



NATIONAL
CHILDREN'S
ALLIANCE®

The Outcome Measurement System (OMS)

Part Two Training Webinar

Creating Reports & Sharing Results

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National Children's Alliance

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Today's Webinar

The webinar is recorded & you will get a copy of the slides.

It will be approximately one hour long.

We will start by reviewing content on the slides. We will end with a live demo of the Qualtrics reporting dashboards.

Phones are muted due to the large number of attendees, please use the text box to type questions.

We will answer relevant, group-oriented questions **at the end**.

Kaitlin will respond to you directly after the webinar if we run out of time or your question is specific to your center.

Please complete the feedback survey in the follow-up email!

General implementation/survey collection topics were already covered in the Part One Webinar on June 18th (recording available)



Announcement: Youth Feedback Survey

On June 10th, we launched a survey to all CACs using OMS to determine interest in a new survey type for OMS designed for youth ages 10 to 17 receiving CAC services. The deadline to respond was June 30, 2019.

Essential aspects of the proposed survey:

- Anonymous
- Developmentally appropriate and research-based questions
- Onsite only, no need to collect contact information for youth
- Piloted by a group of CACs for functionality & testing reliability and validity

Before we move forward on this project, we wanted to determine if CACs feel such a survey would be beneficial to the children and families they serve.

The results are in!

Thank you to the almost 350 people who shared feedback! Over 63% of you are ready and excited to collect feedback from youth, another 16% may be interested with some modifications to our plan, and the remaining 21% are not interested at this time, but shared valuable feedback we will keep in mind.

Based on these results, we will be moving forward with creating a youth feedback survey. Stay tuned for announcements about how to participate in the pilot project in 2020!



Training Materials in Addition to Webinars

OMS Training Section on NCA Members Only Website

<http://nationalchildrensalliance.org/members/oms-resources-for-members/>

Improve Your Experience

Training materials for collecting data

Use Your Results

Telling your story through OMS

Add Your Voice

How using OMS can help your CAC

Otherwise, materials are included in OMS Start-Up Emails or can be requested by emailing OMScoordinator@nca-online.org

- Administrative Guide with screenshots & step-by-step instructions
- Two-page Quick Start Guide with most important steps
- Various special-topic guides, scripts, templates (now also included as an appendix in the Admin Guide)
- Cheat Sheet of Qualtrics Report Buttons

Paper surveys are included in your OMS Start-Up Email or you can request them by emailing OMScoordinator@nca-online.org. They are not publicly posted, as some centers have requested additions.

Reminder: If your center needs extra custom items added to your surveys (for a funder, etc.), contact the OMS Coordinator or your State Chapter. Kaitlin will program into the online system, give you an updated paper copy, and add to online reports in your account.



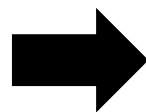
Why is Program Evaluation Important?

- Make improvements
 - Data-informed decisions:
 - Maintain or expand effective parts
 - Change or remove ineffective parts
 - Engage participants
 - Provide feedback to staff
- Meet accountability requirements
 - Expectation for many funders – current and potential
 - Other stakeholders: boards, donors, policy-makers
- Raise awareness
 - Promote successful practices
- Contribute to the organization & the field
 - Add to existing knowledge about what does and does not work, for both internal and external uses

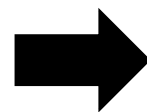


The Bigger Picture

- ❖ Statistics and results from programs like OMS are also included in aggregated state, regional, and national reports.
- ❖ **NCA and Chapters use this data to advocate for YOU**
 - We need this data to show why CACs are so important
 - This allows us to fight for the resources your program needs to survive and thrive
 - Helps CACs stand out from other programs
- ❖ This is why we need ALL centers to follow best practices in data collection and make the best use of this valuable resource.
 - The more information we gather, the better we can advocate for resources.



Your State



How can CACs use OMS results?

Useful data relies on consistent survey collection! Directors/supervisors should check in regularly to ensure surveys are being offered to families and team members.

