This poster will share the results of a phone survey of more than sixty parents aged 0–5 in Pima County to measure their opinions on parent education classes. The diverse sample varies according to education level, race and prior experience with parenting education. Parent feedback provides insight into the challenges and inspirations of parenting, common sources of parenting support and what draws or repels parents to parenting classes. The poster will also provide insight into the role of stigma in engaging parents and how to make classes more appealing. Top suggestions from parents on class structure include holding classes in an academic setting that involve their children for at least part of the class and allow them to interact with other parents. This poster will provide concrete tools for innovating class delivery based on survey results.