

Outcome of the Campaign “Good Parent – Good Start”

Awareness of the target groups about the campaign
that was carried out

Information about the campaign

- The Social Activities and Practices Institute started the campaign “Good Parent – Good Start” in May 2012 within the framework of the project “Smack-free home for every child”, funded by the DAPHNE Program of the EC, and project “Childhood without abuse”, funded by the OAK Foundation.
- The main goal of the media campaign was to increase the information and awareness of the parents of young children about the negative consequences of corporal punishment.

It was covered by television (bTV, Fox Life, Fox Crime, 24 Hours Kitchen), the radio (9 radio stations) and via posters and stickers.

An online resource centre for positive parenthood and skills for overcoming parental stress was created in parallel.

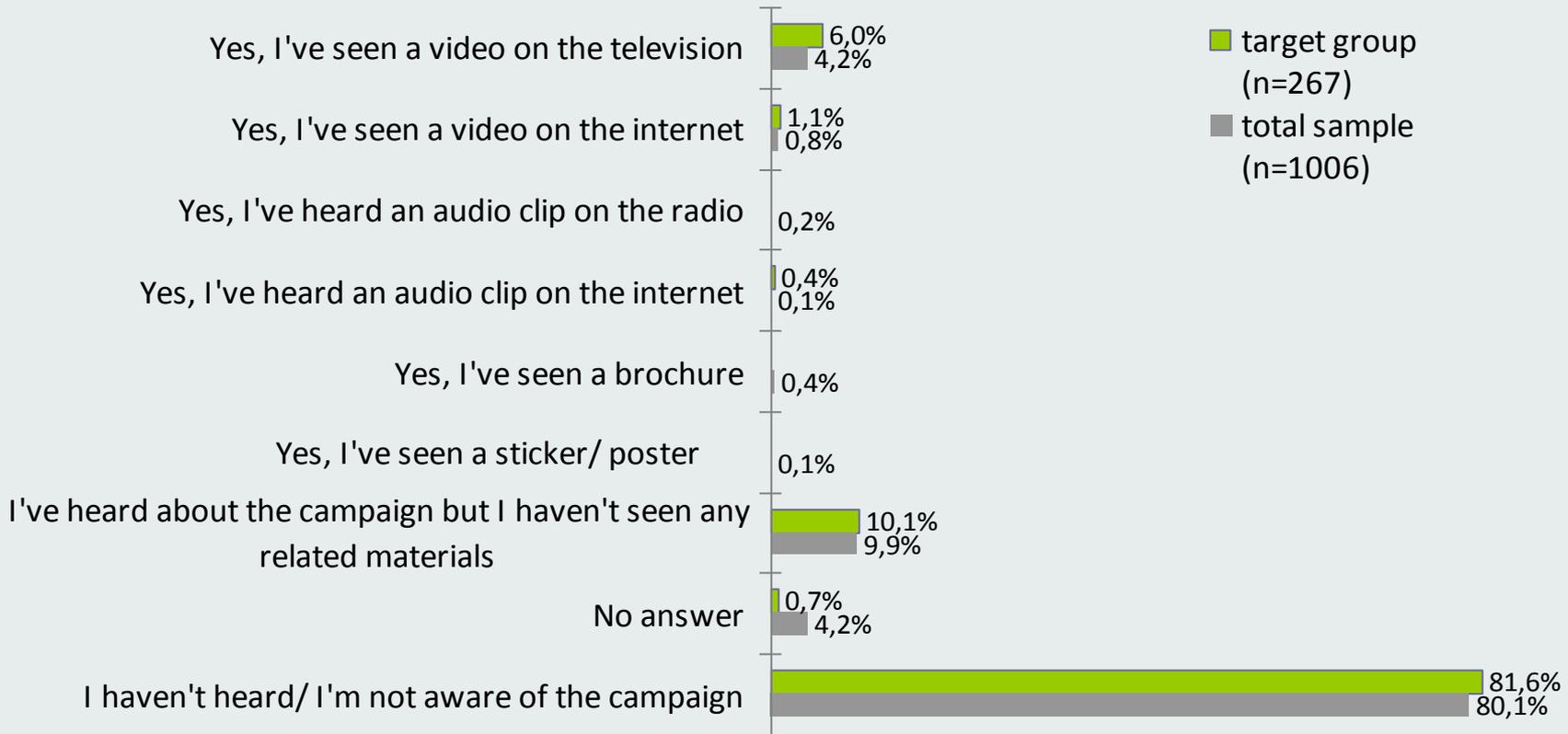


Methodical notes

- A national representative survey has been carried out among the Bulgarian citizens over 18 years of age with a permanent residence on the territory of the country.
- Applied was a two-stage nested sample with initial addresses of size ***n=1006 people***
- The used method of registration is ***“direct standardized interview at the home of the respondent”***
- The period of field work is August – September 2012
- The main target group of the project – parents of children under 18 years of age:
 - planned – not less than 250 respondents;
 - actual – 267 respondents.

General Information

Have you heard/ are you aware of the "Good Parent - Good Start" campaign?

