

Key Areas for Change

When evaluating the effectiveness of your CAT's campaign, it is helpful to examine all of the key areas where your campaign can effect positive change. These key areas are listed below along with some data sources, or tools to assist in measuring change.

1. Individual Change

Creating change in individuals is generally the goal of all action efforts, but how do you know whether the behavior has actually changed?

Example: Has the campaign brought about greater awareness of the problem? Reduced undesirable behavior? Increased pro-social behavior?

Data Sources: Surveys, interviews, notes, observations, official data, listening to voices (letters to editors or other voices speaking up in the community, with or without your input).

2. Community Mobilization/Grassroots Action

Example: To what extent has the community taken part in the campaign? On what level (participants, planners, recipients)? What have the results of these actions been on a basic level (number of people involved, numbers recruited, perception from media, others in community)? Consider the power of impact (e.g., it is possible that having twenty people show up could have a limited impact in one situation, whereas having five people show up might have a huge impact in another situation). Be prepared to detect the level of power each group has to impact their environment.

Data Sources: Counts of participants, categories, debriefing notes, opinions of community leaders or key participants in campaign.

3. Educating Providers

Example: If your campaign has provided for some training components to raise awareness and skills among providers, how many have taken place? Who has taken the training? What is the feedback with regard to the training? How have the providers translated this training into practice?

Data Sources: Pre-/post-survey of training sessions, formal/informal discussions, and follow-up interviews with participants.

4. Collaboration with Other Community Agencies

Example: Have other agencies approached yours, or has your organization linked with other groups, resulting in collaborative efforts focused on preventing domestic violence?

Data Sources: Counts of meetings and number/types of agencies involved; meeting minutes, letters, memos or other documentation that describe strategies developed; follow-up on strategies attempted and completed, what agencies or groups were involved, and assessment of that involvement.

5. Organizational Practices

Example: Have any institutionalized norms changed as a result of your campaign?

Data Sources: Includes any official documentation—new rules, new guidelines—but can also include discussions and informal/formal interviews with staff (e.g., more teachers show interest or ask about a school-site program for preventing dating violence).

6. Laws and Policies

Example: Has any agency implemented a new policy or have any new laws been enacted as a result of your campaign?

Data Sources: The best is a new written policy. Also useful would be notes from meetings with agency managers/leaders where discussion of new policy or need for one are addressed. Or a narrative (written account) of examples of changes in behavior by the agency that suggest a new policy is being applied, even if it is not written down someplace.