

Welcome,
This Web Conference
Will Begin Soon




A Project of
PreventConnect CALCASA

Peer Learning Forum –
Improving our Practice:
Evaluating Sexual and Domestic
Violence Prevention Efforts

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How to use this technology



Ashley Nator


- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

Please send a private chat message for help.
Call iLinc Technical Support at 800.799.4510.

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



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Making Connections, Honoring Communities

February 26: **Using Popular Education to Engage Communities in Sexual Violence Prevention**

March 12: **Supporting Community Culture as Norms Change Strategy for Preventing Sexual and Domestic Violence**

March 26: **The Role of Alcohol Policies to Prevent Intimate Partner Violence and Sexual Violence Perpetration**

April 9: **Men of Color and Community Trauma Prevention: What Do Sexual And Domestic Violence Efforts Offer to Support Well-Being?**

May 7: **From Foundations to the Future: A Prevention Approach to Sexual and Domestic Violence**

June 11: **Linking with Child Focused Approaches when Preventing Sexual and Domestic Violence**

July 9: **Joint Strategies: How Does Sexual and Domestic Violence Better Leverage Local Health, Justice, Education, and Community Sectors?**

August 13: **Closing the Loop: Increasing Investment and Sustainability for Sexual and domestic violence prevention.**



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Peer Learning Forum

March 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
March 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	April 1	2	3	4
5	6	7	8	9	10	11

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Audience Question

Did you attend our peer learning forums last year?

Feedback

Yes

No

No Answer

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- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners

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Learning Objectives

- Identify at least 1 use for EvaluACTION in your training and technical assistance efforts.
- Identify at least 1 use for NSVRC's evaluation tool in your training and technical assistance efforts.
- Describe how you plan to incorporate evaluation into their training and technical assistance plans.



About the Presenters

Centers for Disease Control and Prevention



Greta M. Massetti, Ph.D.
Associate Director of Science
Division of Cancer Prevention and Control


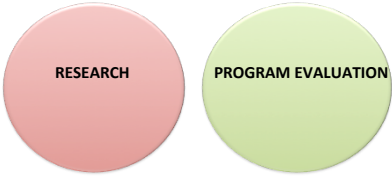


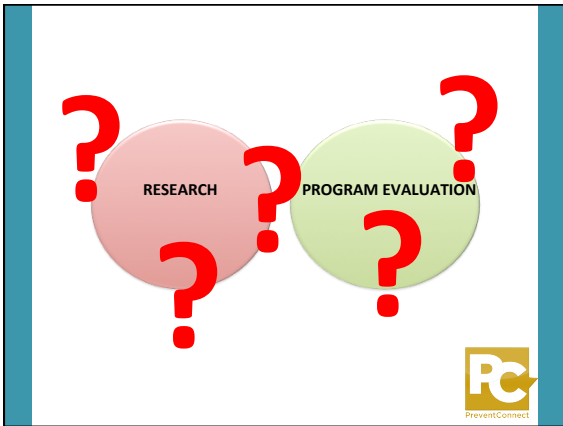
Diane Hall, Ph.D., MSEd.
Lead Behavioral Scientist
Division of Violence Prevention



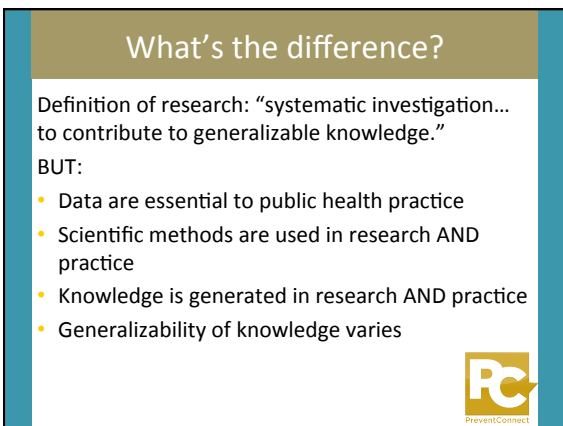


**PUBLIC HEALTH RESEARCH AND
PROGRAM EVALUATION: WHAT'S THE
DIFFERENCE?**










What's the difference?

Definition of research: "systematic investigation... to contribute to generalizable knowledge."

BUT:


- Data are essential to public health practice
- Scientific methods are used in research AND practice
- Knowledge is generated in research AND practice
- Generalizability of knowledge varies

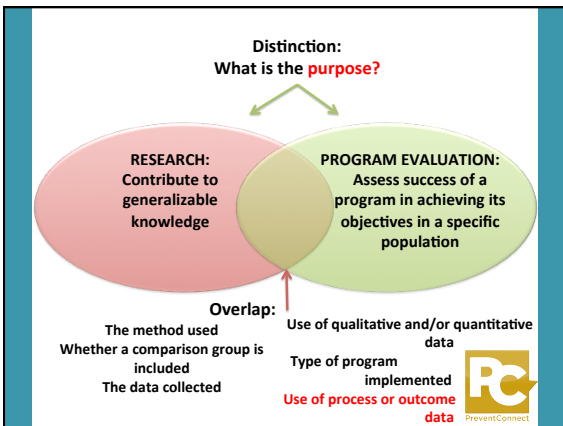
Research and nonresearch activities cannot be defined by the methods they employ!

