

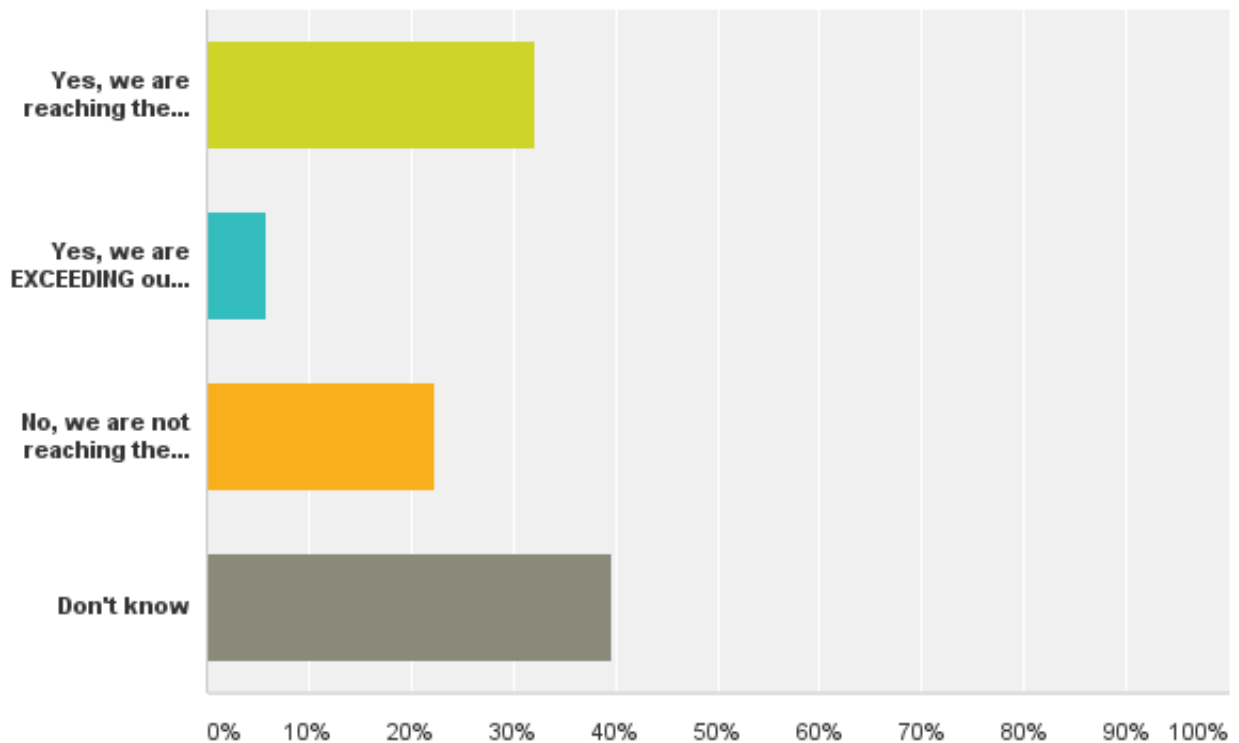
Early Childhood Communication Collaborative

