





# **Principles-Focused Evaluation Measurement Tools Report**

January 21, 2021

Prepared by Daniel Kreuzberg, MSW/MPA Student and Claire Rynearson, MPA, LICSW with Jeanette Harder, Ph.D., CMSW

#### Acknowledgements

The use of principles-focused evaluation (PFE) in sexual violence prevention programming was introduced to STEPs by Erin Casey, PhD, MSW and Tatiana Masters, PhD, MSW. Drs. Casey and Masters served as the evaluation team for Washington's Rape Prevention Education (RPE) program, and successfully led RPE grantees through a PFE process. Many of STEPs' materials and activities for Nebraska RPE's PFE process were adapted from their work. STEPs wishes to thank Drs. Casey and Masters for their leadership in pioneering this approach with RPE programs and their willingness to share their process with others.

#### Introduction

Throughout 2020, sexual violence (SV) preventionists across Nebraska came together to identify prevention principles for Nebraska RPE. Preventionists identified and agreed upon the following eight prevention principles. Clicking on each principle below will take the user to corresponding evaluation tools. Clicking on the icon next to each principle will return the user to the top of the document.

- 1. Believe that all individuals deserve to have healthy and positive relationships
- 2. Engage in creative partnerships to prevent violence throughout our communities
- 3. <u>Communicate the impact of sexual violence on individuals, families, and society as a</u> whole
- 4. <u>Conduct educational programming and activities in ways that are relatable,</u> trustworthy, and credible to the intended audience
- 5. <u>Empower individuals and communities to take ownership of sexual violence</u> prevention efforts
- 6. <u>Prepare individuals to take actions to promote healthy cultural norms and behaviors to create a culture where consent, equity, and equality are respected</u>
- 7. Promote actionable, everyday strategies to prevent sexual violence
- 8. Recognize youth as leaders in sexual violence prevention to foster positive interactions and youth-led initiatives

This publication (journal article, etc.) was supported by the Grant or Cooperative Agreement Number, NUF2CE002484, funded by the Centers for Disease Control and Prevention as part of the Rape Prevention and Education project for the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

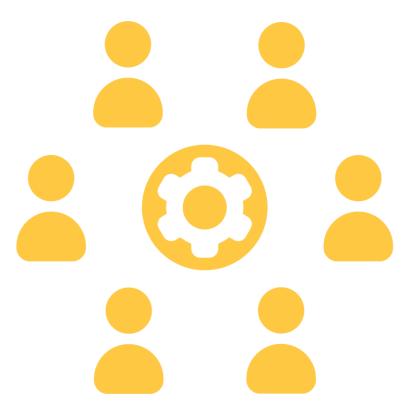
For each of these prevention principles, SV preventionists developed indicators from both preventionists and participant perspectives. The preventionist indicators refer to the actions those providing prevention services may take to implement the principle and the participant indicators refer to the changes experienced by the recipients of prevention programming. These indicators, selected by Nebraska SV preventionists, were used to develop the customized measurement tools contained in this report.

#### **Evaluating Prevention Principles with Measurement Tools**

**Before evaluating prevention principles**, programs are encouraged to first determine which Nebraska RPE prevention principles are **most relevant** to their program's work. When selecting which principles to evaluate, programs should ensure the chosen principles align with the **risk and protective factors** and **outcomes** their program is targeting.

The measurement tools provided in this report are categorized into **questions for evaluating preventionists** and **questions for evaluating participants**. Preventionists include the individuals providing SV prevention programming. Participants include those receiving the program content. After selecting which principles to evaluate, programs can utilize the associated evaluation questions to survey both preventionists and participants. Do not use principle names with program participants as it may bias responses.

As each program will select different principles to evaluate, some questions are duplicated across evaluation tools. There is no need to ask the question to participants more than once if a program encounters duplicate questions.





# Prevention Principle #1: Believe that all individuals deserve to have healthy and positive relationships

#### What preventionists can do to implement this principle:

- Identify and promote social norms that support and normalize healthy relationships.
- Identify and challenge social norms that accept and normalize unhealthy relationships.
- Teach about the components of healthy and unhealthy relationships.
- Reflect on their own biases and beliefs related to who deserves to have healthy relationships.
- Model their belief that all individuals deserve to have healthy and positive relationships in their words and actions.

Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometimes	Usually	Always
Identify social norms that support and normalize healthy					
relationships?					
Promote social norms that support and normalize healthy					
relationships?					
Teach about the components of healthy relationships?					
Identify social norms that accept and normalize unhealthy					
relationships?					
Challenge social norms that accept and normalize unhealthy relationships?					
Teach about the components of unhealthy relationships?					
Reflect on your own biases and beliefs related to who deserves					
to have healthy relationships?					
Model your belief that all individuals deserve healthy and					
positive relationships in your words and actions?					
Please provide an example to explain your rating on one of the abe a success story or a challenge.	bove	indic	ators	. This	can

#### What participants may learn from this principle:

• Increased ability to identify components of healthy relationships.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometime	Usually	Always
Discussed components of unhealthy relationships.					
Discussed components of healthy relationships.					
Provided examples of unhealthy relationships.					
Provided examples of healthy relationships.					
Modeled the belief that all individuals deserve healthy and positive relationships.					

In the past, how likely were you to Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Identify components of unhealthy relationships?	Past:					
	Future:					
Identify components of healthy relationships?	Past:					
	Future:					
Challenge social norms that support unhealthy	Past:					
relationships?	Future:					
Promote social norms that support healthy	Past:				·	
relationships?	Future:					

Before this class or presentation, how muyou agree or disagree with these statemed. How much do you agree or disagree with statements now?	ents?	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I am willing to examine my bias on who	Before:					
deserves healthy relationships.	Now:					
I am willing to challenge social norms	Before:					
which accept and normalize unhealthy	Now:					
relationships.						
I am willing to promote social norms	Before:					
which accept and normalize healthy	Now:					
relationships.						



## Prevention Principle #2: Engage in creative partnerships to prevent violence throughout our communities

#### What preventionists can do to implement this principle:

- Partner with traditional and nontraditional programs and partners across their service area.
- Network with other agencies and leaders across their communities.
- Connect with partners through social media to increase the sharing of awareness and educational information.
- Develop and sustain coalition-building efforts.

#### Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometimes	Usually	Always	
Partner with traditional programs and partners across your service area?						
Partner with nontraditional programs and partners across your service area?						
Network with other agencies and leaders across communities?						
Connect with partners through social media to increase the sharing of awareness and educational information?						
Develop coalition-building efforts?						
Sustain coalition-building efforts?						
Please provide an example to explain your rating on one of the above indicators. This can be a success story or a challenge.						

- Increased understanding of how sexual violence prevention impacts their community.
- Increased understanding of their role in sexual violence prevention.
- Increased engagement and preparedness to take action to prevent sexual violence

Throughout the class or presentation, the facilitator	Never	Rarely	Sometimes	Usually	Always
Discussed how sexual violence impacts my community.					
Informed you on the role you can play in sexual violence prevention.					
Prepared you to engage with sexual violence prevention					
efforts.					
Prepared you to take action to prevent sexual violence.					

In the past, how likely were you to  Thinking about the future, how likely are yo	u to	Never	Rarely	Sometimes	Usually	Always
Believe sexual violence impacts your	Past:					
community?	Future:					
Think about how sexual violence impacts	Past:					
your community?	Future:					
Engage in sexual violence prevention	Past:					
efforts?	Future:					
Take action to prevent sexual violence?	Past:					
	Future:					

Before this class or presentation, how much agree or disagree with these statements?  How much do you agree or disagree with th statements now?		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Sexual violence impacts my community.	Before:					
	Now:					
Sexual violence prevention efforts exist in	Before:					
my community.	Now:					
I can play a role in preventing sexual	Before:					
violence in my community.	Now:					



# Prevention Principle #3: Communicate the impact of sexual violence on individuals, families, community, and society as a whole

#### What preventionists can do to implement this principle:

- Discuss sexual violence from a public health perspective including its long-term impacts on individuals, families, communities, and society.
- Adapt messages and stories to connect with different audiences.
- Educate in a way that empowers individuals to act.

Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometim	Usually	Always
Discuss sexual violence from a public health perspective?					
Discuss the long-term impact of sexual violence on individuals?					
Discuss the long-term impact of sexual violence on families?					
Discuss the long-term impact of sexual violence on communities?					
Discuss the long-term impact of sexual violence on societies?					
Adapt messages and stories to connect with different audiences?					
Educate in a way that empowers individuals to act?					
Please provide an example to explain your rating on one of the above indicators. This can be a success story or a challenge.					can

- Increased understanding of how sexual violence impacts them, their families, their communities, and even their society, even if they have not experienced it directly.
- Increased interest to engage in community activism, bystander activities, and positive social media interactions.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometime	Usually	Always
Discussed sexual violence from a public health perspective					
including its long-term impacts.					
Discussed the impact of sexual violence on you and your					
family.					
Discussed the impact of sexual violence on your community					
and society.					
Discussed the benefits of community activism.					
Discussed the benefits of bystander activities.					
Discussed the benefits of positive social media interactions.					

In the past, how likely were you to  Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Consider the impact of sexual violence on you and	Past:					
your family?	Future:					
Consider the impact of sexual violence on your	Past:					
community?	Future:					
Talk with friends, family, or coworkers about the	Past:					
impact of sexual violence in your community?	Future:					
Engage in community activism, bystander	Past:					
activities, and/or social media interactions	Future:					
around sexual violence?						

Before this class or presentation, how much d agree or disagree with these statements?  How much do you agree or disagree with thes statements now?		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Sexual violence impacts me and my family.	Before:					
	Now:					
Sexual violence impacts my community.	Before:					
	Now:					
I can play a positive role in preventing	Before:					
sexual violence in my community.	Now:					



### **Prevention Principle #4:**

Conduct educational programming and activities in ways that are relatable, trustworthy, and credible to the intended audience

#### What preventionists can do to implement this principle:

- Engage participants through conversations and positive interactions instead of lectures.
- Develop content that is guided or reviewed by the intended audience including survivors and youth. Invite survivors, youth, and other partners to deliver presentations and/or educational materials.
- Know the content they are providing and believe the information themselves.
- Investigate biases they may hold regarding the intended audience and be aware of how those biases might affect the audience.

#### Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometimes	Usually	Always
Engage participants through conversations and positive interactions instead of lectures?					
Develop content guided or reviewed by the intended audience?					
Invite survivors to deliver presentations and/or educational materials?					
Invite youth to deliver presentations and/or educational materials?					
Invite other partners to deliver presentations and/or educational materials?					
Know the content you provided?					
Believe in the content you provided?					
Investigate biases you may hold regarding the intended audience?					
Make yourself aware of how your biases may affect the audience?					
Please provide an example to explain your rating on one of the abe a success story or a challenge.	bove i	indica	tors.	This	can

#### What participants may learn from this principle:

- Change in attitudes and beliefs around sexual violence.
- Increased engagement with the content.
- Increased knowledge of ways to access resources.
- Increased interest in sharing what they have learned and/or materials outside of the session.

Throughout the class ore presentation, the facilitator	Never	Rarely	Sometim	Usually	Always
Encouraged participation and positive interactions instead of					
lecturing.					
Impacted your attitudes and beliefs around sexual violence.					
Increased your knowledge of ways to access resources.					
Increased your interest in sharing what you learned outside					
of the session?					

In the past, how likely were you to  Thinking about the future, how likely are you to		Never	Rarely	Sometime	Usually	Always
Discuss the impacts of sexual violence in your	Past:					
community with friends?	Future:					
Discuss the impacts of sexual violence in your	Past:					
community with family members?	Future:					
Discuss the impacts of sexual violence in your	Past:					
community with coworkers?	Future:					
Understand how to access sexual violence resources	Past:					
or services in your community?	Future:					
Engage with sexual violence prevention efforts in	Past:					
your community?	Future:					

Before this class or presentation, how much did agree or disagree with these statements?  How much do you agree or disagree with these statements now?		Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Sexual violence is a problem in your	Before:					
community.	Now:					
Sexual violence prevention is possible in your	Before:					
community.	Now:					
Sexual violence is worth discussing with my	Before:					
friends, family, and coworkers.	Now:					



Prevention Principle #5: Empower individuals and communities to take ownership of the sexual violence prevention efforts.

