

# COMMUNITY DATA COLLECTION GUIDE

🇺🇸 SVPP EVALUATION

2024

WCCC

SPEAK UP. HELP OUT.



# TEXAS RAPE PREVENTION & EDUCATION

## COMMUNITY DATA COLLECTION GUIDE

The Texas Rape Prevention and Education (RPE) program will collect data about individuals and the community through a Community Survey.

Each grantee is required to distribute the Community Survey to all individuals participating in RPE programming and make it available to the wider community, as appropriate. Grantees are encouraged to engage program participants in survey distribution. The purpose of the survey is to collect the population of focus's individual experiences and their perceptions of the status of Texas selected risk and protective factors within their specific community. This data collection guide provides detailed instructions regarding grantee responsibilities pertaining to the Community Survey.

### BACKGROUND

At the beginning of FY20, planned Texas RPE state-level evaluation efforts consisted of (1) paper-based Participant Pre-Tests and Post-Tests, (2) a biannual community survey distributed by grantees to collect community-level data and (3) resources for an optional youth-led poll. However, the COVID-19 pandemic made some plans and timelines unfeasible. In their place, an anonymous Community Survey and Participant Focus Groups were designed to take the place of the original data collection efforts. The first survey was conducted in 2021. Findings from this survey now serve as a baseline for comparisons with subsequent surveys. Texas RPE plans to conduct community surveys in the 2nd and 4th year of each grant cycle. It is expected that 3 years is sufficient time to observe community level changes in sexual violence prevention.

### INTEGRATION OF IMPLEMENTER FEEDBACK

The evaluation team hosted three optional focus groups with grantees and one focus group with the training and technical assistance (T/TA) providers to discuss community data collection, identify expected challenges, and gather insight on how to mitigate them. In total, twelve implementers and three T/TA providers participated in the focus groups. The following themes in bold text emerged from the focus groups. The accompanying narrative explains how the feedback was integrated into data collection efforts.

- **Survey should be distributed and conducted online.** The survey is conducted 100% online using Qualtrics survey software. The survey has been optimized for computer and mobile device formats. Electronic and print recruitment materials will be provided to grantees.

- Make it fun for youth. We recognize that asking youth to take a long survey is not the most fun activity; however, we have tried to engage youth in meaningful ways and will work to communicate the benefit their feedback has in their community. Nationwide we are seeing youth step up and advocate for change. Our youth are capable, and we can provide opportunities to elevate their voices.
  - **Utilize social media platforms, particularly Instagram.** The media guide provides multiple recruitment materials for the social media platforms mentioned in the focus groups. Instagram and Snapchat materials are particularly geared toward youth while the Facebook materials are made to appeal to adults.
  - **Incentivize youth to participate.** Unfortunately, we are not able to monetarily incentivize youth to participate because of grant funding restrictions. If local grantees are able to incentivize participants (with non-grant funds) then careful consideration should be given to protect respondent anonymity. For instance, if you only have a small number of people participate, and they all submit their name for a raffle after they participate then although we wouldn't know exactly how each person answered each question, their responses are no longer completely anonymous.
- **Be mindful of content to ensure palatability to all involved gatekeepers.** The evaluation team has considered this in the development of the survey questions. The survey is focused on the respondent's feeling, actions, and perceptions; not knowledge-based questions about what they may have learned in programming. Also, because the survey is collected online, anonymous, and a respondent may skip any question they do not want to answer, gatekeepers can rest assured that the respondent's confidentiality and privacy are protected.

## COMMUNITY SURVEY

### SURVEY DESIGN

The Community Survey is designed to measure the following risk and protective factors, as well as environmental and community change that result from strategies:

- general aggressiveness and acceptance of violence,
- general tolerance of sexual violence within the community,
- societal norms that support sexual violence,
- connection to a caring adult,
- emotional health and connectedness,
- empathy and concern for how one's actions affects others, and
- community support and connectedness.

The survey is anonymous and will not collect any personally identifying information about the respondent. Select demographic questions such as gender, age, race, zip code, and participation in RPE programs will be collected to ascertain key details about the respondent. Although all respondents are welcome, a particular emphasis will be put on collecting data from members of the Texas RPE population of focus (youth aged 11 to 24 years, their adult influencers, and college/university students).

The survey will be administered online via Qualtrics survey software once every two years, beginning in Spring 2021 then reoccurring biannually thereafter pending contract approval. The Texas A&M evaluation team will create the online survey, distribute the survey link and accompanying recruitment materials to RPE grantees, analyze submitted data, and create a state-level report that will be made available to all RPE grantees.

## YOUTH INVOLVEMENT

Youth are encouraged to be an integral part of this process! Potential ways for youth to participate include, but are not limited to:

- Generate ideas for how the survey can be distributed
- Share recruitment materials on social media
- Host a competition a social media post design competition

## PARTICIPANT'S RIGHTS

Respect for the participant is the cornerstone of ethical program evaluation, including providing clear details on anonymity, confidentiality, consent, and voluntary participation. All actions should uphold these standards.

