



Assessing the Impact of “Strengthening Our Community”

In May 2012, KW Counselling Services launched Strengthening Our Community, a universal media campaign featuring 4 positive actions that parents and caring adults can take to nurture the well-being of children.

As this campaign draws to a close, we would like your feedback about the impact of these messages. Your responses on this survey are anonymous and will be used in our report about the effectiveness of this campaign.

If you would like a copy of the results of these surveys you may contact us at parenting@kwcounselling.com. We greatly value your feedback and appreciate that you are taking the time to complete this survey.

A bit about you:

Gender: Female _____ Male _____

Age Range:

18-29 _____ 30-39 _____ 40-49 _____ 50-59 _____ 60 or over _____

Are you (check all that apply):

A parent _____ A caregiver _____ A caring adult _____

A professional supporting children and youth _____

1. Did you see, hear or read about our campaign through any of the following:

	YES	NO
Bus Shelter Posters		
Newspaper Advertisements		
Commercial Spots on CTV		
Commercial Spots on The Beat Radio Station		
Parenting with Passion Video series on CTV		

	YES	NO
Parenting with Passion DVD		
KWKids.com website		
Parenting Course		
Other Community Resource		
Presentation by KW Counselling		

2. Please rate how important you feel each of the 4 key messages is:

	Not at all important	Somewhat Important	Important	Very Important	Extremely important
Snuggle up and Read Aloud!	1	2	3	4	5
Take Care of Your Kids' Biggest Fan...YOU!	1	2	3	4	5
Family Time! It's What Life's All About!	1	2	3	4	5
You're Part of a Beautiful Spectrum of People!	1	2	3	4	5

Comments:

3. Please indicate whether or not each message made you reflect on or think about your actions with a child or children in your life.

	No, the message did not make me reflect on my actions with the children in my life	Yes, the message did make me think of my actions with the children in my life
Snuggle up and Read Aloud!	1	2
Take Care of Your Kids' Biggest Fan..YOU!	1	2
Family Time! It's What Life's All About!	1	2
You're Part of a Beautiful Spectrum of People!	1	2

Comments:

4. Please rate whether or not these messages made you want to do something different in your parenting or actions toward a child:

	Not at all prompted	Somewhat prompted	Prompted	Very prompted	Extremely prompted
Snuggle up and Read Aloud!	1	2	3	4	5
Take Care of Your Kids' Biggest Fan..YOU!	1	2	3	4	5
Family Time! It's What Life's All About!	1	2	3	4	5
You're Part of a Beautiful Spectrum of People!	1	2	3	4	5

Comments:

5. Please rate whether or not these messages increased your level of confidence as a parent or caring adult with children:

	Did not increase my confidence	Somewhat increased my confidence	Increased my confidence	Increased my confidence quite a bit	Increased my confidence very much
Snuggle up and Read Aloud!	1	2	3	4	5
Take Care of Your Kids' Biggest Fan..YOU!	1	2	3	4	5
Family Time! It's What Life's All About!	1	2	3	4	5
You're Part of a Beautiful Spectrum of People!	1	2	3	4	5

Comments:

6. What is your overall impression of this campaign?

Thank you so much for your feedback!