



2019 Communications Survey

For SPARK Parent Partners

Thank you for opening this survey about SPARK. As a person connected to the program, we would like your input to help us improve SPARK’s communications efforts and help us bring this highly effective program to even more families. Year after year, evaluations of SPARK show that children benefit from the program, and so we hope to soon serve more children in existing SPARK communities and in new ones.

Please answer the questions as openly and honestly as possible. All responses are completely confidential.

1. Imagine you are on an elevator with your board’s president, who asks you to describe the SPARK program. You must get in as much information as you can before the elevator door opens in 30 seconds. What would you say?

2. The statements below reflect how we have heard SPARK discussed. Please say how strongly you agree or disagree with each statement.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
It is easy to describe the benefits of SPARK to someone who understands early childhood education.					
It is easy to describe the benefits of SPARK to someone who understands K-12 education.					
It is easy to describe the benefits of SPARK to someone in social services.					
It is easy to describe the benefits of SPARK to anyone.					
We receive too much information about SPARK.					
We receive too little information about SPARK.					
It is easy to explain to families why they should take part in SPARK.					

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The school personnel we work with understand the purpose SPARK.					
Our funders understand the purpose SPARK.					
It is easy to replicate SPARK.					
The families we serve understand the purpose of SPARK.					
My family understands what I do for a living.					
I know exactly what is expected of me when I go on a home visit.					

3. The statements below are true. For each, please let us know how helpful you think they are to the future expansion of the SPARK in Ohio.

	Harmful	Not at all helpful	Somewhat Helpful	Helpful	Very Helpful
Any family with a soon-to-be-kindergartener that lives in a district that partners with SPARK is eligible.					
Most home visitation programs focus first on health and then on education. SPARK focuses first on education and also tends to the health and well-being of children and families.					
On average, SPARK costs \$1,700 per year per child.					
Rural, small town, suburban, and urban communities have successfully replicated SPARK.					
School readiness is SPARK's main goal.					
SPARK children enter school more ready to learn than their peers according to the Ohio Kindergarten Readiness Assessment.					
SPARK focuses on numeracy and literacy.					
SPARK gives a free book to families at every visit.					
SPARK gives children a leg up in education.					
SPARK gives children an advantage.					
SPARK has 15 years of independent evaluation.					
SPARK helps families get their children ready for school.					
SPARK helps parents be their child's first and best teacher.					
SPARK is a family engagement program.					
SPARK is a home visitation program.					

Harmful	Not at all helpful	Somewhat Helpful	Helpful	Very Helpful
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SPARK is a voluntary program.

SPARK is an in-home program.

SPARK is for all families with a child approaching kindergarten.

SPARK is free for families.

SPARK is the bridge between birth to 3 programs, like Help Me Grow, and kindergarten.

SPARK kids start school with higher scores.

SPARK partners with low-income school districts.

SPARK partners with school districts.

SPARK primarily focuses on education while also tending to the health and well-being of children and families.

SPARK reduces the kindergarten readiness gap.

SPARK targets low-income families.

SPARK was created in Ohio.

Two published academic articles discuss SPARK's proven effectiveness.

4. If you chose harmful to any of the above statements, please explain your thoughts here.

5. Is there something not mentioned above that you think would help the future expansion of SPARK in Ohio?

6. Do you believe a child would benefit from the addition of SPARK if they attend preschool?

- Yes, all children would benefit from SPARK.
- Yes, but only for children with adverse childhood experiences.
- It really depends on how the child is performing in preschool.
- No, preschool should be enough to get a child ready for school.
- No, that would be a burden on resources.
- I have other thoughts. Please explain