



Help Me Grow Orange County  
Parent Satisfaction Survey  
Spring 2009

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## Parent Satisfaction Survey Spring 2009 Executive Summary

Help Me Grow Orange County (HMG OC) connects children and families to developmental services to enhance the behavior, learning and development of children throughout Orange County, California. Parents access HMG OC services by calling a toll free line and speaking to a Care Coordinator, who listens to the parents' concerns about their child and offers referrals to resources and services to meet the needs of the child. The phone call is followed by a letter to the parent documenting the referrals, with a copy to the child's physician if the parent agreed to share the information. Approximately two weeks following the initial phone call, the Care Coordinator follows up with the parent to make sure the child was connected to services and to see if any additional referrals are needed.

In Spring 2009, after two and a half years of operation, HMG OC surveyed parents to see whether the services were being delivered in a professional manner and whether the referrals they received were useful. One hundred parents participated in the survey, which was conducted over the phone following the two-week follow-up phone call.

Overall, parents were very pleased with the service they received from HMG OC:

- 99% said they were able to get through to a live person quickly
- 99% said the person they spoke to was courteous
- 100% said they had enough time on the phone to talk about their concerns
- 95% said the referrals helped with their concerns
- 98% said the two-week follow-up call was helpful
- 95% said the letter documenting the referral was useful
- 97% said having the letter sent to their child's physician was helpful

When asked for suggestions of things HMG OC could have done to help connect them to services, 93% expressed complete satisfaction; only one parent suggested an additional need that had not already been covered by the referrals.

A final question asked parents if they would be interested in participating in a developmental screening service proposed by HMG, where the parents would complete a short questionnaire at home and mail it to HMG OC for analysis. Over 95% of respondents with a child under age six indicated an interest in using this service.

Although Spanish-speaking parents were more likely to complete the survey than English-speaking parents, the strong positive response among all respondents makes it unlikely that this difference had a significant effect on the results of the survey.



## Parent Satisfaction Survey Spring 2009

Help Me Grow Orange County (HMG OC) connects children and families to developmental services to enhance the behavior, learning and development of children throughout Orange County, California. HMG OC is supported by the Children and Families Commission of Orange County, which allocates revenue from the 1998 Proposition 10 Tobacco Tax. HMG OC is modeled after Help Me Grow Connecticut (see special issue of Journal of Developmental and Behavioral Pediatrics, 27(1), 2006). As of Spring 2009, when this survey was conducted, HMG OC had been operating for approximately 2.5 years and had developed a partnership with 2-1-1 Orange County to provide the support for the toll free telephone line and shared resource inventory.

Parents access HMG OC services by calling the HMG OC toll free line at 1.866.GROW.025. The calls are answered by one of the HMG OC Care Coordinators located at 2-1-1 Orange County, who listen to the parent's concerns about their child and offer specific referrals to resources and services that should meet the developmental needs of the child. After the phone call, the care coordinator sends a letter to the parent documenting the referrals that were discussed over the telephone. A copy of the letter is also sent to the child's primary care physician if the parent agrees to share the information. Two weeks after the initial phone call, a HMG OC Care Coordinator calls the parent back to see whether the child was connected to services and ask if the parent needs any additional referrals.

In an effort to evaluate the service HMG OC offers to families, HMG OC implemented a satisfaction survey of parents who had used the service in the Spring of 2009. The Parent Satisfaction Survey was designed to assess whether the services were delivered in a professional manner and whether the referrals were useful.

### METHOD

The Parent Satisfaction Survey was administered immediately after completion of the two-week follow-up phone call. The follow-up phone call was conducted as usual, but at the end of the call, the care coordinator asked the parent if they would be willing to participate in a short survey. Parents who agreed to participate were then transferred to a different Care Coordinator, who asked the survey questions over the phone. Using a different Care Coordinator to conduct the survey was done to avoid bias that could be introduced if the parents were trying to be nice to the person who just worked with them or were afraid to be candid about problems they may have encountered.

The survey was conducted with parents who received a two-week follow-up call between March 3 and April 29, 2009. The sampling period generated 100 responses, which was the number needed for a valid survey based on a power analysis. Participation in the survey was completely voluntary and of 136 parents who were offered the survey, 36 declined (yielding a response rate of 73.5%). Surveys could be conducted in the primary language of the parent, Spanish, English or Vietnamese.



The parent satisfaction survey took approximately three to five minutes to complete. The ten-question survey asked about the experience parents had calling HMG OC, whether the referrals and follow-up call they received were useful, and their views on a proposed developmental screening service.

