Bureau Name: Children's Bureau
Grant Number: 90CW1106
Target Population: Abused or neglected children

GRANT INFORMATION:
Name of Grantee: Orlando Regional Healthcare
Fiscal Year: 2003
Amount of Award: $154,615.00
Program Name: Child Welfare Research and Demonstrations
ACF Region: 4
Congressional District Served: 8
Related Links:

ABSTRACT:
Orlando Regional Healthcare will determine the impact of the social marketing campaign on parenting behaviors and child maltreatment in a community targeted for high child maltreatment rates. The evaluation will involve surveying approximately 1,000 parents using established and newly developed measures of knowledge, attitudes, and behaviors related to parenting, before and after the implementation of a positive parenting, child abuse prevention social marketing campaign. In addition, the rate of child maltreatment will be measured pre-, mid-, and post-campaign implementation, as will indicators of exposure to the campaign. Similar measures will be administered in a comparison community which is demographically similar to the targeted community but will receive no exposure to the social marketing campaign. Efforts will also be made to assess the impact of contextual variables such as concurrent implementation of a broader community campaign aimed at improving support for children and families on a sociopolitical level and the presence of other parent education or support efforts in the targeted and comparison communities. The results of this study will provide a replicable paradigm for measuring campaign effectiveness on individual, community, and societal levels as well as contribute to the research literature on social marketing as a viable and effective child abuse prevention strategy.

CONTACT INFORMATION:
Principal Contact Person: Michael Stephens
Address of Grantee: 144 Kuhl Ave.
Orlando, FL 32806
Telephone of Grantee: 321-841-6083
Federal Project Officer: Lasandra Brown
Telephone of Federal Project Officer: 202-205-8549

(To revise this search, go back to Steps 1-2, 3, 4, 5)