Mapping Survey of Communications Efforts

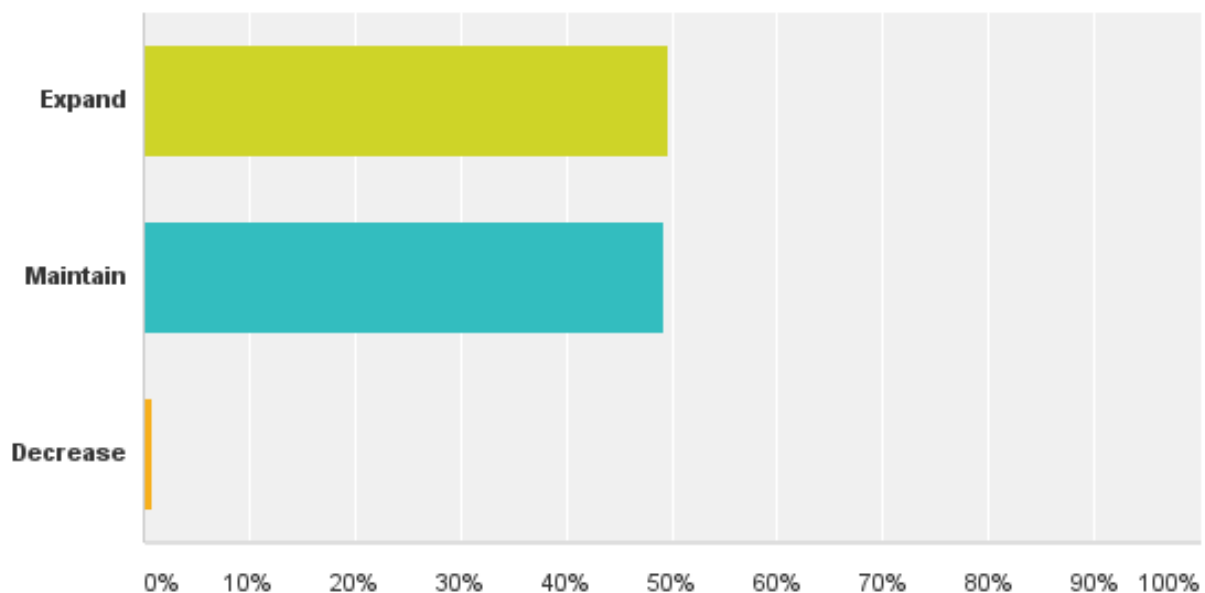
Additional Charts and Narratives

The majority of survey data is interactive and can be found at <https://public.tableau.com/profile/shift.research.lab#!/vizhome/ECCC719/Story>
This supplemental appendix includes several static charts and narrative responses that are not included in the online interactive data.

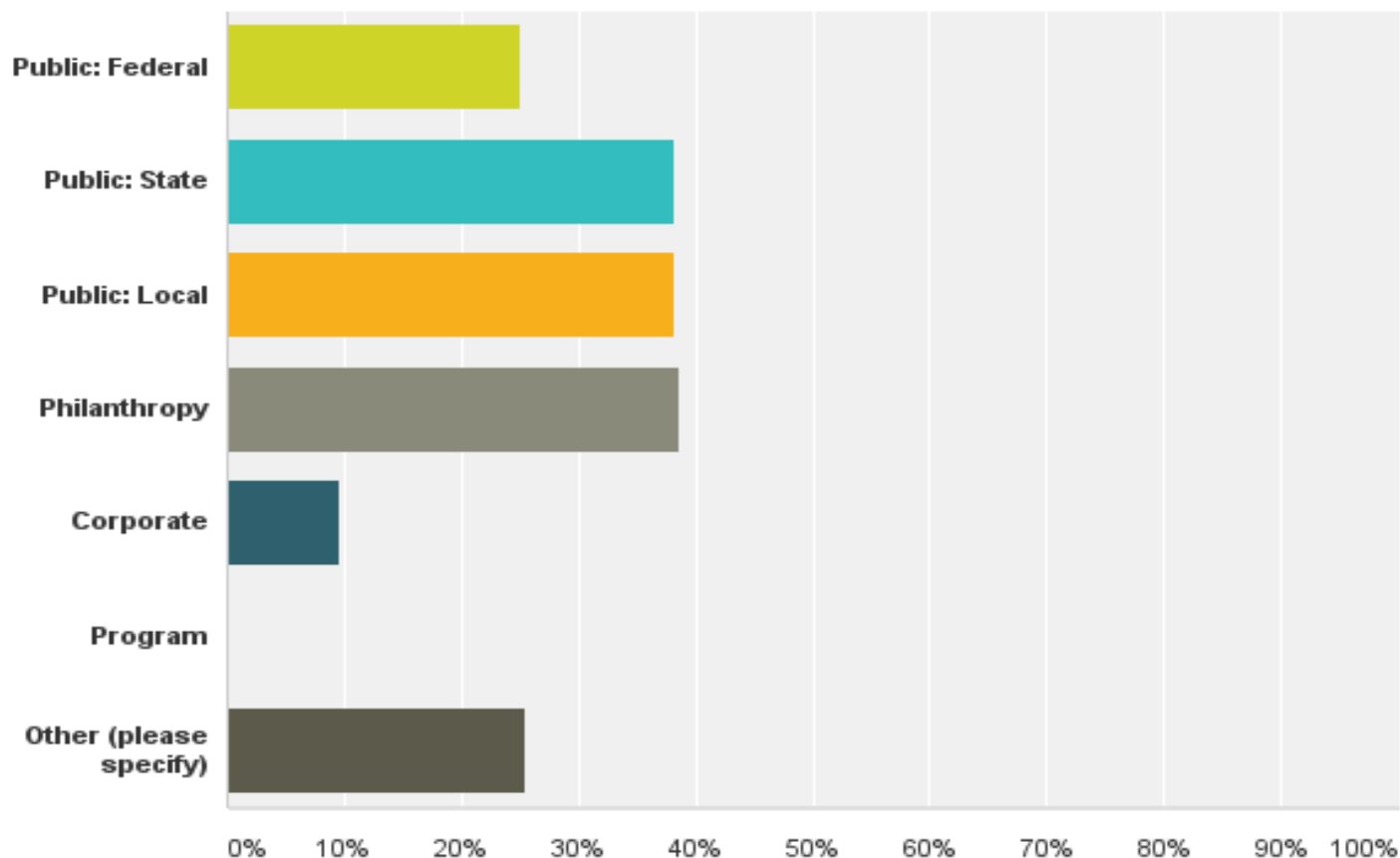
1. Survey respondents were asked: "Based on the number (of parents and caregivers) you are aiming to reach, are you reaching your goal?"