Improve Services

- Establish common goals, ensure all staff are working toward these goals
 - Communicate current trends and desired outcomes to staff members
- Identify strengths and areas for improvement – prioritize resources
 - Find out which parts of your CAC are working well
 - Continue or expand effective services
 - Provide positive feedback to staff, celebrate successes
 - Fix problem areas
 - Identify services with low numbers, get the data to back up “gut feelings”
 - Reconsider current practices that may be unsuccessful and show staff why “business as usual” is not working, with data to back it up
 - Make the case for additional funding, staffing, or other resources



“Good” vs. “Bad” Performance on OMS

Each CAC may have different interpretations of their results, but here are some overall points to keep in mind

- **# of Surveys Collected:** Some states or individual CACs may choose to set targets or goals for number or percent of surveys to collect. This might be to encourage staff, perhaps finding the current number and pushing for a reasonable increase in the next timeframe. This is not just a quota, though – every family should have the opportunity to share feedback!
 - This is not the same as deciding to only offer the survey to a certain number or percentage of participants. We strongly believe EVERY family and team member should have the opportunity to share feedback, so we discourage only offering surveys to a certain percentage of people (and not others), even if the sample is random.



“Good” vs. “Bad” Performance on OMS

Each CAC may have different interpretations of their results, but here are some overall points to keep in mind

- **Demographics of Children/Team Members:** Each survey starts with basic questions about the child (gender, race/ethnicity, age) or team member (professional discipline, years working with CAC model, county/jurisdiction). This is meant to be compared to data you already have in your case management system about clients served and information you already know about your team. Do the percentages line up (approximately)? Are any groups over- or under-represented? How could you better reach all groups?
- **Comparison to Past Timeframes:** Reports allow you to filter results for specific timeframes. If you run a report for all surveys collected in 2017 and then you run a report for all surveys collected in 2018, what differences do you see? Have some items improved? Have other items deteriorated? How can your team celebrate these successes or find solutions to trouble areas?



“Good” vs. “Bad” Performance on OMS, cont.

- **Comparison to State, Regional, and National Trends:** This is when the benchmarking tabs on your reports will be especially helpful. They can also be filtered by date, so you can see if you have improved relative to the larger group as well in given timeframes.
 - **“Healing, Justice & Trust”** National OMS reports from NCA are created annually and highlight trends in the field that we believe are most essential in terms of successes in our field and areas the field should focus on. We use this data to create training and technical assistance programs as well!
- **Share results with your team!** You may not wish to share every data point, depending on the situation/group, but find ways to highlight successes and ask for assistance on areas needing improvement.



How to Handle Negative Feedback

- Evaluation reveals both areas for improvement AND areas of success. Negative results should not be viewed as failures, but rather opportunities to learn and improve.
- Some negative feedback is inevitable. We provide services in a challenging field and there may be many reasons that caregivers or team members are dissatisfied.
 - **Issues within your direct control:** Share feedback with staff & brainstorm solutions
 - **Partner issues:** Inform team members about any trends you are seeing (i.e. lack of follow-up, misinformation, etc.)
 - **Issues outside your control:** Acknowledge the feedback and inform any stakeholders on the possible reasons why families may feel this way.



How can CACs use data?

Raise Awareness & Engage Partners

- Enhance public image of CACs
 - Add statistics to public awareness campaigns and social media
 - Include results as part of flyers and brochures provided on-site or distributed by community partners
- Remind partners why the CAC is so important
 - Engage professionals from partner agencies to increase involvement in the MDT/CAC.
 - Show partners that your families value the services of your CAC, using feedback from clients and other data showing how many families benefit from this work.
- Engage board members
 - Provide boards with information to use in planning and evaluation
 - Need to hire a new staff member? Show them why, with data and feedback from families and team members.



Safe Shores (DC) Fundraising Materials

Thanks to you, Safe Shores – The DC Children's Advocacy Center is making the future better for children and families affected by abuse, trauma and violence.

FORENSIC SERVICES



Your support helped **542 children** speak their truth by providing a safe space to tell their story.

Safe Shores' goal is to ensure children only have to tell their story one time, in one place, to one person.

CLINICAL SERVICES



Your gift was instrumental in helping to heal the hearts and souls of children: we provided over **1,200 art, sand and play therapy sessions**.



Safe Shores hired **two new therapists** this year, bringing our total to five full-time clinical staff.



DID YOU KNOW?

Therapy is provided free of charge to every single Safe Shores client for as long as needed.

PREVENTION EDUCATION

This year saw unprecedented growth in our Prevention Education Program.

