

Examination of New Parents' Evaluation of Postnatal Educational Materials

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Presentation Outline

- 1. Brief background of project (i.e., a Master of Nursing practicum project)**
- 2. Purpose of project**
- 3. Project methods**
- 4. Key evaluation results**
- 5. Conclusions**
- 6. Recommendations to community health nursing leaders**



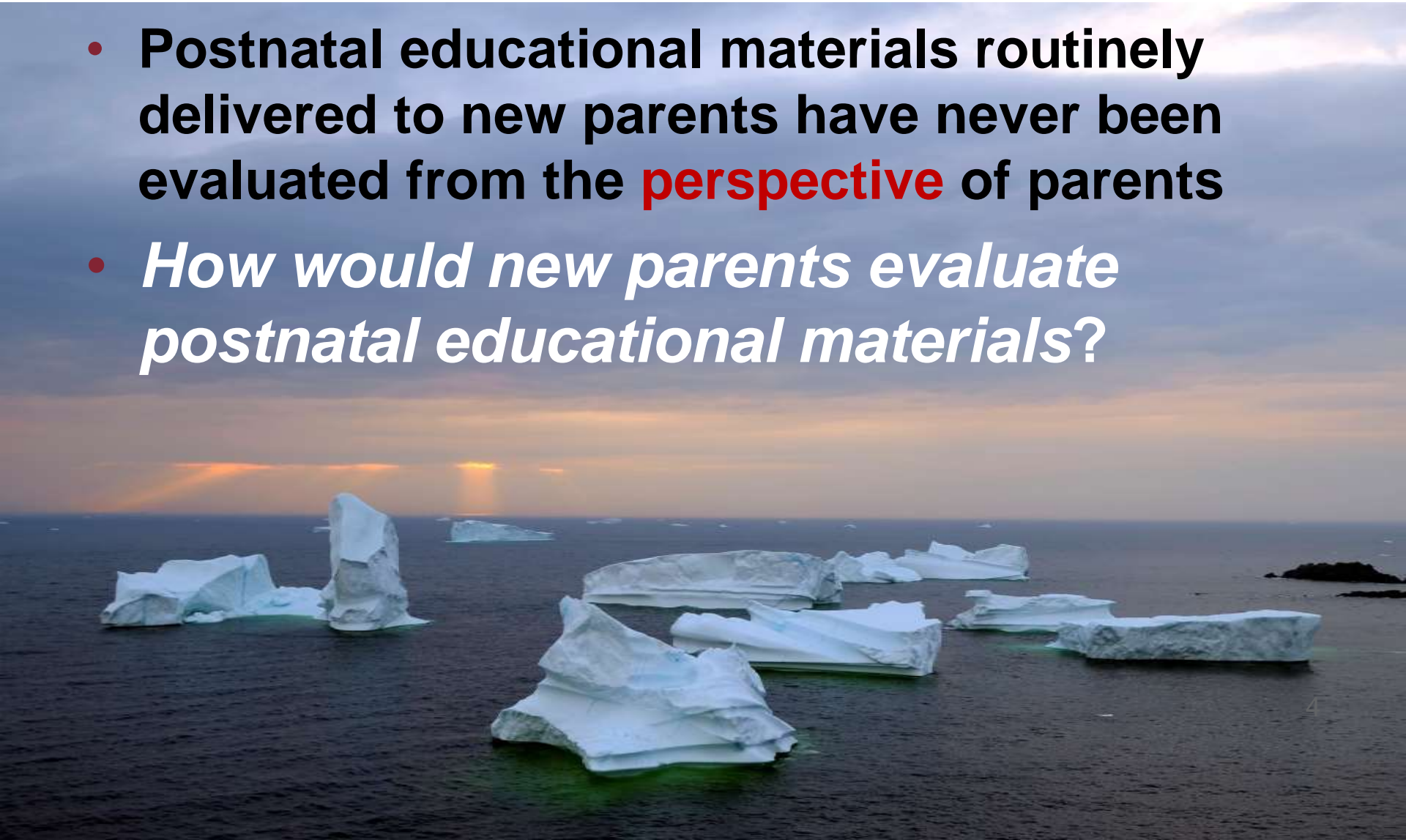
Background

- Many new parents require information and education to provide optimum care to their newborn infant
- New parents in Newfoundland and Labrador (NL) receive postnatal education through various sources including:
 - ❖ The *Postpartum Support Program (PPSP)*
 - ❖ *You and Your New Baby Postnatal Package*
 - ❖ Online postnatal resources