2. Survey respondents were asked: "In the next 12 months, are you planning to maintain, expand or decrease your communications efforts?"

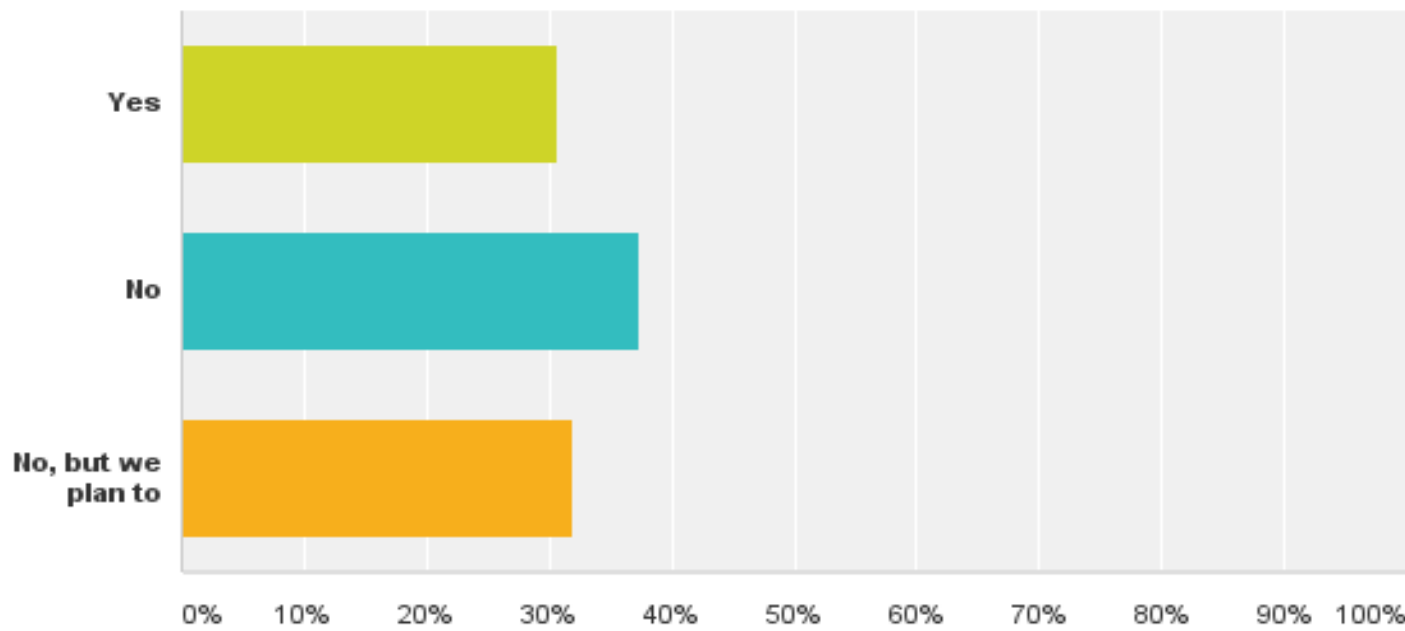


3. Survey respondents were asked: "What are the sources of funding for your communications efforts? Please select all that apply."

