



Dr. Lisa Kath

Associate Professor
Department of Psychology

San Diego State University



Evaluation of SH Prevention Efforts

Lisa M. Kath, PhD
San Diego State University



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Slides Carnival



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Unique issues

Some specifics that are unique to evaluation of sexual harassment prevention interventions



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Participant motivation

It's not the same as MS Excel training





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Challenging outcomes

Knowledge alone isn't enough
Need to hit "critical mass"





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Legal concerns

Evaluation results → “discoverable”





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Dearth of research

There really isn't much research on evaluation of SH prevention efforts





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“Backlash effect”

When interventions actually make the outcomes **worse**





If you don't evaluate,
you can't really see
how things went or
where to go from
here

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A decorative graphic on the left side of the slide consists of a cluster of hexagons in various shades of blue and cyan. Some hexagons contain icons: a thumbs-up, a magnifying glass, a gear, and a speech bubble. A central, larger hexagon is filled with a gradient from cyan to blue and contains the number '2'.

2

Evaluation challenges

Most organizations launch interventions and never evaluate effectiveness



Might get bad news

Acknowledging evaluation is scary may help you/your team create the **psychological safety** needed to move forward





Takes time and money

Evaluation helps you maximize impact over time





Outcomes are unclear

Some ideas for identifying appropriate outcomes





Intervention is
about change

What changes do you want to see?
How can you measure those changes?





What type of learning could occur?

Knowledge

You just want people to know (and remember!) certain information



test

Attitudes

You want people to change their attitudes or beliefs about something



survey

Skills

You want people to improve their skills in a certain area



practice



Other types of outcomes

Behavior

What specific behaviors would you like to see?

- Bystander intervention
- Reporting incidents
- Policy changes

Other metrics

Organizational data you may already collect

- Number of complaints
- Time off work
- Attrition/turnover
- Org. culture/climate

A decorative graphic on the left side of the slide consists of a cluster of hexagons in various shades of blue and cyan. Some hexagons are solid, while others are outlines. Inside some of the hexagons are icons: a thumbs-up, a magnifying glass, a gear, and a speech bubble. A central, larger hexagon is filled with a gradient from cyan to blue and contains the number '3'.

3

Evaluation design

Design with the end in mind



Do you want to
measure growth or
achievement?

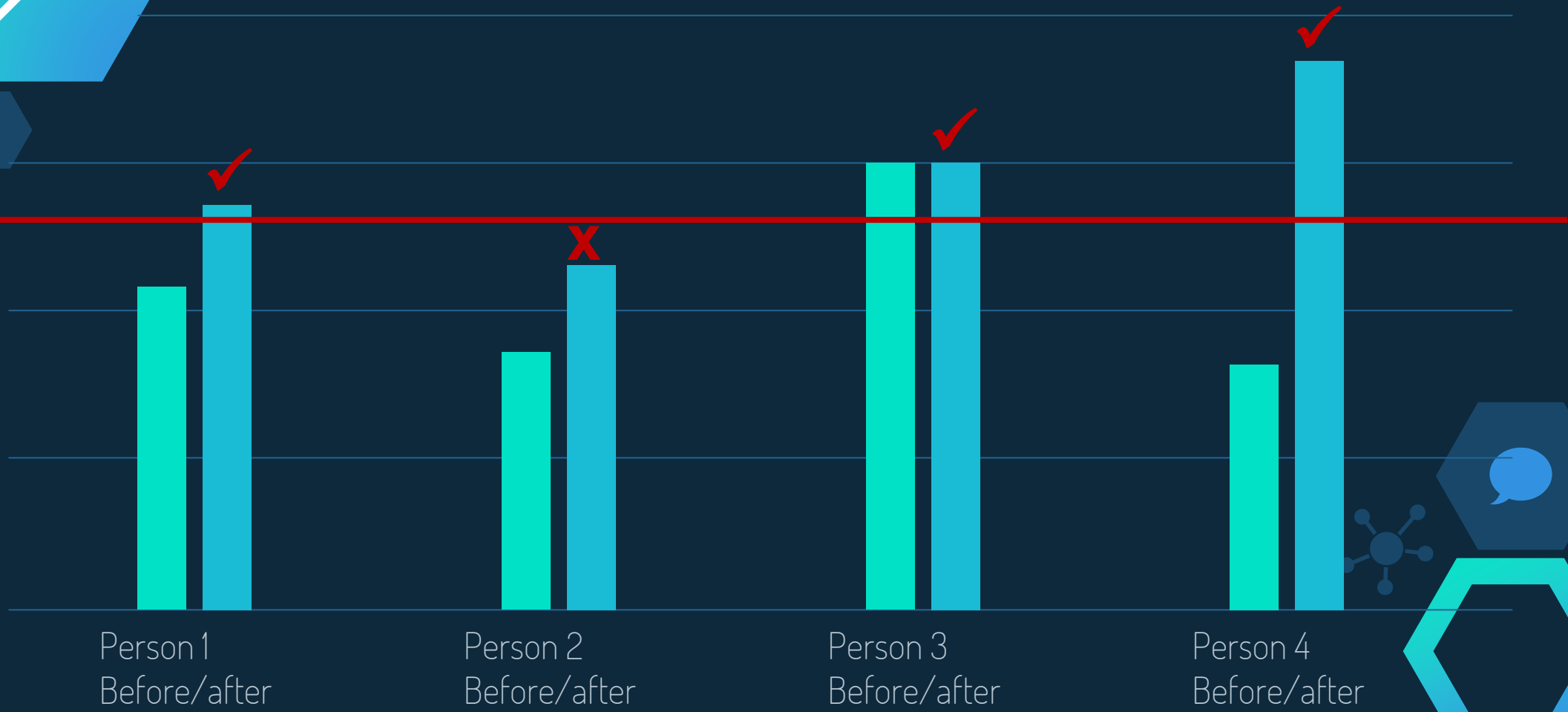
Once you've identified outcomes,
what type of change do you want to see?



Growth-focus



Achievement-focus





How will you use
evaluation results?

This can influence decisions about your design



Possible uses for results

Iteration /
revision

Funding

Research

Promotion /
marketing

Boundary
conditions





Photo by @flipthescripbook

Just take some time to think about it



Key Takeaways

Gear up

Prepare yourself/your team for the time, money, & courage needed

Identify outcomes

What changes are you expecting? How can you measure them?

Keep end in mind

How will you use the evaluation results?





Evaluation helps
you maximize
impact over time