Purpose

- Postnatal educational materials routinely delivered to new parents have never been evaluated from the **perspective** of parents
- *How would new parents evaluate postnatal educational materials?*



Methods

- **Integrative Literature Review**
- **Consultations**
- **Questionnaire Construction**
- **Pilot Test of Questionnaire**



Key Evaluation Results

Sample Demographics (n=36)



Variables	Frequencies	Percentage
Yearly Family Income		
Less than \$19,999	5	15%
\$20,000 to \$29,999	4	12%
\$30,000 to \$39,999	4	12%
\$40,000 to \$49,999	3	9%
More than \$50,000	18	53%
Education Level		
No High School Diploma	2	6%
High School Diploma	10	29%
Collage Diploma	11	31%
University Degree	12	34%

Key Evaluation Results

Questionnaire Responses

Receipt and Awareness of Postnatal Educational Materials

Information	Number of Participants	Impact
Origin of Information		
Online	12	33%
Mailed to home	6	17%
Visit by Public Health Nurse	31	86%
Hospital	29	81%
Topics Obtained in Hospital		
My Body	6	18%
Caesarean Birth	7	21%
Parenthood	9	26%
My Baby-Feeding	21	62%
Baby Care	26	76%
Preferred Time to Receive Information		
In hospital	25	76%
1-2 days after returning home	7	21%
1 week after returning home	1	3%

Key Evaluation Results continued...



**Regarding the topical information
obtained from the hospital:**

- **Postpartum Support Program booklet of questions intended for new mothers—65% did not recall seeing it**
- **72% agreed and strongly agreed that the information they received was helpful**

Regarding information obtained during visit from Public Health Nurse:

