



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

A Project of  
  
CALCASA

## TEXT CHAT CONTENTS

### 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

*Participant names have been removed from this chat record, unless provided by the participant in text.*

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**Chad Sniffen:** Thank you everyone.

thanks Chad, good work, tough job!

I believe I'm back on line. SW

What is "RPE"

rape prevention and education program through CDC

rape prevention education

thanks!

no problem! :)

**David Lee:** RPE is a CDC program for rape prevention through state health departments

every state is funded with it.

does this model connect with what is referred to as a logic model development?

knowing the services available in your area/community

Yes, this is a logic model. The full model has much more detail and is posted online at Prevention Connection.

does the model posit a motivational force?

Yes, this is step one. After this is an activity logic model and then an evaluation logic model

If you download the full model you will see that there are motivational aspects in the model

"creating safer communities: underlying theory of RPE model of social Change" document goes into much more detail

Stephanie, what would you add?

For Paul - Would it be possible to get a copy of the survey ICASA did with Prevention Educators?

I would be interested too.

so would I

Where are these evaluation tools on the website?

what is the website again?

**David Lee:** These items are posted under materials on this session at [www.preventconnect.org](http://www.preventconnect.org)

Many of us would be similarly interested. How can we make practical use of what has been discussed?

i would like to have a copy of that evaluation too.

To clarify - I would like the actual survey - not the survey results.

**Chad Sniffen:** At PreventConnect.org, click on the title of this conference, "How Do We Measure Prevention of Violence Against Women?"

increased awareness of the role of bystanders

rape supportive attitudes

increase self-respect

self-efficacy

and increased bystander intervention  
attitudes toward norms and standards of masculinity  
reduction in blaming victim  
more active bystanders  
increased knowledge of local resources  
idea of strength decoupled from idea of violence  
Holding abuser accountable  
ability to perform a skill  
increased help-seeking attitudes  
decreased endorsement of myths about rape & ipv  
understanding that coercion is not consent  
will you take a stand against violence?  
reduce victim blaming and increase bystander intervention  
gender equality, safety and respect  
ability to ask and listen to a sexual partner (understanding and practicing consent)/skills  
to intervene in sexist language  
willingness to report and participate in justice system  
men's roles in preventing violence against women  
less violence in media against women  
increased empathy and attachment  
Higher media literacy  
reduce gender norming  
more communication to young women to limit sexual activity at such young age and  
valuing self more than others  
increase in healthy relationships  
Articles in newspapers ( especially if you are focusing on a cultural community) reflect  
increasing acceptance of norms that support healthy relationships  
improving self esteem  
effectiveness of a culturally competent approach to DV issues  
men's role in the movement and how to motivate men in my community  
increased knowledge of ALL forms of dating violence  
awareness of how rape culture manifests and why it's a problem  
self efficacy in negotiation with partner

challenging traditional gender roles

Less rigid gender norms

dispel myths that only weak women are abused

perpetration reduction

I would like to see an increased community awareness of what domestic violence comprises and increased use of DV screening techniques by physicians and other medical personnel

understand oppression

school education-particularly about relationships between boys and girls

people in the community understanding what rape is and not blame the victim i.e. blaming the victim because the way she is dressed

Awareness and Attitudes about pornography

culturally specific brainstorming session for diff communities .

activism--challenging sexual toxicity

young men need to have the skills to limit sex at a young age also.

increase men's ability to speak up to other men about neg. views of women

respect of each other's right to say no

how young men are also victims

criminal thinking errors

higher reporting rate for sexual crimes

challenging cultural norms with acceptance of violence and sexual activity

increase concern and interest shown among legislators

behavioral intentions regarding relationships

inequality in social structures

increased awareness of impact of dv on children

awareness of rape and DV (specific facts)

religious leaders being knowledgeable of rape victims and the impact on the entire community

individual community members helping/advocating for other individuals to access domestic violence community resources

empathy for children/victims/survivors

do you have the skills now to have a healthy relationship?

focus on the person perpetrating the violence

more involvement with youth from schools on these topics, better policies and procedure to help protect our youth

do you have the skills to help a friend?

media responsibility for reducing misperception

It's impressive to me that many of the ideas generated here get at the roots of SA and not just basic rape myths and knowledge that the most commonly-used measures focus on

thanks to reading Paul's book!

just getting community to understand what primary prevention is and that SA & DV is preventable is important!

