

Georgia Rape Prevention and Education Program

Evaluation Plan

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Program Background and Purpose of Strategic Evaluation Plan

Program Background

In 2002, the Centers for Disease Control and Prevention (CDC) created a five year grant program funding health departments, rape crisis centers, sexual assault coalitions and other public and private entities to implement sexual violence prevention strategies that adhere to general principles of effective prevention strategies by: addressing modifiable risk and protective factors for perpetration and victimization, addressing multiple levels of the social ecology, emphasizing primary prevention, having sufficient dosage or intensity, being culturally relevant, being developed and implemented with stakeholders and based on best available evidence.

In 2006, CDC released a second five-year cooperative agreement and subsequent one-year cost extension for these same entities to continue efforts to address sexual violence prevention using a public health approach and preventing first time perpetration and victimization of sexual violence through planning and implementation of comprehensive primary prevention programming.

Sexual violence is a major public health issue in Georgia. According to the National Intimate Partner and Sexual Violence Survey (NISVS), in 2010, an estimated 655,000 Georgians were victims of completed rape, while an estimated 1.7 million were victims of sexual violence other than rape. Data also reflects that Georgia's youth are committing and experiencing teen dating violence, bullying and other forms of violence at significant rates. Data from *Youth Risk Behavior Survey* (YRBS) in 2009, estimated that ten percent of 9th grade females had been physically abused by their boyfriends and it doubled for 11th grade females.

The Georgia Sexual Violence Prevention Program (GA-SVPP) has been funded since 2002 and in 2014, received a new agreement funded by CDC and included a focus on assessing evaluation capacity of state systems and local organizations in order to prepare for the program evaluation. The program strategy for the new 5-year cooperative agreement includes four components:

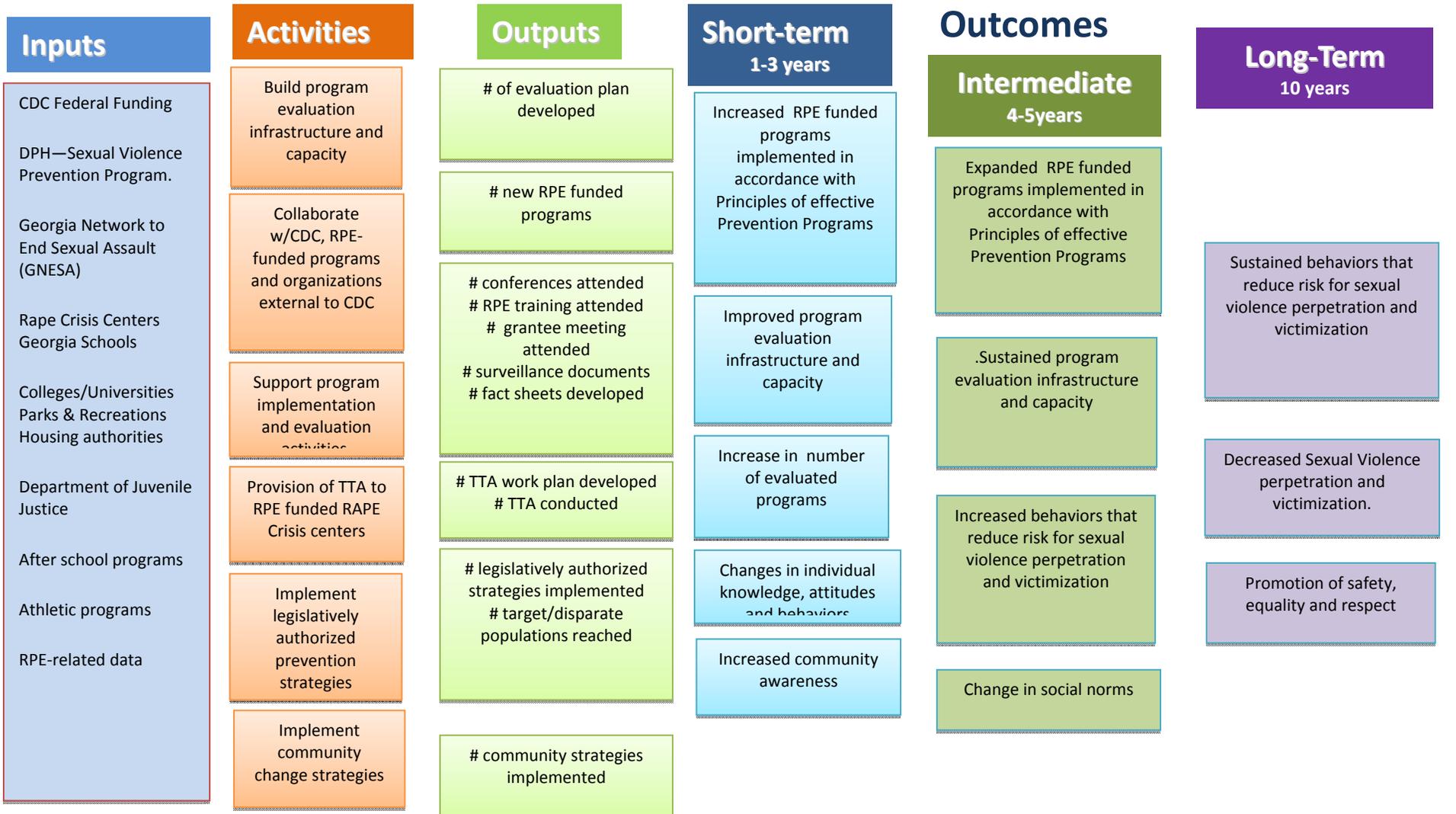
- Component 1 - Implementation of sexual violence (SV) prevention strategies
- Component 2 – Provision of Training and Technical Assistance to RPE Funded Organizations on the Implementation of SV Prevention Strategies
- Component 3 - Building program evaluation infrastructure and capacity
- Component 4 - Participation in program support activities.

