

SHEInnovates 2020

Stay Connected



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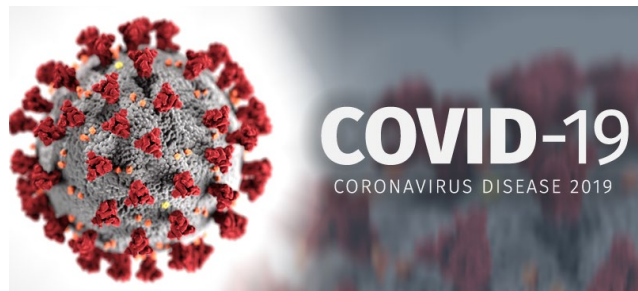
Scientific Director, Maternal Newborn Child and Health SCN

World Health Organization Preterm Birth Consortium



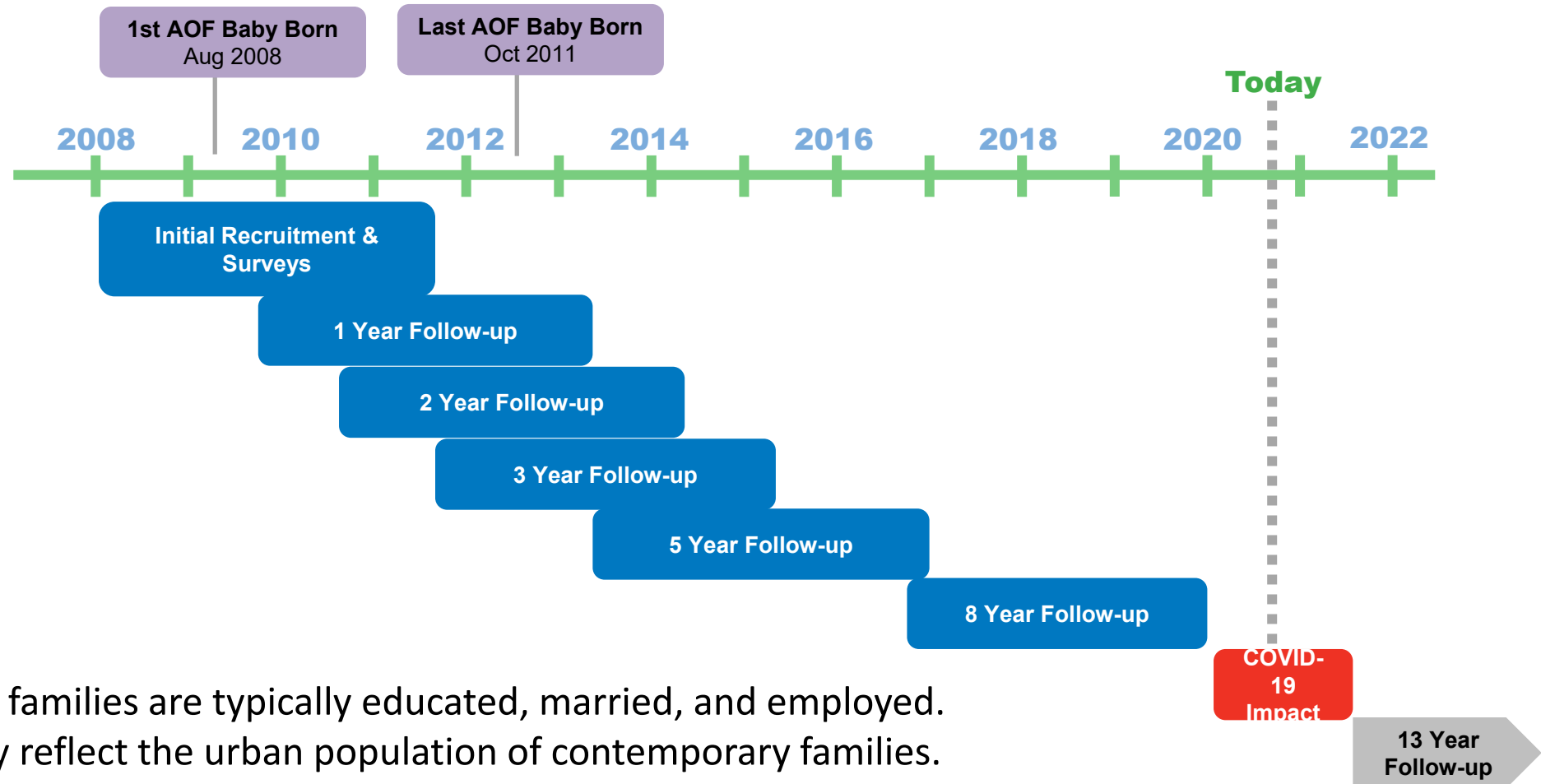
All Our Families Study

COVID-19 Early Findings



Suzanne Tough, PhD
Principal Investigator

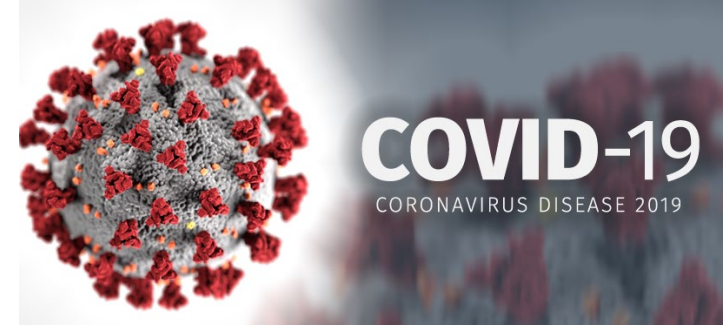
Quantifying COVID-19 Impact



- AOF families are typically educated, married, and employed.
- They reflect the urban population of contemporary families.
- Over 60% of AOF families were earning at least the median family income of \$102,000.

