

# NurtureNW

## The Importance of Peer to Peer Support in the First Year



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# Land Acknowledgement

Nurturing@NW

# Let's build a little connection!

Where are you joining from today?

The best quality about someone in your life who always has your back.





# Unlock your resilience, and pass it on.

Boost your emotional wellness and give your little one's brain a big head start with the help of a parent mentor. It's free, confidential, and all through text.

[GET A MENTOR](#)

**NurtureNW**

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For more than 40 years, Committee for Children has been championing the safety and well-being of kids. A leader in the field of social-emotional learning (SEL), we're dedicated to helping children develop the life skills they need to thrive in the classroom and beyond. We are a 501(c)(3) nonprofit best known for our innovative Second Step® family of SEL programs.



We believe that people who experience a more positive transition to parenthood, have children with better social and emotional learning outcomes.



The goal of NurtureNW is to help parents find confidence and connection on their journey to parenthood.



# When we don't have the social and emotional skills to enter parenthood...



I don't know the signs and symptoms of perinatal mood and anxiety disorders



I don't have tools to navigate difficult emotions



I can't tap into support from my family, friends and community



No one asks me about my emotional health, "How are you really feeling?"



Hey Jessie, I get it isn't easy to talk about your own well being at a time when we get lots of signals that we should just be grateful for our baby. When you take a moment to think about your own mood and the support you have right now...how are you really doing?

I have to admit I've been having a hard time lately with my new role in life...



I'm sure this feeling is normal... but how do I navigate through it and see what's on the other side?

You have every right to feel exhausted. You're parenting in a pandemic which no one has done in like 100 years, so pat yourself on the back for that!

Let's try to brainstorm some ways that you could get support. What about having a frank conversation with your husband, telling him you are overwhelmed and need help? And are you able to talk with your friends about how you're feeling these days?

**30%**  
of mentors were  
members



**45%**  
of mentors identify  
as BIPOC

**Lived experiences such  
as:**

**Perinatal mental health  
challenges**

**Low income**

**Isolation**

**Infertility/ loss**

**Challenges with infant feeding  
and sleep**

**Relationship challenges**

**Difficulty returning to work**

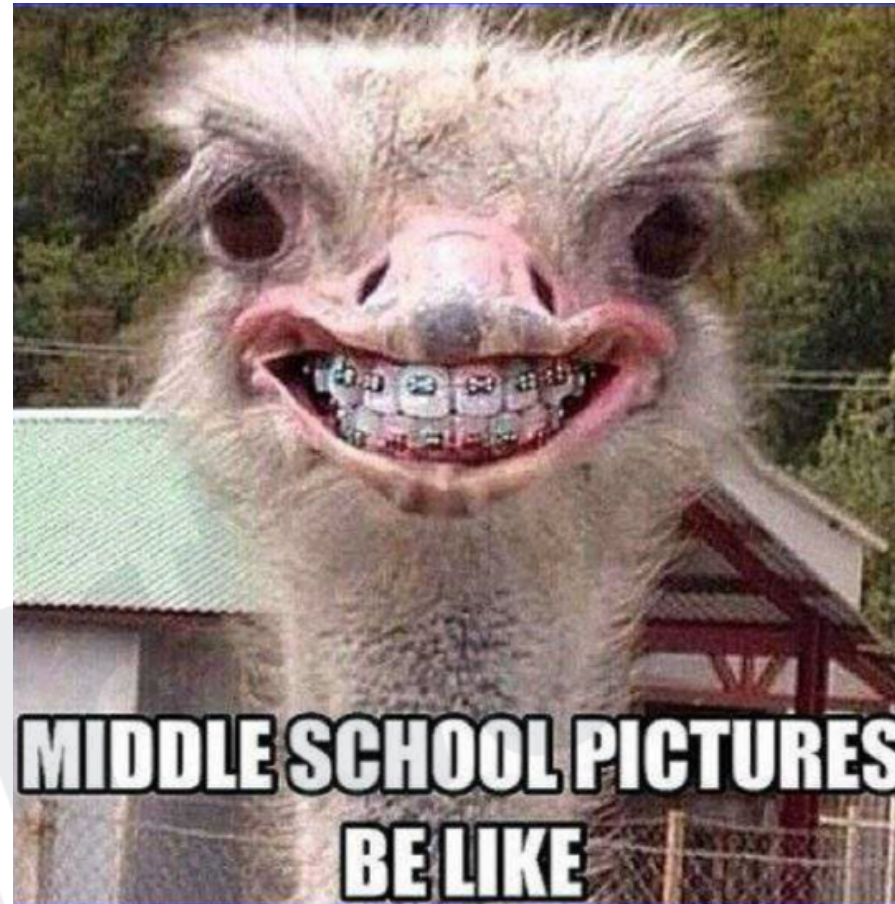




Strengthening Families 5 Protective Factors

# What could be more awkward than middle school?

## Or Why Peer Support Deserves a Place in Your Parenthood Toolkit



It's a developmental stage!

