



**2005 Satisfaction Survey of Healthy Families America
Regional Resource Centers
National Highlights
Written by Lori Friedman
April, 2005**

Overview of the Healthy Families America Regional Resource Centers

Launched in 2003, the Healthy Families America (HFA) Regional Resource Centers (RRCs) are designed to provide technical assistance and support in the areas of training, quality assurance, program development and long-term sustainability for HFA sites and state systems. The premise of this strategic direction was linked to the long-time vision of both Prevent Child Abuse America and HFA that building the strength, capacity and resources at the local and state levels was the best assurance for long-term sustainability of HFA programs.

Midwest and Western Regional Resource Centers

The two regional resource centers are strategically positioned to serve sites in the midwest and western parts of the country. The Midwest Regional Resource Center is housed at St. Joseph Mercy Oakland and is a collaborative effort between the states of Michigan, Indiana and Illinois. The Midwestern center draws on the vast expertise of the states in the region which encompasses: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

The Western Regional Resource Center is coordinated by Healthy Families Arizona (HFAz), in partnership with the Arizona Department of Economic Security and Prevent Child Abuse, Inc. HFAz has a long history with HFA and of providing technical assistance and training to many states across the country. Like their counterparts in the Midwest, the Western center draws upon the knowledge and skills of individuals in the region who are located in the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington, and Wyoming.

Services Provided

The services provided by the centers are wide-ranging and include everything from conducting core and wrap-around trainings to reviewing self-assessments for credentialing to convening members of their advisory groups to identify and address needs of the regions to providing technical assistance around credentialing and quality assurance. Healthy Families America program sites and state systems can access support on topics such as new site development, affiliation, fundraising, policies/procedures, research and evaluation, state systems development, board development, outreach, forms, retention, supervisory support, assessment, and many other areas.

Survey Overview

Although it is still early in the evolution of the centers, it was determined that conducting a survey of customers both actual and potential would lend valuable insights regarding customer satisfaction, identification of needs and strategies to best promote and communicate about the centers.

The survey was developed over several months. Regional Resource Center staff as well as members of the Western Regional Resource Center advisory group and the technical assistance/quality assurance committee of the Midwestern Regional Resource Center provided input. The survey consisted of a total of 23 qualitative and quantitative questions about utilization and satisfaction of services and suggestions to enhance the centers. The survey went through two rounds of pilot-testing. Testers indicated that the survey took approximately 10 minutes to complete. Dr. Byron Egeland, Chair of the Prevent Child Abuse America Research Committee reviewed the survey and found there to be no threat of harm to respondents.

Once the content was finalized, the survey was migrated to SurveyMonkey a web-based survey tool. SurveyMonkey simplifies the data collection and analysis phase by automating responses. In addition to these benefits, it is very simple and intuitive and can be utilized by anyone.

Approximately 450 individuals were invited to complete the survey. They included:

- Program Managers from sites in both regions
- Trainers in both regions
- Peer Reviewers in both regions
- State Leaders in both regions
- Researchers/Evaluators in both regions

Once the survey was launched on February 2, 2005, invitees were initially given about 26 days (through February 28) to complete the survey. In addition to the initial invitation, reminder notices were sent out electronically on February 11 and 28. Announcements and reminders were also sent via *State Systems Scoop* and from both regional centers. These reminders helped bolster response rates. The deadline was ultimately extended until March 3.

Some researchers have found that response rates range from 7 to 44% for web surveys.¹ Others indicate that an acceptable response rate is about 50%.² A previous e-mail survey submitted to State Leaders yielded a 73% response rate. Our goal for this survey was to obtain a response rate between 40 and 50%.

¹ Conducting Research Surveys via E-mail and the Web, Matthias Schonlau, Ronald D. Fricker, Jr., Marc N. Elliott (2001, Rand). Downloaded on January 10, 2005 from <http://www.rand.org/publications/MR/MR1480/MR1480.ch3.pdf>

² Don Dillman. (Fall 2004). Internet Surveys: Back to the Future. Harvard Family Research Project. The Evaluation Exchange, Vol X. No. 3. Downloaded on January 10, 2005 from <http://www.gse.harvard.edu/hfrp/eval/issue27/expert1.html>

The Sample

After taking into consideration duplicate responses, bad e-mail addresses and individuals who are no longer affiliated with the program or whom actively declined to participate in the survey, the total pool of potential respondents was 349. Responses were received from 180 individuals (for a total response rate of 52%) in 27 states. Of those, 13 were from states in the western region and 12 were from the Midwest region. An additional 2 individuals responded from states outside the two regions. The overall sample was found to be representative as 117 (65%) of responses came from Midwestern states. The Midwest region has a total of 149 sites (or 68% of sites from the two regions) compared to the western region which has 71 sites (or 32% of sites in the region).

