

# Family & Caregiver Insights

How Your Feedback Is Shaping Our Future



**167**  
People  
Surveyed



**9**  
Focus  
Groups



**51**  
Focus Group  
Participants

## Focus Group Participants included diverse caregivers:

- Mothers
- Fathers
- Grandparents
- Older caregivers
- Caregivers of children with special needs
- First-time caregivers
- Spanish-speaking caregivers

## Topics that we explored included:

- Parenting Challenges
- Finding Support & Information
- Future Concerns & Needs
- Barriers to Accessing Help

## Your Challenges

### Common Caregiver Concerns in 2024



Difficulty finding affordable services and resources.



Caregivers want expert advice they can trust and peers they can relate with.



Balancing work, family, and home is overwhelming.



Concerns about children's behavior, mental health and social skills.



Tailored support for each family's unique situation.



Uncertainty on social media & technology use and whether online parenting advice is trustworthy.



# We're Listening & Taking Action

Here's what we're working on:



Transforming our website into a resource hub with reliable info for caregivers and links to trusted community resources.



Launching educational platform on our website with articles, tips, and self-guided training.



Offering both live online webinar series and individual one-on-one sessions tailored to caregivers' unique needs.



Providing content on a variety of topics from child development, behavior, caregiver stress and much more.



Create inclusive and culturally sensitive materials to support all families.



Helping caregivers understand typical but challenging behaviors and when extra support or diagnosis is needed.