Welcome,
This Web Conference
Will Begin Soon

A Project of CALCASA

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

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Will Begin Soon

PreventConnect

A Project of CALCASA

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

PreventConnect
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Suite 1850
Sacramento CA
95814

Website: preventconnect.org

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Email Group:
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eLearning: learn.preventconnect.org

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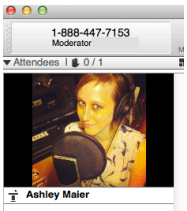
How to use this technology



- 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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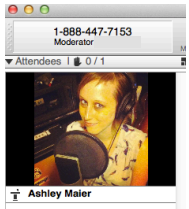
How to use this technology



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Peer Learning Forum

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Making Connections, Honoring Communities

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

March 25: **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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DIFFERENT

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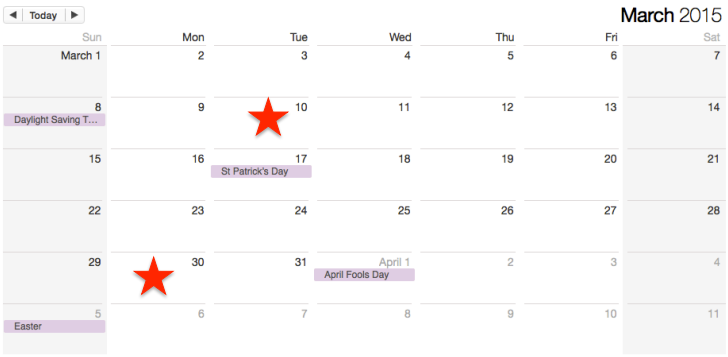
Peer Learning Forum



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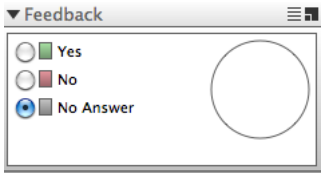
Audience Question

Did you attend session 1?



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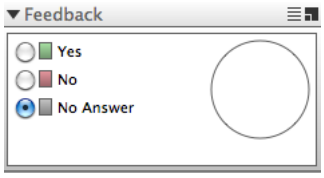
Audience Question

Did you view the session 1 recording?



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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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- Domestic violence/intimate partner violence
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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.

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Welcome Presenters!

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

Jennifer Grove
Prevention Outreach Coordinator
National Sexual Violence Resource Center

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What is the strongest impression you have from the last session?

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Distinction:
What is the purpose?

RESEARCH: Contribute to generalizable knowledge

PROGRAM EVALUATION: Assess success of a program in achieving its objectives in a specific population

Overlap:

The method used
Whether a comparison group is included
The data collected

Use of qualitative and/or quantitative data
Type of program implemented
Use of process or outcome data

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Question for You

What's your role in this?

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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 asses or improve the program or service or the health of the participants.

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

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What are your thoughts about this distinction?

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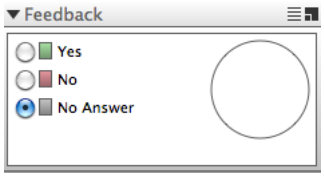
REVIEW

Question for You

Did you try it?



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Best Incentive Ever!

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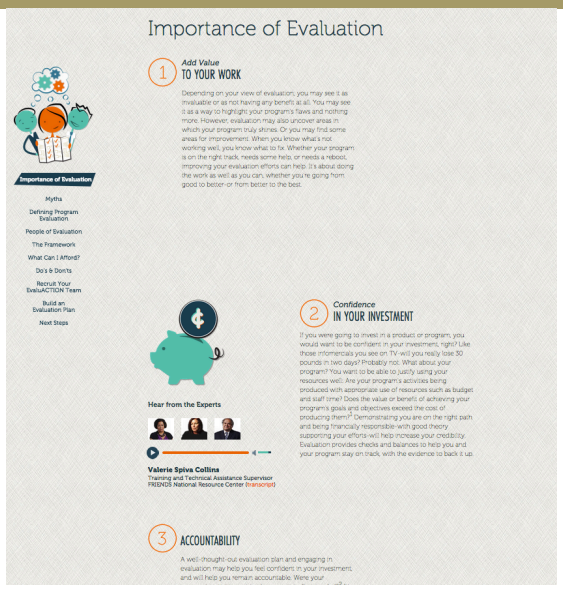
Making the Case



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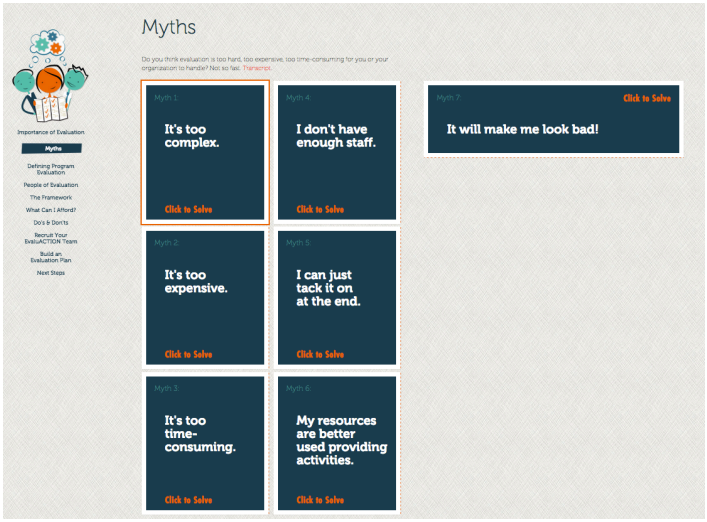
Myths