**Anonymity & Confidentiality-** Even though community survey responses are anonymous, special considerations to the conditions under which the survey is administered must be observed to preserve both respondent privacy and confidentiality of responses. If administered to multiple participants in one room, ensure that the configuration prevents anyone from observing how another respondent is answering the questions. Communicate to participants that their responses will be anonymous, and that program staff will not have access to what is submitted electronically.

**Consent** - Consent is a voluntary agreement to participate in the evaluation. All participants must understand what the evaluation is about and what they are being asked to do. Written consent for the Community Survey is unnecessary due to the nature of this evaluation; data will only be used for program evaluation purposes and therefore is not considered human subjects research. By taking the survey, respondents are consenting for their data to be used for program evaluation purposes.

**Voluntary Participation** - Participants should not be forced to complete a survey. Instead program staff may stress the value of evaluation for program improvement. Participants are free to leave the survey blank or not answer individual questions. Their involvement in or withdrawal from the evaluation must not impact the programming they receive or their relationship with program staff.

## **SURVEY DISTRIBUTION REQUIREMENTS**

RPE grantees are responsible for distributing materials provided by the evaluation team to their program participants, as well as making it available to their broader community via existing communication channels. Once again, engaging youth in this effort is encouraged. If a grantee is not currently engaging youth then at minimum the Primary Prevention Coordinator (or other identified staff member) is asked to distribute the survey to the youth currently enrolled in programming, as well as any existing partner/contact lists or communication channels (e.g., social media) their agency maintains.

### **Distribution support and materials**

A media guide will be made available to all grantees. The guide will include social media marketing materials for Instagram, Snapchat, and Facebook; email templates; and survey links and QR codes for grantees to be able to design their own materials, if desired.

# SURVEY QUESTIONS



## APPENDIX 1. COMMUNITY SURVEY QUESTIONS

*The link to take the survey in Spanish is at the top of the welcome page.*

Enter your zip code: (numerical entry)

If you have an affiliation with a crisis center in Texas, please select them from the list below.

Advocacy Center for Crime Victims and Children (1) Bastrop County Women's Shelter, Inc. (2) Center Against Sexual and Family Violence, Inc. (3) Dallas Area Rape Crisis Center (4) Family Ties Family Resource Services (5) Friendship of Women, Inc. (6) Grayson County Women's Crisis Line, Inc. (7) Hays County Women's Center, Inc. (8) Highland Lakes Family Crisis Center, Inc. (9) Houston Area Women's Center, Inc. (10) Lubbock Rape Crisis Center (11) Regional Crime Victim Crisis Center (12) Resource and Crisis Center of Galveston County, Texas, Inc. (13) Serving Children and Adults in Need, Inc. (14) The Bridge Over Troubled Waters, Inc. (15) Williamson County Crisis Center (16) Women's Center of East Texas, Inc. (17) Women's Shelter of South Texas (18)

Are you currently a student (including college)? (Yes/No)

If yes. What grade are you in? (6th – 8th grade, 9th – 12th grade, College)

For college students only. What is your age range? (17 years old or younger, 18 – 24 years of age, 25 – 29 years of age, 30 – 34 years of age, 35 – 39 years of age, 40 – 44 years of age, 45 – 49 years of age, 50 years of age or older)

If no. What is your age range? (12 years of age or younger, 13 – 17 years of age, 18 – 24 years of age, 25 – 29 years of age, 30 – 39 years of age, 40 – 49 years of age, 50 – 59 years of age, 60 – 69 years of age, 70 years of age or older)

For all students and any non-students 24 years of age or younger. Have you participated or are you currently participating in any of the following programs? Check all that apply. (Be Strong, Bringing in the Bystander, Close to Home, Coaching Boys into Men, Live Respect, Mentors in Violence Prevention – MVP Strategies, Second Step, #HealthyRelationshipGoals, No, I have not participated in any of the listed programs)

I feel good about myself. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I care about other people. (Strongly Disagree, Disagree, Agree, Strongly Agree)

For youth only (24 years of age or younger). There is an adult in my life who gives help and support when I need it. (Strongly Disagree, Disagree, Agree, Strongly Agree)

For adults only (25 years of age or older). "I give help and support to youth in my life when they need it" (Strongly Disagree, Disagree, Agree, Strongly Agree)

For youth only. I would find someone (adult or friend) if I need help solving a problem. (Strongly Disagree, Disagree, Agree, Strongly Agree) –

