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# Advanced Program Evaluation for Victim Services



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# Webinar Objectives

- » Understand how to design, implement, and disseminate an evaluation that is:
  - » Trauma-informed, and respectful of survivors
  - » Meaningful
  - » Feasible
- » Understand best ways to gather data and protect participant rights and confidentiality
- » Learn about different ways to use, analyze, and report data

# CDC 6 Steps for Evaluation

1. Engage stakeholders
  - » How and why should you use an Advisory Group?
2. Describe the program
  - » What are appropriate outcomes for victim services?
3. Focus the evaluation design
  - » What are appropriate methods and tools for evaluating victim services?
4. Gather credible evidence
  - » What are ways to analyze and maximize use of available data?
5. Justify conclusions; 6. Ensure use and share lessons
  - » How do you interpret your findings and effectively disseminate them?



# ■ USING AN ADVISORY GROUP

# Using an Advisory Group

- » Who should be represented?
  - » Service recipients/clients
  - » Staff/service providers
  - » Supporters (family, community, volunteers)
  - » Funders
- » Why is an advisory group important?
  - » Ensures evaluation is valid, meaningful, and relevant
  - » Protects participants
  - » Ensures findings will serve the organization and stakeholders

# Using an Advisory Group

- » Participant perspective
  - » What will it feel like to be a participant in this evaluation?
  - » Will the methods and questions be sensitive, respectful, appropriate to my situation and identity?
  - » Will I be adequately informed on how the information will be used?
  - » How will my information will be protected?
  - » How can the findings be used to improve services for prospective clients?

# Using an Advisory Group

- » Staff/Provider perspective
  - » What will it feel like to implement the evaluation?
  - » Do the questions/objectives reflect what I know to be achievable and appropriate for my program?
  - » Do the methods and tools feel appropriate for me to use with clients; can these be integrated into our processes and interactions with our clients?
  - » Will the evaluation yield information of value to me?



# Using an Advisory Group

- » Stakeholder perspective
  - » Will the evaluation yield information that can be used to educate the community on the value of this program?
  - » What do I need to know to support my donation of time and money, or to refer others to this program?
  - » What do our funders expect us to report and demonstrate?

# Using an Advisory Group

- » Engage advisory group at every stage of evaluation
  - » Design phase – inform and review questions, methods, tools, protocols.
  - » Implementation phase – monitor, troubleshoot, inform needed changes
  - » Dissemination – interpret findings, identify suitable dissemination forums and frames

Questions, Comments?





# OUTCOMES FOR VICTIM SERVICES

# Outcomes for Victim Services

- » Appropriate and achievable
  - » Within control of programs
  - » Common goals for all service recipients
  - » Allows survivors to define 'success'
    - » Did the survivor feel listened to and validated?
    - » Did the survivor get the services that she felt she\* needed?
    - » Did the survivor feel supported?

# Outcomes for Victim Services

- » Good examples:
  - » *Safety* - immediate safety of the survivor, survivor's children
  - » *Knowledge* – increased understanding of domestic violence, sexual assault
  - » *Awareness*– increased awareness, knowledge of available resources
  - » *Satisfaction* – perceptions of support, understanding, respect



# Outcomes for Victim Services

- » Bad examples:
  - » Survivor decisions
    - » Regarding relationship with abuser
    - » Pursue charges
  - » System outcomes
  - » Community perceptions, response
    - » Could be an outcome IF program includes education, policy and advocacy

# Outcomes for Victim Services

- » Consider outcomes for other stakeholders
  - » Do staff have what they need to do their job effectively?
  - » Does the community know about and understand the value of your services?
  - » Do other organizations know what services you provide, to whom, and how to refer?



# Outcomes for Victim Services

- » Ground programs, service models in best practices
  - » Helps demonstrate connection of short-term outcomes to long-term impact
  - » Allows for focus on effective implementation

Questions, Comments?





# DATA COLLECTION METHODS

# Data Collection Methods

- » Select methods that:
  - » Minimize risk for re-traumatization
  - » Protect confidentiality, respect privacy
  - » Allow for gathering information from diverse participants; or are tailored to address this
  - » Balance value with burden
- » Consider need for 'linkable' data
  - » Is there desire or need to link outcome data to process/case management data?

