

**Note for Reviewers:** Skip logic notes are written in red font. These notes will not appear in the actual question on the survey; they are only meant to serve as a notification as to which respondents will be offered the question. Every respondent will be offered questions that do not have a skip logic note to indicate who will be offered the question.

# 2021 National Child Abuse Prevention Month Survey

PAPERWORK REDUCTION ACT OF 1995 (Pub. L. 104-13) The purpose of this information collection is to gather feedback on the National Child Abuse Prevention Month website to enhance future special initiative campaign websites and resources. Public reporting burden for this collection of information is estimated to average 5 minutes per respondent, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This is a voluntary collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The control number for this project is 0970-0401. The control number expires on 6/30/2024. If you have any comments on this collection of information, please contact Ashley Turk, Child Welfare Information Gateway, by e-mail at [Ashley.Turk@icf.com](mailto:Ashley.Turk@icf.com).

Please let us know how you are using this year's National Child Abuse Prevention Month website and how we can better meet your needs! Your input will help enhance National Child Abuse Prevention Month website and resources to better meet your needs. Your participation in this survey is voluntary, and your responses will be reported anonymously. **This survey is intended for customers who are at least 18 years old.** If you have any questions or require accessibility assistance with this survey, please contact Child Welfare Information Gateway staff by email at [info@childwelfare.gov](mailto:info@childwelfare.gov) or by telephone at 800.394.3366. Thank you for helping us help you.

1. Please describe why you are visiting the National Child Abuse Prevention Month website. Select all that apply.

- To find resources and outreach tools that I can use to promote awareness of National Child Abuse Prevention Month in my community.
  - To find resources and information for my work
  - To find general information on child abuse prevention (e.g., reporting child abuse, state statutes) /for my personal use/for my education.
  - Other (Please describe in the textbox below.)
- 

## Customer Background

2. Which of the following best describes your background or role?

- Professional
  - Advocate
  - Student
  - Kinship caregiver
  - Foster youth (current or former)
  - Foster parent
  - Adoptive parent
  - Parent (i.e., biological/birth)
  - Other (Please describe in the textbox below.)
-

2a. Which of the following best describes your professional background? **If respondent selects professional, item is displayed.**

- Prevention/family support services
  - Child protective services
  - Foster care services
  - Adoption services
  - Youth services
  - Juvenile justice
  - Law enforcement
  - Health/mental health services
  - Substance use services
  - Legal/courts (e.g., GAL, CASA, attorney)
  - Researcher/evaluator/consultant
  - Early childhood educator (0–5yrs)
  - Teacher (K–12)
  - Professor/faculty (higher education)
  - Other (Please describe in the textbox below.)
- 

2b. Which of the following best describes your workplace? (Check one.) **If respondent selects professional, item is displayed.**

- Local or county public/private agency
  - State agency
  - Tribal agency/organization
  - Federal agency
  - Community-based organization
  - Faith-based organization
  - National organization (e.g., nonprofit, advocacy)
  - Training and technical assistance service provider
  - Educational institution (early education, K–12, college, university)
  - Other (Please describe in the textbox below.)
- 

2c. Which of the following best describes your position? (Check one.) **If respondent selects professional, item is displayed.**

- Frontline worker (e.g., caseworker, direct service worker)
  - Supervisor/manager
  - Director/administrator
  - Training specialist
  - Licensing specialist
  - Outreach/communications coordinator
  - Other (Please describe in the textbox below.)
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3. How useful are the information and resources available on the National Child Abuse Prevention Month website?

- Very useful (Please explain in the textbox below.)  
\_\_\_\_\_
- Useful (Please explain in the textbox below.)  
\_\_\_\_\_
- Somewhat useful (Please explain in the textbox below.)  
\_\_\_\_\_
- Not useful (Please explain in the textbox below.)  
\_\_\_\_\_

4. On a scale of 1 (poor) to 5 (excellent), please rate the following about your experience on this year's redesigned website and provide an explanation for your ratings in the space provided.

	1	2	3	4	5	N/A
Ease of finding information on the National Child Abuse Prevention Month website	•	•	•	•	•	•
Appeal of the website design	•	•	•	•	•	•
Content that matches my needs	•	•	•	•	•	•

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Please provide an explanation for your ratings above in the textbox below.

\_\_\_\_\_

5. The following resources and tools are available to help you and your organization/agency to raise awareness about preventing child maltreatment and promoting well-being. For each resource or tool, please indicate whether or not you and your organization/ agency have used it or intend to use it to raise awareness about preventing child maltreatment and promoting well-being. Check all that apply.