For adults only. I would find someone if I need help solving a problem. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I take responsibility for my actions. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I worry or stress out a lot. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I am often unhappy, depressed, or tearful. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I get very angry and often lose my temper. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I use verbal threats to help me get my way or prove my point. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I use physical force to help me get my way or prove my point. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I have someone I can talk to about ways to help me control my emotions. (Strongly Disagree, Disagree, Agree, Strongly Agree)

My community is a safe place to live. (Strongly Disagree, Disagree, Agree, Strongly Agree)

My community is strongly connected. (Strongly Disagree, Disagree, Agree, Strongly Agree)

People in my community care about each other. (Strongly Disagree, Disagree, Agree, Strongly Agree)

People in my community help each other out when someone needs it. (Strongly Disagree, Disagree, Agree, Strongly Agree)

People in my community take responsibility for their actions. (Strongly Disagree, Disagree, Agree, Strongly Agree)



People in my community are interested in community and world problems. (Strongly Disagree, Disagree, Agree, Strongly Agree)

If Agree or Strongly Agree selected. I believe people in my community are involved in solving world problems. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I feel a strong connection to my community. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I look for opportunities to help others in my community. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I am interested in community and world problems. (Strongly Disagree, Disagree, Agree, Strongly Agree)

Sexual harassment is normal. (Strongly Disagree, Disagree, Agree, Strongly Agree)

Sexual Assault is never the fault of the victim (Strongly Disagree, Disagree, Agree, Strongly Agree)

Physical violence is an acceptable way to resolve conflict in a relationship. (Strongly Disagree, Disagree, Agree, Strongly Agree)

It is acceptable to use physical force to help get your way or prove your point. (Strongly Disagree, Disagree, Agree, Strongly Agree)

It is acceptable to use verbal threats to help get your way or prove your point. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I can respect a person who backs down from a fight. (Strongly Disagree, Disagree, Agree, Strongly Agree)

If a girl/woman is raped, she is usually to blame for putting herself in that situation. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I don't think sexual violence is a problem in my community. (Strongly Disagree, Disagree, Agree, Strongly Agree)

I don't think there is much I can do about sexual violence in my community. (Strongly Disagree, Disagree, Agree, Strongly Agree)

There isn't much need for me to think about sexual violence in my community. (Strongly Disagree, Disagree, Agree, Strongly Agree)

In the past 12 months, how much effort have you seen your community put into preventing or responding to sexual violence? (No effort, A little effort, Some effort, A lot of effort)

If a little, some or a lot is selected. Please provide examples of community efforts to prevent or respond to sexual violence. (open ended)

In the past 12 months, how much change have you seen in your community regarding sexual violence prevention? (A lot of negative change, Some negative change, No change, Some positive change, A lot of positive change)

If anything but No Change is selected. Please provide examples of changes you've seen in your community regarding sexual violence prevention. (open ended)

In the past 12 months, how much effort have you seen your community put into strengthening leadership and opportunities for girls? (No effort, A little effort, Some effort, A lot of effort)

If a little, some or a lot is selected. Please provide examples of community efforts to strengthen leadership and opportunities for girls. (open ended)

In the past 12 months, how much change have you seen in your community regarding strengthening leadership and opportunities for girls? (A lot of negative change, Some negative change, No change, Some positive change, A lot of positive change)

If anything but No Change is selected. Please provide examples of changes you've seen in your community regarding strengthening leadership and opportunities for girls. (open ended)

In the past 12 months, how much effort have you seen your community put into mobilizing men and boys to prevent sexual violence? (No effort, A little effort, Some effort, A lot of effort)

If a little, some or a lot is selected. Please provide examples of community efforts to mobilize men and boys to prevent sexual violence. (open ended)

In the past 12 months, how much change have you seen in your community regarding mobilizing men and boys to prevent sexual violence? (A lot of negative change, Some negative change, No change, Some positive change, A lot of positive change)

If anything but No Change is selected. Please provide examples of changes you've seen in your community regarding mobilize men and boys to prevent sexual violence. (open ended)

In the past 12 months, how much effort have you seen your community put into engaging individuals to promote social norms and provide leadership around preventing sexual violence (bystander approaches)? (No effort, A little effort, Some effort, A lot of effort)

If a little, some or a lot is selected. Please provide examples of community efforts to engage individuals to promote social norms and provide leadership around preventing sexual violence (bystander approaches). (open ended)

In the past 12 months, how much change have you seen in your community regarding engaging individuals to promote social norms and provide leadership around preventing sexual violence (bystander approaches)? (A lot of negative change, Some negative change, No change, Some positive change, A lot of positive change)

If anything but No Change is selected. Please provide examples of changes you've seen in your community regarding engaging individuals to promote social norms and provide leadership around preventing sexual violence (bystander approaches). (open ended)

Is there anything you would like to tell us about sexual violence prevention or response efforts in your community?

