

July 2021 PLC:

# **Child Welfare Information Gateway Presents: Implementing and Evaluating Public Awareness Activities**

---

**July 14, 2021**





# CBCAP Public Awareness Discussion: Child Welfare Information Gateway

---

Implementing and Evaluating Public Awareness Activities

July 14, 2021

# Agenda

1

## **Welcome**

Thank you for joining! Learn more about our guests and why they are here!

---

2

## **Overview of the Children's Bureau's Special Initiatives**

We are excited to show you around.

---

3

## **Evaluating Public Awareness Campaigns**

Gain some helpful information about building effective campaigns.

---

4

## **Q&A**

Share your questions with us!

---

# ■ Special Initiative Months

# National Child Abuse Prevention Month

**National Child Abuse Prevention Month**

About • Resources • Spread the Word

April is National Child Abuse Prevention Month

National Child Abuse Prevention Month recognizes the importance of families and communities working together to strengthen families to prevent child abuse and neglect. Through this collaboration, prevention services and supports help protect children and produce thriving families.

**Resource Guide**  
The 2021/2022 Prevention Resource Guides designed to help service providers and organizations, in every community, to strengthen families and prevent child abuse and neglect. The Resource Guide focuses on protective factors that build on family strengths to foster healthy child and adult development.  
[Explore the Resource Guide](#)

**Conversation Guides**  
Conversation Guides help service providers have personal and community conversations about the six protective factors. Each set includes a detailed guide on developing a specific protective factor for service providers and a worksheet for parents and caregivers.  
[Read the Guides](#)

**Child Maltreatment Data**  
Each year, the Children's Bureau releases a detailed report of national data about child abuse and neglect and the State and local services that address it.  
[Read more about the report](#)

**Spread the Word**  
Everyone can play a role in supporting families in order to prevent child abuse and neglect. Help raise child abuse awareness in your community by using our child abuse and neglect prevention month graphics, social media posts, and sample proclamations.  
[Show your support](#)

**Multimedia Gallery**  
Videos that showcase the importance of community involvement in preventing child abuse and neglect. The conversations highlight the true value of community-based child abuse prevention programs.  
[Watch the videos](#)

**Publications**  
Child Welfare Information Gateway offers a number of publications related to preventing child abuse.



2021/2022  
**Prevention  
Resource Guide**

**PREVENTION WITH PURPOSE**



# National Foster Care Month



# National Adoption Month



# ■ Evaluating Public Awareness Activities



# ■ Goals and Success

# ■ Determine Your Goals and the Strategies to Achieve Them

## Goals:

- What goals do you have for implementing the campaign? What do you hope to accomplish through the campaign?
- Who is your target audience? Who do you hope to reach?
- How should the work/knowledge/attitudes of those who receive your information change/evolve/be enhanced as a result of receiving your information?

## Strategies:

- How are you going to achieve these goals?
- What existing resources are available to help you achieve these goals?

# ■ Determine How to Measure Your Goals and Strategies

- What data do you have or collect to help you measure your work?
- What data do you not have that you may want to start collecting?
- Don't limit what you consider to be "data."

- Website metrics
- Flyers handed out
- Emails sent/opened/read
- Anecdotal conversations/informal feedback
- Survey feedback
- Interviews and focus groups
- Resource downloads
- Changes in client outcomes

# ■ Marketing for Success



# ■ Low-Cost/No-Cost Marketing Strategies


- Take advantage of free online tools.
- Host online events.
- Repurpose content/circulate evergreen messages.
- Scale up or down with social media advertising.
- Use every opportunity to stay connected for future communications.
- Optimize your messaging for mobile devices.
- Use your network.
- Improve marketing writing.



# Using Data to Strengthen Effectiveness

- Monitor key metrics routinely and analyze the data over time.
- Identify potential partners.
- Choose meaningful hashtags.
- Determine optimal time of day and frequency.
- Conduct tests to gain audience insights.

**Every effort is a learning opportunity—don't be afraid to try something new!**



**National Foster Care Month**  
MAY 2021  
Foster Care as a Support to Families, Not a Substitute for Parents

### A Message from the Children's Bureau

Youth in care and adults formally in care have emphasized that permanency is not only about legal permanency—but relational permanency as well.

That is why the Children's Bureau considers it a priority to support and strengthen families by looking at the ways the child welfare system and the legal community can authentically engage youth in permanency planning and support meaningful connections.

**Read the Children's Bureau message** from Taffy Compain, the National Foster Care Specialist, and take the opportunity to **share it** with the stakeholders in your community in honor of National Foster Care Month.

**Excerpts:**

"Ideally, the best foster care system would be one that is not needed... For those circumstances where foster care is necessary, we must create the expectation that the purpose of foster care is to support families to remain safely together over time. We need to redefine the roles of resource families to be supporters to parents."

"We [ ] have to commit to serving children and youth in foster care within their own communities and in the context of their families and their important connections."

[READ MORE](#)

# ■ SEO and Website Analytics



# ■ Top 10 Website Ranking Factors (2021)

- High-quality content
  - Make the content unique, fresh, and useful.
- Website structure (content organization)
  - Develop a sitemap and upload to Google.
- Backlinks
  - This is how Google crawler finds websites for indexing.
- Search intent
  - Content needs to match what a user is looking for.
- Website loading speed
  - The time it takes for a page to load is becoming an important part of Google's Core Web Vitals.

# ■ Top 10 Website Ranking Factors (2021)

- Mobile friendliness
  - Websites must be mobile responsive.
- Domain authority (DA)
  - Use this metric to see how your site's expertise about a particular topic is ranked and its ability to rank on search engines.
- Keyword optimization
  - Help Google bring up your website in its search results by including the right keywords on your webpages.
- User experience
  - Consider how well users engage with your content.
- Website security
  - Build your site on HTTPS.

