



PEPS

PROGRAM FOR EARLY PARENT SUPPORT

2018
YEAR IN REVIEW

THE PEPS MISSION IS TO CONNECT **PARENTS**
TO STRENGTHEN **FAMILIES** AND BUILD **COMMUNITY**.



- OUR VALUES
- EQUITY
- INNOVATION
- INCLUSION
- COMMUNITY
- AUTHENTICITY



OUR VISION **RESILIENT FAMILIES** **CONNECTED COMMUNITIES** **EQUITABLE OUTCOMES**

Dear PEPS Community,

Over the last year, the [PEPS Board](#) and [Staff](#) worked together to develop a new mission and vision and lived deeply into our values of connection, inclusion and innovation. We learned from our communities about how we can adapt to be more inclusive, made our programming more culturally responsive, and served more than 3,700 parents!

We set a new five-year strategic direction focused on growing the PEPS reach, innovating our approach to parent support, and advocating for equitable outcomes for families.

While PEPS is embracing innovation and new strategies for parent support, we will continue to be a reliable resource to communities through providing neighborhood PEPS groups. We'll improve access to PEPS by moving away from a one-size-fits-all model and create multiple options for participation. Our expansion of strategies is intentional and driven by the equity lens we have been honing over the past few years.

As we strive to be a partner in the effort to advance equity in our region, we will embrace advocacy as a new strategy. We believe that remaining neutral on issues and policies that impact families only furthers inequities, and that PEPS has a responsibility to take action for parents and babies.

I am humbled and inspired by the commitment and generosity of each and every one of you. Thank you for being on this journey with us.

With gratitude,

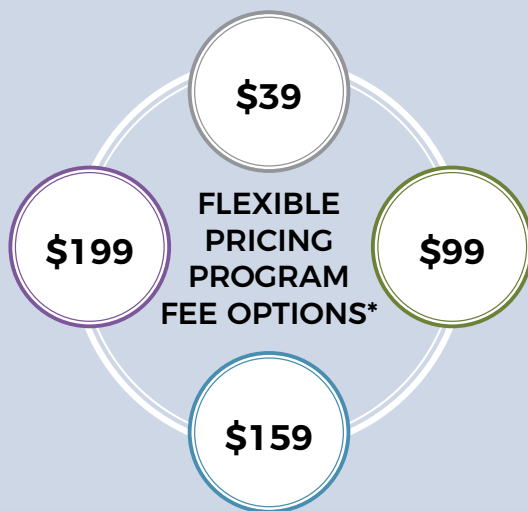


Mary Ellen Cunningham
PEPS Board President



Expanding Access to PEPS

PEPS launched Flexible Pricing in 2018 – a model where a parent signing up for selected PEPS groups could choose from four program fee options. This equitable model offers a range of program fees, which families select based on what works best for their family, making our parent support groups more financially accessible.



LEARN MORE: [HTTP://BIT.LY/PEPS-FLEXIBLEPRICING](http://bit.ly/peps-flexiblepricing)

* These program fee options reflect PEPS groups with one parent in attendance.



31% of survey respondents said Flexible Pricing influenced their decision to join a PEPS group.

"Flexible pricing made it possible for us to join PEPS. We are very grateful for the opportunity and are so thankful that others will be able to tap into this great resource as well. Thank you!"

