

## Addressing Sexual Violence: Changing Attitudes, Changing Lives Evaluation Report

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On June 23 and 24, 2011, one hundred and fifty stakeholders from the Violence Against Women sector gathered at a bilingual forum in Toronto. This forum was hosted by Action ontarienne contre la violence faite aux femmes (AOCVF), and the Ontario Coalition of Rape Crisis Centres (OCRCC) and was coordinated by the Centre for Research & Education on Violence against Women and Children. Funding for this event was provided by the Government of Ontario through the Ontario Women’s Directorate. Participants represented both French and English language service agencies and sexual assault services from across Ontario.

Forum participants were invited to examine sexual violence public education campaigns from Ontario and other jurisdictions; to share expertise on innovative and effective ways to educate others about sexual violence and preventing sexual violence; and to work towards identifying approaches that will work best in Ontario.

Tools were created to assist the participants in evaluating social marketing campaigns. These tools were developed by Dr. Lori Haskell and made available in advance to forum participants on the forum website ([www.sexualviolenceforum.ca](http://www.sexualviolenceforum.ca)) and in print at the forum. These tools included the document “Key Best Practices for Effective Sexual Violence Public Education Campaigns: A Summary” and “Checklist for Effective Sexual Violence Public Education Campaigns.” The best practices report identifies best practices in public education campaigns and highlights what we can learn from effective social marketing when designing sexual violence public education campaigns. The checklist identifies key elements of effective sexual violence public education campaigns (framing the issue; effective social marketing; applying social norms theory; engaging bystanders; campaign message considerations; identifying a campaign messenger) and lists elements for consideration identifying best practices and less effective approaches. Dr. Haskell delivered a plenary presentation where she discussed the principles of effective sexual violence prevention work.

Sexual violence public education campaigns from across Canada and the United States were presented in workshops. Participants were invited to select two of the following five workshop topics:

- Campaigns that support women
- Campaigns about consent
- Campaigns that involve bystanders
- Campaigns that teach boys and men
- Campaigns that address human trafficking

Participants were asked to critically evaluate the workshops based on the Checklist for Effective Sexual Violence Public Education campaigns. The agenda for the forum including a listing of the workshop presentations as well as the checklist documents is available at [www.sexualviolenceforum.ca](http://www.sexualviolenceforum.ca).

On the second day of the forum participants discussed what they had learned over the previous two days in English and French speaking roundtables. Participants were invited to choose one of the workshop topics they had attended the previous day and contribute to a guided discussion. Participants were asked to provide input on the following questions:

- What are your initial comments on the campaigns you heard about yesterday, related to your table's issue/topic (e.g. campaigns on consent, campaigns that support women; campaigns that involve bystanders, campaigns that teach boys and men, campaigns that address human trafficking?)
- Using your completed simplified checklist, for the campaigns you heard about yesterday, together with your own expertise:
  - A) How should the campaign be framed?
  - B) How is the link between sexual violence and gender inequality made for your table's issue/topic?
  - C) What new social norms are needed for your table's issue/topic?
  - D) What are the key messages about your topic that need to be included in a public education campaign for your table's issue/topic?

- E) What would be the key elements (e.g. posters, social media, website) of such a campaign for your table's issue/topic?
- F) Who should the messenger be for your table's issue/topic?

## Results achieved as of June 2011

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The results of these French and English roundtable discussions have been encapsulated in the **Addressing Sexual Violence: Changing Attitudes, Changing Lives Public Education Forum Report**.

There were 73 completed evaluation reports received from forum participants. Participants responded to questions on Educational Outcomes, Content, Presenters, and the Facility. They were also asked to give an over-all rating for the conference. All questions used the following Likert scale: 1 (strongly disagree); 2 (disagree); 3 (neither); 4 (agree); 5 (strongly agree).

### *Educational Outcomes*

Participants were asked about the tools created by Dr. Lori Haskell and about the roundtable discussions they participated in at the end of the second day of the conference. The following results capture what they reported learning and their satisfaction with the roundtable discussions.

1. *Creation and distribution of effective social marketing prevention tools:*
  - i. Key Best Practices for Effective Sexual Violence Public Education Campaigns: A Summary
  - ii. Checklist for Effective Sexual Violence Public Education; and
  - iii. Simplified Checklist for Effective Sexual Violence Public Education.
- 73% of participants stated that the tools developed for the conference equipped them to recognize effective campaigns and initiatives.

