

# 2023 National Adoption Month Website Survey

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How are we doing? Please take five minutes to answer the questions below. Your input will help strengthen the National Adoption Month website to better meet your needs. Your participation in this survey is voluntary, and your responses will be anonymously shared with Child Welfare Information Gateway staff and the Children's Bureau to improve service delivery. You may exit the survey at any time and are free to decline to answer any question. There are no foreseeable risks and no direct benefits from participating in this survey. Proceeding with the survey is an indication of your consent. 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](tel:800.394.3366). Thank you for helping us help you.

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

- To find resources and outreach tools that I can use in promoting awareness of National Adoption Month
  - To find resources and information for my work
  - To help me engage youth effectively in the adoption process
  - To find general information on adoption (e.g., how to adopt a child, search and reunion, state laws about adoption)
  - Other (Please describe in the textbox below.)
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2. Have you found what you were looking for today?

- Yes
- No

O I'm still looking

3. Please rate your level of agreement with the following statements.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Relationship-Building tools in the Professionals section are relevant to my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The National Adoption Month website promotes public awareness about the importance of adopting teens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The National Adoption Month website provides access to quality resources and tools for me to engage youth in their permanency planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The National Adoption Month website provides access to quality resources and tools for me to plan or support local National Adoption Month events and campaigns.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3a. Please provide an explanation for your ratings above.

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4. Which of the following best describes your involvement in National Adoption Month campaigns?

- I am currently leading/will lead a campaign within my organization or agency this year.
- I will be involved in a local campaign in my community.
- I am aware of campaigns in my community, but I will not be joining.
- I am not aware of any campaigns in my community but would like to lead or join one.
- Other (Please describe in the textbox below.) \_\_\_\_\_

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

- Professional
- Student
- Relative/Kinship caregiver
- Youth in foster care (current or former)
- Person who was adopted
- Prospective adoptive parent
- Adoptive parent

- Foster parent
  - Parent (i.e., biological/birth)
  - Member of the general public
  - Other (Please describe in the textbox below.)
- 

5a. **PROFESSIONALS:** Which of the following best describes your professional background?

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

- Licensing specialist
  - Media
  - Other (Please describe in the textbox below.)
- 

5b. **PROFESSIONALS:** Which of the following best describes your workplace

- Local or county public/private child welfare agency
  - State child welfare agency
  - Tribal child welfare agency/organization
  - Federal agency
  - Community-based/faith-based organization
  - Mental health/behavioral health agency
  - 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.)
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5c. **PROFESSIONALS:** Which of the following best describes your position?

- Client-facing staff (e.g., caseworker, direct service worker)
- Supervisor/manager
- Director/administrator
- Training Specialist
- Outreach coordinator

- Licensing specialist
- Mental health provider
- Other (Please describe in the textbox below.) \_\_\_\_\_

6. How did you hear about us this year?

- Search engine (e.g., Google Yahoo)
- Notification (e.g., email, intranet posting, etc.) from my local or state agency
- Linked from another website (Please describe in the textbox below.) \_\_\_\_\_
- Conference or presentation (Please describe in the textbox below.) \_\_\_\_\_
- Email from Information Gateway or the 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 posts from Information Gateway or the Children's Bureau (e.g., Facebook, Twitter)
- Social media posts from friends or colleagues (e.g., Facebook, Twitter)
- Podcast/webinar)
- Other (Please describe in the textbox below.)

\_\_\_\_\_

7. How many years, including this year, have you visited the National Adoption Month website?

- This is my first year
- 2-4

5–10

More than 10

8. Rate the following on a scale of 1–5 about your experience on the National Adoption Month website.

	1 (Poor)	2	3	4	5 (Excellent)	N/A
Usefulness of the information and resources available on the National Adoption Month Website						
Ease of finding information on the site						
Ease of sharing information and resources from the site						
Appeal of the website design						
Content that matches my needs						

9. Please provide an explanation for your ratings above.

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10. With whom do you plan to share the information you found today? Select all that apply.

Families or clients

Youth in foster care (current or former)

Staff who report directly to me

Colleagues

Community-based service providers

Legal professionals in my community

I do not plan to share the information; I plan to use it to increase my own knowledge or understanding or for my own professional development

Other (Please describe in the textbox below.)

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11. How do you intend to use the information or resources from Information Gateway?  
(Select all that apply.)

- Increase my knowledge or inform my attitudes
  - Support public awareness or advocacy efforts
  - Share with colleagues
  - Share in a formal training environment
  - Share with community partners/service providers
  - Share with families and/or clients
  - Support practice improvement and/or sustain good practice
  - Implement, sustain, or improve programs (e.g., program management, logic model development, program evaluation)
  - Support policy change and/or sustain good policies
  - Conduct research or evaluation
  - Grant writing/fundraising
  - I do not intend to use
  - Other (Please describe in the textbox below.)
- 

12. The following tools and resources are available to help you and your organization/agency promote National Adoption Month (NAM). Please select the tools you and your organization/agency have used or intend to use to promote NAM. Then, please describe how you have used or intend to use these items in the textbox. Select all that apply.

- Shareable graphics (Please explain in the textbox below.) \_\_\_\_\_
- Outreach toolkit (Please explain in the textbox below.) \_\_\_\_\_
- Sample social media posts (Please explain in the textbox below.) \_\_\_\_\_
- Sample email messages (Please explain in the textbox below.) \_\_\_\_\_

Sample Federal, State, and local proclamations (Please explain in the textbox below.)

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Resources page (Please explain in the textbox below.) \_\_\_\_\_

13. Do you have any additional comments or suggestions about the National Adoption Month website?

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