Welcome,

This Web Conference

Will Begin Soon

Using Data for Evaluation: Guiding Principles for Choosing & Using Indicators

Peer Learning Forum Session #2

PreventConnect
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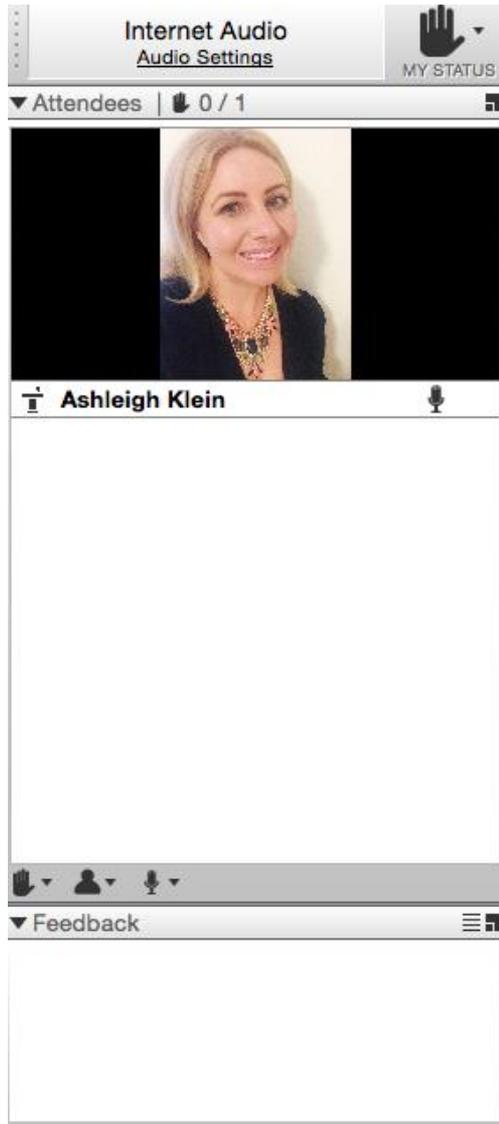preventconnect.org/Twitter

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How to use this technology

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- Text chat & private chat

- PowerPoint slides

- Polling questions

- Phone

- Closed captioning

- Web conference guidelines

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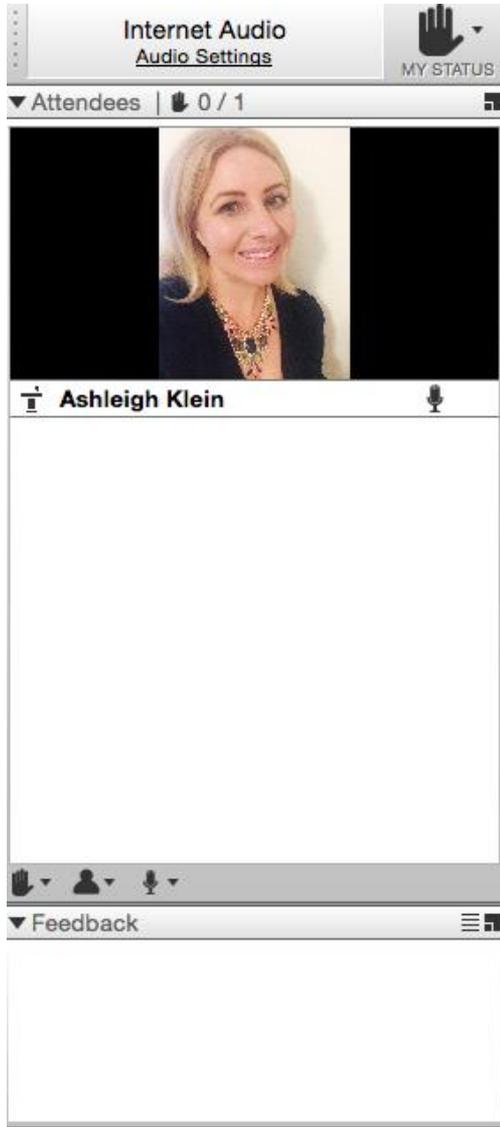- Closed captioning
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Peer Learning Forum

Beyond Partnerships:
Shared Linkages for Prevention

February 3: From Foundations to the Future: A prevention approach to sexual and domestic violence

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March 9: Harmful Gender Norms: How can we be build alliances with queer (LGBTQ) movements to help prevent sexual and domestic violence?

