

# Online Survey of Safe Kids Coalitions and Chapters

The following survey was developed to elicit information about eight different dimensions of the Safe Kids coalitions/chapters—leadership, coalition/chapter membership, programs and activities, fundraising, financial status, sources of data, program evaluation, and training needs and support. This blank survey is followed by the raw data collected.

## SAFE KIDS North Carolina—

Thank you for taking the time to answer the following questions. This survey is intended for the primary coordinator of your SAFE KIDS chapter or coalition and should be completed by that person. This information will help North Carolina SAFE KIDS strengthen programs, assist local coordinators, and support each chapter/coalition. Your complete and honest answers are important and appreciated. Please submit your survey no later than April 20.

### A. LEADERSHIP

**A1.** In what county is your coalition/chapter located?

Answer: \_\_\_\_\_

**A2.** What is the lead agency for your SAFE KIDS coalition/chapter?

Answer: \_\_\_\_\_

**A3.** What is the basis of your relationship with SAFE KIDS? Are you involved in... (check one)

- County/local health department
- EMS or medical rescue
- Hospital or other healthcare area
- Fire safety or fire department
- Law enforcement
- Community school or school system
- Community non-profit organization or civic group
- Other: \_\_\_\_\_

**A4.** Is your involvement in SAFE KIDS officially part of your current job? *IF NO, SKIP TO QUESTION A6.*

- Yes and a major part of my current job
- Yes, but a minor part of my current job
- No, I am involved with SAFE KIDS outside of my current job

**A5.** What is your current job title?

Answer: \_\_\_\_\_

**A6.** Whether you are a volunteer or SAFE KIDS is part of your paid job, approximately how much time do you spend on SAFE KIDS each week?

- 1-10 hours per week
- 11-15 hours per week
- 16-20 hours per week
- 21-30 hours per week
- 31-40 hours per week

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**A7.** Approximately how many years have you served in your current position with SAFE KIDS?

- 1 or less
- 2
- 3
- 4
- 5 or more

**A8.** Were you involved in injury prevention before SAFE KIDS?

- Yes
- No

**A9.** Have you attended a SAFE KIDS annual meeting in the past two years?

- Yes
- No

If so, please list which meeting(s): \_\_\_\_\_

**A10.** In general, how satisfied are you with the direction of your SAFE KIDS coalition/chapter?

- Very satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Very unsatisfied

Comments: \_\_\_\_\_

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**A11.** In general, how satisfied are you with the direction of North Carolina SAFE KIDS?

- Very satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Very unsatisfied

Comments: \_\_\_\_\_

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## **B. COALITION AND CHAPTER MEMBERSHIP**

**B1.** What types of organizations are members/partners of your coalition/chapter? (check all that apply)

- County/local health department (Ex. Wake County health department)
- EMS or medical rescue (Ex. Medical Emergency Transport, Pitt County EMS)
- Hospital or medical facility (Ex. UNC Children's Hospital)
- Fire department (Ex. Durham fire department)
- Police department (Ex. Asheville police department)
- Community school or school system (Ex. Avery County schools, Johnson middle school)
- Community non-profit organization or civic group (Ex. YMCA, Partnership for Children, Asheville Kiwanis, local Red Cross)
- Insurance company (Ex. Allstate Insurance)
- Church, temple, or mosque (Ex. Binkley Baptist Church)
- Daycare or child care center
- Other: \_\_\_\_\_

# NC SAFE KIDS Survey

**B2.** Please name ALL the organizations that are members of your coalition/chapter.

Answer: \_\_\_\_\_  
 \_\_\_\_\_

**B3.** Please check the contributions of each type of organization, if any. (check all that apply)

<b>Organization Type</b>	<b>Funding</b>	<b>Other Resources (Ex. facilities, supplies)</b>	<b>Expertise (Ex. Program Guidance)</b>	<b>Full or Part-Time Staff</b>	<b>Volunteers</b>	<b>Other</b>	<b>No Contributions</b>
County/local health department (Ex. Wake County health department)							
EMS or medical rescue (Ex. Medical Emergency Transport, Pitt County EMS)							
Hospital or medical facility (Ex. UNC Children's Hospital)							
Fire department (Ex. Durham fire department)							
Police department (Ex. Asheville police department)							
Community school or school system (Ex. Avery County schools, Johnson middle school)							
Community non-profit organization or civic group (Ex. YMCA, Partnership for Children, Asheville Kiwanis, local Red Cross)							
Insurance company (Ex. Allstate Insurance)							
Church, temple, or mosque (Ex. Binkley Baptist Church)							
Daycare or Childcare Provider							

# NC SAFE KIDS Survey

**B4.** In what year was your coalition/chapter founded?

Answer: \_\_\_\_\_

## C. PROGRAMS AND ACTIVITIES

**C1.** Approximately how many programs and activities has your coalition/chapter hosted in the past month?

- None
- 1-3
- 4-6
- 7 or more

**C2.** Approximately how many programs and activities has your coalition/chapter hosted in this quarter (Jan 2005-March 2005)?

