Welcome to *New Developments*, an e-newsletter from SRI International’s Center for Education and Human Services. [Earlier issues](#) are available on our website. In this issue, we highlight important findings from a parent needs assessment in Washington State.

**SRI Helps Washington State Engage Parents**

Many dissemination efforts targeting parents of young children use a single approach and tailor materials only by translating them. The findings of a random sample phone survey conducted by SRI International with more than 800 parents as part of the Washington State Department of Early Learning (DEL) Parent Needs Assessment demonstrate the critical importance of tailoring dissemination topics and sources to the diverse preferences of parents.

**What sources do parents trust for information?**

- There is no one source that all parents trust and want information from to support their child’s learning, development, and health.
- Statewide, parents most often trust a health care provider, child care provider, a family member or friend to get information.
- Statewide, magazines and books, materials received in the mail, and the Internet were the least trusted and desired sources of information.
- Preferences for sources of information vary based on primary language and income level.
  - English-speaking families are more likely to trust and want information from health care providers and the Internet.
  - Spanish-speaking families express more trust and desire for information from their faith or religious community, parenting classes, home visits, materials received in the mail, television or radio, and a toll-free advice line.
  - Families living in poverty trust and want information from home visits and radio/television more and the Internet less, compared with families with higher incomes.

**Sources of Early Learning Information That Families Trust and Want “A Lot,” by Primary Language**

![Bar chart showing sources of early learning information](#)

*Difference significant at $p < .01$.


SRI International is an independent, nonprofit research institute. For more information about SRI’s Center for Education and Human Services, visit [http://policyweb.sri.com/cehs/](http://policyweb.sri.com/cehs/).