Nearly two-thirds of survey respondents were either Program Managers and/or Supervisors and another 10% were State Leaders. As the centers are designed to support as opposed to supersede the state systems, we were pleased to see that the centers are being used by what would be considered appropriate customers.

Respondents tended to be more seasoned workers as 62% had been in their role for at least three years. Why might this be the case? Perhaps seasoned workers are more aware of their needs and/or more comfortable asking for help?

Following this trend, it was staff from more mature sites that tended to respond to the survey. More than two-thirds of respondents work at sites that have been providing services to families for at least 6 years. This could be a reflection of the fact that new program growth has slowed.

Of those respondents who were affiliated with an HFA program, 70% were already credentialed, 23% were in process and 7% were not yet due for credentialing.

You will find the graphic details of the survey data included as an appendix at the end of this report.

Utilization of the Regional Resource Centers

Of those respondents who indicated that they *had* utilized the centers, 47% had accessed services 3 to 10 times over the course of a year, another 42% received support once or twice and 10% tapped the centers 11 to 25 times. Individual sites were the most frequent requestors of services followed by state systems.

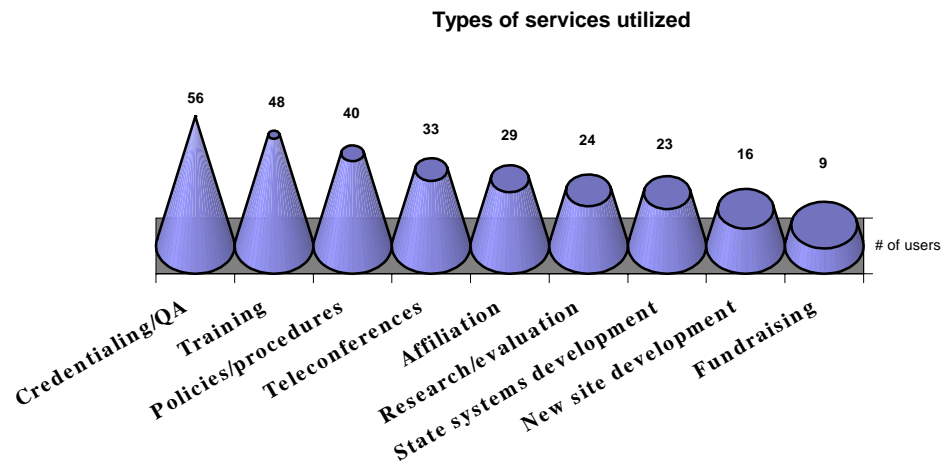
Respondents appear eager for information from and about the centers. Over 75% of respondents would like to receive general updates from the center on a monthly or quarterly basis. It comes as no surprise that e-mail is the preferred mode for regular communication.

Respondents found many reasons that make utilizing the centers worthwhile. These overwhelmingly include the knowledge, expertise, responsiveness and resourcefulness of center staff. In addition, customers appreciate that many of the services are free and/or fairly priced.

“Top expertise, responsiveness and willingness to ‘go beyond the call’ to meet needs, creative in developing resources and making them available. The staff of both centers have the kind of hands-on experience and expertise that should be featured in such a center, which is not always the case. The important issue is to ensure on-going support and expansion of capacity for the RRCs.”

Comment by a survey respondent

As far as satisfaction with services provided, respondents indicated that they were satisfied to very satisfied with services they received to address a variety of needs. The chart below depicts the services utilized most frequently.



More than 90% of respondents feel that the services they are receiving from their regional resource center are either good or excellent. Eighty-three percent of respondents felt that the centers were always or often able to respond to needs.