Peer relationships can help set healthy expectations and normalize your experiences

Having the conversations that are important to you in a way that's relatable and uplifting.



## Why add peer support to your new parent tool kit?



Early parenthood is  
a development  
stage



Normalizing  
experiences



Setting expectations



Relatable and relevant



## NurtureNW



I know the signs and symptoms of perinatal mood and anxiety disorders



I have tools to navigate difficult emotions



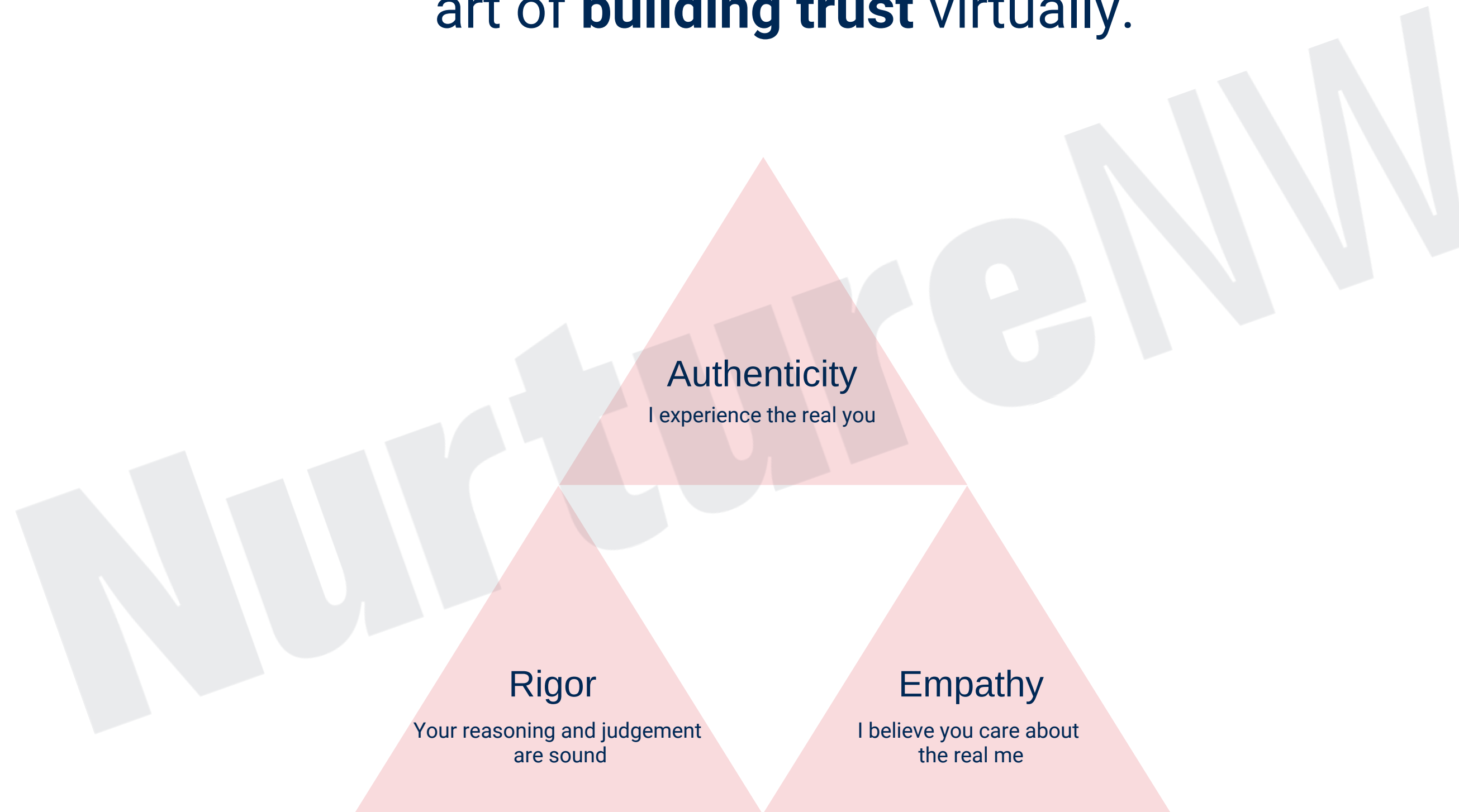
I can tap into support from my family, friends and community

