



Child Friendly Community Survey

Media Brief

Enclosed please find information about our Child Friendly Community Survey. We have included information about the survey, its general findings, and all the responses that specifically pertain to media.

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Ministry of
Children and Family
Development

*DeltaKids is funded by the Ministry
of Children and Family Development*



United Way
Lower Mainland

*The Delta Child Friendly Community
Survey was funded by the United Way*

Survey Background

Who: DeltaKids is a coalition of the non-profit and government partners who work with Delta children and families. Together we plan, implement, and support opportunities for the optimum development of children from conception to age twelve.

What: DeltaKids conducted a Child-Friendly Community Survey. The survey was inspired by the work of the Society for Children and Youth of BC and was funded by the United Way. Information about the general findings and specific results about Media is enclosed.

Why: We offer this data in the hope that it will assist you in your work with Delta children and families, and in the spirit of prompting further discussion, research, and collaboration. Together we can make Delta an even more family friendly community than it is already.

If you have questions about the survey or would like additional details please be in touch with:

Jason Hodgins: jhodgins@deltasd.bc.ca

If you would like to arrange a presentation, explore opportunities to collaborate with DeltaKids, or share ways you have found this information useful please be in touch with:

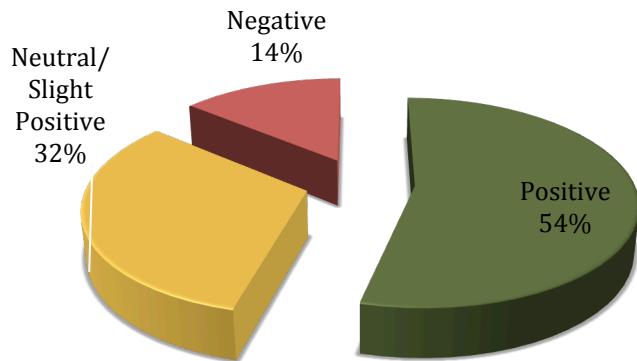
Andrea Lemire: coordinator@deltakids.ca

About the Survey	Results
Where: The survey was conducted online, at community programs, events, and in schools during 2015	 500 Parent Responses (majority collected at programs and recreation centres)
What: Qualitative questions with three possible responses and the option to add comments.	 54% of the time parents selected the most positive option (community factors)
Who answered: Results are representative of Delta families, geographically and by child's age group	 Responses from 1- 2 % of families in each of the Delta neighbourhoods 2.5% of each age cohort represented, newborn to 12 years old, based on 2011 census
Were kids asked? Yes!	 50 responses to age 3-5 interview 30 responses to age 6-12 survey
1 question about media coverage 1 question about child/youth voice	 Media coverage for families was rated less positively than the survey average Inclusion of child/youth voices was identified as top 10 challenge for Delta

General Survey Findings: Community Factors

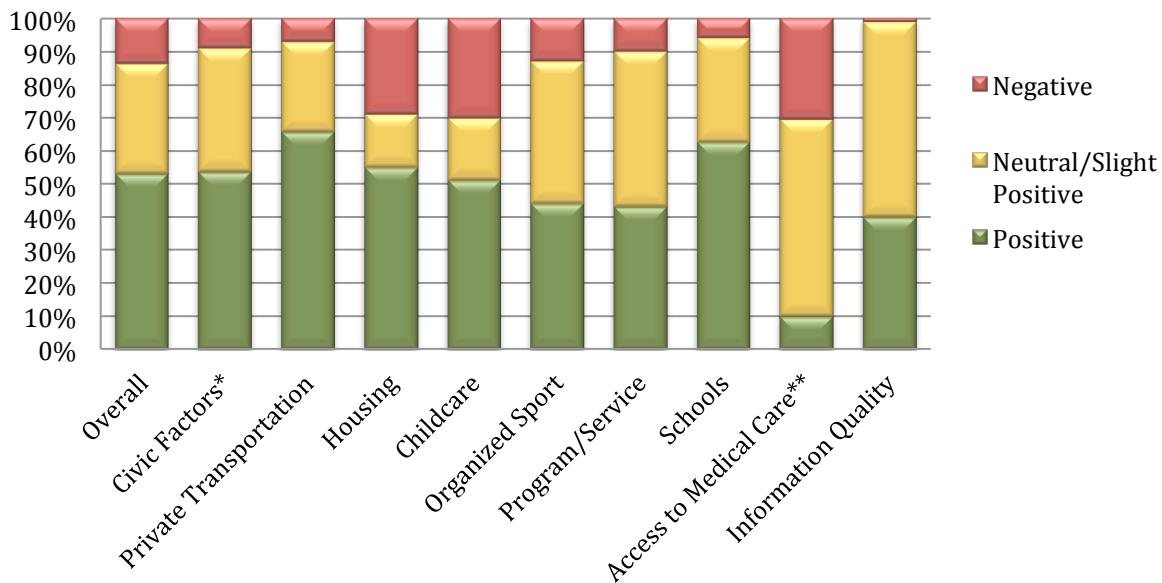
The survey included questions about the children's home environment/parent beliefs, and questions about the wider community. There were 29 questions covering a broad range of factors that impact families' experience of living in Delta. The choice of answers included a positive, negative and neutral/slight positive answer.

