

**Welcome,
This Web Conference
Will Begin Soon**



**Meeting Local Needs Without Compromising
Outcomes: Using Essential Program Elements to
Guide Program Adaptation**

Peer Learning Forum Session #3

PreventConnect
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eLearning: learn.preventconnect.org

Wiki: wiki.preventconnect.org



preventconnect.org/Facebook

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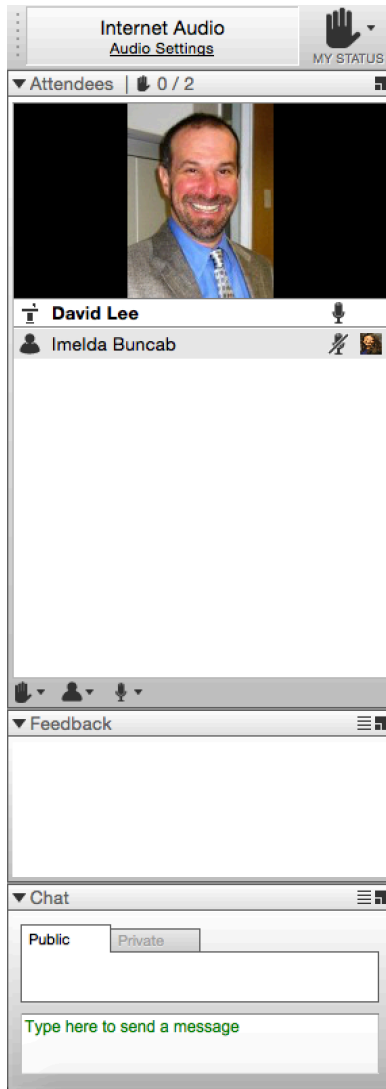
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How to use this technology



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

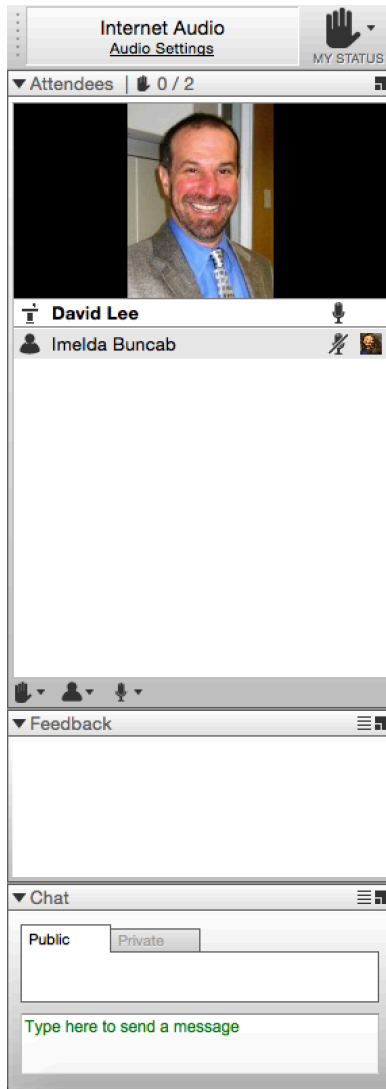
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*Peer
Learning
Forum*

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2015 Web Conferences

- 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 & June 2: 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.
- September 15: Rethinking Serial Perpetration of Sexual Violence: Implications for Prevention
- September 21: Going beyond the individual: The evidence supporting multilevel adolescent dating abuse prevention



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Peer Learning Forum

November 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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					

© www.calendarpedia.com

11: Veterans Day, 26: Thanksgiving Day

Data provided 'as is' without warranty

December 2015

Calendarpedia
Your source for calendars

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2★	3	4	5

PreventConnect

- 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



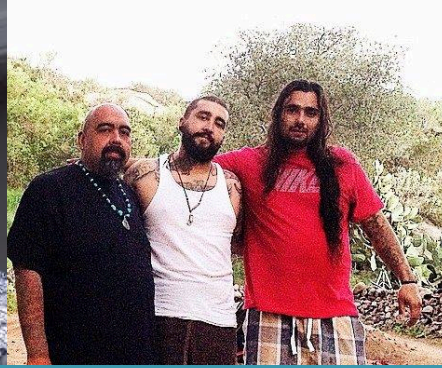
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Meeting Local Needs Without Compromising Outcomes: Using Essential Program Elements to Guide Program Adaptation

Peer Learning Forum Session 3 of 3

December 2, 2015

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About the Presenters



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PhD, MPH**

Program Evaluation and
Translation Team Lead
CDC



**Leah Perkinson,
MPH**

Research Fellow,
CDC Foundation



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MPP**

Research Fellow,
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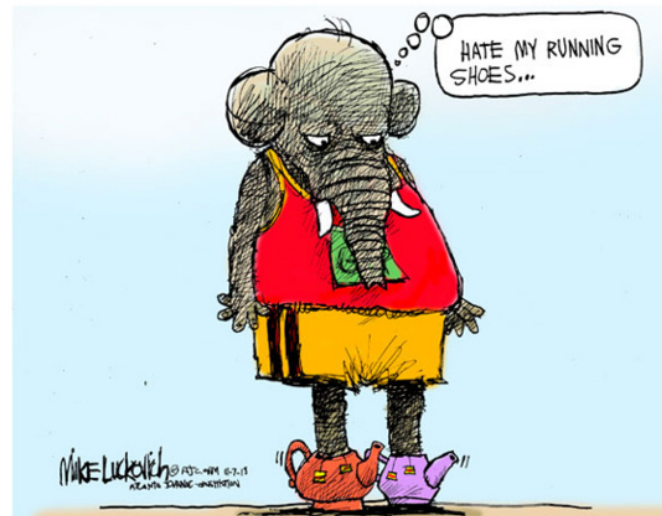


Session 3 Learning Objectives

1. Describe four key concepts presented in webinars #1 and #2
2. Apply essential elements to non-manualized prevention strategies
3. Use essential program elements to reflect on prevention strategies developed in practice

Review of Peer Learning Forum Sessions 1 and 2

Meeting local needs without compromising outcomes: Using essential program elements to guide program adaptation



Review Concept #1

- In Peer Forum #1 we discussed three ways that program developers could prepare their programs for delivery in practice settings (Three C's).