### **Parent Satisfaction Survey Instrument**

The survey (Appendix 1) consisted of seven statements about which the parents were asked to use a 4-point Likert scale to indicate their level of agreement. Each statement also had a “does not apply” option. These data were analyzed by SPSS 17.0, with the power analysis portion completed with PASS 2008. A ninth question was open-ended and asked parents whether there was anything more HMG could have done to connect them to services. The last question surveyed the parents’ interest in a screening opportunity using the Ages and Stages Questionnaire that HMG OC is considering offering as a service to those who call the toll free number.

### **RESULTS**

Of the 100 parents who responded to the HMG OC Parent Satisfaction Survey, 92 were mothers, 7 were fathers and 1 was a grandfather; 55 spoke Spanish and 45 spoke English as their primary language.

#### **Quality of Service Variables**

The questions were separated into two different areas: “Quality of Service” and “Referral Letter.” The results for the five Quality of Service questions are presented in Table 1. Overall, the level of satisfaction was very high, with Question 4, asking whether the referrals had helped, drawing the lowest level of satisfaction.

The mean satisfaction level for each Quality of Service variable and a composite mean score indicating overall satisfaction with the HMG OC service also were calculated. The highest attainable score was 5.0, if everyone strongly agreed and the lowest score was 2.0, if everyone strongly disagreed. All the means were very high, with a mean composite index of 4.83.



Table 1. Number and percent of respondents and means for each Quality of Service question.

Question	5. Strongly Agree	4. Agree	3. Disagree	2. Strongly Disagree	Does not apply	Mean (SD)
1. You were able to get through to a live person quickly.	85	14	1	0	0	4.84 (.39)
2. The person you spoke to on the phone was courteous.	93	6	1	0	0	4.91 (.38)
3. You were given enough time on the phone to talk about your concerns.	88	12	0	0	0	4.88 (.33)
4. The referrals you received helped with your concerns.	73	22	3	1	1	4.69 (.58)
5. The follow up call you just received was beneficial.	84	14	0	1	1	4.84 (.34)
<b>Quality of Service Composite Index</b>						<b>4.83 (.43)</b>

N=100, percents equal actual number of cases in each category.

### Referral Letters

The next group of questions asked about the letters that were sent to the parent and the child’s primary care provider documenting the referrals made by the Care Coordinator.

Of the 100 parents who completed the Parent Satisfaction Survey, 89 responded that they had received the letter from HMG listing the referrals and contact information. Over 95% of those who received the letter and answered the question indicated the letter was useful. Of the 73 respondents whose child’s doctor had also received the letter, over 97% thought it was helpful that the doctor had received the letter sharing the referral information.

The results for the referral letter questions are presented in Table 2. Again, the highest mean possible would be 5 if all respondents strongly agreed with the survey statements and the lowest would be 2 if all respondents strongly disagreed with the statements. The means of the two referral letter variables were both 4.80, showing a high level of agreement about the value of the letters.



Table 2. Number of respondents and percentages and mean for each Referral Letter question.

Question	5. Strongly Agree	4. Agree	3. Disagree	2. Strongly Disagree	Does not apply	Mean (SD)
If the referral letter was received by the parent: 7. The letter was useful. *	74 (85.1%)	9 (10.3%)	4 (4.6%)	0 (0.0%)	1	4.80 (.64)
<u>If a copy of the letter was sent to the child's physician:</u> 8. At your child's next doctor visit, it will be helpful that your child's doctor received this letter. **	61 (83.6%)	10 (13.7%)	2 (2.7%)	0 (0.0%)	15	4.80 (.46)

\* n=87 respondents for whom the question was applicable  
 \*\* n=73 respondents for whom the question was applicable.

### Suggestions for Improvement

Question 9 was an open-ended question asking the respondents “Is there anything else HMG OC could have done to help you get connected to services?” A complete list of the responses is presented in Table 4 in the Appendix 2.

Ninety-three percent of the parents said they had no suggestions for anything else HMG OC could have done to help connect them to services. Many included compliments with their response, such as, “I got a lot of help,” “wonderful job,” “really appreciate it,” and “I think you did the best anyone could do.” Of the seven respondents who did not respond with “no suggestions,” four did not provide any comment, one said they could use help to find a safe environment for school, and two asked for more information about HMG OC.

### Would Parents Use a Proposed Developmental Screening Service?

The final question asked parents of children under six years of age if they would use a developmental screening opportunity if offered by HMG OC. The service was described as follows:

We are thinking about starting a service for you to follow your child's development. You will complete a short questionnaire at home and mail it back to HMG for review. You will receive either a letter or phone call to learn whether your child is on target with developmental milestones or needs a referral for additional follow-up. This service will be free. Do you feel you would use this service?



Of the 95 respondents with a child age 6 or younger, 91 (95.8%) said they would use the service and four (4.2%) said they would not use it.

### Comparison of Respondents to Non-Respondents

Although the response rate was quite high (73.5%), there was some concern that those who did not agree to complete the survey could have biased the results in some way. Perhaps non-respondents are systematically different from respondents in some way. Although this concern cannot be addressed completely, it is possible to compare some factors about the respondents and non-respondents.