2. *An increased understanding of what makes public education campaigns effective:*
  - 91% of participants stated that as a result of the tools they had an increased understanding of what makes public education campaigns effective.
3. *Better equipped to develop effective prevention campaigns or initiatives:*
  - 81% of participants stated that they were better equipped to develop effective prevention campaigns or initiatives.
4. *The roundtable discussions were an effective way to evaluate the campaigns:*
  - 63% of participants stated that the roundtable discussions were an effective way to evaluate the campaigns.

### ***Presenters***

Twenty presentations were offered during the forum. There were three plenary presentations and seventeen presentations offered through workshops. Participants selected two of five workshop topics.

1. *The presenters were well prepared and knowledgeable:*
  - 95% of participants stated that the presenters were well prepared and knowledgeable.
2. *The presenters allowed time for discussion:*
  - 41% of participants stated that the presenters allowed time for discussion. 22% were neutral on the question of whether or not there was enough time for discussion.

### ***Forum Content***

Each participant chose to attend two workshops out of a total of five. Each workshop had three or four presenters.

1. *Content of conference was arranged so that it was conducive to learning:*

- 74% of participants stated that the forum was organized in a way that was conducive to their learning.
2. *Content of conference was consistent with its description:*
    - 85% of participants stated that the content presented was consistent with the description provided.
  3. *Content extended knowledge of this topic:*
    - 82% of participants stated that the content extended their knowledge of sexual violence prevention.

### *Facility*

The forum was held at the Delta Airport Hotel. Choices of venues were restricted because the forum coincided with Pride Week in Toronto.

1. *Physical comfort of the venue:*
  - 80% of participants stated that the venue was comfortable for them.
2. *Appropriate length and pace of the forum:*
  - 73% of participants stated that the length and pace of the forum were appropriate.
3. *Atmosphere of the forum:*
  - 93% of participants stated that the atmosphere of the forum was positive.
4. *Adequate audio-visual supplies*
  - 72% of participants stated that the audio/visual services were adequate.

## *Overall Impressions*

In addition to rating specific aspects of the forum, participants were asked to rate their general satisfaction with the experience of participating in this event.

### *1. Organization of the forum*

- 88% of participants indicated that the forum was well organized.

## *Lessons Learned*

Participants felt that it would have been more helpful to have received the checklist and guidelines developed by Dr. Lori Haskell in advance. They also indicated that there was not enough time to test the tools developed by Dr. Haskell at the forum.

Feedback from participants indicated that participants would have liked the opportunity to hear all of the presentations instead of being limited to selecting two of five topics.

Some people would have liked to receive the presentations on data sticks to take home. All presentations have been made on the forum website at [www.sexualviolenceforum.ca](http://www.sexualviolenceforum.ca) and [www.forumviolenceacaracteresexuel.ca/](http://www.forumviolenceacaracteresexuel.ca/).

Many participants stated that they did not feel there was enough time for discussion. Having fewer presentations in each workshop would have allowed for more discussion time.

Some participants felt that everyone at the forum would have benefited from the input of survivors regarding the campaigns presented. There was concern expressed that the forum did not include enough French language speakers, Aboriginal/Indigenous women, immigrants and visible minorities.

This was a bilingual forum. Participants were given headsets at registration which allowed participants to hear simultaneous translation of all workshops and presentations at the conference. All written materials were provided in French and English. In addition, some of the

PowerPoint presentations were translated and as much as possible made available simultaneously on projection screens in French and English in each workshop.

Time constraints for the conference led to difficulties receiving presentations in a timely manner from speakers so that they could be properly translated and then converted back into PowerPoint presentations. As a result some French and English presentations were not synchronized and participants were dissatisfied with the quality of the translation offered in the presentations. Participants also indicated that the quality of written translation was inadequate in some documents, in particular biographies of speakers. At times the quality of the simultaneous translation was inconsistent and preferred terminology was not always used.

Time constraints also impeded efforts to engage French speaking key note speakers and presenters who could share best practices and examples of work from francophone campaigns.

Many appreciated the efforts made to make the forum bilingual. Lessons learned from this forum will set higher standards for future bilingual events.

Participants were appreciative of the funding provided for the event and the financial assistance to attend the event.

Overall, participants were pleased with the forum. Comments included “thank you for creating such a positive event” and “thank you for organizing such a wonderful event.”