



Family Website Focus Group

Collaborative Work Session

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Collaborative Work Lab

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Shaping the Scope of the Family Website

Participants were asked to suggest what content and topics a family website might contain.

1. A newcomer's page or community
2. Developmental milestones for each age
3. What to look for in your childcare provider
4. Place to get suggestions for parenting on a particular issue
5. Healthcare or immunization milestones
6. Where do I find childcare options in community
7. Place to read current information on a specific disability
8. Community resources
9. What's available in my community- geographical display
10. What types of training for parents and professionals (parents can encourage professionals to go)
11. Preschools and other options available in the community - transitions
12. Providers and support groups for specific disabilities
13. Education area - information about schools at large (who's on the board, homeschool resources)
14. Information about what to do in case of emergencies (ex. heat assistance, formula, prenatal care)
15. Legislative information that impacts young children
16. Information about hospitals and specialized care across the State
17. Basic parenting information (or links to) for new parents
18. Financial assistance- public and private
19. How to access health insurance
20. Ability to keep medical care notebook
21. Community activities (doesn't always have to be serious, just fun)
22. Reading and literacy for parents and kids
23. Anticipatory guidance- What do you need to know about you child, what should you be doing
24. Legal and support information (ex. domestic violence, child support)
25. Community recreation programs (ex. libraries, parks and rec., music)
26. Basic health care links (what can I get immunizations, free clinics, etc.)
27. Information about safe sleep environment (esp. for new parents)
28. Lists of parent groups or parents who would be willing to talk
29. Community news and notes
30. Faith based initiatives information
31. Local businesses that cater to young children (have events, have special sales for children, etc.)
32. Low cost, no cost things to do with children
33. The top family friendly employers
34. Accessibility of businesses, programs, etc.



Prioritizing the Scope

Participant were asked to rate each idea on a scale from 1 to 5 with 1 = "Not as important to consider" to 5 = "Very important to consider".

	1	2	3	4	5	Mean	STD
1. Community resources	0	0	0	0	10	5.00	0.00
2. Where do I find childcare options in community	0	0	0	1	9	4.90	0.32
3. Basic health care links (what can I get immunizations, free clinics, etc.)	0	0	0	2	8	4.80	0.42
4. Financial assistance- public and private	0	0	0	2	8	4.80	0.42
5. Preschools and other options available in the community - transitions	0	0	0	2	8	4.80	0.42
6. Basic parenting information (or links to) for new parents	0	0	0	4	6	4.60	0.52
7. What's available in my community- geographical display	0	1	0	1	8	4.60	0.97
8. How to access health insurance	0	0	1	3	6	4.50	0.71
9. What to look for in your childcare provider	0	1	0	2	7	4.50	0.97
10. Community recreation programs (ex. libraries, parks and rec., music)	0	0	1	4	5	4.40	0.70
11. Providers and support groups for specific disabilities	0	0	1	4	5	4.40	0.70
12. Place to get suggestions for parenting on a particular issue	0	0	1	4	5	4.40	0.70
13. Information about what to do in case of emergencies (ex. heat assistance, formula, prenatal care)	0	0	2	2	6	4.40	0.84
14. Developmental milestones for each age	0	0	3	2	5	4.20	0.92
15. Education area - information about schools at large (who's on the board, homeschool resources)	0	0	3	3	4	4.10	0.88
16. Healthcare or immunization milestones	0	0	3	3	4	4.10	0.88
17. Legal and support information (ex. domestic violence, child support)	0	0	3	3	4	4.10	0.88
18. What types of training for parents and professionals (parents can encourage professionals to go)	0	0	2	6	2	4.00	0.67
19. Reading and literacy for parents and kids	0	0	3	4	3	4.00	0.82
20. Information about hospitals and specialized care across the State	0	0	4	2	4	4.00	0.94
21. A newcomer's page or community	0	1	2	3	4	4.00	1.05
22. Anticipatory guidance- What do you need to know about you child, what should you be doing	0	2	1	2	5	4.00	1.25
23. Lists of parent groups or parents who would be willing to talk	0	2	0	5	3	3.90	1.10
24. Community activities (doesn't always have to be serious, just fun)	0	0	4	4	2	3.80	0.79
25. Information about safe sleep environment (esp. for new parents)	1	0	3	2	4	3.80	1.32
26. Legislative information that impacts young children	0	1	3	5	1	3.60	0.84



