



# Evaluating Social Norms and Social Marketing Campaigns for Sexual & Domestic Violence Prevention

## GENERAL RESOURCES

- Web conference slides and recording
  - <http://www.preventconnect.org/2019/12/evaluating-social-norms-and-social-marketing-campaigns-for-sexual-and-domestic-violence-prevention/>
- PreventConnect web conference recording "Clearing Up Social Norms Change and Social Marketing for Sexual and Domestic Violence Prevention"
  - <http://www.preventconnect.org/2019/07/clearing-up-social-norms-change-and-social-marketing-for-sexual-and-domestic-violence-prevention/>
- VetoViolence Social Norms Change
  - <https://vetoviolence.cdc.gov/violence-prevention-basics-social-norms-change>

## EVALUATION AND MEASUREMENT TOOLS FROM MAURY NATION

- Summary of Databases and Measures from the Youth Violence Prevention Research Center
  - <http://www.preventconnect.org/wp-content/uploads/2019/12/YVPRC-Summary-of-Datasets-and-Measures.pdf>
- Social Norms Campaign Evaluation Survey used by the Youth Violence Prevention Research Center
  - [http://www.preventconnect.org/wp-content/uploads/2019/12/YVPRC\\_SchoolSurvey\\_HighSchool\\_HardCopy-Remark\\_FINAL.pdf](http://www.preventconnect.org/wp-content/uploads/2019/12/YVPRC_SchoolSurvey_HighSchool_HardCopy-Remark_FINAL.pdf)

## RESOURCES FROM OUR AUDIENCE

- Balancing Fidelity & Adaptation: A Best Practices Guide for Evidence-based Program Implementation
  - <https://pubs.extension.wsu.edu/balancing-fidelity-adaptation-a-best-practices-guide-for-evidence-based-program-implementation>
- W.K. Kellogg Foundation National Day of Racial Healing 2020
  - [https://youtu.be/tt\\_QjS6QcEk](https://youtu.be/tt_QjS6QcEk)
- Robert Wood Johnson Foundation Building a Culture of Health
  - <https://www.rwjf.org/en/cultureofhealth/about.html>

## SOCIAL MARKETING CAMPAIGN EVALUATION RESOURCES FROM SALLY LASKEY

- For help with effective messaging: Moving toward prevention: A guide for reframing sexual violence (NSVRC)
  - <https://www.nsvrc.org/moving-toward-prevention-guide-reframing-sexual-violence>
- Prevention Innovations Website information on Know Your Power Campaign
  - <https://www.unh.edu/research/prevention-innovations-research-center/know-your-power-bystander-social-marketing-campaign>
- For overview of evaluations of Know Your Power Campaign: Potter, S. J., & Stapleton, J. G. (2011). Bringing in the Target Audience in Bystander Social Marketing Materials for Communities: Suggestions for Practitioners. *Violence Against Women*, 17(6), 797–812.
  - <https://doi.org/10.1177/1077801211410364>
  - Additionally, Sharyn J. Potter PhD, MPH (2012) Using a Multimedia Social Marketing Campaign to Increase Active Bystanders on the College Campus, *Journal of American College Health*, 60:4, 282-295, DOI: 10.1080/07448481.2011.599350
- Applying Social Norms Theory to the Prevention of Gender Based Violence in Middle Schools workshop recording (This is connected to the RI research project that I mention)
  - <http://www.preventconnect.org/oldsite/2015/11/applying-social-norms-theory-to-the-prevention-of-gender-based-violence-in-middle-schools/>
- For an example from the substance abuse prevention field of a logic model for a social norms intervention and an assessment tool for the six essential components of a social norms marketing campaign see:
  - <http://socialnorms.org/wp-content/uploads/2014/07/Logic-and-Necessary-Data-for-Inferences.pdf>
- And older, but still relevant applied research paper from VAWNet: Incorporating Evaluation into Media Campaign Design
  - <https://vawnet.org/material/incorporating-evaluation-media-campaign-design>
- For basics on general evaluation approaches with some links to community readiness assessment tools and existing measures: NSVRC Evaluation Toolkit
  - [www.nsvrc.org/evaluation-toolkit](http://www.nsvrc.org/evaluation-toolkit)