



August 21, 2020

To: Health and Human Services Commission (HHSC) Family Violence Program Contractors

From: HHSC Family Violence Program (FVP)

Subject: Counting HHSC Community Education and Awareness Presentations

Purpose

The purpose of this letter is to provide guidance regarding allowable HHSC Community Education and Community Awareness sessions and attendees.

Policy

In accordance with the HHSC FVNet Data Element Guide, HHSC FVP contractors are currently required to collect and report data on four types of Education Presentations sessions. HHSC understands there is a growing need to conduct education and awareness presentations virtually. In response to this shift, HHSC is providing additional guidance on reporting education presentation data. This policy is effective August 1, 2020. For specific examples of allowable and unallowable presentations and how to count attendees, refer to Appendix A.

HHSC will allow for reporting sessions under the following circumstances:

- **Community Education-** This education type should be reported to HHSC when providing an education session that is provided to a targeted population such as youth, adults, college-aged youth, etc. This would include all *primary prevention* presentations, including those for SNRP and/or EIF, or any presentation that occurs over a course of sessions that build upon one another. Sessions may be provided in-person or virtually but should not

include emails or written social media posts. Recorded or live-streamed videos where unduplicated views can be determined may be counted with a total audience count. Programs need to establish a policy to ensure unique counts are reported each month the virtual content is available.

- **Community Awareness-** This education type should be reported to HHSC when providing a community awareness information to a large, broad population. This would include activities such as health fairs, large events where the attendees cannot be counted. Social media posts with primary prevention content can also be counted as community awareness. When reporting the total adult and youth attendance, you may estimate the total number of persons you came into contact during this event, or you can enter "1" if you are unable to make an estimate. Sessions may be provided in-person or virtually but should not include emails or written social media posts that only contain the organization's contact information. Targeted media outreach and video trainings may be included as community awareness. Recorded or live-streamed videos where unduplicated views can be determined may be reported with a total audience count. Programs need to establish a policy to ensure unique counts are reported each month the virtual content is available.
- **Professional Training-** This education type should be reported to HHSC when providing a presentation to a group of professionals. This could include school personnel, government employees, counselors, civic groups, religious groups or any other professional group. These trainings are typically a one-time event and are not held over a series of sessions. Sessions may be provided in-person or virtually.
- **Volunteer Training-** This education type should be reported to HHSC when providing volunteer training to groups who will be supporting your family violence program. Sessions may be provided in-person or virtually.

Presentations must cover one or more of the following family violence related topics:

- Domestic Violence Awareness Month
- Dating Violence

- Issues related to an underserved population
- General Family Violence Information
- Financial Literacy
- Bystanders Intervention
- Cultural Competence
- Dynamics of Abuse
- Gender Roles
- Healthy Relationships
- Intersection of Mental Health and Family Violence
- Domestic Violence Overview, Dynamics and Services
- Children
- Confidentiality
- Coordinated Community Response
- Immigration
- Civil/Criminal Justice
- Technology
- Protective Orders
- Primary Prevention of Violence
- Safety Planning
- Victim Rights
- Family Violence and the Legal System
- Community Specific Request-Family Violence
- Family Violence Awareness
- Other

Appendix A has several examples of allowable and unallowable Community Education and Awareness presentations.

Please contact me or your contract manager if you have any questions or need further clarification.

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APPENDIX A

The following list illustrates examples of allowable and unallowable Community Education and Awareness presentations. If you have questions about specific examples, please contact your HHSC Family Violence Program contract manager.

Community Education

- Allowable Examples:**
- In-person presentations on an allowable topic
 - Live, virtual presentations via webinar platforms like Zoom, WebEx, etc. Attendees should be counted the same as an in-person event, via participant or registrant list.
 - Live presentation or training posted on social media platforms on an allowable topic when a unique number of views/downloads can be counted. The program would need to establish a policy to ensure unique counts are reported each month the presentation is available.
 - Pre-recorded presentations on an allowable topic when a unique number of views/downloads can be counted. The program would need to establish a policy to ensure unique counts are reported each month the presentation is available.
- Unallowable Examples:**
- Short content videos (under one minute) posted to social media (includes TikTok, Twitter, Instagram, etc.)
 - Social media posts that do not include an educational video
 - Literature or resources shared on social media

Community Awareness

Allowable Examples: In-person tabling at a community event. Tables visitors can be counted as attendee numbers or can be reported with a "1" if you are unable to make an estimate.

Social media, television, or radio ads that share community awareness information. This should be counted with a "1" reported for attendees.

A program posts a video on its website to bring awareness to their family violence services. Attendees should be reported with a "1", or with the actual numbers of views within the reporting month. The program would need to establish a policy to ensure unique counts are reported each month the video is available.

Unallowable Examples: Social media posts that do not offer awareness information other than the program's contact information.

Information or resources emailed to a program's distribution list or in advance of a presentation (unallowable for *Community Education* as well).