

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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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.



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.



Indicators of Change:

Meaningful Ways to Measure Success in Preventing Sexual and Domestic Violence



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Why invest in measuring success?

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“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.

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“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



Agenda

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

In the Thick

Aftermath



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

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

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


taken for granted

attitudes, beliefs, ways of being

behavior shapers


communicate regularity in behavior

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Indicators

- How do we know we are having an impact?
- How do we measure the impact in a relevant way?



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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

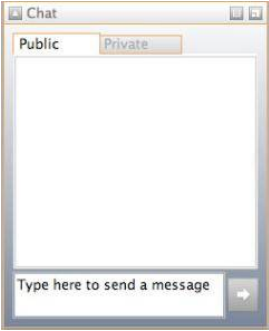











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What are some norm shifts you expect from your efforts ?

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



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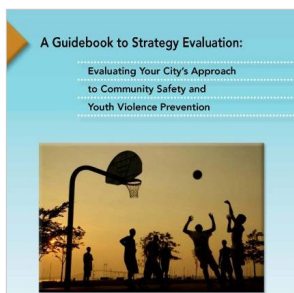


Part Two

INDICATORS CAN BE USED TO SHOW PROGRESS



Measures



Source: A Guidebook to Strategic Evaluation

Measures for effectiveness of a violence prevention strategy include changes in:

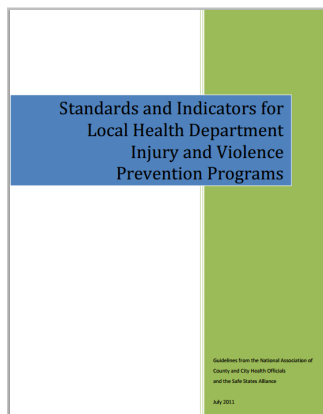
- risk and protective factors,
- community involvement,
- and youth engagement.



Weiss, B., Hatch, B. & Berger, E., (2008). *A Guidebook to Strategic Evaluation: Evaluating your city's approach to community safety and youth violence prevention.* Los Angeles, CA. Southern California Injury Prevention Research Center.



Indicators



Source: Safe States

Process Indicator

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



Standards and Indicators for Local Health Department Injury and Violence Prevention Programs (2011). National Association of County and City Health Officials and the Safe States Alliance.



Indicators

Outcome Indicator

Specific and measurable data used to answer evaluation questions.



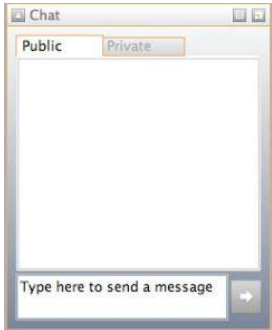
Source: World Health Organization





World Health Organization/London School of Hygiene and Tropical Medicine. Preventing intimate partner and sexual violence against women: taking action and generating evidence. Geneva, World Health Organization, 2010.



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



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...”



Puddy, R. W. & Wilkins, N. (2011). *Understanding Evidence Part 1: Best Available Research Evidence. A Guide to the Continuum of Evidence of Effectiveness*. Atlanta, GA: Centers for Disease Control and Prevention.



National Sexual Violence Resource Center

Prevention Assessment

Year 2 Report: Innovations in Prevention

<http://www.nsvrc.org/publications/nsvrc-prevention-assessment-year-2-report-innovations-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

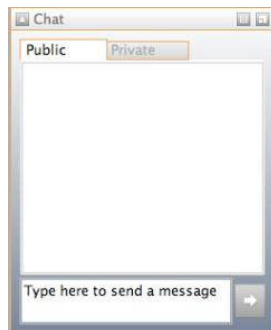
Immediate Indicators

- Knowledge
- Attitudes
- Skills
- Behavioral Intent

Short-Term Indicators (1-3 Months)

- Actual Behaviors
- Observed Environmental or Norms Shift

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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



Photo Courtesy of Asian Women United of Minnesota



Challenging Narrow Definition of Masculinity

Strategy: Mobilizing Men and Boys

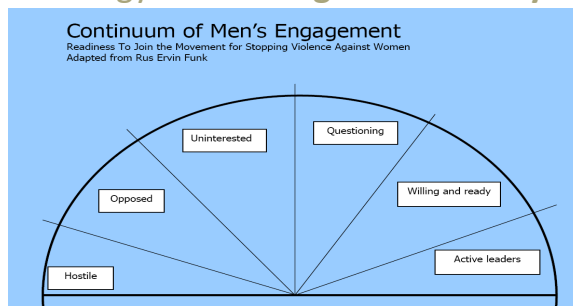


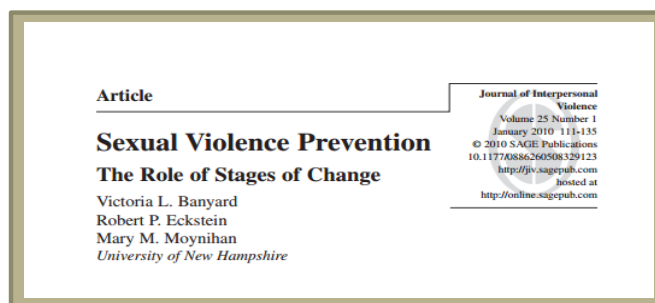
Photo Courtesy of Men's Initiative for Jane Doe Inc.