Community Factors



These 29 questions can be grouped into 9 categories. Questions specific to media is in the civic section.

Community Factors by Section



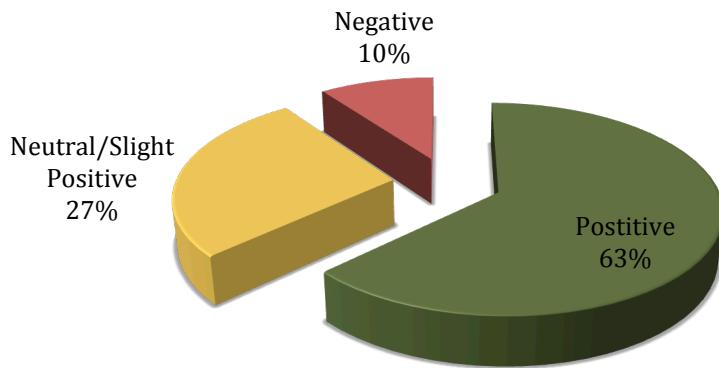
* Civic Factors include access to play and outdoor spaces, feelings of safety, media coverage, involvement of children in decision-making, and experiences with local businesses.

** The questions in 'Access to Medical Care' did not follow the typical question format. For most of those questions, the most positive response was a neutral one.