In terms of mean age of the child, the number of concerns about the child, and the number of referrals provided to the family, there were no systematic differences between the parents who agreed to participate in the survey and those who did not. Specifically, the mean age of the child for respondents was 3.62 compared to 3.75 for non-respondents. The number of concerns was 1.13 for respondents compared to 1.17 for non-respondents and the number of referrals was 3.83 for respondents versus 3.69 for non-respondents.

For two other variables, however, there were considerable differences between respondents and non-respondents: primary language and city of residence.

Those parents who chose to participate in the Parent Satisfaction Survey were significantly more monolingual Spanish speaking ( $\chi^2 = 4.450$ , 2-sided  $p = .035$ ). Overall, 55% of those who completed the Parent Satisfaction Survey spoke Spanish as their primary language compared to 49% of all parents offered the survey and 34.3% of those who declined to participate. Only one monolingual Vietnamese parent was offered the survey (which would have been conducted in Vietnamese), and she chose not to participate.

Table 3. Primary Language of Respondents v Non-Respondents

Language	Respondents	Non-Respondents	Total
English	45	23 (63.9%)	68
Spanish (monolingual)	55	12 (33.3%)	67
Vietnamese (monolingual)	0	1 (2.8%)	1
Total	100	36	136

Although it is more difficult to evaluate because the sample sizes are small for most cities, there appear to be some differences between respondents and non-respondents based on the city in which they live. There were 21 different cities represented by the 136 parents asked to participate in the survey. The most significant difference is observed for the city of Santa Ana, which was significantly over-represented among those who participated in the survey as compared to those who elected not to take part, (42% of



respondents were from Santa Ana while only 19% of non-respondents were from Santa Ana,  $\chi^2 = 7.243$ ,  $p = .007$ ). Thirty-six percent of those offered the survey lived in Santa Ana. See Table 5 in the Appendix 3.

The greater likelihood of Spanish-speakers to complete the survey undoubtedly relates to the differences seen by city. For example, Santa Ana schools have one of the highest rates of English language learners (56.1% across all grades) among all schools in Orange County (15<sup>th</sup> Annual Report on the Conditions of Children in Orange County, 2009). The greater willingness of Spanish-speakers to participate in the survey is consistent with cultural norms that would say that Latinos are more likely to want to please those who have assisted them. While this could also bias the results of the survey, it should be noted that the results were uniformly positive across both language groups.

## SUMMARY

HMG's first formal Parent Satisfaction Survey was completed in the spring of 2009. Overall, it found that parents are highly satisfied with the service they received from HMG OC. Responses to individual items asking about the quality and usefulness of the services all had scores above 4.6, on a scale of 2 to 5. In addition, when offered the opportunity to suggest additional ways that HMG OC could have helped connect the family to services, over 93% of respondents had no suggestions. In fact, only one respondent expressed a need for further assistance. Finally, over 95% of respondents with a child under the age of 6 indicated they would be interested in participating in a screening service proposed to be offered by HMG OC.

The positive feedback to HMG OC is very encouraging and certainly the Help Me Grow team should strive to continue to provide their service at this high level. If the parent satisfaction survey is conducted in the future, it may be desirable to develop questions that could elicit a greater differential in response, or ask questions that examine certain aspects of the service in greater detail.

## REFERENCES

Children and Families Commission of Orange County. (2008). The 14<sup>th</sup> Annual Report on the Conditions of Children in Orange County. <http://www.ochealthinfo.cocscem//report/>

Special issue of Journal of Developmental and Behavioral Pediatrics, (2006). 27(1), all pps





**Appendix 1**

Parent Satisfaction Survey

# \_\_\_\_\_

We are trying to learn how we can improve the service we provide to families. Would you mind if I transfer you to another person who will ask you a few questions about the service you received from Help Me Grow? It will take less then 5 minutes and would be really helpful to us.

If yes: Say...thank you and transfer the call.

If no: Say....OK, no problem. Please call again if you have any concerns about your child.

Child's name: \_\_\_\_\_ Child's age \_\_\_\_\_

City of residence \_\_\_\_\_ Gave MD info:  Yes  No

Primary Language:  English  Spanish  Vietnamese  Other \_\_\_\_\_

Presenting concern(s):

- 1.
- 2.
- 3.

Referral(s) given for each concern:

Concern #1:

Concern #2

Concern #3

\_\_\_\_\_  
(If client printout is attached, only need to complete below this line)

Date: \_\_\_\_\_

Relationship to child of the person on the phone:  
\_\_\_\_\_

Original Caller:  Yes  No

Disposition of case: Connected  concern #1  concern #2  concern #3

Not connected  concern #1  concern #2  concern #3

Declined Survey  Received follow-up info. via a voice msg.  Unable to complete



Hello, my name is \_\_ (give first name) \_\_. Thank you for taking the time to answer a few questions about the service you received from Help Me Grow (HMG). I would like you to think back to when you first contacted HMG. I will be reading statements for you to rate on a scale of 1-4 with 1 being strongly agrees, 2 being agree, 3 being disagree and 4 being strongly disagree. Do you have any questions before we start?