# ■ Google Search Central

Google Search Central is here to help the right people view your content with resources to make your website discoverable to Google Search.

<https://developers.google.com/search>

**New to SEO? Learn the basics from Google.**

<https://developers.google.com/search/docs/beginner/get-started>



# Google Analytics Academy

Google offers a *free* Analytics Academy that helps you learn about Google's measurement tools so that you can "grow your website" through intelligent data collection and analysis.

<https://analytics.google.com/analytics/academy/>

## Analytics Academy Courses



### Google Analytics for Beginners

Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.



### Advanced Google Analytics

Learn about advanced Google Analytics features including data collection, processing and configuration, and more complex analysis and marketing tools.



### Google Analytics for Power Users

After you're familiar with the range of features Analytics offers, learn and practice actionable analyses to track business performance and identify areas for business improvement.



### Getting Started With Google Analytics 360

Learn about powerful Google Analytics 360 features that are not available in the standard product, and gain insight into how you can benefit from integrations with BigQuery, Google Marketing Platform products, and Google Ad Manager.





# ■ Tell Your Story

# ■ Analyzing and Reporting Your Findings

- Consider each piece of data you collected as a piece of the puzzle to the story of your information campaign.
- Analysis:
  - Did you achieve your goals?
  - What strategies helped facilitate success?
  - Which strategies were less successful?
- Remember to compile and report your findings in a way that makes sense for your stakeholders and various audiences so they can make use of your evaluation work as well.

# ■ Questions or Comments



 **Stay Connected!**

## ■ Stay Connected!

- Visit our website: [www.childwelfare.gov](http://www.childwelfare.gov)
  - Featuring Live Chat with Information Associates
- Email: [info@childwelfare.gov](mailto:info@childwelfare.gov)
- Call toll-free: 1.800.394.3366

# Subscriptions

- ***Children's Bureau Express (CBX)***  
Top stories, research, promising practices, publications, training
- ***E-lert!***  
Monthly alerts about new Information Gateway products
- ***Child Welfare in the News***  
Daily listing of news articles of interest to child welfare workers, administrators, and related professionals
- ***Adoption Triad***  
Monthly e-brief of information, tools, and strategies to help build capacity to identify, recruit, and retain adoptive families
- ***The Grantee Connection***  
Quarterly digest featuring products, information, and lessons learned from select Children's Bureau discretionary grants
- ***State Resources***  
A snapshot of new State and local government child welfare publications added to the Information Gateway Library
- ***My Child Welfare Librarian***  
Monthly distribution of links to specific topics related to child welfare practice and organizations

# Like us on Facebook



Child Welfare Information Gateway ✓  
April 19 · 🌐

A strong and secure emotional bond between children and their caregivers is critical for a child's healthy development. Helping parents learn and practice the nurturing skills that lead to secure attachment is a protective factor. #ChildAbusePreventionMonth #ThrivingFamilies  
<https://buff.ly/3sX0GID>



**National Child Abuse Prevention Month**

**Risk Factors**

- Parental stress
- Substance use
- Poverty

**Protective Factors**

- Parental resilience
- Nurturing and attachment
- Knowledge of parenting and child development
- Concrete support in times of need
- Social connections
- Social-emotional competence of children

Child Welfare Information Gateway Children's Bureau

Get More Messages for Child Welfare Information Gateway  
You can add a Messenger button to your post to get more messages for Child Welfare Information Gateway.

15 1 Comment 24 Shares

# Follow us on Twitter



**CHILD WELFARE INFORMATION GATEWAY**

PROTECTING CHILDREN ■ STRENGTHENING FAMILIES

**Information Gateway**  
@ChildWelfareGov

Connecting #childwelfare professionals to relevant and timely information and resources that positively impact the lives of children, youth, and families.

Fairfax, VA Joined January 2014

637 Following 4,373 Followers

Tweets Tweets & replies Media Likes

**Pinned Tweet**

**Information Gateway** @ChildWelfareGov · Jun 26  
It is important that children and youth who have experienced trauma receive appropriate, evidence-based practices to support their healing. Learn more about treatment for trauma here. #StrengtheningFamilies #TraumaInformed [buff.ly/3fYNV1o](https://buff.ly/3fYNV1o)



WEB RESOURCES  
**TRAUMA-INFORMED PRACTICE**

Find trauma resources for caseworkers, caregivers, and families in this collection of resources.



# Child Welfare Information Gateway Podcast Series

**SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

**Child Welfare Information Gateway** ACF Washington, DC

All Tracks Albums Playlists Reposts Station Follow Share

**Child Welfare Information Gateway** 2 days ago #Podcast

**Increasing the Impact of Community Organizations** 43:58

Like Repost Share More 101

Followers 9 Following 0 Tracks 42

The Child Welfare Information Gateway Podcast shares the innovations, lessons, and perspectives from those working to improve child welfare system. Our mission is to help adoption, foster care, and child safety caseworkers by exploring

Show more

■ In the meantime, let's stay in contact

**Cynthia D. Peterson, M.S.W.**

Lead, Child Welfare Strategic Initiatives

Prevention and Child Protection

Child Welfare Information Gateway

[cpeterson@childwelfare.gov](mailto:cpeterson@childwelfare.gov)



We Want  
Your  
Feedback





# Federal Updates

- Thank you for all your work in submitting quality applications!
- 22<sup>nd</sup> National Conference on Child Abuse and Neglect (NCCAN)
  - Registration is open! Please register early!!
  - Go to <https://nccan.acf.hhs.gov/> for more information.
- Please continue to reach out with any questions you may have.