The proposed strategies will advance GA-SVPP efforts towards preventing sexual violence by implementing primary prevention strategies. The GA-SVPP will target youth, ages 10-19, in the public health districts where the funded programs are located.

The programs' logic model illustrates the relationship between program activities and expected outcomes [Figure 1]. The elements of the logic model are the *inputs, activities, outputs, and outcomes* and should be read from left to right [Figures 1A-1F]. Ultimately, these steps are expected to lead to sustained behaviors that reduce risk for sexual violence perpetration and victimization and promotion of safety, equality, and respect.

Figure 1.

Logic Model: Rape Prevention and Education Program



External factors, environmental influences or moderators:
Partnerships –New partnerships developed with Rape Prevention and Education Program.
Access- Gain access to the target audience.
RPE-Rape Prevention and Education
DPH-Georgia Department of Public Health State Office



Figure 1A.

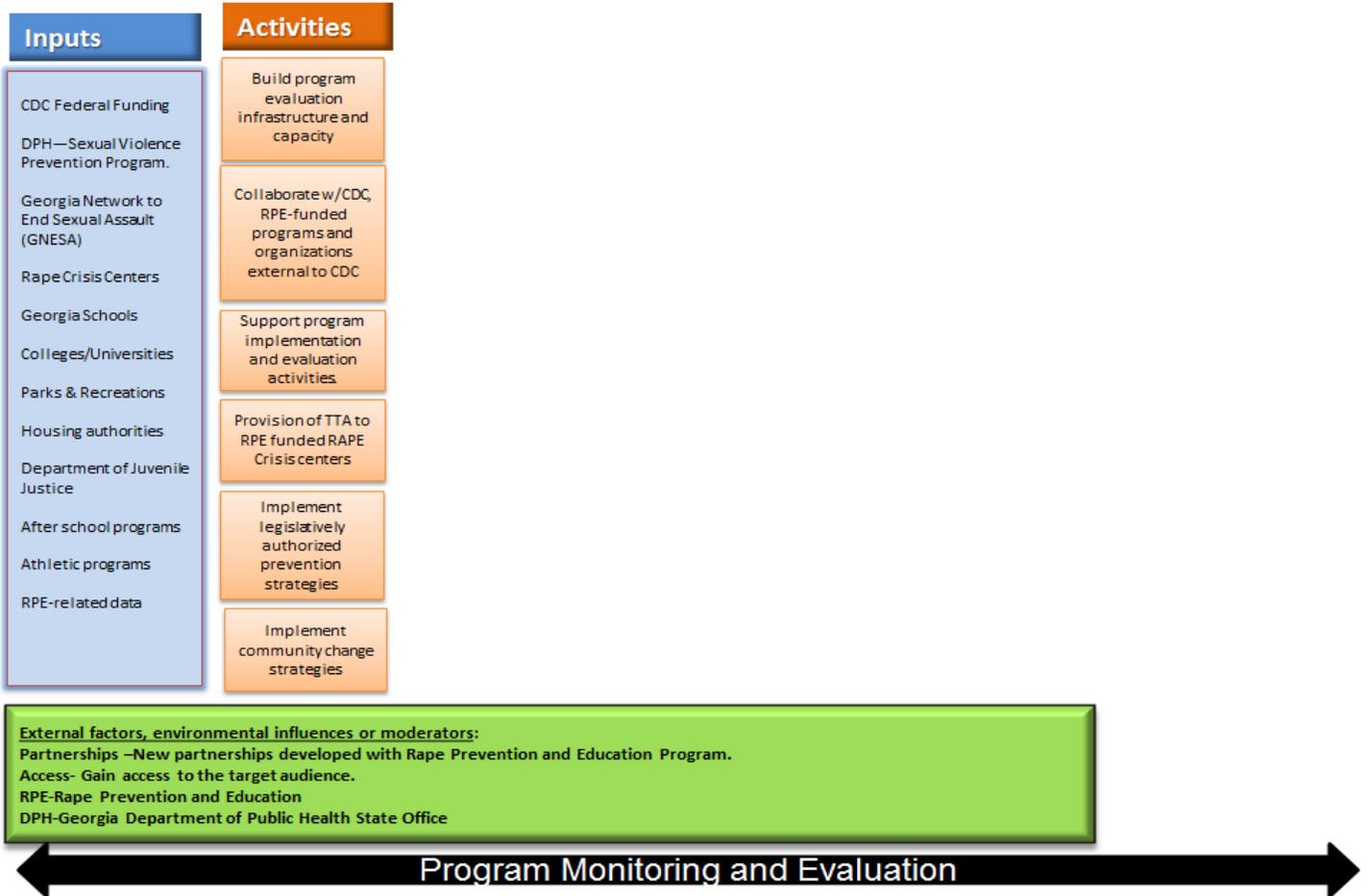
Logic Model: Rape Prevention and Education Program