—PEPS Group Participant

The Impact of PEPS



We connected **3,772 Parents** in 2018



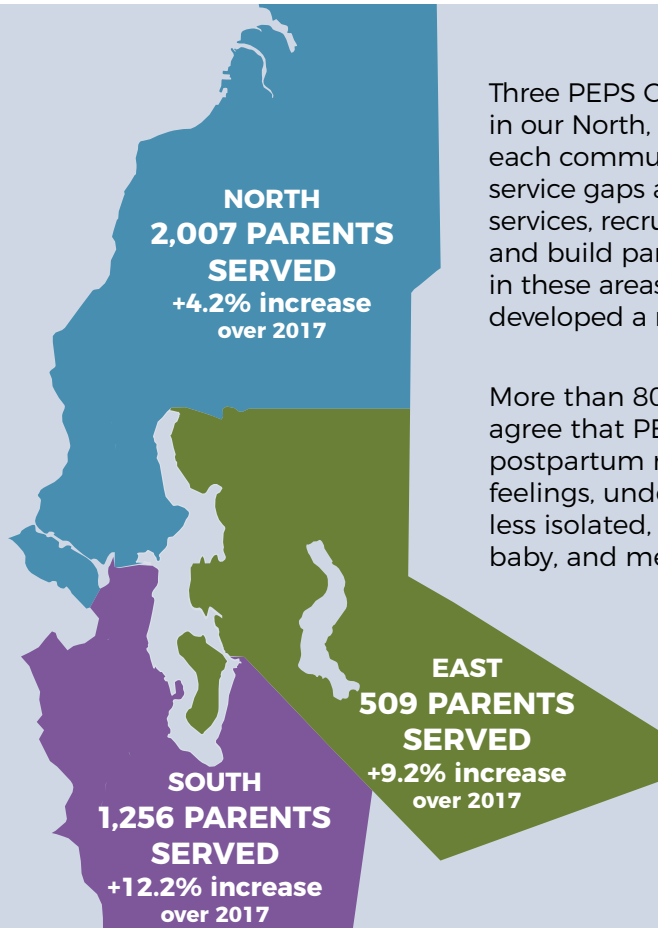
We launched **323 Groups** in 2018



344 Group Leaders facilitated PEPS Groups in 2018



Our Group Leaders invested **7,752 hours** supporting new parents



Three PEPS Community Connectors are working in our North, East and South regions to meet each community's unique needs, identify service gaps and barriers to parent support services, recruit leaders from these communities and build partnerships with local organizations in these areas. Based on their work, we developed a regional growth plan in 2018.

More than 80% of parents surveyed in 2018 agree that PEPS helped them learn about postpartum mood disorders, normalize mixed feelings, understand child development, feel less isolated, spend enjoyable time with their baby, and meet other parents to relate to.

"My PEPS group was a place I could be honest about everything from difficulty adjusting to parenthood to issues about going back to work. I found great support from people who were going through similar things at the same time."

—PEPS Group Participant

Adapting to meet the needs of the community PEPS conducted a wide-scale community assessment that helped us learn from underserved communities, partner organizations, and leaders about how PEPS can continue to adapt to better meet community needs. Through focus groups, interviews, conversations, and surveys, PEPS listened to parents and partners across all of our regions and is taking action to make groups more responsive and accessible.

Developing and supporting leaders We created a new Developmental Moment Guide in English and Spanish so Group Leaders can support parents in better understanding and shaping their babies' healthy development. This guide is used each week by Group Leaders to facilitate activities that promote attachment and build babies' brains.

Ensuring inclusive and responsive programming We conducted an anti-bias review of our curriculum and leader training. Through this project, we also added new topics that PEPS groups can cover, such as social and racial identity development, and mindful self-compassion.

After participating in PEPS (data from 2018 pre-group and post-group survey analysis)

87% of parents felt less isolated

89% of parents spent enjoyable time with their baby and found fun ways to interact

79% of parents learned about activities and ways to support development

"I feel thankful every day for the community we built through PEPS. I also really like highs and lows. It made me think critically about my week and then help put our struggles into perspective/find common ground with other families going through similar things." —Newborn PEPS Group participant

Reaching New Communities Through Partnerships and Collaboration



Open Arms families participating in a PEPS Group and Group Leaders



From left to right: Tammi, teacher (Crossroads High School); Laura, facilitator (Cocoon House); Holly, facilitator (Compass Health); Felicia, liaison (Snohomish Health District)

"I was a first time mother, and because you're in a different country and you don't how the systems work. It helps me get out of the house and it is good for me and my daughter to socialize with others." —Open Arms Group Participant

"I didn't know there was other mothers in this school and now I can talk to these mothers and know that they have babies and if I need advice. I can just come up to them like, 'Hey, help me out. Do you have some advice?'" —Cocoon House Group Participant

OPEN ARMS provides culturally and language-specific birth doulas to low-income expectant parents. Partnering together, we offered three PEPS groups for **Spanish-speaking mothers** in 2018. We continue to work with Open Arms to explore the next community of expectant parents who will benefit from a PEPS group, tailored to their unique needs.