March 23: Harmful Gender Norms: Moving beyond binary and heteronormative approaches to prevent sexual and domestic violence

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May 4: Shared Roots: Sexual and domestic violence prevention strategies in support of social justice

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June 8: Engaging Youth in Shaping Strategies and Solutions to Prevent Sexual and Domestic Violence

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July 13: What about Power and Patriarchy? Examining social cohesion strategies to prevent sexual and domestic violence

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August 3: Equity, Trauma and Preventing Sexual and Domestic Violence

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August 17: Using Shared Risk and Protective Factors: Research into practice and policy to prevent sexual and domestic violence

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September 7: Authentically Engaging Communities to Prevent Sexual and Domestic Violence

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CAMPUS

Intentional • Strategic • Comprehensive

Wednesday, February 10
Comprehensive Prevention on Campus

Tuesday, March 22
Selecting the Right Online Module
for Interpersonal Violence Prevention

Tuesday, May 17
Partners in Prevention: Connecting Sexual Violence Prevention and
LGBTQ-Inclusive Campus Culture

Tuesday, June 7
Affirmative Consent Policies: Cultural Barriers and the Need
for Affirmative Sexuality

Wednesday, July 20
Community Colleges & Prevention

More topics to be announced

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Beyond Partnerships:
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February 3: From Foundations to the Future: A prevention approach to sexual and domestic violence

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DIFFERENT

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May 2016

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	31				

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June 2016

Calendar*pedia*
Your source for calendars

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		

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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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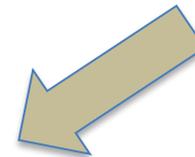- Connect to other prevention practitioners

Audience Question

Did you attend the first session of this Peer Learning Forum?

▼ Feedback

0	Yes
0	No
0	No Answer

Answer on the left

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Using Data for Evaluation:
Guiding Principles for Choosing & Using Indicators

Peer Learning Forum Session 2

June 6, 2016

PreventConnect is a National program 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 conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

About the Presenters

**Marissa McKool,
MPH**
ORISE Fellow
CDC

**Kimberley Freire,
PhD, MPH**
Program Evaluation and
Translation Team Lead
CDC

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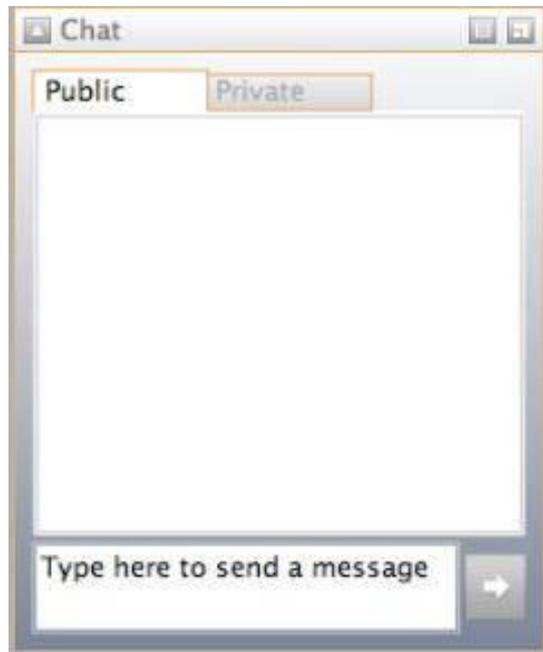official views of the Centers for Disease Control and Prevention*

Building on Concepts

Identifying Data for Evaluation: Surveillance & Community Sources
May 24th

- Publically available data

- Critically considering a public data source

- State surveys

- Community data sources

Text Chat

How have you used any information presented in the last web conference?

Learning Objectives

- Participants will be able to…

  – Identify key issues that influence indicator selection and tracking

  – Explain criteria for selecting indicators for program evaluation and monitoring

  – Apply indicator selection criteria to their sexual violence prevention efforts

Please Note!

Public Data: Public data means the data has already been collected and analyzed, and can be viewed online in a table, report, or other format. This data may be provided as a raw number, a percentage, or a rate of a population.

Data Sources: A data source is an entity that provides information that has been systematically collected, for example from administrative records, surveillance systems, or surveys.

Indicators: An indicator is a documentable or measureable piece of information, from a data source, regarding some aspect of the program/strategy being evaluated.

CDC Evaluation Framework

CDC Evaluation Framework

Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report: Recommendations and Reports. *Framework for Evaluation of Public Health*, September 17, 1999/ Vol. 48/ No. RR-11. US Department of Health and Human Services.

