

Evaluating Effectiveness of Child Welfare Information Gateway Dissemination Activities

*2011 Children's Bureau Evaluation Summit
August 30, 2011*

Helena Wallin-Miller, MPP, PMP
Quality Assurance Manager



**Child Welfare
Information Gateway**

PROTECTING CHILDREN ■ STRENGTHENING FAMILIES

U.S. Department of Health and Human Services
Administration for Children and Families
Administration on Children, Youth and Families
Children's Bureau



Roadmap

- Child Welfare Information Gateway Overview
- Evaluation Plan
- Examples
- Strengths
- Lessons Learned
- Future Directions

Mission

Promote the safety, permanency, and well-being of children, youth, and families by connecting professionals and the public to practical, timely, and essential information about:

- Programs
- Research
- Statistics
- Laws & policies
- Training resources

<http://www.childwelfare.gov>

U.S. Department of Health & Human Services
Administration for Children & Families
www.hhs.gov

Child Welfare Information Gateway
PROTECTING CHILDREN • STRENGTHENING FAMILIES

HOME ABOUT US FREE SUBSCRIPTIONS CONTACT US FEEDBACK

TOPICS
About Us
Family-Centered Practice
Child Abuse & Neglect
Preventing Child Abuse & Neglect
Responding to Child Abuse & Neglect
Supporting & Preserving Families
Out-of-Home Care
Achieving & Maintaining Permanency
Adoption
Management & Supervision
Systemwide
Search A to Z

About Us
Child Welfare Information Gateway connects child welfare and related professionals to comprehensive information and resources to help protect children and strengthen families. We feature the latest on topics from prevention to permanency, including child abuse and neglect, foster care, and adoption.
Who we are and what we do »
How to report child abuse or neglect
Find help with a personal situation

SERVICES & TOOLS
State-Specific Resources
Publications
Learning Center
Research
Logic Model Builders
Event Calendar
Related Organizations
What is Child Welfare Information Gateway?

Management & Supervision
Includes building, managing and supervising child welfare services and ensuring an effective workforce.

Caseload and Workload Management
Discusses problems of and management strategies for large caseloads and workloads.

Learning Center
Builds child welfare knowledge with educational resources and training tools.

Family Engagement
Addresses the importance of and ways to achieve meaningful family engagement.

Children's Bureau
TRAINING & TECHNICAL ASSISTANCE NETWORK
Highlights:
The National Abandoned Infants Assistance Resource Center has posted the audio presentation and accompanying slide for two teleconferences.
The National Center on Substance Abuse and Child Welfare (NC-SACW) has developed an online Child Welfare Training Toolkit.
The National Child Welfare Resource Center for Organizational
MORE FROM THE CHILDREN'S BUREAU
Discretionary Grants Library
Discretionary Grant Outcomes and Lessons Learned
User Manual Series

Most Popular
Most Visits Top Downloads Most Shared Highest Rated
Long-Term Consequences of Child Abuse and Neglect
Child Abuse and Neglect Fatalities: Statistics and Interventions
Foster Care Statistics
What is Child Abuse and Neglect?
Mandatory Reporters of Child Abuse and Neglect
Access to Adoption Records

CHILDREN'S BUREAU EXPRESS ONLINE DIGEST
CB Headlines:
The President's Fatherhood and Mentoring Initiative
ACF Grants Available
Report to Congress on Grants to Help Children Affected by Parental Substance Abuse
Site Visit: Changing Systems to Improve Family Engagement

QUICK LINKS
Child & Family Services Reviews (CFSRs)
Children's Bureau Funding
Laws & Policies
Library Search
Resources in Spanish
Publications Catalog
Statistics
Systems of Care

STAY CONNECTED
EMAIL FACEBOOK RSS FEEDS
Questions? Click here to chat with us live.

A service of the Children's Bureau, Administration for Children and Families, U.S. Department of Health and Human Services