- None
- 1-3
- 4-6
- 7-9
- 10-12
- 13-15
- 16 or more

**C3.** Approximately how many programs and activities did your coalition/chapter host this past year (Jan 2004-Dec 2004)?

- None
- 1-3
- 4-6
- 7-9
- 10-12
- 13-15
- 16-18
- 19 or more

Questions C4-C7 ask about program activities over the past five years. It may be difficult to remember that far back, so simply answer the questions to the best of your ability

**C4.** In which of the following risk areas has your coalition/chapter offered programs during the **past five years**? (check all that apply)

- Fire safety
- Water safety
- Child passenger safety
- Sports and recreational safety
- Playground safety
- Toy safety
- Bike safety
- Wheeled safety
- ATV safety
- Home safety
- Poisoning
- Pedestrian safety
- Gun safety
- Others: \_\_\_\_\_

# NC SAFE KIDS Survey

**C5.** For which of the following age groups has your coalition/chapter offered programs during the **past five years**? (check all that apply) Is one of these groups your main priority? (check one)

- 0-3 \_\_\_ Check if main priority
- 4-5 \_\_\_ Check if main priority
- 6-8 \_\_\_ Check if main priority
- 9-10 \_\_\_ Check if main priority
- 11-15 \_\_\_ Check if main priority

**C6.** For which of the following groups has your coalition/chapter specifically offered programs during the **past five years**? (check all that apply) Is one of these groups your main priority? (check one)

- Low-income families \_\_\_ Check if main priority
- Single parents \_\_\_ Check if main priority
- Teachers/classrooms \_\_\_ Check if main priority
- African-Americans \_\_\_ Check if main priority
- Hispanics \_\_\_ Check if main priority
- Native Americans/American Indians \_\_\_ Check if main priority
- Spanish-speakers or non-English speakers \_\_\_ Check if main priority
- Other: \_\_\_\_\_ \_\_\_ Check if main priority

**C7.** Please indicate which programs your coalition/chapter has offered during the **past five years**. How frequently was each offered?

Type of Training	Not Offered	Once A Year	Twice A Year	Quarterly	Monthly	More Than Monthly
2 Day CPS Training						
5 Day CPS Training						
Risk Watch						
SAFE Teens						
Bucklebear						
Other						

**C8.** What would you consider your coalition/chapter's three most successful programs?

Answer: \_\_\_\_\_

Answer: \_\_\_\_\_

Answer: \_\_\_\_\_

# NC SAFE KIDS Survey

**C9.** For your coalition/chapter’s community events—such as health fairs or bike rodeos—how many target individuals (i.e., parents, children) usually attend?

Program	5 or Fewer	6-10	11-15	16-20	21-30	31 or More
2 Day CPS Training						
5 Day CPS Training						
Risk Watch						
SAFE eens						
Bucklebear						
Other						

**C10.** Are you satisfied that you’re reaching your intended target audience through your programs and events?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

## D. FUNDRAISING

**D1.** What are your coalition/chapter’s sources of financial support? (check all that apply)

- Ongoing business sponsorships (Ex. Annual gift from Walmart)
- One-time business sponsorships (Ex. One-time donation from Lowe’s)
- Ongoing community organization sponsorships (Ex. Annual gift from school system)
- One-time community organization sponsorships (Ex. One-time donation from Red Cross)
- Ongoing civic group sponsorships (Ex. Annual gift from Kiwanis club)
- One-time civic group sponsorships (Ex. One-time donation from Rotary club)
- Community fundraising drives (Ex. Raising money for SAFE KIDS in your community)
- Applying for grants
- Selling injury-related merchandise (i.e., bike helmets, car seats)
- Other: \_\_\_\_\_

**D2.** Sometimes contributions are earmarked for specific activities (i.e., bike safety programs) and are not available for general administrative use. How frequently in your fundraising are donations earmarked for specific programs?

- Very frequently earmarked
- Somewhat frequently earmarked
- Somewhat infrequently earmarked
- Very infrequently earmarked

## NC SAFE KIDS Survey

**D3.** If your coalition/chapter solicits funds from organizations, businesses, and civic groups, which ones does it target? Specific names (i.e., Walmart) and industries (i.e., insurance companies) may be included.

