An Educational Training Program for Parents about the Effects of Social Media on Children and Adolescents – A Grant Proposal

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Over the past few decades there has been a dramatic increase in the use of media by children and adolescents (Agarwal & Dhanasekaran, 2012).

In the United States children ages 8 to 18 years spend an average of 7 hours and 38 minutes on entertainment media daily (Agarwal & Dhanasekaran, 2012).

The usage of social networks such as Facebook and Twitter increases daily (Gunn & Donahue, 2008).

Critics have often blamed television, Internet, and computers for declines in school testing scores, increased mental inactivity and reduced attention and concentration in young adolescents (Schmidt & Vandewater, 2008).

The increase of aggressive behavior in children has been correlated to the amount of time children are allowed to spend using the Internet (Fritz, 2012).

It has been found that parents who consider video game ratings and supervise Internet use can decrease the media’s negative effects on children and enhance the benefits of social media (Fritz, 2012).

Goals of the Project

- Increase the degree of social media knowledge and awareness among parents and guardians of students attending Alhambra Unified School District.
- Increase parent/guardian’s monitoring of social media usage among children and youth attending Alhambra Unified School.
- Increase the appropriate usage of social media among children and adolescents attending Alhambra Unified School District.
The NASW code of ethics will be strictly followed to ensure the success of the workshops.

- The dignity and worth of the person will be highly respected. The consideration of distinct ethnic backgrounds, of the parents attending the workshops will be considered. During discussions the opinions of the parents will be respected and acknowledged.
- Parents and guardians will be encouraged to socialize with each other build relationships and provide support to one another if needed. This can potentially allow for relationships to develop, which can help enhance the cohesiveness of the community.
- Social workers will utilize their experience with diverse cultural assessments, involvement of the community, cultural awareness and needs of families.
- Social workers conducting the workshops will practice within the area of expertise to provide the best services needed to the parents of Alhambra Unified School District (NASW, 2008).
Cross- Cultural Relevance

- The trainings will give parents of diverse culture and background the opportunity to learn what kind of material their child/children are exposed to when on the computer or television.
- Alhambra Unified School District Community includes 52.9% Asian, 34.4% Hispanic, 28.3% White and 1.5% Black residents. Residents living in Alhambra, California have a median household income of 24,849 (U.S Census Bureau, 2012).
- The workshops will give parents of diverse backgrounds the opportunity to learn about social media trends potentially utilized by their children.
- The workshops will also allow for parents/guardians of distinct ethnic back backgrounds to engage in conversations and learn guidelines they use to monitor children social media involvement.
Methods

- **Target Population:**
  - Parents and guardians of students attending Alhambra Unified School District. Alhambra, California has an estimated 84,322 residents. Demographics for Alhambra, California are as follows: 52.9% Asian, 34.4% Hispanic, 28.3% White and 1.5% Black residents (U.S Census Bureau, 2012).

- **Strategies Utilized to Identify Potential Funding Sources**
  - Google and Google Scholar
    - Key Terms Utilized: “parent education funding”, “social media education funding” and “media education funding”
  - Long Beach Non-Profit Organization
    - Potential founders found during this search: The Starr Foundation, The Ben Jerry Foundation, Boeing Company Grant and Lowe’s Toolbox for Education Grant.
Methods Cont.

• Identifying the Funding Source
  There is a high demand for social workers to provide evidence when completing a grant to support the anticipated program or intervention with research (Zammitt & Alvarez, 2011).
  - Myra Reinhard Family Foundation
    The Myra Reinhard Family Foundation purpose is to benefits philanthropy, voluntarism and grantmaking foundations that focus specifically on private independent programs. Additionally, the foundation supports curriculum development, continuing support and program development.

• Sources Used for the Needs Assessment
  - Personal Communication with Alhambra Unified School District staff
  - A review of literature to gain more insight on the topic

• Project Range and Categories
  - An estimated budget of $76,127.70 will be needed to implement the parent educational workshops throughout the school year
    - Salaries and Benefits
    - Direct Program Costs
    - In-Kind Donations
Grant Proposal

- **Program Summary and Description**
  - The purpose of this grant proposal is to develop a workshop that will help educate parents and guardians about the negative and positive effects social media has on children and adolescents.
  - Parents will have the opportunity to learn valuable information from the presentation.
  - Information regarding social media monitoring will be given to the parents.
  - Parents will also learn about some of the negative and positive effects social media can have on their children.
  - Guidelines and social media monitoring strategies will be given during the presentation.

- **Population Served**
  - All parents of students attending Alhambra Unified School District

- **Sustainability**
  - The Myra Reinhard Foundation will be considered for continuation of funds.
  - Other organizations will be researched and considered for grant funding to continue with the workshops.
Program Objectives

- The goal of these educational workshops is to inform parents about the negative and positive effect social media has on children and adolescents. The informative workshops will serve as a learning and informative source about the issue. The workshops will also be aimed at reducing some of the negative effects that can potentially harm children/adolescents.

Program Evaluation

- In order to evaluate the effectiveness of this program, pre and post surveys will be analyzed by an external evaluator. The surveys will measure the knowledge of the parents before and after attending the workshop.
Lessons Learned

- The importance of grant writing to provide the necessary services to populations in need.
- The limited amount of literature and research on this specific topic contributes to the low number of organizations funding for parent education on social media.
- It is very important for social workers to be aware that today’s young generation is developing socially and emotional on social and cellular phones (O’Keffee & Clarke-Pearson, 2011).

Implications for Social Work

- This grant proposal will provide services for parents and guardians in need of information and education on this growing social issue of social media. Internet is used by 30% of the people in the world and 78% of the United States population (Chapin & Byrne, 2013).
- The information provided during the workshops will help parents acquire tools that will help them feel a sense of empowerment to better monitor their children/adolescent social media usage.
- If parents are able to monitor their child’s communication with others, they may be able to embrace a more realistic perspective of their attitudes values and motivations and adapt their children to their positive parenting styles (Williams & Merten, 2008).
References