



## Estimating Essential Elements for Community-Level Prevention Strategies

Friday January 22, 2021  
11 AM-12:30 PM PT/2 PM-3:30 PM ET

---

AKJ: <http://www.preventconnect.org/2021/01/storytelling-for-norms-change-and-community-engagement-to-prevent-sexual-and-intimate-partner-violence/>

AKJ: You can download the PowerPoint slides for this session here:  
<http://www.preventconnect.org/wp-content/uploads/2021/01/Estimating-Essential-Elements-web-conf.pdf>

AKJ: I'm going to plug in the links to our previous web conferences on essential elements:

- Peer Learning Forum – Meeting local needs without compromising outcomes: Using essential program elements to guide program adaptation  
<http://www.preventconnect.org/2015/10/meeting-local-needs-without-compromising-outcomes-using-essential-program-elements-to-guide-program-adaptation/>
- Using Essential Elements to Select, Adapt, and Evaluate Violence Prevention Approaches <http://www.preventconnect.org/2017/07/using-essential-elements-to-select-adapt-and-evaluate-violence-prevention-approaches/>
- Introducing the New VetoViolence Tool: Using Essential Elements to Select, Adapt, and Evaluate Violence Prevention Approaches  
<http://www.preventconnect.org/2019/08/introducing-the-new-vetoviolence-tool-using-essential-elements-to-select-adapt-and-evaluate-violence-prevention-approaches/>

JS: Thanks for those links!

AKJ: Text chat question: Why is it important to you to estimate the main ingredients of a prevention strategy?

HAL: For EBIs, "main ingredients" are important for fidelity

JR: Just in case you need to change things up.

PL: When making adaptations to local needs, I want to know what things I don't want to mess with!

A: So that we can still meet outcomes to the best of our ability given the circumstances.

K: Cultural competency.

AM: So, you have an idea of what to work with.

SR: If you don't estimate correctly, you can possibly do more harm than good if you don't get close to what the "recipe" says.

EW: so that, no matter how you are doing prevention, you know your programming and/or strategies are still reaching the same outcomes!

J: Identifying strategies/approaches based on agency capacity.

MM: To make sure you are reaching people who need your messages. Different people need different things.

JER: Seeing what works and what doesn't work.

RS: For the best outcome, we must recognize the differences amongst groups

SS: To help assess capacity and resources.

KC: not having to reinvent the wheel.

MM: Budget, fundraising, and development!

RH: what works best with my community.

BR: Knowing how to respond to the particular needs of each individual.

GBW: just to direct energy where it's most needed.

ES: Working with a blended community of military and civilians. Not everything translates 100%.

SS: cultural humility.

RP: Outcomes.

AKJ: Select, Adapt, Evaluate: <https://vetoviolence.cdc.gov/apps/adaptation-guidance/>

BM: I haven't used this tool specifically but it sounds similar to Continuous Quality Improvement model - Plan - Do - Study - Act.

LB: <https://vetoviolence.cdc.gov/apps/violence-prevention-practice/#!/>

AKJ: Violence Prevention in Practice: <https://vetoviolence.cdc.gov/apps/violence-prevention-practice/#!/>

AKJ: Using Essential Elements to Select, Adapt, and Evaluation Violence Prevention Approaches: <https://www.cdc.gov/violenceprevention/pdf/adaptationguidance.pdf>

AB: is the recording of the webinar be shared?

AKJ: @Alma yes, this recording will be shared within a week on our website!

AKJ: Understanding Context: <https://vetoviolence.cdc.gov/apps/violence-prevention-practice/planning#!/>

AKJ: Text chat question: How do you gather information about the context in which you are implementing your prevention strategies?

SO: Our evaluators helped implement a community needs assessment.

SS: pretest and posttest.

KL: Focus groups.

SO: Some coalitions have also used things like survey monkey to ask residents.

SS: Engaging with community coalitions/partnerships!