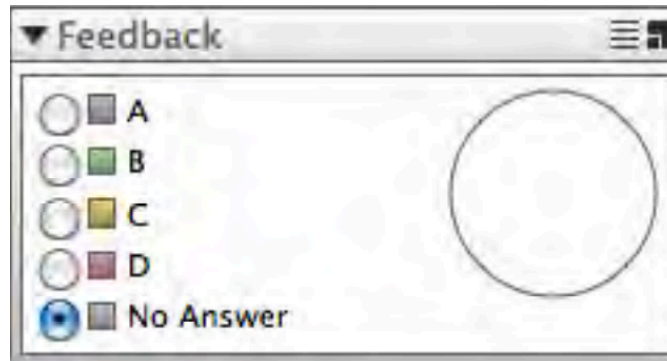
Review Question #1

The Three C's include the following:

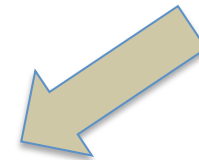
- Communicate the underlying program theory
- Clarify fidelity and _____
- Codify implementation lessons

Choose the best answer to fill in the blank:

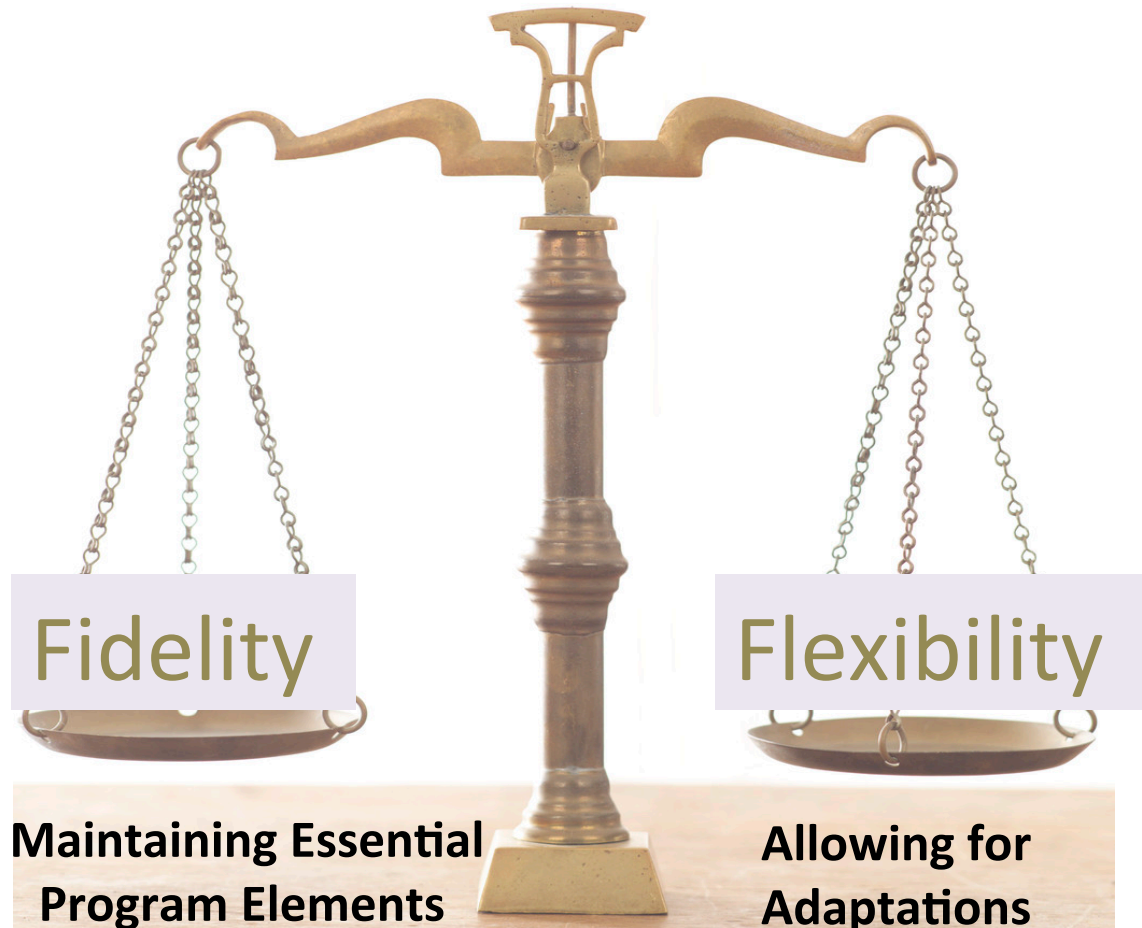
- A. Outcomes
- B. Flexibility
- C. Activities
- D. Balance



Answer on
the left



Finding the Balance: Fidelity and Flexibility



Review Concept #2

- One way to communicate a program's underlying theory is to specify the program's essential elements, which describe the program's **WHAT, HOW and WHO**

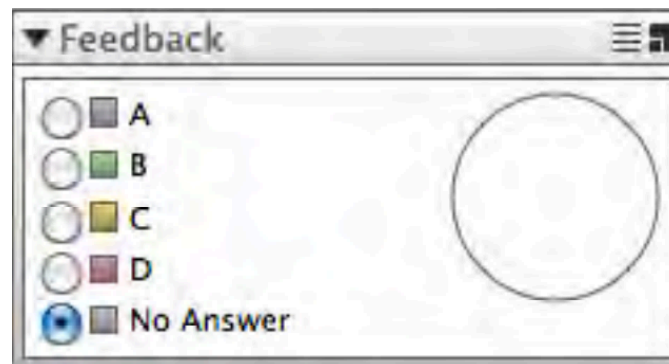
Review Question #2

The three types of essential program elements that describe the WHAT, HOW and WHO of a program are: Content, Delivery and _____.

