County)**



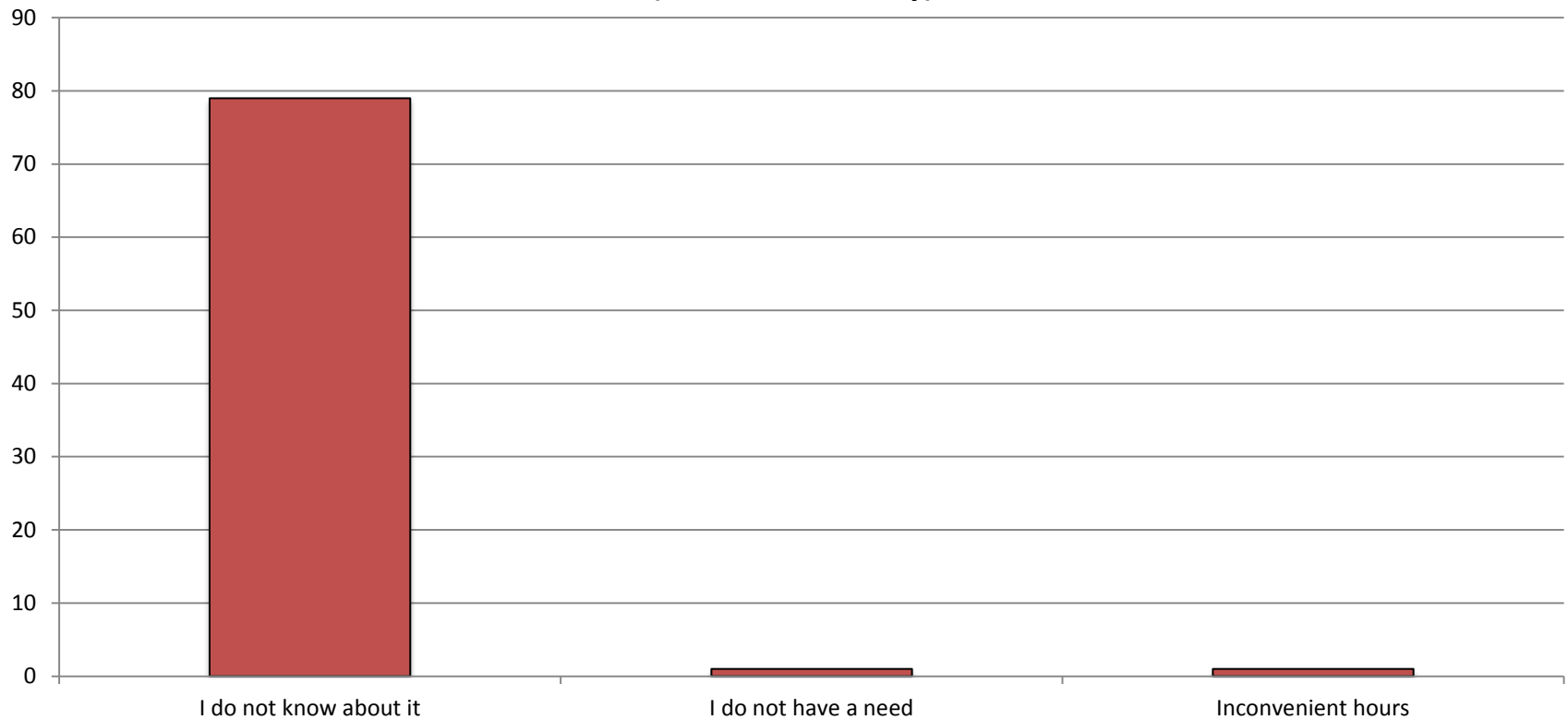
Smart Start Programs – Reasons for Not Attending

Triple P (Buncombe County)



