

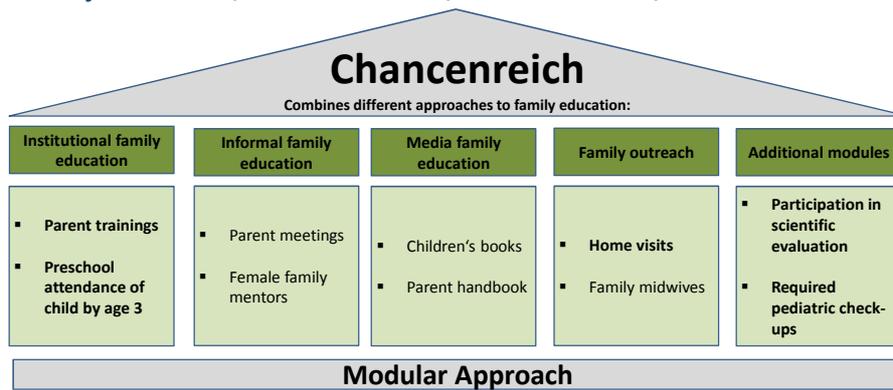
# The "Chancenreich" Early Childhood Project : Outreach and evaluation

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**Developed by:** Carina Stiftung in cooperation with the city of Herford

**Implemented by:** Chancenreich Herford e.V.

**Targeted at:** all families with newborns and infants in Herford



**Location:** Herford (North Rhine-Westphalia)

**Unique feature:** Bonus of 500 €

## Theoretical background

- Differences in educational success between children of different social and cultural backgrounds persist (OECD 2004).
- Early intervention programs can have compensatory effects (e.g., Powell, 2000; Schweinhart et al., 2005).
- Evidence exists that many of the programs currently implemented in Germany recruit primarily participants with higher educational and social backgrounds (Bird & Hübner, 2010; Liberona et al. 2010).
- Systematic evaluations on the outreach and effects of such programs in Germany is still needed (Anders & Roßbach, 2013).



## Monitoring Data Research Questions

- Can Chancenreich reach out to families from all socio-economic backgrounds?
- Can Chancenreich engage parents with immigrant backgrounds?

## Design & Method

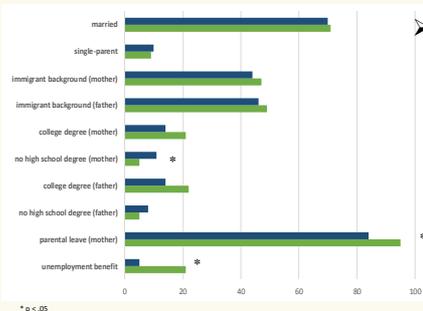
1252 participating families in Herford

749 non-participating families in Herford

Basic socio-demographic information is collected during first home visit by Chancenreich mentors.

## First Results

Figure 1: Comparison of socio-structural characteristics of participating and non-participating families in %:



No significant differences for parents' immigrant backgrounds, married and single parent households, fathers' educational backgrounds, mothers' college degree

## AQuaFam Data Research Questions

- How do Chancenreich families rate their self-efficacy concerning their parenting?
- How often do Chancenreich families perform healthy behaviors (e.g. teeth brushing, exercise) with their children?

## Design & Method

**Intervention group:** 180 participating families (Control group: 60 non-participating families in Bielefeld)

**Trained research staff** collect data via parent interviews and questionnaires, PPVT vocabulary test, and TSVK test for children.

## First Results

Figure 2: Agreement with parenting self-efficacy items (mean):

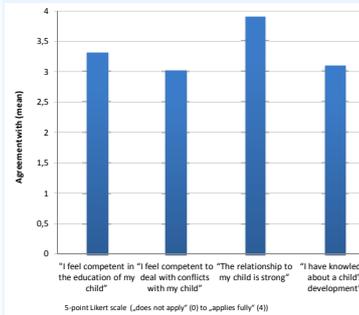
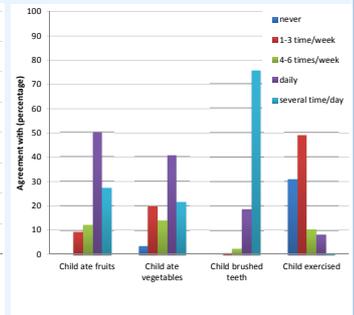


Figure 3: Health behavior of parents (in %)



## Conclusion

- Chancenreich aims at motivating disadvantaged families, but explicitly sought a universal approach to avoid social stigmatization.
- It combines several approaches to reach out to all families in Herford.
- Results show that Chancenreich reaches families of different socio-economic backgrounds alike (e.g. single-parent families, families with immigrant backgrounds, and families receiving unemployment benefit).
- The scientific evaluation AquaFam takes the heterogeneous sample into account by focusing on outcomes that are relevant for different target groups (e.g., self-efficacy of parents, health behavior, socio-emotional and language development of child)
- First results for the intervention group show high ratings of parenting self-efficacy and good health behavior of children.