I would like to know if we can get a copy of the ICASA Survey that was sent to Prevention Educators - I did not find this survey on the website.

at conferences addressing dv or sexual violence include break-out sessions for men

asking for what you want assertively

Increased skills to intervene non-judgmentally

**David Lee:** Skill Building Objectives

conflict resolution

bystander skills

**Chad Sniffen:** It is available at:

**Chad Sniffen:** <http://tigger.uic.edu/~schewepa/>

Skill-building needs to not just be done by talking about skills, but giving opportunities to practice them

ability to identify early warning signs

asking someone out on a date

communication skills

active listening skills

knowledge of reporting avenues

Assertiveness

standing up/speaking up

offering support to a survivor

communicating expectations about sex -- boundaries, etc.

**Chad Sniffen:** That is linked on Paul's webpage if you click on his name at PreventConnect.org

bystander skills such as confronting rape-supportive attitudes & intervening in high-risk situations

being able to confront a friend on their behavior  
How to avoid escalating confrontations (especially involving potential physical violence)  
healthy communication/resolution skills  
asking for consent  
Increased skills for faith communities to address these issues in marriage preparation  
not just skills for "how to avoid being raped" etc., but skills focusing on the those who may perpetrate  
and modeling positive behavior  
refusal skills  
signs of healthy relationships  
responder skills  
accessing resources  
concrete language to intervene  
self-advocacy  
confronting sexism  
how to write an op-ed  
Communication skills  
self defense  
recognition of potential dangerous events  
not emphasizing having a date for the prom  
survivor led advocacy  
positive self esteem  
Effective Community Organizing  
let's not forget to include the LGBTQ populations in our discussions  
how to petition leadership for change  
behavioral intention  
**David Lee:** behaviors  
actual instances of bystander intervention  
bullying  
bullying in middle school incidents  
ability to convey empathy  
actively asking for consent  
self injury in children

witnessing domestic violence

depression

decrease in sexist and victim blaming language

acceptance/normalization of violence

how to hear and accept no

disclosures of violence/abuse

crime rates

defending others from domestic violence

Positive mentoring/peer influence

screening/ response and connections to local DV advocacies

a supportive male response to sexual/domestic violence in communities (media response, etc.)

substance abuse in family

help seeking

confronting others on sexist/abusive language

decrease in dual arrest rate

Healthy parenting

young people feeling informed and comfortable exploring DV topics through art (writing, spoken word, visual art)

Tammy L's earlier point--inequality--there can be no community in unequal groups within in are in conflict with each other

setting boundaries and clear messages

Asking people if they referred others to helping services

key informants/community leaders access to media giving educational and prevention info

such a club also needed to prevent sexual activity at a young age

Right, Jennifer

I believe men have an advantage on this especially with young girls, they tend to doubt a woman's intervention on this versus the straight skinny from men

Jennifer, would you like to see men more active in schools as mentors in sexual violence prevention and interventions

Are there examples of social marketing campaigns that are not school based?

Men's March

men against violence

Promise Keepers

Is CBPR similar to (or the same as) Empowerment Based evaluation?

Other outcomes we could influence with successful programs: grades, alcohol use, age of 1st intercourse?

Walk a mile in her shoes creates awareness for gender violence. the work pre march leads to lots of education and awareness of men's involvement in gender violence

**Chad Sniffen:** CPBR and Empowerment Based evaluation are very similar.

CBPR is akin to empowerment evaluation but for research rather than merely internal evaluation purposes

my email is scook@gsu.edu phone is 404 413 6265. Would love to talk with you.