What is your race? Check all that apply. (American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, White)

Enter your gender: (text entry)

# MEDIA MATERIALS



## APPENDIX 2. MEDIA MATERIALS

Each SAPCS-Federal grantee is required to distribute the Sexual Violence Primary Prevention (SVPP) Community Survey to all individuals participating in SAPCS-Federal programming and make it available to the wider community, as appropriate. Grantees are encouraged to engage program participants in survey distribution. Any Texas resident can take the SVPP Community Survey, even if they are not past or present SAPCS-Federal/RPE/SVPP program participants. All answers are anonymous and survey completion is voluntary. This appendix provides an overview of the optional materials grantees may choose to use to distribute the survey through multiple communication channels. Materials are designed to reach a wide array of audiences; grantees may choose which materials are appropriate for their community.

The following media materials have been created:

- Email Template (2)
- Flyers (7)
- Social Media
  - Facebook (5)
  - Other Social Media (Instagram, Snapchat, etc.) (9)
- Information for you to make your own posts, if desired
  - QR Code to Survey
  - Bit.ly link

Many materials are available in both English and Spanish. If there is an image you would like to use and a Spanish version is not currently available for it please contact the evaluation team and it will be created and sent to you:

<https://evalsvpptx.com/contact/>.

Most information will be linked through the QR code given or by the link to the survey itself. It is important that the description of the social media post or accompanying information have a direct link to the survey and participants understand that there is minimal risk when taking the survey.

**The images in this appendix have been resized to fit within the document. Visit the SVPP Evaluation website to download the media you want to use in the correction proportions: <https://evalsvpptx.com/set/>.**

# SENDER LOGO/INFORMATION HERE

Dear SENDER member,

We stand alongside sexual violence survivors and strive to protect our community from acts of sexual violence.

The Sexual Violence Primary Prevention (SVPP) program has created a survey to understand the views of individuals in Texas. It asks questions about you, your community, and the people in it.

We invite you and anyone of any age who lives in Texas to participate. All answers are anonymous, and taking the survey is voluntary. You do not need to take part in any SVPP programming to take this survey. The survey will take no longer than 5-10 minutes.

We must all strive to do our part in using our voice to prevent sexual violence in our community. Please consider taking this short survey by following the link below or scanning the QR code.

Follow the link below or scan  
the QR code  
<https://bit.ly/FY24SVPPSurvey>



For any questions, comments, or concerns, please contact the SVPP Team at EMAIL or PHONE.



SENDER LOGO/INFORMATION HERE

# *SPEAK UP. HELP OUT.*

Take a Community Survey today to speak up about sexual violence in your Texas community.



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SPEAK UP. HELP OUT.



# TAKE A COMMUNITY SURVEY

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Help us understand community climate and opinions (including your own!) for our local sexual violence prevention program in Texas.



<https://bit.ly/FY24SVPPSurvey>

Follow the link or scan the QR Code to  
take the survey.





HABLE. AYUDE.



# TOME UNA ENCUESTA COMUNITARIA

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Ayúdenos a comprender el clima y las opiniones de la comunidad (¡incluyendo la suya!) para nuestro programa local de prevención de violencia sexual en Texas.



<https://bit.ly/FY24SVPPSurvey>

Siga el enlace o escanee el código QR  
para tomar la encuesta.



STRONGER TOGETHER.

# TAKE THE COMMUNITY SURVEY

Survey answers are anonymous and help us understand you and your views about sexual violence in your Texas community.



<https://bit.ly/FY24SVPPSurvey>

Click the link or scan the QR code to take the survey.



MÁS FUERTES JUNT@S.

# TOME UNA ENCUESTA COMUNITARIA

Las respuestas de la encuesta son anónimas y nos ayudan a comprender a usted y a sus puntos de vista sobre la violencia sexual en su comunidad de Texas.



<https://bit.ly/FY24SVPPSurvey>

Siga el enlace o escanee el código QR para tomar la encuesta.





SPEAK UP. HELP OUT.



# Take a survey about sexual violence in your community.

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Survey answers are anonymous and help us understand you, your community, and the views of Texans.



<https://bit.ly/FY24SVPPSurvey>



HABLE. AYUDE.



# Tome una encuesta sobre violencia sexual en su comunidad.

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Las respuestas de la encuesta son anónimas y nos ayudan a comprender a usted, su comunidad y los punto de vista de Tejanos.



<https://bit.ly/FY24SVPPSurvey>



*SPEAK UP.  
HELP OUT.*

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## TAKE A COMMUNITY SURVEY

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Survey answers are **anonymous** and help us understand you and your views about sexual violence in your Texas community.



Scan the QR Code to  
take the survey!



*SPEAK UP.  
HELP OUT.*

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Help us understand community climate and opinions (including your own!) for our local sexual violence prevention program in Texas.



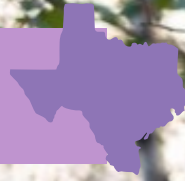
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