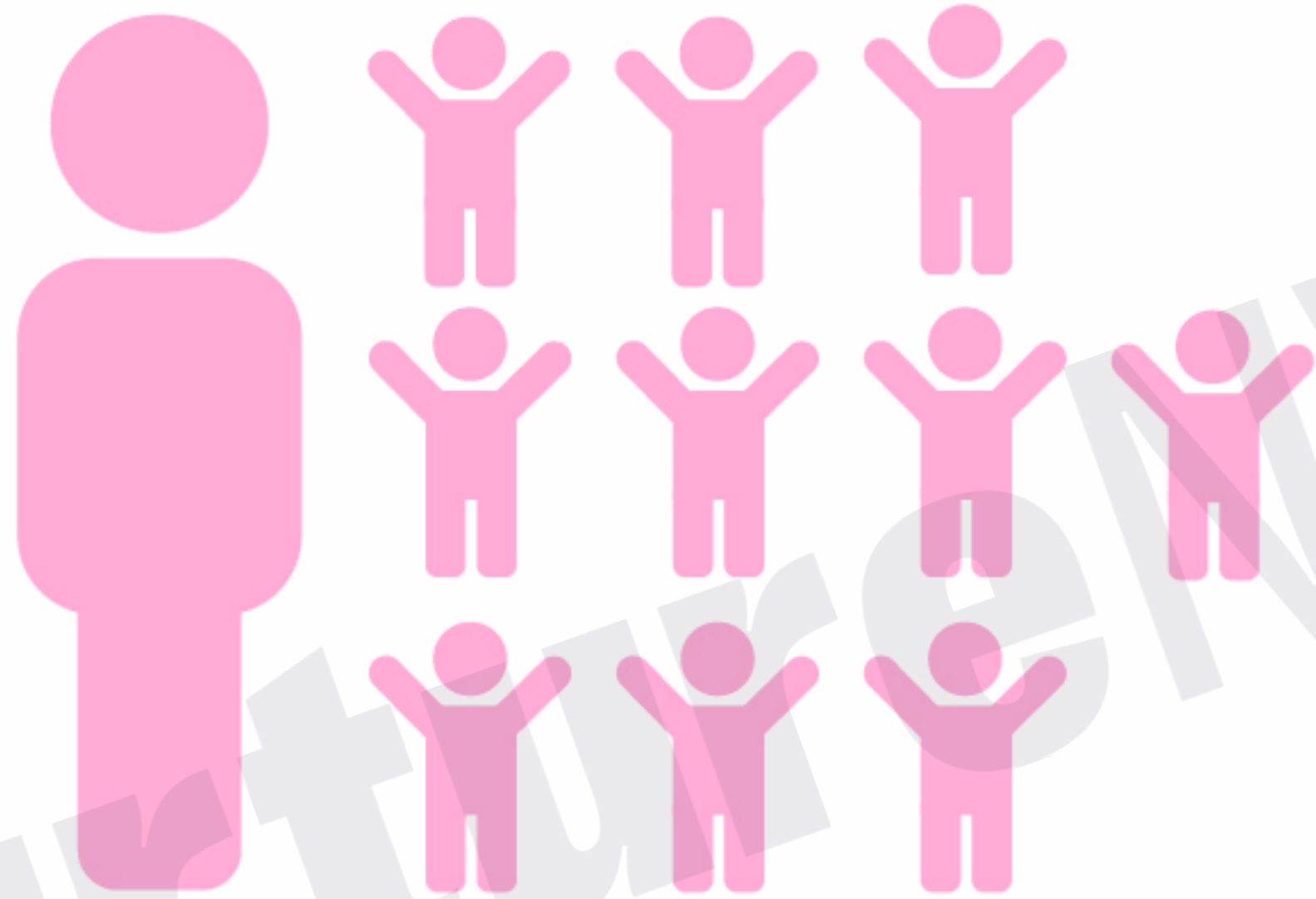


People in my life ask me about my emotional health  
“How are you really feeling?”



