



#EYESONTHECHILD CAMPAIGN DATA COLLECTION GUIDE

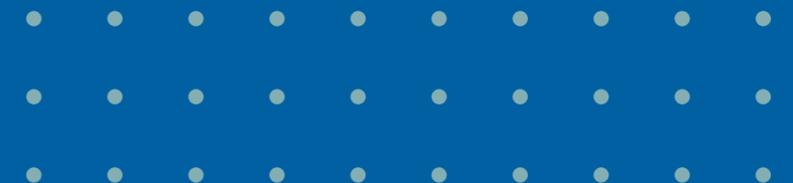


**Prevent Child Abuse
Indiana™**
A Division of The Villages



HELLO!

Thank you for volunteering to participate in our #EyesontheChild campaign. We could not promote our mission without your help and we greatly appreciate you! We are here to help with any and all of your needs. Please use the "raise hand" button to ask questions as we go.



INTRODUCTION

Throughout this presentation, we will be reviewing the various data points we will be requesting from you throughout our campaign, how you will report these to us, and what we will provide for you to make data collection as smooth as possible.



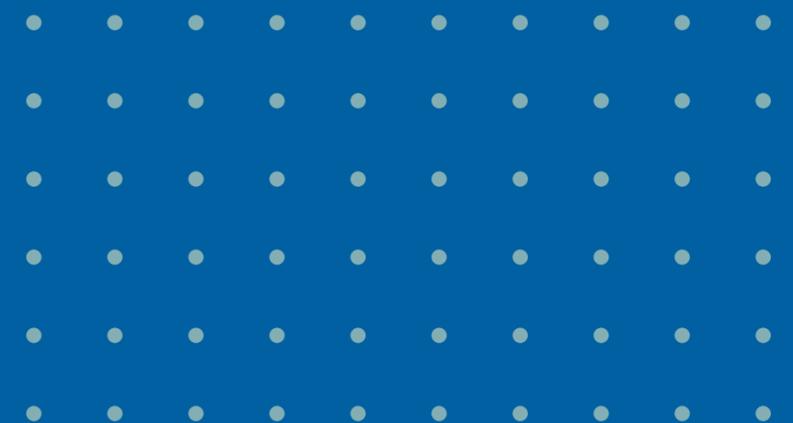


QUALITATIVE

Data based on quality rather than numbers. This will include the stories you will hear and collect from outside sources regarding the impact of our campaign.

QUANTITATIVE

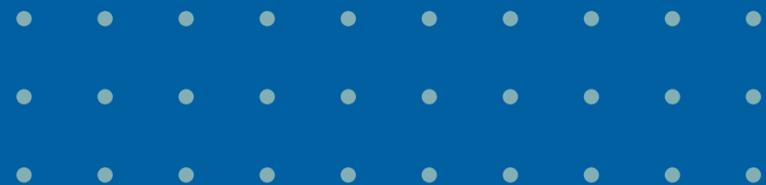
Data based purely on numbers. **This will include the number of Water Watcher badges you distribute, the number of Train-the-Trainer and regular training sessions you conduct, and the number of people you train.**



HOW TO COLLECT QUANTITATIVE DATA

Use the following links and sheets to collect and record your data.

[Data Tracking Spreadsheet](#)



Internet Safety Campaign - Questions for Quarterly Interview

The following questions will be asked during your quarterly interview with a Prevent Child Abuse Indiana team member. You have been provided with this form to help aid with tracking. Interviews will focus on the following quarters:

- July-September 2025
- October-December 2025
- January-March 2026

1. What Social Media platforms have you posted on during the last quarter?

- Instagram
- Snapchat
- Facebook
- Twitter
- LinkedIn
- WhatsApp
- YouTube
- Other
- None

2. How many total followers do you currently have across all of your social media platforms? _____

3. How many Public Service Announcements (PSAs) regarding Internet Safety have you completed in the last quarter? _____

4. How many council led Internet Safety Trainings have you completed during the last quarter? _____

5. How many people participated across all council led Internet Safety Trainings during the last quarter? _____

6. What counties did you facilitate Internet Safety Trainings for during the last quarter? _____

7. What types of organizations have participated in council led Internet Safety Trainings?

- Schools
- Other (e.g., businesses) _____

8. Please list the names of community partners you have collaborated with during the last quarter. _____

9. Please share any stories or testimonies you heard regarding Internet Safety during the past quarter. _____

10. Please tell us what additional work you have completed related to Internet Safety during the last quarter. _____

11. What support from the Prevent Child Abuse Indiana team has been helpful? _____

12. What additional support do you need from the Prevent Child Abuse Indiana team? _____

Water Safety Campaign - Questions for Quarterly Interview

The following questions will be asked during your quarterly interview with a Prevent Child Abuse Indiana team member. You have been provided with this form to help aid with tracking. Interviews will focus on the following quarters:

- July-September 2025
- October-December 2025
- January-March 2026

1. What Social Media platforms have you posted on during the last quarter?

- Instagram
- Snapchat
- Facebook
- Twitter
- LinkedIn
- WhatsApp
- YouTube
- Other
- None

2. How many total followers do you currently have across all of your social media platforms?

3. How many Public Service Announcements (PSAs) regarding Water Safety have you completed during the last quarter?

4. How many council led Water Safety Trainings have you completed during the last quarter?

5. How many people participated across all council led Water Safety Trainings during the last quarter?

6. Which counties did you facilitate Water Safety Trainings for during the last quarter?

7. What type of organizations have participated in council led Water Safety Trainings?

- Marinas
- Public Pools
- Schools
- Other (e.g., businesses)

