WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

INDICATORS OF CHANGE: MEANINGFUL WAYS TO MEASURE SUCCESS IN PREVENTING SEXUAL AND DOMESTIC VIOLENCE

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2013 Web Conferences

Preventing Sexual and Domestic Violence: Learning from the evidence of practice to create community action

- Tuesday, April 23: Indicators of Change: Meaningful Ways to Measure Success in Preventing Sexual and Domestic Violence
- Friday, May 10: Understanding Evidence: A Demonstration of CDC’s Interactive Tool to Support Evidence-Based Decision Making for Technical Assistance Providers
- Wednesday, May 15: Start Strong: Lessons learned from a four-year initiative to promote healthy relationships and prevent teen dating violence
- Thursday, June 20: Shifting Boundaries: Lessons Learned from Implementing a Sexual Violence Prevention Program
- Tuesday, July 9: Primary Prevention in the context of a traumatized community
- Tuesday, July 16: Understanding Evidence: An Interactive Web Resource for Evidence-Based Decision Making in Sexual Violence and Intimate Partner Violence Prevention
- Tuesday, July 30: Gender Transformative Programs: Lessons Learned from HIV Prevention and other health program
- Tuesday, September 17: Bystander Intervention: Continuing Discussion
PreventConnect

• Domestic violence/Intimate partner violence
• Sexual violence
• Violence across the life-span
• Prevent before violence starts
• Connect to other forms of violence & oppression
• Connect to other prevention practitioners

Prevention Works

Training conducted by:

Annie Lyles, MSW  Menaka Mohan, MPH, MCRP

April 23, 2013
11:00AM -12:30 PST; 2:00-3:30 PM EST
Learning Objectives

• Engage in a **candid discussion** about the challenges and opportunities of measuring success in preventing sexual and domestic violence.

• Provide examples of **effective approaches** and share useful tools from various communities.

• Identify **potential indicators** for measuring the impact of the most common prevention strategies.

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Indicators of Change:

**Meaningful Ways to Measure Success in Preventing Sexual and Domestic Violence**
“Getting others to agree on an issue isn’t the same as creating measurable change.

Generating agreement may be a necessary first step in a campaign, but it should never be an end goal.

People’s behaviors don’t match up with their attitudes enough for us to measure our success by attitudinal change alone.
“Our activism should be focused on creating specific behavioral or policy change.”

– Nick Cooney, Change of Heart

Goal

Understand how:

process and outcome indicators can show progress and measure success
1. Short term measures are important to guiding successful norms change
2. Indicators can be used to show progress
3. You can develop indicators to measure your success

Part One

SHORT TERM MEASURES ARE IMPORTANT TO GUIDING SUCCESSFUL NORMS CHANGE
Prevention

A systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an incident, injury or condition occurring.

Primary Prevention

taking action before sexual and domestic violence occurs.

The Prevention Continuum

Up Front
Approaches that take place BEFORE violence has occurred to prevent initial perpetration or victimization

In the Thick
Immediate responses AFTER violence has occurred to deal with the consequences in the short-term

Aftermath
Long-term responses AFTER violence to deal with the lasting consequences and treatment interventions
Norms

- more than a habit
- based in culture & tradition
- sanction behavior
- attitudes, beliefs, ways of being
- taken for granted
- behavior shapers
- communicate regularity in behavior

Indicators

- How do we know we are having an impact?
- How do we measure the impact in a relevant way?
Does this help reach the goal of equity & respect for women and men?

5 Key Norms

Limited Roles for Women

Power & Control

Narrow Definitions of Masculinity

Violence

Privacy and Silence
Indicators

1. Culture of Violence
2. Narrow Definition of Masculinity
3. Limited Roles for Women
4. Power & Control Over Others
5. Privacy & Silence

Prevention Works

What are some norm shifts you expect from your efforts?

Chat
Public
Private

What to type to send a message:

What to send:

Send
Part Two

INDICATORS CAN BE USED TO SHOW PROGRESS

Measures

Measures for effectiveness of a violence prevention strategy include changes in:
  • risk and protective factors,
  • community involvement,
  • and youth engagement.

Source: A Guidebook to Strategic Evaluation

Indicators

Process Indicator
A clearly stated measurable result of the groundwork necessary for achieving one or more long-term outcomes.

Source: Safe States Standards and Indicators for Local Health Department Injury and Violence Prevention Programs (2011).

National Association of County and City Health Officials and the Safe State Alliance.

Outcome Indicator
Specific and measurable data used to answer evaluation questions.

Source: World Health Organization

Prevention Works

What are some of areas or strongholds where you can find evidence?