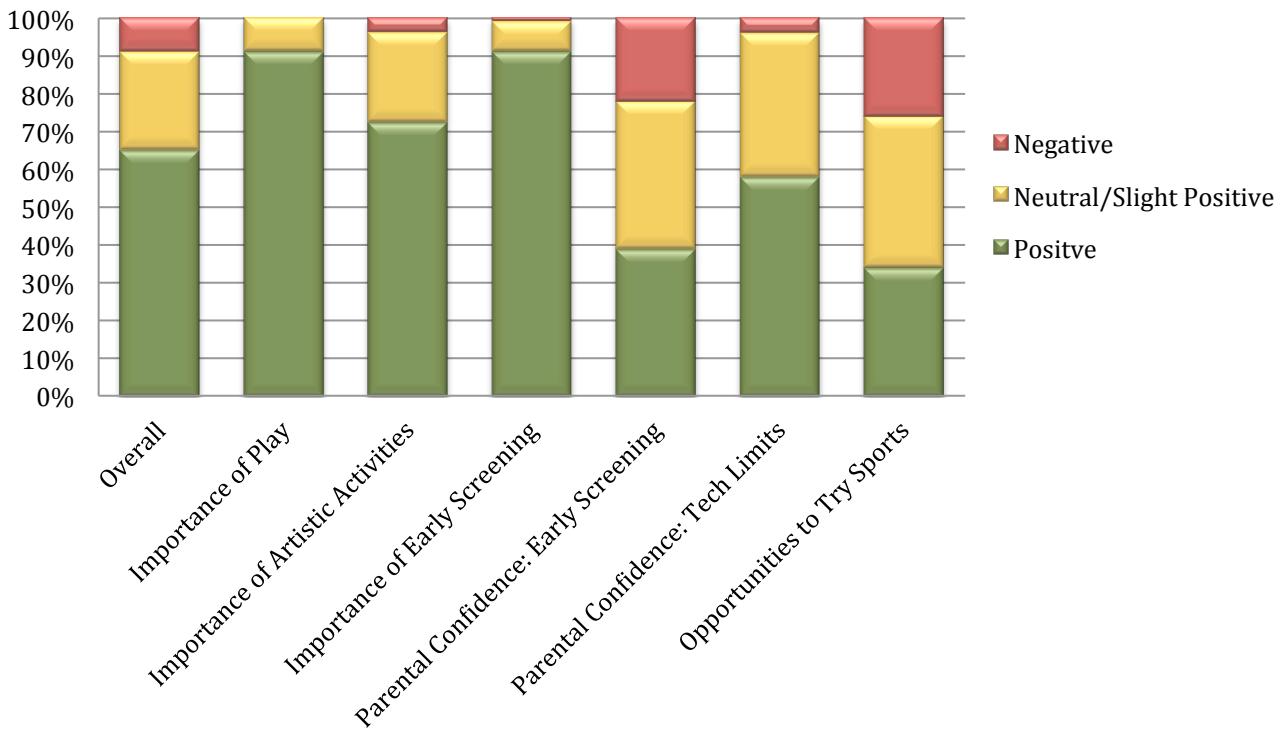
General Survey Findings: Home Factors

Six Home Factors were surveyed. The survey asked about the importance of play, the importance of artistic/creative opportunities for children, the importance of early screening, parental confidence knowing when to access early screening, parental confidence setting limits on technology, and whether children had opportunities to try various sports activities. There were three possible answers: a positive response, a neutral/slight positive response, and a negative response.

Home Factors



Home Factors



10 Highest Rated Community Questions

On average, parents responded to questions about their community with the most positive response available 54% of the time. These are the top ten community factors.

Rank	Item	Response
1	 How convenient is it to drive a car around your community with children?	84% : Convenient
2	 How welcome do you feel at your child's school?	78% : Very Welcome
3	 My child has regular access to outdoor spaces where he/she can explore, create and interact with the environment.	77% : Agree
4	 How welcome do you feel with children in Delta stores, restaurants and other businesses?	76% : Very Welcome
5	 There are lots of different places in my community for children to play.	69% : Agree
6	 How convenient is it to walk around your community with children?	67% : Convenient
7	 My community is a safe place to raise children.	67% : Safer than Average
8	 How available are recreation programs for children?	62% : Many Programs are Available
9	 There are many community/cultural events for my family to participate in.	59% : Agree
10	 How difficult was it to get your current home?	58% : Relatively Easy

10 Lowest Rated Community Questions

On average, parents responded to questions about their community with the least positive response available 14% of the time. These are the ten lowest rated factors.

<i>Rank</i>	<i>Item</i>	<i>Response</i>
1		How easy has it been to access Doctors in the community while living in Delta? 46% : Difficult
2		How easy has it been to access Mental Health Workers in the community while living in Delta? 40% : Difficult
3		Compared to other family activities, how stressful is it to shop, eat out, or take care of family business when you are with your children? 30% : More Stressful
4		My community involves children and youth in making decisions that affect the whole community. 20% : Disagree
5		How easy has it been to access pre-natal care in the community while living in Delta? 18% : Difficult
6		How hard has it been to make arrangements for the care of your children when you as parents are not able to provide care? 18% : Very Hard
7		How easy has it been to access Public Health Nurses in the community while living in Delta? 16% : Difficult
8		How available are groups and services that offer help to parents when they want it? 15% : Few Programs are Available
9		How convenient is it to ride bicycles around your community with children? 15% : Not Convenient
10		Is your child able to participate in the sports that you would like him/her to? 13% : No

Survey Findings: Media Specific

The parent survey asked 1 specific question about media coverage.

Q1: Issues and activities that are important to families and children are often covered by local media (newspaper, tv, radio).

- a. Agree b. Somewhat agree c. Disagree

The survey also asked about children and youth voices being included in decision making. While this question is not about media, we wanted to highlight it for you because of the important role media plays in highlighting the importance of children and voices and spotlighting examples.