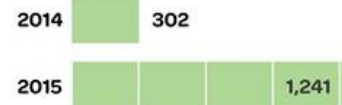
We had a **410% (!) increase** in the number of adults who committed to keep kids safe by being trained in Stewards of Children®, an evidence-supported, child sexual abuse prevention program.



Research shows that adults who participate in Stewards of Children® trainings leave with **increased knowledge, improved attitudes, and are more likely to adopt effective child-protective behaviors**.



Safe Shores aims to train **30,000 adults**, or **5% of Washington DC's population**, in order to change the culture of child protection by 2020.



FAMILY ADVOCACY SERVICES

Many of the children and families we see don't have the resources to provide items critical to their healing process. When families are dealing with trauma associated with abuse, even small tasks can feel overwhelming and out of reach.



Together, we lifted the spirits of **234 children and families** by providing holiday gifts.



You inspired confidence and excitement for a new year of learning: **220 children received brand new school supplies!**



You made a difficult transition just a little easier for kids by providing clothing and toiletries for **302 take-care bags**.



Your support helped **232 parents and caregivers** get through a tough time by providing much-needed items such as grocery gift cards, furniture, school uniforms and emergency travel funds.



95% of parents and caregivers told us that their child felt safe at Safe Shores.



92% of parents and caregivers felt that they left knowing what to expect with the situation facing their child and family.



92% of parents and caregivers felt that staff provided them with resources to support their child and respond to their needs.

Your giving helped restore hope to **1,292 children and families** this year.

"I appreciated the kind and helpful resources that they [Safe Shores] offered my family and I at this difficult time. We truly thank the staff at the Center."

"The staff was very patient, friendly and warm. We appreciate the gift card and clothing. The whole experience at the Center made us feel at ease."

"Every aspect of this situation has been difficult, but this visit has been very beneficial and informative – a silver lining in this experience."

"I want to say thank you and I feel at home and safe with my child here."

How can CACs use data?

Increase Funding & Other Resources

- Improve likelihood of securing and retaining funding
 - Funders expect to see the numbers behind your requests/reports
 - Data can be used for grant applications, including public and private grants
 - Individual and corporate donors also want to know how their money is being used, so show them the impact of your work with the numbers to back it up.
- Build partnerships with other organizations
 - Show other organizations, such as other community-based programs and research institutions, that your CAC would make an effective partner.
 - See an funding opportunity related to your work? Consider partnering with another agency on the proposal and improve your chances of success.
- Support changes in legislation
 - CAC data is combined into state, regional, and national statistics used by State Chapters and NCA, which we use to show state and federal representatives why CACs are so valuable.
 - Provide statistics to representatives to use in their fight for changes in legislation