#### What preventionists can do to implement this principle:

- Identify and communicate the connections across what partners are doing and what they and their organization are doing.
- Identify and challenge social norms that support and normalize sexual violence in the community.
- Provide educational and skill-based content to partners to prepare them to engage in the community education and activism.
- Listen to the concerns, goals, and desires of community partners. Let community partners lead.

Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometim	Usually	Always
Identify the connections across what partners are doing and what you and your organization are doing?					
Communicate the connections across what partners are doing and what you and your organization are doing?					
Identify social norms that support and normalize sexual violence in your community?					
Challenge social norms that support and normalize sexual violence in your community?					
Provide educational and skill-based content to partners to prepare them to engage in community education and activism?					
Listen to the concerns, goals, and desires of community partners?					
Let community partners lead efforts?					
Please provide an example to explain your rating on one of the above indicators. This can					

be a success story or a challenge.

#### What participants may learn from this principle:

- Increased willingness and ability to be held accountable for their words and actions.
- Increased willingness and ability to help build positive momentum for sexual violence prevention in the community.
- Increased feelings of empowerment for using their voice to prevent sexual violence.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometime	Usually	Always
Discussed how words and actions play a role in preventing sexual violence.					
Discussed methods of enhancing sexual violence prevention in the community.					
Discussed ways you or your organization can be involved in sexual violence prevention in the community.					
Empowered you to use your voice in preventing sexual violence.					

In the past, how likely were you to  Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Hold yourself accountable for your words and	Past:					
actions around sexual violence?	Future:					
Allow others to hold you accountable for your	Past:					
words and actions around sexual violence?	Future:					
Engage with sexual violence prevention efforts in	Past:					
your community?	Future:					
Use your voice to further sexual violence	Past:					
prevention efforts in your community?	Future:					

Before this class or presentation, how much did agree or disagree with these statements?  How much do you agree or disagree with these statements now?	you	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
My words or actions can have a negative	Before:					
impact on sexual violence prevention.	Now:					
My words or actions can have a positive	Before:					
impact on sexual violence prevention.	Now:					
I am willing to help build positive momentum	Before:					
for sexual violence prevention in my	Now:					
community.						
I can use my voice to support sexual violence	Before:					
prevention efforts in my community.	Now:					



Prevention Principle #6: Prepare individuals to take actions to promote healthy cultural norms and behaviors to create a culture where consent, equity, and equality are respected

#### What preventionists can do to implement this principle:

- Define consent, equity, and equality.
- Teach how consent, equity, and equality are connected to healthy norms and behaviors.
- Create safe spaces where trust can emerge.
- Tailor programming to fit communities and cultures so that it is socioculturally relevant.
- Engage men as allies in the work.

#### Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometime	Usually	Always
Define consent?					
Teach how consent is connected to healthy norms and behaviors?					
Define equity?					
Teach how equity is connected to healthy norms and behaviors?					
Define equality?					
Teach how equality is connected to healthy norms and behaviors?					
Create safe spaces where trust can emerge?					
Tailor programming to fit communities and cultures so that it is socioculturally relevant?					
Engage men as allies in sexual violence prevention work?					
Please provide an example to explain your rating on one of the above a success story or a challenge.	bove i	indica	tors.	This	can

- Increased understanding of consent, equity, and equality.
- Increased understanding of how consent, equity, and equality are connected to their lives, community, and society.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometim	Usually	Always
Defined consent, equity, and equality.					
Discussed how consent, equity, and equality are connected to healthy norms and behaviors.					
Created a safe space for participants to share openly.					
Provided examples of how men can be engaged as allies in sexual violence prevention.					

In the past, how likely were you to  Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Consider how consent, equity, and equality are	Past:					
connected to healthy norms and behaviors in your	Future:					
life?						
Consider how consent, equity, and equality are	Past:					
connected to healthy norms and behaviors in your	Future:					
community?						
Consider how consent, equity, and equality are	Past:					
connected to healthy norms and behaviors in society	Future:					
at large?						

