

# Let's Talk Families, BC!

## Qualitative Results Overview

Prepared for the BCCF Board of Directors  
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# Presentation Overview

- **Survey goals and objectives**
- **Survey process and mechanics**
- **Validity**
- **Family Challenges and Issues?**
- **Challenges are Interrelated**
- **Issues and concerns for Non-Profits**
- **Next steps**

# Survey Goals & Objectives

- **One engagement goal:**
  - to engage with the BCCF Contacts and Partner Organizations
- **Research objectives of engagement:**
  - How do BC families talk about the challenges and issues they face?
  - Do BC families talk about challenges and issues differently than the professionals who serve them?

# Survey Process & Mechanics

- Three approaches to reaching BC families:
  - Direct email invitation to BCCF contact database
  - Have Partner Organizations distribute to their networks of contacts
  - Snowball – have BCCF and Partner Organizations contacts distribute to friends and acquaintances.
  - Social media (e.g. tweets), newsletters, by BCCF and partner organizations
- 3,098 Survey responses (July 2014 – October 2014)
- Open-ended questions resulting in over 10,000 comments and stories from BC families.

# Validity

- **Geographically representative** of all BC families based on Postal Codes (FSA counts) of BC Households
- **Ecological validity** – people report challenges and issues in their own words (not simply agree/disagree to preset list)
- **External validity** – the results can be generalized to other BC families unless you think the words, phrases and stories used by other people would be completely different.
  - This is not a study to estimate prevalence rates but understanding how challenges and issues are talked about by BC families

# 2013 Survey of Service Providers (Primarily Service Providers)

How often do you hear about ...	Frequently	Sometimes	Never
Amount of income	73%	22%	6%
Housing that is affordable and safe	69%	22%	9%
Education – accessibility, adequacy	51%	39%	11%
Jobs – availability, quality	62%	30%	9%
Physical activity – play, recreation	38%	44%	18%
Social, health & community services	64%	34%	6%
Safety – personal, neighbourhood	30%	42%	28%
Quality of life and supports needed	54%	34%	12%
State of BC's children	55%	35%	10%
Health – status, services, support	55%	37%	9%

# 2014 Open Ended Question

If a new family moved in next door to you and asked for your comments on family issues and challenges in your community, what would you tell them?

Now thinking about your family: What kinds of challenges are you facing?

Here are some challenges that BC families are facing. Do you frequently, sometimes, rarely or never feel that each challenge is something that you or your family faces?

Have we missed anything?