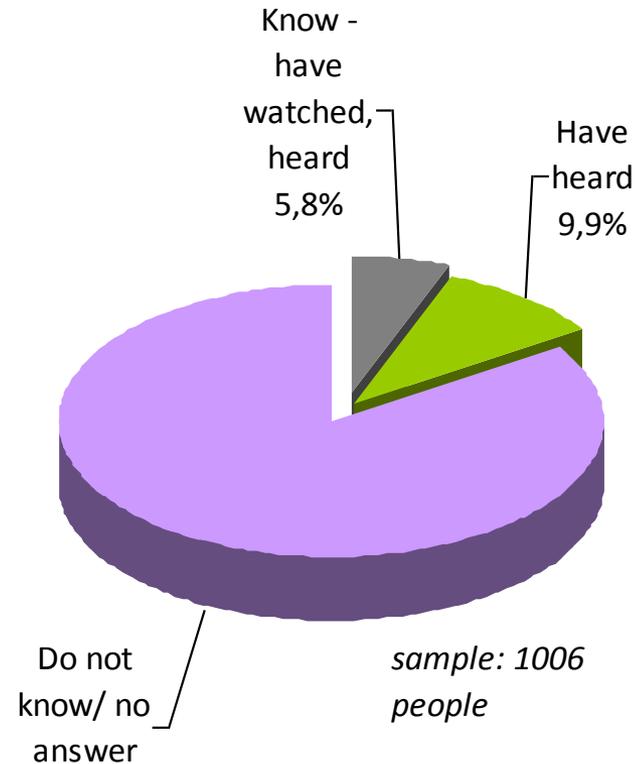


Information level in the relevant groups

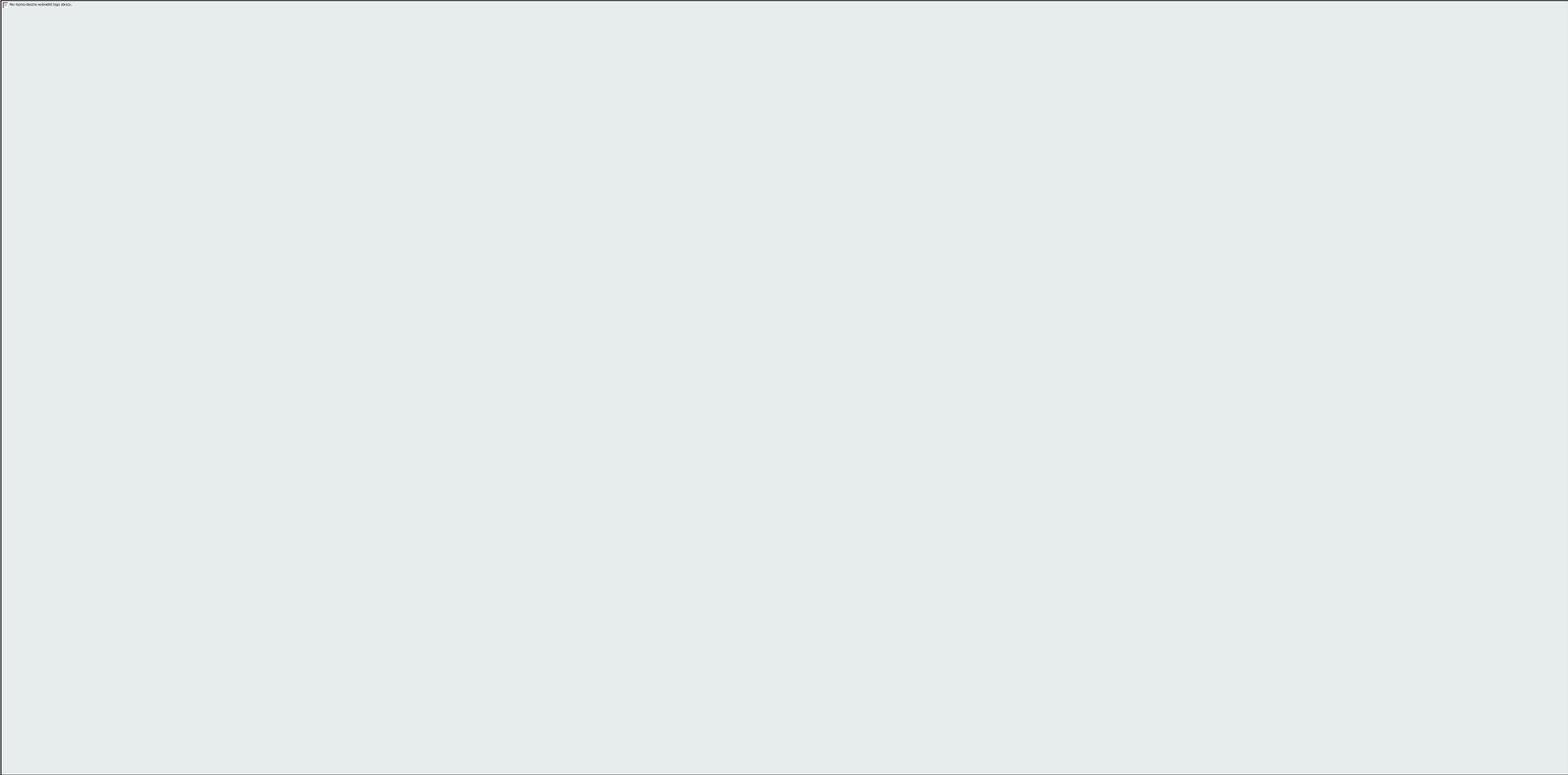
Awareness of the campaign within the target group