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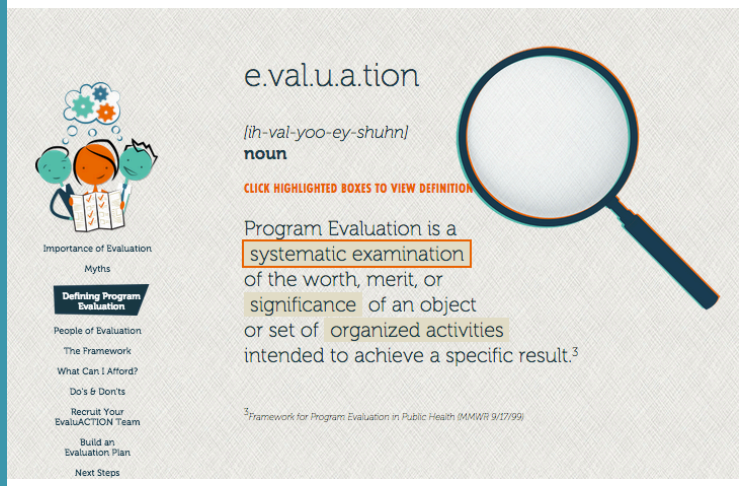
Definitions



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People of Evaluation

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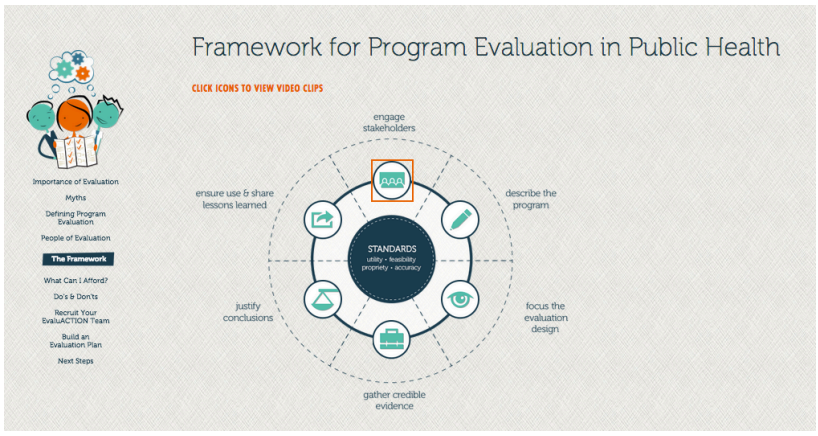
Framework for Evaluation



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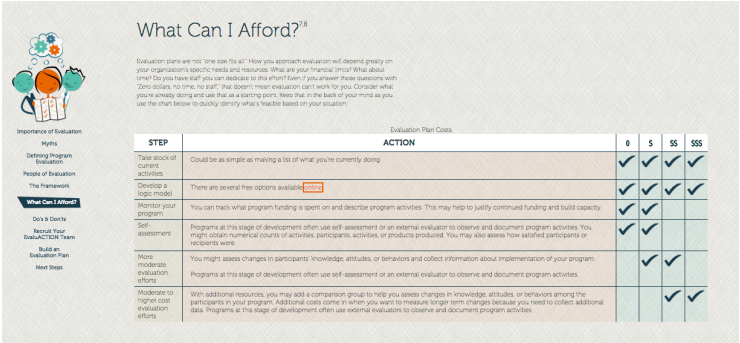
What Can I Afford?



What Can I Afford?[7,8]

Evaluation plans are not "one size fits all." How you approach evaluation will depend greatly on your organization's specific needs and resources. What are your financial limits? What about time? Do you have staff you can dedicate to this effort? Even if you answer those questions with "Zero dollars, no time, no staff", that doesn't mean evaluation can't work for you. Consider what you're already doing and use that as a starting point. Keep that in the back of your mind as you use the chart below to quickly identify what's feasible based on your situation:

Evaluation Plan Costs

STEP	ACTION	0	$	$$	$$$
Take stock of current activities	Could be as simple as making a list of what you're currently doing	✓	✓	✓	✓
Develop a logic model	There are several free options available online	✓	✓	✓	✓
Monitor your program	You can track what program funding is spent on and describe program activities. This may help to justify continued funding and build capacity.	✓	✓		
Self-assessment	Programs at this stage of development often use self-assessment or an external evaluator to observe and document program activities. You might obtain numerical counts of activities, participants, activities, or products produced. You may also assess how satisfied participants or recipients were.	✓	✓		
More moderate evaluation efforts	You might assess changes in participants' knowledge, attitudes, or behaviors and collect information about implementation of your program. Programs at this stage of development often use self-assessment or an external evaluator to observe and document program activities.		✓	✓	
Moderate to higher cost evaluation efforts	With additional resources, you may add a comparison group to help you assess changes in knowledge, attitudes, or behaviors among the participants in your program. Additional costs come in when you want to measure longer term changes because you need to collect additional data. Programs at this stage of development often use external evaluators to observe and document program activities.			✓	✓

Importance of Evaluation
Myths
Defining Program Evaluation
People of Evaluation
The Framework
What Can I Afford?
Do's & Don'ts
Recruit Your EvaluACTION Team
Build an Evaluation Plan
Next Steps

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Do/Don't

Do's and Don'ts[9]

Click on the +'s to reveal quick tips on things you should – and shouldn't – do when you're contemplating using evaluation as a tool.

DO

DON'T

VIEW AS PDF

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Recruiting the Evaluation Team

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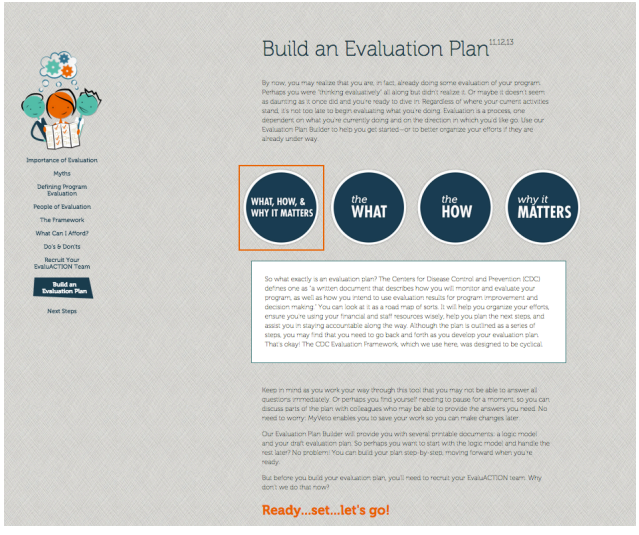
Building a Plan



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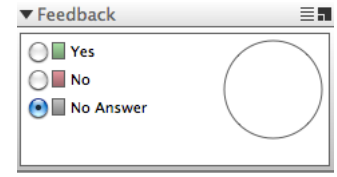
Question for You

Did you build a logic model?