# Best Guess - Face & Content Validity

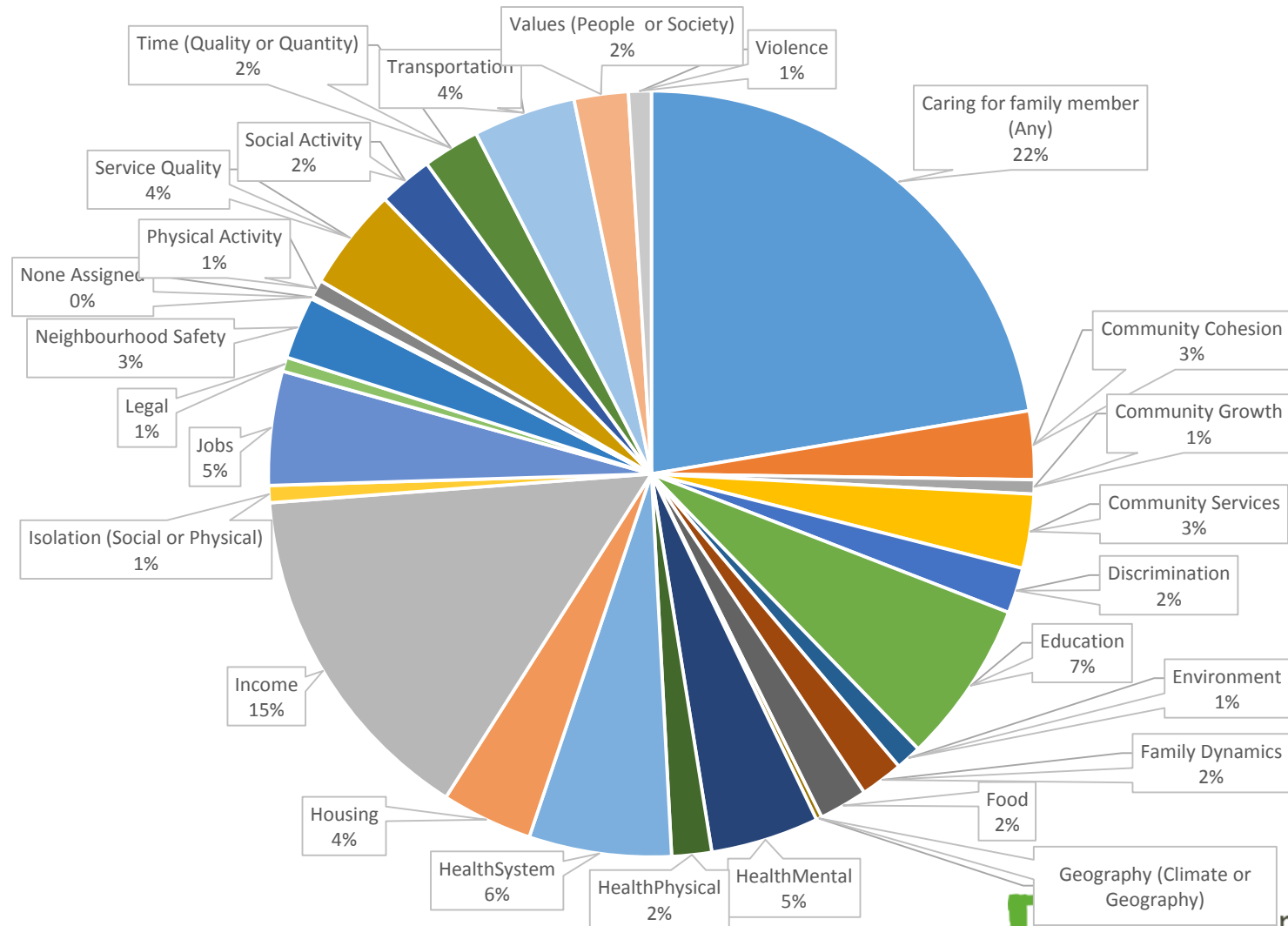
(based on 2013 survey and content experts)

Income?	Mental health?
Jobs or employment?	Physical health?
Education?	Transportation?
Physical activity?	Legal?
Neighbourhood safety?	Violence?
Children's care?	Food?
Housing?	
Community services?	
Mental health?	
Physical health?	
Caring for family members?	



# Did we miss anything?

Nope! Only 483 people choose to leave a comment in response to this question and most comments fall into list we created.



# What was missing?

Less than 1% of Comments are not assigned to a different challenge or issue (ambiguous)

- Community Cohesion
- Community Growth
- Discrimination
- Environment
- Family Dynamics
- Geography (Climate or Geography)
- Health System (Not specific to Mental Health or Physical Health)
- Isolation (Social or Physical)
- Service Quality
- Social Activity
- Time (Quality or Quantity)
- Values (People or Society)

# Examples

<b>Challenge</b>	<b>Verbatim Comment</b>
Community Cohesion	Social, cultivating community and being part of it
Community Growth	House taxes being driven up by off-shore investors resulting in house taxes going up \$5000.00 over the last 5 years which causes financial worries and housing worries. Fewer neighbours to chat with because few of the new neighbours speak English although we wave, and try to talk.
Discrimination	Being a lesbian family in a homophobic environment
Environment	Climate change and how it affects my fruit trees and garden that produce food for my table.
Family Dynamics	Blended family with two kids one girl lives with mom (not too stable) boy with dad and I very stable

# Examples

<b>Challenge</b>	<b>Verbatim Comment</b>
Geography (Climate or Geography)	Snow removal in the winter can make driving a challenge.
Health System	The most challenging currently is the lack of family doctors in our area. Many people including myself are without GP care.
Isolation (Social or Physical)	Lonely and not enough support. Or Everyone has become insular and it can be very lonely
Service Quality	Dealing with goddamned government bureaucracy
Social Activity	Social - one needs a social life to have healthy emotions
Time (Quality or Quantity)	Time: life is so rushed there is little time to spend as much quality time together as, I'm sure everyone would like.