IF... the GA-SVPP retains dedicated staff and their is a concerted efforts from CDC, DPH, statewide partners and stakeholders, access to resources and RPE-related data and a plan established to guide and inform the program; **and**

Figure 1B.

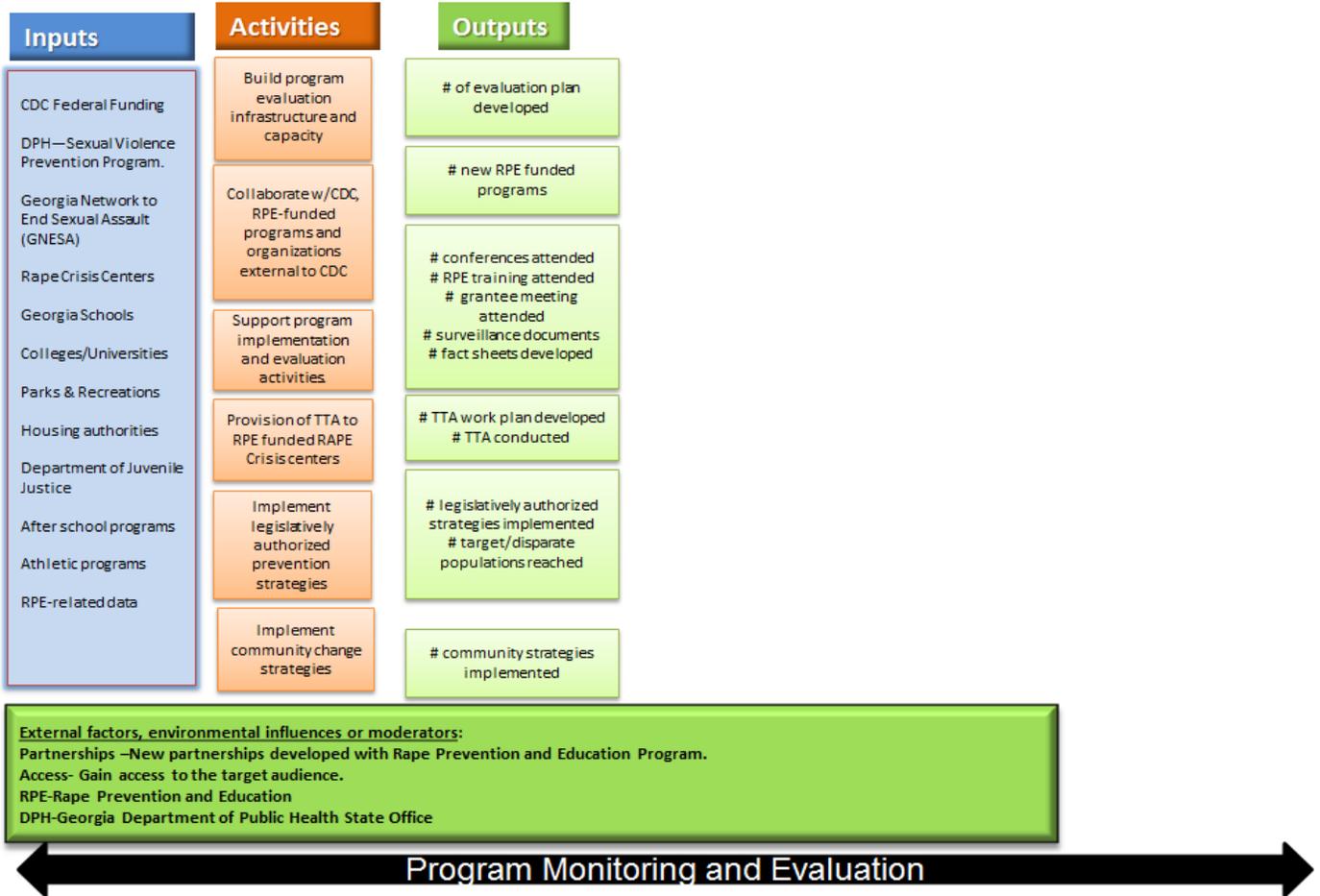
Logic Model: Rape Prevention and Education Program