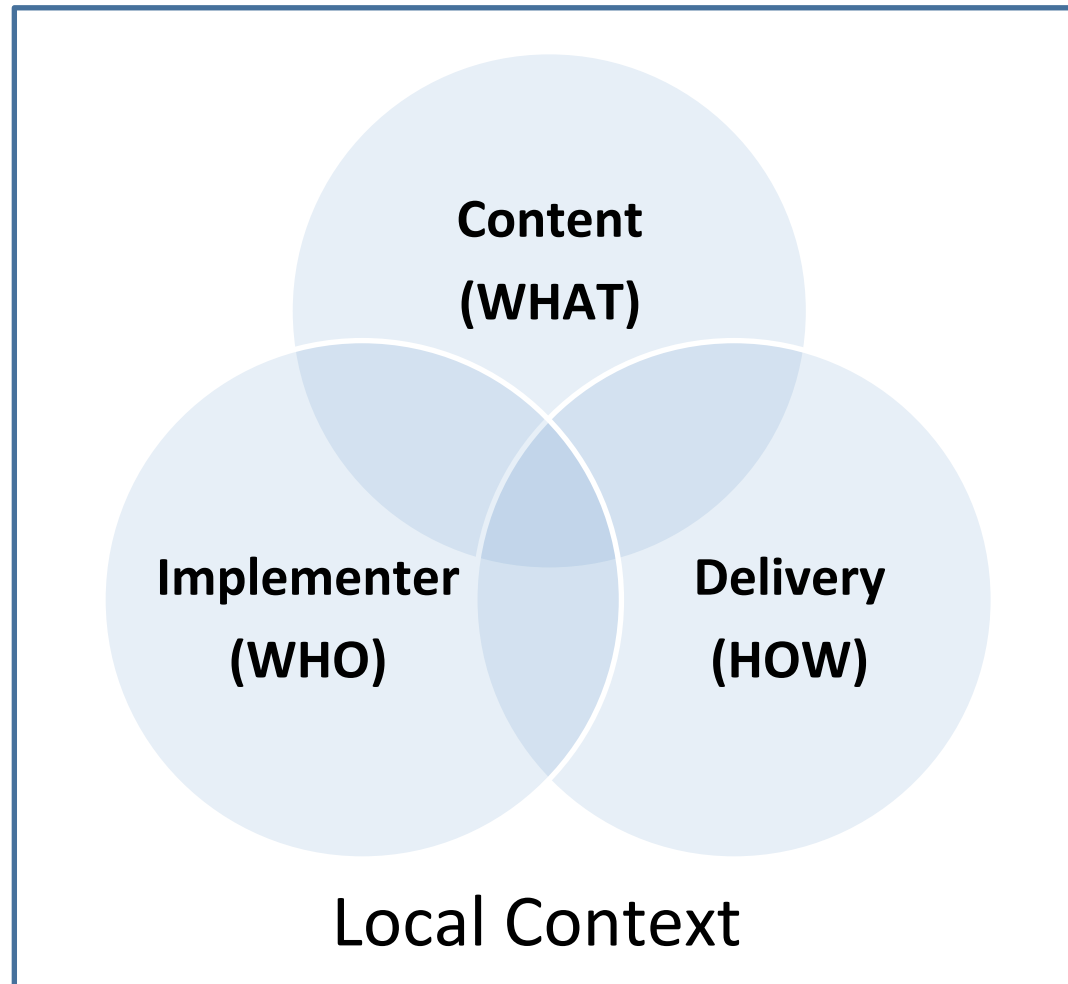
Choose the best answer to fill in the blank:

- A. Implementer Characteristics
- B. Participant Characteristics
- C. Local Context
- D. Settings

Answer on the left



Essential Program Elements



Review Concept #3

- **Adaptations** refer to changes made to an evidence-based program including additions, deletions, modifications and reordering.
- Adaptations may reflect the needs or opportunities within a local context. Some adaptations, however, may undermine essential program elements (content, delivery, implementer).



Review Question #3



Red light adaptations mean it's time to *roll out the red carpet* and move ahead with your adaptation because it will likely improve the program.



Framework for Evaluating Adaptations



Green light adaptations: Maintain essential program elements and may improve program fit and usability.

Red light adaptations: Likely to compromise essential program elements or alter how they work together.