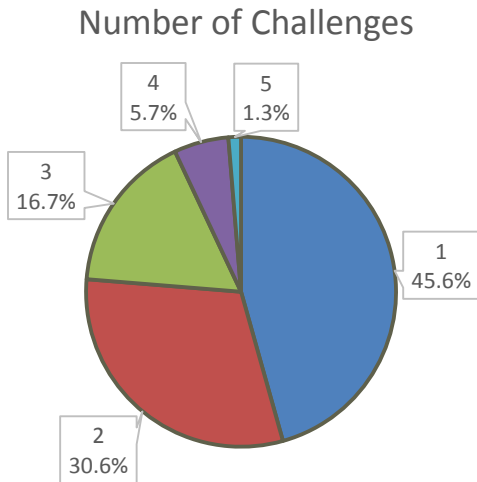
# Examples

<b>Challenge</b>	<b>Verbatim Comment</b>
Time (Quality or Quantity)	Time: life is so rushed there is little time to spend as much quality time together as, I'm sure everyone would like.
Values (People or Society)	Lack of morality Or Society's apathy Or A sense that we are lacking meaning in life, a spiritual linkage, sometimes loosely defined as a search for happiness in the midst of all that worries us.

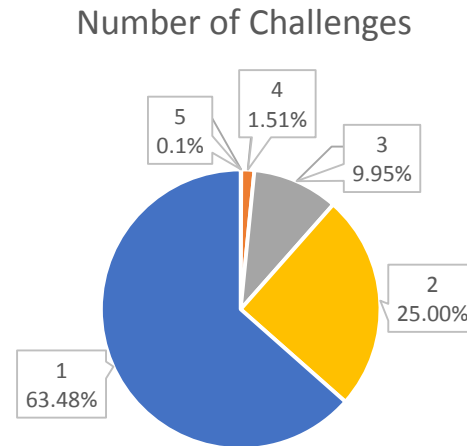
# Challenges are Interrelated

Comments contain reference to more than 1 Challenge.

challenges in your community?