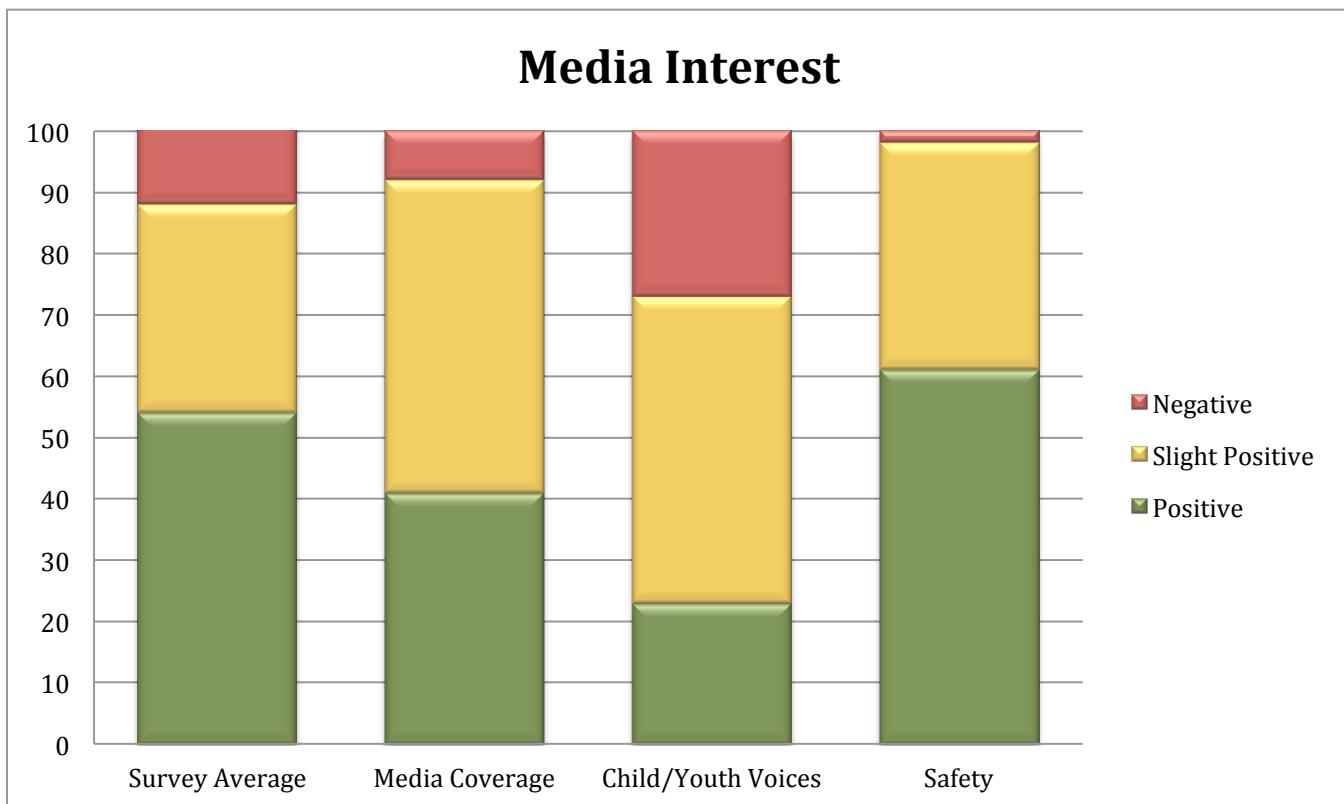
Q2: My community involves children and youth in making decisions that affect the whole community

- a. Agree b. Somewhat agree c. Disagree

The third question that felt relevant to media organizations is about community safety. Again we provide it here because we thought it would be of interest and because of the important role media plays in shaping peoples awareness of incidents and perception of safety.

Q3: My community is a safe place to raise children.

- a. Safer than average b. Average c. Less Safe than average



Appendix I: Parent Survey Comments

Question: *Issues and activities that are important to families and children are often covered by local media (newspaper, tv, radio).*

Often have to search them out myself

We did not pay much attention to the media and should do as it is for the benefit of families and communities.

We lived in a townhouse where the local newspaper is not available.

I don't really read the paper or watch the news

I think social media has been the best way to keep in the loop quickly, however Delta.ca should be sending out more information to its community. Radio & TV are simply too broad spectrum. Print would always be the way to go as its more selective and targeted.

not to sure

Find most delta info either on corp of delta website or in the leisure guides

The media is full of flogging negativity - there is very little positive family forward coverage.

Don't hear about things until the last minute and usually from other people.