RS: Interviewing partner agencies as well as our own agency staff to learn about practices, what survivors are saying, etc. We are planning a broad community needs assessment at Apna Ghar in Chicago.

VR: conducting Listening Sessions.

A: Look at some existing data, key informant interviews.

KS: communication with area agencies – intersectionality.

EW: forming committees.

SO: A recent meeting used Kahootz to collect ideas.

DP: research the information to see who else is using the same methods.

SF: I am in the military so we have a standardized program that applies Army wide.

KC: document community/organizational histories and listen to them.

SR: General peer educators and athlete peer educators (on a college campus).

JT: community-wide survey.

MM: existing assessments (youth risk, health, etc.).

RH: a mapping approach when we find out what spaces in school or community are unsafe and why.

MM: Listening to clients and community members.

JQ: We are conducting a needs assessment - Have used surveys before as well.

MW: We have local organizations collect process data and document how/what and have opportunity to document qualitatively to give context.

PL: community readiness assessment.

AKJ: Thank you all for sharing!

MM: If anyone has assessment tools they really like, will you please share them with me at [missy@thercc.org](mailto:missy@thercc.org).

AKJ: Text chat question: Think about a strategy that you're implementing. What are the essential elements that are top of mind?

SO: increase community connection.

PL: community ownership of the program.

VP: cross-sectional trainings.

KS: adapting delivery under changing circumstances.

RE: Youth inclusive Prevention Friendly Trauma informed.

SO: increase civic engagement.

MG: communication between communities.

VAA: multi-sectorial partnership.

MG: trust and connection with the community.

JQ: Meeting survivors where they are in the new COVID landscape.

SR: The top of mind is not overwhelming people in a world where everything is now online for the time being, so finding a way to say what needs to be said without overloading people. finding the balance.

A: Currently working on implementing the THRIVE Model. I think the essential elements that come to mind are that we survey the community and include the community as we progress.

SR: thank you!

SS: educating youth as peer leader.

A: More about the THRIVE model here <https://www.preventioninstitute.org/tools/thrive-tool-health-resilience-vulnerable-environments>

BR: Understanding and implementing a solid plan for reaching out.

AKJ: @Alexandra thank you for putting the link here!

AKJ: Text chat question: This is the year of adaptations. What are some of the adaptations you've applied in the past year?

SR: Taking programs that were meant to be done in person and making them smaller, condensed, Instagram posts with the essential pieces.

JB: Online workshops, interview style recordings for faculty to post to pages, increased social media engagement.

AE: We transitioned all training to web meetings.

JT: We've shifted to more social media marketing and education.

SO: Coalition meetings via zoom.

EW: adapted all our school programming to be delivered in a virtual setting.

SS: We are making adaptations from an adult say something curriculum to one targeted towards youth.

K: I have taken a step back from individual level efforts and focused more on community level efforts (i.e. needs assessment).

A: Sooooo many! So many of our programs have activities where students work in groups or work with partners. We've had to shift these to full classroom discussion activities, and if we determined it wouldn't be detrimental to the outcomes, we eliminated some activities that simply couldn't be adapted.

SS: Challenges to engage families participating in community centers with trauma/mental health services via online modalities.

KR: Enjoyed the information but I have another meeting so I've got to go! See some of you later on Tuesday!

KL: We have been blessed to be able to zoom teach in the schools we already teach in K-12. Moved A LOT of picture books onto PowerPoint!

GB: meetings moving to zoom means that we can integrate community partners more easily since attending a zoom meeting is easier than coming to an IRL meeting! and vice versa-- we can better integrate into pre-existing community efforts!

RS: Apna Ghar has created PowerPoints that offer responses via Chat or Verbal response. Instead of the in-person writing participant responses on a large posit it paper with markers, we now have blank PowerPoint slides onto which I write participant responses.

JB: downloaded iVcam app for a better web cam in recordings ;)

JB: utilize Canvas studio to add captions to any recorded videos.

JB: <https://padlet.com/dashboard>.