	Have used	Intend to use
Shareable graphics (e.g., Facebook profile frame)	•	•
Videos in multimedia gallery	•	•
Child maltreatment statistics	•	•
Conversation Guides for parents and caregivers	•	•
Email signatures	•	•
Sample press release	•	•
Sample proclamation	•	•
Sample social media posts	•	•
Protective Factors and Adverse Childhood Experiences (ACEs) resources	•	•

Please describe how you have used/intend to use the resources you selected above in the textbox below.

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6. How did you use or intend to use the resources offered on the National Child Abuse Prevention Month website? (Select all that apply and please provide details in the textboxes below.)

- I have not used nor intend to use the resources offered on the National Child Abuse Prevention Month website.
- Support public awareness or advocacy efforts for National Child Abuse Prevention Month  
\_\_\_\_\_
- Support protective capacities of families and communities  
\_\_\_\_\_
- Increase my knowledge or transform my attitudes  
\_\_\_\_\_
- Share with families and/or clients \_\_\_\_\_
- Share with professionals or colleagues  
\_\_\_\_\_
- Implement, sustain, or improve programs (e.g., program management, logic model development, program evaluation) \_\_\_\_\_
- Share in a formal training environment \_\_\_\_\_
- Support practice improvement and/or sustain good practice \_\_\_\_\_
- Support policy change and/or sustain good policies  
\_\_\_\_\_
- Conduct research or evaluation \_\_\_\_\_
- Grant writing/fundraising \_\_\_\_\_
- My own professional development \_\_\_\_\_
- Personal use \_\_\_\_\_
- Class assignment \_\_\_\_\_
- Other (please describe): \_\_\_\_\_

7. Please rate your agreement with the following statements. Please provide more information about your responses in the space provided.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The National Child Abuse Prevention Month website provided quality tools and resources to spread the word about the National Child Abuse Prevention Month campaign.	•	•	•	•	•
The information on the National Child Abuse Prevention Month website increased my knowledge on how to support the protective capacities of families and communities.	•	•	•	•	•
The information and resources on the National Child Abuse Prevention Month website demonstrated a variety of ways in which communities can implement prevention strategies that promote child and family well-being.	•	•	•	•	•

Please provide an explanation for your ratings above in the textbox below.

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8. How did you hear about the National Child Abuse Prevention Month website this year?

- Search engine (e.g., Google, Yahoo)
- Linked from another website (Please describe in the textbox below.)  
\_\_\_\_\_
- Conference or presentation
- Email from Child Welfare Information Gateway or Children's Bureau (Please describe in the textbox below.) \_\_\_\_\_
- Email from another organization (Please describe in the textbox below.)  
\_\_\_\_\_
- Browsing Child Welfare Information Gateway's website
- Colleague or friend told me about it
- Social media (e.g., Facebook, Twitter)
- Hardcopy publication
- Podcast/webinar
- Mobile app search
- Other (Please describe in the textbox below.)  
\_\_\_\_\_

9. Please rate your agreement with the following statements and provide an explanation for your ratings in the space provided.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Not Applicable/ I did not receive Child Welfare Information Gateway outreach messages about National Child Abuse Prevention Month.
I plan to share Child Welfare Information Gateway email and/or social media posts so that others know how to access National Child Abuse Prevention Month information and resources.	•	•	•	•	•	•
Child Welfare Information Gateway outreach messages were clear about how I could use them to support my local Child Abuse Prevention Month campaign.	•	•	•	•	•	•
Child Welfare Information Gateway outreach messages regarding National Child Abuse Prevention Month provided information that was relevant to my local Child Abuse Prevention Month campaign.	•	•	•	•	•	•
I trust the information and resources on the National Child Abuse Prevention Month website	•	•	•	•	•	•

Please provide an explanation for your ratings above in the textbox below.

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10. What format(s) do you prefer to receive National Child Abuse Prevention Month information and resources? What format (s) do you prefer for purposes of sharing National Child Abuse Prevention Month information and resources with stakeholders (e.g. families, other service providers, etc.)?

	Preferred formats for sharing National Child Abuse Prevention Month information or resources	Preferred formats for receiving National Child Abuse Prevention Month information or resources
Mobile phone applications	•	•
Pamphlets or short handouts	•	•
Journal articles	•	•
Online news articles	•	•
Videos	•	•
Virtual trainings	•	•
Conference presentations	•	•
Conference booths	•	•
Presentation slides (e.g., PowerPoint)	•	•
Webinars	•	•
Guidebooks	•	•
Toolkits	•	•
Online e-books	•	•
Technical reports or briefs	•	•
Infographics	•	•
Podcasts	•	•
Facebook posts	•	•
Twitter posts	•	•
LinkedIn posts	•	•
Other (Please describe in the textbox below.)	•	•

11. Do you have any additional comments or suggestions about the National Child Abuse Prevention Month website?

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