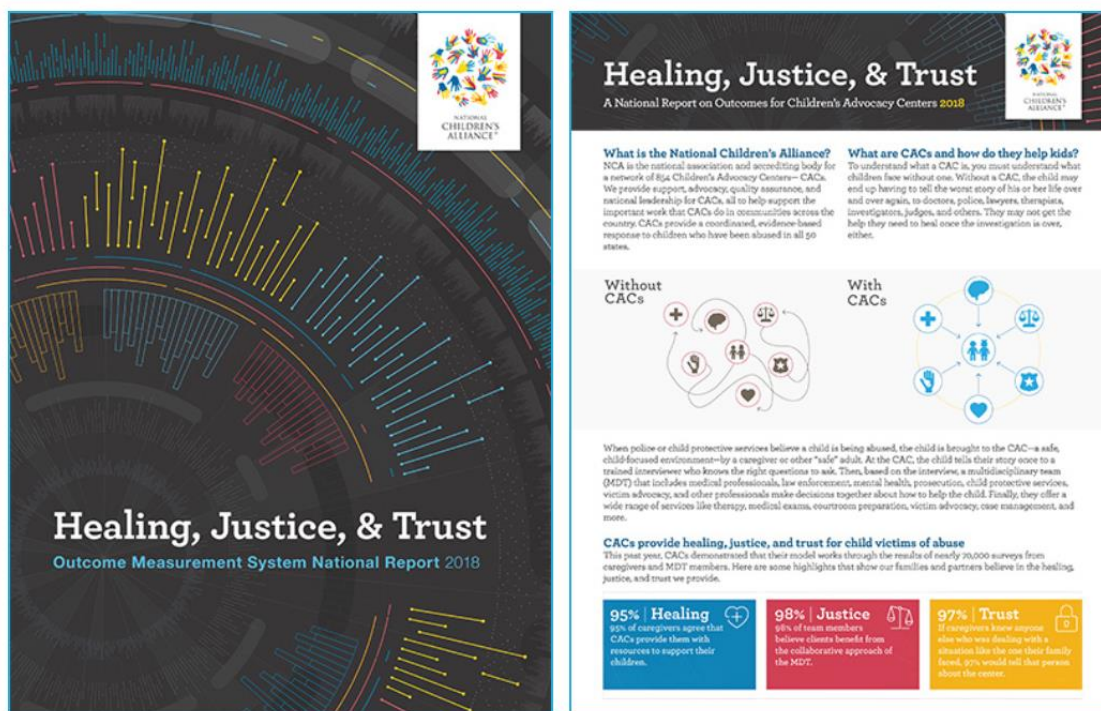


OMS Resources for Members (NCA website)

“Healing, Justice & Trust” – 2018 reports coming soon, 2017 available now
Will have 2 versions showing national results of OMS

- Member version – includes many suggestions/takeaways for the CAC field
- Brief version – combines OMS with other data sources

<http://nationalchildrensalliance.org/members/oms-resources-members>



OMS Resources for Members (NCA website)

A customizable, professionally-designed template has been made for combining results from OMS, statistics, Gap Maps, and other sources to tell a unified story about your CAC. A training video and link to the resource is available on this page.

<http://nationalchildrensalliance.org/members/oms-resources-members>



Create Your Own

Telling Your Story Through Shared Outcome Data!
from National Children's Alliance

What questions are we trying to answer?

- 1) Who are we and what do we do? (No brainer: Never assume and always first)
- 3) How do we show we're growing? (Show momentum w/ statistical data)
- 4) How do we show what we still need? (Show need through coverage/other data)
- 5) What do we want? (Make a specific ask and say what you'd do with it)

Healing, Justice, & Trust
Measuring Outcomes for Kids

Without CACs vs **With CACs**

The West Virginia CAC movement is growing and improving

The best example

39:15

How do we know it's working? (Show success with OMS)

HD :: vimeo

Trends from OMS: Family Engagement in Services

An example of how NCA uses OMS results for national initiatives

- On the OMS Caregiver Follow-Up Survey, caregivers are asked if they were given information about how to get services for children and themselves, such as counseling and family support.
- Most caregivers indicate, yes, they have been provided with this information. In this case, a follow-up question is asked regarding whether the services were used.
- Since 2014, there has been a trend with fewer families going on to use services, despite referral rates remaining steady or increasing.
 - 56.5% of children referred to services went on to use them in 2018, down from 69.1% in 2014
 - 32.4% of caregivers referred to services went on to use them in 2018, down from 47.6% in 2014.



Trends from OMS: Family Engagement in Services

- In other data collection from CACs, concrete barriers such as service location/transportation are estimated to be significant barriers by almost 50% of CACs (2018 NCA Member Census).
- However, OMS Caregiver Follow-Up Surveys indicate that very few caregivers see location/transportation as a barrier for accessing services (1.9% child barriers, 1.4% caregiver barriers).
- Instead, the most common barriers reported by caregivers are more perceptual in nature and indicate low buy-in to the importance of services.
 - Caregivers do not think children need the services (22.5%) or do not think they need services for themselves (51.3%)
 - Children are already receiving similar services elsewhere (24.9%) or caregivers are using similar services elsewhere (12.4%)
 - Services caregivers see as “similar” may not be evidence-based
 - Caregivers have not had time/have not made appointments yet (12.9% of barriers for children’s services; 16.5% of barriers for caregiver services)

To address these issues, NCA is partnering with the University of Oklahoma Health Sciences Center on a NIMH grant to create a curriculum and train victim advocates on engaging children and families in mental health care.



Differences Between Accounts & Links

- Links to each of the survey types for your center – use for collecting surveys themselves (on a tablet, entering paper surveys, etc.).
 - There is no login required. The links can be opened on any device connected to the internet.
 - The code at the end of each link is how the system knows that results belong to your center, so surveys results will show up in your reporting dashboards above, as well as state, regional, and national aggregated reports, all automatically.