Awareness of the campaign among the entire sample set

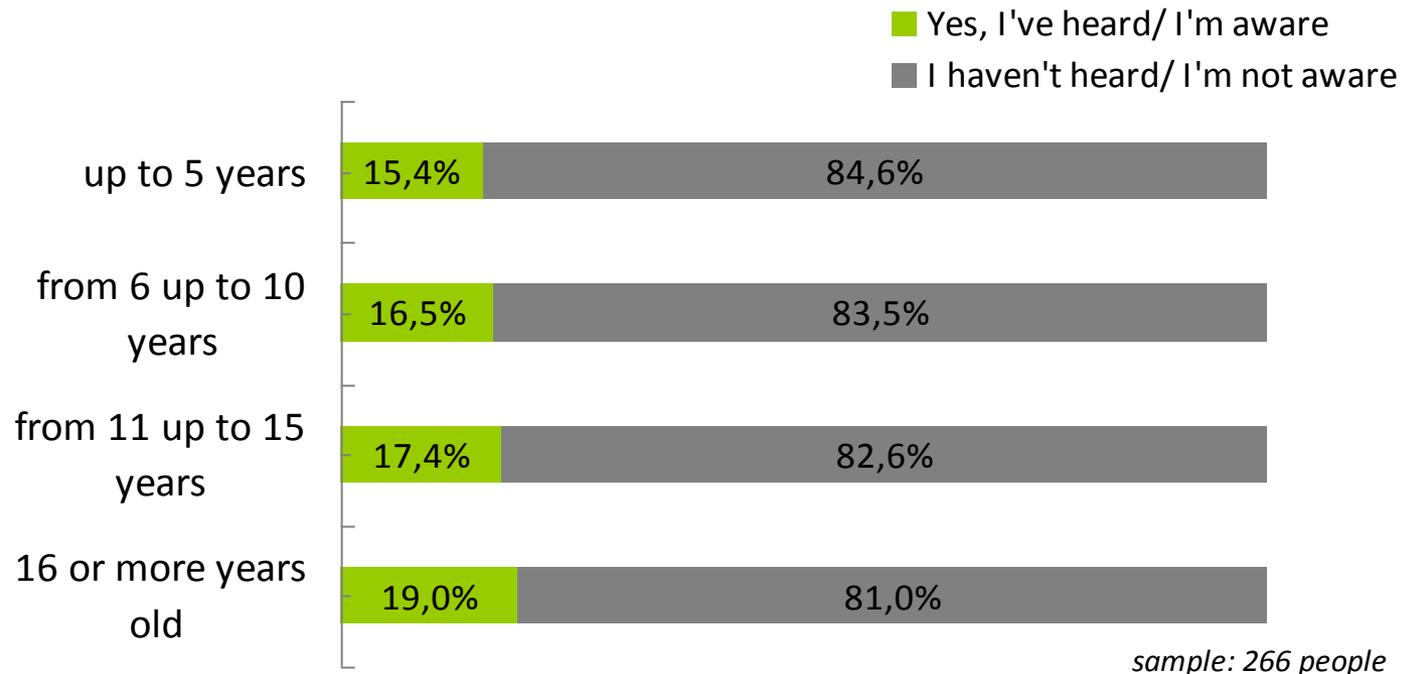


Information in the target group – based on the number of children



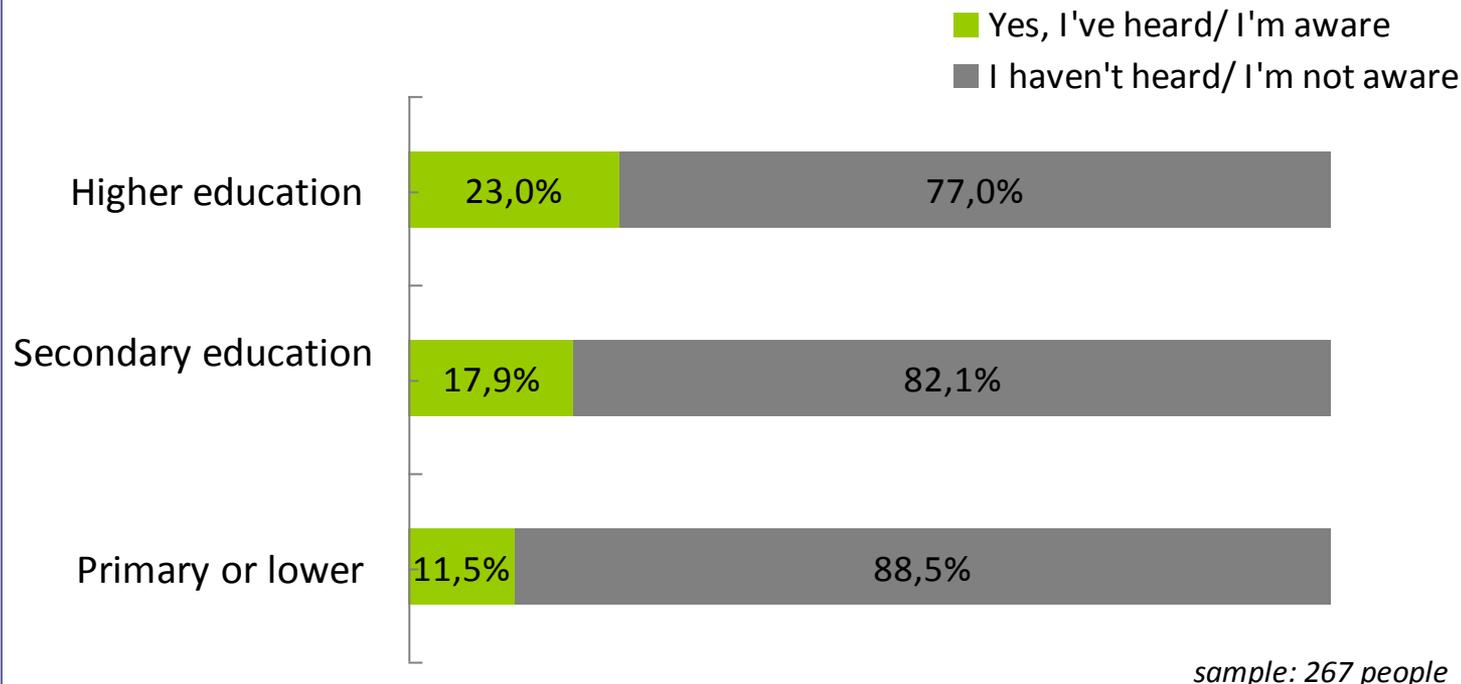
Information in the target group – based on the age of the children

Awareness of the campaign among the different groups of households (sorted by the age of the children under 18 years in each household)



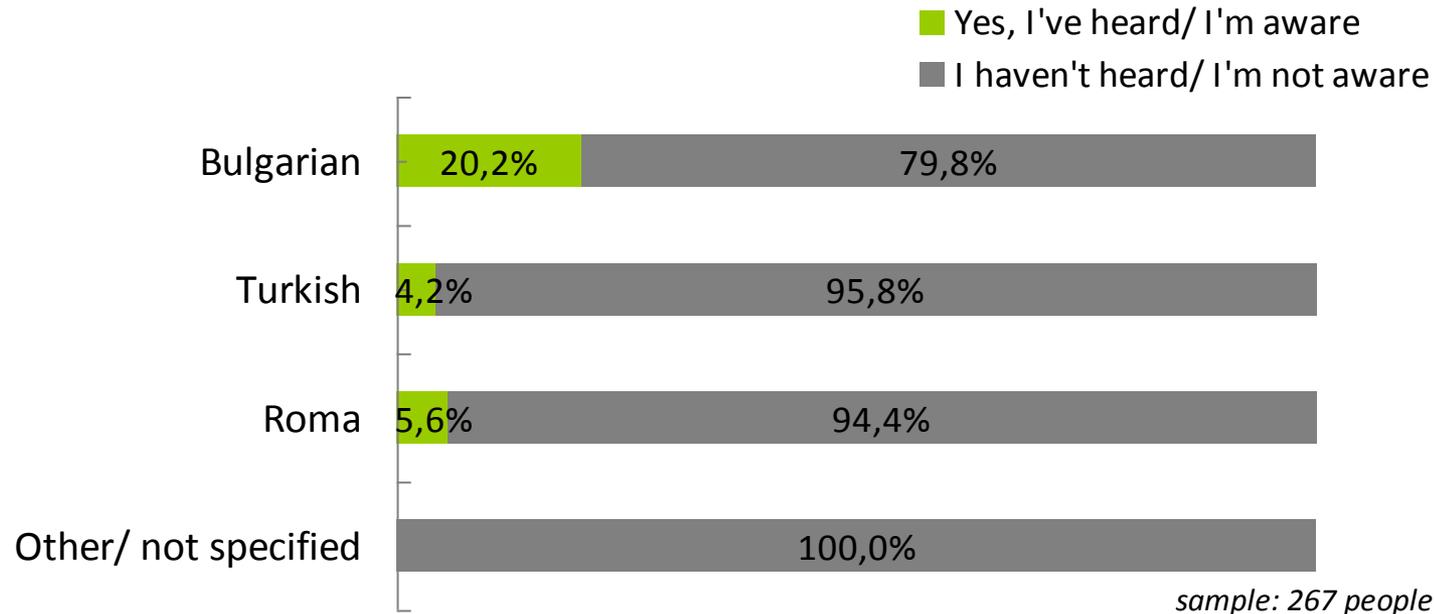
Information in the target group – based on education

Awareness of the campaign among the different groups of households (sorted by the respondent's education):