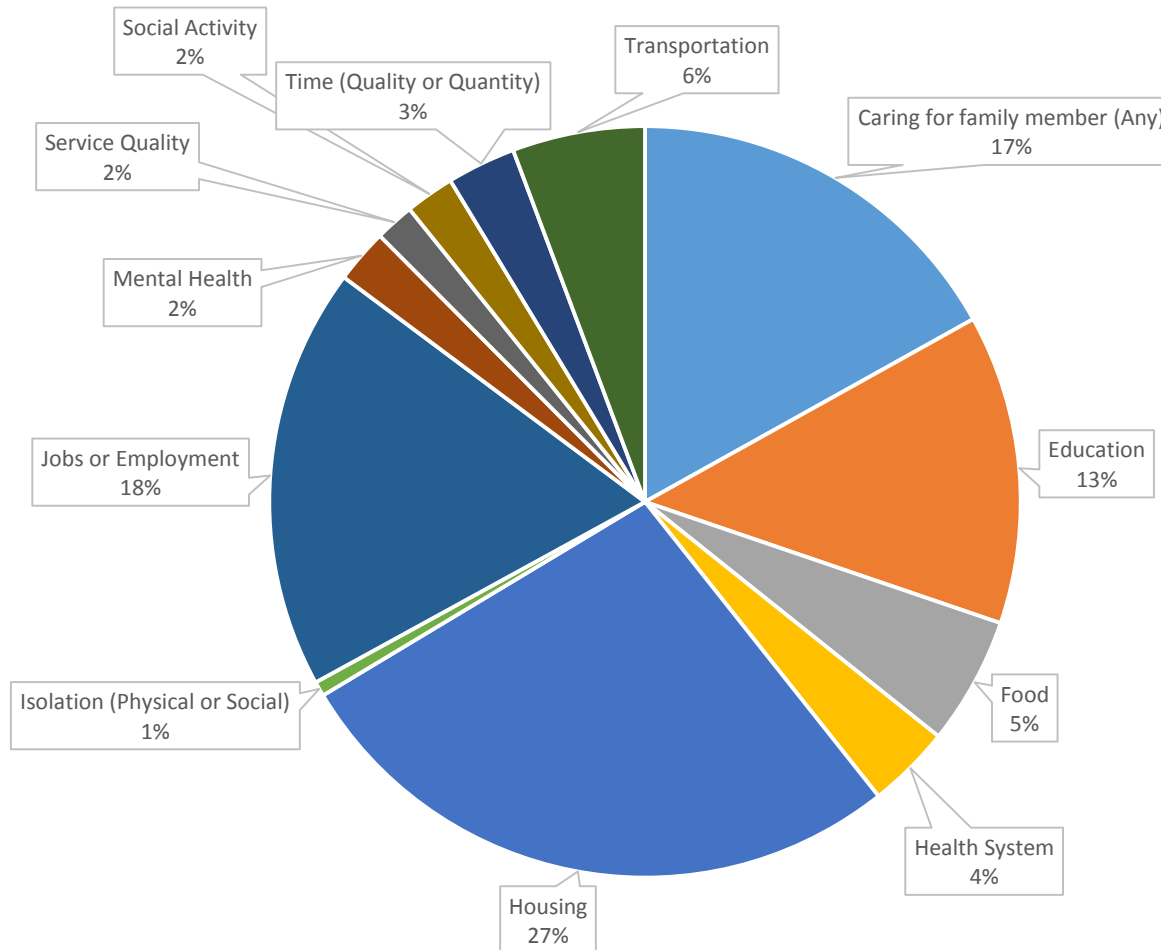


challenges you face?