IF... the GA-SVPP builds evaluation capacity and infrastructure, and if Ga-SVPP collaborates with external partners and stakeholders, and if program implementation and evaluation activities are supported, and if RPE funded contractors/vendors are provided training and technical assistance, and if legislatively authorized prevention strategies and community change strategies are implemented, **and**

Figure 1C.

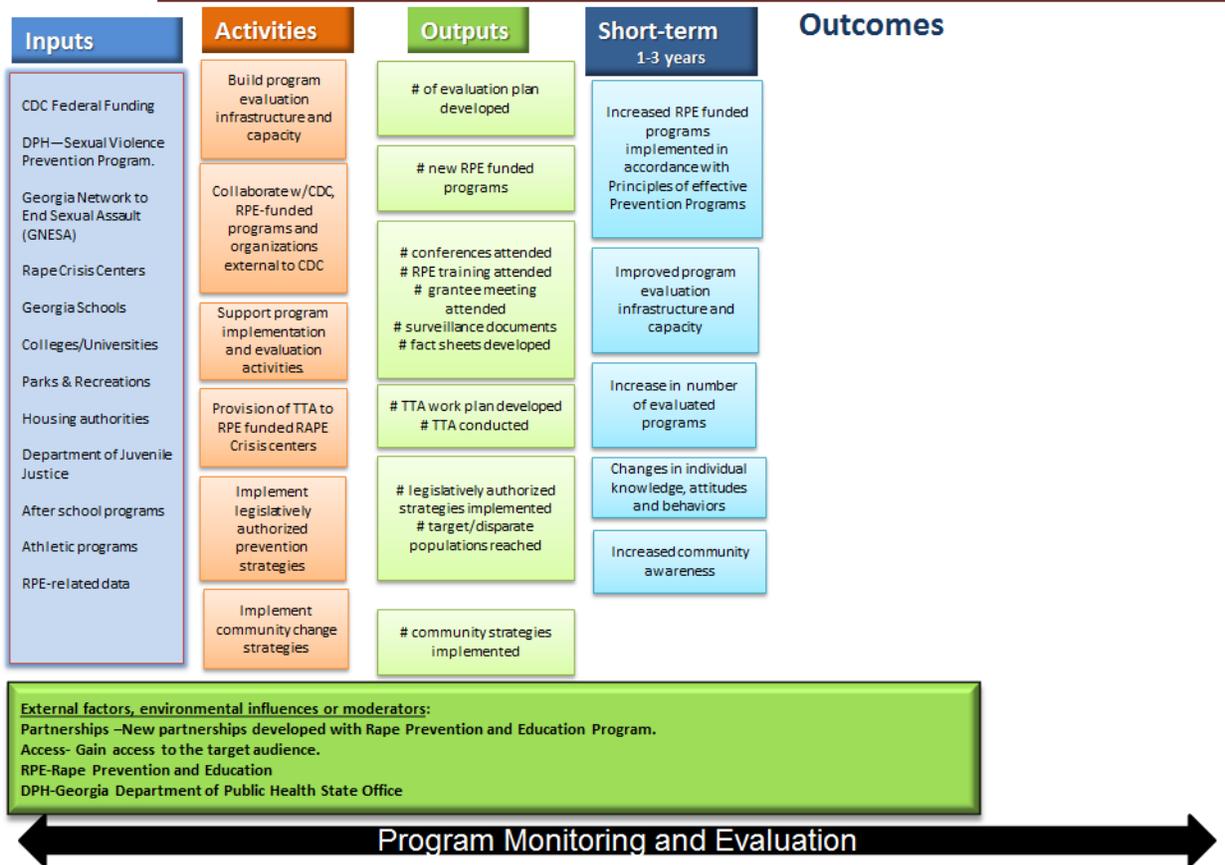
Logic Model: Rape Prevention and Education Program



IF... as a result of these activities, evaluation plans are completed, and if RPE programming is provided across the state including at conferences and meetings, and training sessions are attended, and if training and technical assistance plans are developed and implemented, and if community and legislatively authorized strategies are implemented and if targeted and disparate populations are reached; **then**

Figure 1D.

