



**PREVENTION  
CONNECTION**  
THE VIOLENCE AGAINST WOMEN  
PREVENTION PARTNERSHIP

A Project of



CALCASA

## **GRAPHIC RECORDER SLIDES**

Graphic Recording by Steven Wright, [steven\\_wright@grove.com](mailto:steven_wright@grove.com)

## **WEB CONFERENCE**

How Do We Measure the Prevention of Violence Against Women?

**Tuesday, April 29, 2008**

2:00-3:30 PM Eastern (11:00 AM – 12:30 PM Pacific)

### **Presenters**

Sarah Cook, Georgia State University

Patricia Kelly, University of Missouri-Kansas City

Paul Schewe, Interdisciplinary Center for Research on Violence,  
University of Illinois at Chicago

Mina Lai White, Epidemiology and Prevention for Injury Control (EPIC)  
Branch, California Department of Public Health

### **Host**

David Lee, Prevention Connection Program,  
California Coalition Against Sexual Assault

# How do we Measure the Prevention of Violence Against Women?

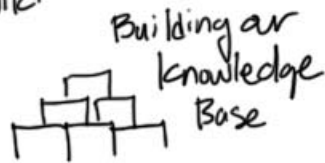
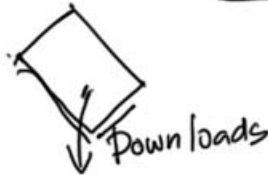
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o David Lee

Contact us by email

- Chad or David
- o preventionconnection



- Archives - prev. web conferences
- List serves
- Next on-line conferences!

Alert Web Conference  
Turf is not a 4 letter word!!  
May 14th



## Q&A Test

- How many web conferences?
  - 3% often
  - 13% first time
- What type of agency/org?
  - Don Violence 20%
  - Public Health 9%
  - Ed 12%
  - Sexual Assault Prev. 19%

## TODAY'S ISSUES

- Domestic Violence
- Across Lifespan
- Primary Prevention
- Connection

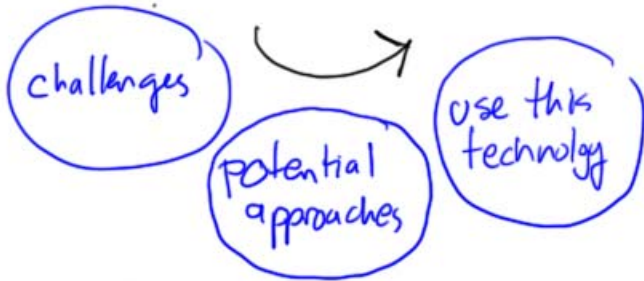


How do we Measure the Prevention of Violence Against Women? (2)  
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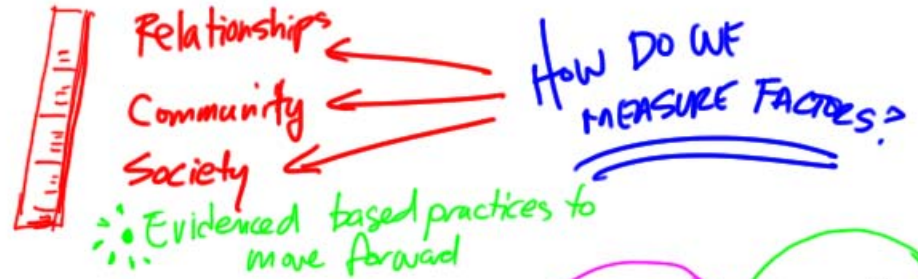
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GOALS FOR TODAY

Use this discussion



"The systematic process"  
 Taking action before



Reduce Rates

- Violence
  - Rape
- TARGET NUMBERS

Long term Social Change Work  
 - might look like increase because of more reporting



# How do we Measure the Prevention of Violence Against Women?

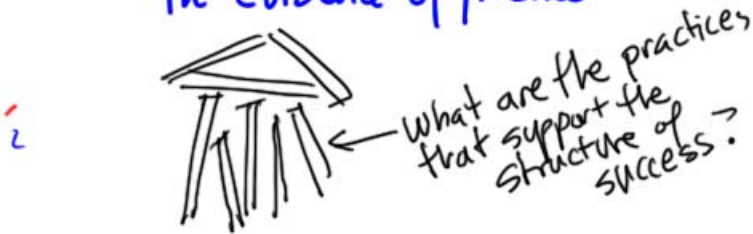
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## EVIDENCE BASED MODELS



- How do we measure "the evidence of practice"



## MEASURES

SARAH - Indicators & measures.