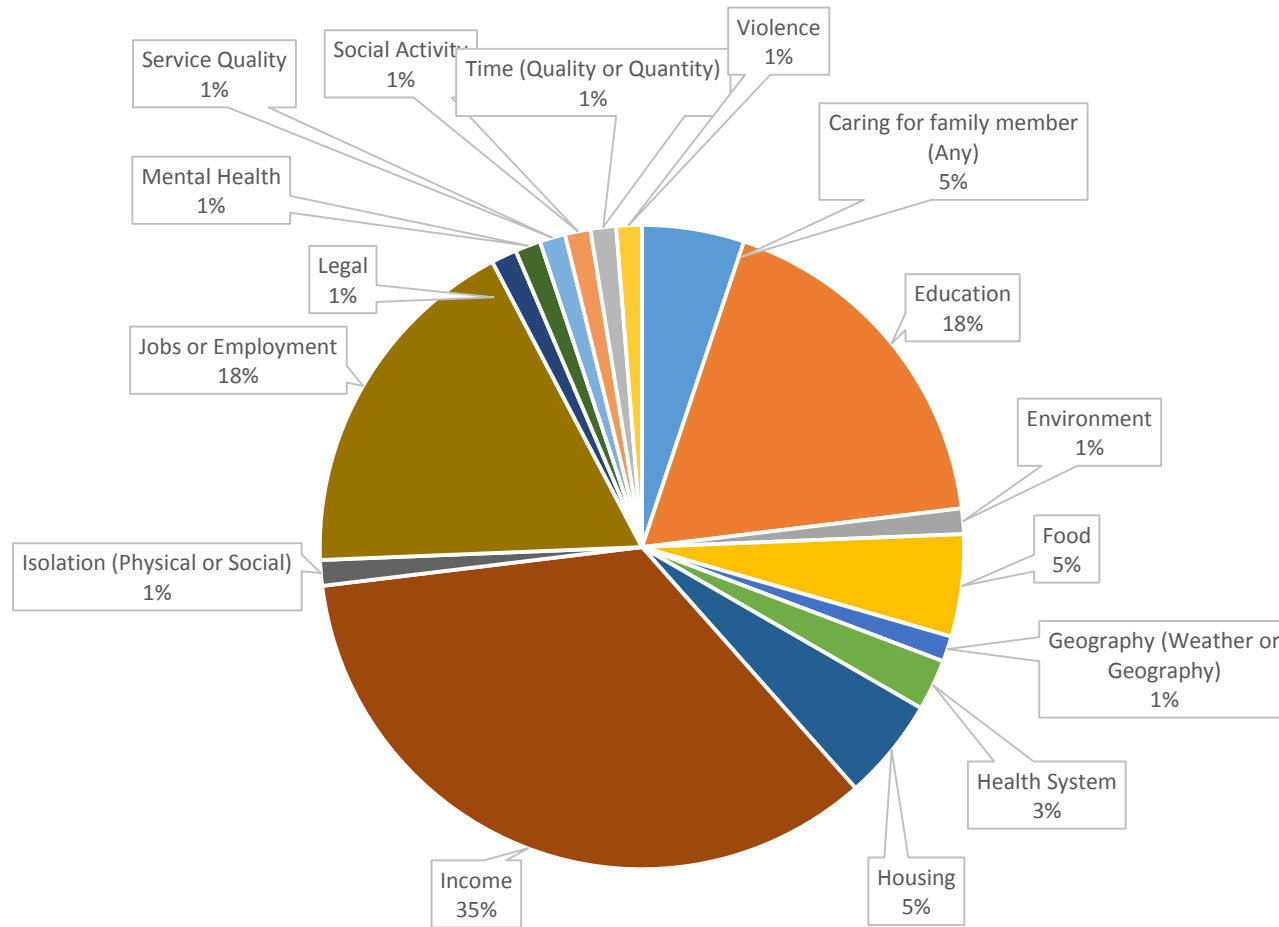
# % challenges linked to Income

Challenge - Income Mentioned



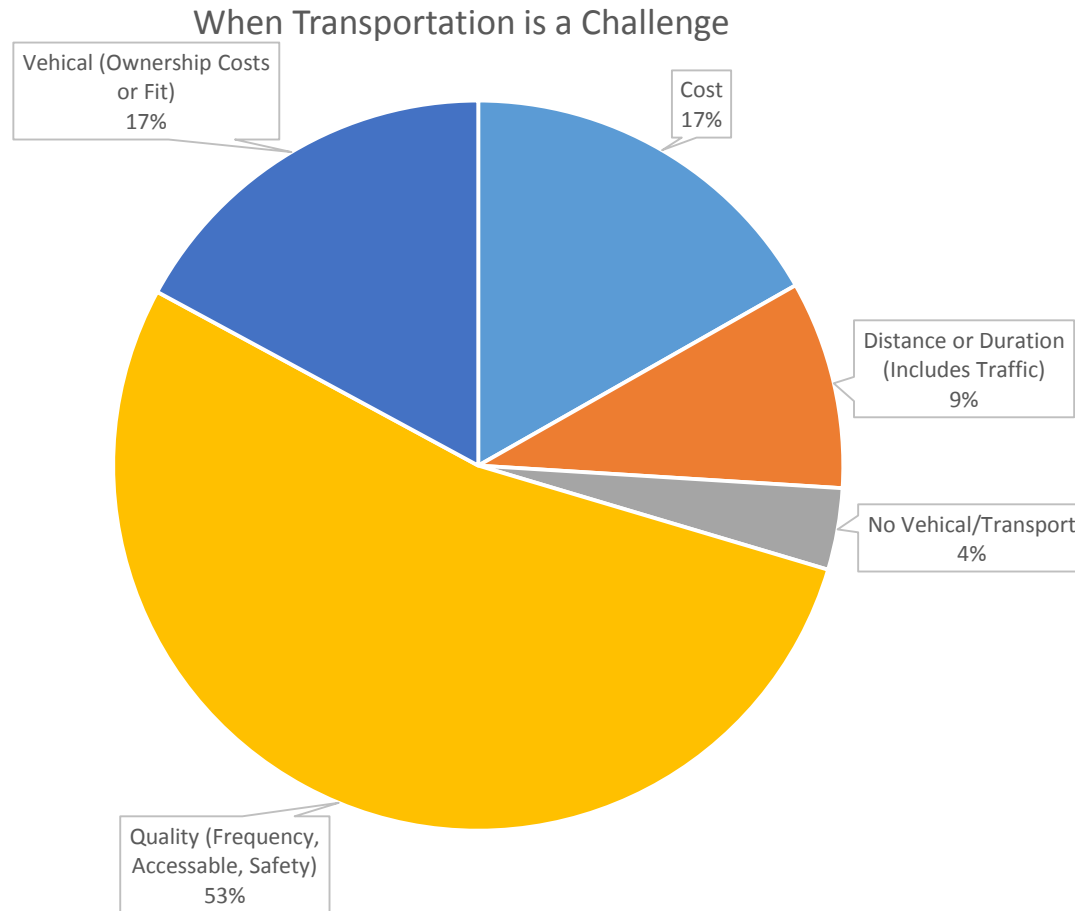
# % challenges linked to Transportation

Challenge - Transportation Mentioned



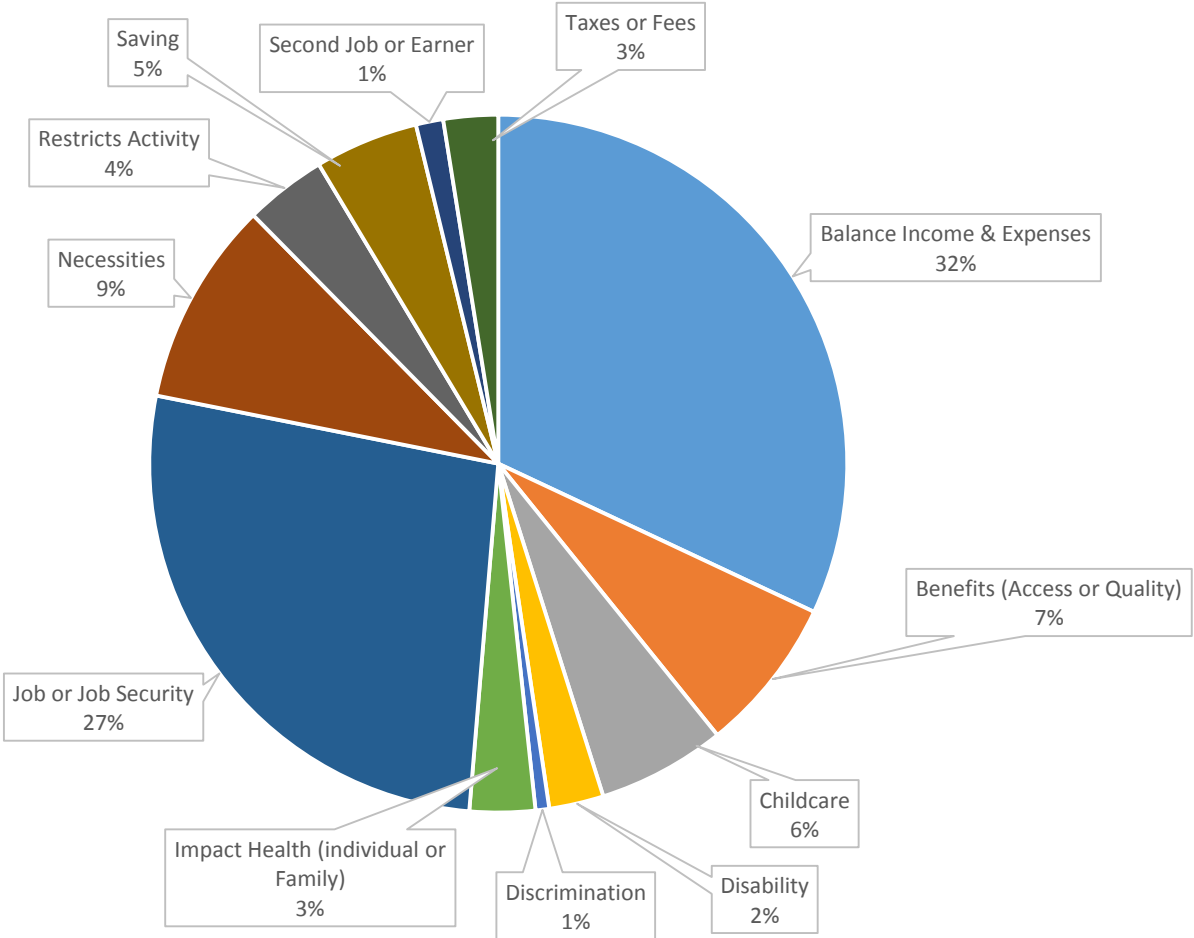


# How people talk about their transportation challenge



# How people talk about their Income challenge

Challenge - Income Mentioned



# What can Non-Profits Do?

What do you think community non-profit organizations could do to support the needs of you and your family?

# Categories Used For Analysis

<b>Challenge</b>	<b>Verbatim Comment</b>
Advocate (Lobby)	<ul style="list-style-type: none"><li>• Advocate for change like unions do.</li><li>• Hold the government accountable for inadequately funding public education.</li><li>• Try to get more funding from the government to support their services to the community.</li></ul>
Communication or Outreach (Better)	<ul style="list-style-type: none"><li>• Never heard of this group before so do more marketing?</li><li>• What percentage of non profit - profits are directed to community services.</li><li>• Make people aware of the services they are offering</li></ul>

# Categories Used For Analysis

<b>Challenge</b>	<b>Verbatim Comment</b>
Improve Access (Coordination, Availability, Transportation)	<ul style="list-style-type: none"><li>• Just be more available.</li><li>• They could provide flexible service to working people</li><li>• Driving service.</li><li>• To do specific support for parents who have separated or divorced. I know that our local Family Place is trying to resume services back in my neighbourhood. They used to run a lovely little off-site program that got cancelled a few years ago when Strong Start came to be. The two services are not comparable (no adult support at a Strong Start), not as much a sense of community at them...really only for the children. SVFP has also partnered now for the new FRP at the Community Centre and will provide an adult support worker, so that's really great.</li></ul>

