



**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

**Text Chat from RPE Web Conference**

**Strategies to Measure the Effectiveness  
of Sexual Violence Prevention Programs  
September 17 2009**

**More information on this web conference**

<http://calcasa.org/calcasa/measuring-prevention-report-from-calcasa-web-conference>

**In the past, what was the first thing that came to mind when you were asked to evaluate your prevention program?**

satisfaction surveys

surveys

#s of participants and programs

surveys

student surveys

Numbers of people

:measuring attitudes

teacher evals

what happened as a result of my program

frustration

pre & post tests

pre and post tests

Numbers and surveys

pre-test post test

pre and post test

focus groups

pre and post tests

surveys

student evals

PRE AND POST TESTS

sign in sheets

pre and post

tracking

pre and post

attitude/behavioral changes

instructor observations

sign in and tracking

focus groups

sign in sheets

numbers served

getting everyone to participate

pre and post

facilitator feedback

longitudinal study

tracking

rural areas

focus groups

interaction

finding money to do long-term tracking

how long should we track

time and \$ resources

deciphering data

using reflective questionnaires

curriculum for youth girls groups

**Why would we want to evaluate the effectiveness of our interventions?**

for funding sources  
so we can make changes to improve our efforts to see if we have impacted them  
to know whether or not it's worth allocating resources to it  
why wouldn't we?  
We don't want to be spinning our wheels  
funding  
to make interventions better  
funding sources; to be the best we can  
Funding, improving our services and service delivery  
to solve the problem  
Do we need to change what we are doing?  
to know where to make changes  
o make sure we are making the difference we want to make  
establish need /services to provide. Improve.  
to make sure that the clients are getting what they need  
Quality improvement  
improve services  
CQI  
To make the changes in the world we want to see  
to know if we are achieving what we intended to do  
to improve on what we are doing  
to validate our work  
to stay current and use technology to help us see what we are  
make changes if not improving find better ways to do our  
provide youth with info so they can make their own decision  
to see if our programs are being effective  
To compete with the university crowd  
continuous quality improvement

**Can we know whether or not our programs have prevented sexual assaults?**

No  
No,  
no  
no  
only anecdotally  
No  
yes reports back from teachers, students & community  
hmmmm...  
no  
i agree w/ anecdotally  
Nope  
anecdotally  
Noi  
only hearing from people  
individual account ... yes  
We can know if we have reduced particular risk factors  
yes, stories from previous participants  
no  
Yes, in a self-defense context  
sometimes, we get reports  
only when you go back and repeat the course  
yes, stories from those who have experienced our prevention programs

**Should we expect reports of sexual assault to rise or fall following our prevention activities?**

sometimes we have an increase in crisis calls of people wanting to report  
rise  
participants have reported that they have intervened in situations where there was unwanted sexual advances and/or threat of physical violence  
increase  
hopefully fall  
increase  
reports could rise  
It could increase  
increase  
reports will rise  
increase  
rise  
increase, because we encourage reporting.  
rise  
rise  
increase  
fall  
increase  
rise  
potentially either; reporting becomes easier, but then it might  
increase, because folks who are survivors are speaking out.  
increase  
increase  
increase  
increase  
increase, often after I present I get a lot of disclosures  
ditto  
That's reassuring

**What are some risk and protective factors at the level of the individual, the peer group, the family, the school, the community, the nation...?**

more of a culture of respect?  
social norms, of course  
parental upbringing  
environmental  
poverty  
Cultural  
peer education  
Poverty  
lighting, safe streets  
media  
education  
unsupportive family supportive family  
gender roles  
family engagement  
connection to community and knowledge of community resources  
peer perceptions and acceptance  
economics  
media changes toward non violence  
peer pressure  
social oppression at large  
negative coping skills associated with PTSD  
previous victimization  
past trauma  
peer attitudes about sex  
peer pressure  
age  
gender socialization, family of origin  
media and advertisement  
role models  
self esteem  
family support  
all contributing to "rape culture"  
protective- lots of adults to go to  
lack of family support  
protective: teen access to community resources  
drug and alcohol use/abuse  
legal status and poverty  
schools supportive of prevention programs  
language/cultural barriers. Religion.  
sexual orientation  
protective: media literacy/insight  
gang involvement  
level of comfort with being assertive  
role models  
Patriarchal society

