



OUR MISSION

We combine science and compassion to deliver innovative solutions that equip adults to meet children's needs and cultivate their strengths.

OUR VISION

Imagine a world where every child's natural strengths are nurtured, so they realize their endless potential.

Connecting Parents to tools & resources and providing one clear next step on their parenting journey.



Problem:

In our 2016 study, 58% of parents reported parenting was VERY or EXTREMELY challenging. Yet parents often don't know where to turn for help.

Often parents turn to their trusted pediatricians, who may

be able to share their own personal experience but are not typically formally trained in parenting.

Today's parenting challenges are more complex than what their parents faced.



Our Solution:

Started in 2016, but based on 170 years of offering support & services to families, the Parent ConnexT® team offers resources from blogs to family activities to mini-classes delivered via text. But if the self-paced content is not enough, a parenting coach

can be connected with a family within 48 hours, and after just 3 sessions parents have reported an improvement with (1) parent/child relationship, (2) self-care, (3) self-confidence as a parent, and (4) self-satisfaction.

Quick Facts:

Persons Served

- More than 5,000 parents/ caregivers through Parent Coaching since 2016
- More than 30,000 parents/ caregivers through parenting stress screenings since 2016
- Many companies offer monthly content to their employees

Accreditation

- Designated evidence-based by CDC
- Designated Promising Practice by the Association of Maternal & Child Health Programs

Services Offered

- Individual sessions for families with a parent coach
- Parenting: A to Zoom Lunch 'n Learns
- Curated Content



Parent Connex[®] Impact Report: 2021-2022

Once I connect parents to Parent Connex[®], I usually don't hear from them about challenges again. I don't usually see them again until their next regularly scheduled well-visit.

- **Dr. Jon Mumma, Pediatrician**

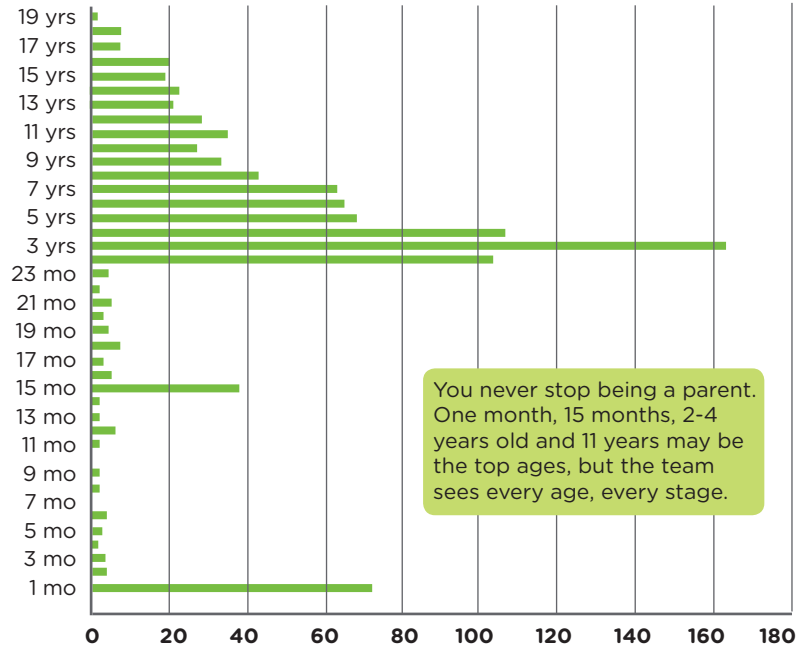
We went for ideas on how to combat negative self-talk. My PS provided 4 simple questions to react, and I've shared with others in the same situation. Telling a child, they are good at math, when they are yelling 'I am the worst', (even though they've been identified as gifted) does not help. But saying, 'Is that true? Is that absolutely true? Do you have facts to prove that? What would it be like if you didn't believe that?'... is magic!!

- **Parent of 12-year-old boy**

Parent Connex[®] presentation to Nagel Middle School parents and staff engaged our audience in learning information geared to their needs including powerful parenting strategies they could use right away. This presentation provided a deeper understanding of the middle school years from a developmental standpoint and then offered both big-picture strategies and essential day-to-day tools for parents.

- **Anita Eshleman, Principal**

Number of Children Serviced By Age



You never stop being a parent. One month, 15 months, 2-4 years old and 11 years may be the top ages, but the team sees every age, every stage.

Top 10 Concerns:

- 1 Behavior
- 2 Anxiousness
- 3 Big Emotions
- 4 ADHD
- 5 Parent Stress
- 6 Sleep
- 7 "Mood/Depression"
- 8 Toilet Training
- 9 Divorce
- 10 School

Families report a positive change in just 3 sessions and it lasts 3 months later:

After 3 Sessions



Satisfaction as a Parent



Self-Confidence in their Parenting



Relationship with their Child



Improved Self-Care



Overall Score



3 Months Later... Effect is Still Felt



Satisfaction as a Parent



Self-Confidence in their Parenting



Relationship with their Child



Improved Self-Care



Overall Score



Net Promoter Score

Benchmark 55

Parent Connex[®] 94