Respondents report that there is tremendous value associated with the centers. Not only do the centers facilitate access to resources, training and technical assistance that program staff were not previously aware of, they also provide information on innovative best practices. In addition, the centers help foster connections to other experts within the HFA network and provide an outlet for HFA program staff and State Leaders to raise ideas, challenges and concerns. Comments from respondents include notions such as the following: *“keeps me abreast of funding opportunities”*, *“makes us more independent”* and *“helps us trouble shoot using the HFA model.”*

Respondents were asked how families might benefit from services provided via the centers. Answers included themes such as:

- **Increased skills and abilities of staff**
 - *“Any training, information, and/or new procedures we learn or know about helps us provide ways to improve our services to families.”*
 - *“Staff education and knowledge = family education/knowledge.”*

- **Increased support and awareness of resources for staff**
 - *“Contracting with an excellent speaker on supervision for one of our conferences gave state office staff and program supervisors valuable information. The presentation and its handouts provided avenues for supervisors to gain confidence in their roles. Their confidence encourages growth in program staff who, in turn, empower families to set and achieve goals. Advisory Board meetings and conference calls have increased my knowledge about all aspects of service provision and program management. When I share information with state office and statewide program staff, the families they serve benefit from fresh approaches and insights.”*
 - *“The families we serve are benefiting from: our increased focus on HFA’s critical elements, improvements in our IFSP process, increased attention to and interventions for children’s developmental delays, and staff who have easy access to information and resources for group and individual needs.”*

- **Increased quality of the program**
 - *“We’ve been able to be more specific about policies, procedures, and practices, which have – I believe – improved (and will continue to improve) program quality.”*
 - *“In preparing for the credentialing process, the program has become clearer and more defined. The services that I have received from and throughout the RRC has helped that process. I feel a better understanding of the program has helped to provide better services for the clients and families that we serve.”*

Respondents indicate that over the past two years, regardless of the service provider, access to - as well as the quality of - training, technical assistance and other resources has improved at all levels (state system, regional resource center and the national office.)

Recommendations

What came as somewhat of a surprise was the fact that nearly one-half of the respondents have never utilized the centers. This is due in great part to respondents not knowing what services and resources are available, not being aware of or remembering the centers’ existence and uncertainty around how to access services. The good news is that 25% of non-utilizers are getting their needs met through existing state resources which is exciting and demonstrates the wonderful capacity-building that states have done to support HFA.

This finding of under-utilization clearly points to a need to develop strategies to promote the centers and clearly articulate what services are available from the centers, their costs, and how customers can access this support. This may require some tailoring as states vary regarding their preferences around how sites may access services.

In addition efforts to promote the centers through a variety of avenues including personal outreach, presentations and participation at conferences and meetings, and marketing via newsletters, listservs and websites should continue. The centers may want to consider developing some sort of periodic highlights to demonstrate the services that have been provided so sites have a sense of what services they can access through the centers.

Suggestions for ways to enhance or add to the services being provided by the centers yielded the following:

- Provide in-person regional supervisors meetings, which are more useful than teleconferences in sharing information and offering education around new procedures;
- Provide a list of trainers/trainings in regions with dates, topics and contact info;
- Post samples of programmatic information, forms, training logs, IFSPs, etc on RRC websites along with links to other HFA websites of interest;
- Ensure that services offered can meet needs of sites ranging from novice to veteran;
- Training ideas: 1) Offer skills-based core trainings that allow for actual forms documentation. Consider taking trainees on actual home visits and having them document the visit. 2) Provide peer review training to state staff on providing feedback to sites as preparation for site visits. 3) Train on cultural competency, Individual Family Support Planning process, family assessments, and/or program evaluation;
- Provide more fundraising support;
- Convene regional symposiums or conferences on critical issues for programs (engagement, retention, effective measurement of outcomes, technical assistance/quality assurance mentoring)
- Facilitate networking between sites with similar structures;
- Create a forum for consensus development on changes that need to be submitted for consideration nationally; and
- Provide support and information to non-affiliated programs that use other models such as Early Head Start and/or Parents as Teachers.

It is clear from the results of this survey that there remains great interest and support for the centers. Individuals who have utilized services are quite satisfied and feel the centers provide valuable services to enhance their work and improve the lives of families. Even those who have not yet accessed services seem intrigued by the centers' potential and offer ideas for how to reach out to new customers.