Review Concept #4

Aspects of Program Fit

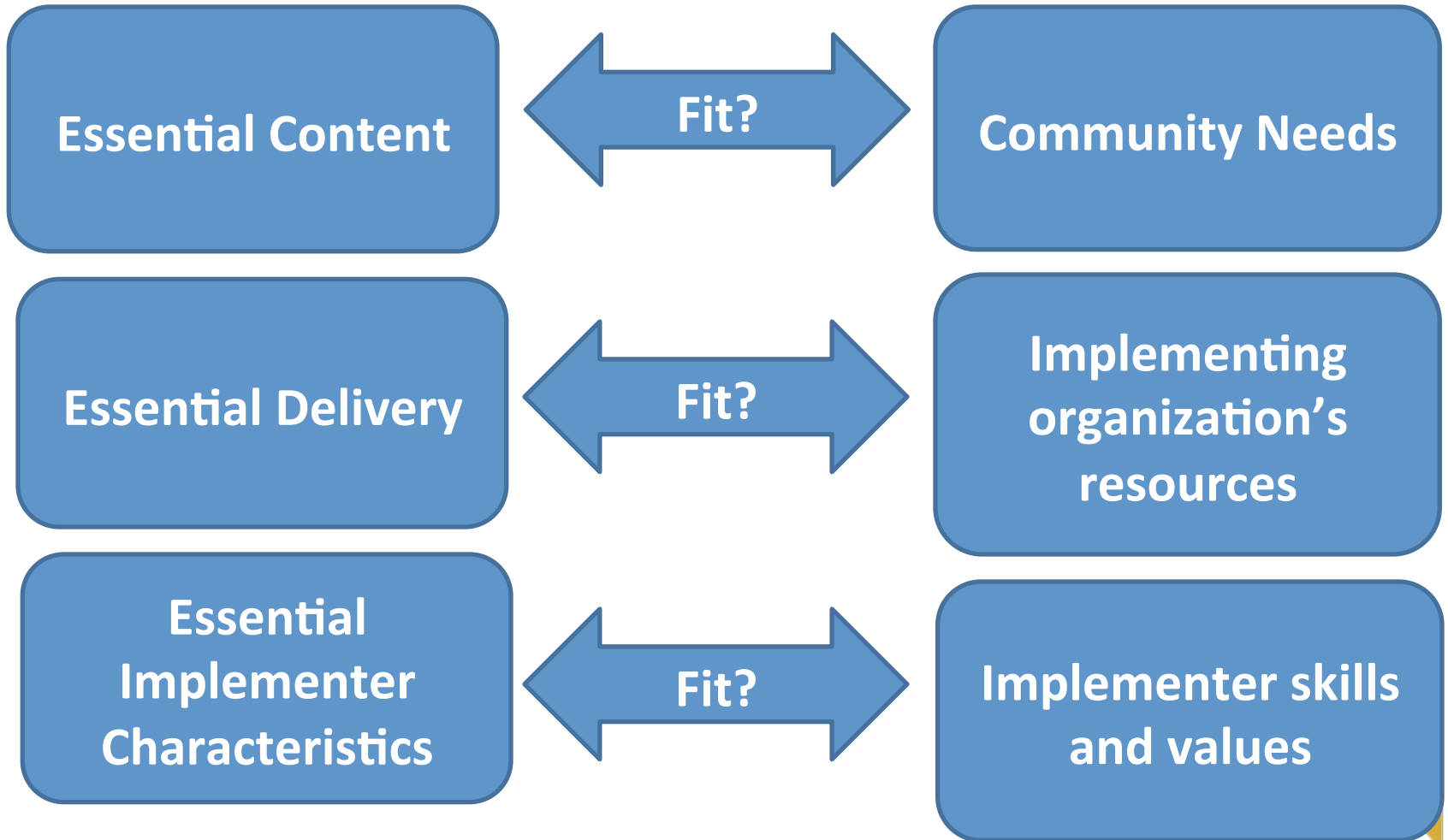


Review Question #4



One way to minimize adaptations that may compromise outcomes is to assess how a program's essential elements fit with needs, resources, and values of your local context.

Using Essential Program Elements to Assess Fit



Worksheet

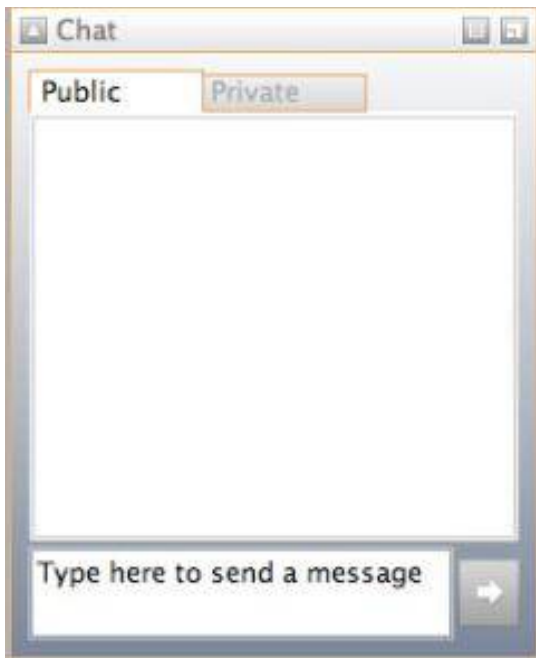
- **WHAT:** Describe the overall focus and essential content
- **HOW:** Describe two essential delivery elements
- **WHO:** Describe two essential implementer elements

Worksheet

- Describe an adaptation to one implementer/delivery element that has (or might) come up
- What happened that led to this adaptation (or could happen)?
- Is this red or green light and WHY?

Text Chat Question

What parts of the worksheet could help you provide technical assistance to prevention practitioners?
What else would be helpful?

