

# 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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**Presenter:**  
**Jennifer Bellamy**  
Graduate School of Social work,  
University of Denver



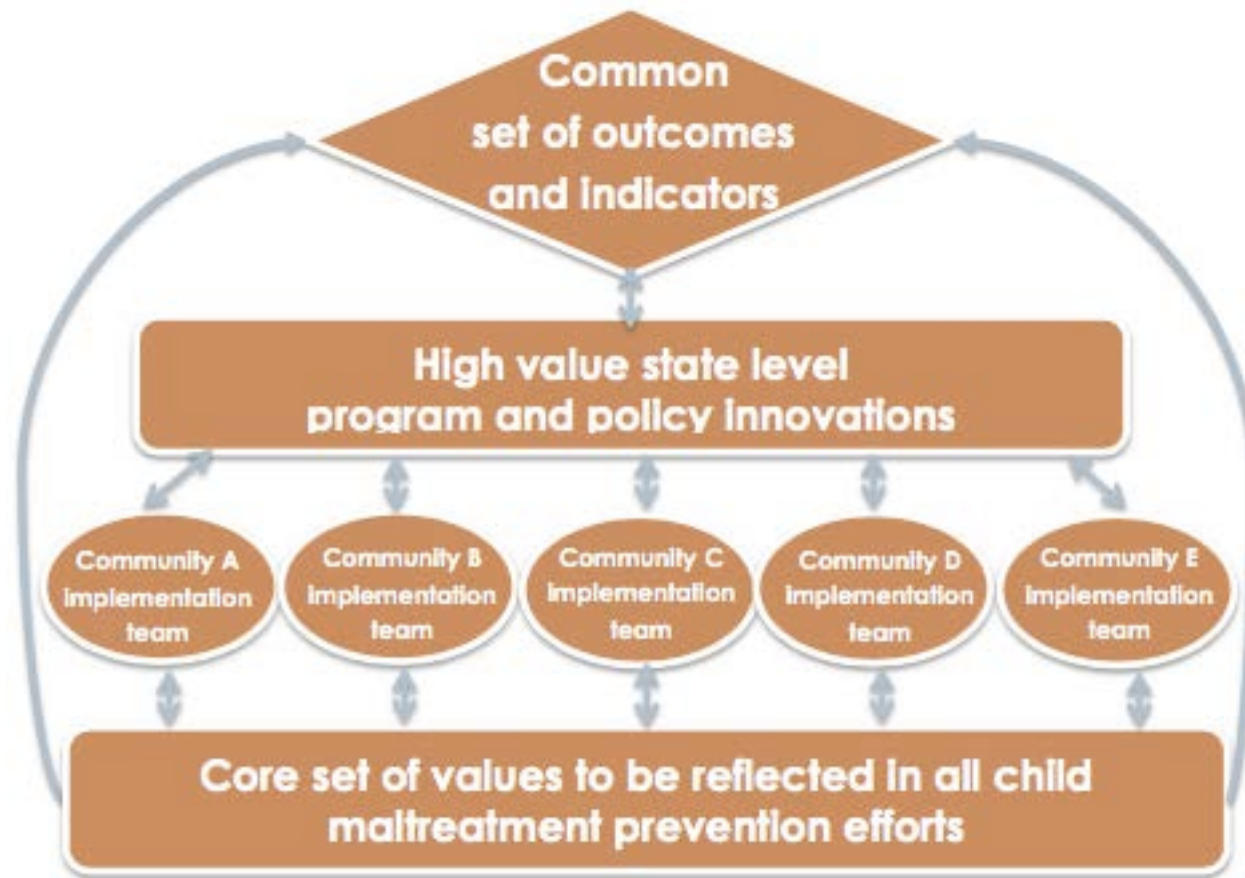
**Welcome:**  
**Sharon McKinley**  
Office on Child Abuse and Neglect;  
Children's Bureau  
Administration for Children, Youth and  
Families



**Moderator/Presenter:**  
**Nilofer Ahsan**  
Lead, Knowledge and Partnerships  
CANTASD

# State Prevention Planning Framework

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From: Daro, D., Jarpe-Ratner, E., Karter, C., Crane, K., Bellamy, J., and Seay, Kristine. (Forthcoming). *Child Maltreatment Prevention: A Planning Framework for Action*. Chicago: Chapin Hall at the University of Chicago.

# What We Did in Colorado and South Carolina

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- 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.

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# What We Learned



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- 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

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## 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

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- 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

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- 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

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- Awareness and use of services
- Help seeking behavior
- Parenting capacity
  
- Protective factors
- ACES
- Need and stress data
- Other

# Thank You & Next Steps

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- 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](mailto:hello@CANTASD.org) with “State Prevention Planning” in the subject line.

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# Participant Feedback

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Thank you for your participation!

How useful was this session?

Additional Comments: **hello@CANTASD.org**

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