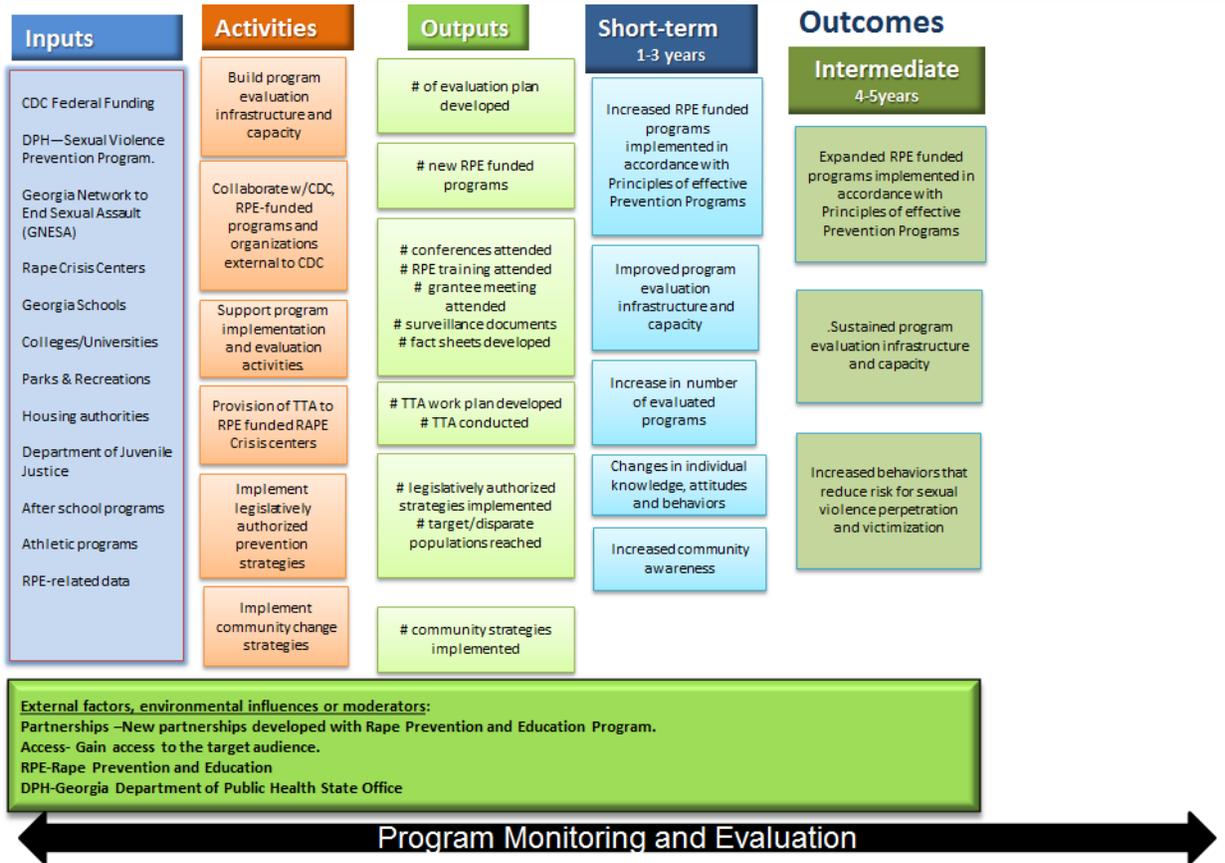
Logic Model: Rape Prevention and Education Program



There will be increased RPE programs funded across the state implementing primary prevention programs in accordance with the principles of effective prevention programs; improved program evaluation infrastructure and capacity; increased number of evaluated programs; increased changes in individual knowledge, attitudes, and behaviors; and increased community awareness; **then**

Figure 1E.