# Data Collection Methods

## » Quantitative methods

### » *Surveys*

»+ : less personal, more private, may offer more control for the participant

»+ : more efficient to analyze, can compare data across time and participants, easier to schedule and administer, may be anonymous

»- : less personal, may yield fewer insights, need to ensure access across literacy levels, language of choice

# Data Collection Methods

## » Qualitative methods

### » *Interviews and Focus Groups*

» **+**: may yield more insights; doesn't require certain literacy levels, may feel more caring, personalized

» **-**: not anonymous, labor-intensive, requires training

» interviews more private than focus groups, but require more time and resources

# Data Collection Methods

- » Consider Mixed Methods
  - » Balance benefits and drawbacks of quantitative and qualitative
    - » *Add write-in responses to survey*
    - » *Offer opportunity through survey to participate in an interview or focus group*
- » Delivery and setting of data collection
  - » Timing, location of survey administration
  - » Choice of interviewers, administrators

# Data Collection Methods

- » Identify opportunities for ongoing participant feedback on the evaluation
  - » *Ask participants to rate level of comfort, difficulty in answering questions*
  - » *Ask for feedback on preferred methods, settings, etc.*
    - » These can be incorporated into the survey tool or interview guide
  - » *Provide opportunity to later contact with questions or feedback*



Questions, Comments?





# TOOL SELECTION AND DEVELOPMENT

# Tool Selection/Development

1. Review existing information, data collection
  - » Are you *already* collecting information that could be used to assess (some) outcomes? If yes,
    - » Is it accessible?
    - » Is it collected well?
    - » Is it collected for all relevant recipients?
2. Explore existing tools
  - » Do not needlessly re-invent the wheel
  - » Explore what has already been developed
  - » Critically review and adapt as needed

# Tool Selection/Development

- » 3. Develop own tools as needed
  - » Pay attention to language, including literacy level
  - » Focus on the services/program, not the survivor
  - » Ensure overall tool is brief, digestible
  - » Minimize need for identifiable information; or ask for this last
  - » Make optional all information requested
    - » Offer response options to questions to normalize and enable non-response
      - » 'prefer not to answer,' 'not sure/don't know,' etc.

# Participant Protection Protocols

- » Provide Informed Consent/Notification
  - » Make clear the purpose and use of the information being requested
  - » Voluntariness; no impact on services
  - » Confidentiality; storage/protection of information
  - » Use sample Informed Consent forms for guidance
    - » Online resources, request from evaluators, see appendices of published reports, etc.
  - » BUT, adapt mode, delivery of information to ensure comfort, not anxiety

# Data Validity

- » Consider representativeness of evaluation sample
  - » What % of all served participated in the evaluation?
  - » Does the evaluation sample look similar to the full population in terms of...
    - » Demographics?
    - » Types of services received?
- » If sample not representative...
  - » Diagnose and try to address in evaluation protocols
  - » Make sure to examine potential differences in outcomes by these groups



# DATA USE AND ANALYSIS

# Data Use and Analysis

- » Consider existing tools, resources to support data analysis and reporting
  - » Grant reporting systems
    - » Data extracts, queries, reports
    - » Requests to grant evaluators
  - » Internal case management/data collection systems
    - » Ways to integrate new survey forms, data into existing system
  - » Online survey software
    - » Often offer basic summaries, visualizations of data results



# Data Use and Analysis

- » Conducting your own data analysis
  - » Survey data
    - » *Scaled responses*
      - » Report frequencies
      - » Combine response categories
      - » Calculate mean or median scores
    - » *Compare across constructs and groups*
      - » Are ratings better for some areas than others?  
Some service recipients than others?
  - » Excel can be used for this

# Data Use and Analysis

- » Conducting your own data analysis
  - » Interview or Focus Group data
    - » Record and/or transcribe, as appropriate
    - » Identify key themes, but also consider 'outliers'
    - » Summarize
  - » Write-in responses
    - » Organize by theme
    - » Enumerate
    - » Summarize

# Data Use and Analysis

- » Apply findings to refine programming and services, revisit evaluation goals and methods
  - » What if my outcomes aren't great?
    - » Both process and outcome data are necessary to understand program effectiveness
    - » If you are not achieving outcomes....ask yourself...
      - » Is the program/service model not effective?
- OR
- » Is the program/service model effective, but not well implemented?

# Dissemination

- » General best practices for communicating evaluation findings
  - » Share back with participants and staff
  - » Keep it simple and brief
    - » Use visuals; crisp, clear statements
    - » Consider alternative formats, such as PowerPoints, infographics, 1-pagers
  - » Link evaluation goals and findings to mission, vision, values, strategic plan, next steps

Questions, Comments?