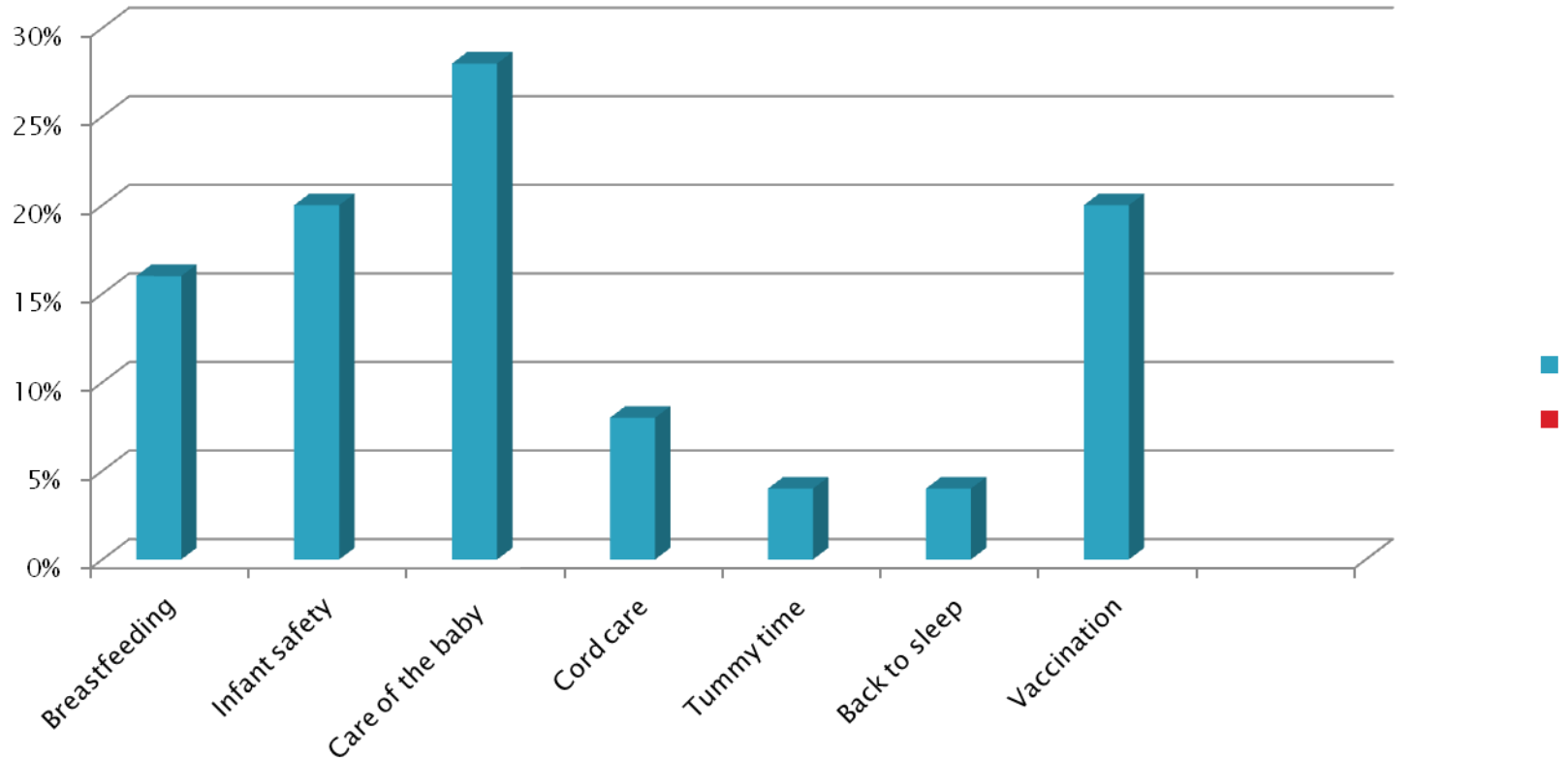


- **87% of new parents received a home visit**
- **78% responded that they found the visit helpful**

Regarding *You and Your New Baby* Postnatal Package:

- **94% responded that they opened the package**

Ranked responses to importance of topics during public health nursing visit:



Key Evaluation Results continued...



What did parents look for?

➤ **77% responded looking for:**

- ✓ **breastfeeding**
- ✓ **baby care**
- ✓ **bathing**
- ✓ **cord care**
- ✓ **safe sleep**
- ✓ **crying baby**
- ✓ **immunization**

Responses regarding online postnatal information:



- **97% of 35 respondents indicated they owned a computer**
- **76% reported a high comfort level accessing online postnatal material**
- **84% replied that had not heard of URaParent website**

Low response rate to Postnatal Package open-ended questions:



- *What information do you recall seeing before?*
- *What information topics are missing?*
- *What was new that you learned that changed your parenting?*
- *What information was important to know after your baby was born?*

Conclusions



- The majority of postnatal educational materials is received **from the hospital, and during public health nursing visits**
- The Postpartum Support Program is **not being utilized as intended**
- Parents want postnatal education **before they leave hospital**

Conclusions continued...



- Parents find the **postnatal public health nursing visit helpful**
- Are comfortable using a **computer to access postnatal materials**
- Are not aware of **existing postnatal websites**

Recommendations



1. Conduct a **large study** to determine consistency of pilot results throughout NL.
2. Design a **new questionnaire**:
 - 2.1 Pose questions to determine if parents in other regions **want materials before hospital discharge**.
 - 2.2 Pose questions regarding **awareness and use of the Postpartum Support Program**.

2.3 Rephrase open-ended questions to include indicators/choices to determine:



- Where there is **duplication** and possible waste of resources
- Which topics **are important** to parents
- What parents perceive as most helpful in terms of **improving their parenting efficacy and behaviors**

2.4 Provide clearer explanation for ranking of importance of topics to determine:

- Parents' perceptions of “**back to sleep**”
- If the postnatal period is the most important time to receive information about **immunizations**

3. Increase **public education and awareness campaigns** regarding postnatal websites.

QUESTIONS?



THANK YOU!