

**Welcome to the
Web Conference**



**Building Capacity to Evaluate RPE Prevention
Programs: Examples from Colorado, Illinois and
California**

We will start soon

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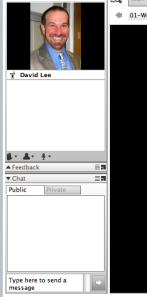
www.PreventConnect.org

- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
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- Blog <http://preventconnect.org>
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- Prevent-Connect Email Group (listserv)

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How to use this technology



- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides
- Phone

- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510
- Call CALCSA at (888) 922-5227 ext. 315

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2011 Web Conferences Building Prevention Leadership

- **Advancing a Critical Analysis: Incorporating consciousness in prevention efforts**
- **Cultivating Community Driven Social Change**
- **Working with Men and Boys: Lessons Learned from DELTA**
- **Promoting a Diverse Leadership**
- **Measuring and Communicating Effectiveness** (September 27, repeated September 28, 2011)

2011 Web Conferences From Data to Prevention

- **Understanding the Differences between National Sexual Violence and Intimate Partner Violence Surveys.**
- **Framing Sexual and Domestic Violence Prevention Impact From a Cost-Effectiveness Perspective** Transforming Communities
- **Using Data to Make the Case for Prevention**, Prevention Institute with Berkeley Media Studies Group
- **Framing Data to Make the Case for Primary Prevention**; CDC and Fenton (September 20; repeat September 21, 2011)

RPE Summer Series 2011

- Leveraging resources to sustain sexual violence prevention efforts:
Project Connect and Texas PEACE Project
- Building Capacity to Evaluate RPE Prevention Programs: Examples from Colorado and Illinois
- Archives from Previous RPE Summer Series
<http://preventconnect.org/category/rpe-state-grantees/>

PreventConnect

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

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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Building Capacity to Evaluate RPE Prevention Programs: Examples from Colorado and Illinois



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PreventConnect

A NATIONAL ONLINE PROJECT DEDICATED TO THE PRIMARY PREVENTION OF SEXUAL ASSAULT & DOMESTIC VIOLENCE

COMMUNITY RESOURCES EVENTS PROJECTS

TWITTER FACEBOOK FLICKR RSS FEED VIDEO CONTACT PODCASTS COMMONS WIKI SLIDESHOW

The art and science of measuring prevention

This week I am attending the California Coalition Against Sexual Assault's [2011 National Meeting](#) where California's rape crisis centers and domestic violence programs are exploring how to evaluate their prevention programs and examine ways to collect and analyze data. Given the small budgets to implement and evaluate the programs, we are exploring creative ways to do this.

The article [Commentary on Foster, Godin, & Tatum \(2010\). The Efficacy of Sexual Violence Prevention and the Urgency for Effectiveness](#) recently published for the *Journal of Interpersonal Violence* prompted me to think hard about how we measure sexual violence prevention efforts.

Since sexual violence recognized as a serious problem, there is a growing consensus that both intervention and prevention are necessary. But creating change that will actually reduce the rates of sexual violence is quite complex. There are no easy answers, no magic solution for one key behavior that will absolutely lead to prevention. Even with a complete issue such as IPV.

<http://preventconnect.org/2011/03/14738/>

Newsletter

Subscribe to stay updated on PreventConnect announcements.

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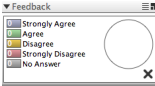
@PreventConnect's Latest Tweet

RT @preventionconnect: talking abt #prevention_data & #prevention_on_web

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Local RPE Grantees Evaluation Capacity

Local RPE Grantees in my state have a strong evaluation capacity

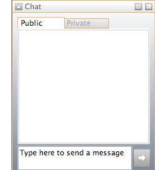


Use chat to answer

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Challenges for Evaluation Capacity

What are the challenges that limit the evaluation capacity of local RPE grantees?



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How are these different?