Answer: \_\_\_\_\_

**D4.** Which of these organizations, businesses, and civic groups, if any, have you found especially helpful?

Answer: \_\_\_\_\_

**D5.** Has your coalition/chapter applied for grants? If so, please list which ones. *IF NO, THEN SKIP TO QUESTION D9.*

- Yes
- No

Grants: \_\_\_\_\_

**D6.** Have you applied for grants in any of the following areas? (Check all that apply)

- Bike safety
- Fire safety
- Pedestrian
- Child passenger safety (general)
- Child passenger safety week
- Risk Watch
- SAFE KIDS Week
- Other: \_\_\_\_\_
- None

**D7.** Have you pursued any national or state SAFE KIDS grants?

- National SAFE KIDS grants
- State SAFE KIDS grants
- Both national and state SAFE KIDS grants
- Neither

**D8.** If not, why not?

Answer: \_\_\_\_\_

**D9.** What do you think is the most effective way to raise money for your coalition/chapter? (Examples: Applying for grants, securing business sponsorships, community solicitations, etc.)

Answer: \_\_\_\_\_

### E. FINANCIAL

**E1.** Which of these best describes your coalition/chapter's financial structure?

- Part of a city government organization (Ex. Pittsboro police department, Concord city fire department)
- Part of a county government organization (Ex. Catawba County health department)
- Part of a for-profit organization (Ex. Allstate Insurance, Sunshine Childcare Center)
- Part of a 501c3 (non-profit) organization (Ex. American Red Cross chapter, Kiwanis Club)

# NC SAFE KIDS Survey

**E2.** On average, how much money does your coalition/chapter raise or earn each year?

- \$500 or less
- \$501-1000
- \$1001-1500
- \$1501-2000
- \$2001-3000
- \$3001-5000
- More than \$5000

**E3.** What were your coalition/chapter's total expenses (including personnel and programs) for 2004?

Answer: \_\_\_\_\_

**E4.** How would you rate the financial stability of your coalition/chapter?

- Very stable
- Relatively stable
- Relatively unstable
- Very unstable

**E5.** Do you have a system for tracking and managing your coalition/chapter's finances? (For example, some coalitions/chapters track all donations in a database or spreadsheet. Others track all expenditures as if they were a business.) *IF NO, SKIP TO E7.*

- Yes
- No

**E6.** If so, what type of system do you use?

Answer: \_\_\_\_\_

**E7.** In general, how is money distributed throughout the coalition/chapter? (For example, 50% goes to programs, 20% goes to overhead and expenses, 10% goes to salaries, etc.)

	Coalition/Chapter Activity	Percentage
Programs (Events, activities, etc.)		
Overhead (Building space, utilities, general supplies, etc.)		
Salaries (Including part-time staff, Benefits, etc.)		

## F. SOURCES OF DATA

**F1.** Is your coalition/chapter able to access relevant injury data easily? *IF NO, SKIP TO SECTION G.*

- Yes
- No

**F2.** What are some of the obstacles to accessing useful data, if any? (For example: Injury-specific data is unavailable; Organization does not have access to the data; etc.)

Answer: \_\_\_\_\_

# NC SAFE KIDS Survey

**F3.** What types of injury prevention data does your coalition/chapter access and use? (check all that apply)

- Hospital discharge information
- County-wide government injury data
- State-wide government injury data
- National government injury data (CDC)
- North Carolina SAFE KIDS data (injuries to NC children)
- National SAFE KIDS data
- SAFE KIDS program evaluation data from your coalition/chapter
- Other: \_\_\_\_\_

**F4.** For each column—interpretation, access, and value—what are the strengths and weaknesses for each type of data that you use? (check all that apply)

Type of Data	Interpre- tation (Easy to interpret)	Interpre- tation (Difficult to Interpret)	Access (Easy to Access)	Access (Difficult to Ac- cess)	Value (Contains Useful Info)	Value (Contains Incom- plete Info)	Don't Use this type of data
Hospital Discharge							
County Gov't Data							
State Gov't Data							
National Gov't Data							
Program Eval Data							
NC SK Data							
National SK Data							
Other							
Church, temple, or mosque (Ex. Binkley Baptist Church)							
Daycare or Childcare Provider							

**F5.** What types of injury data are you unable to use as effectively as you'd like? (check all that apply)

- Hospital discharge information
- County-wide government data
- State-wide government data
- National government data
- SAFE KIDS program evaluation data
- Other: \_\_\_\_\_

