Using Surveys and Focus Groups to Inform Prevention Planning

A service of the Children’s Bureau
National Child Abuse and Neglect Technical Assistance and Strategic Dissemination Center

Join the National Conversation on Child Abuse and Neglect
Presenters

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State Prevention Planning Framework

What We Did in Colorado and South Carolina

- Conducted a web-based parent survey as well as focus groups with key parent subgroups

**Web-based parent survey**
- Available across the state via survey monkey
- Open to caregivers currently parenting a child < 18

**Targeted focus groups**
- Designed to target the voices of those with less representation in the surveys: low-income parents, fathers, parents of color, Spanish-speakers.
What We Learned

• Surveys
  • Services with which caregivers were most and least familiar
  • Where caregivers go for help when they need it, and their willingness to provide and receive it
  • General parenting capacity including strengths and challenges
  • Variation across state and local communities and subgroups of caregivers

• Focus Groups
  • Which services parents valued, and which they lacked
  • Concerns and ideas about proposed service innovations
  • Differences across communities and diverse subgroups of caregivers
Considerations: Surveys Versus Focus Groups

Survey Issues

- Feasible to get a large, more representative parent sample.
- More specificity and precision is needed before launching.
- Electronic data collection can facilitate data analyses.

Focus Group Issues

- Better for idea generation and brainstorming.
- Can be used to explore data patterns, clarify and dig deeper into issues.
- Targeted, less well represented groups can be recruited.
Considerations for Using Surveys and Focus Groups for Planning

• Look at what you have from other surveys, administrative data, etc.
• Use existing surveys or questions and “test run” your approach
• Consider who will be reached and how
• Think about how surveys and focus groups might complement
• Consider partnering with a local researcher
• Bring the information back to caregivers and communities
The Living Toolkit

• Connecting the prevention planning framework to existing approaches (ACES, Protective Factors, a 2-gen approach)
• Agreeing on the foundational principles for state prevention planning
• Community surveys and focus groups
• A data profile for prevention planning efforts
• Suggested Outcomes and Indicators
• Core Prevention Strategies
Co-creating the Content of Community Surveys and Focus Groups

- Awareness and use of services
- Help seeking behavior
- Parenting capacity

- Protective factors
- ACES
- Need and stress data
- Other
Thank You & Next Steps

• Download the handouts to learn more. Click on the files in the “Handouts” box on your screen.

• Do you have innovative ideas, questions or concerns about state prevention planning? Tell us about your work. Send an e-mail to hello@CANTASD.org with “State Prevention Planning” in the subject line.
Thank you for your participation!

How useful was this session?

Additional Comments: hello@CANTASD.org