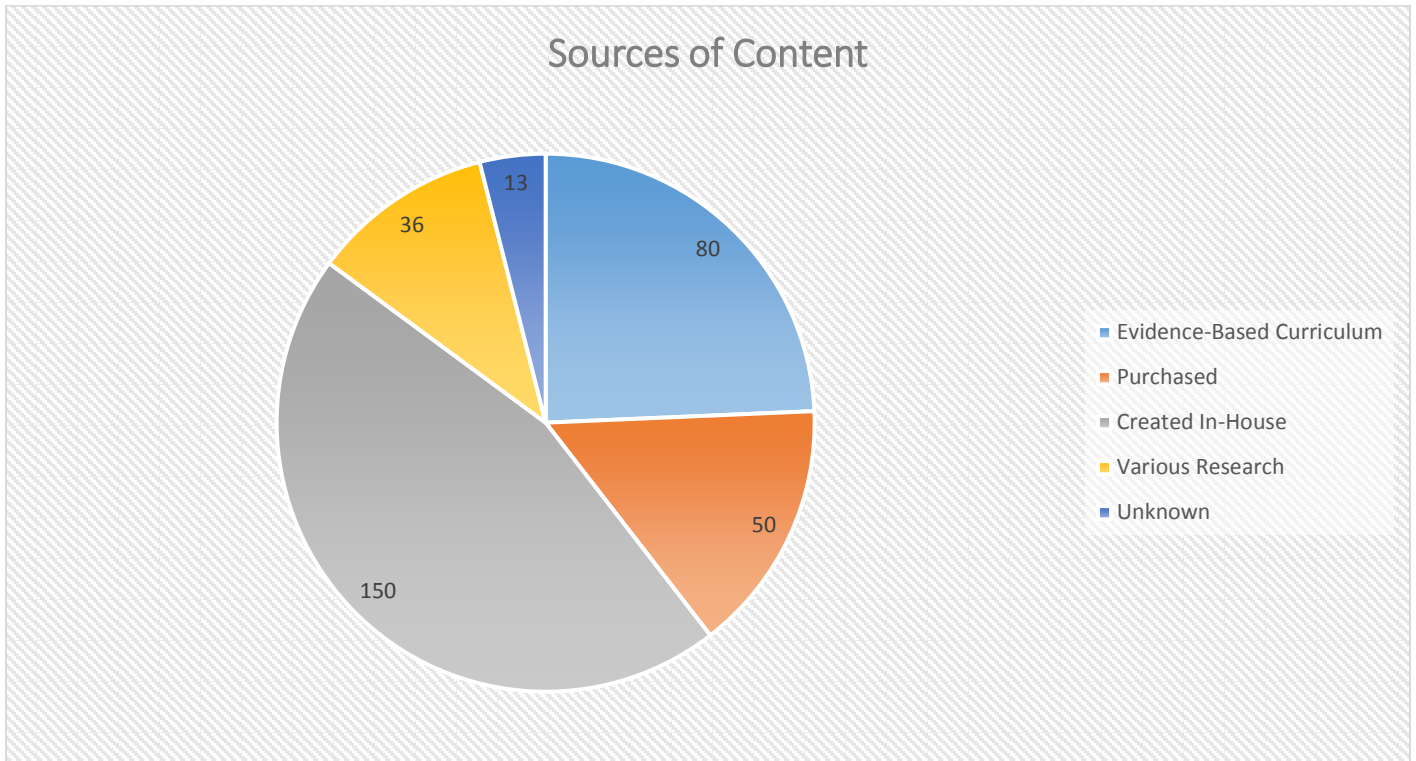


(Among those that specified "Other", the majority indicated they do not know their funding sources because they tend to be non-specific general operating funds that have not been earmarked specifically for communications.)

4. Survey respondents were asked: "Have you evaluated your communications efforts?"



5. Survey respondents were asked: "What are the sources of content for your communications?" (This was a narrative response, but can be categorized as follows - by number of respondent using particular source type.)



6. Survey respondents were asked: "What action are you trying to get parents/caregivers to take?" (This was a narrative response, but can be categorized as follows - by percentage.)