8. How many Water Watcher Badges have you distributed during the last quarter?

9. What counties have you distributed your Water Watcher Badges to during the last quarter?

10. What types of organizations have you distributed the Water Watcher Badges to during the last quarter?

- Marinas
- Public Pools
- Schools
- Other (e.g., businesses)

11. Please list the names of community partners you have collaborated with during the last quarter.

12. Please share any stories or testimonies you heard regarding Water Safety during the last quarter.

13. Please tell us what additional work you have completed related to Water Safety.

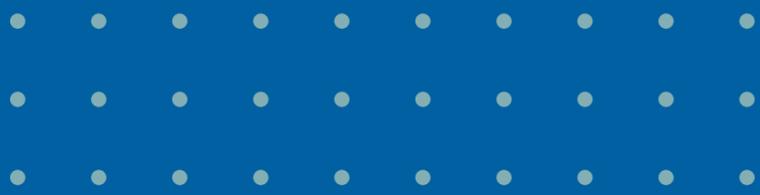
14. What support from the Prevent Child Abuse Indiana team has been helpful?

15. What additional support do you need from the Prevent Child Abuse Indiana team?

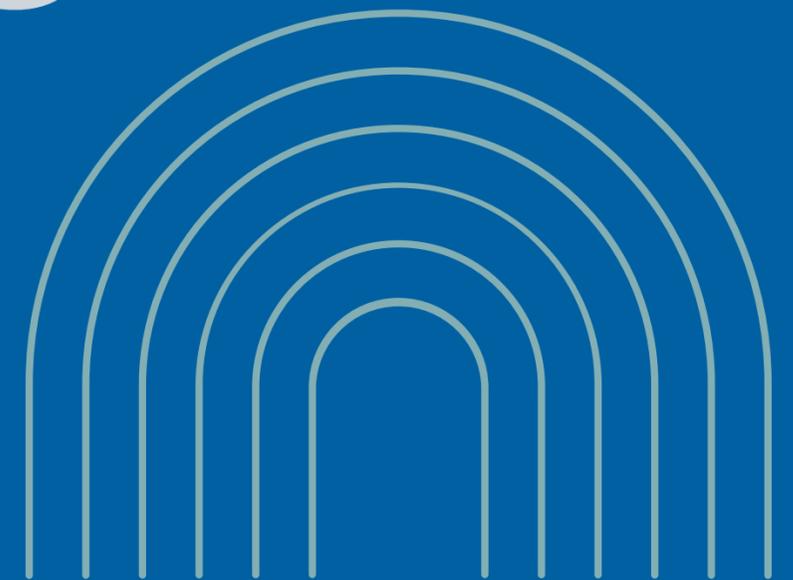
HOW TO COLLECT QUALITATIVE DATA

Record your impact stories as you receive them! After you hear one, be sure to write it down. Additionally, feel free to report your own experiences with Water Watcher badges or other aspects of our campaign.





REPORTING DATA: QUARTERLY INTERVIEWS



WHAT TO EXPECT

We will be conducting quarterly interviews this October to collect your data and record it to present at our upcoming CAP Month Kickoff Event.

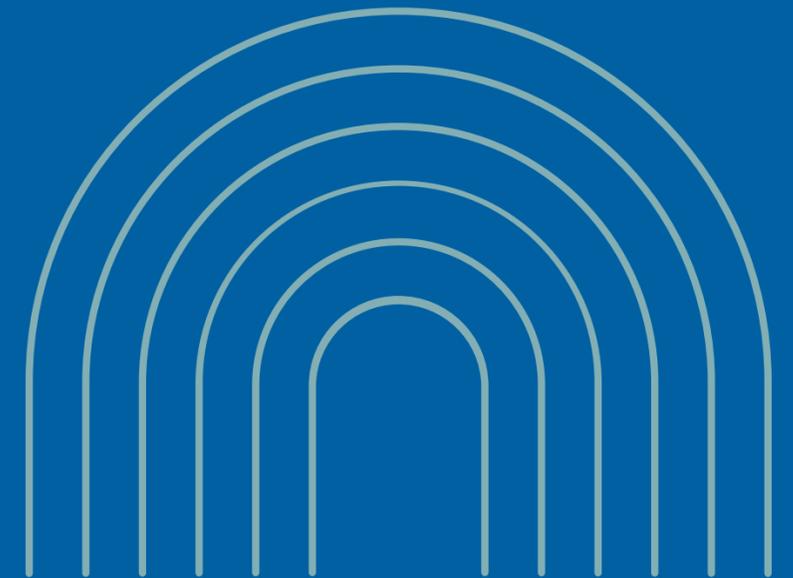
Here are the questions we will use as the basis of our interviews:

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HOW CAN WE BEST SUPPORT YOU?



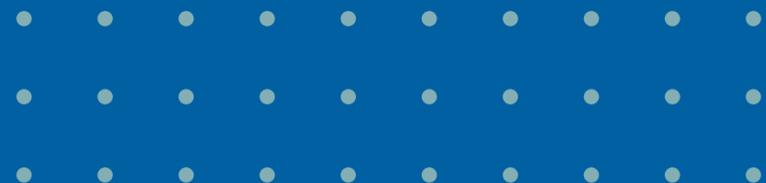


01. NINA - WEDNESDAYS 11-12PM

02. JOSIE - WEDNESDAYS 2-3PM

03. CAROL - THURSDAYS 10-11AM

**OFFICE
HOURS**





THANK YOU! QUESTIONS?

This guide will be uploaded to the Council Portal for you to review.