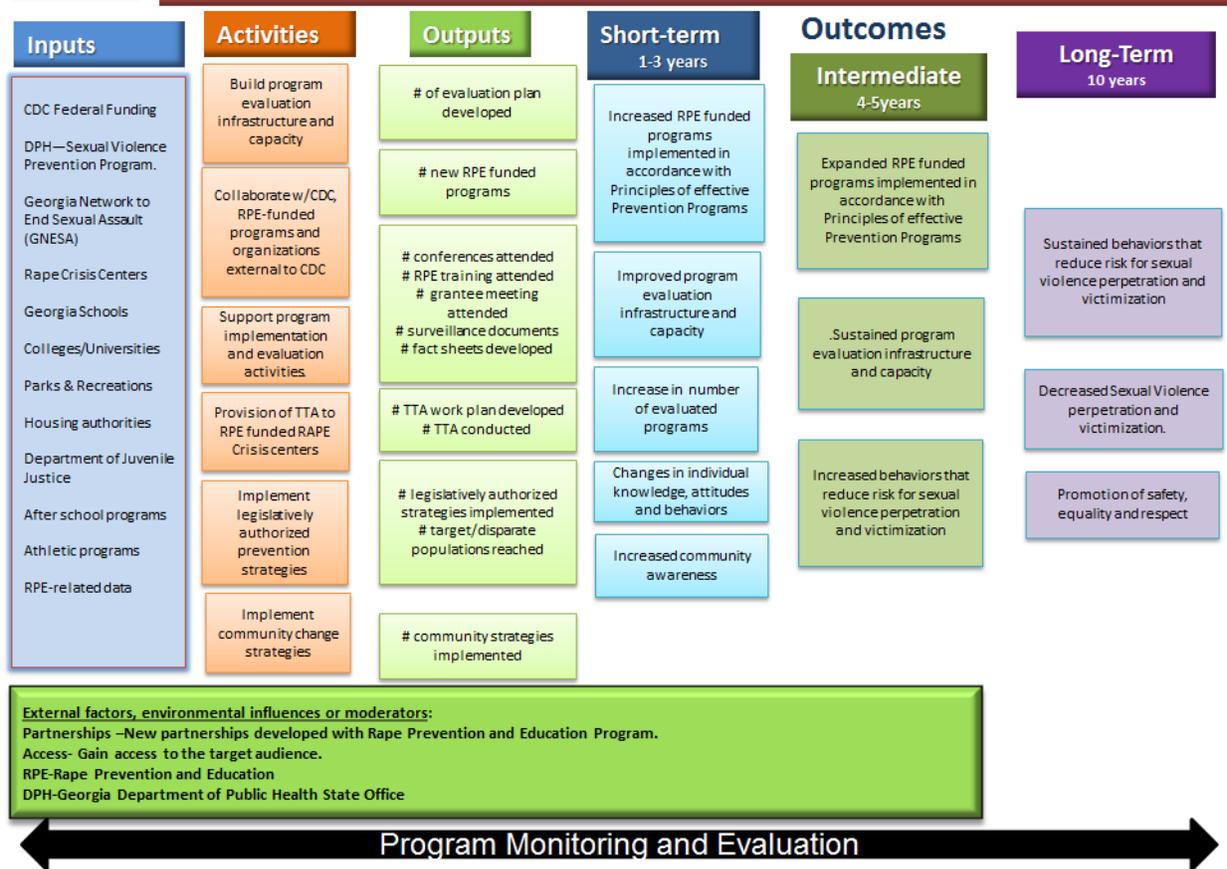
Logic Model: Rape Prevention and Education Program



There will be expanded RPE funded programs implemented in accordance with the principles of effective prevention programs; sustained program evaluation infrastructure and capacity; increased behaviors that reduce risk for perpetration and victimization of sexual violence and changes in social norms; **which will lead to**

Figure 1F.

Logic Model: Rape Prevention and Education Program



Sustained behaviors that reduce the risk for sexual violence perpetration and victimization; decreased sexual violence perpetration and victimization; and promotion of safety, equality and respect **which will ultimately result in a Georgia free of sexual violence.**

Purpose of Plan

Program evaluation is essential to identify program progress and success. This strategic evaluation plan will assist the GA-SVPP in determining and measuring progress towards proposed program goals and objectives, highlight program success, provide an avenue to identify areas for improvement within the program, influence future program planning, and enhance the capacity for evaluation. The evaluation plan will also serve as a guidance document for the program to report progress towards preventing the perpetration and victimization of sexual violence in Georgia to stakeholders and funders.

In addition to being used to improve program planning and refine program interventions, evaluation data will be used to identify and support new and continuing funding applications. Evaluation findings will also be presented in various formats in an effort to increase understanding of SVPP interventions and efforts in relation to addressing the primary prevention of sexual violence to policy makers, partners/stakeholders, individuals, families, and communities.