Please be careful when typing in links – consider using short links.

- Qualtrics accounts are for viewing results in reporting dashboards.

There are NO survey administration functions in accounts themselves.

Login Page: <https://nca.az1.qualtrics.com/vocalize/login>

Username/Email: email@example.com

Password: Use “Forgot Password?” button if needed

Each CAC has one account – share login information with all staff at your center who will be working on OMS. Passwords can be changed using the Forgot Password? button, but usernames must be changed by NCA.



Tabs in Dashboards

Your center will have a minimum of 6 tabs for each survey type. If your center has requested additional items, you may have one or more additional tabs for those items.

- **Demographics**: 1st of 4 tabs showing just your center's data: Number of surveys, completion method, and demographic information such as gender, race/ethnicity, and age for children, and professional discipline, years working with the CAC model, and county for MDT Surveys.
- **Experience Summary**: 2nd of 4 tabs showing just your center's data. Core survey items (multiple choice, etc.) and any comments directly related to those items. *Additional tabs in Follow-Up and MDT with N/A responses removed.*
- **Comments**: 3rd of 4 tabs showing just your center's data. Comments on bigger/more detailed open-ended items.
- **Full Reports**: 4th of 4 tabs showing just your center's data. Combines first 3 tabs into one report for ease of downloading results.
- **Benchmark - Demographics**: 1st of 2 tabs benchmarking your center's performance to state, regional, and national results. Each item has color-coded bars for each group (your own center, the state you are in, the region your state is in, and the national data). This particular tab shows benchmarking to demographic items previously discussed and shown on the Demographics tab.
- **Benchmark - Experience Summary**: 2nd of 2 tabs benchmarking your center's performance to state, regional, and national results. Shows benchmarking to all other multiple-choice items on the survey.



Next: Live Demo



See the full list of surveys by clicking the Projects button in the right-hand corner

Select the survey type for which you wish to view results

Disregard meta-data on the right. This refers to national totals. You will see your center's own information in the dashboard itself for each survey type.

The screenshot shows the Qualtrics dashboard interface. At the top left is the Qualtrics logo. At the top right, there is a 'Projects' button highlighted with a yellow box, along with 'Help' and a user profile icon. Below the header, there is a navigation bar with 'All Folders', a list icon, and a 'Project Name' dropdown. To the right of this bar are a search bar labeled 'Search P...' and a green 'Create Project' button. The main content area displays a list of five surveys, each with a star icon, a green 'e' icon, a title, a subtitle, and a dropdown arrow. The surveys are:

- 1. OMS - Initial Visit Caregiver Survey (Dashboard · Modified 2017-11-17 18:35:28)
- 2. OMS - Caregiver Follow-Up Survey (Dashboard · Modified 2017-11-17 18:39:22)
- 3. OMS - Multidisciplinary Team (MDT) (Dashboard · Modified 2017-11-17 18:44:40)
- 4. OMS - Case-Specific Multidisciplinary Team (Dashboard · Modified 2017-11-28 20:16:04)
- 5. OMS - Individual Client Needs Assessment (Dashboard · Modified 2017-11-17 18:46:45)

To the right of the survey list, there are three columns of data: Pages, Widgets, and Responses. A red diagonal line is drawn across these columns, starting from the top right and ending at the bottom left. The data values are:

Survey	Pages	Widgets	Responses
1. OMS - Initial Visit Caregiver Survey	5	66	132k
2. OMS - Caregiver Follow-Up Survey	6	118	27k
3. OMS - Multidisciplinary Team (MDT)	6	68	40k
4. OMS - Case-Specific Multidisciplinary Team	5	37	7.4k
5. OMS - Individual Client Needs Assessment	5	49	19k

At the bottom center, it says 'Showing page 1 of 1'.