CDC - Measurement & Activity Models

MAKE ROOM FOR BOTH!!  
Both Are Practical

- Measures
  - Attitude
  - Direct

- Indicators
  - Not Direct Assessment
  - Indicates

- Can be more practical

Who's talking about it?



meeting agendas!



# How do we Measure the Prevention of Violence Against Women?

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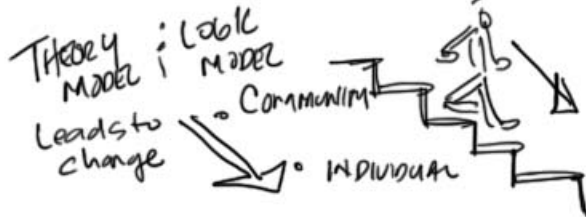
## Tools for Measures



Is your community ready?

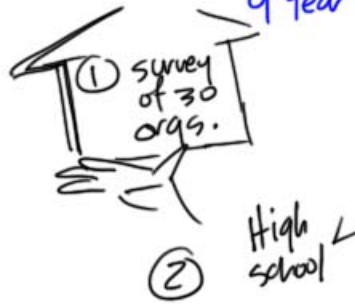
= Tri-ethnic Center Ex.

- In depth interviews w/stakeholders
- time intensive

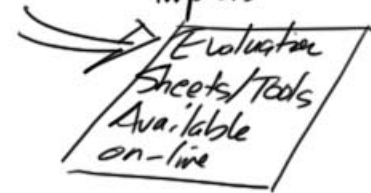


## ICASA MODEL - PAUC

9 Year Project of change Implementation



- How are you doing/measuring your work
- Immediate Impacts



## GOALS

Males very different than females

# How do we Measure the Prevention of Violence Against Women?

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LINKS TO PAUL ← W0735776

## POTENTIAL INDICATORS



- Increased awareness of bystanders
- Self efficacy "You can do something!"
- \* I feel confident I can
- higher media literacy
- ↑ in healthy relationships
- understand depression/prevention
- Gender roles

- Warning signs of abusive persons
- Negative consequences

## Challenge in Change!!

Now vs/ 10 years ago

They know more!



- leadership skills
- op/eds



- bystander intervention
- decrease in sexist comments in hallways
- click "click" click



- getting people to talk at public events

# How do we Measure the Prevention of Violence Against Women?

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Ambassadors/Students



Community based work needs to be broad - whole school!!

## Build Evidence Base

- Needs Assessment
- Efforts toward evaluation = more reliable data

★ Requires a lot of up front work!

Empowerment Evaluation - measures from end  
 CBPR = starts from the beginning!!

- neighborhood
- neighborhood integration
- efficacy

We are hoping it gives us better results!!

## CBPR

Community Researcher

- We sit as equals
- What can we do/try to help you?

Yes/No



## SOCIAL CAPITAL!!

- amount of school connectedness
- dating violence

# How do we Measure the Prevention of Violence Against Women?

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## CLOSING GROUP COMMENTS



### Impressions?

- Fast!!
- Five years ago  
skills behavior list



we've moved forward tremendously!!

- 60% show up rate!
- Thirst for this topic!!
- Introduced concepts



We Need to be writing about ~~this more!~~

- State of the science!
- publish negative responses!!
- Let's study things that don't work

FEAR OF "DEFUNDING!!"



sharing more tools would help groups!

- on wiki? yes



Any readings or articles share them!!

- small groups discussions