Outcome Indicators

Support Institutionalization of Gender Equality Policies
Men in Leadership Roles Publicly Support Prevention



The Role of Stages of Change



Banyard VL, Eckstein RP, Moynihan MM *Journal of Interpersonal Violence*, January 2010; vol. 25, 1: pp. 111-135



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



Photo Courtesy of Idaho Coalition Against Sexual & Domestic Violence

Process Indicators

Youth included in:

- Planning
- Implementation and
- Evaluation

Challenging Power & Control

Strategy: Youth Leadership and Mobilization

Outcome Indicators

Youth:

- Share Experiences and Perspectives
- Hold Decision Making Roles
- Highlighted as Leaders



Photo Credit: Peace Over Violence



PITTSBURGH ACTION AGAINST RAPE

<http://paar.net/>



Julie Evans
Program Director of Education and Training Services
Pittsburgh Action Against Rape

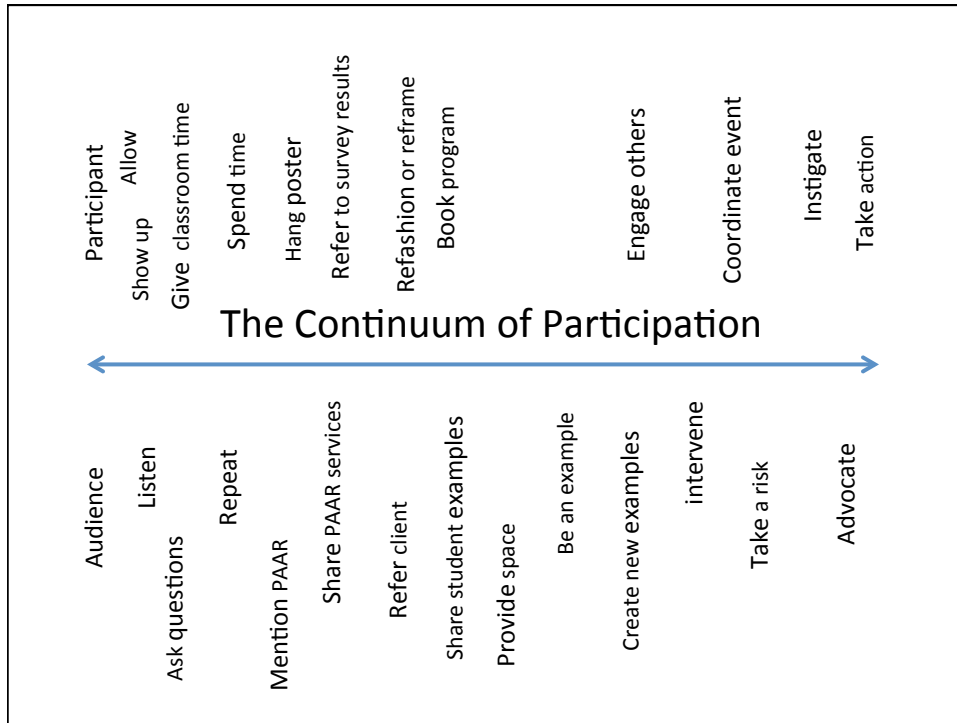


Prevention and equity at the center of community well-being



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If YOU saw sexual rumors about a friend posted online (ie Facebook, Twitter, etc.), do you think YOU would do the following?	Yes	Maybe	No	I don't know
1. Ignore it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1. Speak up and try to get them to delete the rumor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1. Spread the rumor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1. Talk to a trusted adult at school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

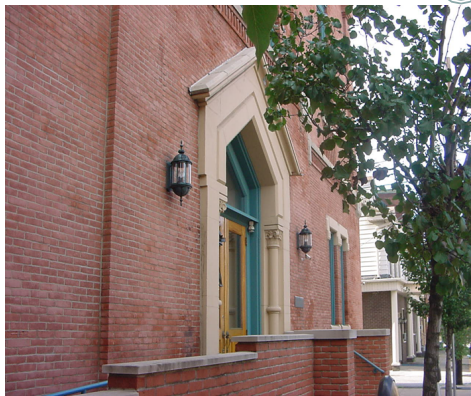


BEHAVIOR	LAST 2 WEEKS	LAST MONTH	LAST 3 MONTHS
Audience			
Listen/Ask questions			
Provide space			
Repeat/Mention agency			
Refer client/Share agency services			
Create new examples			
Participant			
Coordinate space/event			
Refer to survey			
Engage others			
Spend time/Hang Poster			
Book program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