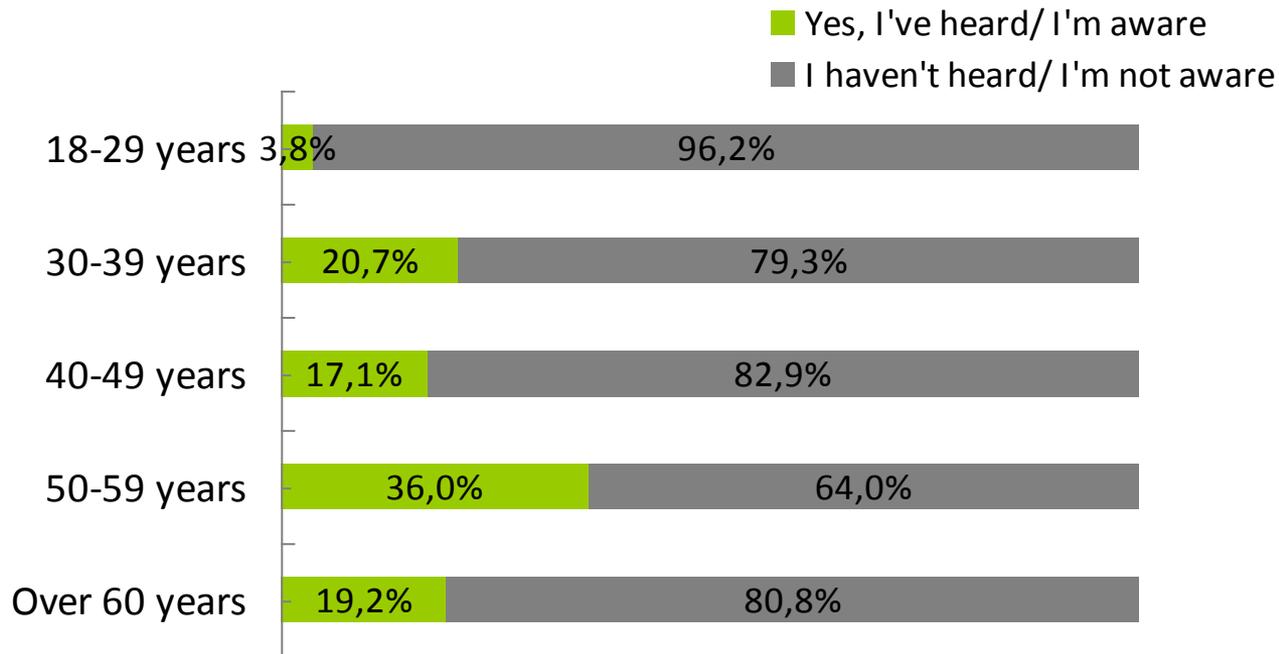
Information in the target group - based on ethnicity

Awareness of the campaign among the different groups of households (sorted by the respondent's ethnicity):



Information in the target group – based on the age

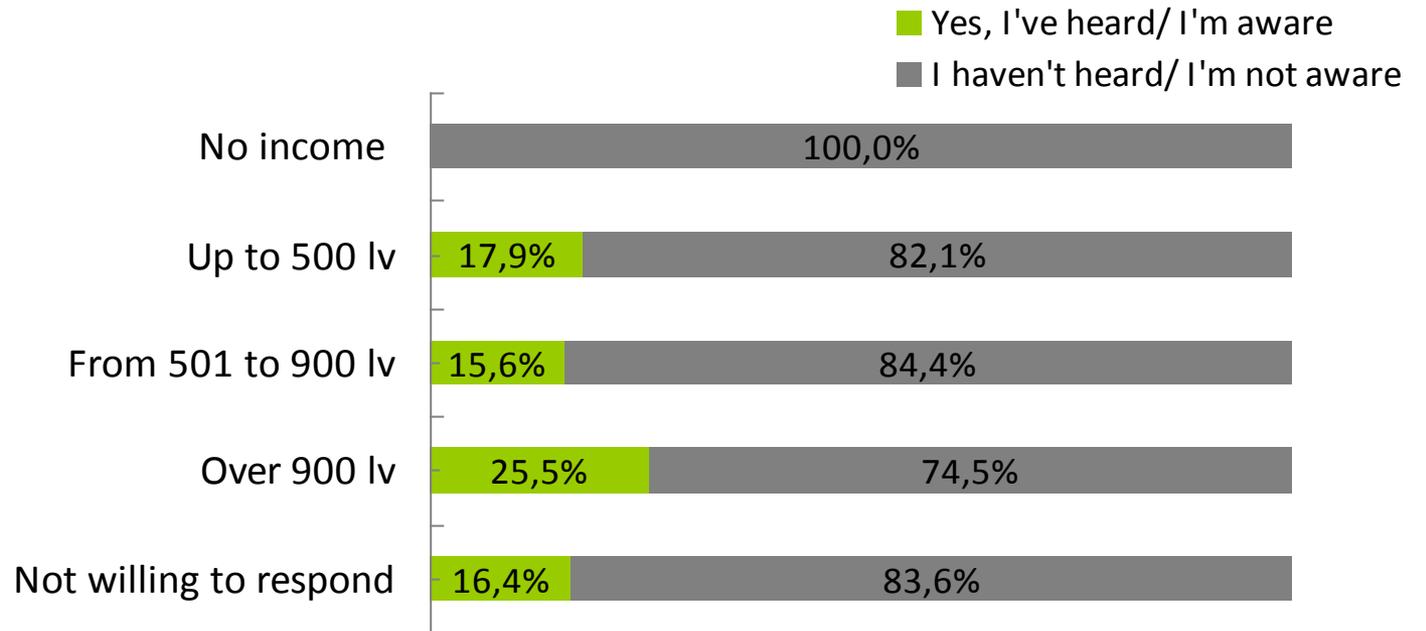
Awareness of the campaign among the different groups of households (sorted by the respondents' age):



sample: 267 people

Information in the target group – based on income

Awareness of the campaign among the different groups of households (sorted by the monthly household income):