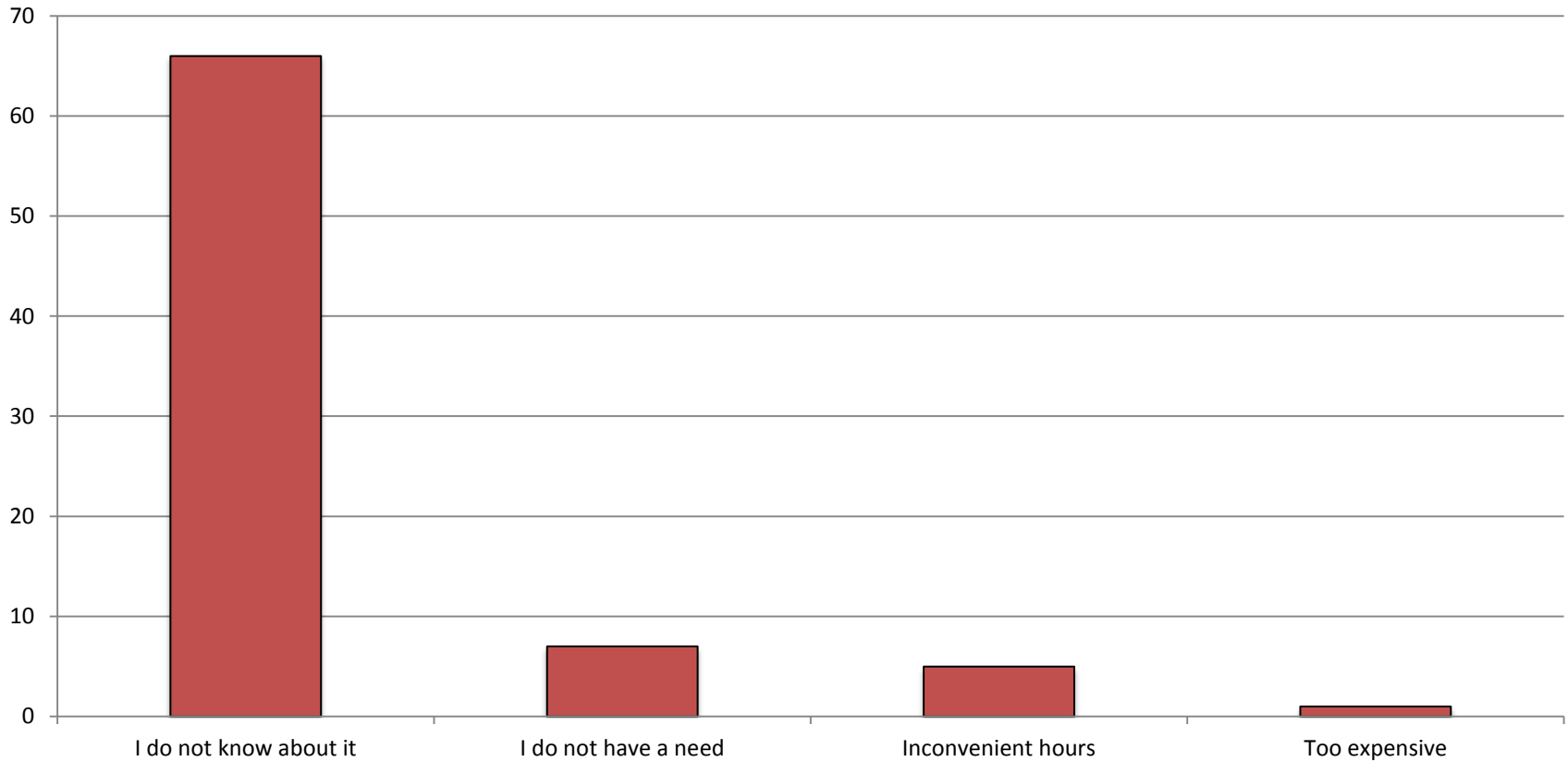
Smart Start Programs – Reasons for Not Attending

Imagination Library (Buncombe County)