	1	2	3	4	5	Mean	STD
27. Place to read current information on a specific disability	1	0	3	4	2	3.60	1.17
28. Community news and notes	0	3	3	3	1	3.20	1.03
29. Low cost, no cost things to do with children	0	3	3	3	1	3.20	1.03
30. Faith based initiatives information	1	2	3	3	1	3.10	1.20
31. Local businesses that cater to young children (have events, have special sales for children, etc.)	0	5	4	1	0	2.60	0.70
32. Accessibility of businesses, programs, etc.	2	3	2	3	0	2.60	1.17
33. Ability to keep medical care notebook	0	7	3	0	0	2.30	0.48
34. The top family friendly employers	2	3	5	0	0	2.30	0.82



Grouping the Scope

After the prioritization, suggested items were grouped into the first six priority suggestions. The items within each priority area appear in rank order.

1. Community and other resources (groups and organizations)

Community Resources would pick up a lot of the lower prioritized items below.

- What's available in my community- geographical display
- Community recreation programs (ex. libraries, parks and rec., music)
- Providers and support groups for specific disabilities
- Information about what to do in case of emergencies (ex. heat assistance, formula, prenatal care)
- Legal and support information (ex. domestic violence, child support)
- What types of training for parents and professionals (parents can encourage professionals to go)
- A newcomer's page or community
- Lists of parent groups or parents who would be willing to talk
- Community activities (doesn't always have to be serious, just fun)
- Low cost, no cost things to do with children
- Faith based initiatives information
- Local businesses that cater to young children (have events, have special sales for children, etc.)
- Accessibility of businesses, programs, etc.
- The top family friendly employers

2. Where do I find childcare options in community?

What to look for in your childcare provider

NOTE: This could be combined with #5 (see below) and called "Early Care and Education"

3. Basic health care links (what can I get immunizations, free clinics, etc.)

How to access health insurance

Healthcare or immunization milestones

This would include #3: Basic health care links (what can I get immunizations, free clinics, etc.)

Create a healthcare related section, include #3, 8, 16, 20, 33. "Your child's health"

Information about hospitals and specialized care across the State

Ability to keep medical care notebook

4. Financial assistance- public and private

Information about what to do in case of emergencies (ex. heat assistance, formula, prenatal care)

5. Preschools and other Education options available in the community - transitions

Education area - information about schools at large (who's on the board, homeschool resources)

6. Parenting information (or links to) for new or experienced parents

Place to get suggestions for parenting on a particular issue

Developmental milestones for each age

What types of training for parents and professionals (parents can encourage professionals to go)

Reading and literacy for parents and kids

Anticipatory guidance- What do you need to know about you child, what should you be doing



- Lists of parent groups or parents who would be willing to talk
- Information about safe sleep environment (esp. for new parents)
- Place to read current information on a specific disability

7. Community news and notes

NOTE: The top 6 priorities could be sections on website (also aligns with the ECCS categories: education, medical, social/emotional infant mental health, childhood development, parent education and family support)

NOTE: What's missing?

- Cultural resources (language, interpreters, house of worship, doctors who work with different cultural groups)
- "Update" Section (includes legislative, state contacts ex. problems with a state program - maybe not limit to "state" might be a regional or national contact)

NOTE: The statewide and federal information would appear in each county (people might not visit a "state" page)

- Legislative information that impacts young children



Shaping the Characteristics of the Family Website

Participants were asked to suggest characteristics of the Family Website (design, format, links, etc.)