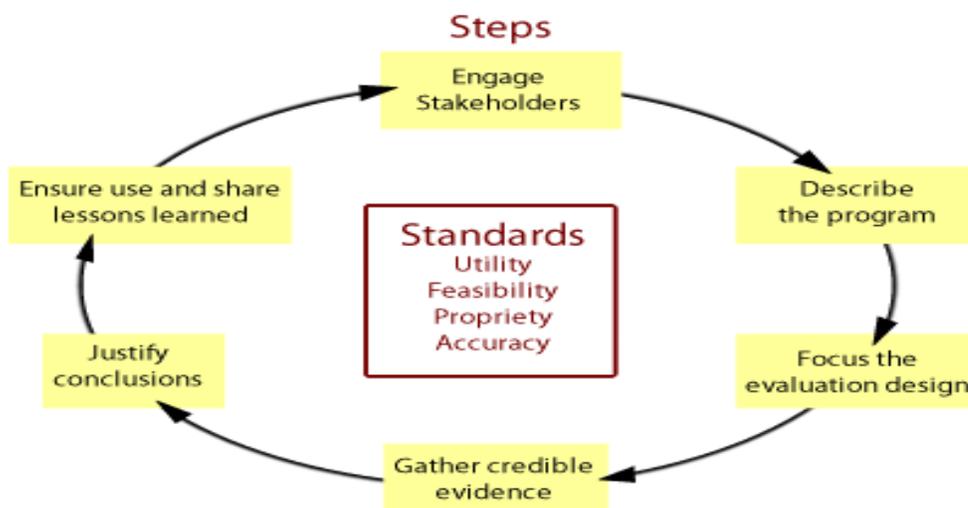
The strategic evaluation plan lays out the rationale, general content, scope, and sequence of the evaluations you plan to conduct during your cooperative agreement funding cycle. The plan is a living document and will be reviewed annually for updates and enhancements to account for changing program needs and the inclusion of new interventions. To facilitate this, an evaluation planning team of partners/stakeholders will be convened to prioritize evaluation activities, monitor implementation progress and discuss planned evaluation activities to ensure that the plan is aligned with the needs of the state SVPP program and stakeholders. Individual evaluation plans will be designed and implemented to assess prioritized activities.

Methods for Developing and Updating the Strategic Evaluation Plan

Stakeholders

Stakeholders and previously funded sites have had a long standing relationship with the ongoing sexual violence prevention efforts. They were engaged at various points during year one of the implementation phase and Ga-SVPP will continue to engage them and new stakeholders. CDC's "Framework for Program Evaluation in Public Health" (1999) will be used to guide the evaluation planning process.

Figure 2. Evaluation Framework



While an initial program description and program logic model were developed using a variety of program documents, new and existing partners and stakeholders will have an opportunity to provide insight and assist in the planning of the strategic evaluation plan. Individuals with an interest in learning more about evaluation or supporting the evaluation planning will be invited to become members of the Strategic Evaluation Planning Team. This team will include program staff and partners involved in various program or SVPP activities across the state. Table 2 outlines the various stakeholders' possible contribution and role in developing this plan as well as future evaluation plans.

This team will be responsible for-

- Designing, prioritizing, and implementing evaluation activities
- Communicating evaluation findings
- Reviewing, monitoring, and updating plan
- Interpreting evaluation findings based on their area of expertise in relation to the activities being evaluated.

Table 1. Evaluation Stakeholders

TITLE AND AFFILIATION	EVALUATION PLANNING ROLE	ROLE IN FUTURE EVALUATIONS
Epidemiologist, DPH	Planning, Reviewing	Planning, reviewing , Assist with updates to the plan, data collection
Youth Development Coordinator, Local Health District	Planning	Planning, Reviewing
Teen Representative	Planning	Planning, Reviewing, data collection
Program Evaluator, DPH	Facilitator, Author, Planning, Reviewing	Author, Planning, data collection, analysis
College Representative	Planning, Reviewing	Assist with updates to the plan, conduct evaluation activities, data collection
Parks & Recreation Representative	Planning, Reviewing	Assist with updates to the plan, conduct evaluation activities, data collection
Georgia Network to End Sexual Assault	Planning, Reviewing	Assist with updates to the plan, conduct evaluation activities, data collection
Prevention Educator, Rape Crisis Center	Planning, Reviewing	Assist with updates to the plan, conduct evaluation activities, data collection

Proposed Methods for Developing Strategic Plan

The program logic model, summary and activity profiles (**Appendix A**) were developed using available program documents and information provided by Ga-SVPP staff. Once the CDC Technical Advisor has reviewed all documents and the evaluation planning team is convened, the documents will be shared for review and finalized.

GA-SVPP will employ a systematic process to prioritize activities for evaluation. The prioritization process will help determine the importance and contributions of the proposed evaluation activities and those with the highest scores will be considered a high priority for evaluation.

After selecting priority candidates, 3-5 evaluation questions (process and outcome measures) will be developed for each activity. A detailed action plan including a timeline for reviewing the strategic and individual evaluation plans will be developed h.

Methods Used for Updating the Strategic Evaluation Plan

The strategic evaluation plan is considered a living document. The evaluation planning team will convene twice each year to review mid-year and year-end program progress. Formal updates to the plan will be discussed and evaluation prioritization revisited, if necessary.