In Nurture's training and onboarding process, Mentors learn the science and art of **building trust** virtually.





One mentor can support up to 10 new parents (members), all through text and within about one hour per week.



**Building a mentor community that reflects members has been a non-negotiable goal from Day One.**



Founding Mentor cohort as co-developers

Partnering with trusted grassroots leaders and organizations to spread the word

Every member is invited to become a mentor before they end the program by their own mentor

I'm just feeling so exhausted right now. This isn't what I expected and I'm going 24/7.

You have every right to feel exhausted. You're parenting in a pandemic which no one has done in like 100 years- this is hard!

What about having a frank conversation with your husband? Tell him you are overwhelmed and need help. And how's your village these days? We all need outside help sometimes...

## Conversation Starter

It isn't easy to talk about your own well being at a time when we get lots of signals that we should just be grateful for our baby. When you take a moment to think about your own mood, how are you really doing?



## Mentor Text

Hey Jessie, I get it isn't easy to talk about your own well being at a time when we get lots of signals that we should just be grateful for our baby. When you take a moment to think about your own mood and the support you get from your mom...how are you really doing?



Matching acknowledges the importance of identity, lived experience and location.

Are there any parts of your own identity, lived experience or current needs that you want to make sure your future mentor knows? We also consider this information when making a match.

Meet the Mentor

Nicole



# Research supports mentoring parents through this life transition

First-time parents have less self-efficacy than experienced parents

(Bryanton et al., 2008; Drake et al., 2007; Ngai et al., 2007)

Parenting adjustment and behaviors are affected by parents' self-efficacy

(Milhelic et al., 2016; Solmeyer and Feinberg, 2011)

Higher parental self-efficacy = more persistence and adaptive coping

(Coleman and Karraker, 1998; Lipscomb et al., 2011; Page et al., 2010)

Parental self-efficacy can be increased through education and support

(Amin et al., 2018)



# Research supports mentoring parents through this life transition

First-time parents experience lower self-assurance in their abilities to care for their babies than more experienced parents.

(Bryanton et al., 2008; Drake et al., 2007; Ngai et al., 2007)

Parenting practices and behaviors are affected by their level of self-assurance.

(Milhelic et al., 2016; Solmeyer and Feinberg, 2011)

Parents with high level of self-assurance in parenting abilities are able to cope more successfully with stressful conditions and emotional distress.

(Coleman and Karraker, 1998; Lipscomb et al., 2011; Page et al., 2010)

Peer support during pregnancy and after birth can help reduce low mood and anxiety, overcome feelings of isolation and stress, and increase self-esteem and

(McLeish and Redshaw, 2017)

# Program elements

Number Helpful Text Topics

Relevance to Member's Experience

Relationship between:  $r = .254$ ,  $p = .061$

= marginally significant

Correlated each element with outcome questions

# Relationship between program elements and member outcomes

Outcome		Number of helpful topics	N
Engage with Community	Pearson's r	0.623	55
	p-value	< .001	
Used Resources	Pearson's r	0.332	55
	p-value	0.013	
Be Yourself	Pearson's r	0.17	55
	p-value	0.216	
Talked to others	Pearson's r	0.626	55
	p-value	< .001	
Recommend	Pearson's r	0.458	54
	p-value	< .001	



# Relationship between program elements and member outcomes

Outcome		Number of helpful topics	N
Engage with Community	Pearson's r	<b>0.623</b>	55
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Used Resources	Pearson's r	<b>0.332</b>	55
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Be Yourself	Pearson's r	0.17	55
	p-value	0.216	
Talked to others	Pearson's r	<b>0.626</b>	55
	p-value	<b>&lt; .001</b>	
Recommend	Pearson's r	<b>0.458</b>	54
	p-value	<b>&lt; .001</b>	

Outcome	Statistic	Relevant	N
Engage with Community	Pearson's r	<b>0.357</b>	55
	p-value	<b>0.007</b>	
Used Resources	Pearson's r	0.02	55
	p-value	0.883	
Be Yourself	Pearson's r	<b>0.486</b>	55
	p-value	<b>&lt; .001</b>	
Talked to others	Pearson's r	0.204	55
	p-value	0.135	
Recommend	Pearson's r	<b>0.566</b>	54
	p-value	<b>&lt; .001</b>	

# Member Impact & Satisfaction Survey, June 2022

NurtureNW members receive **guidance from their mentors based on shared and relatable experiences**, enhancing their 1:1 connection.