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Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report: Recommendations and Reports. *Framework for Evaluation of Public Health*, September 17, 1999/ Vol. 48/ No. RR-11. US Department of Health and Human Services.

CDC Evaluation Framework

Indicators

- Importance of thinking through indicator selection based on:
  - Evaluation questions
  - Programmatic activities
  - Balancing program/evaluation fit & scientific quality

Discussion Question

When thinking about your evaluation, what are some concerns or questions that you have about selecting indicators?

Indicator Selection Considerations

Four Considerations for Selecting Indicators

✓ Useful to your evaluation

✓ Credible to stakeholders

✓ Feasible to track and report

✓ Applicable to multiple contexts

Starting with Your Program

Q1. Will tracking this indicator help answer one or more of your evaluation questions?

- Ensure indicator is connected to evaluation questions and program activities

- Assess if one or more indicators is most appropriate to fully answer evaluation question

Selection Criteria Met:

- ✓ Useful to your evaluation

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If it's (just) nice to know, it's gotta go.

Q2. Who will use the data and how the data will be used?

- Ensure evaluation data is purposeful and is used by stakeholders to make decisions

- Identify indicators that are most compelling to primary stakeholders

- Plan for evaluation products for primary stakeholders

Selection Criteria Met:

- ✓ Useful to your evaluation
- ✓ Credible with stakeholders

Adapted from MacDonald, G. Criteria for Selection of High-Performing Indicators.

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Q3. Is the indicator appropriate and/or relevant in the context and setting of the prevention strategy?

- Capture the population of interest

- Provide accurate and reliable data for the population(s) of interest

- Perceived as ethical and culturally appropriate

Selection Criteria Met:

✓ Applicable to multiple settings

✓ Credible to stakeholders

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Q4. Is the indicator applicable in different settings within the state?

- Assess whether data is comparable across sites and populations of interest

- Assess if indicator applies to more than one type of violence within the setting or populations of interest

Selection Criteria Met:

✓ Applicable to multiple contexts

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Example Scenario

Buford County schools is requiring all middle schools to increase monitoring in school areas with the highest rate of violent behaviors.
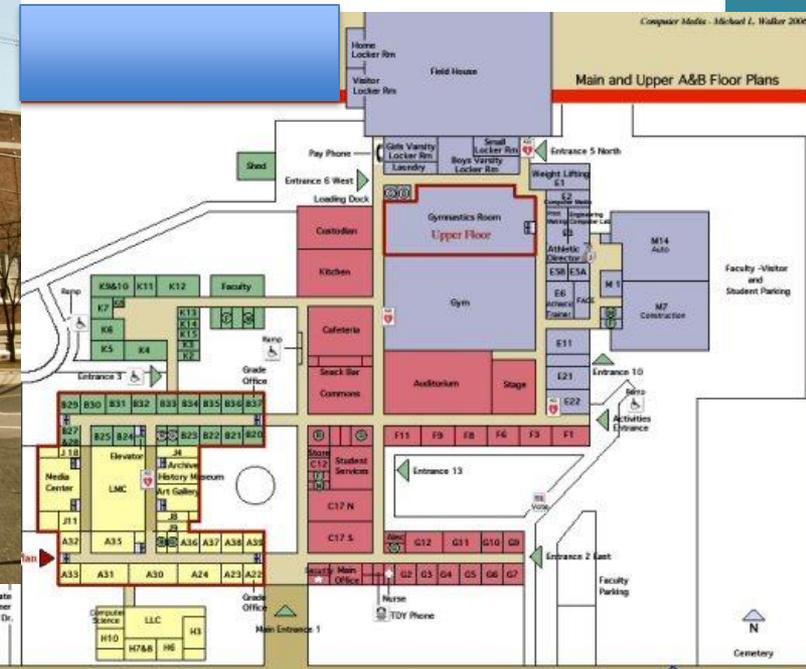
Example Evaluation Question

