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Abstract Title

Co-creating and Evaluating the You're Doing It Right Podcast: Responding to the Information Needs of Canadian Families

Authors

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Background

Parents increasingly turn to digital platforms for parenting information but must navigate an overwhelming volume of advice that varies in quality, credibility, and relevance. This creates a knowledge mobilization challenge for researchers seeking to make evidence accessible to families. You're Doing It Right is an expert-led, evidence-informed parenting podcast co-created to respond to the information needs of Canadian families.

Objective

To examine parent engagement with the podcast, preliminary changes in parent wellbeing and parenting outcomes, and parents' experiences with the podcast's content and format.

Methods

Canadian parents (N=63) participated in a longitudinal evaluation of the first six-episode podcast series. Participants completed questionnaires before the series, following individual episodes, and after the series. Validated measures assessed wellbeing, depressive symptoms, anxiety symptoms, anger, sleep problems,

parenting stress, and parenting self-efficacy. Open-ended questions captured participants' experiences with the podcast. Podcast reach and engagement were assessed using analytics from podcast platforms, the project website, and social media, alongside participant listening and study retention.

Results

Participants listened to an average of 5.5 episodes; 96.8% listened to at least 2 episodes and 54/63 (85.7%) completed the post-series assessment. Preliminary findings indicate improvements in parenting stress, parenting sense of competence, and depressive symptoms, with reductions also observed in anxiety symptoms, anger, and sleep problems. Parents valued research evidence and professional expertise delivered in an approachable, non-judgmental manner, alongside real-life examples and practical strategies. Participants also valued the approximately 30-minute episodes and flexibility to listen while commuting or completing household activities.

Conclusion

Preliminary findings suggest that an evidence-informed parenting podcast can engage parents while supporting parent wellbeing and parenting outcomes. Parents' experiences highlight the value of combining credible evidence with relatable, practical, and accessible communication. These findings provide a foundation for future research examining how podcasts and other digital formats can be intentionally designed and evaluated as knowledge mobilization tools for families.