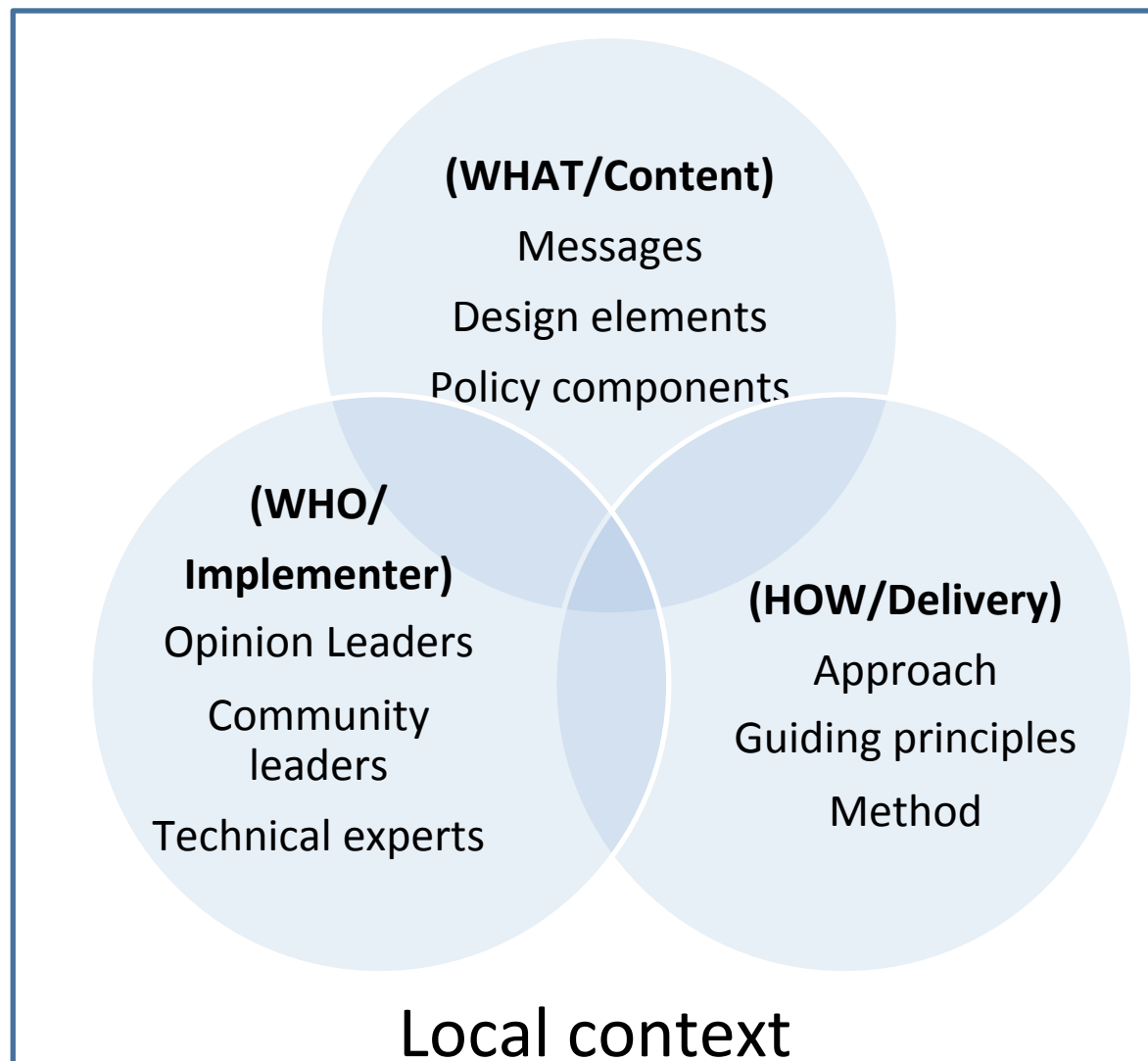


Non-Manualized Prevention Strategies

- Social Media
- Media Campaigns
- Community Mobilization
- Policy Implementation
- Environmental Changes



Essential Elements can be applied to non-manualized prevention strategies



A Movement to End Street Harassment



[http:// www.ihollaback.org](http://www.ihollaback.org)



hollaback!