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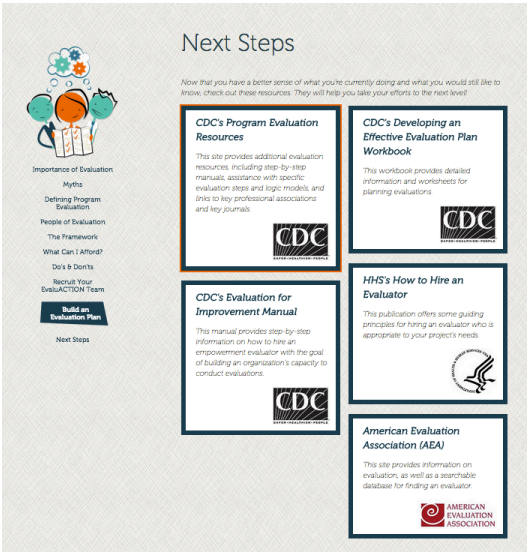
Next Steps



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Initial questions?

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How is this useful to you?

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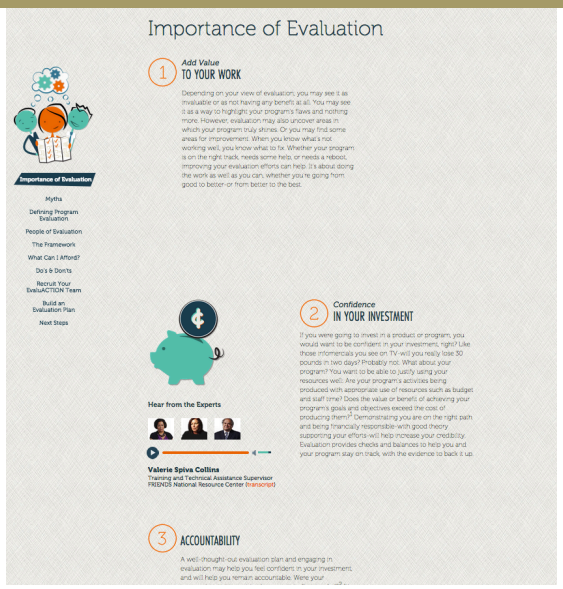
Making the Case



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Importance of Evaluation

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The Framework

What Can I Afford?

Do's & Don'ts

Recruit Your EvaluACTION Team

Build an Evaluation Plan

Next Steps

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

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How is this useful to your local programs?

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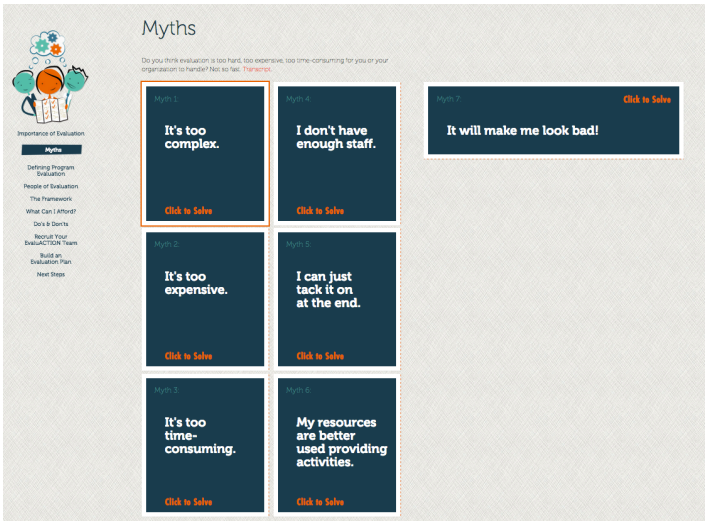
Myths



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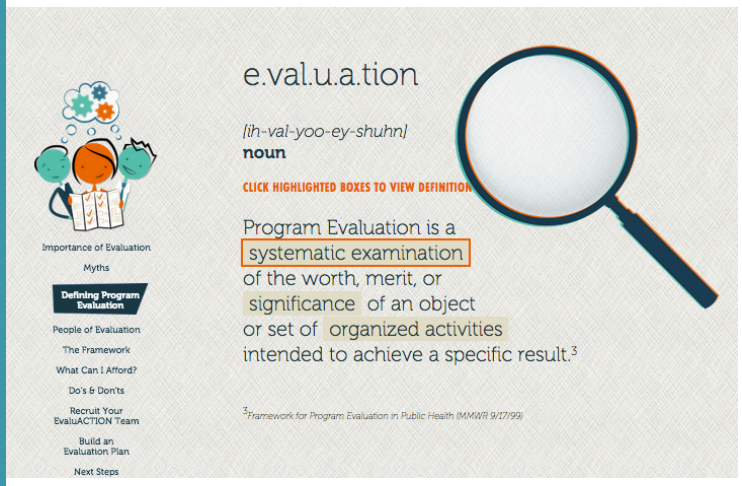
Definitions



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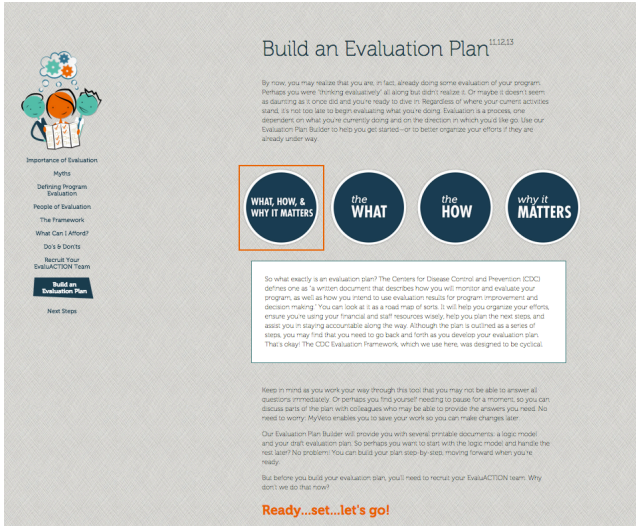
Building a Plan



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How is this useful to other stakeholders?