Don't watch

websites do a good job of pre-promoting events

we hear about most activities from other families

The 3 parts of Delta do not receive local media coverage of one another. N. Delta is included with Surrey, not other parts of their own community.

Rec centre needs to send a supplement guide in the mail to residences many residents don't have access online and don't even know what a rec centre is let alone register for a program

there could be much more advertising on various medias including social medias

Local papers cover a wide range of issues including issues of interest to children

In the age of disappearing print and TV media I find this information hard to locate.

For Delta activities in particular, the only media source I am aware of is The Optimist paper. Otherwise it's word of mouth.

Not sure

Agree

Delta Optimist only serves south delta. Surrey Leader is surrey centered.

We see the optimist covering

Sometimes I feel we are not well informed

not a lot of cultural

if they are notified

Appendix I: Parent Survey Comments

Question: *My community involves children and youth in making decisions that affect the whole community*

I do not have enough information to answer this accurately.

Really do not know

I have no idea

I don't know

I can't say that I have seen this with the younger ages of my kids.

Children young

My 6 year old son has never been involved in decision making for the community

I am just learning where this information all is

Not too sure on this one

n/a my child is still a baby

I have not seen or heard about any youth forums.

I don't have this knowledge.

Not sure

don't know

don't know

not too much experience with that yet

not sure

we need to rezone some of the neighbourhoods to permit more affordable housing. North Delta does not have enough affordable housing for families.

Unsure of how much

This survey is statement of that fact but it is the first such I have seen.

never been involved with decision making

I'm not sure how kids are involved as I've never experienced anything that involved my kids but I assume this to be true,...?

Agree

North Delta has tons of playgrounds for kids under 10, but we need something for preteens 10-13. Like a airpark, climbing centre, activity centred warehouse for team and birthday events. Other than a rec. centre.

This process is not obvious to me

I've never heard of any kids or youth helping make decisions. Sounds like it would be a good idea

Unsure

not sure

unknown

not too sure

don't know

Appendix I: Parent Survey Comments

Question: *My community is a safe place to raise children.*

My community is safe but North Delta has declined overall
Ladner is lacking activities and services for teenagers
We should have a better solution to improve the safety. Too many break in at North Delta
Crime has certainly been up in Delta. Teens have no safe place to hang out, drugs have been a major issue as well as some of the gang type activity. Our son is 6 and I am already scared as to what the 'future community of Delta will look like' in regards to crime
it feels very safe
I grew up here and am now raising a family here.....in north delta
Despite the odd incident, we feel very safe in our community
Need better crosswalks, people driving too fast and almost hit children when crossing the road.
But always cautious
Recent events make things feel less safe.
I am beginning to wonder, after multiple shootings in and around the area.
I feel so lucky how safe I feel raising my kids in south delta.
I wish there were sidewalks in every part of our neighborhood. It's hard to walk places without having to use the road which is so unsafe with little kids.
This may be my optimistic outlook on 'safeness' of community. Recently it hasn't seemed safer than other communities.
recent shootings have us worried
We live 5 minutes away from an elementary school but there are no side walks. It's always so scary to see children walking to or from school and cars speeding by. In the snow time it's even more difficult for the children. I can't go for walks or take my child for bike ride because of the lack of side walks
starting to change my view with the gang shootings on 120th and the teen drug dealers at Mackie Turf forest area
Safer than average
To close to surrey
Well there was that stabbing at Burnsview this week, and all that Indo Canadian gang shootings lately.
I'm from London UK my perspective may not be balanced
Drugs are becoming a huge issue
but I still keep a close eye out.
traffic is getting too fast

Note Regarding Appendix II and III:

We did not ask children any direct questions about media, but we still wanted to include their voices that related to information we have shared with you in this brief.