1. State map with the counties to identify locations
2. Try to put info. on one page...limit need for scrolling
3. Explanations of resources - what can families expect to get when contacting a group/org. etc.?
4. Links to websites as well as an email address to contact someone directly
5. Always an option to return to the HOME page
6. Enter zip code to go to your county
7. Put menu items on the side rather than on the top - easier to expand
8. Quick Bullet form format - easy to read, good for busy parent and low readers
9. Simple first click for language preference
10. Avoid the lingo - make it family friendly
11. Keep in mind that it is for ALL parents (not just for those with specific needs)
12. Make it easy to navigate - simple and with colors, icons, etc.
13. Start with bigger categories but not to much "drilling in" not too many clicks to get to information
14. Search feature (keywords, etc.)
15. Remember it is a site about little kids- make it playful, colorful, not too distracting
16. Initial page- buttons for categories, very clear indicates the scope (0-5)
17. Make sure it is accessible (meets web accessibility guidelines- 508, Bobby)
18. Outdated information is self-deleting
19. Print is easy to read (not too small, good color contrast)
20. Include a feedback survey
21. Appeal to all types of learning styles (include options for audio narration, video, not a lot of words, etc.)
22. Help or question section or page where you can request information about topic you can't find on website
23. Spread the load for updating the website among partners
24. Consistency of format across counties - the same icons for each county page
25. Drop-down box for counties beside the map
26. Some type of online help box
27. Varying speeds of internet access, computer power, etc. across families
28. Bright, vibrant colors
29. No handprints
30. Utilize picture symbols for main categories
31. Button or contact on each page to notify when something isn't working
32. Dictionary of terms.
33. Real life photos
34. If PDF formats are used, or other things like audio, give link to install the tools required
35. Map of local county, city to show location of services

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36. Easy to return to home page (can't get lost) and/or go back one page
37. Link to these site from other sites frequently visited by families
38. Contact for a consumer of the site to submit a new resource
39. "Other favorite areas of interest"
40. For those signing in for the first time, ask a few questions re: demographics so we can track who is using it without them having to complete a survey
41. If search doesn't work, give hints about search terms or techniques
42. Top 5 links used
43. Offer acronyms in the term dictionary
44. Email notification of new information submitted regarding your search



Prioritizing Website Characteristics

Participant were asked to rate each idea on a scale from 1 to 5 with 1 = "Not as important to consider" to 5 = "Very important to consider".

	1	2	3	4	5	Mean	STD
1. Make it easy to navigate - simple and with colors, icons, etc.	0	0	0	0	10	5.00	0.00
2. Consistency of format across counties - the same icons for each county page	0	0	0	2	8	4.80	0.42
3. Make sure it is accessible (meets web accessibility guidelines-508, Bobby)	0	0	0	3	7	4.70	0.48
4. Avoid the lingo - make it family friendly	0	0	1	1	8	4.70	0.67
5. Search feature (keywords, etc.)	0	0	1	3	6	4.50	0.71
6. Initial page- buttons for categories, very clear indicates the scope (0-5)	0	0	3	0	7	4.40	0.97
7. Enter zip code to go to your county	0	0	2	3	5	4.30	0.82
8. Quick Bullet form format - easy to read, good for busy parent and low readers	0	0	2	3	5	4.30	0.82
9. Always an option to return to the HOME page	0	0	3	2	5	4.20	0.92
10. Print is easy to read (not too small, good color contrast)	0	0	2	5	3	4.10	0.74
11. Remember it is a site about little kids- make it playful, colorful, not too distracting	0	0	3	3	4	4.10	0.88
12. Varying speeds of internet access, computer power, etc. across families	0	0	3	3	4	4.10	0.88
13. Utilize picture symbols for main categories	0	1	1	4	4	4.10	0.99
14. Keep in mind that it is for ALL parents (not just for those with specific needs)	0	0	4	1	5	4.10	0.99
15. State map with the counties to identify locations	0	1	1	4	4	4.10	0.99
16. Links to websites as well as an email address to contact someone directly	0	0	3	4	3	4.00	0.82
17. Some type of online help box	0	1	2	3	4	4.00	1.05
18. Easy to return to home page (can't get lost) and/or go back one page	0	2	2	0	6	4.00	1.33
19. Start with bigger categories but not to much "drilling in" not too many clicks to get to information	0	1	2	4	3	3.90	0.99
20. Simple first click for language preference	0	1	3	3	3	3.80	1.03
21. Drop-down box for counties beside the map	1	1	1	3	4	3.80	1.40
22. Outdated information is self-deleting	0	0	4	5	1	3.70	0.67
23. Put menu items on the side rather than on the top - easier to expand	0	1	3	4	2	3.70	0.95
24. Spread the load for updating the website among partners	0	2	3	1	4	3.70	1.25
25. Help or question section or page where you can request information about topic you can't find on website	0	1	4	3	2	3.60	0.97