Data Available in the Community

- Schools
- Health departments
- Police
- Child protective services
- Probation/parole
- Domestic violence providers
- Shelters
- Drug treatment programs
- Emergency rooms
- Hospitals
- MUCH more…
Evidence

Centers for Disease Control and Prevention

“A Framework for Thinking About Evidence

Best Available Research Evidence

Evidence Based Decision Making

Experiential Evidence

Contextual Evidence

Figure 1

Source: Centers for Disease Control and Prevention

“...evidence is extremely important for researchers, practitioners, and policy makers charged with the task of making decisions...”

Source: Centers for Disease Control and Prevention

Part Three

YOU CAN DEVELOP INDICATORS TO MEASURE YOUR SUCCESS

5 Norms & Most Common Strategies

5 Norms
Violence; Power & Control; Narrow Definition of Masculinity; Privacy & Secrecy; Limited Roles for Women

5 Most Common Strategies to Address Norms

• Youth leadership & mobilization
• Mobilizing men & boys
• Mobilizing communities
• Empowerment & participatory approaches for addressing gender inequity
• Curricula for specific youth skills
Measures

Immediate Indicators
- Knowledge
- Attitudes
- Skills
- Behavioral Intent

Short-Term Indicators (1-3 Months)
- Actual Behaviors
- Observed Environmental or Norms Shift

Prevention Works

What are some indicators that you have used to measure progress?
Challenging Narrow Definitions of Masculinity

Strategy: Mobilizing Men and Boys

Process Indicators

Offer Groups for Fathers and Children
Increase Collaborations with Groups that are Focused on Men and Boys

Outcome Indicators

Support Institutionalization of Gender Equality Policies
Men in Leadership Roles Publicly Support Prevention
The Role of Stages of Change

1. I don’t think sexual assault is a big problem on campus.
2. I don’t think there is much I can do about sexual assault on campus.
3. There isn’t much need for me to think about sexual assault on campus, that’s the job of the crisis center.
4. Sometimes I think I should learn more about sexual assault but I haven’t done so yet.
5. I think I can do something about sexual assault and am planning to find out what I can do about the problem.
6. I am planning to learn more about the problem of sexual assault on campus.
7. I have recently attended a program about sexual assault.
8. I am actively involved in projects to deal with sexual assault on campus.
9. I have recently taken part in activities or volunteered my time on projects focused on ending sexual assault on campus.
Challenging Power & Control

Strategy: Youth Leadership and Mobilization

Process Indicators

Youth included in:
• Planning
• Implementation and
• Evaluation

Outcome Indicators

Youth:
• Share Experiences and Perspectives
• Hold Decision Making Roles
• Highlighted as Leaders
If YOU saw sexual rumors about a friend posted online (ie Facebook, Twitter, etc.), do you think YOU would do the following?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>Maybe</th>
<th>No</th>
<th>I don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ignore it</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Speak up and try to get them to delete the rumor</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1. Spread the rumor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Talk to a trusted adult at school</td>
<td></td>
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</tbody>
</table>
The Continuum of Participation

<table>
<thead>
<tr>
<th>BEHAVIOR</th>
<th>LAST 2 WEEKS</th>
<th>LAST MONTH</th>
<th>LAST 3 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listen/Ask questions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide space</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat/Mention agency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refer client/Share agency services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create new examples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coordinate space/event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refer to survey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage others</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Spend time/Hang Poster</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Book program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share student examples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be an example/Intervene</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a risk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate/Take action</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Becoming Joe

Community Readiness Assessment Model

- 9 stages
- Identifies specifics
- Step-by-step system
- Translatable
### Dimension of Community Ownership

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: SV Primary Prevention Activities</td>
<td>2.71</td>
</tr>
<tr>
<td>B: Knowledge about Sexual Violence</td>
<td>3.29</td>
</tr>
<tr>
<td>C: Campus Climate/ Attitude</td>
<td>3.29</td>
</tr>
<tr>
<td>D: Campus Leadership</td>
<td>3.29</td>
</tr>
<tr>
<td>E: Support for Campus-Wide Efforts</td>
<td>3.29</td>
</tr>
<tr>
<td>Average</td>
<td>3.17</td>
</tr>
</tbody>
</table>
3- Vague Awareness: Appropriate Strategies

Engage others

Use media

Opportunities to participate

Engage others:
- Meet with a faculty member to tell them about our efforts and ask them to help promote

Using media:
- Find a group of students to create videos/PSAs

Opportunities to participate:
- Create a small handout for others on campus to share with students
Challenging Limited Roles for Women

Strategy: Empowerment & participatory approaches for addressing gender inequity

Outcome Indicators

Increased Leadership Opportunities for Women
Increase Equity for Boys and Girls

Process Indicators

The community:

- Generates
- Prioritizes and
- Coordinates Collaborative Actions

Photo Courtesy of Hardy Girls Healthy Women

Photo Credit: Ashland-Cherryland Strategy
Program + Evaluation Plan Simplified

Program (Prevention Plan)
- Program plan includes Who, Where, When and What (GOAL) will be accomplished

Outcome Evaluation
- Outcomes can be short, medium or long term. Was the goal accomplished? Use data to inform future program plans

Evaluation Plan
- Evaluation plan includes Tools, Measures and Timelines to determine if we accomplished the GOAL

Ongoing/Process Evaluation

Program Implementation

The best outcomes are a result of implementing our Evaluation Plan & Program Plans in a parallel fashion. Process Evaluation will evaluate our process/steps as we move toward our goal.
Community Engagement
What does it look like?

