

## Appendix

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## Self Assessment Tool



## KIDS COUNT Request Tracking Form

Name: _____	Organization: _____
Address: _____	
Telephone #: _____	Email: _____

**Service area:**

- Advocacy: \_\_\_\_\_
- Funder
- Faith-based ministry
- Legislator
- Legislative staff
- Media: \_\_\_\_\_
- Other elected official
- Private business

**Education, specifically:**

- Early childhood education
- K-12 education
- University faculty or staff

**Human Services, specifically:**

- Health care provider
- Children's & youth services
- Social service provider

Other: \_\_\_\_\_

**Data product requested?**

- Data book
- Legislative alert or newsletter
- Fact sheet or pocket guide
- Special report or policy brief
- Other materials: \_\_\_\_\_

**How info sent:**

- By mail or fax
- Sent electronic documents via email
- Referred to info posted on website
- Other: \_\_\_\_\_

**Information request?** \_\_\_\_\_

**Level of information?**      County-wide      State-wide      Both      Other: \_\_\_\_\_

**How they heard about KIDS COUNT:**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Received materials</li> <li>Website</li> <li>Ad or brochure</li> </ul> | <ul style="list-style-type: none"> <li>Colleague</li> <li>Other: _____</li> </ul> |
|---|---|

**Intended use of KIDS COUNT information:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Policy development</li> <li>Testimonials</li> <li>Media campaign</li> <li>Budget &amp; resource allocation</li> </ul> | <ul style="list-style-type: none"> <li>Written materials</li> <li>Advocacy efforts</li> <li>Grant writing/fundraising</li> <li>Other: _____</li> </ul> |
|--|--|



Notes/Action Taken: \_\_\_\_\_  
 \_\_\_\_\_

<b>Request taken by:</b>  <b>Date:</b>	<b>Request responded to by:</b>  <b>Date:</b>  <b>Referred to:</b>
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## Follow-up

**How information was used:**

Policy development  
 Testimonials  
 Media campaign  
 Budget & resource allocation

Written materials  
 Advocacy efforts  
 Grant writing/fundraising  
 Other: \_\_\_\_\_

**Specific examples:** \_\_\_\_\_

**If information used to support a funding/grant application, did you receive funding?**

\_\_\_\_\_

\_\_\_\_\_

**If you received a referral, were you able to access the information or source recommended?**

\_\_\_\_\_

\_\_\_\_\_

**Please rate your satisfaction with the KIDS COUNT staff and their help:**

Very satisfied                      Satisfied                      Unsatisfied                      Very Unsatisfied

**Notes:** \_\_\_\_\_  
 \_\_\_\_\_

<b>Follow-up by:</b>  <b>Date:</b>
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## Evaluation Form

Name of Presentation/ Workshop- Date					
<b>1. As a result of this workshop, to what extent do you understand the following topics?</b>					
	Not very well	Fairly Well	Completely	Already knew	
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>2. To what extent has this workshop prepared you to:</b>					
	Not much	Somewhat	A lot		
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>3. For my experience level, this workshop was:</b>					
<input type="checkbox"/>	Too basic				
<input type="checkbox"/>	About right				
<input type="checkbox"/>	Too advanced				
<b>4. To what extent did the workshop leaders:</b>					
	Not Much	—————→		Great Deal	
Provide adequate opportunities for interaction/participation	1	2	3	4	5
Provide specific answers to your questions	1	2	3	4	5
Respect your knowledge and experience	1	2	3	4	5
Use appropriate examples	1	2	3	4	5
Provide clear explanations	1	2	3	4	5



Find the right balance between delivery of information, group tasks, and individual Tasks	1	2	3	4	5
<p>5. What were the strongest elements of this workshop?</p> <p>6. What elements of this workshop needed improvement? Is there anything that was covered that is still unclear?</p> <p>7. Please share any additional comments you may have regarding this workshop.</p>					



## KIDS COUNT User Feedback Survey



Please take a moment to share your comments with us so that we may ensure the products and services provided meet the needs of our users. All responses will remain confidential.

