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***Outcome Evaluation Strategies
for Domestic Violence Programs:
A Practical Guide***

Author

Cris M. Sullivan, Ph.D.

Published by

Pennsylvania Coalition Against Domestic Violence (PCADV)

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Outcome Evaluation Strategies for Domestic Violence Programs

To continue making strides in the movement to end domestic violence, advocates must gain an understanding of how our work impacts battered women so we can further strengthen efforts that offer peace, safety, and justice. Although the thought of "evaluation" can be intimidating, we need to assess the job we are doing to ensure the provision of appropriate services to battered women and to provide funders with the "hard evidence" that encourages them to continue increasing allocations. Although these offer valid reasons for evaluation, we may still hesitate because we're not sure how to proceed.

Unlike some service programs with obvious and tangible outcomes, such as those designed to prevent teenage pregnancy or to teach parenting skills, domestic violence programs provide multiple services with intangible or hard-to-measure outcomes. In response to these complicated and daunting challenges, the Pennsylvania Coalition Against Domestic Violence (PCADV) enlisted the services of domestic violence researcher and advocate Cris Sullivan, Ph.D., to help local programs design appropriate evaluation outcomes. Dr. Sullivan worked with PCADV staff as well as numerous Pennsylvania domestic violence programs to determine, implement, and refine outcome measures and procedures.

Outcome Evaluation Strategies for Domestic Violence Programs: A Practical Guide, published by PCADV, is the result of this year-long collaboration. This practical guide, written specifically for domestic violence service staff interested in beginning or enhancing program outcome evaluation, is designed to provide pragmatic assistance and examples in designing and carrying out effective strategies.

Outcome Evaluation Strategies for Domestic Violence Programs: A Practical Guide was developed as a resource to assist domestic violence service providers in examining their programs in a straight-forward manner. Our ultimate goal in evaluating our programs should continue to be providing the most effective and appropriate services possible to battered women and their children.

This practical guide, the first resource of its kind, serves as a national model for implementation in communities across the country.

Pennsylvania Coalition Against Domestic Violence

Founded in 1976 as the first state domestic violence coalition in the country, PCADV coordinates a statewide network of 62 community-based programs and administers the contract for domestic violence services in Pennsylvania. **At the national level, PCADV operates the National Resource Center on Domestic Violence, the STOP Violence Against Women Technical Assistance Project, the Full Faith & Credit Project, and is a partner in the national Battered Women's Justice Project.**

Cris Sullivan, Ph.D.

Cris Sullivan is an Associate Professor of Ecological Psychology at Michigan State University and an independent research consultant. She has been active in the Battered Women's Movement since 1982 as both an advocate and a researcher.

Dr. Sullivan is a member of the Capital Area Family Violence Coordinating Council, the Michigan Violence Against Women Project Advisory Council, and Michigan State University's Violence Against Women Research and Outreach Initiative.