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People of Evaluation

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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation

EvaluACTION isn't:

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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation

EvaluACTION isn't:

- A tool for conducting program evaluation

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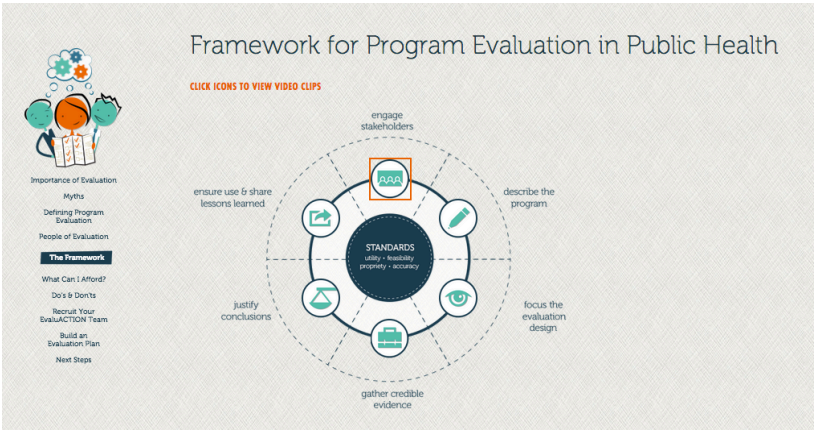
Framework for Evaluation



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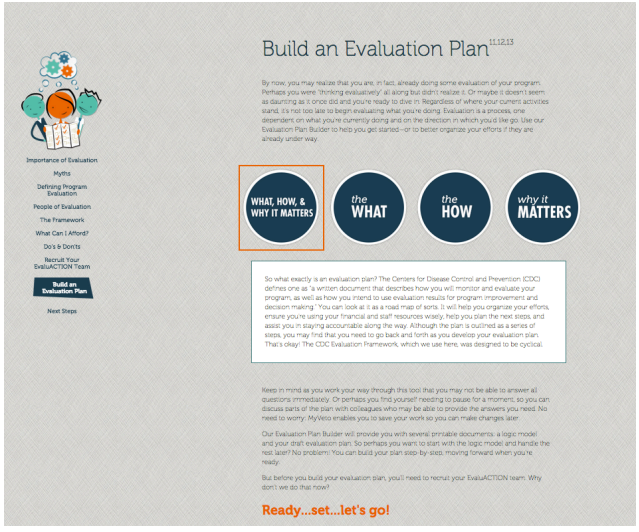
Building a Plan



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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner

EvaluACTION isn't:

- A tool for conducting program evaluation

What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner

EvaluACTION isn't:

- A tool for conducting program evaluation
- A resource that includes more technical or complex info (e.g., research design)

evaluACTION

What else is necessary in order to use this?

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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner
- A way to "sell" program evaluation

EvaluACTION isn't:

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- A way to introduce evaluation concepts in a non-technical manner
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EvaluACTION isn't:

- A tool for conducting program evaluation
- A resource that includes more technical or complex info (e.g., research design)
- A replacement for an evaluator

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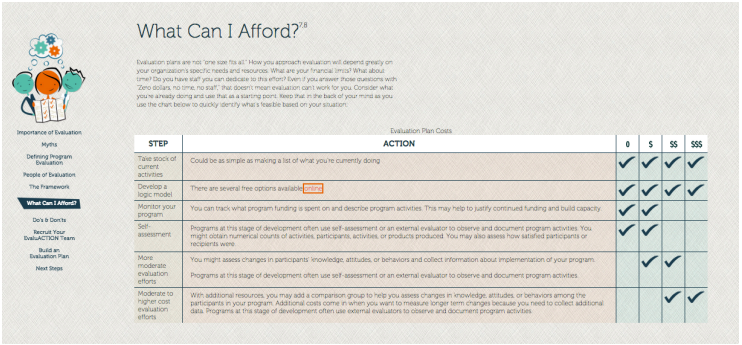
What Can I Afford?



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Do/Don't

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Recruiting the Evaluation Team

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If you would add something to complement this, what would it be?

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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner
- A way to "sell" program evaluation
- A way to start an evaluation *plan*

EvaluACTION isn't:

- A tool for conducting program evaluation
- A resource that includes more technical or complex info (e.g., research design)
- A replacement for an evaluator

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What EvaluACTION is and isn't

EvaluACTION is:

- An approachable intro to the benefits of program evaluation
- A way to introduce evaluation concepts in a non-technical manner
- A way to "sell" program evaluation
- A way to start an evaluation *plan*

EvaluACTION isn't:

- A tool for conducting program evaluation
- 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

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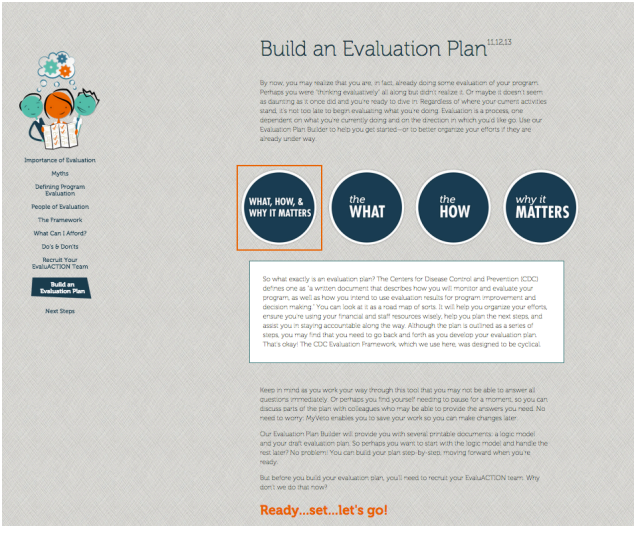
Building a Plan



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How can you incorporate this into your current training and TA plans?