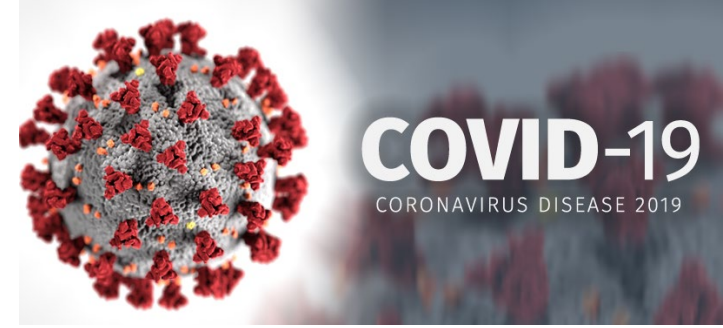


You Are Not Alone



- » 58% of families had incomes reduced.
- » In 20% of families both parents lost their income.
- » Up to 35% of mothers report elevated stress, anxiety, and depression - more than double what we would expect.
- » 80% of families found it difficult to manage school and activities.

Relationships

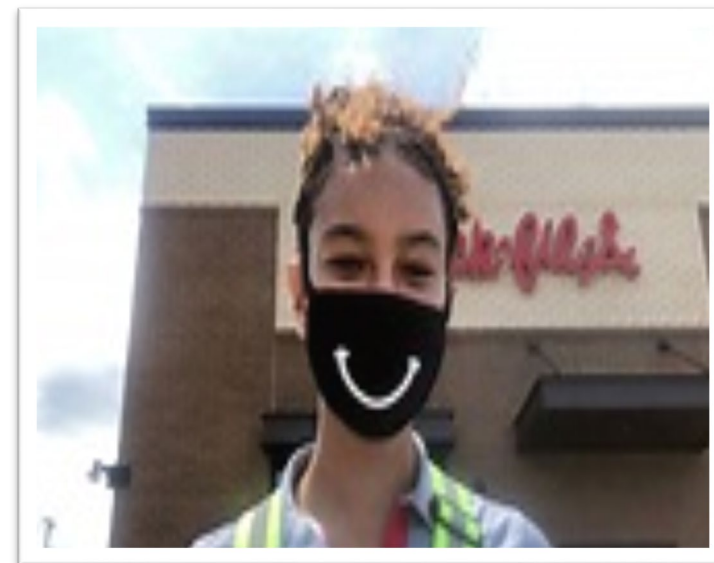


- » 46% of mothers are closer to their children.
- » 36% of fathers are closer to their children.
- » Over 50% of siblings are closer to one another.
- » 80% of couples are managing, despite more tension.



