

Evaluation of a Public Awareness Campaign to Prevent Child Abuse and Neglect

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Pinwheels for Prevention

- Florida's Child Abuse Prevention Public Awareness Campaign - previous campaign name "*Winds of Change*"
- Statewide campaign funded by Florida Department of Children and Families
- Goal: To promote the prevention of child abuse and neglect through a better understanding of child development, positive parenting practices and community action



Campaign Activities:

- Community Displays of Pinwheel Gardens
- Statewide Press Conference
- Local Events
- Broadcast of PSAs, Radio/TV English, Spanish, Creole
- Coordinator Toolkit
- Printed press releases, op-eds and letters to the editor
- Distribution of Community Resource Guides and Parenting Guides
- Comprehensive Website with all materials available for download

Why Evaluate?

- Wise investment?
- Are the campaign components yielding the results we want?
- Are we serving the best audience?
- Funding requirement of CBCAP grant

BECAUSE Kids Count!

- Evaluation efforts began in SFY 2007-2008
- Logic Model
- Well defined outcomes
- Model of Change
- Mixed methods approach
- Multiple Phases

Campaign Outcomes	Method 1 Community Coordinator and Stakeholder Surveys	Method 2 Print and Television Media Content Analysis (Newspaperclips)	Method 3 Analysis of Parent Helpline Call Data	Method 4 Focus Groups	Method 5 Efficacy Study (Web Panel Survey)
Outcome 1: Ensure a high level of awareness of the Winds of Change Campaign	Year 1 (formative) Year 2 (formative)	Year 1 (baseline) Year 2	Not Appropriate	Year 1 (poster development) Year 2 (receptivity to campaign stimuli)	Year 2 (experimental design: pre/post measures for outcomes)
Outcome 2: Increase Knowledge of Child Development	Year 1 (formative) Year 2 (formative)	Year 1 (baseline) Year 2	Not appropriate	Year 2 (receptivity to campaign stimuli)	Year 2 (experimental design: pre/post measures for outcomes)
Outcome 3: Increase Knowledge of Child Disciplinary Techniques that are Developmentally Appropriate and Nonviolent	Year 1 (formative) Year 2 (formative)	Year 1 (baseline) Year 2	Not appropriate	Year 2 (receptivity to campaign stimuli)	Year 2 (experimental design: pre/post measures for outcomes)
Outcome 4: Increase Knowledge and use of Community Supports for Parents and Caregivers	Year 1 (formative) Year 2 (formative)	Year 1 (baseline) Year 2	Year 1 (baseline) Year 2	Year 2 (receptivity to campaign stimuli)	Year 2 (experimental design: pre/post measures for outcomes)
Outcome 5: Increase Public Perception that Child Abuse and Neglect can be Prevented before it Occurs	Year 1 (formative) Year 2 (formative)	Not appropriate	Not appropriate	Year 2 (receptivity to campaign stimuli)	Year 2 (experimental design: pre/post measures for outcomes)
Additional Outcomes Related to Motivation to Prevent and Prevention Action					Year 2 (experimental design: pre/post measures for outcomes)

Year One Activities

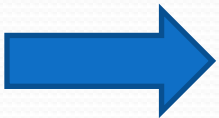
- Surveys of local coordinators and stakeholders
- Content analysis from online newspaper and TV articles
- Analysis of Parent Helpline call data
- Focus groups – tagline, logo and poster redesign

Year Two Activities

- Surveys of local coordinators and stakeholders
- Content analysis from online newspaper and TV articles
- Analysis of Parent Helpline call data
- Parent Focus groups – gathered qualitative data documenting receptivity and reactions to two campaign stimuli (PSAs & parent materials)
- Efficacy Study – Web-based panel survey

Winds of Change Campaign Efficacy Study

- Measure impact of PSAs and Parent Resource Materials on several outcomes
- Additional outcomes were added for this part of the study
 - Motivation or intent to respond in ways to prevent child abuse and neglect
 - Action taken to prevent child abuse and neglect



Will people act to prevent
child abuse and neglect?