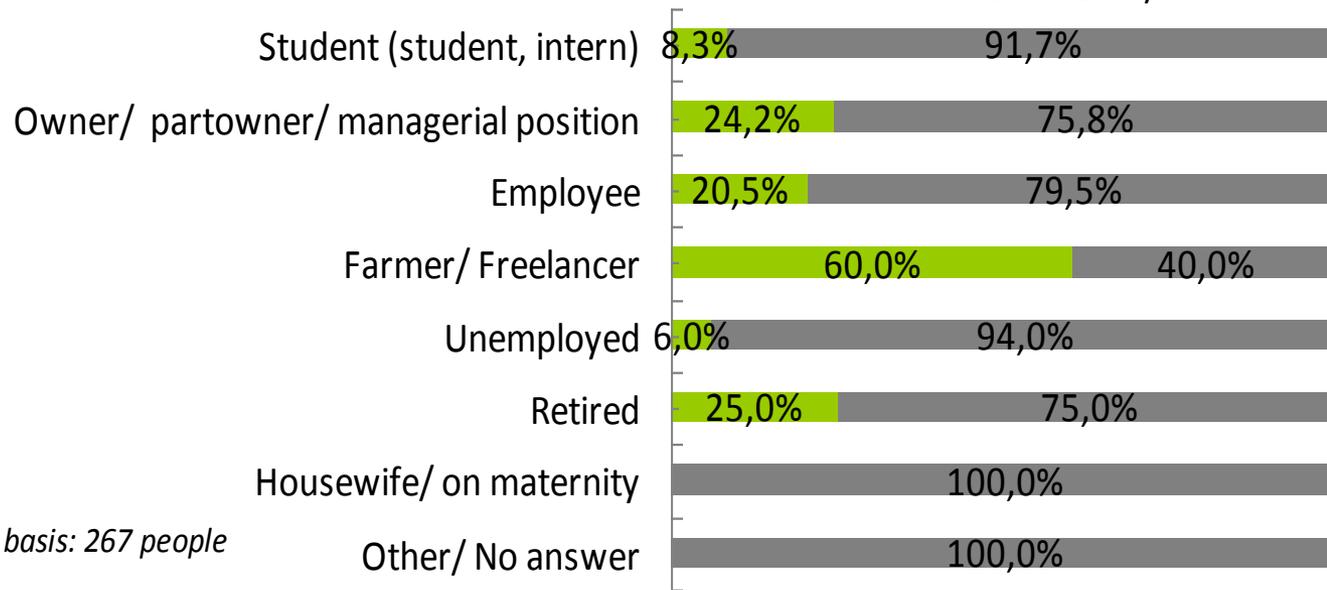


sample: 267 people

Information in the target group - based on status/employment

Awareness of the campaign among the different groups of households (sorted by the status/employment of the respondent):

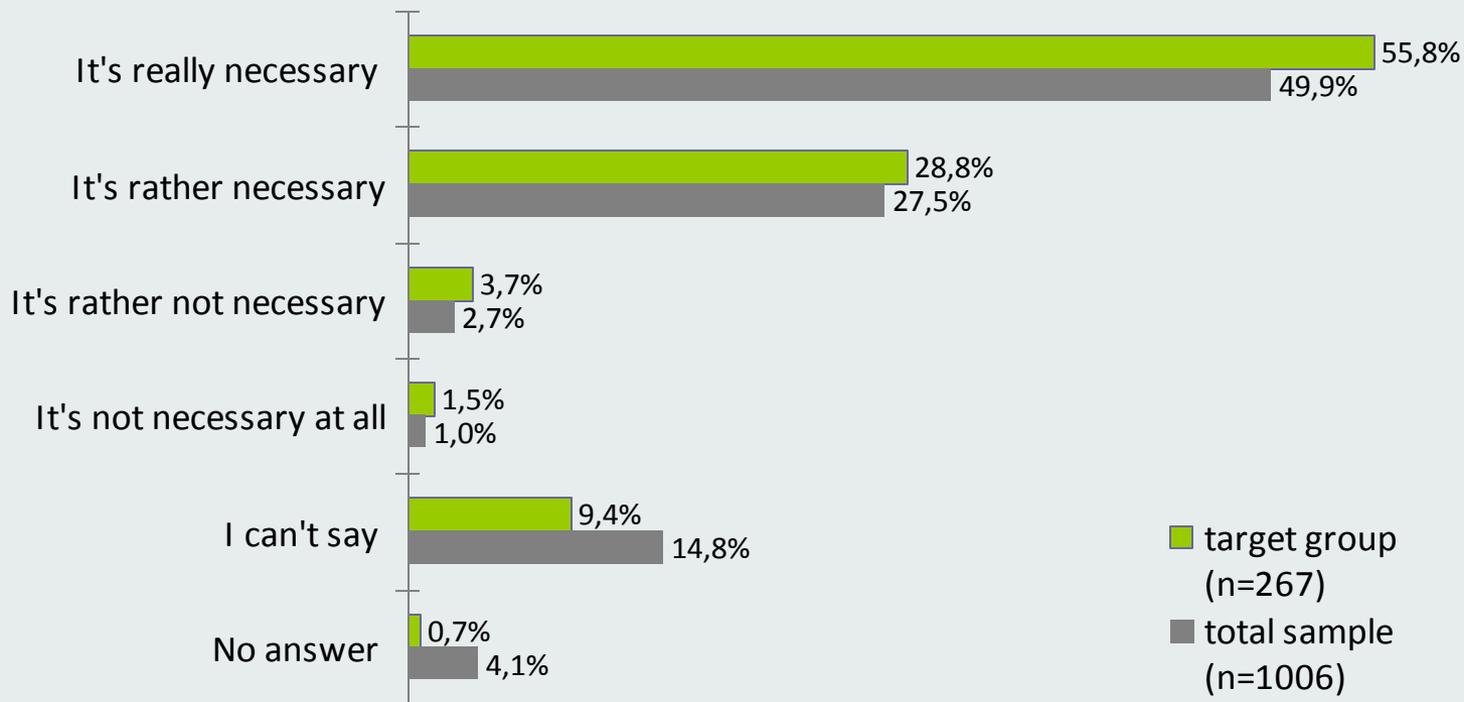
■ Yes, I've heard/ I'm aware
■ I haven't heard/ I'm not aware



basis: 267 people

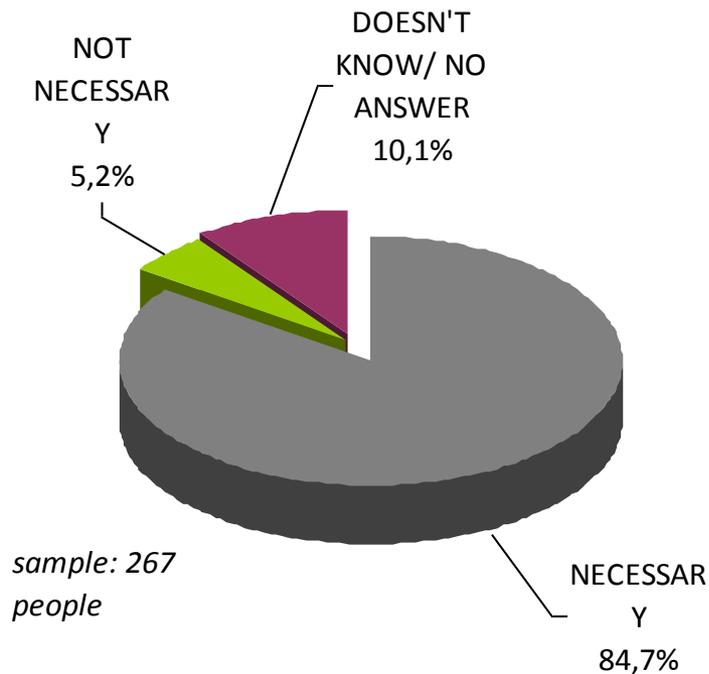
General attitude

The "Good Parent - Good Start" campaign is dedicated to the education of children without violence and is aimed at parents of young children. In your opinion, is it necessary or is it not to conduct similar campaigns in Bulgaria?