APPENDIX II: 3-5 year old Interview:

Question: *Where do you feel safe?* (page 1 of 2)

Library, dance class, church, Sungod - swimming and roaming rascals, daycare	(3 year old)
school	(3 year old)
here (at home), walking to preschool with mommy or daddy	(4 year old)
At swimming lessons, at the library, playing with my Mom, at Strong Start.	(5 year old)
I don't know what you mean. With mommy, daddy, Grandpa and Grandma	(3 year old)
everywhere	(5 year old)
At my house	(4 year old)
At home, at school	(5 year old)
Home, School	(5 year old)
any where with my mom	(5 year old)
At home, my moms and at school	(5 year old)
at home or with my mom	(5 year old)
Home	(4 year old)
Grandma's and Grandpa's. Margie's. My house.	(3 year old)
In the house when Jesus is with me. Where there are no monsters.	(3 year old)
All of the above	(4 year old)
With mom.	(3 year old)
Everywhere	(3 year old)
At home, at daycare, the park.	(4 year old)
All places	(5 year old)
Home, the Hub, Grandpa's house	(2 year old)
At Amber's (neighbour's house).	(5 year old)
Home, with family, at daycare	(4 year old)
swimming pool	(5 year old)
He feels safe almost anywhere	(3 year old)
home	(3 year old)
When I cross the street with my mom and hold hands.	(5 year old)

APPENDIX II: 3-5 year old Interview:

Question: *Where do you feel safe?* (page 2 of 2)

Home	(5 year old)
home	(4 year old)
home	(5 year old)
Home	(5 year old)
Home / Daycare / Gramma and Papa's	(3 year old)
Home and at White Spot	(4 year old)
Home	(5 year old)
Inside	(5 year old)
home	(5 year old)
Home, school, library, firehall	(3 year old)
Anywhere	(5 year old)
Home - there are no monsters there.	(4 year old)

APPENDIX III: 6-12 year old Questionnaire:

Question: *Where do you feel safe?*

At home, friends, school, family	(8 years old)
My house, at school, Recreational centres	(12 years old)
In school, my room, home	(10 years old)
Home daycare and school	(7 years old)
Home	(10 years old)
Home but not when it's dark	(8 years old)
home, my grandparent's house	(8 years old)
With mom	(6 years old)
Home and school	(10 years old)
Any where	(9 years old)
Mom's house. Auntie's house. Daycare.	(6 years old)
Home. Cabin. School. Daycare.	(6 years old)
School. Home. Skating. Daycare.	(9 years old)
Home. Grandma's house. Daycare.	(8 years old)
At home, at school, at my friend's house, my grandma's house, my nana's house and my auntie's house.	(6 years old)
in the living room with my mommy and daddy	(8 years old)
At home	(7 years old)
at home with my mom	(6 years old)
Around my mom and dad, at school and after care	(8 years old)
At home the most but most of the time at school. Except when kids are mean to me at school, then I don't feel safe there. I missed some school last year because I was too scared to be there because of bullies. They think they are so cool but they are not Some kids are really mean to other kids, I'm not sure why	(11 years old)
At home, with my friends, at school.	(10 years old)
Home	(10 years old)
My house with my parents	(10 years old)
At my house. At m school too.	(7 years old)
At home	(10 years old)
Most of the places	(10 years old)
at home and school	(9 years old)
Almost anywhere locally	(12 years old)
Mom house, dad's house, grandpas house, school	(8 years old)

APPENDIX III: 6-12 year old Questionnaire:

Question: *Who listens to you when you have ideas?*

Mom, dad, teacher, aunt, cousin	(8 years old)
I only tell people I'm close with and they all listen	(12 years old)
My mom, Best friends, teachers	(10 years old)
Mom. Teachers	(7 years old)
Mom and Dad	(10 years old)
Mom	(8 years old)
parents	(8 years old)
No one	(6 years old)
My parents	(10 years old)
No one	(9 years old)
Grandma. Stepsister. Childcare providers at Daycare. Papa. Mom.	(6 years old)
Mom. Brother. Friends. Daycare.	(6 years old)
Mom. Dad. Friend. Daycare.	(9 years old)
Child care provider. Daddy.	(8 years old)
My friends, teacher, my mom, my dad, my sister, my Grandma	(6 years old)
everyone almost	(8 years old)
My mom	(7 years old)
my mom, or mrs. ____ (school)	(6 years old)
My friends, my mom, my sister, my dad	(8 years old)
My mom and my grandma	(11 years old)
My parents my family	(10 years old)
My mum	(10 years old)
Mom, Dad, my friends	(10 years old)
My mom and my dad.	(7 years old)
My kids	(10 years old)
my mom and dad and teacher	(9 years old)
my friends parents and almost anyone, also my teachers.	(12 years old)
Mom, step mom, teacher, grandparents	(8 years old)

Appendix IV: Neighbourhood and Age Breakdown

While we can be reasonably confident in the accuracy of the Delta wide results (+/- 4.33% at 95% confidence level), the sub-population results for neighbourhoods or children's age have much larger confidence intervals. The following tables include confidence intervals calculated for the most positive response. If a sub-population's percentage is within the confidence interval for the total result a "w" is recorded. If not, an additional confidence interval was calculated for the sub-population result to determine if that range fell within or beyond the range of the overall survey result. Across the survey sub-populations are rarely different enough to be considered statistically different by this method. Community safety is the exception with the highest level of variability when the results are broken down by Delta Neighbourhood.