Does increased teacher monitoring in school areas with the highest number of violent behaviors reduce the number of these behaviors during the school day?
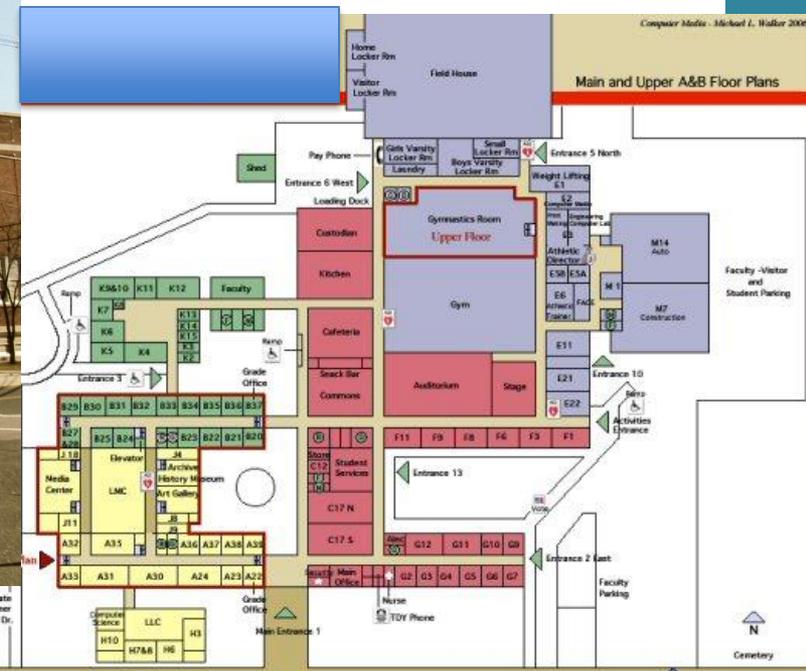
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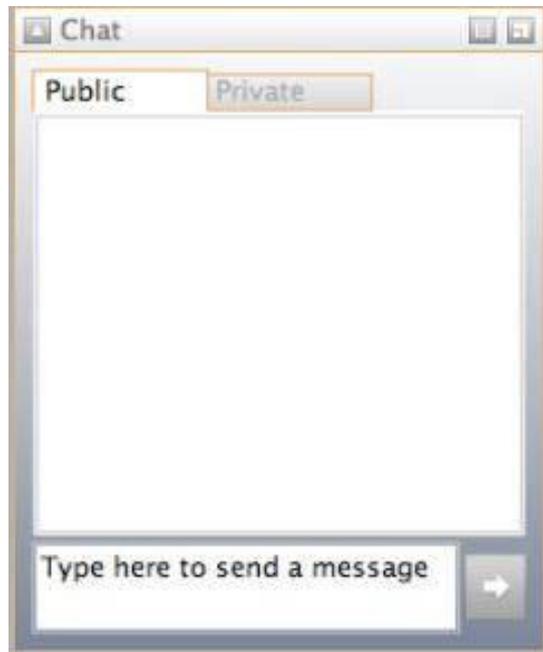
What are some indicators Buford County schools could track to answer this evaluation question?

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Example: Data Use

The School Board will meet at the end of the year and use evaluation data to assess whether they should pitch this "hot spot" monitoring to the state legislature

School Board Meeting
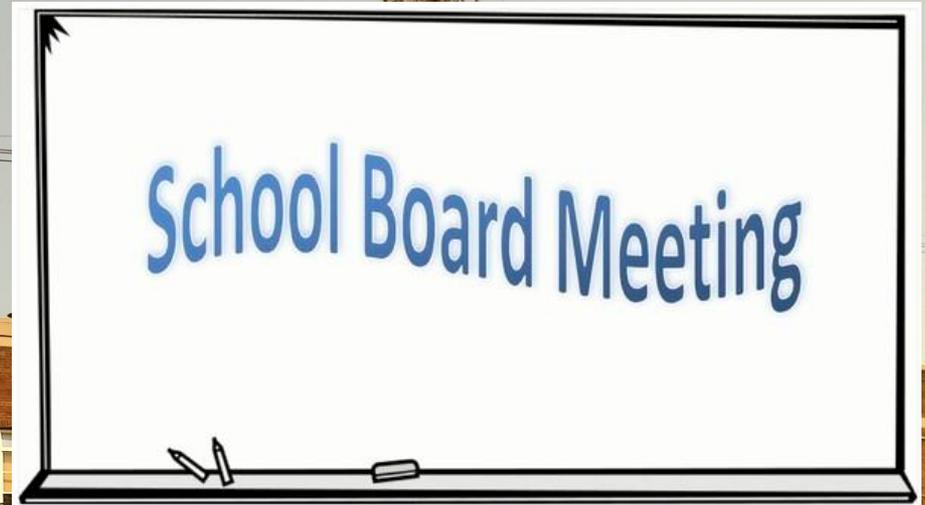
Poll Question

Which of the following should be the school board's top priority when selecting indicators to track?

