

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR
FAMILIES NEEDING SUPPORT FOR CHILD REARING**

Definition of consumer population:

Families caring for minor children whose coping and parenting skill and resources are outmatched by the stressors they experience (internal and/or external), resulting in a need for assistance.

Desired outcomes as a result of investing in services for this population:

- Parents will increase their perceived effectiveness in their parental role.
- Families have not been investigated for child maltreatment or neglect while enrolled in the program.

United Way's Support for Child Rearing Investment Strategies:

- A. **Family support centers** in throughout the county with emphasis on attracting at-risk families.
- B. **Evidence-based parent education programs** throughout the county that target at-risk families and/or families of children with special needs.
- C. **Post-adoption services** that target families who have adopted/taken custody of a child from the child welfare system.