# NC SAFE KIDS Survey

**F6.** Give one example of how injury data has directed your coalition/chapter's activities?

Answer: \_\_\_\_\_

## G. PROGRAM EVALUATION

**G1.** What types of evaluations has your coalition/chapter conducted? (check all that apply) *IF NONE, SKIP TO QUESTION G4.*

- Surveying event attendees
- Observing behavior following a program
- Comparing program recipients to individuals who didn't receive program
- Other: \_\_\_\_\_
- Have not conducted evaluations

**G2.** If you've conducted evaluations, what have you tried to measure? (check all that apply)

- Increase in awareness of an issue
- Increase in awareness of SAFE KIDS and its programs
- Completion of program or event as intended
- Change in child/adult attitudes regarding a behavior or an issue
- Adoption of intended behavior in children/adults
- Change in incidence or mortality rate of specific injury
- Other: \_\_\_\_\_

**G3.** If you conduct evaluations, which programs have you evaluated? (check all that apply)

Program	Evaluated
CPS Events	
Misuse Rates	
Bike Safety	
Risk Watch	
Other:	
Other:	

**G4.** Has your coalition/chapter ever requested assistance in evaluating a program?

- Yes, and received help
- Yes, but did not receive help
- No

**G5.** If your coalition/chapter received assistance, who provided it?

Answer: \_\_\_\_\_

**G6.** Would your coalition/chapter like help evaluating programs in the future?

- Yes
- No

**G7.** Give one example of how an evaluation would direct your coalition/chapter's activities?

Answer: \_\_\_\_\_

# NC SAFE KIDS Survey

## H. TRAINING AND SUPPORT

**H1.** As part of this evaluation, SAFE KIDS is investigating what types of training and support each coalition/chapter needs and desires. For each of the topics below, please indicate whether you have received and/or would like training in that area.

Topic	Received Training	Would Like Training
Coalition Building and Partnerships		
Accessing and Collecting Data		
Learning How to Use Data		
Promoting/Marketing Specific Programs		
Public Relations/Promoting the Importance of Injury Prevention		
Strategic Planning		
Cultural Competency/Working with Different Cultures		
Working with Hispanic Populations		
Fundraising		
Grant Writing		
New Coordinator Training		
Working with Schools		

**H2.** What other types of training—not listed in the chart above—would be useful?

Answer: \_\_\_\_\_

**H3.** Would you be interested in distance training (i.e., conducted through the Internet)?

- Yes
- No

**H4.** In addition to broad training, SAFE KIDS is investigating whether coalitions/chapters need training for and assistance with specific programs. For each of the programs below, please indicate whether you would like assistance in planning and/or improving that program.

Program	Would Like Assistance
CPS Clinics	
Bike Helmet Fittings	
Bike Rodeo Set Up	
Pedestrian Training – Walk This Way	
Risk Watch	
Other:	

**H5.** For which other programs—not listed in the chart above—would you like to receive assistance?

Answer: \_\_\_\_\_

**H6.** Is there a program that you haven't been able to do but would like to plan?

Answer: \_\_\_\_\_

# NC SAFE KIDS Survey

**H7.** Are there any other comments that you'd like to add?

Answer: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Again, thank you for taking the time to complete this survey. Your answers and insight are extremely valuable to North Carolina SAFE KIDS, and we appreciate the time you have invested in answering these questions. If you have any additional comments that you would like to share—about SAFE KIDS or the survey—please don't hesitate to contact [Original survey contained contact email and phone number for contact].

Thank you for your time.

## Selected Frequencies

The following frequencies are provided to enable chapters and coalitions to learn from one another about their approaches to the following issues. Information about financial status and training needs are presented elsewhere.

### LEADERSHIP

1. What is the basis of your relationship with SAFE KIDS?

	%
County/local health department	15
EMS or medical rescue	4
Hospital or other healthcare area	39
Fire safety or fire department	17
Law enforcement	0
Community school or school system	2
Community non-profit organization or civic group	7
Other	15

2. Is your involvement in SAFE KIDS officially part of your current job?

	%
Yes, and a major part of my current job	44
Yes, but a minor part of my current job	46
No, I am involved with SAFE KIDS outside of my current job.	11

3. Whether you are a volunteer or SAFE KIDS is part of your paid job, approximately how much time do you spend on SAFE KIDS each week?