	1	2	3	4	5	Mean	STD
26. Appeal to all types of learning styles (include options for audio narration, video, not a lot of words, etc.)	0	3	1	3	3	3.60	1.26
27. If PDF formats are used, or other things like audio, give link to install the tools required	0	2	3	3	2	3.50	1.08
28. Link to these site from other sites frequently visited by families	0	0	7	2	1	3.40	0.70
29. Dictionary of terms.	0	1	5	3	1	3.40	0.84
30. Map of local county, city to show location of services	0	1	5	3	1	3.40	0.84
31. Try to put info. on one page...limit need for scrolling	1	1	2	5	1	3.40	1.17
32. Contact for a consumer of the site to submit a new resource	0	2	4	3	1	3.30	0.95
33. For those signing in for the first time, ask a few questions re: demographics so we can track who is using it without them having to complete a survey	0	3	2	4	1	3.30	1.06
34. Bright, vibrant colors	1	2	1	5	1	3.30	1.25
35. Offer acronyms in the term dictionary	0	2	5	3	0	3.10	0.74
36. Explanations of resources - what can families expect to get when contacting a group/org. etc.?	0	2	6	1	1	3.10	0.88
37. Button or contact on each page to notify when something isn't working	0	3	4	2	1	3.10	0.99
38. Include a feedback survey	0	5	1	3	1	3.00	1.15
39. If search doesn't work, give hints about search terms or techniques	1	3	2	4	0	2.90	1.10
40. Email notification of new information submitted regarding your search	2	1	4	2	1	2.90	1.29
41. Top 5 links used	1	2	6	0	1	2.80	1.03
42. "Other favorite areas of interest"	2	4	2	2	0	2.40	1.07
43. Real life photos	2	5	2	1	0	2.20	0.92
44. No handprints	4	4	2	0	0	1.80	0.79



Other Thoughts on Shaping the Characteristics

Participants commented on the prioritization of the characteristics.

1. Avoid the lingo - make it family friendly

Remember that there are fathers/males coming to site as well. Consider this when addressing topics, photos, language, etc.

2. Search feature (keywords, etc.)

Should each page has a search with capability to limit search to county (if searching for info. and resources in county)?

3. NOTE: Linking to other organizations

When linking to other organizations - don't just provide the link to the organization but rather the resource that the family is trying to find (ex. not "www.in.gov/ipin" but rather the specific resource on the IPIN site)

Participants were given the opportunity to suggest additional ideas in the Focus Group Session Feedback Survey

Are there any other ideas that you feel should have been considered but were not?

1. The link or connection to the existing Early Childhood Meeting place is an important one to model collaborative system and partnerships.
2. It would have been helpful to have a few more families or representatives who are not connected with special needs - this would help us keep a well-rounded perspective.
3. I think this is a great beginning to a much needed project. I'm sure there will be lots more to consider in the future.



Family Website Session Feedback

1. How **SATISFIED** are you with today's focus group?

Choices	Total
Highly Satisfied	9
Satisfied	1
Somewhat Satisfied	0
Not Satisfied	0

2. Please comment on your **SATISFACTION** level.

1. The instant feedback on rankings made this a good use of time. This was excellent!!!
2. Very well presented, materials and tools easy to use, understand and follow along.
3. This process has always been an excellent way to process volumes of information in a timely and efficient manner.
4. I thought that this was a great process to use to get to the information that was needed. A good group for feedback.
5. This is my second time in the work lab and I see how well this collaborative process works. Thank you for including me in this focus group.
6. Stayed on task. Very efficient. Great lunch!

3. Are there any other ideas that you feel should have been considered but were not?

1. The link or connection to the existing Early Childhood Meeting place is an important one to model collaborative system and partnerships.
2. It would have been helpful to have a few more families or representatives who are not connected with special needs - this would help us keep a well-rounded perspective.
3. I think this is a great beginning to a much needed project. I'm sure there will be lots more to consider in the future.
4. no

4. What comments or suggestions do you have about the **PROCESS** used for today's focus group?

1. Facilitation was excellent. Process supported everyone's participation.
2. Very effective
3. I think that we should have put everything in "buckets" at the right time in the process. I would have been willing to spend a bit more time on this, if necessary.
4. I think we should have merged our ideas right away because we ended up doing it!
5. Great structure for this type of meeting.
6. The process was very organized and effective.

5. Any other comments about today's focus group?

1. Great to be a part of such a wonderful and needed service for families and service providers in Indiana.
2. It was interesting and fun to use the technology.
3. The collaborative nature of this activity was very effective and important.
4. Wonderful. I am very excited about the project!