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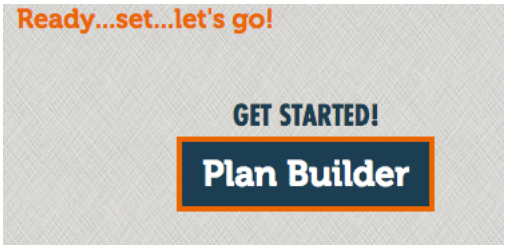
Plan Builder



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***We all* want to know – what compliments this?**

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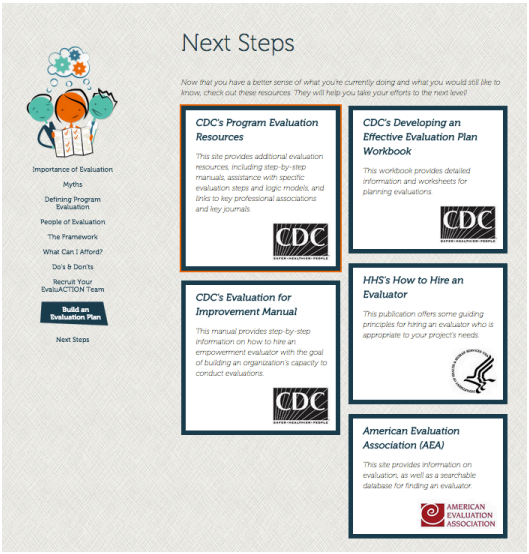
Next Steps



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Further questions?

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national sexual violence resource center

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EVALUATING SEXUAL VIOLENCE PREVENTION PROGRAMS: STEPS AND STRATEGIES FOR PREVENTIONISTS

Evaluating Sexual Violence Prevention Programs: Steps and Strategies for Preventionists

This interactive online course **walks the user through the basic steps of evaluating the impact of sexual violence prevention programs.** Users will learn the key issues to consider at each of the following steps:

- Step 1: Clarifying Goals and Objectives
- Step 2: Planning Evaluation Design
- Step 3: Choosing Measurement Tools
- Step 4: Collecting Data

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- The course takes approximately 60 minutes to complete
- It will help users identify
  - where their program has the skills and resources to do evaluation
  - where they may need some help.

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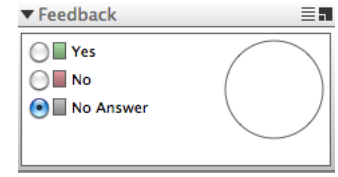
Question for You

Are you familiar with this unit?



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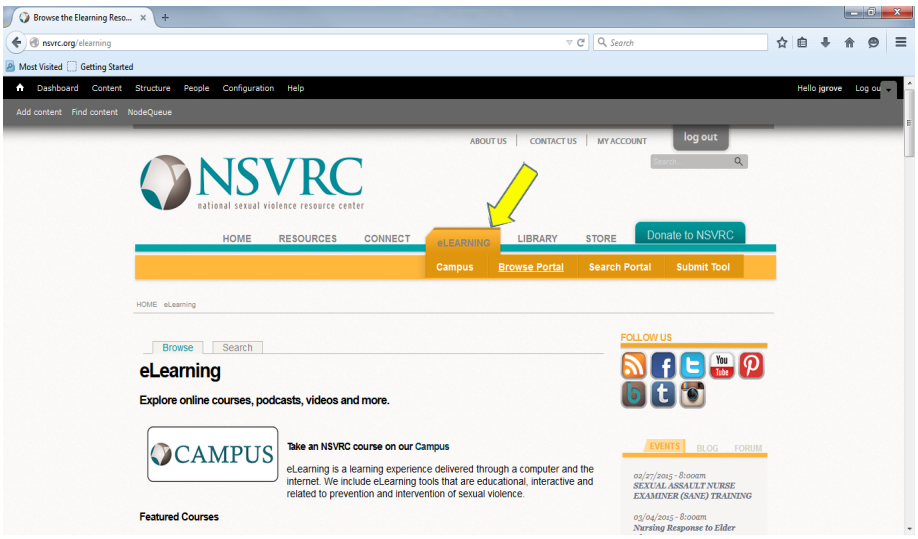