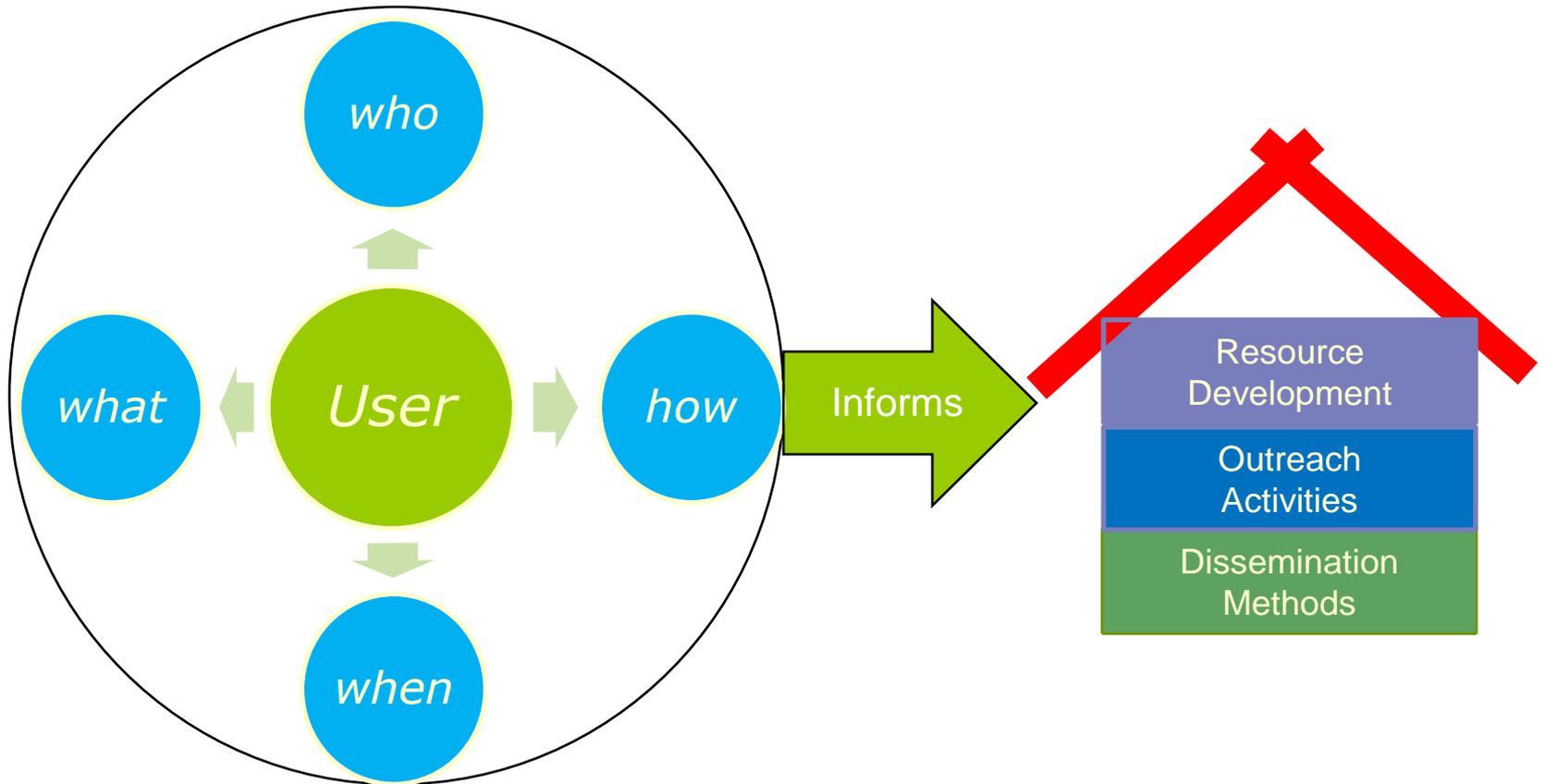
Types of Resources Disseminated

- **Written products** (e.g., Bulletins for professionals; Evidence-based issue briefs; Summaries of Federal and State laws; Syntheses of research & demonstration projects; Research and statistical summaries; Factsheets for families)
- **Online products** (e.g., Website; Learning Center; Logic Model Builder; Library; Toolkits; Databases)
- **Special mailings** (e.g., CB Reports; Resource Guide)
- **Information Support** (e.g., Help line; Live Chat; Email)

Research Questions

- Who are the customers/users?
- What are their information needs? How are they changing?
- How do they use our services?
- What are their experiences with our services?
- How satisfied are they?