Your Name: _____		Organization: _____	
Telephone: _____		Email: _____@_____	
iii. Please put a check next to the category(s) that best describe your role or affiliation. <i>Check all that apply.</i>			
<input type="checkbox"/> Advocacy	<input type="checkbox"/> Legislator	<input type="checkbox"/> Early childhood education	<input type="checkbox"/> Health care provider
<input type="checkbox"/> Funder	<input type="checkbox"/> Other elected official	<input type="checkbox"/> K-12 education	<input type="checkbox"/> Children and Youth services
<input type="checkbox"/> Faith based ministry	<input type="checkbox"/> Media	<input type="checkbox"/> Higher education	<input type="checkbox"/> Social service provider
<input type="checkbox"/> Other	<input type="checkbox"/> Private business		
1. How would you describe your community?			
<input type="checkbox"/> Mostly urban	<input type="checkbox"/> Mostly suburban	<input type="checkbox"/> Mostly rural	
2. Please indicate which KIDS COUNT reports you have used in the past year and how you have used them. <i>Check all that apply.</i>			
	Read narrative information	Viewed specific statistics/trends	Searched for specific data
State Databook	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>
National Databook	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>
Legislative alert or fact sheet	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>
Name Specific Report below:	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>
Name Specific Report below:	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>



Name Specific Report below:	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other materials:	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>If you used any materials online, please indicate the ease with which you were able to access and print materials from the website.</p> <p> <input type="checkbox"/> Was able to <u>access</u> online information <u>easily</u>.         <input type="checkbox"/> Was able to <u>print</u> online information <u>easily</u>.  <input type="checkbox"/> Had some <u>difficulty accessing</u> information.         <input type="checkbox"/> Had some <u>difficulty printing</u> online information.       </p> <p>Please explain: _____</p>				
<p>3. Please indicate interactive data products you have used or accessed in the past year from <u>online</u> KIDS COUNT materials. For each one you check, please indicate how you used the online material. <i>Check all that apply.</i></p>				
	Created customized trend lines	Created color-coded map	Created customized rankings	
Put in State Data, if applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
CLICKS Online Data <a href="http://www.aecf.org/cgi-bin/cliiks.cgi">http://www.aecf.org/cgi-bin/cliiks.cgi</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>Please indicate the ease with which you were able to access online materials.</p> <p> <input type="checkbox"/> Was able to <u>access</u> databases &amp; statistics <u>easily</u>.         <input type="checkbox"/> Was able to <u>download</u> databases and/or print statistics <u>easily</u>.  <input type="checkbox"/> Had some <u>difficulty accessing</u> or printing databases &amp; statistics.         <input type="checkbox"/> Had some <u>difficulty downloading</u> databases and/or printing.       </p> <p>Please explain: _____</p>				
<p>4. If KIDS COUNT data were not available, how easy would it be for you to get access to these data?</p> <p> <input type="checkbox"/> Very easy         <input type="checkbox"/> Somewhat easy         <input type="checkbox"/> Not very easy         <input type="checkbox"/> Not at all easy       </p>				
<p>5. On average, how often do you use KIDS COUNT data/information? <i>If never, please skip to Question 7.</i></p> <p> <input type="checkbox"/> Daily         <input type="checkbox"/> Weekly         <input type="checkbox"/> Monthly         <input type="checkbox"/> Several times a year         <input type="checkbox"/> Once a year or less         <input type="checkbox"/> Never       </p>				



6. Please indicate how you used KIDS COUNT data/information. Check all that apply and provide specific examples.

- Needs Assessment: \_\_\_\_\_
  - Policy development: \_\_\_\_\_
  - Testifying: \_\_\_\_\_
  - Media campaign: \_\_\_\_\_
  - Budget & resource allocation: \_\_\_\_\_
  - Research: \_\_\_\_\_
  - Advocacy efforts: \_\_\_\_\_
  - Grant writing/fundraising: \_\_\_\_\_
- If information was used for fundraising, how much was raised? \_\_\_\_\_
- Other: \_\_\_\_\_

7. Please indicate your level of agreement with the following statements about KIDS COUNT.

	Strongly agree <span style="font-size: 2em;">→</span> Strongly disagree					Not Applicable
	1	2	3	4	5	
I know where to go to find KIDS COUNT information I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT is the place to go for information on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased <u>my ability</u> to interpret and understand child well-being indicators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased the <u>amount</u> of policy dialogue I have on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased the <u>effectiveness</u> of the policy dialogue I have on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please list any specific county-level data included in the data book that was particularly helpful to you or any data/indicators you would like to see added in the future.