YOU HAVE THE POWER TO **END HARASSMENT**

A NON-PROFIT AND MOVEMENT TO
END HARASSMENT
IN PUBLIC SPACES
POWERED BY LOCAL ACTIVISTS

BE A PART OF IT **TAKE ACTION**

 **READ & SHARE STORIES**

 **JOIN THE MOVEMENT**

 **SUPPORT THE CAUSE**



HOME RESEARCH » ABOUT » RESOURCES » TAKE ACTION

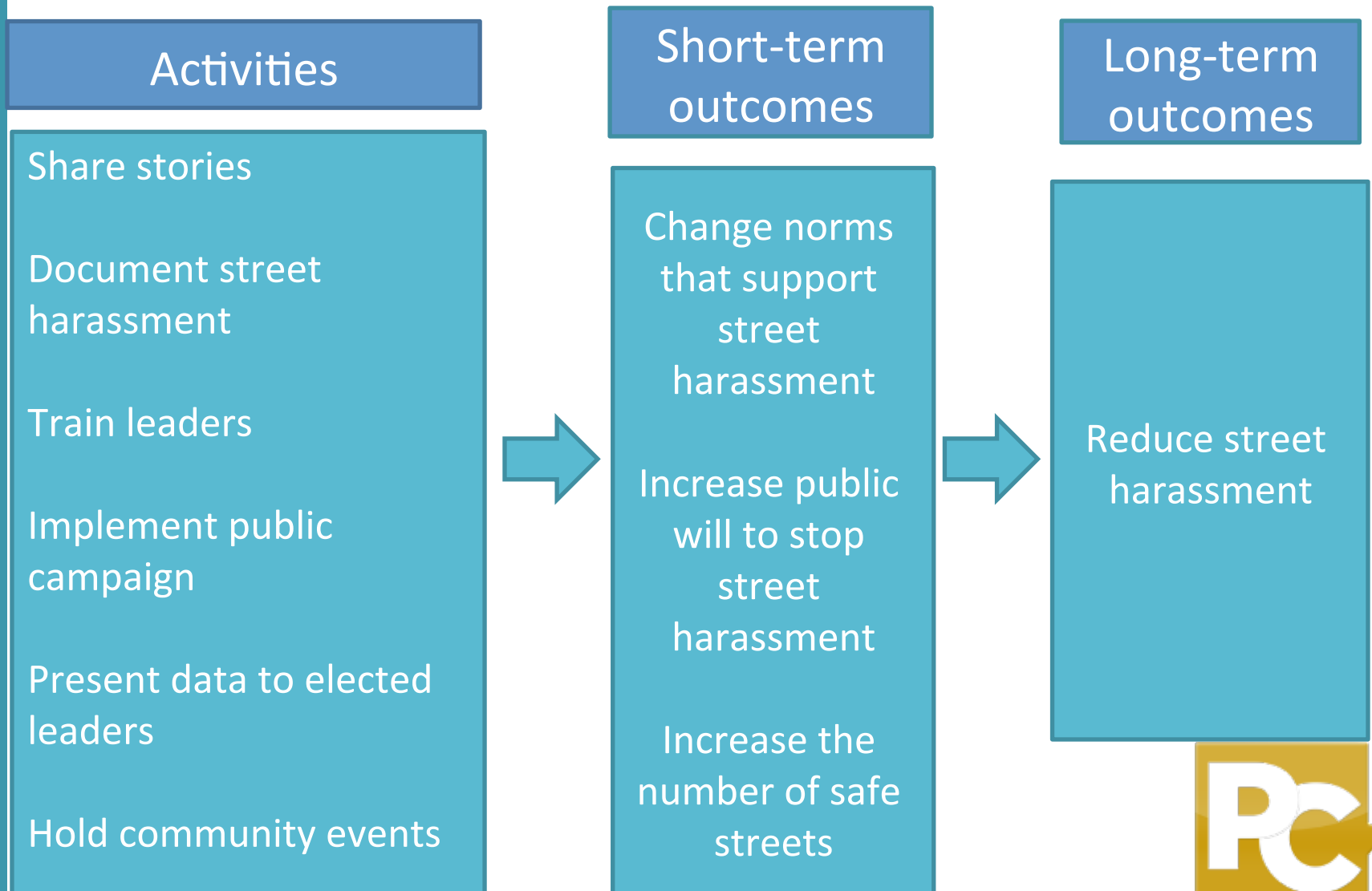
SEARCH

A Movement to
End Street Harassment

<http://www.ihollaback.org>



Hollaback! Underlying Logic



hollaback!

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HOME RESEARCH » ABOUT » RESOURCES » TAKE ACTION

SEARCH

WHAT (Key Messages):

- If you've been harassed, you're not alone
- Street harassment is used to exert control over others
- Most cities have street harassment hot spots
- Take action!

hollaback!

YOU HAVE THE POWER TO **END HARASSMENT**

HOME RESEARCH » ABOUT » RESOURCES » TAKE ACTION **SEARCH**

Home > History + Values

History + Values

Hollaback! started in 2005 as the project of seven youth (three men and four women). As the women told story after story of harassment, the men became increasingly concerned. Samuel Carter, who sits on our board, said quite simply, "you live in a different city than we do." Collectively, they resolved to change that. Around the same time, a woman named Thao Nguyen bravely stood up to her harasser – an older, upper middle class raw-foods restaurant owner – who terrified her by masturbating across from her on the subway. She took his photo with her camera, and when the police ignored it, she posted it on flickr. The picture eventually made it to the front page of the New York Daily News, where it incited a city-wide conversation about street harassment. The youth were inspired by Thao's story, and decided apply her model to all forms of harassment and to document these experiences on a public blog.

Over the ensuing five years, interest in Hollaback! grew. What began as a simple idea: a blog to collect women's and LGBTQI individuals' stories of street harassment, began to grow into an international movement. In May 2010, Emily May, one of the original seven youth, became the organization's first executive director. Since its inception as a nonprofit, Hollaback! witnessed a tremendous surge in interest and a rapid expansion in social, political, and cultural capital for the organization and the broader movement to end street harassment.

Our values, listed below, have been written and collectively edited by our community of site leaders:

A CULTURE OF BADASS

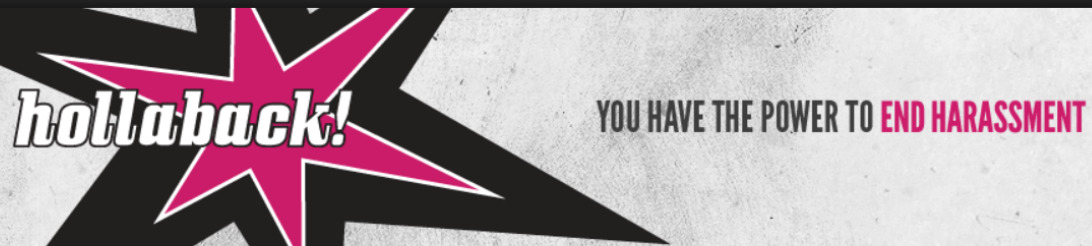
- [Anti-discrimination + Comments policy](#)
- [Contact](#)
- [FAQ's](#)
- [History + Values](#)
- [HOLLA::Revolution 2013](#)
- [HOLLA::Revolution 2014](#)
- [HOLLA::Revolution 2015](#)
- [Hollaback!'s Annual State of the Streets Report](#)
- [Join Our Team](#)
- [Press](#)
- [Staff and Board](#)
- [Start a Hollaback in your community!](#)

DONATE

HOW:

- Embrace bold ideas and encourage risk-taking
 - Be honest and transparent
 - Make the impossible possible
 - Stand united
- Don't undermine other social movements





A NON-PROFIT AND MOVEMENT TO
END HARASSMENT
IN PUBLIC SPACES
POWERED BY LOCAL ACTIVISTS

BE A PART OF IT **TAKE ACTION**

READ & SHARE STORIES

JOIN THE MOVEMENT

SUPPORT THE CAUSE

A photograph showing a group of people participating in a Hollaback! protest. They are holding signs, including one that says 'PUBLIC SPACE' and another with the Hollaback! logo. The background shows a city street with buildings.