# Categories Used For Analysis

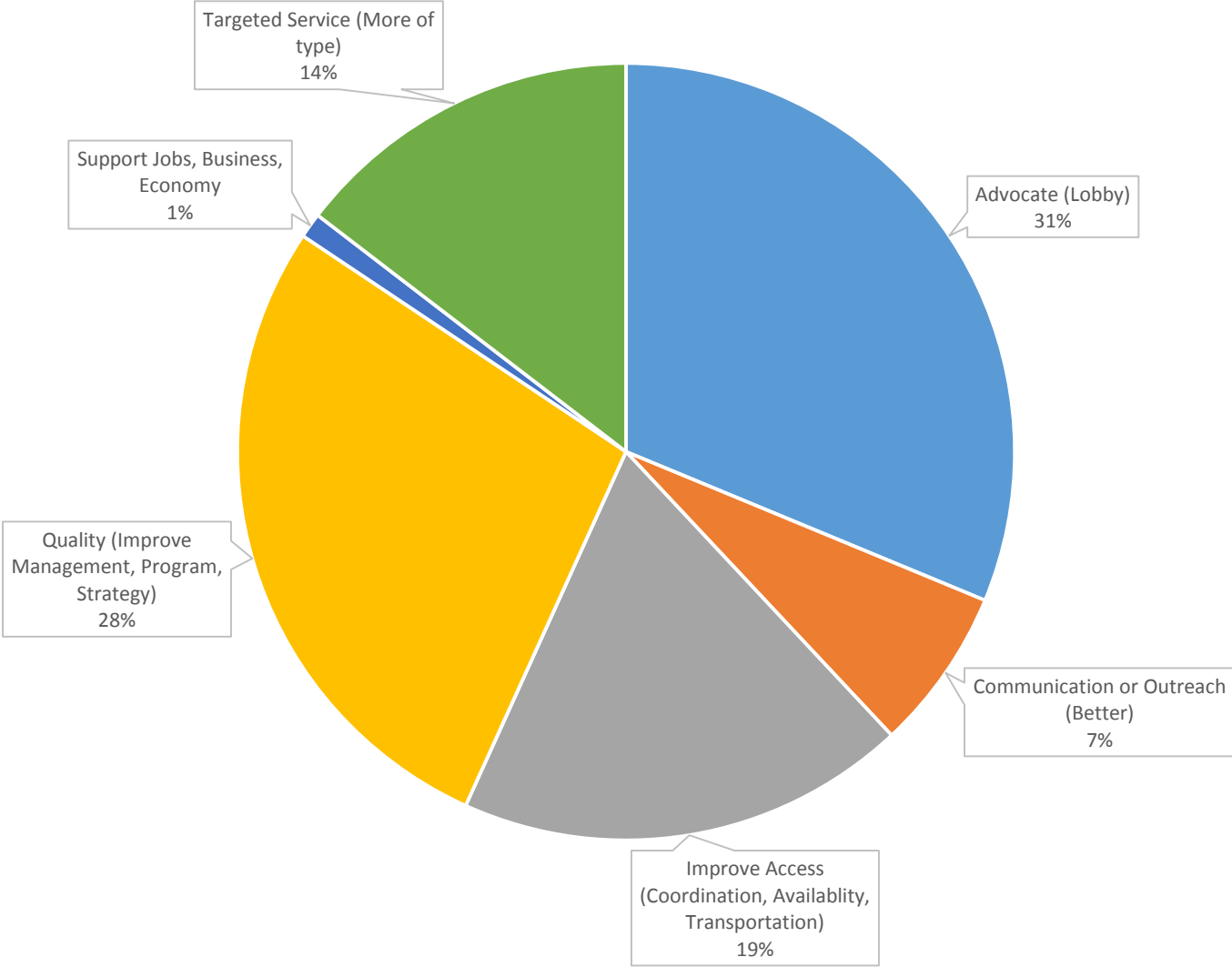
Challenge	Verbatim Comment
Quality (Improve Management, Program, Strategy)	<ul style="list-style-type: none"><li>• Walk their talk!</li><li>• Truly find out what the needs really are...not just what we think they are.</li><li>• Too many organizations, not working together, no one knows what they do; do their own thing</li><li>• Start spending the funding they receive on the people who live in the community. Cariboo Family Enrichment center spends \$300/month on organic apples for staff? The money is not being used on the community.</li><li>• I believe people at the top have to be more accountable. The executive director of my agency is rarely present in the office and functions mainly from a computer at home - I do not study the agency budget nor is that my area of expertise. I am an "on the ground" support to families connecting them to speech, physiotherapy, and occupational therapy. But I am at an age where I tend to speak bluntly about injustice.</li></ul>

# Categories Used For Analysis

<b>Challenge</b>	<b>Verbatim Comment</b>
Support Jobs, Business, Economy	<ul style="list-style-type: none"><li>• More jobs for youth besides just using them as volunteers so that adults may have the paid jobs.</li></ul>
Targeted Service (More of type)	<ul style="list-style-type: none"><li>• Create more programs to help young teens</li><li>• Help pay the cost of daycare for middle income families, the government certainly won't</li><li>• More programming for families that promote health and safety. More parenting programs!!!</li><li>• Provide some workshop to help us to find a job or some skill training and some basic need to help the new immigrant . As a new comers we are facing now is the financial problem and i can't go to work because of two children i need to look after.</li></ul>

# Actions for Non-Profits

How Non-Profits Can Help





# Summary and Key Messages

- A successful survey with a high response rate and a wealth of open-ended responses
- Challenges list is highly representative of the issues facing BC families
- Challenges are highly interrelated and interconnected
- Responses represent the complexity of the lives of BC families
- Income and adequate resources are fundamental for BC families
- Lessons for community non-profit organizations
- Full report will have discussion of all challenges and lessons for government and business

# For more information

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