In closing the centers should work with their advisory groups to jointly determine how best to integrate these suggestions within the parameters of available resources and capacity.

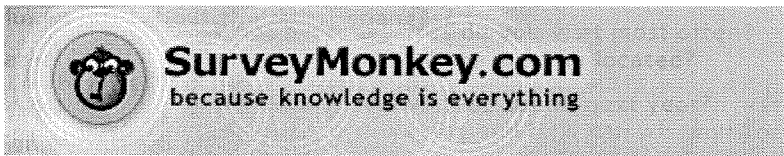
Acknowledgements

The staff of HFA at both the regional and national levels would like to express their sincere gratitude to members of the HFA network who took the time to thoughtfully provide input about the Regional Resource Centers. This information will guide future efforts of the centers. We would also like to thank the Doris Duke Charitable Foundation for their ongoing support of Healthy Families America.

For more information about this report, please contact Lori Friedman at lfriedman@preventchildabuse.org or 312.334.6834. For information on the Western Regional Resource Center, please contact Kate Whitaker at hfazkate@earthlink.net, (520) 326-5154, or visit the website at: <http://www.hfa-wrrc.org/>. For information on the Midwestern Regional Resource Center, please contact Kathleen Strader at straderk@trinity-health.org, (248) 988-8990, or visit the website at: <http://www.hfamidwest.org/home/index.php>.

Appendix

Quantitative Data from Survey Respondents



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Friday, May 13, 2005

Results Summary [Show All Pages and Questions](#)

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Filter Results

To analyze a subset of your data, you can create one or more filters.

[Add Filter...](#) **Total:** 180
Visible: 180

Share Results

Your results can be shared with others, without giving access to your account.

[Configure...](#) **Status:** Enabled
Reports: Summary and Detail

2. Demographic Information








1. Please tell us in what state you work

	Response Percent	Response Total
AL	0%	0
AK	2.8%	5
AR	0.6%	1
AZ	3.9%	7
CA	3.3%	6
CO	1.1%	2
CT	0%	0
DC (WASHINGTON, DC)	0%	0
DE	0%	0
FL	0.6%	1
GA	0%	0
HI	5.6%	10
IA	7.2%	13
ID	0.6%	1
IL	12.8%	23
IN	27.2%	49
KS	0%	0
KY	1.7%	3
LA	0%	0
MA	0%	0







MD	0%	0
ME	0%	0
MI	6.7%	12
MO	1.1%	2
MN	0.6%	1
MS	0%	0
MT	0%	0
NC	0%	0
ND	0.6%	1
NE	1.7%	3
NH	0%	0
NJ	0%	0
NM	1.1%	2
NY	0%	0
NV	0.6%	1
OH	2.2%	4
OK	2.2%	4
OR	10.6%	19
PA	0%	0
RI	0%	0
SC	0%	0
SD	0.6%	1
TN	0%	0
TX	1.1%	2
UT	0%	0
VA	0%	0
VT	0%	0
WA	0.6%	1
WI	2.8%	5
WV	0%	0
WY	0.6%	1
Total Respondents		180
(skipped this question)		0

2. What is the *primary* role that you play in your state? (Please select **one** answer):





Response Percent Response Total

Program Manager		44.4%	80
Program Supervisor		17.8%	32
Technical Assistance Provider		2.2%	4
State Leader		10%	18
Trainer		6.7%	12
Researcher/Evaluator		3.3%	6
View Other (please specify)		15.6%	28
		Total Respondents	180
		(skipped this question)	0

3. How many years have you been in your current role with HFA? (Please select one answer):

		Response Percent	Response Total
0 - 2 years		23.3%	41
3 - 5 years		31.3%	55
6 - 10 years		30.1%	53
over 10 years		10.8%	19
not directly affiliated with HFA		3.4%	6
View Other (please specify)		1.1%	2
		Total Respondents	176
		(skipped this question)	4

4. What is your program's status? (Please select one answer):

		Response Percent	Response Total
Credentialed		53.8%	92
Credentialing/Re-Credentialing is in process		17.5%	30
not yet due for Credentialing		5.8%	10
N/A I'm not affiliated with a particular program		22.8%	39
		Total Respondents	171
		(skipped this question)	9