- Research
- Evaluation
- Measurement

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Effectiveness
or
Reaching Intended Outcomes

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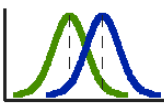
Moving from
Reporting Outputs
to
Measuring Outcomes

How many educational sessions did your organization provide? _____
How many people attended educational sessions? _____

75% of participants completing a 5 session prevention program reported that they are confident or very confident that they can take a bystander action.
There is a 30% increase of participants completing a 5 session prevention program reporting that they intend to take a bystander action.

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Measurement is Complicated
...and Simple



<http://preventconnect.org/2011/05/creative-ways-to-measure-prevention/>

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Capacity to Do...

Chat

Public Private

Type here to send a message

What is the evaluation capacity of local RPE grantees you are seeking?

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Building Colorado's Capacity to Evaluate Sexual Violence Prevention Efforts
 Lessons learned from Enhancing and Making Program Outcomes Work to End Rape (EMPOWER)

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Context

- Since 2005, Colorado has worked to develop a comprehensive statewide strategic plan through the EMPOWER grant awarded by the Centers for Disease Control & Prevention (CDC).
- This includes an evaluation plan.
- During this time, Colorado has worked with 3 different Empowerment Evaluators.
- The majority of this time was spent working without an Empowerment Evaluator.

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Our Guiding Principles

- Taking a Public Health approach
- Community centered, driven, and led work
- Working with marginalized & underserved communities
- Recognizing that SV is rooted in multiple forms of oppression (Social Justice)

Our Guiding Principles (cont.)

- Requiring that SVP must be culturally & developmentally appropriate
- Using strengths-based approaches
- Engaging in Empowerment Evaluation
- Contributing to the growing body of SVP knowledge

Our First Steps

- State Prevention Team
 - Workgroups
- Strategic planning at state and local levels
- Annual grantee conferences
 - Training and Technical Assistance
- Annual assessments
 - Needs and Resources
 - Community Readiness
 - Capacity Assessments
 - Individual and Organizational
 - State System*

Institutionalizing Evaluation

- Start where people are
- Capacity development
 - Training & practice
 - Establishing & using shared definitions
 - Partnering
- Staff roles and responsibilities
- Request for Applications (RFA) required components

Lessons Learned

- Remember, this takes time!
- Phase change in
- Use existing tools
- Surveillance data will complement local program data
- Close the loop: Share data compiled with communities

Evaluation Tools

- The Public Health approach
<http://www.cdc.gov/violenceprevention/pdf/SVPrevention-a.pdf>
- Nine Principles of Effective Prevention Programs
http://www.preventconnect.org/wiki/index.php?title=Nine_Principles_of_Effective_Prevention_Programs
- Spectrum of Prevention
<http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html>
- Evaluation for Improvement: A Seven-Step Empowerment Evaluation Approach
http://www.cdc.gov/violenceprevention/pdf/evaluation_improvement-a.pdf
- Getting to Outcomes for IPV & SVP
Will be made available to all RPE grantees by the CDC and used as the basis for the upcoming Evaluation 101 module on VETO Violence

Evaluation Tools

- **Assessment Tools Compendia**
 - Youth Violence: Measuring Violence-Related Attitudes, Behaviors, and Influences Among Youths
http://www.cdc.gov/ViolencePrevention/pub/measuring_violence.html
 - Measuring Bullying Victimization, Perpetration, and Bystander Experiences
http://www.cdc.gov/violenceprevention/pub/measuring_bullying.html
 - Measuring Intimate Partner Violence Victimization and Perpetration
Order here: <http://www.cdc.gov/pubs/ncipc.aspx>

Contact Information

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ICASA
Prevention Education Evaluation
Projects
2000-2011



History/Process

- Prevention Education Evaluation I
 - 2000-2004
 - Inside the Classroom curriculum kit produced
- Prevention Education Evaluation Replication
 - 2005-2007
- Steps to Respect Bullying Prevention Evaluation
 - 2007-2010