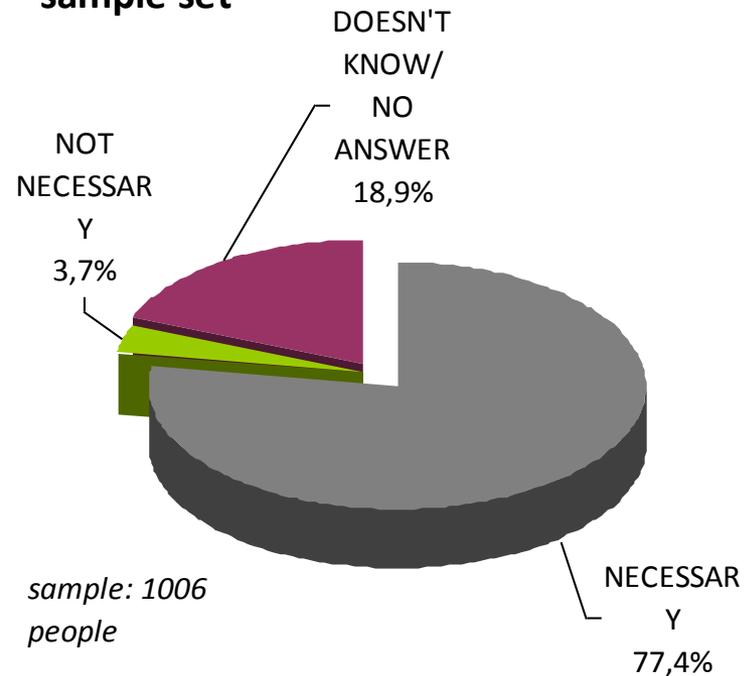


Attitudes in the groups

Opinion on the necessity to conduct the campaign among the target group



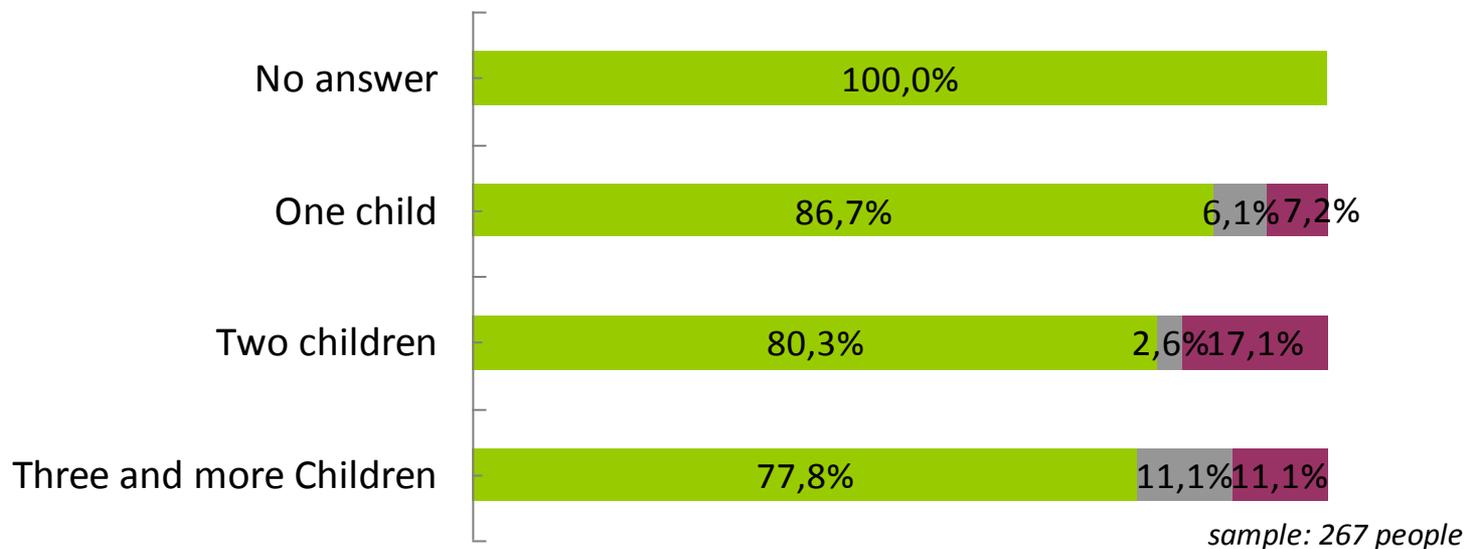
Opinion on the necessity to conduct the campaign among the entire sample set



Attitudes of the target group – based on the number of children

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the number of children under 18 years in each household)

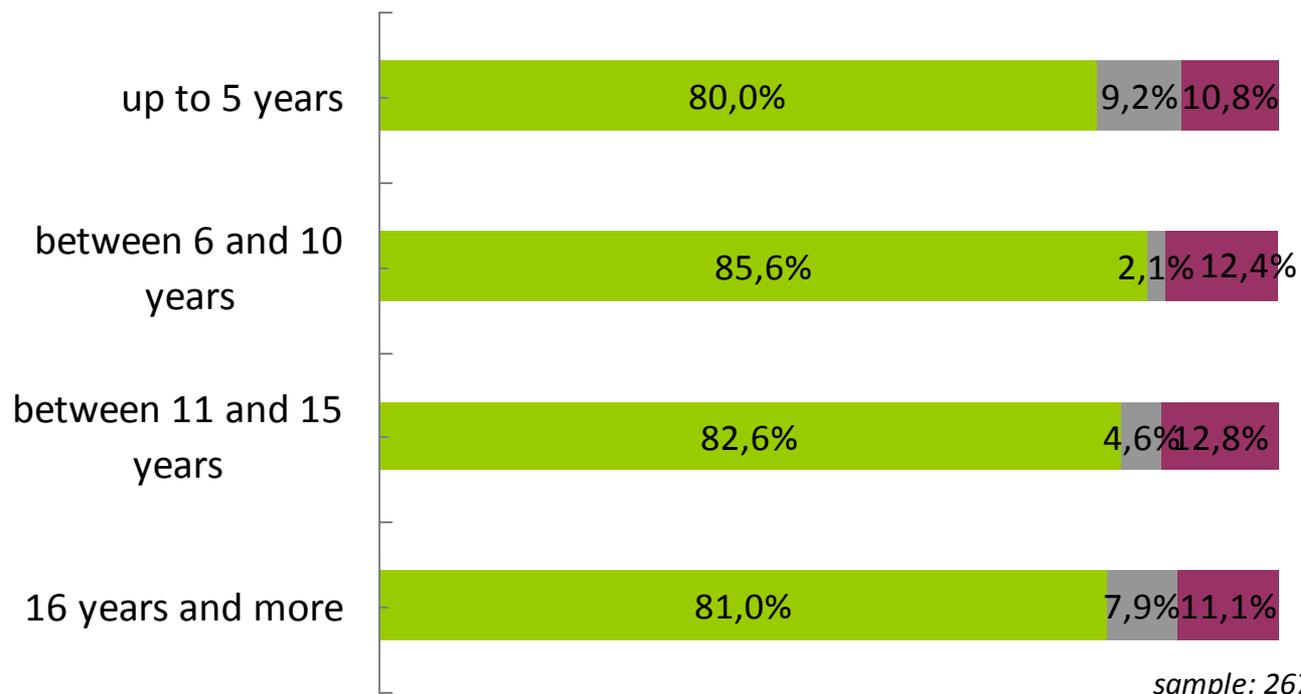
■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer



Attitudes of the target group – based on the age of the children

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the age of the children under 18 years in each household):

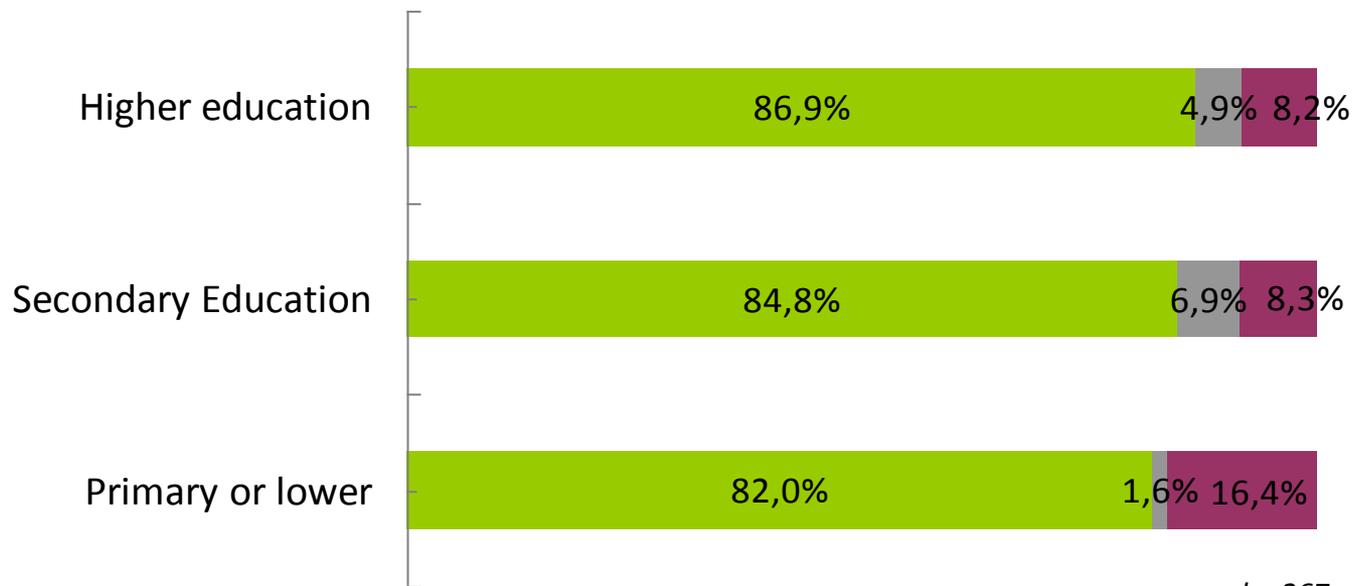
■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer



Attitudes of the target group – based on the education

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the respondent's education):

■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer

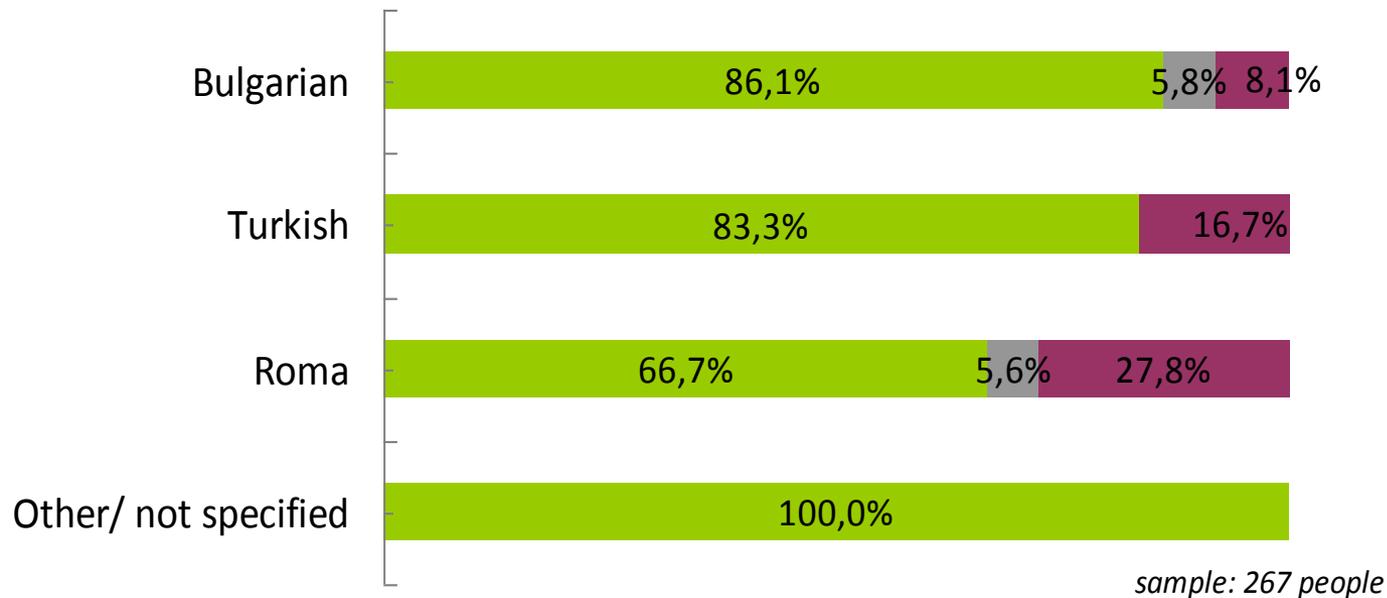


sample: 267 people

Attitudes of the target group – based on ethnicity

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the respondent's ethnicity):

■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer



Attitudes of the target groups - based on the age

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the age of the respondent):