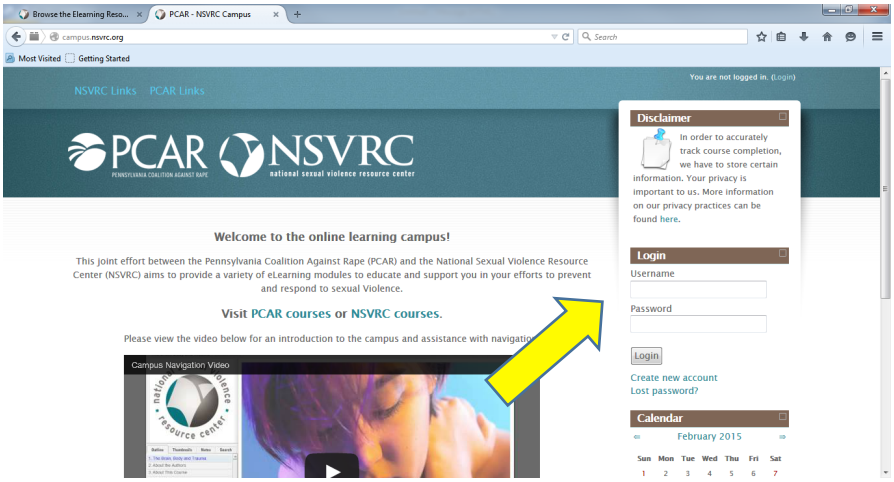
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PENNSYLVANIA COALITION AGAINST RAPE
NSVRC
national sexual violence resource center
Welcome to the online learning campus!
This joint effort between the Pennsylvania Coalition Against Rape (PCAR) and the National Sexual Violence Resource Center (NSVRC) aims to provide a variety of eLearning modules to educate and support you in your efforts to prevent and respond to sexual violence.
Visit PCAR courses or NSVRC courses.
Please view the video below for an introduction to the campus and assistance with navigation.
Campus Navigation Video
Disclaimer
In order to accurately track course completion, we have to store certain information. Your privacy is important to us. More information on our privacy practices can be found here.
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February 2015
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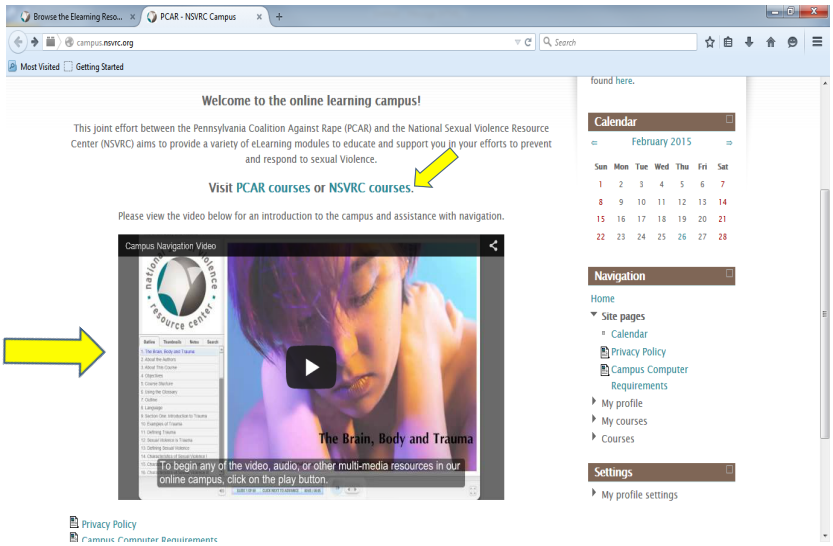
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Welcome to the online learning campus!
This joint effort between the Pennsylvania Coalition Against Rape (PCAR) and the National Sexual Violence Resource Center (NSVRC) aims to provide a variety of eLearning modules to educate and support you in your efforts to prevent and respond to sexual violence.
Visit PCAR courses or NSVRC courses.
Please view the video below for an introduction to the campus and assistance with navigation.
Campus Navigation Video
The Brain, Body and Trauma
To begin any of the video, audio, or other multi-media resources in our online campus, click on the play button.
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February 2015
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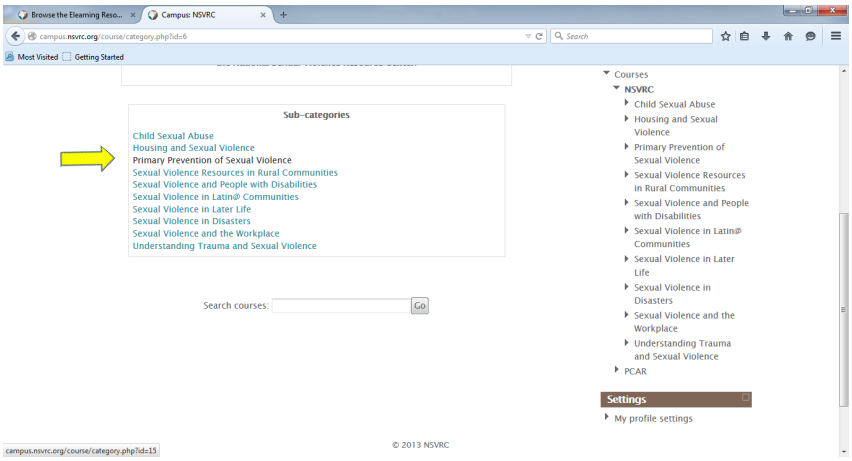
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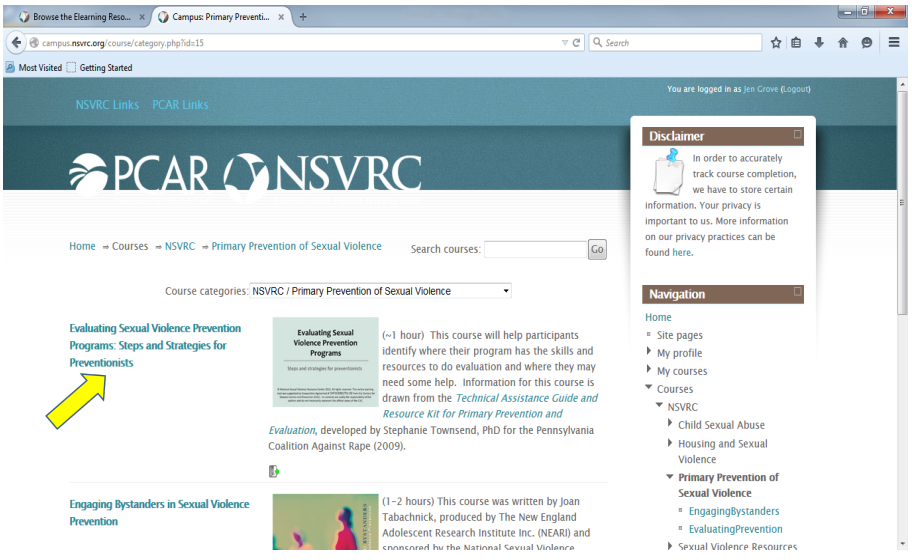
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Course categories: NSVRC / Primary Prevention of Sexual Violence
Evaluating Sexual Violence Prevention Programs: Steps and Strategies for Preventionists
(~1 hour) This course will help participants identify where their program has the skills and resources to do evaluation and where they may need some help. Information for this course is drawn from the Technical Assistance Guide and Resource Kit for Primary Prevention and Evaluation, developed by Stephanie Townsend, PhD for the Pennsylvania Coalition Against Rape (2009).
Engaging Bystanders in Sexual Violence Prevention
(1-2 hours) This course was written by Joan Tabachnick, produced by The New England Adolescent Research Institute Inc. (NEARI) and
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In order to accurately track course completion, we have to store certain information. Your privacy is important to us. More information on our privacy practices can be found here.
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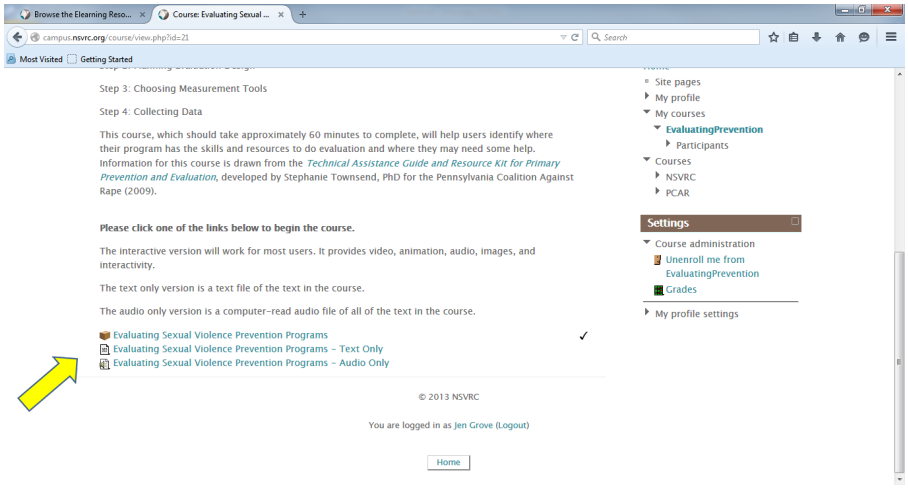
Primary Prevention of Sexual Violence
EngagingBystanders
EvaluatingPrevention
Sexual Violence Resources