9. Please indicate how KIDS COUNT can improve the services and information they provide.

10. Please provide any additional information you would like us to know.

THANK YOU!



## Media Tracking Form

**Initials of Person Completing Form:** \_\_\_\_\_ **Today's Date:** \_\_\_\_\_

### Publication Information

Story Title: \_\_\_\_\_

Date of story: \_\_\_\_\_ Author: \_\_\_\_\_

#### Publication Type (circulation):

- Newspaper (\_\_\_\_\_)
- Magazine (\_\_\_\_\_)
- Newsletter (\_\_\_\_\_)
- Radio (\_\_\_\_\_)
- TV (\_\_\_\_\_)
- Online publication (\_\_\_\_\_)
- Other (\_\_\_\_\_)

#### Geographic Reach:

- City
- Region
- State
- National
- International

How often is it published?    Daily    Weekly    Bi-Weekly    Monthly    Yearly

Town/City where the media outlet is based: \_\_\_\_\_

Name of media outlet (e.g. Washington Post): \_\_\_\_\_

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### Placement Information

#### Story Source:

- Press release
- Press conference
- Special event
- Initiated by media
- Personal contact
- Prompted by local issue
- In response to other advocacy news

Size of article (paragraphs): \_\_\_\_\_

Size of article (inches): \_\_\_\_\_

Duration of newscast (min): \_\_\_\_\_

Photo:    Yes            No

#### Story type:

- News story
- Feature article
- Editorial
- Column
- Letter to the editor
- Mention in a child advocacy article
- Other: \_\_\_\_\_

Of what? \_\_\_\_\_

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### Coverage Analysis



What was the reason for writing the article? \_\_\_\_\_  
\_\_\_\_\_

How did the media source find out about the issue or publication?  
\_\_\_\_\_  
\_\_\_\_\_

What policy issue(s) did the article cover?

- Poverty
- Mental Health/Well-being
- Physical Health/Well-being
- Drugs and Alcohol
- Education
- Juvenile Justice
- Other (please list) \_\_\_\_\_

Did the article list any advocacy groups? Yes      No

If you answered *yes* to the question above, which advocacy groups were listed?  
\_\_\_\_\_  
\_\_\_\_\_

Was anyone from your organization cited in the article? Yes      No

Was the story's message one you wanted to convey? Yes      No

Please explain: \_\_\_\_\_  
\_\_\_\_\_

Did the article take the same stand on the issue that your organization does? Yes      No

Please explain: \_\_\_\_\_  
\_\_\_\_\_

If applicable, did the media appear to understand the KC data they reported on?  
Yes      No

If you answered *yes* above, did the media appear to use the data correctly? Yes      No

Please explain: \_\_\_\_\_  
\_\_\_\_\_

How prominent was Kids Count? *Check all that apply*



- Mentioned Kids Count project
- Mentioned specific product
- Gave contact information or website
- Quoted a Kids Count publication
- Quoted a Kids Count representative
- Used Kids Count data tables or graphs

What product? \_\_\_\_\_

What tables/graphs? \_\_\_\_\_

\_\_\_\_\_

Was the story given a local angle? \_\_\_\_\_  
\_\_\_\_\_

What was the tone of the article?      Reasonable      Rhetorical

How was Kids Count portrayed?

- |  |   |
|--|---|
| <input type="checkbox"/> As experts in the field             | <input type="checkbox"/> As one among many opinions             |
| <input type="checkbox"/> As a reliable source of information | <input type="checkbox"/> As an unreliable source of information |
| <input type="checkbox"/> As one of two differing opinions    | <input type="checkbox"/> Other: _____                           |

What is your reaction to the story? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