Other outcomes: STD/HIV prevention

concept of "neighborhood" is changing. Many neighborhoods are virtual for youth?

kind of -- sexual health research, also the trauma healing project

using CDC's model of GTO

As you've described it, we are calling it empowerment evaluation for process and outcomes

We are doing CBPR but for healing and support services, not for prevention

Could you outline the process a bit of doing your CBPR project? What roles, specifically, do community members have?

Adolescent Health Section has done a "Youth Action Research" project on Sex Education - following a CBPR Model.

Also, RWJ foundation just released an RFP for this type of CBPR with healthy relationships.

Tight-knit communities

AS a DV program, how can we get a partner to collaborate with us on research?

contact local university with social services/sociology research dept

Juli- have to make friends with a university researcher or research organization.

Can you speak to challenges within tight-knit communities where oppressive hierarchical relationships are maintained via sexism, racism, homophobia, etc., which contribute to a climate that condones sexual violence

How do those of us in DV Primary Prevention find funding for projects/data/evaluation items when we don't have measurable yet...????

thanks!

what is IRV training?

Or psychology department! Look for community psychologists, many who are trained in CBPR and empowerment evaluation



**Chad Sniffen: IRB**

What is a specific example of a social capital intervention/strategy?

Oh, yes...

A statewide candlelight vigil

OK - but how does one evaluate a poetry slam?

Is it fair to call RPE work with girls "prevention" when 99% of perpetrators are male? Wouldn't the term "risk reduction" be more appropriate? You spoke of the Illinois program doing separate work with males and females, can you describe that?

Increasing social capital examples remind me of the work of Close2Home in Dorchester, MA

Comment: I think that schools can be involved greatly and they should be because the young people are where we need to start programs. Especially in the Elementary schools starting in grade 5 through high school. I believe it will take work but it would be worth the effort to involve the schools. It can be done but with great effort and it would be worth it. Violence in the home carries over into the schools and the communities. We need more involvement of all the schools because that is the basis for learning social skills

Our county is seeing a rise in gang violence. How do we apply that to how effective our rape prevention work is, aside from how our community feels about violence?

Portland has an organization "Listen to Kids" which does DV/SV and child abuse prevention in elementary schools.

"That doesn't happen here"

The New York City Alliance Against Sexual Assault is working with several immigrant-focused CBOs in NYC for Participatory Action Research projects on the topic of SV/DV in NYC. I will post the pilot report on the prevention connection listserv when it is finalized

More information about IRB is available at [http://en.wikipedia.org/wiki/Institutional\\_review\\_board](http://en.wikipedia.org/wiki/Institutional_review_board)

We have a program in our area on seat belt safety and it was hard to get in the schools but you have to be persistent start at the superintendent of the schools first

Getting into schools - RPE programs have had success getting into schools by tying prevention education with state education standards. Look up your state standards and make the connection!

If we connect with a local researcher or evaluator to work with a given program...is there a collective of evaluators and researchers that specialize in these areas we can collect them with?

It seems that all of the evaluation strategies described rely on the school environment, with a pretty captive audience. How can community education be evaluated when it is targeted at the larger community, especially tight knit ethnic communities?

Sometimes starting with a parent who can approach the Superintendent is helpful.

thank you!

thank you!!!!

thank you

Thank you all!

thanks

this was great thank you all!

thank you

I'm so happy to see so many people on here. amaier@ucsd.edu

Thanks very much.

Thank you

Thank You!

you too! :)

Thank you all for an informative webcon.

about the post test? I will definitely pass it along to the RCCs in NYC and upstate!!  
Let's chat soon!

Thank you!

dang it, I was filling out my survey...it went bye bye

**Chad Sniffen:** We will mail the survey link to everyone as well. Sorry about that.

is there a PPT handout available as part of the materials?

**Chad Sniffen:** Yes. All handouts are available at [www.preventconnect.org](http://www.preventconnect.org)