Customer/User Feedback Model



Methodology

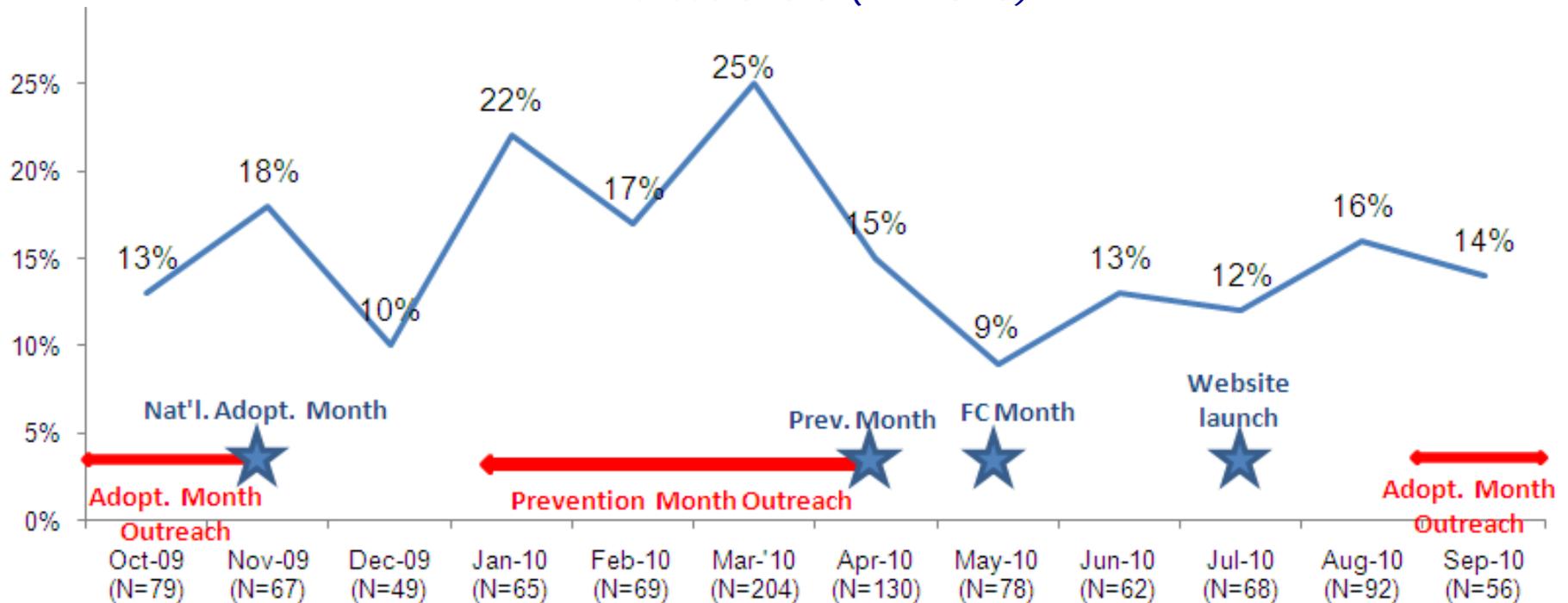
- Customer surveys (web, phone, email, Live Chat)
- Specific print and online product surveys (e.g., *Children's Bureau Express, Resource Guide*)
- Conference and website feedback forms
- Focus groups
- Compilation and analysis of project metrics

Analysis

- Focus is on **target audience**—child welfare professionals
- **Quarterly feedback** feeds into continuous improvement efforts
- **Ad hoc analysis** for product development, outreach, or dissemination planning
- Analysis includes **metrics from other areas** (e.g., outreach activities, subscription services)
- Broad **team** reviews and creates action plans

Example: How do outreach activities impact target audience use of Gateway services?

Percentage of Users who were Child Abuse Prevention and Family Support Professionals (FY 2010)



Example: How are professionals using the Resource Guide?*

Ways Customers Intended to Use Information From	
Type of Use	Overall
Provide information for families	35%
Program improvement	14%
Professional development	13%
Service delivery	9%
Public awareness	8%
Research	6%
Personal use	4%
Policy development	1%
Other	11%
Total*	100%

* From *Publication Survey Results - Strengthening Families and Communities: 2010 – 2011 Resource Guides*

Example: Future Planning

Over half of our professional customer survey respondents are “technologically savvy”*

- 48% have taken online trainings (of those – 59% think CEUs are important for online training)
- 54% use a handheld device for work
- 60% find podcasts helpful
- Professionals rated the “website” and “online publications” as the two most important services offered by Information Gateway.

Strengths of Evaluation Methodology

- Focus on the **customer**
- Focus on **continuous improvement**
- Internal model of “research to practice”
 - Evaluators sit outside of project
 - QA Manager serves as bridge between evaluators and project staff
 - Frequent, targeted analysis and reporting

Lessons Learned From Evaluating Dissemination—Methodology

- **Make it easy** - users WANT to give feedback
- **Mailed surveys** work best for print products
- **Randomized website surveys** work well for continuous improvement needs
- **Emailed surveys** require follow up reminders
 - Use sparingly
 - Targeted messaging and delivery of surveys (by specific user groups) get the best results
 - Most surveys returned within 2 days of reminders

Lessons Learned From Evaluating Dissemination—Analysis

- **Targeted analysis** and reporting on specific research question is most efficient
- **Triangulating data** from a variety of sources gives complete picture for continuous improvement (e.g., customer survey data with focus group and project metrics data)
- **Comments fields** generate rich, targeted feedback

Future Planning for Evaluation—We Still Have Work to Do

- Focus on **outcomes** and **impact**
- Focus on what users are **trying to solve**
- Focus on **agile evaluation techniques**

Presenter Information

Helena Wallin-Miller, MPP, PMP
Hwallin-miller@childwelfare.gov

Need some targeted child welfare information?
Visit our website

<http://www.childwelfare.gov>

Live Chat via "Contact Us"