

# Book Babies Analysis of Parent Focus Groups, 2021

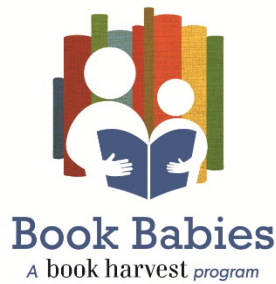
## Executive Summary

Book Babies conducted a series of focus groups in the Fall of 2020 with parents and caregivers of children who are enrolled in the program or who are alumni. Twelve focus groups included 43 participants; these focus groups were conducted in English and Spanish. An external evaluation of the focus group findings found that parents reported that they increased their engagement in literacy practices after participating in Book Babies. Previous studies have shown that literacy practices in the home have a direct impact on children's language and literacy development.

The qualitative study aimed to understand parents' perceptions of the impact of Book Babies on their families' literacy practices and behaviors, and their views of the implementation of Book Babies. The goal of the study was to understand the different ways in which parents interpret or attach meaning to the Book Babies experience. The study addressed the following research questions:

1. What do parents perceive to be the benefits of their participation in Book Babies?
2. What literacy practices do parents report engaging in with their children at home?
3. What challenges do parents encounter as they implement literacy practices?
4. What are parents' views on the implementation of Book Babies?
5. What are parents' views of programs to support children and families' transition to PreKindergarten and kindergarten?

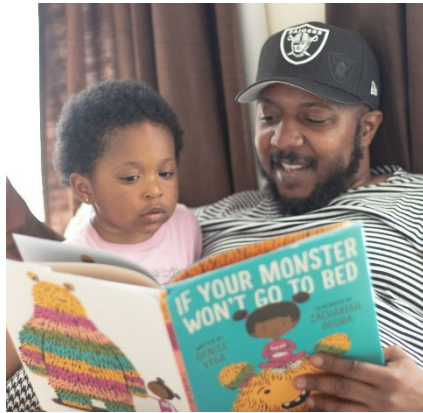




Specific findings of the study included parent/caregivers' self-reporting of a positive impact of Book Babies on:

- parental/caregiver knowledge about childhood development
- parental/caregiver interest in and excitement about reading with their children
- parental/caregiver participation in new activities that promote early literacy and language development
- parental/caregiver observation of early literacy and language behaviors in their children
- support for navigating the application and enrollment process for Pre-K and kindergarten

Other significant findings included the value of the trusted relationship between the parent/caregiver and the Book Babies literacy coach and the relationship, support, and connection among Book Babies families.



#### AUTHORS

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To read the full report, please visit [www.bookharvest.org/research](http://www.bookharvest.org/research).