## What are other pro-social improvements that we might see?

more respect  
Healthier relationships  
for each other  
I know someone from MyStrength training  
talked about a reduction in gang violence  
i was thinking about respect also  
students volunteering at center  
Willingness to talk about abuse and assault  
less disruptive behavior in school in general  
healthier view of sex and sexuality  
mutual respect  
supportive attitudes towards rape victims  
increase in comfort talking about experiences  
more comfortable to talk about it  
Respect  
increase in grades  
volunteers and leadership among youth  
self respect  
bystander self-efficacy  
awareness of use of words "gay" and "fag"  
better school attendance  
decrease in juvenile delinquent behavior  
peer support for bystander intervention  
less trash talking on campus from one group to  
the other  
decrease in substance abuse  
boys participating in a "women's movement"  
more self accountability  
increase in victim support on campus  
are we archiving these comments?  
more students getting help  
increase in future goals within society, they feel  
comfortable sharing about career goals  
safer communities  
increased communication in the family  
teaching empathy  
individual resiliency and empowerment  
Increased support for violence prevention  
activities/time among school administrators  
seeing communities come together to stop rape  
reduction in risky sexual practice

## Online Survey Tools

yeah and survey monkey has lots of analysis  
tools built in

what's the cost on that

but if you want to print?

surveymonkey is all online, I think

Survey Monkey has a full service for \$200/year

I believe -- there are many online options

and have we ever evaluated the time away from  
the workshop to do the measurable?

yeah that's what I thought they have some free  
stuff but its more effective to pay the yearly fee  
really? what additional tools are offered for the  
\$200 a year?

I think to print the data and other things focused  
on results

its free to create and send

**Chad Sniffen:** The paid version of  
SurveyMonkey allows you to collect an  
unlimited number of surveys, and have an  
unlimited length of surveys. The free access  
restricts both number of responses and survey  
length.

ah, yeah, you're right-- filters aren't offered in  
basic accounts; gotcha

## Measurement Tools

Can CalcASA provide us with "standard" tests  
for measuring self-esteem, assertiveness, etc.?--  
as well as analysis tools? Or might you refer us  
to a resource for these materials?

**David Lee:** CALCASA can identify the some  
standards for measuring self-esteem, etc. Please  
let us know what you are looking for

**David Lee:** Yes, CALCASA can identify some  
tools, follow up with Chad and myself so we can  
identify the tools to use

Who do we contact to get these sample measures  
at CALCASA

**David Lee:** Illinois measures can be found at  
<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=164&sectionID=248>

### **Miscellaneous Questions**

how do you isolate your workshop as the only factor responsible for improvement in a post only measure?

and even if you did have a control group, what if it too improved, as a result of the activism of the students in the prevention programs?

Hi Paul that's why struggle with % due to the fact that we are working with youth that know what we want to hear

what is IRB?

institutional review board

Has anyone conducted follow up through e-mails?

RE on line evaluation -- does anyone try this for school presentations?

### **Pre and Post Test Length**

How long should pre and post be?

I would like to know how many questions are now being used by others  
about 20-25

**David Lee:** I often recommend that you keep the survey / questionnaire short -- 1-2 pages -- We keep it to about ten basic questions because we simply don't have the time or resources to do more

We currently use 10 too

We use about 10 also, including demographics

### **Sampling**

Also you do not need to do this for all presentations - you can do evaluation for a "sample" of them -- there is a science to determining how to select and how many -- but you do not need to collect all  
why is it that you don't need to evaluate all presentations?

David Lee: sampling a random selection will mathematically give the same results -- I can talk to you further about this

**What do you think will be the most challenging part of conducting an outcome evaluation at your agency?**

Money, time away from teaching. We now only have 1 3/4 time prevention educator  
ditto

Time and human resources within the agency  
Devising a tool that's easy and productive to use;  
training staff to implement eval tools  
i think that pretty much sums it up patricia  
staff and funding, research expertise  
participation

not enough days in a school year..

understanding the right things to measure that will demonstrate we were successful in our intentions

interpreting and understanding your data (versus reading into it what you want to see).