

From Awareness to Action: The continuum of outcome types

Intimate partner violence (IPV) and sexual violence (SV) prevention programs aim to impact many different kinds of outcomes from the individual to the societal level of the social ecology. Effective primary prevention strategies typically address awareness and knowledge of IPV/SV, but also aim to affect real changes in behavior, skills, policies, and environmental conditions. The table below illustrates different types of outcomes and how they align with levels of the social ecology.

Level of Social Ecology	Individual and Relationship							Community and Society	
	Awareness	Knowledge	Attitudes, values, beliefs	Skills, competence, abilities	Behavioral intentions	Behaviors, actions	Status, condition	Capacity development, infrastructure, networks, media, events	Policies, environmental conditions, norms, sanctions
Outcome Examples	Participants are aware of local resources for rape victim/survivors ¹ Parents are aware of the signs of cyber-abuse	Students can identify characteristics of sexual harassment Students can identify characteristics of a healthy relationship	Participants support gender equality Students care about how their actions affect others	Participants demonstrate communication skills Parents feel confident in their ability to discuss relationship skills with their children	Students plan to intervene the next time they witness unhealthy relationships at their school Trainees plan to implement the teen dating violence prevention curriculum	Bystanders intervened to stop verbal harassment in the school hallway Parents talked to their children about staying safe online	Prevalence of IPV in a community High school graduation rate	School districts agree to implement Second Step (sign MOU) Local media cover Teen Dating Violence Awareness events	Coalition members advocate for legislative action Strong community sanctions against intimate partner violence and sexual violence
Evaluation Tool Examples	Pre/Post-test survey	Short answer or multiple choice "quiz" Pre/post-test survey	Focus group Survey	Role play observation Post-test survey	Pre/Post-test survey, pledge Post-training follow-up interview	Observation Follow-up survey	Survey Administrative data	Memorandum of Understanding (MOU) tracking log Media coverage log	Legislative advocacy tracking Document review of institutional policies and laws

Reference: *Process and Outcome Evaluation*, DELTA webinar presentation by Emily Rothman, 2009.

¹ Not an outcome for primary prevention, but often included in IPV/SV prevention programs.