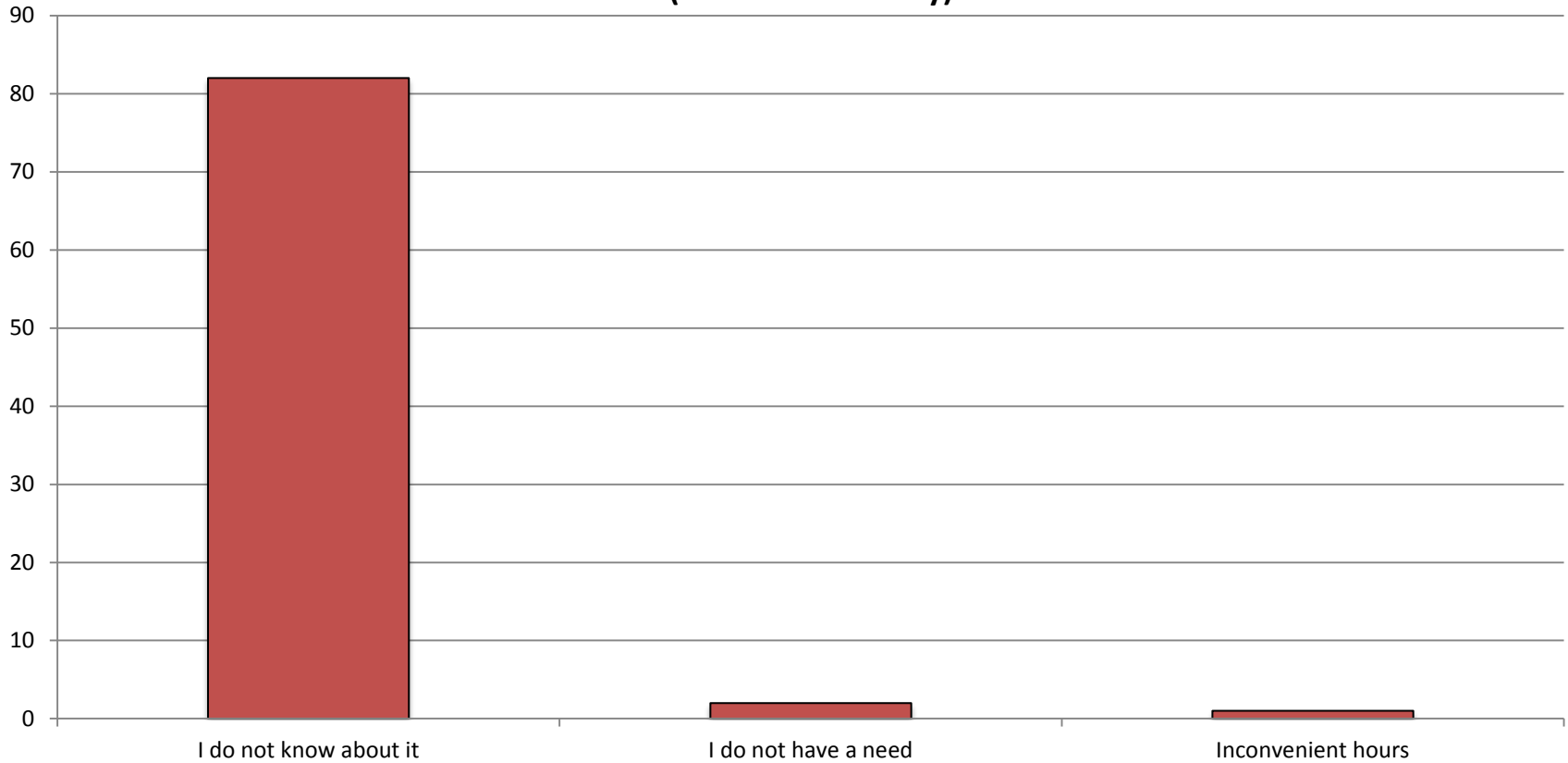
Smart Start Programs – Reasons for Not Attending

Bookmobile (Buncombe County)



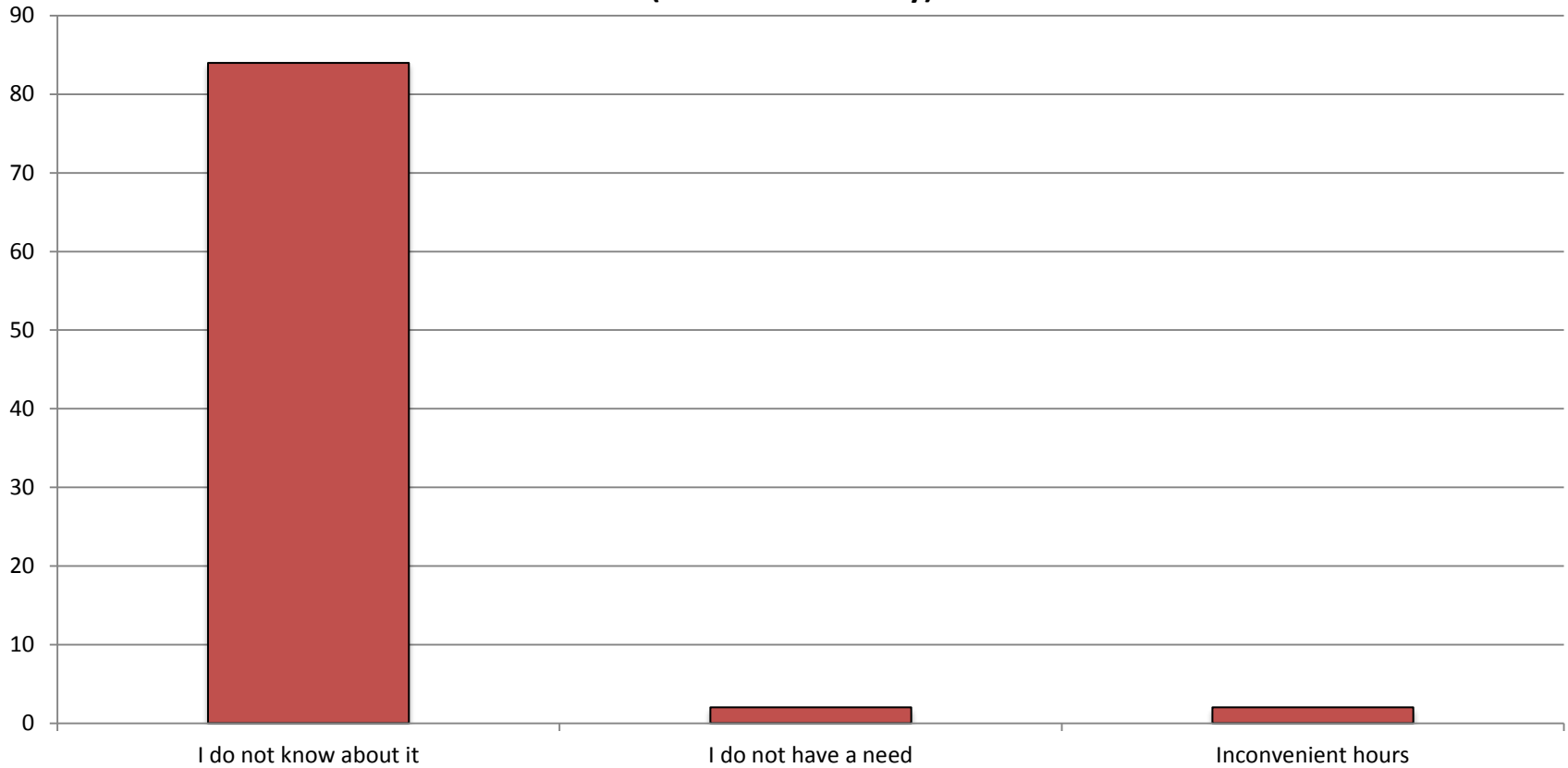
Smart Start Programs – Reasons for Not Attending

