

National Child Abuse Prevention Month Website Feedback 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 XX/XX/XXXX. If you have any comments on this collection of information, please contact Jing Sun, Child Welfare Information Gateway, by e-mail at Jing.Sun@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 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 Child Abuse Prevention Month (NCAPM) website. Select all that apply.

- To find resources and outreach tools that I can use to promote awareness of NCAPM.
- To find resources and information for my work.
- To find general information on child abuse prevention/for my personal use/for my education.
- Other (Please describe in the textbox below.) _____

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)
- Member of the general public
- Other (Please describe in the textbox below.) _____

2a. Which of the following best describes your professional background?

- Prevention services
- 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)
- Media
- Other (Please describe in the textbox below.) _____

2b. Which of the following best describes your workplace?

- 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.)

- 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.) _____

3. Which of the following best describes your involvement in National Child Abuse Prevention 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 explain in the textbox below.) _____

4. 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.) _____

5. On a scale of 1 (poor) to 5 (excellent), please rate the following about your experience on the National Child Abuse Prevention (NCAPM) website.

	1	2	3	4	5	N/A
Ease of finding information on the NCAPM website	<input type="radio"/>					
Ease of sharing information and resources from the NCAPM website	<input type="radio"/>					
Appeal of the NCAPM website design	<input type="radio"/>					
Content that matches my needs	<input type="radio"/>					

5a. Please provide an explanation for your ratings above in the textbox below. _____

6. 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. Select the resources and tools 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. Please describe how you have used/intend to use the resources you selected in the textbox below each item.

- Videos in multimedia gallery _____
- Child maltreatment statistics _____
- Conversation Guides for parents and caregivers _____

- o Sample press release _____
- o Sample Op-Ed _____
- o Sample proclamation _____
- o Protective Factors and Adverse Childhood Experiences (ACEs) resources _____

7. 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 _____

8. Please rate your agreement with the following statements about the National Child Abuse Prevention Month (NCAPM) website. Please provide more information about your responses in the space provided.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The NCAPM website provided quality tools and resources to spread the word about the National Child Abuse Prevention Month campaign.	○	○	○	○	○
The information on the NCAPM website increased my knowledge on how to support the protective capacities of families and communities.	○	○	○	○	○
The information and resources on the NCAPM website increased my knowledge of communities can tailor prevention efforts to meet individual needs.	○	○	○	○	○

8a. Please provide an explanation for your ratings. _____

9. Please indicate with whom you plan to share the information found today. Select all that apply.

- Families or clients
- Community-based service providers
- Staff who report directly to me
- Colleagues
- Friends and family
- 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.) _____

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

- Search engine (e.g., Google, Yahoo)
- Notification (e.g., email, intranet posting) from my local or state agency
- 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.) _____

11. How likely are you to use the tools from the Spread the Word section of this website (e.g., sample social media posts, graphics, etc.) to help spread awareness for National Child Abuse Prevention Month in your network or community?

- Very likely
- Likely
- Unlikely
- Very unlikely
- I'm not sure yet
- I'm not familiar with the Spread the Word tools

11a. Please provide more information about your response to the question above. _____

12. Please select all of the ways in which you plan to use the Spread the Word tools to spread awareness of National Child Abuse Prevention Month.

- Post on Twitter
- Post on Facebook
- Post on Instagram
- Post on LinkedIn
- Update my social media profile picture and/or banners
- Post a link on an organization's website
- Provide information to colleague or child welfare professional
- Provide information in an email newsletter
- Post information on my organization's internal website or intranet
- Other: _____

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