Evaluation Questions

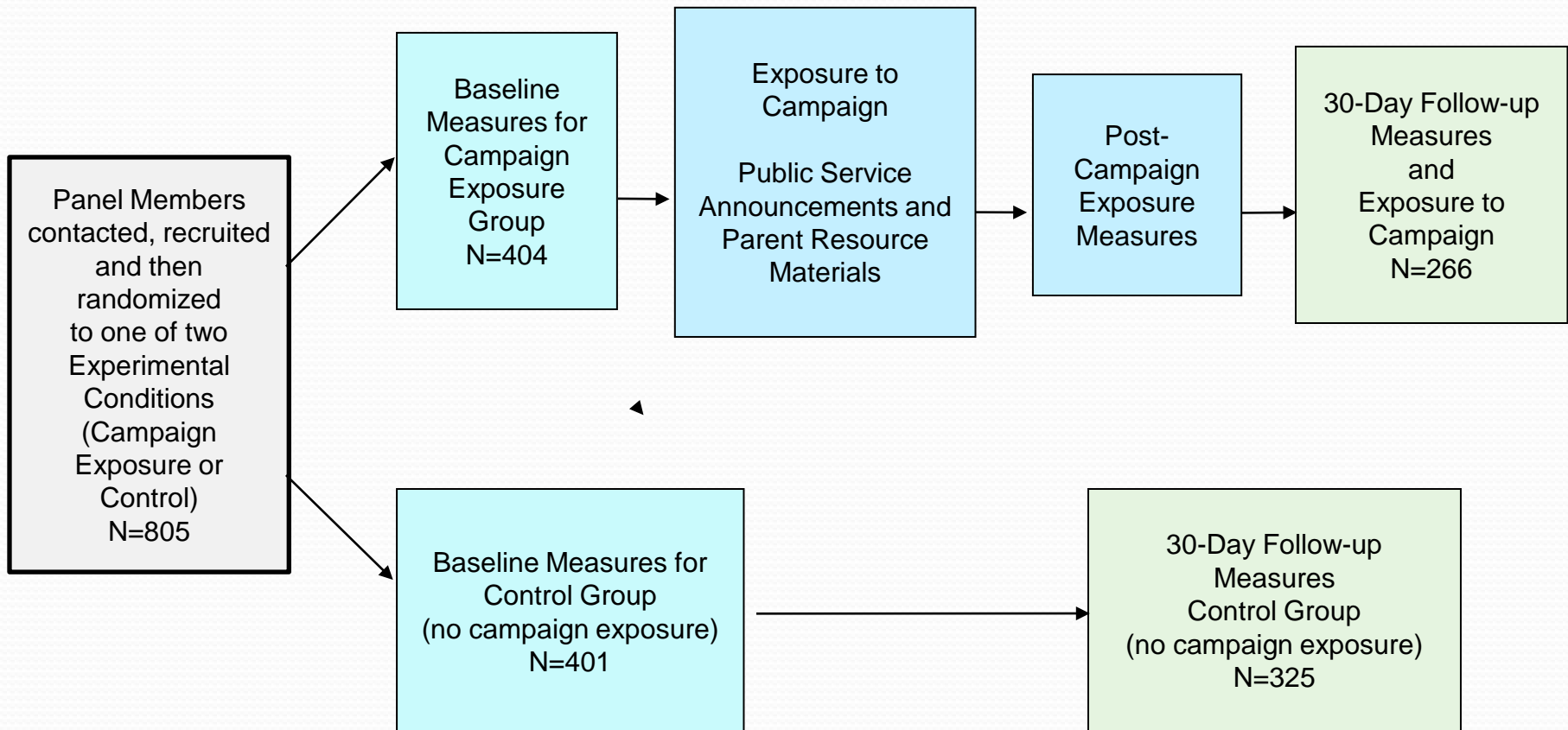
Will exposure to Winds of Change messages be associated with...

- 1) increased knowledge of child development, child disciplinary techniques that are nonviolent and developmentally appropriate, and community resources for parents?
- 2) more positive attitudes and beliefs about preventing child abuse and neglect?
- 3) higher motivation and intention to prevent child abuse and neglect?
- 4) increased action taken to prevent child abuse and neglect?
- 5) positive reactions and receptivity?

Randomized Controlled Trial

- Participants completed a baseline survey on knowledge, attitudes, beliefs, and behaviors
- Parents randomly assigned to experimental conditions:
 - Control – No Winds of Change exposure
 - Treatment – Exposure to Winds of Change
- Treatment participants exposed to campaign PSAs and resource materials via online multimedia
- Follow-up survey conducted immediately after exposure and 1 month after baseline

Efficacy Study Design



Campaign Exposure Protocol

- After campaign exposure group completed the baseline survey, they viewed 3 PSAs on the computer screen
- Order of PSA presentation was randomized
- Participants then viewed a parent resource booklet excerpt (spent a minimum amount of time on each page)
- After viewing each PSA and the resource materials, participants responded to a brief set of questions about their reactions and receptivity
- When campaign exposure group logged back on for 30-day follow up, they completed the outcome survey, and then:
 - Viewed the PSAs and read the parent resource booklet excerpt (same protocol as baseline session)
 - Completed a brief set of questions about their reactions and receptivity

Efficacy Study Findings

- Exposure to Winds of Change messages was significantly related to:
 - Improved Knowledge of Child Development (5 indicators)
 - Improved Knowledge of Community Resources (2 indicators)
 - Two of five indicators of desirable attitudes toward the prevention of child abuse and neglect
 - One of two indicators of motivation to prevent child abuse and neglect
 - One of three indicators of action to prevent child abuse and neglect

Evaluation of the Winds of Change Publication

W. Douglas Evans, Mary Kay Falconer, Munziba Khan, & Christie Ferris (2011). Efficacy of Child Abuse and Neglect Prevention Messages in the Florida Winds of Change Campaign, *Journal of Health Communication*, 0, 1-19.