Step 3: Choosing Measurement Tools
Step 4: Collecting Data
This course, which should take approximately 60 minutes to complete, will help users identify where their program has the skills and resources to do evaluation and where they may need some help. Information for this course is drawn from the Technical Assistance Guide and Resource Kit for Primary Prevention and Evaluation, developed by Stephanie Townsend, PhD for the Pennsylvania Coalition Against Rape (2009).
Please click one of the links below to begin the course.
The interactive version will work for most users. It provides video, animation, audio, images, and interactivity.
The text only version is a text file of the text in the course.
The audio only version is a computer-read audio file of all of the text in the course.
Evaluating Sexual Violence Prevention Programs
Evaluating Sexual Violence Prevention Programs – Text Only
Evaluating Sexual Violence Prevention Programs – Audio Only
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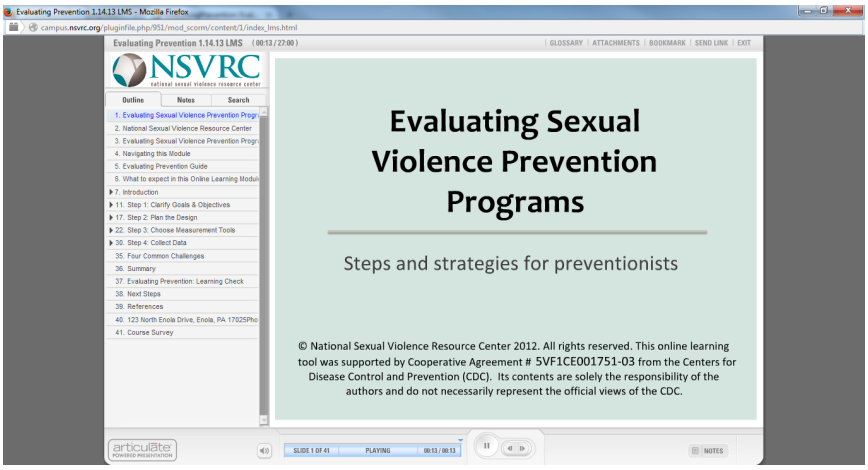
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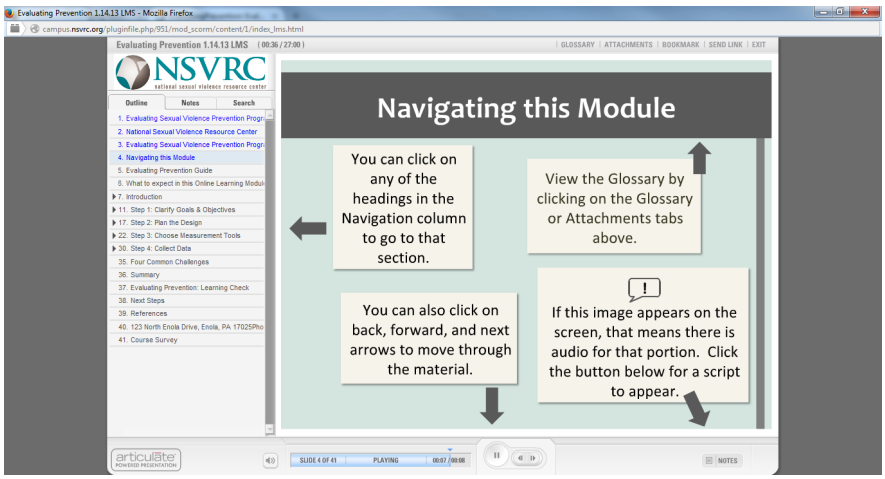
Evaluating Sexual Violence Prevention Programs
Steps and strategies for preventionists
© National Sexual Violence Resource Center 2012. All rights reserved. This online learning tool was supported by Cooperative Agreement # 5VF1CE001751-03 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.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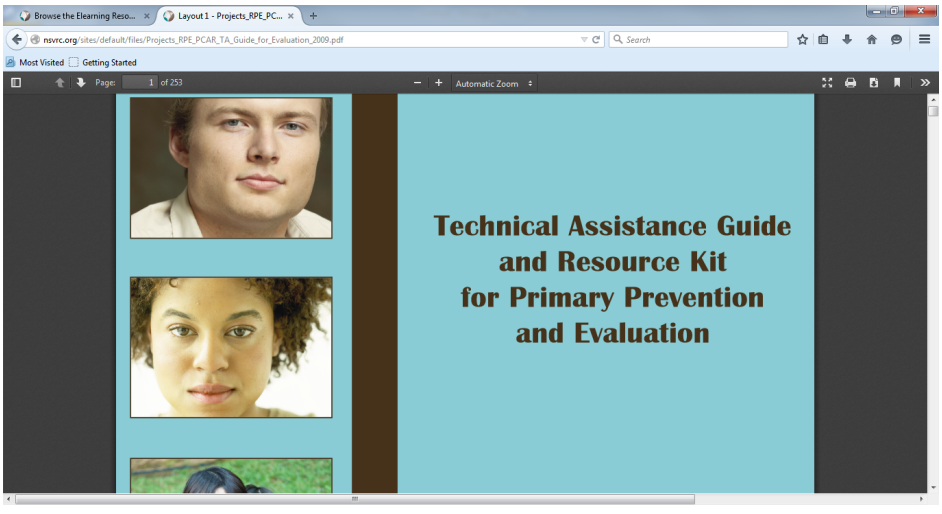
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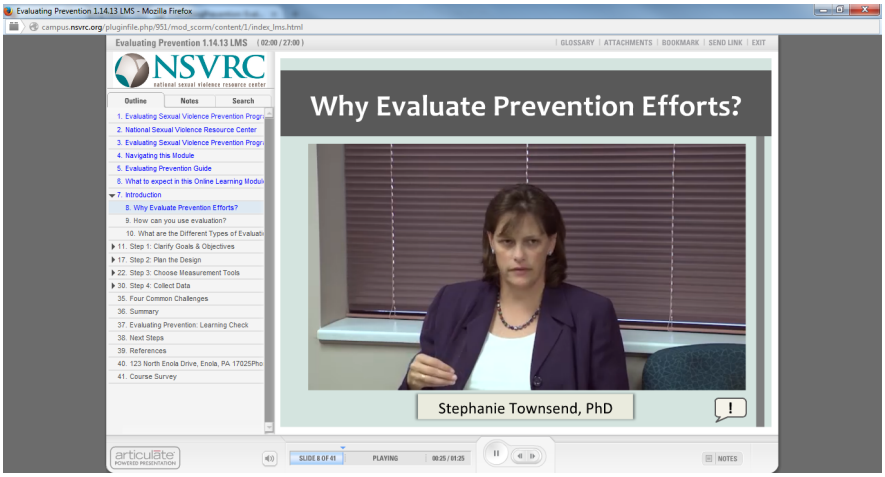
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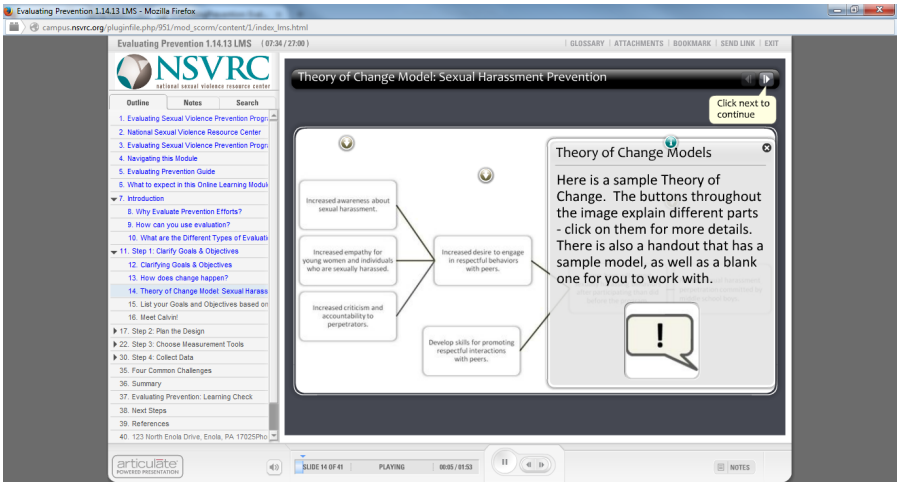
Why Evaluate Prevention Efforts?
Stephanie Townsend, PhD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Theory of Change Model: Sexual Harassment Prevention
Click next to continue
Theory of Change Models
Here is a sample Theory of Change. The buttons throughout the image explain different parts - click on them for more details. There is also a handout that has a sample model, as well as a blank one for you to work with.