Tools

- IRMA
 - Illinois Rape Myth Acceptance Scale
 - Short Form (20?s) and Long Form (59?s)
 - One for Males – One for Females
 - Grades 8-College
- Instructions
- Letters of Entry
- Parent Letter
- Letters of support



Tools II

- Bullying Prevention Evaluation Survey
 - Boys and Girls
 - Grades 3-5
 - Staff Surveys
 - Parent Surveys
 - Pre and Post
- Instructions
- Parent Letter
- Letters of Entry



RCC Capacity

- Buy-In
 - Engage from start
 - Do they want to do this. What are reasons? Sell it
 - Educator involvement
 - Not at Director level. They are doing evaluations. Need to believe.
 - They help choose questions. Set tone.
- Training (multiple)
 - In person. On phone
- Step by Step Process (walk them through)
- Answer Questions when asked
- Tradition



Lessons Learned

- Sticktoittiveness
 - Keep plugging.
 - It's a long process
- Buy-In varies
 - Don't give up/agencies come around
- Results make others want more results
 - Do something with results.
 - Don't let them sit there. Agencies will lose interest.
 - Multiple uses (public policy/Grants/State funding)
- Consistency
 - It's hard. Staff turnover, etc.



Lessons Learned II

- Research Partners
 - Pick a good one
 - Costs can be limited
 - Don't let not having one stop you. Info still will be good internally.
- Staff Structure
 - Have point person.
 - Too many cooks bring too many spices
 - Have a plan. Know what you want to do with information.
- Make it Way of Life
 - Agencies won't know of any other way.
 - Becomes part of what they do.



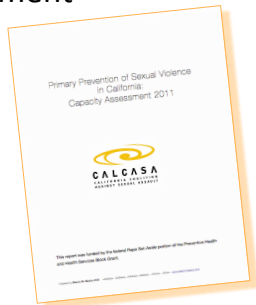
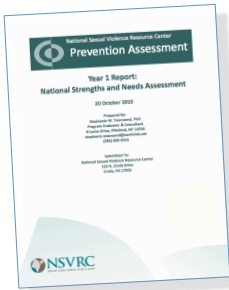
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Assessment



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Assessment of Evaluation Capacity



How do you assess the evaluation capacity of local RPE grantees?

Use chat to answer

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Providing Training and Technical Assistance



What do we need to help strength our ability to provide T&TA to build evaluation capacity?

Use chat to answer

Questions and Sharing: How Do You Build Evaluation Capacity?

- Resources and Materials
- Training
- Technical Assistance

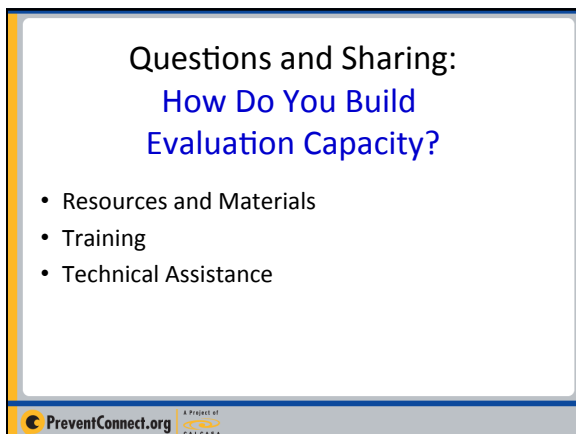
Online Training



<http://preventconnect.org/2009/09/using-logic-models-for-planning-primary-prevention-programs-2-2/>

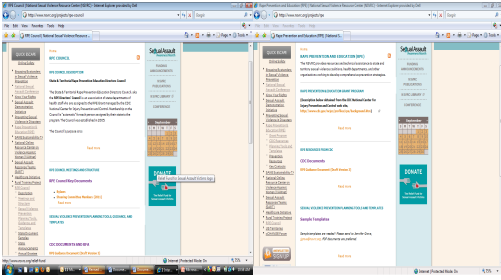






How Do We Share With Each Other?

The NSVRC's RPE Web Pages



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