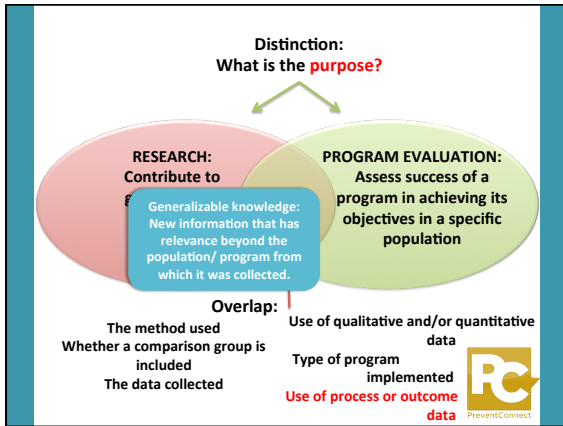


Ok, so what's the key?

- The major difference between research and nonresearch lies in the *purpose* of the activity.







Some key attributes

Public health research	Program evaluation
Purpose is to develop or contribute to generalizable knowledge .	Purpose is to evaluate how well a health problem has been prevented/ controlled or improve a program or service.
Benefits may include participants, but always extend beyond participants .	Intended benefits are for the participants, clients, or their community .
Data collected exceed requirements for care of participants or scope of activity.	Data collected are needed to assess or improve the program or service or the health of the participants.

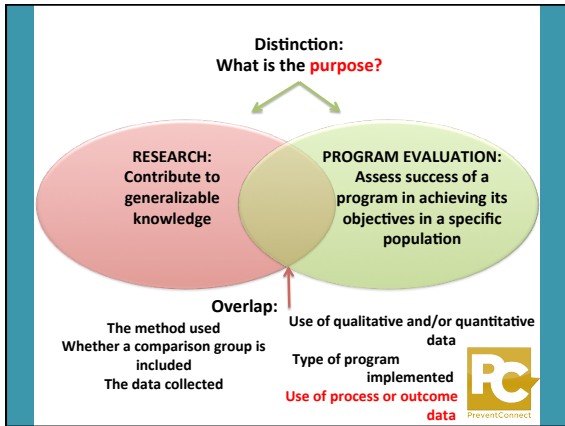
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Publication of findings, methodological design, selection of participants, and hypothesis testing **do not** differentiate research from nonresearch.

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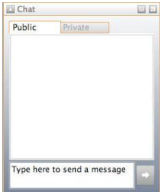
Question for You



What do we need from research?

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Question for You



What do we as a movement need to evaluate?



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Question for You



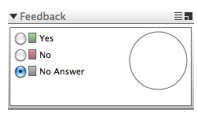
What's your role in this?






**INTRODUCTION TO EVALUATION:
A VETO VIOLENCE RESOURCE**

Question for You




Are you familiar with evaluACTION?



The EvaluACTION Team


- CDC
 - Translation and content: Diane Hall, Linda Dahlberg
 - Communications: Jennifer Middlebrooks, Tessa Burton, Marie Ballman
- Banyan Communications
 - Sally Deval, Chris Koch, Erica Mizelle, Jacob Heberlie

<http://vetoviolence.cdc.gov/index.php/evaluation/>




EvaluACTION: Origins

- Working title was “Eval 101”
- Conceptualized as training video on program evaluation for sexual violence prevention programmatic grantees




Pause and Regroup

- Limitations of 60 minute press and play video
 - “Exact wrong amount of time”
- Many evaluation resources currently available online – what would make ours different?
- Gap/barrier
 - Program evaluation resources assume “buy-in” exists and that value is clear
 - Where is the “sell” or the marketing of evaluation?




Reboot

- Main points
 - Grantees are already engaged in activities that fall under “evaluation umbrella”
 - Need to debunk myths and demystify program evaluation
 - Program evaluation is a tool to help improve work already being done; it is another language to tell a program’s story
 - The content (including volume) and creative presentation need to support these points




Audience

- Programmatic grantees and partners:
 - Unfamiliar with program evaluation
 - Uncomfortable with program evaluation
 - Needing to “sell” the benefits of evaluation
- Program evaluators:
 - Needing to “sell” the benefits of evaluation



What EvaluACTION is and isn't

EvaluACTION is:	EvaluACTION isn't:
<ul style="list-style-type: none">• An approachable intro to the benefits of program evaluation	




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EvaluACTION isn't:

- A tool for conducting program evaluation




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EvaluACTION isn't:

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- A resource that includes more technical or complex info (e.g., research design)
- A replacement for an evaluator
- Just for people working in violence prevention



Look and Feel

DO



DON'T





EvaluACTION
Putting Evaluation to Work

- Warm
- Engaging
- Approachable
- Fun



Walk-through


<http://vetoviolence.cdc.gov/index.php/evaluation/>



evaluACTION
Putting Evaluation to Work




Assignment



Best Incentive Ever!




Guiding Questions




- Is this useful to:
 - You?
 - Your local programs?
 - Other stakeholders?

HOW?



- What else is necessary to use this?
 - Information?
 - Training?
 - Etc...
- If you would add something to complement this, what would you use?
- How can you incorporate this into your current training and TA plans?



Questions?

Diane M. Hall, PhD, MEd
Lead behavioral scientist
dmhall@cdc.gov



March 10 – Next Session



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