

Benefits

Accessible

- 24/7 access
- Multi-device flexibility
- Ask and learn from national experts and peers
- Share across local, state, and national communities



Affordable

- Enhances home visitor resources
- Efficient data capture, application, and reporting
- Optimize timely referrals
- Leverage funds to serve more families



Targeted Outcomes

- Improve health and development for young children
- Prevent injuries, abuse, and neglect
- Improve school readiness and achievement
- Reduce domestic violence
- Increase family economic self-sufficiency level
- Improve coordination with other community support options

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Initiative of Iowa Department of Public Health • Quality Assist, Inc. • SRG Technology

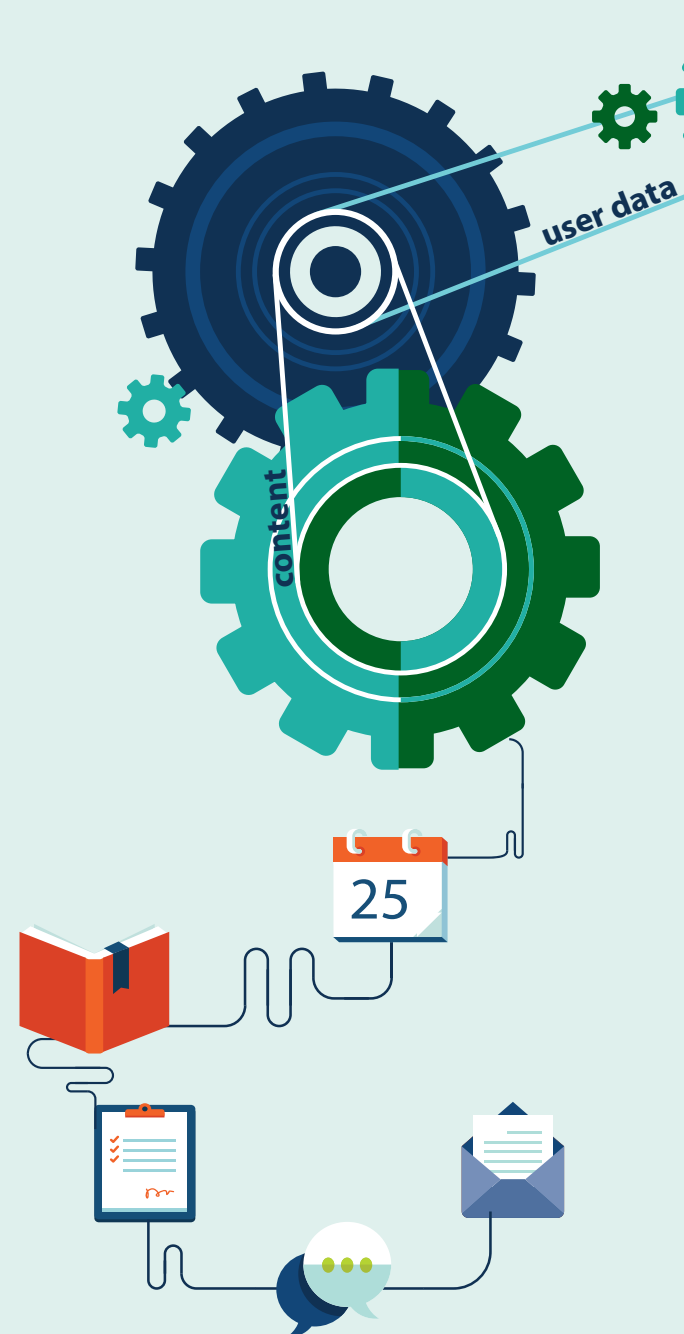
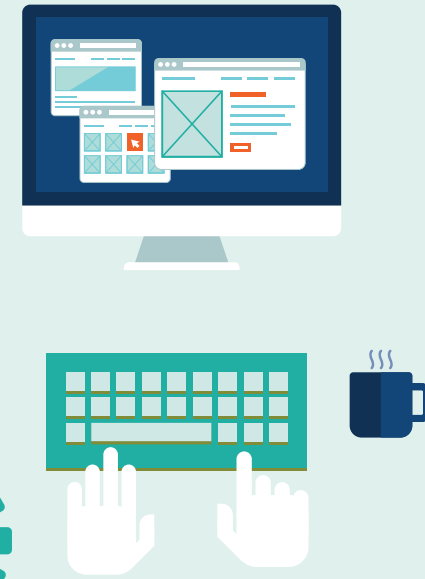


Our web-based community provides “just right” information when parents need it most. Parentivity’s virtual assistant recognizes early warning signs. It uses unique data to deliver personalized content that helps parents confidently care for children from conception to age five. Parentivity refers parents to the right experts and resources that are proven to reduce family risks and optimize resourcefulness and resilience. Parentivity captures engagement goals and actions.


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ASK. LEARN. SHARE.
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Distinguishing Features

Parentivity delivers the right information at the right time, in just the right amount. Parentivity creates a two-way continuous conversation, based on user-identified needs, early warning indicators, and progress monitoring data.



User data pulls personalized content

- Dynamic evidence-based content (videos, articles)
- Interactive learning games
- Expert forums/webinars
- Action plans and goal tracking with ticklers
- Personalized journals
- Self-assessments
- Community chats
- Customized calendars/notification system
- Pulse checks
- Referral system with tracking and quality indicators

Parentivity is a dynamic system that ignites change in behavior. Parentivity uses real-time user data to personalize content, track engagement and action plans, and document outcomes.