Nonverbal Harassment, Story
Abby's Story: On the Train

I was victimized horribly by a subway sex abuser earlier this fall, on the E train

BE THE FIRST TO

WHO:

- Hollaback! staff and board
- Community leaders *and* followers

<https://www.youtube.com/watch?v=fW8amMCVAJQ>



Hollaback! Underlying Logic

Activities

Share stories
Document street harassment
Train leaders
Implement public campaign
Present data to elected leaders
Hold community events

Short-term outcomes

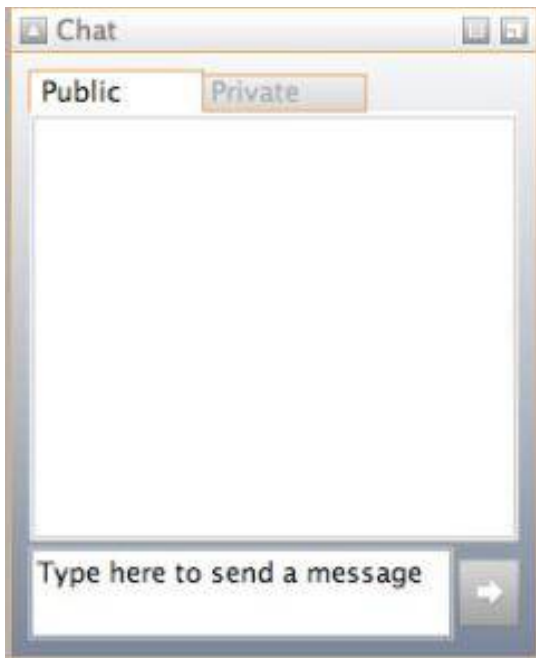
Change norms that support street harassment
Increase public will to stop street harassment
Increase the number of safe streets

Long-term outcomes

Reduce street harassment

Text Chat Question

If you could observe an event to prevent street harassment in your community, how would you know that it is consistent with Hollaback!'s essential elements?



Hollaback!'s Essential Elements

- **WHAT**

- If you've been harassed, you're not alone
- Street harassment is used to exert control over others
- Most cities have street harassment hot spots
- Take action!

- **HOW**

- Embrace bold ideas and encourage risk-taking
- Be honest and transparent
- Make the impossible possible
- Stand united
- Don't undermine other social movements

- **WHO:**

- Hollaback! staff and board
- Community leaders *and* followers



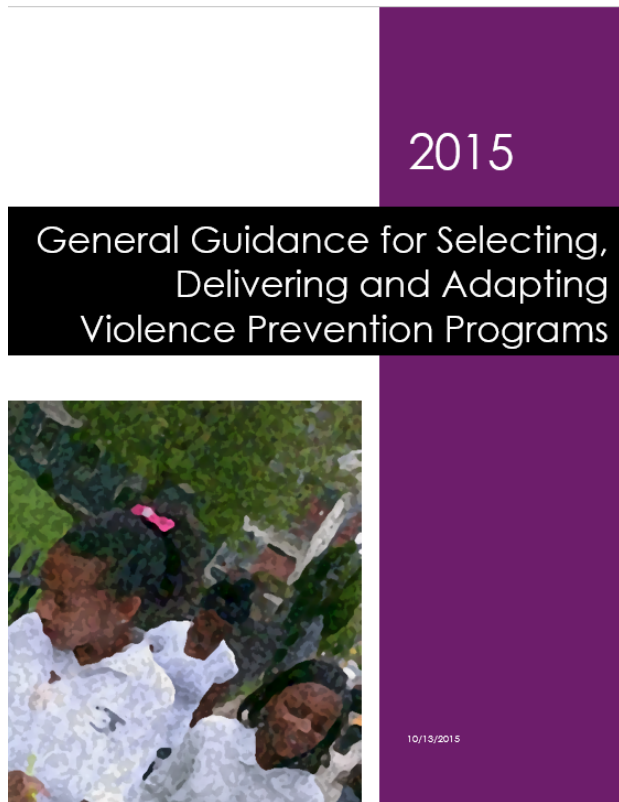
General Adaptation Guidance for Violence Prevention Programs

Sections

- Understanding a Program's Logic
- Selection
- Delivery and Adaptation
- Worksheets

Primary Audiences:

- Decision-makers responsible for program selection, delivery and oversight
- Technical assistance providers
- Funders that provide resources to deliver programs



Adaptability Through Collective Impact

Jody Sanborn, MA
Prevention Specialist

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WCADVSA
Wyoming Coalition Against
Domestic Violence and Sexual Assault

A graphic element of the WCADVSA logo, featuring a stylized tree with green leaves and a brown trunk.

WHAT & HOW

- Wyoming communities are struggling w/ capacity for PSVP (\$, staff, direct services, knowledge of PSVP, etc).
- We cannot engage in PSVP without capacity to engage.
- Collaboration for PSVP is essential!



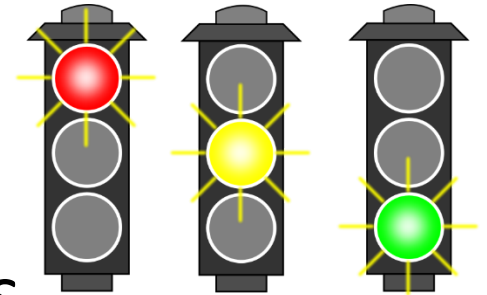
WHAT & HOW, cont.

- Collective Impact Model
 - 5 Key Elements:
 - Common Agenda
 - Shared Measurement
 - Mutually Reinforcing Activities
 - Continuous Communication
 - Backbone Organization
- How do we adapt Collective Impact for local contexts?



HOW & WHO

- Collective Impact Model as a road map to getting to outcomes.