Different from Project to Project
Transfer in Ownership from Agency ➔ Community

Examples
  Participation
  Leadership
  Conflict 😊
  Original Creation
  Commitment
  Development of Community Expectations
  Shifting Norms

How to measure Engagement
Process & Outcome evaluation are both necessary to really measure community engagement.

Community engagement is a relationship: To really look at how well a relationship is doing requires looking at the day to day as well as the end result.

Qualitative Data: Surveys, Key Informant Interviews, Focus groups, Systematic Evaluation of notes from Meetings/gatherings are all options. There are more be creative and mindful of the structure of your strategy
Pitfalls in evaluating VAW Prevention Efforts

VAW prevention is innovative. We are creating promising/best practice. Not every strategy we implement will become best practice. It’s not true in industry, business, medicine, or health we’re not different.

Fear
Poor Planning
Failure to follow Evaluation and/or Program Plan
Commitment to strategy regardless of data

Tip for Developing Evaluation Plan for VAW Prevention Efforts

VAW programs are typically complex. The best ones are comprehensive and will have a synergistic effect. It’s important to take the time to determine “good” indicators of your success.

Use your knowledge of VAW and Evaluation
Utilize available TA
Incorporate the knowledge and wisdom of the community.

Involving the community in the evaluation plan is a piece of the puzzle that is often missed.
Success

Those who promote positive change most effectively are not those who provide a new set of answers, but those who allow a new set of questions.

Countering Privacy & Secrecy

Strategy: Mobilizing Communities

Process Indicators

Community Generated Strategies
Coordinated Action Plan

Photo Courtesy of Men’s Initiative for Jane Doe Inc.
Countering Privacy & Secrecy

Strategy: Mobilizing Communities

Outcome Indicators

Agencies/Organizations include SDV Prevention Strategies

Community Shares Prevention Stories in Media

Evaluation of Agent of Change

Outcome Measures

Batterer Role Model Acceptance Scale (BRMA): This scale was developed by Payne, Lessig, and Fitzgerald (2000) to measure batterer model acceptance among college students.

Risk Dynamics Measure: Eleven items from Barak (2000) batterer intervention scale were adapted to assess a student’s willingness to intervene as a bystander to interrupt gender-related violence.

Attitude Measure: As a part of this project, a pool of questions was created to measure concepts addressed in Agent of Change. In the end, 13 items were selected for inclusion that address the concepts of consent, indications of abuse, relationships, abuse language, and communication.

Behavioral Intention Measure: In addition to the attitude measures described above, a 3-item measure of behavioral intentions was developed for this project. Two of the items address a student’s self-reported likelihood of stopping sexual advances, while an un-scored question asks if the students feels they have been victimized.

Schewe, Paul Evaluation of Agent of Change, Interdisciplinary Center for Research on Violence at the University of Illinois at Chicago; January 2013
Burn Bystander Measure

Sample Indicators
• Although I would like to intervene when a guy’s sexual conduct is questionable, I am not sure I would know what to say or do.
• If I see someone “putting the moves” on a person that is very intoxicated, I say or do something about it.
• I discourage strangers or acquaintances if I hear them talking about women in sexually degrading ways.

Attitude Measure

Sample Indicators
• Consent for sexual activity is an active and on-going process.
• The word “slut” is dangerous because it promotes the idea that raping some women is acceptable.
• I can contribute to preventing violence through the language that I use.
Behavioral Intention Measure

**Sample Indicators:** “What would you do Survey”

- How likely are you to get help and resources for a friend who tells you they have been raped?
- If you are uncertain, how likely are you to stop sexual activity and clarify that your partner clearly wants to continue.
- If you could be assured that no one would know, and that you could in no way be punished, how likely would you be to force a person to have sex with you?

Challenging a Culture of Violence

**Strategy:** *Curricula for Specific Youth Skills*

**Process Indicators**

- Universal Implementation
- Class Credit

*Curricula alone have not been shown to change norms. They should be used with other strategies.*
Challenging a Culture of Violence

Strategy: Curricula for Specific Youth Skills

Outcome Indicators
Acceptance of Shared Power
Analysis of Gender in Social Media
Bystander Interventions
Positive Healthy Relationships Reflected in Youth Settings

Agenda

1. Short term measures are important to long term success
2. Indicators can be used to show progress
3. You can develop indicators to measure your success
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Putting prevention at the center of community well-being

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