Reach Out and Read (Buncombe County)



Smart Start Programs – Reasons for Not Attending

The Incredible Years (Buncombe County)



Smart Start Programs: How many do not know about programs?

Smart Start Program	# who do not know about program
The Incredible Years	84
Reach Out and Read	82
Imagination Library	79
Bookmobile	66
Triple P	65
Play and Learn Groups	8
Public Library's Story Hour	3

Programs and services - Barriers

FGs in Spanish

- Immigration status/ documentation*
- Lack of childcare*
- Transportation**
- Language barriers*
- No time/ changing work schedules*
- Cost**

*Spanish focus groups

** English and Spanish focus groups

Programs and services – What would facilitate participation?

FGs in Spanish

- Programs offered in Spanish*
- Multiple times offered*
- Free/ affordable**
- Provide transportation and child care**

*Spanish focus groups

** English and Spanish focus groups

What has helped or supported you? (FGs)

FGs in Spanish

- Family, friends, community
- School/ child care
- Community organizations & leaders
- Parenting support
- Programs for children with special needs

FGs in English

- Family
- School
- Our Circle (ABCCM)
- Mother Love (YWCA)

Top Needs Buncombe County (Survey)

Type of need	# of responses
Affordable, accessible preschool/ child care	21
Play and Learn	19
Enrichment/ learning activities	18
Recreation/ outdoor activities	13
Library	12
Parenting education/ support	7
Play groups	6
Spanish language	6
Health Care	5
Social activities/ Socialization	4
Bookmobile	3
Nutrition	3
Specific to <3	3
Respite/ back up child care	2
Special Needs	2
Imagination Library	1

Top Needs (FGs)

FGs in Spanish

- Quality, safe child care, including:
 - Children gain social-emotional skills and school-readiness
 - Bilingual setting/ teacher
 - Neighborhood-based, serving the community
 - Multiple times offered (e.g., mornings, afternoons, and evenings)
 - Limited restrictions
 - Trustworthy providers
 - Trained to work with children with special needs
- English classes
- Parenting classes and support

Top Needs (FGs)

FGs in English

- Affordable and reliable child care
- Transportation
- Parent support group
- Activities/ events

Recommendations for Consideration & Next Steps

Outreach

- Increase outreach for existing programs and services
- Connect with leaders in African-American, Latino and rural communities

Advocacy/ Partnerships

- Continue advocacy to improve access to child care
- Support parents' educational advancement
- Consider partnering with Latino community centers to create affordable child care options

Recommendations for Consideration & Next Steps

Programs

- Increase parent support efforts
- Strengthen access to enrichment activities
- Revisit program logistics (time, transportation, child care, bilingual programs, no requests of personal info)
- Consider supporting mobile services and community-based programs

THANK YOU!

Contact Jill Fromewick with any questions:

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