Becoming Joe



Community Readiness Assessment Model




DEVELOPED BY
THE TRI-ETHNIC CENTER FOR
PREVENTION RESEARCH

- 9 stages
- Identifies specifics
- Step-by-step system
- Translatable

No Awareness	
Denial/Resistance	
Vague Awareness	
Preplanning	
Preparation	
Initiation	
Stabilization	
Confirmation/ Expansion	
High Level of Community Ownership	

Dimension	Score
A: SV Primary Prevention Activities	2.71
B: Knowledge about Sexual Violence	3.29
C: Campus Climate/ Attitude	3.29
D: Campus Leadership	3.29
E: Support for Campus-Wide Efforts	3.29
Average	3.17



3- Vague Awareness: Appropriate Strategies

Engage others

Use media



Opportunities to participate

Engage others:

- meet w/ a faculty member to tell them about our efforts & ASK them to help promote

Using media:

- Find a group of students to create videos/PSAs

Opportunities to participate:

- Create small handout for others on campus to share w/ students

Challenging Limited Roles for Women

Strategy: Empowerment & participatory approaches for addressing gender inequity

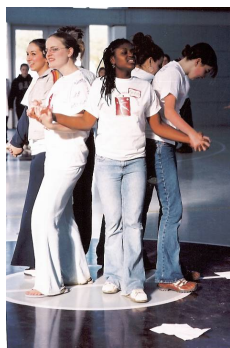


Photo Courtesy of Hardy Girls Healthy Women

Outcome Indicators

Increased Leadership Opportunities for Women

Increase Equity for Boys and Girls



Challenging Limited Roles for Women

Strategy: Empowerment & Participatory Approaches for Addressing Gender Inequity



Photo Credit: Ashland-Cherryland Strategy

Process Indicators

The community:

- Generates
- Prioritizes and
- Coordinates Collaborative Actions

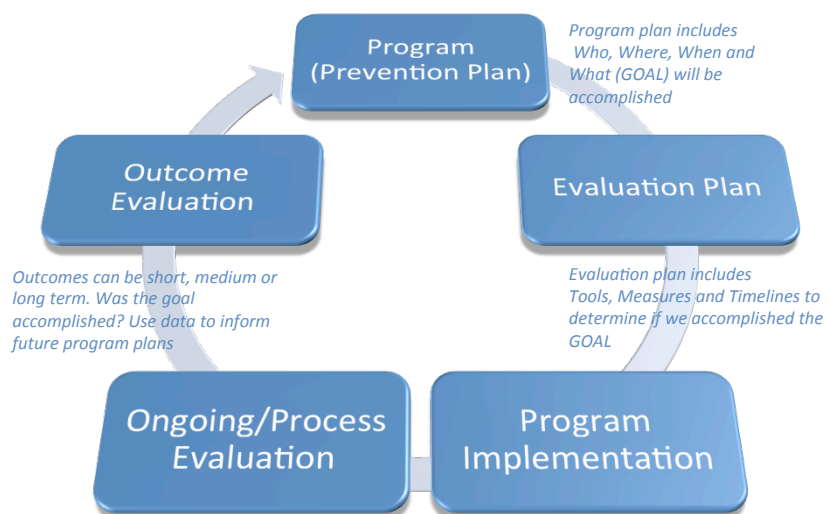




Lydia Guy Ortiz
LGO Consulting



Program + Evaluation Plan Simplified



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**



Photo Courtesy of Hardy Girls Healthy Women

Outcome Indicators

Agencies/Organizations include SDV Prevention Strategies

Community Shares Prevention Stories in Media



Evaluation of Agent of Change

Outcome Measures

Illinois Rape Myth Acceptance scale (IRMA): This scale was developed by Payne, Lonsway, and Fitzgerald (1999) to measure rape myth acceptance among college students.

Burn Bystander Measure: Eleven items from Burn's (2009) bystander intervention scale were selected to assess a student's willingness to intervene as a bystander to interrupt sexually abusive behavior.

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, attribution of blame, stalking, abusive relationships, abusive 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 with an uncertain or unwilling partner, while one of the items deals with the self-reported likelihood of helping a friend who discloses that they've 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



Photo Courtesy of Team-Up For Youth



*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



Photo Courtesy of Camp PeaceWorks

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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