Question	5. Strongly Agree	4. Agree	3. Disagree	2. Strongly Disagree	Does not apply
1. You were able to get through to a live person quickly.					
2. The person you spoke to on the phone was courteous.					
3. You were given enough time on the phone to talk about your concerns.					
4. The <u>referrals</u> you received helped with your concerns.					
5. The follow up call you just received was beneficial.					
6. Did you receive a letter from HMG providing the referrals given over the phone? <input type="checkbox"/> Yes <input type="checkbox"/> No					
7. (If Yes) The letter was useful.					
<b><u>Ask only if yes on #6 &amp; parent provided MD info.</u></b> Your child's doctor received a copy of the same letter.					
8. At your child's next doctor visit, it will be helpful that your child's doctor received this letter.					

9. Is there anything else HMG could have done to help you get connected to services?

**For the parents of children < 6 years:** We are thinking about starting a service for you to follow your child's development. You will complete a short questionnaire at home and mail it back to HMG for review. You will receive either a letter or phone call to learn whether your child is on target with developmental milestones or needs a referral. This service will be free.

10. Do you feel you would use this service?  Yes  No

That's all I have – Thank you so much for your time and input in regards to Help Me Grow.

Comments (space for additional information from staff or unsolicited comment from parent):

## Appendix 2



Table 4: Question 9: "Is there anything else HMG OC could have done to help you get connected to services?"

Parents' Comments	Frequency	Percent
0 – no comment	4	4.0
All was good.	1	1.0
At the moment all is taken care of	1	1.0
Everything was good	1	1.0
Everything was good. Wonderful job.	1	1.0
Find a safe environment for school.	1	1.0
Got all the info she needed	1	1.0
No	50	50.0
No, all good.	1	1.0
No, all is well at the moment.	1	1.0
No, all was done correctly.	1	1.0
No, already much more than enough.	1	1.0
No, everything that could have been done was done	1	1.0
No, everything was good.	1	1.0
No, good options	1	1.0
No helped very well	1	1.0
No, I got a lot of help.	1	1.0
No, I think you did as much as you could to help. Gave referrals to address her w/ daughter's concerns.	1	1.0
No, really helpful	1	1.0
No, Very good experience. What I needed I got.	1	1.0
No, very grateful	1	1.0
No, very grateful.	1	1.0
No, was excellent in finding what I needed.	1	1.0
No, all was done and connected.	1	1.0
No, all well done	1	1.0
No, did everything possible.	1	1.0
No, everything was good.	1	1.0
No, everything.	1	1.0
No, great job	1	1.0
No, help was good.	1	1.0
No, I think you did the best anyone could do.	1	1.0
No, it was good.	1	1.0



Parents' Comments	Frequency	Percent
No, pretty good job.	1	1.0
No, until now all has been good.	1	1.0
No, very grateful for help.	1	1.0
No, very helpful. Really appreciate it.	1	1.0
No, wonderful job.	1	1.0
Not at this time, we've been very helpful.	1	1.0
Nothing else did a great job.	1	1.0
Satisfied	1	1.0
So far, everything was great. Appreciate all the help.	1	1.0
Very helpful.	1	1.0
With me the services were good.	1	1.0
Wants more details about HMG OC programs and services.	1	1.0
Would like info about the office.	1	1.0
You guys did really good	2	2.0
You were very helpful w/ both my children.	1	1.0
Total	100	100.0



### Appendix 3

Table 5. City of residence for respondents versus non-respondents.

City	Respondents	Non- Respondents	Total
Aliso Viejo	0	1	1
Anaheim	14	5 (13.9%)	19 (14%)
Buena Park	3	0	3
Costa Mesa	3	5 (13.9%)	8 (5.9%)
Fullerton	2	0	2
Garden Grove	6	4 (11%)	10 (7.4%)
Huntington Beach	2	0	2
Irvine	3	2	5
La Habra	3	1	4
Laguna Hills	2	1	3
Laguna Niguel	1	0	1
Lake Forest	2	1	3
Mission Viejo	2	0	2
Newport Beach	2	0	2
Orange	4	4 (11%)	8 (5.9%)
Placentia	0	1	1
San Clemente	0	1	1
Santa Ana	42	7 (19.4%)	49 (36%)
Stanton	1	1	2
Tustin	4	0	4
Westminster	4	2	6 (4.4%)
<b>Total</b>	<b>100</b>	<b>36</b>	<b>136</b>