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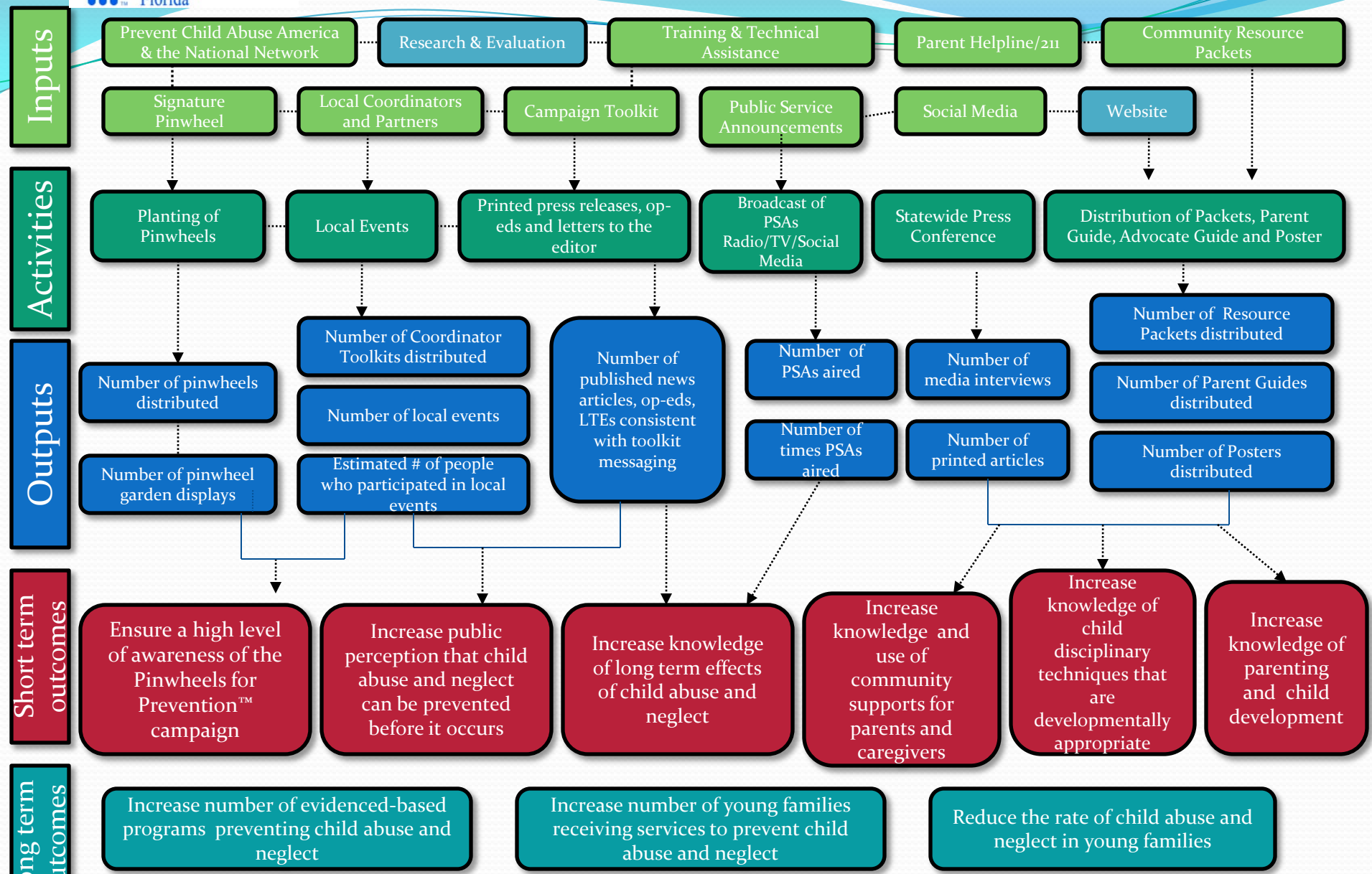
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A copy of the comprehensive evaluation report can be downloaded at:

http://www.ounce.org/pdfs/Winds_Change_Campaign%20Evaluation_Report_2008-2009.pdf

Pinwheels for Prevention™ Logic Model



Goal: To promote the prevention of child abuse and neglect through a better understanding of healthy child development, positive parenting and community action