EXECUTIVE SUMMARY

DELTA FOCUS CASE STUDY
2018

Case Study Authors
Justin Carter, Rebecca Cline, Megan Crouch, Lori Jones & Sandra Ortega
The Ohio Domestic Violence Network (ODVN) offers its prevention story in this final case study report for the U.S. Centers for Disease Control and Prevention, Division of Violence Prevention and other interested parties. The case study highlights Ohio’s successes, challenges, and lessons learned over the past five years of DELTA FOCUS, the Domestic Violence Prevention Enhancements and Leadership Through Alliances, Focusing on Outcomes, Communities United with States Program funded by the CDC from March 2, 2013 – March 1, 2018. Our goal for sharing this case study is to contribute our lessons learned and practice-based evidence to the field of intimate partner violence primary prevention. We hope others pursuing similar approaches will learn from our successes and avoid the obstacles described herein.

Throughout this case study, the authors describe and discuss the following five prevention approaches that were refined during the five-year project period. The adaptations and refinement were based on process evaluation and lessons learned through implementation of the approaches.

**Approach One: Engaging Men in Primary Prevention of IPV**
**Approach Two: ODVN’s Campus Prevention Approach (Creating Safer Ohio Campuses)**
**Approach Three: Prevention Messaging: Social Media Marketing Strategy**
**Approach Four: Bystander Involvement in Prevention**
**Approach Five: Engaging Youth as the Next Generation of Leaders**

In the discussion of each of the above approaches, authors highlight requisite actions that transformed Ohio’s prevention practice over five years of DELTA FOCUS. These actions have shaped the development and implementation of the approaches presented in this case study. The five essential actions are:

- **Making prevention visible**
- **Evolving prevention practice as we learn from our work and adapt to contextual factors that impact our work**
- **Collaborating with key stakeholders and partner organizations**
- **Messaging prevention to diverse audiences**
- **Engaging men, campuses and faith-based communities to promote prevention**

This case study presents the history of the DELTA Program in Ohio in its multiple iterations from 2002 – 2013 and fully describes the processes and outcomes of DELTA FOCUS. Most importantly, we offer lessons learned from implementing and evaluating our five approaches. In each section, we discuss process and outcome evaluation questions and achievement of SMART objectives. In some cases, SMART objectives were attained and in others, they were not. However, despite small steps toward achievement of objectives, statewide progress has occurred within “the movement” and within the field. Preventing intimate partner and sexual violence is now visible and viewed as possible in our state.
Key Findings and Lessons Learned

Approach One: Engaging Men in Primary Prevention of IPV

The objective for Ohio’s engaging men work at the state level is to increase the percentage of men who promote healthy relationships/healthy masculinity within their spheres of influence from baseline by 25% through the end of the project in March 2018. The Engaging Men Approach includes 3 phases of implementation and evaluation.

✓ Strategic planning development
✓ Building the OHMAN Steering Committee
✓ Creating a training program to build allies for gender-based violence prevention

DELTA FOCUS OHMAN Activities

1) Administration of a statewide questionnaire to measure Ohio men’s KABBS & Social Norms on relationships & masculinity
2) Initiation of a 5-year strategic plan to build OHMAN’s infrastructure, visibility and membership
3) Delivery of a training institute to OHMAN members to increase participants’ KABBS related to becoming allies in promoting healthy relationships & shifting social norms that reduce risk factors & increase protective factors related to violence,
4) Identification & engagement of new partners to engage men in primary prevention of IPV

OHMAN Outcome Achievement

The percentage of men endorsing cultural norms that support healthy relationships measured 75% at post-test, which is a 13% increase over baseline measurement. Noticeable shifting of traditional gender norms by respondents occurred between baseline and post-test. One item in particular related to a woman taking her husband’s last name at marriage shifted quite a bit from pre to post-test. At post-test, a much higher percentage of male respondents selected the “not sure” response for that item than at pre-test.

