

FAP Staff Feedback Sessions

Introduction

Thank you for participating in this feedback session! During this session, we will ask you a series of questions about your experience developing, implementing, and supporting the Domestic Violence Awareness and Child Abuse Prevention campaigns. Your responses will inform processes related to FAP campaign implementation in the future. As you respond to the questions, please do not share any personally identifiable information for confidentiality purposes.

This conversation should last no longer than 1 hour. In an effort to be more conversational, and less focused on notes, would you be ok if we recorded this session? We can stop the recording at any time.

Do you have any questions before we get started? [If no, proceed to first question]

Campaign Implementation

1. Which FAP campaign(s) did you implement or support this year?
 - a. Domestic Violence Awareness
 - b. Child Abuse Prevention
 - c. Both

Domestic Violence Awareness Campaign

[Skip section if individual only indicated experience with Child Abuse Prevention]

1. What activities or events did you hold for the domestic violence awareness campaign?

Probe: *Did you do any of the following activities?*

- Put up posters, flyers, or a banner
- Set up a display in a common area (such as an awareness table)
- Held an event (such as guest speaker, open house, etc.)
- Posted something on social media

Probe: *Can you describe these activities in more detail? (i.e., how many people attended the event, how many posters did you display, etc.)*

2. What was the process you used to develop campaign activities or materials?

Probe: *Were these activities (a) predeveloped, (b) adapted based on other materials, or (c) developed from scratch?*

[If a/b] What were these materials or resources and where did they come from?

- a. Did you receive content and instructions from headquarters for the development of these campaigns? If so, how did you incorporate the content and instructions that you received from headquarters in the development of campaign activities?

3. Overall, how were the activities received?

- a. How did you know the activity was or was not successful?

Probe: *Did you use any formal measures for success/outcome (e.g., survey/questionnaire)? Did you solicit feedback from the audience about the activities? If so, please describe the results.*

- b. Which activity did you feel was the most effective in meeting the FAP's mission for domestic violence awareness?

4. What challenges or difficulties did you face with planning or executing the activities?

Probe: *Do you feel you had enough time in your schedule to dedicate towards the planning and execution of the activities?*

[If no] how much additional time would you have liked to have?

5. What would you change in the future when implementing the campaign?

6. In what way(s) did other FAP staff support you during the campaign? Would you like any additional help from headquarters? If so, what additional help would you like?

Probe: *[if general "most FAP staff"] Without sharing any personally identifying information, what was the position of the person who helped you? Or who would you have liked to see more help from?*

7. In what way(s) did people at your site (outside of FAP) support you during the campaign?

Probe: *[if general "most people"] Without sharing any personally identifying information, what was the position of the person who supported you? Or who would you have liked to see more support from?*

8. Is there anything else you would like to share about your experience implementing the domestic violence awareness campaign?

Child Abuse Prevention Campaign

1. What activities or events did you hold for the child abuse prevention campaign?

Probe: Did you do any of the following activities?

- Put up posters, flyers, or a banner
- Set up a display in a common area (such as an awareness table)
- Held an event (such as guest speaker, open house, etc.)
- Posted something on social media

Probe: Can you describe these activities in more detail? (i.e., how many people attended the event, how many posters did you display, etc.)

2. What was the process you used to develop campaign activities or materials?

Probe: Were these activities (a) predeveloped, (b) adapted based on other materials, or (c) developed from scratch?

[If a/b] What were these materials or resources and where did they come from?

- a. Did you receive content and instructions from headquarters for the development of these campaigns? If so, how did you incorporate the content and instructions that you received from headquarters in the development of campaign activities?

3. Overall, how were the activities received?

- a. How did you know the activity was or was not successful?

Probe: Did you use any formal measures for success/outcome (e.g., survey/questionnaire)? Did you solicit feedback from the audience about the activities? If so, please describe the results.

- b. Which activity did you feel was the most effective in meeting the FAP's mission for domestic violence awareness?

4. What challenges or difficulties did you face with planning or executing the activities?

Probe: Do you feel you had enough time in your schedule to dedicate towards the planning and execution of the activities?

[If no] how much additional time would you have liked to have?

5. What would you change in the future when implementing the campaign?

6. In what way(s) did other FAP staff support you during the campaign? Would you like any additional help from headquarters? If so, what additional help would you like?

Probe: [if general “most FAP staff”] Without sharing any personally identifying information, what was the position of the person who helped you? Or who would you have liked to see more help from?

7. In what way(s) did people at your site (outside of FAP) support you during the campaign?

Probe: [if general “most people”] Without sharing any personally identifying information, what was the position of the person who supported you? Or who would you have liked to see more support from?

8. Is there anything else you would like to share about your experience implementing the child abuse prevention campaign?

General Feedback

1. Did you focus the campaigns during October/April for the specific awareness months, or do you continue beyond? If continued, how do you implement the campaign outside of the national awareness month?
2. [If they support both campaigns] Comparing your domestic violence work to your child abuse prevention work, is one population harder to reach than the other? Why do you think this might be?
3. What guidance would you provide for other programs who are implementing the campaigns?

Thank you so much for sharing your experience with implementing the campaigns! Without sharing any personally identifying information, is there anything else you would like to share about your experience?

Thank you for your time today.