A. As many indicators as possible

B. Indicator(s) that can be tracked by all schools

C. Indicators that are measured throughout the year

A. Indicators that are known to be directly linked to sexual violence
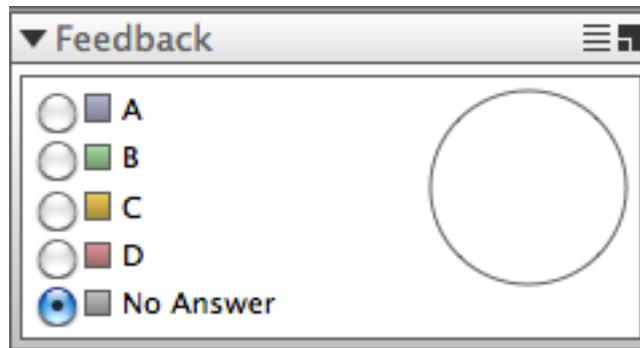
Feedback
- A
- B
- C
- D
- No Answer

Answer on the left

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CDC SV Indicator Project

- Focused on identifying indicators that address three additional questions

- One goal is to help practitioners identify indicators best demonstrate impact

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Q5. What evidence supports using this indicator as a measure of sexual violence?

-Or a measure of a risk or protective factor-

- Consider scientific evidence

- Consider other types of evidence

Selection Criteria Met:

- ✓ Credible to stakeholders

MacDonald, G. Criteria for Selection of High-Performing Indicators.

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Q6. Is the data collected and reported in a way that is reliable and accurate?

- Understand how data is collected and analyzed

- Assess the consistency of data quality

Selection Criteria Met:

- ✓ Credibility to stakeholders
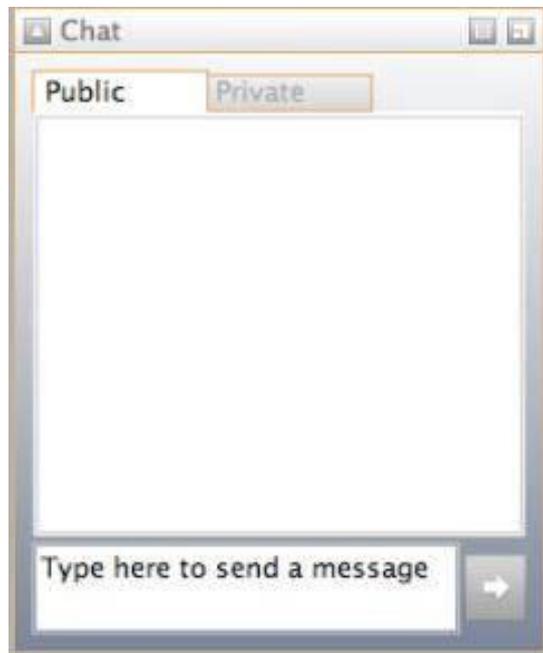- ✓ Feasible to track & report

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Q7. Is there an accessible data source for the indicator?

- Consider how the data is released to the public

- Assess the ease of navigating the data source

Selection Criteria Met:

✓ Feasible to track & report

Text Chat

What other criteria or considerations are important to you when thinking about selecting indicators?

Applications to SV Evaluation Planning

% of adolescents ever forced to have sexual intercourse

Definition: Includes individuals between 9-12th grade who report being physically forced to have sex when they did not want to.

- **Data Source:** Youth Risk Behavior Survey
- **Data Level:** National, State, Some Local
- **Data Collection:** Biennial
- **Data Availability Lag:** 1.5 Years
- **Most Recent Data Available:** 2015
- **Variable Disaggregation:** Gender, Race/Ethnicity, Grade

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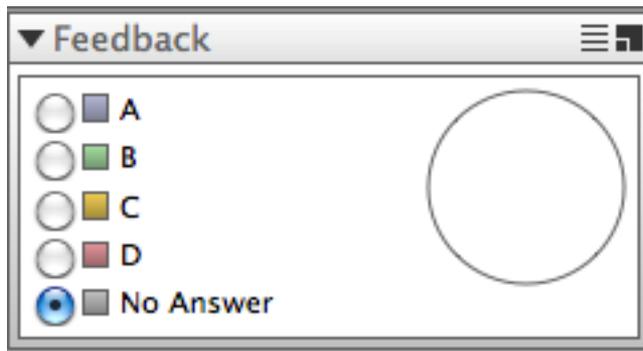# Applications to SV Evaluation Planning

% of adolescents ever forced to have sexual intercourse

- ❑ Useful to your evaluation

- ❑ Applicable to multiple contexts

- ❑ Credible to stakeholders

- ❑ Feasible to track and report

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Poll Question

What criteria does this indicator not meet?