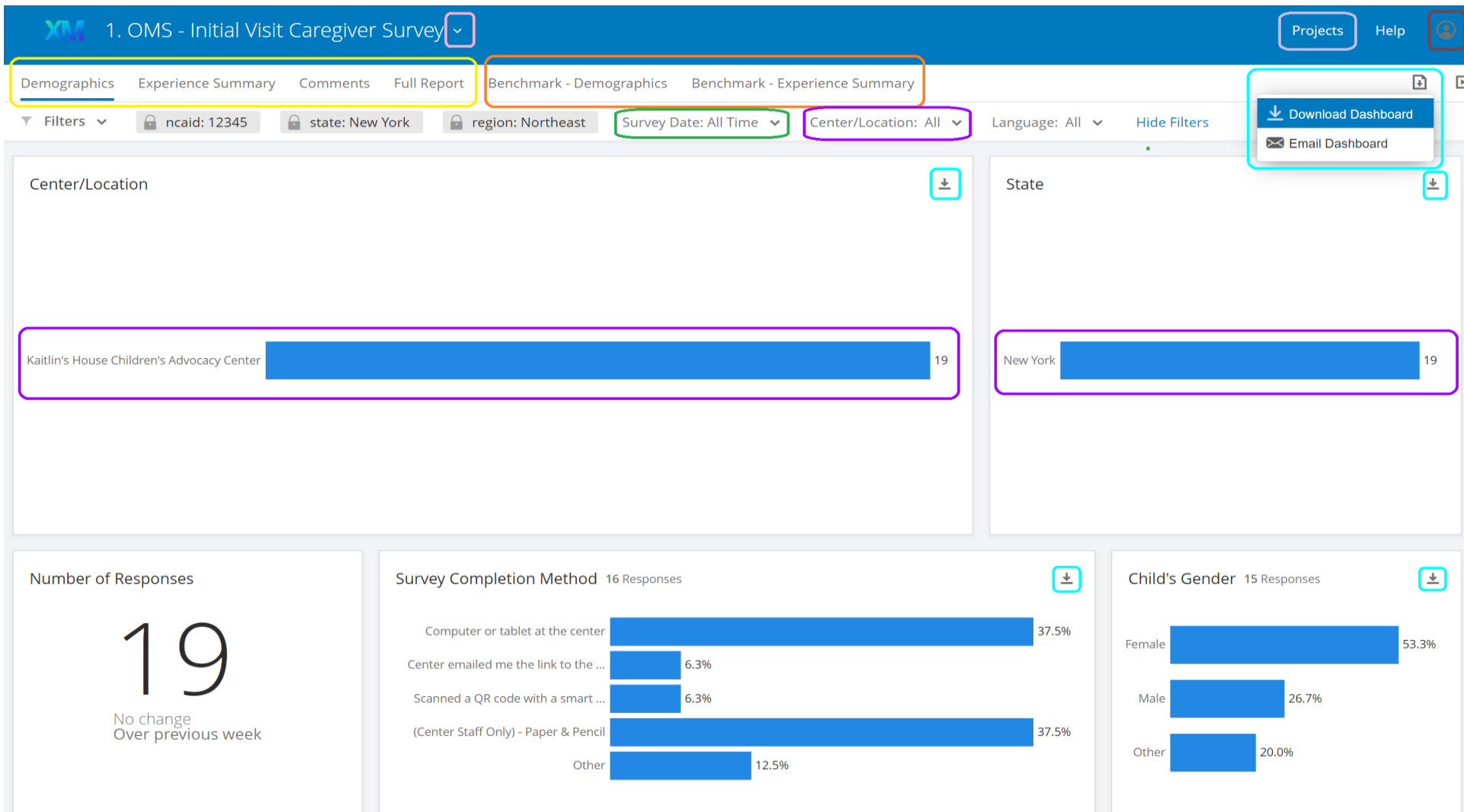
Switch surveys using the drop-down or return to the Projects page.

Your center's data is divided into the first 4 tabs (see review on the next page)

Benchmark your results to larger groups – state, region, national – via the last 2 tabs.

Download by tab or by widget (item) to export a PDF or JPG (screenshots) or a CSV spreadsheet (raw data, replaces the “Responses” page in FluidSurveys)

Filter results by timeframe. “All Time” by default, but click to choose a specific date range.



Filter results by location (only necessary if your organization oversees multiple centers). Click the bar to select one center (or state, for regional users) or use the drop-down menu to select multiple locations at once (type in the first few letters of the name)

Access account settings (such as to change the password), refresh the account to prompt updates, or log out.



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QUESTIONS?

For more information, technical support, or any other questions, please contact:

Kaitlin Lounsbury at klounsbury@nca-online.org or

OMScoordinator@nca-online.org

(202) 548-0090 Ext. 211

Please complete the webinar feedback survey in your follow-up email!

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