Survey respondents identified their neighbourhood based on these descriptors:

These neighbourhoods are the same used by the Human Early Learning Partnership at UBC for their research

<http://earlylearning.ubc.ca/>

Which community do you live in?

- Annieville residents from 92A to 96 AVE replace 112 St with 114 ST-
- North Delta West of 112th ST (west is closer to Highway 91)
- North Delta East of 112th ST (east is closer to Scott Road/120 ST)
- Sunshine Hills
- Ladner
- Tsawwassen

Issues and activities that are important to families and children are often covered by local media (newspaper, tv, radio).

% Response by Neighbourhood (Ladner only statistically significant difference)

	Total	NDE	NDW	SH	LA	TS
Agree	44.4	42	33	39	60	43
Somewhat Agree	47.25	47	54	52	36.84	52
Disagree	8.35	10	13	9	3.16	5
# Responses	491	118	92	69	95	94
Confidence Interval	4.35	w	(+/- 9.5)	(+/- 11.38)	(+/- 9.79)	w

% Response by Age of Children (no statistically significant differences)

	0-11 months	12-23 months	2-3 years	4-5 years	6-8 years	9-11 years	12-14 years	15-18 years
Agree	39	32	45	44	46	41	50	67
Somewhat Agree	50	56	47	47	46	51	45	22
Disagree	11	12	8	9	8	8	5	11
# Responses	50	56	47	47	46	51	45	22
Confidence Interval	(+/- 11.88)	(+/- 15.46)	w	w	w	w	(+/- 16.26)	(+/- 21.69)

Appendix IV: Neighbourhood and Age Breakdown

My community involves children and youth in making decisions that affect the whole community

% Response by Neighbourhood (no statistically significant differences)

	Total	NDE	NDW	SH	LA	TS
Agree	25.52	28.45	23.6	21	33	16
Somewhat Agree	54.39	58	54	51	53	58
Disagree	20.08	14	22	28	14	26
# Responses	478	116	89	67	91	92
Confidence Interval	(+/- 3.9)	w	w	(+/- 9.64)	(+/- 9.6)	(+/- 7.44)

% Response by Age of Children (no statistically significant differences)

	0-11 months	12-23 months	2-3 years	4-5 years	6-8 years	9-11 years	12-14 years	15-18 years
Agree	19	27	26	26	24	23	19	22
Somewhat Agree	66	52	59	54	55	50	56	44
Disagree	16	21	15	20	21	27	25	33
# Responses	58	33	153	198	177	105	36	18
Confidence Interval	(+/- 9.85)	w	w	w	w	w	(+/- 12.76)	w

My community is a safe place to raise children

% Response by Neighbourhood (North Delta West, Ladner and Tsawwassen statistical different)

	Total	NDE	NDW	SH	LA	TS
Safer than average	67.27	57.5	50	51.47	86.46	90.53
Average	30.91	39.17	47.83	47.06	12.5	9.47
Less Safe	1.82	3.33	2.17	1.47	1.04	0
# Responses	495	120	92	68	96	95
Confidence Interval	4.11	(+/- 8.77)	(+/- 10.11)	(+/- 11.75)	(+/- 6.9)	(+/- 5.71)

% Response by Age of Children (no statistically significant differences)

	0-11 months	12-23 months	2-3 years	4-5 years	6-8 years	9-11 years	12-14 years	15-18 years
Safer than average	68	65	67	67	68	61	82	72
Average	32	32	31	32	31	37	16	22
Less Safe	0	3	2	1	1	2	3	6
# Responses	63	34	158	203	179	107	38	18
Confidence Interval	w	w	w	w	w	(+/- 9.13)	(+/- 12.16)	(+/- 20.71)