OHMAN Lessons Learned

- Engaging men in IPV/SV prevention is hard work
- We must move beyond the “why” to the “how” and “what” men need to do as allies in preventing IPV/SV
- We must reconsider our co-facilitator training model pairs to be truly inclusive in our work
- It is essential that we develop specific, concrete asks for male allies
- Inviting local programs to participate in TNP training will promote local community engaging men efforts
Knox County Engaging Men Approach Results

Knox County implemented Coaching Boys into Men (CBiM) as a platform for engaging men in their community. Nine (9) coaches participated in CBiM training offered by New Directions. All of the coaches agreed to implement CBiM program cards in some form with male athletes, creating a potential reach of over 600 athletes per year. At pretest, only about 1/4th of the coaches endorsed CBiM concepts consistently with their teams. The coaches’ post-test scores demonstrated nearly a 60% increase in participants’ endorsement of reducing cultural norms that support aggression toward others and harmful norms around masculinity and femininity.

Knox County Engaging Men Lessons Learned

- **Build relationships with community partners to ensure engagement & follow through of program implementation**
- **Coaches need to feel comfortable discussing prevention topics before they can authentically implement the curriculum**
- **Consider implementing CBiM during the off season for athletes as coaches time is limited during season**
- **Expand participant recruitment to non-athletes**
- **CBiM curriculum materials need to be made readily available at low or no cost**
- **Successful program implementation requires adaption to the community (school) context**
- **Observing and practicing with a seasoned CBiM coach will build new implementers understanding of how the program should be put into practice**
- **Building coaches capacity and understanding of IPV and social justice through participation in The New Playbook will benefit them in implementing CBiM with their teams**
- **Sharing the importance of prevention work with community members will increase the potential for community sustainability**
- **Consider offering CBiM as a counterpart to community and school programs for empowering girls**
Approach Two: ODVN’s Campus Prevention Approach (Creating Safer Ohio Campuses)

Four (4) campuses participated in this DELTA FOCUS prevention approach implemented by ODVN. The approach included local domestic violence and sexual violence service providers as key partners to build and implement prevention and response programs on the campuses.

ODVN Campus Approach Results

The objective for this approach is to increase the percentage of faculty, staff, and student reports of feeling safe on campus by 10% by March 2018. Two process evaluation questions and four outcome evaluation questions guided the Ohio Campus Approach. At baseline, perception of safety from results of the campus climate survey item “I feel safe on this campus” was 84%. In 2017, the perception of safety results for the four campuses was 84.3%; edging up just .3% over the 2 year period.

ODVN Campus Approach Lessons Learned

- Develop a meeting schedule with the campuses and their local partners at the onset of the project as stakeholder meeting calendars fill up fast
- Readiness assessments require intensive capacity building with raters
- Be sure your evaluator is with you at meetings with campus stakeholders to address evaluation & data-related questions
- Institutional Review Boards (IRB) for human subjects protections are a required component of working with universities
- Creative and flexible data collection and facilitation tools are needed to engage university stakeholders in SV/IPV planning and implementation
- Maintain regular contact with campus partners so you are kept abreast of gender-based prevention activities they are implementing on campus
Approach 3: Prevention Messaging: Social Media Marketing Strategy

This approach included two distinct components. The first component focused on developing the infrastructure of the social media platform to support the second component—developing and disseminating content to shift social norms related to healthy relationships. The overarching evaluation question for the prevention messaging strategy is *Did Warren County experience a social norms shift that moves the prevailing norms to at least 12% stronger support of healthy relationships & intolerance of perpetration of violence against women?*

Prevention Messaging: Social Media Marketing Strategy SMART Objective Achievement

The objective for Warren County’s Social Media Marketing Campaign is to *increase the percent of community members that demonstrate positive social norms change based on marketing campaigns from 58% to 70% by March 2018.*

At baseline, just over half of the respondents agreed that relationship violence is a serious issue for Warren County. At follow-up, the percentage of respondents that agreed relationship violence is a serious issue in Warren County increased to 71%. Thus, Warren County met the SMART objective for the project period.