5. How many years has your site been providing services to families? (Please select one answer):

		Response Percent	Response Total
0 - 2 years		4.5%	8
3 - 5 years		11.9%	21

6 – 10 years		40.7%	72
over 10 years		27.7%	49
N/A I am not affiliated with a particular program		15.3%	27
		Total Respondents	177
		(skipped this question)	3

3. Communication about and from the RRCs

6. Please describe how you initially learned about your RRC. (Please select one answer):

		Response Percent	Response Total
National PCA America Conference		6.9%	12
HFA listserv		2.9%	5
HFA website		1.7%	3
HFA State Systems Scoop (electronic newsletter)		9.2%	16
PCA America website		1.7%	3
PCA America newsletter		4%	7
heard from friend/colleague		8%	14
personal outreach/contact from RRC staff		11.5%	20
PCA/HFA staff		19%	33
this is the 1st I'm hearing about it		14.9%	26
View Other (please specify)		20.1%	35
		Total Respondents	174
		(skipped this question)	6

7. How often would you like to receive general updates and/or information from your RRC? (Please select one answer):

		Response Percent	Response Total
monthly		35.9%	61
every other month		12.9%	22
quarterly		40%	68
two times per year		6.5%	11
View Other (please specify)		4.7%	8
		Total Respondents	170
		(skipped this question)	10

8. What is the best way for the RRCs to communicate with you on a regular basis. (Please select

one answer):

	Response Percent	Response Total
announcement at regular staff/program manager/ state systems meeting	1.7%	3
announcements in Healthy Families state newsletter/state listserv	3.4%	6
announcements on HFA listserv	2.9%	5
e-mail	86.2%	150
post information on RRC website	2.3%	4
telephone	0.6%	1
<input type="button" value="View"/> Other (please specify)	2.9%	5
Total Respondents		174
(skipped this question)		6

4. Regional Designation of RRCs

9. Please indicate from which regional resource center you primarily receive services:

	Response Percent	Response Total
Midwest RRC Serving: IA, IL, IN, KY, KS, MI, MN, MO, ND, NE, OH, SD, WI	50.3%	85
Western RRC Serving: AZ, AK, CA, CO, HI, ID, MT, NM, NV, OK, OR, TX, UT, WA, WY	30.2%	51
have not accessed services from any RRC	19.5%	33
Total Respondents		169
(skipped this question)		11

10. Please indicate the approximate number of times you have received any services from an HFA Regional Resource Center since the beginning of 2004. Services can include getting answers to your questions; being referred to other resources; receiving training or technical assistance either in person, through e-mail or over the phone; and/or receiving materials and resources. (Please select one answer):

	Response Percent	Response Total
never	47.6%	81
1 - 2 times	21.8%	37
3 - 10 times	24.7%	42
11 - 25 times	5.3%	9
Over 25 times	0.6%	1
Total Respondents		170

(skipped this question) 10

5. No Utilization of RRCs

11. If you have not yet utilized the services of a regional resource center, can you please indicate the reasons why (please select all that apply):

	Response Percent	Response Total
have not had a need	37.5%	30
can get all needs met utilizing existing state resources	25%	20
wasn't aware of/forgot about the center	42.5%	34
not sure what services are available	56.2%	45
cannot afford to purchase services from the center	15%	12
unsure of how to access services (i.e. go through my state system first vs. going directly to the RRC)	38.8%	31
View Other (please specify)	3.8%	3
Total Respondents		80
(skipped this question)		100

12. If you have not utilized any services, please indicate what might motivate you to do so.

View Total Respondents	57
(skipped this question)	123

6. Utilization of RRCs

13. Were your requests to your RRC primarily made for (please select one answer)?

	Response Percent	Response Total
an individual site	53.6%	45
multiple sites but not the entire state system	7.1%	6
your state system	33.3%	28
View Other (please specify)	6%	5
Total Respondents		84
(skipped this question)		96

14. If you have utilized the centers, what makes it worthwhile to do so (please select all that apply):

Response Percent Response Total

center staff is very responsive		78.2%	61
center staff is knowledgeable		89.7%	70
center staff is able to address my needs		64.1%	50
most services are free		55.1%	43
services that are fee-based are competitively priced		3.8%	3
services were not worthwhile		0%	0
<input type="button" value="View"/> Other (please specify)		9%	7
		Total Respondents	78
		(skipped this question)	102

15. Please indicate by selecting a number on the scale of 1-5, with 5 being the highest, a general ranking of your satisfaction with each of the services you have utilized from your RRC.