Have a Social Snack!

Social snacking describes **brief and informal** positive interactions in daily events, which contribute to happiness, sense of belonging and identity.



ARE YOU A SOCIAL SNACKER?

Social snacking describes **brief and informal** positive interactions in daily events, which contribute to happiness, sense of belonging and identity, and help to build naturally supportive communities.



SOCIAL SNACKS SATISFY SHORT TERM WELL-BEING

- Greeting your school bus driver
- Saying hello to your neighbour while out walking
- Offering your seat on the bus
- Smiling with your eyes over your mask to the person beside you in the store
- Distracting a busy child while their caregiver pays for groceries

WHAT'S IN IT FOR YOU?

Positive Interactions:

- Leave both giver and receiver feeling good
- Build feelings of trust
- Lead to future positive actions that benefit the community



WHY DO YOU FEEL HAPPY AFTER SOCIAL SNACKING?



OXYTOCIN



Oxytocin is a "happy hormone" that the brain releases during a positive interaction to help with stress and healthy development.

EMOTIONAL CURRENCY

BRIEF INTERACTIONS CAN ADD OR SUBTRACT FROM WELL-BEING AND THE ABILITY TO MANAGE DAILY EVENTS.

- | | |
|--|---|
| ✓ The coffee barista remembers your order | ✗ You yell at a child for cutting across your lawn |
| ✓ You chat with someone new at the dog park or grocery store | ✗ You skip a virtual social invite because it seems like too much work |
| ✓ You help your community clean up trash | ✗ You are angry when someone accidentally steps in front of you on the path |
| ✓ You share your favorite book on the neighborhood website | ✗ You lose a game and scowl at the other player |

HOW TO BUILD NATURALLY SUPPORTIVE COMMUNITIES WITH SOCIAL SNACKING



- Challenge yourself to three social snacks a day
- Post snacking ideas on neighbourhood websites
- Post stories of a social snack that made a difference in your day

For more information, please visit www.connectionsfirst.ca

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Social Snacks: satisfy short term well-being

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What We Can Do During COVID-19?

CONNECTIONS FIRST

AN ALBERTA PROJECT TO UNDERSTAND HOW NATURAL SUPPORTS INFLUENCE WELL-BEING AMONG CHILDREN IN THEIR MIDDLE YEARS.

WHAT ARE NATURAL SUPPORTS?

Natural supports are informal reciprocal connections that consist of close relationships with friends and family, and broader associations, including neighbours, organizations and local businesses.



WHAT'S HAPPENING NOW?

% of children that feel they receive adequate support from family, friends & school.



of families have both parents in the workforce by the time children are 3 years of age

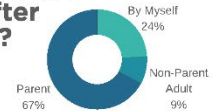
38% of women
24% of men
In dual-income families report severe 'time-crunch' stress

WHY NATURAL SUPPORTS MATTER

Children in the middle years with natural supports build more life skills, social skills and resilience compared to children without support. Naturally supportive environments provide a mechanism for adults to support child and youth development.

Who are you with after school?

a question posed to grade 4 students



Grade 4 children thriving on the Well-Being Index has decreased from 42% to 38%



Children with no important adults in their lives has increased from 15% to 29%



65% of parents in Alberta feel negatively distracted by technology

76% of those same parents, feel as though their technology habits influence those of their children

YOUTH CYBER BULLYING

20%

of youth have experienced cyberbullying and/or cyberstalking.

Children with one or more supportive adults are, on average, half as likely to participate in risky behaviours, including substance misuse and violence, and two to three times more likely to complete high school.

WHAT YOU CAN DO

Welcome children in your community

Participate in at least one local community event a year

Advocate for spaces and activities where children, families, and seniors connect

Help with the development of a natural supports strategy for your community

GO TO CONNECTIONSFIRST.CA TO LEARN MORE

What We Can Do During COVID-19?

All Our Families



My Vision

- A world of safe and happy children
- A world of skilled and loving caregivers
- A world of compassionate strangers



Acknowledgements

Partners & Funders



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