Prevention Messaging: Social Media Marketing Strategy Lessons Learned

- Test your website with potential users to ensure it is appealing to them
- Use every opportunity to create a buzz that increases interest about your website launch
- Include relevant, appealing visuals for your website to draw in users
- Conduct a cost comparison of advertising options to determine which options attract the demographic you are interested in engaging with your website
- Monitoring and understanding website analytics are invaluable to continued development of the website and prevention messaging
- Engage teens as advisors in developing messaging for teens
- Leverage partnerships to increase your social media reach and heighten the visibility of prevention in your community
Approach 4: Bystander Involvement in Prevention

Bystander Involvement Approach Outcome Achievement

Fourteen (14) Knox County organizations participated in the *See the Signs* program. The *See the Signs* Bystander Training evaluation results indicated 19.4% of the participants (n=206) decreased their endorsement of cultural norms that support aggression toward others. Although participants attitudes regarding victim blaming decreased 3.6%, this indicator was the most difficult to shift. Overall, 36.4% of the participants increased their confidence in intervening and their belief that they should intervene to prevent violence. The other measurement indicator, attitude about responsibility for keeping the community safe, also increased from pre to post-test. At the end of the training, 19.6% more of the participants believed they had a responsibility to keep their community safe.

The objective for the Knox County Bystander Approach was to decrease the percent of organizational employees who endorse cultural norms that support aggression toward others from 50% to 10% by March 2018. Overall, Knox County did not achieve the SMART objective for this approach. However, endorsement of cultural norms that support aggression by participants decreased almost twenty percent between pre and post-test.

Bystander Involvement Approach Lessons Learned

- Create and distribute prevention information brochures to build prevention visibility in the community
- Prior to scheduling training, set up an initial meeting with the business to get to know the employees and understand their ideas regarding gender-based violence
- Most training participants do not have basic understanding of domestic and sexual violence prevention, so training must be adapted to meet them where they are in their understanding first before expecting participants to build their bystander skills
- While volunteers can provide entre to potential training participants, program staff must facilitate the *See the Signs* training
- When working in faith communities, training facilitators must adapt the materials to include a thorough discussion about economic abuse
- More work needs to be done to shift public perception regarding victim/survivor responsibility for abuse
Approach 5: Engaging Youth as the Next Generation of Leaders

Warren County Engaging Youth Approach SMART Objective Achievement

The objective for the Warren County TAC strategy is *increase the percent of healthy relationship promotion within the Teen Alliance Council member’s spheres of influence from 55% to 70% by March 2018*. Over the course of the DELTA FOCUS project, TAC members had the opportunity to participate in at least eight (8) teen-led activities per year. The majority of the activities focused on building their leadership skills in primary prevention and messaging related to primary prevention and healthy relationships. The TAC members’ baseline measure for the objective was 55% based on a pre-test evaluation that included ten (10) items. The post-test evaluation indicated that 90% of TAC members increased confidence in promoting healthy relationships within their peer networks and 100% had the opportunities to do so. Therefore, Warren County achieved this objective.

Warren County Engaging Youth Approach Lessons Learned

- Start recruitment during freshman year to increase retention of TAC members
- Finding a time that fits teens’ school schedule requires flexibility from project staff
- Partnering with ATOD or other community partners will expand TAC membership reach and resources
- Partnerships can build capacity and visibility of prevention efforts
- TAC membership builds sustainable leadership skills in youth that can be life-changing and further their primary prevention efforts into adulthood
- Use youth feedback to guide modifications for youth-led approaches
- Engage youth during summer months in CCR meetings to share program updates with the adult leadership members
- Use technology to share information between TAC and CCR members
Knox County Engaging Youth Approach