Collective Impact Resources

- Collective Impact Forum

<http://collectiveimpactforum.org/>

- Tamarack Institute

<http://tamarackcommunity.ca/>

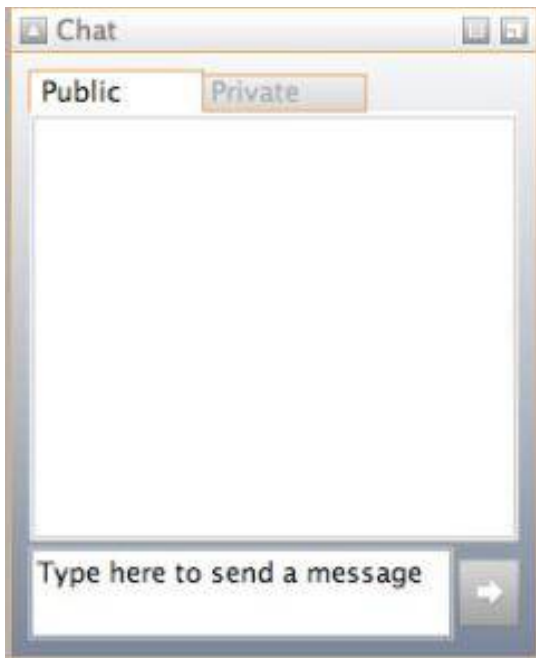
- Living Cities

<https://www.livingcities.org/work/collective-impact>



Text Chat Question

Questions and
Comments



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Local DELTA Project
Coordinator
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Bhughes@childinc.com

Lauren Camphausen
Empowerment Evaluator
Delaware Coalition Against
Domestic Violence
lcamphausen@dcadv.org



safe + respectful
...because *everyone* deserves a healthy relationship.



DELAWARE COALITION
AGAINST DOMESTIC VIOLENCE



safe + respectful
...because *everyone* deserves a healthy relationship.



What is YES?

Youth Empowerment Solutions for Peaceful Communities

A community-level violence prevention program that empowers youth to work with adults in making positive changes in their communities.

❖ Curriculum

- 6 Units: Youth as Leaders, Learning About Our Community, Improving our Community, Building Intergenerational Partnerships, Planning for Change, Action and Reflection

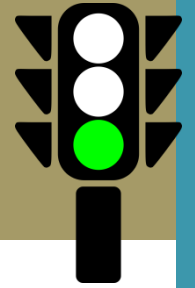
❖ Youth-led Projects

- YES projects involve youth, in partnership with adult allies, in the process of changing the physical and social environments within their community

<http://yes.sph.umich.edu/>



Safe+Respectful “Green Light” Adaptations



1. Trauma-Informed Prevention

- Building trust and building healthy relationships takes time and is an ongoing process
- Requires flexibility (adaptation) to implementation timeline/schedule

**ESSENTIAL ELEMENTS STILL IMPLEMENTED BUT PACE
FLUCTUATES DEPENDING ON COMMUNITY NEEDS**

Safe+Respectful

“Green Light” Adaptations



2. Applying a Gender Equity Lens

- Adapting Leadership Lessons (1.4, 1.5) to include stories/examples of women’s leadership and women-focused/women-led social change movements
- Challenging the traditional stereotype that Leadership = Men
- Overall objective or “spirit” of the lessons are preserved

ADDING MORE INCLUSIVE CONTENT BUT NOT COMPROMISING CORE CONCEPTS



“Red Light” Adaptation



Evaluation Content

Safe+Respectful is using the original YES Pre/Post Survey with a few modifications:

- **GREEN LIGHT**

- Removed items related to school involvement/school improvement since implementation is not school-based

- Added measures on gender stereotypes, healthy relationships, and group cohesion to assess the additional content included in the adaptation

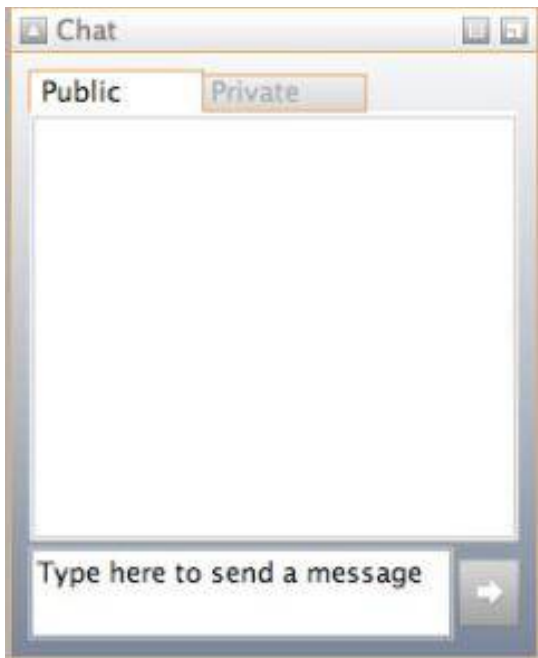
- **RED LIGHT**

- Did not include core “impact” measures on participants’ self-report of engagement in negative behaviors (perpetration of violence, substance use)

- Decision made due to the values of Safe+Respectful to uphold a health promotion framework and to acknowledge the historical legacy of the community (and its residents) being identified as “violent,” “criminal,” etc.

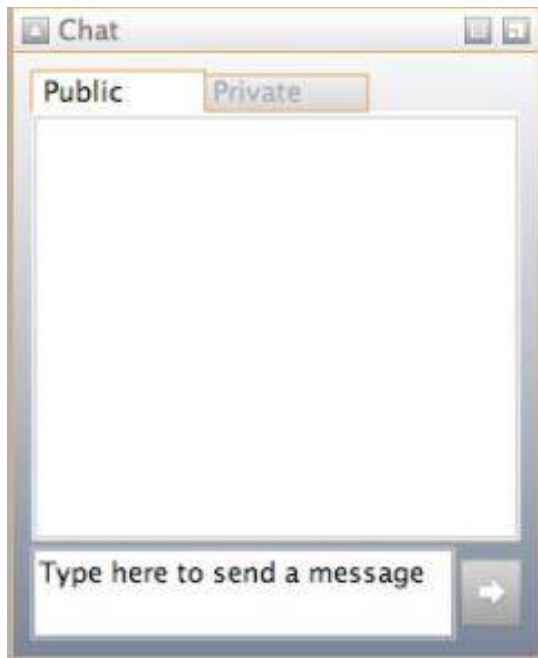
Text Chat Question

Questions and
Comments



Text Chat Question

How will you incorporate ideas presented in the webinar series in your work?



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