	1 = very dissatisfied	2	3	4	5 = very satisfied	N/A	Response Average
New Site Development	1% (1)	0% (0)	7% (5)	7% (5)	7% (5)	76% (52)	3.81
Affiliation	1% (1)	1% (1)	4% (3)	9% (6)	26% (18)	57% (39)	4.34
Credentialing/quality assurance	1% (1)	0% (0)	3% (2)	25% (19)	45% (34)	26% (20)	4.52
Training	0% (0)	0% (0)	7% (5)	22% (16)	38% (27)	33% (24)	4.46
Fundraising	0% (0)	3% (2)	3% (2)	6% (4)	2% (1)	86% (56)	3.44
Policies/procedures	0% (0)	0% (0)	7% (5)	16% (11)	35% (24)	42% (29)	4.48
Research/ Evaluation	0% (0)	0% (0)	4% (3)	12% (8)	19% (13)	64% (43)	4.42
State Systems Development	0% (0)	0% (0)	9% (6)	3% (2)	22% (15)	66% (44)	4.39
Teleconferences	0% (0)	1% (1)	6% (4)	8% (6)	31% (22)	54% (38)	4.48
				Total Respondents		84	
				(skipped this question)			96

16. For any of the services you have utilized, please briefly describe what suggestions you might have to enhance the services provided by the RRCs.

<input type="button" value="View"/> Total Respondents	33
(skipped this question)	147

17. Regardless of where you access support (your state system, the RRC or the national office), in the two years since the RRCs were launched, what differences have you found overall? (Please select 1 if the support has gotten worse, select 2 if it has stayed the same or 3 if it has improved. Please answer all that apply):

1 = gotten worse	2 = stayed the same	3 = improved	N/A	Response Average
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my access to training and technical assistance has	4% (3)	23% (17)	47% (35)	26% (19)	2.58
the quality of the training and technical assistance I've received has	3% (2)	26% (19)	43% (31)	28% (20)	2.56
my access to other resources that enables me to provide high quality services has	0% (0)	34% (25)	41% (30)	26% (19)	2.55
the quality of other resources that enables me to provide high quality services has	0% (0)	32% (24)	40% (30)	28% (21)	2.56
Total Respondents					76
(skipped this question)					104

18. In general, how would you describe the services you've received from your RRC?

	Response Percent	Response Total
Excellent	40.7%	33
Good	49.4%	40
Average	4.9%	4
Poor	0%	0
N/A	4.9%	4
Total Respondents		81
(skipped this question)		99

19. In general, how often is the RRC able to respond to your requests/meet your needs? (Please select one answer)

	Response Percent	Response Total
Always – they have always been able to provide something valuable	50.6%	40
Often – more often than not they are able to help meet my needs	31.6%	25
Sometimes - on some occasions they have been able to meet my needs but on others, they have not	5.1%	4
Rarely – they have not been able to meet my needs	0%	0
View Other (please specify)	12.7%	10
Total Respondents		79
(skipped this question)		101

20. In your mind, how do you think the families you serve have benefited from the services you've accessed through your regional resource center?

View Total Respondents	53
(skipped this question)	127

7. General Feedback

21. What value *does/could* the RRC add to your work? (Please select all that apply.)

	Response Percent	Response Total
gives me an outlet in which to raise ideas/challenges/concerns that I didn't previously have access to	46.4%	70
helps me to feel more connected with other sites/systems in the HFA Network that I didn't feel before	55%	83
provides information on resources I was previously unaware of	73.5%	111
provides access to training/technical assistance that was previously unavailable	63.6%	96
provides innovative approaches about best practices	62.9%	95
View Other (please specify)	6.6%	10
Total Respondents		151
(skipped this question)		29

22. Are there any functions or services *not* currently being provided by the RRCs that you would like to see provided?

View Total Respondents	54
(skipped this question)	126

23. Is there anything else you'd like to share about your perception/experience/ utilization of the RRCs?

View Total Respondents	55
(skipped this question)	125

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