AKJ: @Jessie thanks for sharing that! That's a great resource.

JB: use padlet for live feedback.

JB: link to iVCam: <https://www.e2esoft.com/ivcam/>.

JB: we will be utilizing student ambassadors to create TikTok videos/challenges :).

AKJ: For more info on greening as a strategy:  
<http://www.preventconnect.org/2019/05/what-surrounds-us-shapes-us-greening-and-other-physical-built-environment-strategies-for-preventing-domestic-and-sexual-violence/>

RS: Red light -- it limits access.

SR: I don't think so, no.

TP: no.

DC: no.

KL: I don't think so either...

K: no.

MR: No.

TW: No.

EW: no.

SW: no.

AK: definitely red.

KN: no.

BR: It depends on the location and need. Sometimes, it's needed to protect children from parking lots for example.

SR: red.

SR: that's a good point.

AKJ: @Beverly great point to consider.

SM: I would say it is an adaptation, and a red one because it is intimidating and not leading to more community.

A: Chain link usually tells me "not allowed in there" but a fence of some sort, maybe a lower fence (stops just under the top of the bushes) made of wood so it has a softer, welcoming look.

AKJ: I would say yes, it's an adaptation but I'd probably consider a red light! But Beverly makes me think I need more info. :)

KL: I feel like the community didn't get to decide what kind of fence they wanted.

AKJ: @Kyndra good point!!!

DS: additional messaging for the community would be needed to ensure it is welcoming.

KS: Yes, the change from hedge to chain link fence seems like a leap.

JT: no.

TP: No.

PL: It isn't a prevention message, and is definitely shaming.

KS: yes, red light?

K: BIG red light.

AK: I don't think it's an adaptation... they haven't maintained the "who"

VAA: NO.

SS: Red - negative messages/visuals don't provide a positive message of change.

TW: No.

TW: Red.

MS: Red light.

BR: It can be, but can be disturbing to someone struggling with that incident.

RS: It depends on so much: it might reflect the responses of survivors they've engaged but it also does possibly stigmatize survivors or alienate survivors who don't look scared and feel lonely and hopeless.

K: It can retraumatize victims and could change the perception of sexual violence.

LB: What questions do you have? What do you anticipate struggling with the most? What do you anticipate will be the most useful for you?

SS: Working with key stakeholders.

SO: keeping partners focused on the essential elements and not wander into issues that are outside the grant mission

K: I would love to see more about logic models and how to create an effective one.

HS: I agree with logic model development.

AKJ: Select, Adapt, Evaluate: <https://vetoviolence.cdc.gov/apps/adaptation-guidance/>

GL: that's great! thank you for sharing the CDC resource!

SS: Yea, logic models - the life of our students in our Prevention Science doctoral program!

AKJ: Violence Prevention in Practice: <https://vetoviolence.cdc.gov/apps/violence-prevention-practice/#!/>

RS: Working with many refugees and immigrants, Apna Ghar is seeking strategies to use platforms like WhatsApp to engage people in the most accessible way. I would love to hear from folks who've conducted engagement/training using WhatsApp!!

MW: How do we know if the elements we are documenting are really \*essential\* versus being an "adaptation" when we are only documenting based on what we are doing in our own community? What if someone else in another community is documenting a similar strategy and their \*essential\* elements are different? Are there efforts to compile info on similar strategies/programs and see where there is consensus on essential elements?

SS: A purpose of adaptations is to customize essential elements for the specific community.

AKJ: PreventConnect annual survey: <http://www.preventconnect.org/2021/01/take-the-preventconnect-annual-survey-2/>

RS: Thanks -- the prevention geek in me so enjoyed this; don't get a chance to dig in like this very often

SF: how do we obtain CEU

KL: Thank you!! This has been really helpful!!

JS: Thanks!

HS: Thank you. Lots to think about!

SM: Thank you

PH: Thank you!

SW: thanks for the training and for your time! have a blessed weekend!