Appendix A: Activity Profiles

**Rape Prevention and Education Program
(CDC-5UF2CE002408-02)**

Activity	Implementation of Sexual Violence Prevention Program (SVPP) Strategies including: <i>Safe Dates, Coaching Boys Into Men, Step Up Step In, and One in Four.</i>
Purpose	To increase the awareness of risk and protective factors that prevent first time perpetrators
Description	<p>1. <i>Safe Dates</i></p> <p><u>GA-SVPP</u> will:</p> <ul style="list-style-type: none"> • Award new contracts to partners who will implement legislative approved activities • Develop and implement evaluation plan <p><u>Contractors/Georgia Network to End Sexual Assault (GNESA)</u> will:</p> <ul style="list-style-type: none"> • Maintain <i>Safe Dates</i> curriculum to new service areas <p><u>GA-SVPP/GNESA</u> will:</p> <ul style="list-style-type: none"> • Cultivate and maintain prevention educator competency on <i>Safe Dates</i> curriculum <p><u>Contractors/GA-SVPP/GNESA</u> will:</p> <ul style="list-style-type: none"> • Expand relationships with community stakeholders that allows fidelity of the curriculum <p>2. <i>Step Up. Step In.</i></p> <p><u>GA-SVPP/GNESA</u> will:</p> <ul style="list-style-type: none"> • Award new contracts to partners who will implement awareness activities promoting anti sexual bullying message • Provide technical assistance for partners on <i>Step Up. Step In.</i> components and its role as a prevention strategy • Implement <i>Step Up. Step In.</i> through partnerships with at least 10 middle and high schools • Evaluate and report findings <p>3. <i>Coaching Boys Into Men</i></p> <p><u>GA-SVPP</u> will:</p> <ul style="list-style-type: none"> • Award new contracts to partners who will implement primary prevention activities • Conduct coaches clinics for participating partners on CBIM and its merit • Implement CBIM through partnerships with parks and recreation and high school athletic programs in at least 4 locations

	<ul style="list-style-type: none"> Evaluate and report findings <p>4. One In Four USA</p> <p><u>GA-SVPP</u> will:</p> <ul style="list-style-type: none"> Award new contracts to partners who will implement primary prevention activity Provide training for partners to implement primary prevention activities Implement <i>One in Four USA</i> in at least 3 schools Evaluate and report findings
Duration	Year 2
Partner Involvement	GNESA, Rape Crisis Centers, Athletic Programs, Parks and Recreation, Middle and High Schools, Colleges (with population of 15,000 or smaller)
Levels of Social Ecology Addressed	Individual, Relationship, Community, and Societal
Intended Outcomes	<ul style="list-style-type: none"> Increased number of RPE funded organizations utilizing the public health approach Increased number of RPE funded organizations incorporating effective prevention principles in their strategies Increased reach in the target population Increased participation of underserved populations Increased community awareness and engagement Changes in individual knowledge, attitudes and behaviors Changes in social norms Increased participation by diverse community stakeholders

Activity	Provision of Training and Technical Assistance to RPE-Funded Organizations on the Implementation of sexual violence prevention strategies
Purpose	To increase the capacity of the state and local communities to conduct sexual violence prevention programming
Description	<u>GA-SVPP</u> will conduct 2 trainings on sexual violence primary prevention topics based on identified needs of stakeholders
Duration	Year 2
Partner Involvement	GNESA, contractors
Levels of Social Ecology Addressed	Community, and Societal
Intended Outcomes	<ul style="list-style-type: none"> Training and Technical Assistance work plan reflects the identified needs of locally-funded programs Increased number of Sexual Violence Prevention Interventions implemented with fidelity Completion of 2 statewide trainings on SVPP

Activity	Build Program Evaluation Capacity
Purpose	To increase the use of evidence-based and evidence informing programming strategies to build capacity to evaluate sexual violence prevention programs.
Description	<u>GA-SVPP evaluator</u> will develop a detailed evaluation plan on the 4 planned prevention strategies.
Duration	Year 2
Levels of Social Ecology Addressed	Community, and Societal
Intended Outcomes	<ul style="list-style-type: none"> • Hire and retain a full time evaluator • Develop evaluation plan • Improved tracking and monitoring of Sexual Violence Prevention program changes and improvements

Activity	Participation in CDC Sponsored Program Support Activities
Purpose	Increase the capacity of the state and local communities to conduct sexual violence primary prevention programming
Description	In addition to filling in approved positions, <u>GA-SVPP</u> will participate in: <ul style="list-style-type: none"> • Annual RPE leadership training • E-learning opportunities • Monthly scheduled calls • Web conferences
Duration	Ongoing
Levels of Social Ecology Addressed	Community, and Societal
Partner Involvement	CDC
Intended Outcomes	<ul style="list-style-type: none"> • Improved infrastructure and capacity to conduct sexual violence prevention program