A. Useful to your evaluation

B. Applicable to multiple contexts

C. Credible to stakeholders

D. Feasible to track and report

Feedback
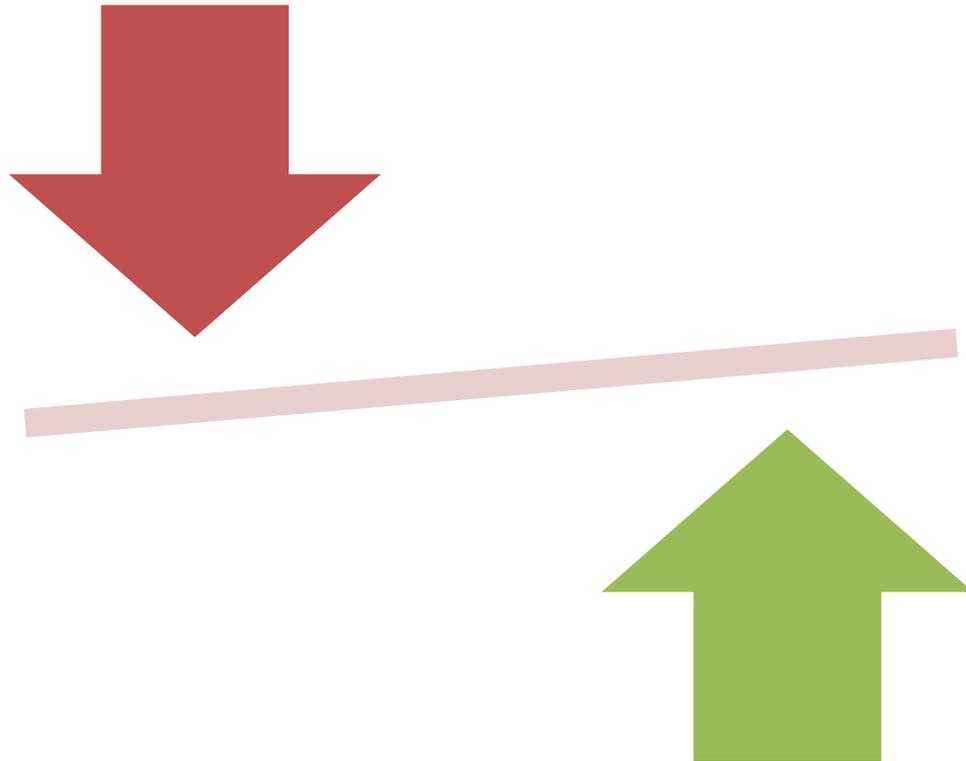
A
B
C
D
No Answer

Answer on the left

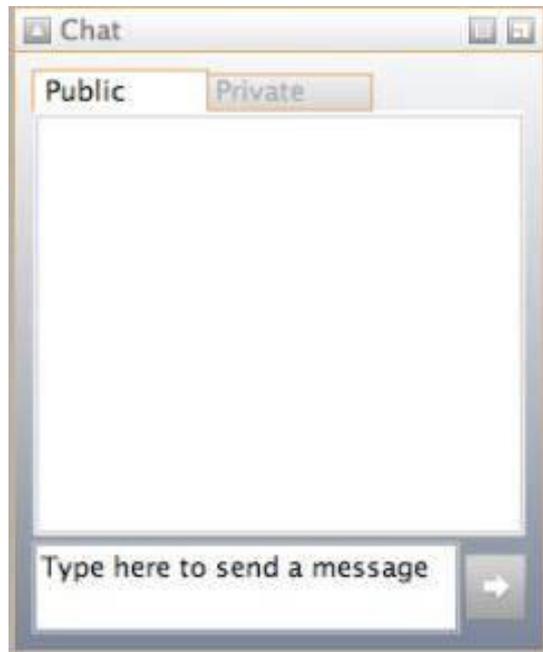PreventConnect

Applications to SV Evaluation Planning

% of adolescents ever forced to have sexual intercourse

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Finding the Balance

Text Chat

What is one question you still have about using and choosing indicators for your evaluation?

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