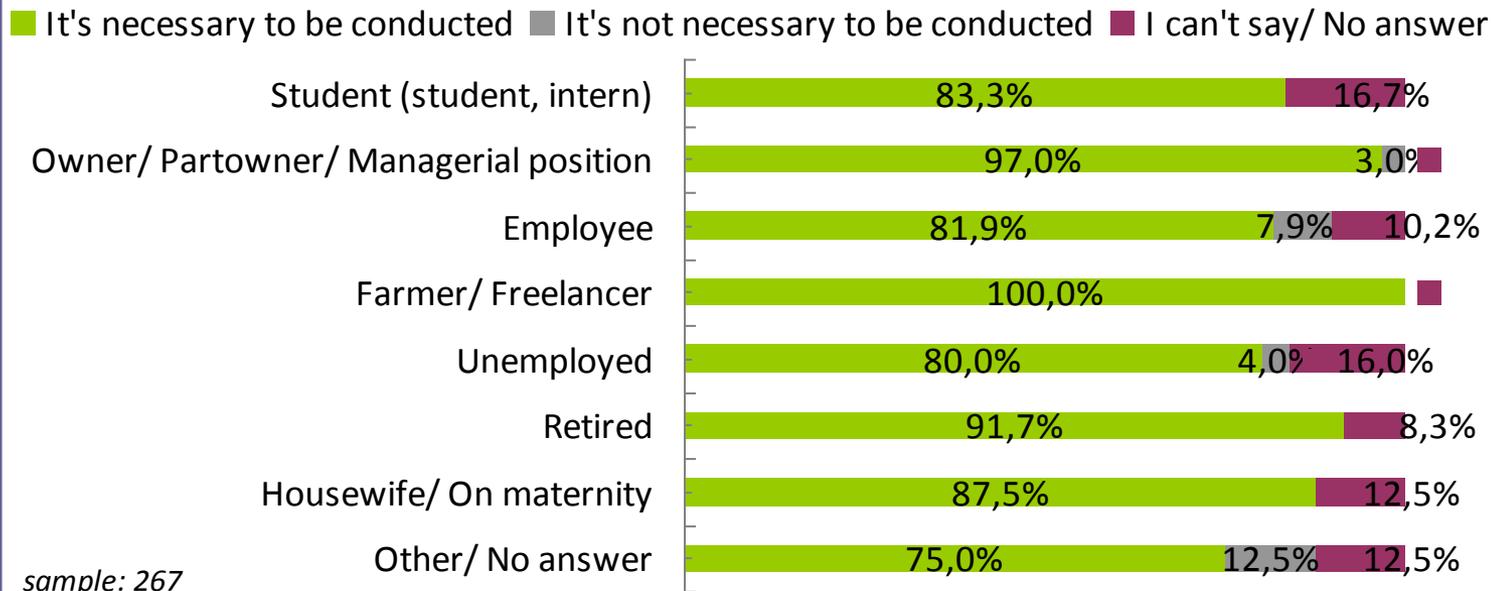
■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer



sample: 267 people

Attitudes of the target group – based on status/employment

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the status/employment of the respondent):



sample: 267
people

Attitudes of the target group – based on income

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the monthly household income):

■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer

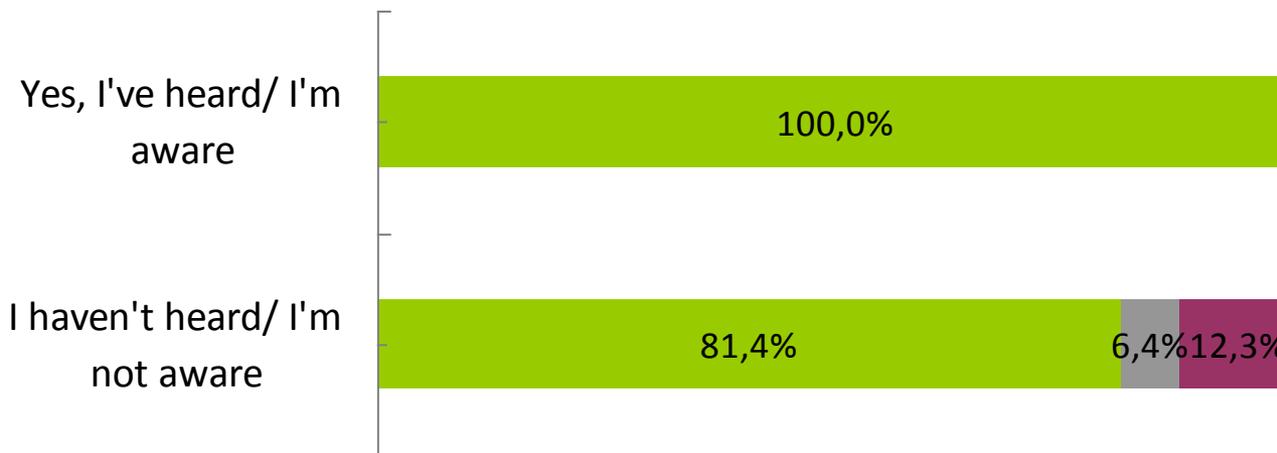


sample: 267 people

Attitudes of the target group – based on information

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted by the respondent's awareness):

■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer

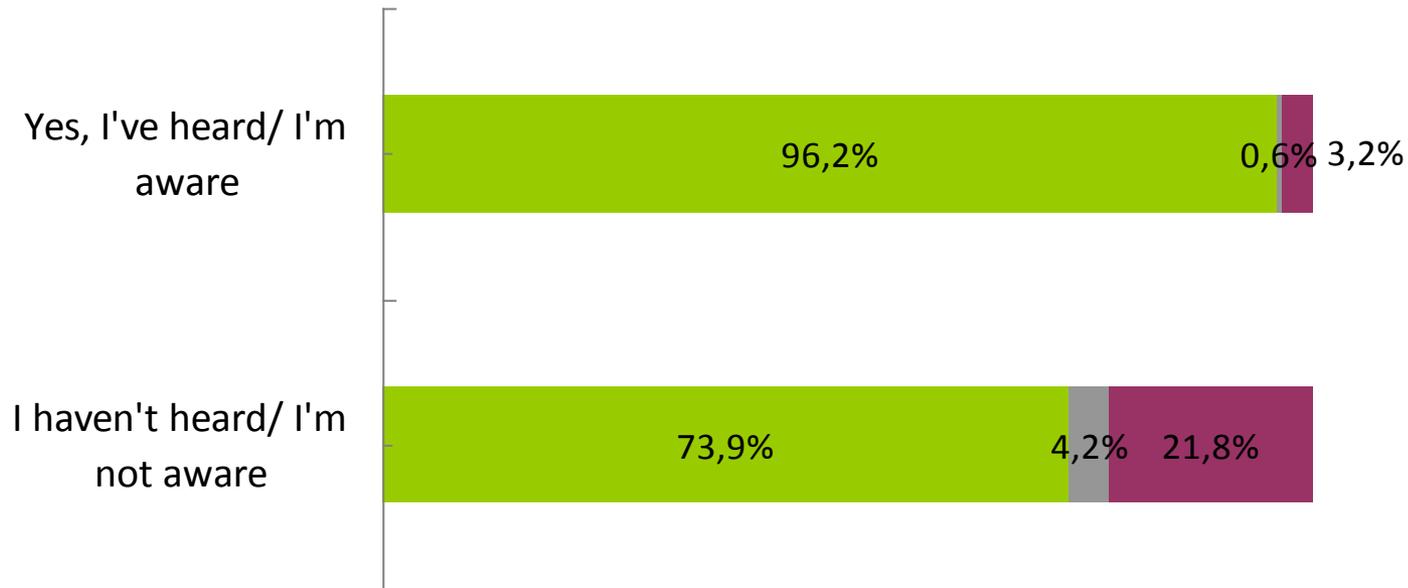


sample: 267 people

Attitudes in the sample – based on the level of information

Attitudes on the necessity to conduct the campaign among the different groups of households (sorted on the respondent's awareness):

■ It's necessary to be conducted ■ It's not necessary to be conducted ■ I can't say/ No answer



sample: 1006 people