Before this class or presentation, how much did agree or disagree with these statements?  How much do you agree or disagree with these statements now?	you	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Consent, equity, and equality inform your	Before:					
attitudes and behaviors.	Now:					
Consent, equity, and equality inform norms	Before:					
and behaviors in my community.	Now:					
It is important to engage men as allies in	Before:					
sexual violence prevention efforts.	Now:					
There are safe spaces in my community to	Before:					
discuss sexual violence and sexual violence	Now:					
prevention.						



#### What preventionists can do to implement this principle:

- Identify and emphasize best practices in healthy relationships rather than focusing on unhealthy relationships.
- Consider and share strategies that can be used across Nebraska to promote sexual violence prevention.
- Communicate strategies for engaging and interactive programming and messaging.

Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometimes	Usually	Always
Identify and emphasize best practices in healthy relationships					
rather than focusing on unhealthy relationships?					
Consider strategies that can be used across Nebraska to					
promote sexual violence prevention?					
Share strategies that can be used across Nebraska to promote					
sexual violence prevention?					
Communicate strategies for engagement through interactive					
programming and messaging?					
Please provide an example to explain your rating on one of the a	bove i	indica	tors.	This o	can
be a success story or a challenge.					

- Increased recognition of and knowledge about ways to prevent sexual violence.
- Increased ability to identify situations in which strategies can be used to prevent sexual violence.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometimes	Usually	Always
Discussed strategies to prevent sexual violence.					
Discussed ways to identify situations in which strategies can be used to prevent sexual violence.					

In the past, how likely were you to Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Consider potential strategies to prevent sexual	Past:					
violence prevention?	Future:					
Use strategies to prevent sexual violence	Past:					
prevention?	Future:					

Before this class or presentation, how much did agree or disagree with these statements?  How much do you agree or disagree with these statements now?	you	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I am capable of preventing sexual violence.	Before:					
	Now:					
I understand different strategies to use in	Before:					
preventing sexual violence prevention.	Now:					



# **Prevention Principle #8:**

# Recognize youth as leaders in sexual violence prevention to foster positive interactions and youth-led initiatives

#### What preventionists can do to implement this principle:

- Identify and work with youth leaders across universal, selected, and indicated populations.
- Provide youth with different options for engaging in the work.
- Include youth in discussions on how to reach their peers to educate them on sexual violence prevention and related topics.
- Engage youth to provide feedback and ideas for initiatives.

#### Questions to evaluate this principle with **preventionists**:

Over the past 6 months, how often did you	Never	Rarely	Sometime	Usually	Always
Identify and work with youth leaders across universal populations?					
Identify and work with youth leaders across selected populations?					
Identify and work with youth leaders across indicated populations?					
Provide youth with different options for engaging in the work?					
Include youth in discussions on how to reach their peers to educate them on sexual violence prevention and related topics?					
Engage youth to provide feedback and ideas for initiatives?					
Please provide an example to explain your rating on one of the albe a success story or a challenge.	oove	indica	tors.	This	can

- Increased willingness and ability to share prevention programming and messaging with their peers, as well as the wider community.
- Increased skills to engage in sexual violence prevention.
- Increased understanding of how sexual violence prevention skills can be applies to other settings.
- Increased confidence in their ability to make a difference in their communities.

Throughout the class or presentation, the facilitator	Never	Rarely	Sometime	Usually	Always
Taught you skills to engage in sexual violence prevention.					
Discussed how sexual violence prevention skills can be utilized					
in other settings.					
Increased your understanding of how you can make a					
difference in your community.					
Provided examples on how to share prevention programming					
and messaging with your peers and others in your community.					

In the past, how likely were you to  Thinking about the future, how likely are you to		Never	Rarely	Sometimes	Usually	Always
Share sexual violence prevention programming	Past:					
and messaging with your peers?	Future:					
Share sexual violence prevention programming	Past:					
and messaging with your community members?	Future:					
Use your skills to engage in sexual violence	Past:					
prevention?	Future:					
Use sexual violence prevention skills in other	Past:					
settings?	Future:				·	

Before this class or presentation, how much di agree or disagree with these statements?  How much do you agree or disagree with these statements now?	Ť	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I have the necessary skills to engage in	Before:					
sexual violence prevention.	Now:					
I am confident in my ability to make a	Before:					
difference in my community.	Now:					