Question for You

Are you familiar with PCAR's evaluation guide?

Feedback

- Yes
- No
- No Answer

PreventConnect

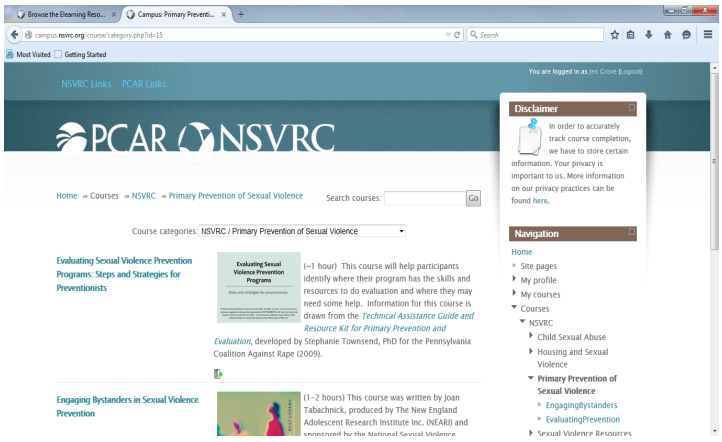
PCAR Primary Prevention & Evaluation Resource Kit
www.pcar.org/resources

Evaluation Tools

***We all* want to know – what compliments this?**

PreventConnect

March 30 – Next Session



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