COCOON HOUSE We also have partnered with Cocoon House, Compass Health, and Snohomish Health District to offer three PEPS groups for **teen parents** who attend Crossroads Alternative High School. Not only are these moms building resilience and community together, they are earning high school credits while they participate.

The PEPS Network, Washington and Beyond

PEPS has five local [Network Partners](#) and four partners outside of Washington that license the PEPS curriculum to deliver peer support groups to parents in their local communities. Our local Network Partners provide peer support groups to their unique communities — parents of multiples, fostering and adoptive parents, Jewish families, and parents of children with disabilities — through a lens that directly relates to the needs of these parents and their experience. Our national Network Partners in North Carolina, Texas, Idaho, and Hawaii all provide parents with groups similar to PEPS, offering support, connection, and resources during the early stages of new parenthood.

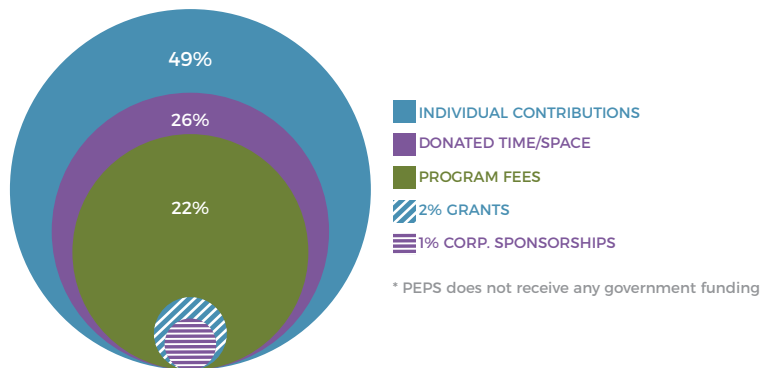


COALITION OF HAWAII

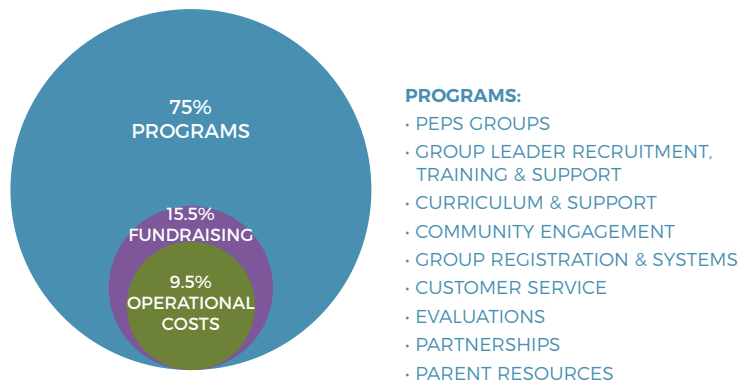


THANK YOU to the PEPS Giving Community!

REVENUE \$2,053,465



EXPENSES \$2,038,711



78% of our budget relies on our giving community — our dedicated donors, funders, sponsors, and volunteers — who believe in our mission and generously invest in our work. We truly couldn't do this work without them. Learn more: <https://www.peps.org/about/impact>

PEPS strongly believes in investing in our staff, systems, and infrastructure to build a work environment that is conducive to the growth, well-being, and development of our employees — ultimately resulting in greater impact for the parents we serve. Our operations and fundraising are critical to delivering our programs.