	%
1-10 hours per week	51
11-15 hours per week	11
16-20 hours per week	18
21-30 hours per week	7
31-40 hours per week	9
More than 40 hours per week	4

# NC SAFE KIDS Survey

4. Approximately how many years have you served in your current position with SAFE KIDS?

	%
1 or less	29
2	13
3	27
4	11
5 or more	20

5. Were you involved in injury prevention before SAFE KIDS?

	%
Yes	56
No	44

6. Have you attended a SAFE KIDS annual meeting in the past two years?

	%
Yes	76
No	24

7. In general, how satisfied are you with the direction of your SAFE KIDS coalition/chapter?

	%
Very satisfied	29
Somewhat satisfied	58
Somewhat unsatisfied	13
Very unsatisfied	0

8. In general, how satisfied are you with the direction of the North Carolina SAFE KIDS?

	%
Very satisfied	59
Somewhat satisfied	42
Somewhat unsatisfied	4
Very unsatisfied	0

## PROGRAMS AND ACTIVITIES

9. Approximately how many programs and activities has your coalition/chapter hosted in this quarter (Jan 2005 – March 2005)?

	%
None	16
1-3	33
4-6	16
7-9	16
10-12	12
13-15	0
16 or more	7

# NC SAFE KIDS Survey

10. Approximately how many programs and activities did your coalition/chapter host this past year (Jan 2004 – Dec 2004)?

	%
None	2
1-3	12
4-6	28
7-9	5
10-12	5
13-15	14
16-19	17
19 or more	28

11. In which of the following risk areas has your coalition/chapter offered programs during the past five years?

	%
Fire safety	86
Water safety	75
Child passenger safety	100
Sports and recreational safety	48
Playground safety	34
Toy safety	30
Bike safety	100
Wheeled safety	36
ATV safety	30
Home safety	61
Poisoning	66
Pedestrian safety	32
Gun safety	57
Others	11

12. Please indicated which programs your coalition/chapter has offered during the past five years. How frequently was each offered?

Program	Not offered	Once a year	Twice a year	Quarterly	Monthly	More than monthly
2-Day CPS Training	25	48	22	5	0	0
5-Day CPS Training	33	44	18	5	0	0
Risk Watch	32	35	3	0	18	15
SAFE TEENS	82	4	4	4	4	7
Bucklebear	13	22	24	26	5	0

13. Are you satisfied that you're reaching your intended target audience through your programs and events?

	%
Very satisfied	26
Satisfied	60
Unsatisfied	14
Very unsatisfied	0

# NC SAFE KIDS Survey

## FUNDRAISING

14. Sometimes contributions are earmarked for specific activities (i.e., bike safety programs) and are not available for general administrative use. How frequently in your fundraising are donations earmarked for specific programs?

	%
Very frequently earmarked	33
Somewhat frequently earmarked	28
Somewhat infrequently earmarked	15
Very infrequently earmarked	23

15. Have you applied for grants in any of the following areas?

	%
Bike safety	67
Fire safety	36
Pedestrian	17
Child passenger safety (general)	93
Child passenger safety week	74
Risk Watch	33
SAFE KIDS Week	74
Other	0
None	0

## DATA AND EVALUATION

16. Is your coalition/chapter able to access relevant injury data easily?

	%
Yes	54
No	46

17. What types of injury prevention data does your coalition/chapter access and use?

	%
Hospital discharge information	52
County-wide government injury data	52
State-wide government injury data	76
National government injury data (CDC)	52
North Carolina SAFE KIDS data (injuries to NC children)	86
National SAFE KIDS data	76
SAFE KIDS program evaluation data from your coalition/chapter	38
Other	14

# NC SAFE KIDS Survey

18. What types of injury data are you unable to use as effectively as you'd like?

	%
Hospital discharge information	46
County-wide government data	64
State-wide government data	41
National government data	23
SAFE KIDS program evaluation data	27
Other	5

19. What types of evaluations has your coalition/chapter conducted?

	%
Surveying event attendees	21
Observing behavior following a program	71
Comparing program recipients to individuals who didn't receive program	53
Other	0
Have not conducted evaluations	0

20. If you've conducted evaluations, what have you tried to measure?

	%
Increase in awareness of an issue	70
Increase in awareness of SAFE KIDS and its programs	33
Completion of program or event as intended	44
Change in child/adult attitudes regarding a behavior or an issue	78
Adoption of intended behavior in children/adults	26
Change in incidence or mortality rate of specific injury	48
Other	7

21. Has your coalition/chapter ever requested assistance in evaluating a program?

	%
Yes, and received help	11
Yes, but did not receive help	3
No	87

22. Would your coalition/chapter like help evaluating programs in the future?

	%
Yes	83
No	17