93%

of members **feel comfortable being themselves** with their mentor

98%

of members agreed that the **conversations their mentor started were relevant** to them

94%

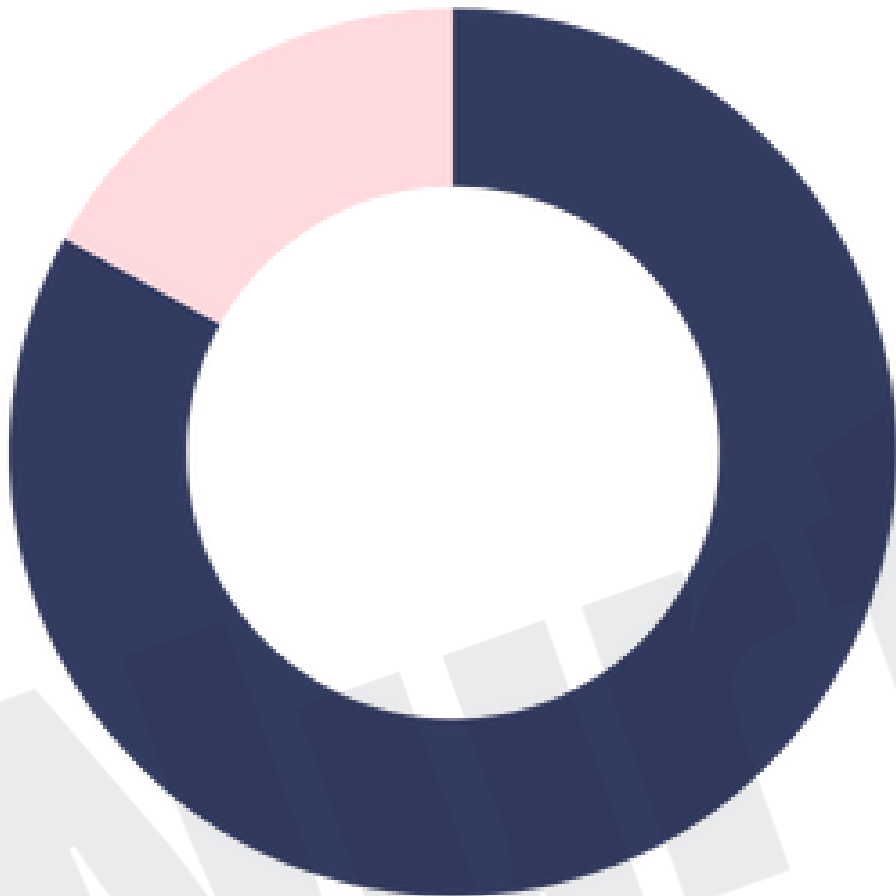
of members would recommend Nurture to **other new and expecting parents**

I have a great network of friends that are moms that I can always reach out to, but **what I enjoy the most about your program is the anonymous piece.** Sometimes I am embarrassed to ask a friend something personal or admit something to a friend that might make me look bad. **I know there will be no judgement here.**

”



Mentors serve as a **resource hub and reminder of supports available outside of their 1:1 connection.**



**83%**  
of member agreed that texts from their mentor **helped them to engage with their community**



**63%**  
of members reported that conversations with their mentor **helped them to talk to a family member**

Overall, participating with Nurture makes me **aware of the support [that] is out there** and not being afraid to look for it.

”

# The Power of Reflection for New Parents

## Feeling encouraged to take time for themselves

*"That's a good reminder to have. I haven't done a super great job of taking care of myself. I would like to do a better job of that. I'm thinking of making a list on my mirror to look at each morning."*

## Understanding their identity as a parent

*"My mentor asked about my hopes and fears for my child, something I hadn't articulated out loud or thought a whole lot about. This was helpful in helping me realize the simple yet important things I hope for my child."*



**Let's chat! What are your questions?**



...And how's your village these days? We all need outside help sometimes...

I think I'm gonna start doing baby steps. Maybe reach out to that other mom that I met. Lol. Start there and see if I can get comfortable enough to join some type of group or something.

I think baby steps seems like a great place to start.



**Building new parents up,  
one text at a time.**

NurtureText messages



**CONNECT WITH US!**

[www.NurtureNW.org](http://www.NurtureNW.org)

**Email:** Hello@nurturenw.org



NurtureNWprogram



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