ParentGuidance.org
Frequently Asked Questions

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1. **What is the Cook Center for Human Connection, and how is it related to ParentGuidance.org?**
    a. The Cook Center for Human Connection brings together the best organizations, programs, and resources to support mental health and enhance human connections vital for people to thrive. The Cook Center focuses on offering solutions that reinforce protective factors for youth mental health and suicide prevention, in which schools and parents play a critical role. As part of this mission, the Cook Center developed ParentGuidance.org resources for parents and families.
2. **What is ParentGuidance.org?**
    a. ParentGuidance.org is an online platform that offers parents and guardians no-cost educational resources and support to address their children's mental health. Created by leading mental health professionals, ParentGuidance.org aims to empower parents to better understand and support their children's emotional and behavioral needs. Parents and caregivers can access on-demand video courses, articles, and expert advice on mental health, parenting strategies, and child development topics—giving them the help they need when they need it.
    b. In collaboration with schools and community organizations, ParentGuidance.org focuses on providing accessible, evidence-based parenting and mental health resources to families. Through these partnerships, parents may have access to additional resources such as personalized parenting coaching sessions, live mental health events with licensed therapists, and staff coaching and training.

3. **What resources does ParentGuidance.org provide?**
    a. Schools partner with ParentGuidance.org to offer 24/7 access to mental health resources and tools at no cost to families.
    b. **On-Demand Courses:** Parents can access a library of more than 70 online video courses, covering topics such as anxiety, depression, self-harm, bullying, social media, substance abuse, and more. Courses are available in both English and Spanish. The platform also offers quick-read articles and topic-specific resources.
    c. **"Ask a Therapist":** Parents can submit questions and receive personalized video or written responses. A regularly updated library of on-demand Q&A videos featuring more than 250 previously answered questions.
    d. **One-on-One Parent Coaching:** Parents can sign up for confidential, personalized coaching sessions with trained parent coaches. Coaches are trained in the evidence-based model Cognitive Behavioral Coaching (CBC), helping parents set and achieve realistic goals for their family. Sessions are based on the parents' schedule,conducted via video calls, and include ongoing messaging support, allowing for continuous engagement and guidance. Parents also get access to personalized roadmaps on topics such as trauma, grief, discipline, and screen time.
    e. **Mental Health Series**: An online catalog of 30+ critical topics designed to give parents what they need, in a way that works for them. It includes live events, on-demand deep-dive videos, articles, and quick takeaways to support the unique needs of each family in your community. Some topics include bullying, emotional regulation, anxiety, and more. It allows parents to find support and answers when and how they need it.
4. **How is ParentGuidance.org used in schools? Why is it delivered through schools?**
    a. Research shows that when parents seek mental health support for their child, 80% start with their child's school. ParentGuidance.org is delivered in partnership with school districts to ensure that it is accessible to families within their school communities. The platform has seen high usage, indicating significant need and strong parent reception. ParentGuidance.org is reaching over 6.5 million families in 50 states.
    b. ParentGuidance.org is being widely adopted by schools across the United States to strengthen the mental health resources they have at their disposal to share with their parents and caregivers. Schools promote ParentGuidance.org as part of their broader mental health initiatives.
    c. By leveraging ParentGuidance.org, schools are strengthening family engagement, improving access to mental health support, and fostering healthier school communities.
5. **Why is it important for schools to offer this resource to parents?**
    a. Providing resources like ParentGuidance.org to parents, caregivers, and staff is crucial in addressing the rising mental health challenges among students and the growing demand on schools for support. Parents are their children's first teacher

and first line of defense in mental health and suicide prevention. However, families often lack access to resources when they need them.

b. The American Association of Medical Colleges states that “less than one-third of the U.S. population (28%) lives in an area where there are enough psychiatrists and other mental health professionals available to meet the needs of the population — in fact, most states have fewer than 40% of the mental health professionals needed.” Additionally, in-school resources for students and their families are constrained. According to the National Association of School Psychologists, the national average psychologist-to-student ratio is two times higher than the recommended ratio of one per 500 students.
c. ParentGuidance.org offers 24/7, on-demand education and expert advice from mental health professionals to empower parents in supporting their children’s and their own mental well-being.
d. When parents and guardians are equipped with the knowledge and tools they need, they can better support their children by recognizing challenges early, taking proactive steps, and strengthening support systems, leading to better student outcomes. Studies show that educating and engaging parents can increase the impact of school-based mental health and suicide prevention programs.

6. What has been the impact of ParentGuidance.org?

a. Feedback consistently shows increased parental confidence, improved family communication, and reduced stigma around mental health. A majority of families who’ve used ParentGuidance.org say they would recommend the resources to friends and family.
b. Parents and caregivers who have participated in coaching sessions have expressed that their coaches are empathetic and supportive while providing meaningful guidance, particularly as many struggle with self-doubt as they navigate parenthood. One parent's powerful response explained that ParentGuidance.org came at just the right time as they “hit a wall trying to figure it out on their own.” Feedback also shows that 96% of parents are satisfied with their coaching experience.
c. Parents and caregivers who have used coaching feel it has helped them be stronger and more resilient in their parenting. Some comments include:
d. “Coaching has been phenomenal at helping me open up about things that are bothering me that I wouldn’t think to share with anyone. I’m not used to feeling important enough to share. But my coach helps me sort through these feelings and create goals."
e. “I am so glad to know that I'm not alone and there are so many resources that are available and I will take advantage of as many as I can. I'm so excited right now my anxiety is going.”
f. “I want to be the best teacher/parent I can be. I recognize my faults and am prepared to work hard on those things needing work. I’m harder on myself than anyone else could ever be. Coaching helps me work through these feelings, and helps me know that I'm not alone.”

7. **What professional or clinical oversight is in place?**
    a. ParentGuidance.org is led under the clinical direction of Dr. Kevin Skinner (LMFT, CSAT-S, EMDR), and content is developed by licensed therapists and mental health experts, including advisors from WVU Medicine Children's Hospital and other medical institutions. Dr. Skinner has conducted hundreds of thousands of assessments to form the clinical foundation for the parent coaching model and develop best practices.
8. **Is ParentGuidance.org a therapy service?**
    a. ParentGuidance.org does not provide therapy services and is not intended to replace therapy. The website offers on-demand courses and content developed by licensed therapists and mental health professionals to help parents navigate mental health challenges with their children. Through partnerships with school districts, parents can sign up for individualized parent coaching that they can schedule at their convenience. Coaching sessions are goal-oriented and forward-focused based on Cognitive Behavioral Coaching (CBC) methods, helping parents make progress and build skills without replacing or replicating therapy. It doesn’t provide clinical diagnosis and treatment or unpack past trauma; it provides tools and education to help parents support their children.
9. **How is ParentGuidance.org funded?**
    a. The Cook Center for Human Connection is a nonprofit family foundation that heavily subsidizes the platform through philanthropic support. School partners may purchase customized services at significantly reduced costs, but all services are offered at no cost to families.