

Best Practices for Using Open-Ended OMS Survey Responses for Public Awareness Purposes

Surveys through the Outcome Measurement System (OMS) offer excellent opportunities for gathering direct feedback from youth, families, and team members. This feedback demonstrates the positive impact CACs are making in their communities and it is understandable that CACs may wish to use this feedback to spread the word about this impact through a variety of public awareness avenues. For example, centers may wish to use quotes from families in annual reports, presentations, or social media. We encourage you to do this, while keeping in mind the best practices below.

First, we would never want to use a quote that is deeply personal or overly identifying. Some obvious examples would be quotes that include specific names, but there may be other quotes describing very unique circumstances for a family or team member that are just too specific to use for these purposes. As much as a very detailed response can pull on our heartstrings when we read it for program improvement purposes, we should not use those kinds of quotes with the public.

On the other hand, an overly simple “thanks for all you do” really doesn’t contribute much to a report. Instead, you’re looking for the gray area in between - comments that are specific enough to be meaningful, but not so unique that it would feel intrusive to a participant if they happened to see it.

A good example from a caregiver would be something like, “I appreciate that the staff took the time to get to know me and my child and help us find the resources we needed to heal.” This is exactly the type of feedback we love to see, but it’s also general enough that it could have come from just about any satisfied caregiver that came through the doors of a CAC.

Another good example from an MDT member would be something like, “I appreciate that every time I refer a family to the CAC, staff responds quickly and makes sure the families get the resources they need.” Again, this is specific enough to be valuable, but general enough that any satisfied team member could have said it.

If you stick to quotes like this, you should be able to accomplish your goal of supporting your data with meaningful quotes, while not overstepping by using anything too identifying or personal.

Wondering if you should use your feedback in a particular way?

Reach out to OMScoordinator@nca-online.org for direct support or use the [OMS/CAC Data discussion community](#) on NCA Engage to ask questions and share resources with peers in a growing network of CAC staff, MDT members, and partners in the CAC field.