Knox County Engaging Youth Approach Outcome Achievement

The TAC youth consistently demonstrated an increase in self-efficacy to be champions for primary prevention in their schools and communities. During the first 6 months of the reporting period for year 5 of DELTA FOCUS, 52.3% of TAC members exhibited confidence in their knowledge, attitudes, behaviors, beliefs, and skills (KABBS) related to primary prevention. At post-test, 67% of the TAC members had completed bystander intervention training to increase their skills. In the retrospective pre/post section of the evaluation, TAC members were asked to reflect on eight (8) KABBS items before their participation in TAC and then as a result of their TAC membership. On pre-TAC items only 28.4% of the participants responded positively that they had primary prevention KABBS to be leaders in promoting healthy relationships in their schools and communities.

At post-test (because of their participation in TAC), 91% of TAC members believed they have primary prevention KABBS to be leaders in promoting healthy relationships in their schools and communities. This change demonstrates a 62% increase in participants’ KABBS during their participation in TAC.

Knox County Engaging Youth Approach SMART Objective Achievement

The objective for the engaging youth strategy is to increase the percent of knowledge, attitude, beliefs, behaviors and skills of TAC members from 50% to 85% by 2018. The outcome for the TAC strategy was 91% based on the retrospective pre/post results. Therefore, Knox County met their SMART objective.

Knox County Engaging Youth Approach Lessons Learned

- Community partnerships are invaluable to successful growth and implementation of youth approaches
- Working in partnerships focused on youth-led efforts strengthens the community of prevention practice
- Building upon existing relationships and networks will move prevention work into the community
- Engage youth in developing evaluation measurement tools that are activity-based and can be used for multiple purposes
It is with great pride that we, the prevention staff and consultants of the Ohio Domestic Violence Network, the Abuse and Rape Crisis Shelter of Warren County, and New Directions of Knox County offer this case study. Collectively, we look forward to the day when, similar to the smoking cessation movement, we look back and are able to say with conviction, “The public health approach to preventing IPV has clearly made a difference.” In Ohio, DELTA FOCUS has created an opportunity to strengthen our prevention community of practice and our understanding of how to implement and measure prevention approaches. Our intent for sharing this case study is to help others embarking on similar journeys to learn from our travels on the pathway to prevention.

Below are the names and agencies of our highly esteemed DELTA FOCUS Leadership Team who contributed to moving Ohio’s prevention efforts forward.

- Rosa Beltre’, Ohio Alliance to End Sexual Violence
- Lynn Bilal, Ohio Alliance to End Sexual Violence
- Justin Carter, Ohio Domestic Violence Network
- Rebecca Cline, Ohio Domestic Violence Network
- Jane Conn, Abuse and Rape Crisis Shelter of Warren County
- Valerie Connolly-Leach, Ohio Department of Mental Health and Addiction Services
- Megan Crouch, Violence Free Coalition of Warren County
- Diego Espino, Planned Parenthood of Greater Ohio
- Gary Heath, Ohio Department of Public Safety, Criminal Justice Services
- Matthew Hellman, New Directions Shelter of Knox County
- Jane Hoyt-Oliver, Malone University
- Jill Jackson, Ohio Department of Education
- Steve Killpack, Healthy Fathering Collaborative of Northeast Ohio
- Beth Malchus, Ohio Department of Health
- Tammy Marinis, Paul Mitchell the School
- Kendra Massey, Women Helping Women
- Julianna Nemeth, The Ohio State University
- Nancy Neylon, Ohio Domestic Violence Network
- Sandra Ortega, Sandra Ortega Consulting
- Melody Scott, Malone University
- Debra Seltzer, Ohio Department of Health
- Stephanie Smith-Bowman, Deaf Phoenix
- Susan Wismar, Sexual Assault Resource Network of Central Ohio (SARNCO)

The leadership team wishes to acknowledge the contributions of New Directions’ Executive Director, Mary Hendrickson who passed away unexpectedly on June 7, 2014.

To link to the full DELTA FOCUS Case Study click here: