



# Promising Futures

Capturing Program  
Evidence with  
Storytelling



# Capturing Program Evidence with Storytelling

## Series Overview

1. Introduction to Storytelling for Change
2. Storytelling for Evaluation
3. Selecting Your Storytelling Approach
4. Developing Implementation and Facilitation Guides
5. Ethical and Trauma Informed Data Collection
6. Exploring & Sharing Storytelling Data



# Futures Without Violence

For more than 30 years, [Futures Without Violence](http://www.FuturesWithoutViolence.org) ([FUTURES](http://www.FuturesWithoutViolence.org)) has been providing groundbreaking programs, policies, and campaigns that empower individuals and organizations working to end violence against women and children around the world.

[www.FuturesWithoutViolence.org](http://www.FuturesWithoutViolence.org)



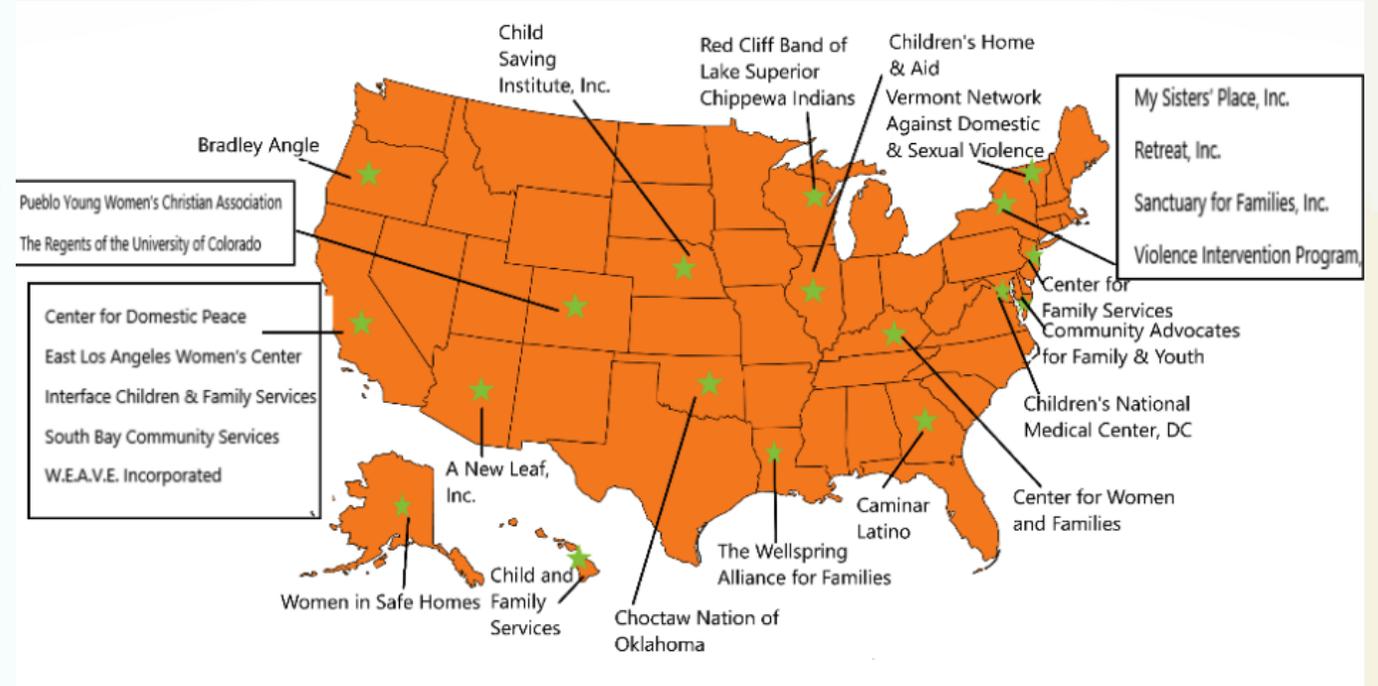
# Promising Futures: National Capacity Building Center to Expand Services for Children, Youth, and Abused Parents

*Our vision is a world where all children and families have everything they need to thrive in a world that is free of violence.*

[www.PromisingFuturesWithoutViolence.org](http://www.PromisingFuturesWithoutViolence.org)



# SSAPC Grant Program Cohorts I & II



# SSAPC Grant Program

“Each recipient must address the needs of abused parent and children and youth exposed to DV and contribute to the knowledge base for children’s DV programs focused on children and youth...”

Culturally responsive

Trauma informed

Evidence informed

Developmentally appropriate

# Guiding Principles

- The **7 guiding principles** are designed to inform program development, intervention, and evaluation in programs that serve children, youth, and parents impacted by DV as well as those who use violence
- Principles could/should inform and guide decisions
- They are not listed in order of priority
- Each are of equal importance and work together to promote positive outcomes
- Intentional and by design building protective factors

**Partnership**

**Equity**

**Storytelling**

**Accountability**

**Healing**

**Elevating Lived Expertise**

**Safety**

# Promising Futures Guiding Principles

**Partnership:** Establish transformational partnerships that shift power to communities.

**Equity:** Implement approaches that are responsive to the connection between family violence and other forms of oppression.

**Storytelling:** Capture stories and spread their impact using a wide range of interpersonal, cultural, and research and evaluation approaches.

**Accountability:** Establish practices that hold people who use violence responsible, repair harm caused by people and systems, and change the conditions that perpetuate violence.

# Promising Futures Guiding Principles

**Healing:** Create a wide array of pathways to healing for all people impacted by violence powered by all people impacted by violence powered by individual, family, and community relationships.

**Centering Lived Expertise:** Facilitate people's ability to define their experiences and direct the trajectory of their lives.

**Safety:** Build programs and systems that prioritize adult and child survivors' interests equally to address their physical, spiritual, emotional, social and environmental safety.

# Module #1: Introduction to Storytelling for Change



Presented by Dr. Rebecca Rodriguez



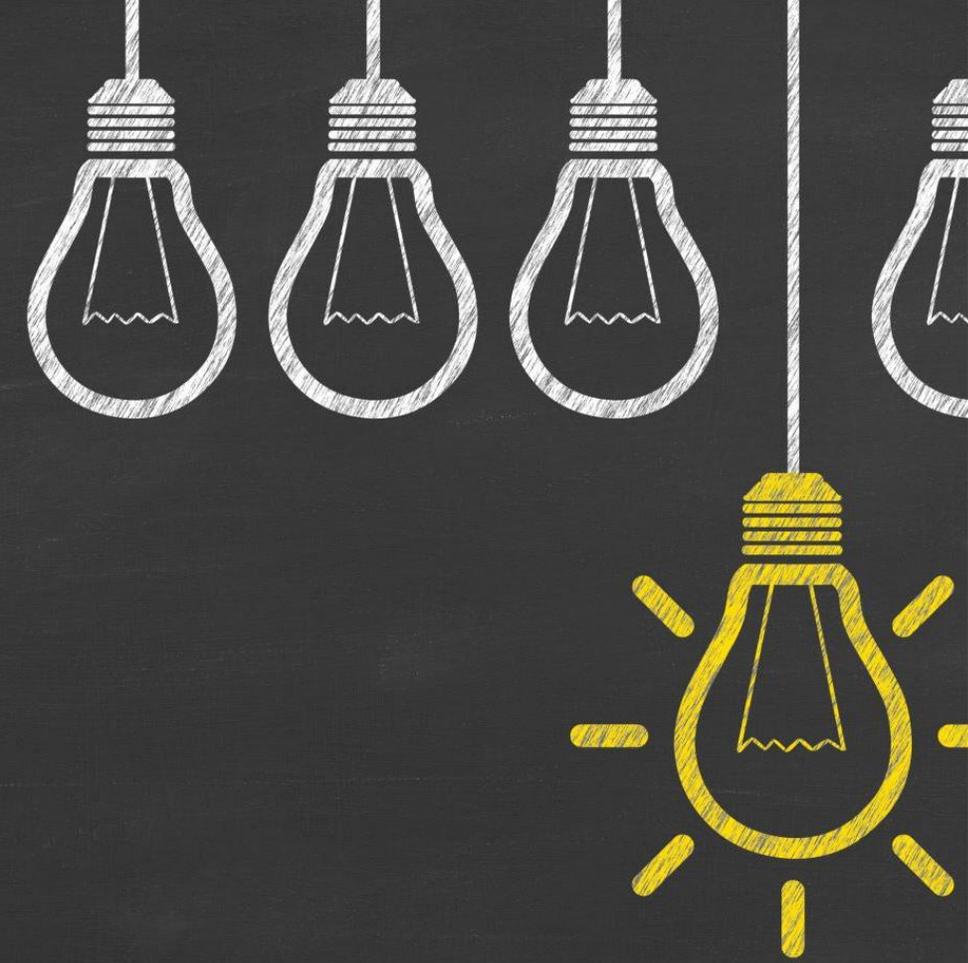
# Objectives

## Participants will be able to:

- Gain insight to the Promising Futures Storytelling Guiding Principle
- Describe the benefits of using storytelling as a practice for centering communities and solution making for programs and organizations
- Gain an understanding of the various forms and perspectives in storytelling







# Promising Futures Guiding Principle

“Capture stories and spread their impact using a wide range of interpersonal, cultural, and research and evaluation approaches.”

Key points:

- Stories reflect values, ways of viewing the world, and culture.
- Storytelling requires the use of a wide range of approaches to building evidence, including informal and formal sources of knowledge and varying methodologies
- It is most powerful when we engage the storytellers in the process

# The Power Of Storytelling for the Communities We Serve

In it's broadest sense storytelling challenges traditional notions of evidence building that can open the door to honor and uplift non-dominant group experiences and perspectives

Storytelling allows communities to be a part of knowledge creation that is produced about them

Storytelling should aim to contribute to the well-being of the communities telling their stories



# The Power Of Storytelling for the Organizations We Work For

Storytelling allows us a valuable tool for program design, improvement, and learning

Organizations can use storytelling to:

- deeply reflect on their processes (e.g. implementation, decisions made, staff support)
- obtain feedback on the community's perceptions about local organizations efforts
- Create in real-time improvements to their program strategy, impact, and equitable reach



# Storytelling Centers the Main Character

Who gets to tell, how we get to tell, why we get to tell these stories?

Survivors, Advocates, Program designers, Clinicians, Evaluators, Community members, TA providers and Partners all have stories to tell

Consider who is the best person to share their experiences based on the question you are trying to answer



# The Main Characters are... Survivors

Survivors know the most about their own circumstances and can describe firsthand experiences about how beneficial (or harmful) interventions and systems responses have been

# **The Main Characters are... Community members**

Community members can describe what they need based on their physical and social environments, social support networks, employment and working conditions, health services, culture, class, and education and etc.

# The Main Characters are... Program Implementors

Advocates, therapists, and other front-line staff can describe what it is like to deliver services, what they need to feel supported in their roles, the techniques and skills they use to meet the needs of those being served and etc.

# Storytelling Uses a Wide Range of Approaches

“Ensure different forms and methods of collection are utilized in research and evaluation”

Promising Futures Guiding Principle



# Podcast

**SAFE** | stop abuse for  
everyone

A merger of Austin Children's Shelter and SafePlace

## Safe and Nurturing Families, The SAFE Alliance, Cohort 1 SSAPC grantee

The SAFE Way is a 4-part podcast series looking at a pilot program funded by the Family Violence Prevention and Services Act (FVPSA). The program works at the intersection of domestic violence and child abuse, at The SAFE Alliance. Listen as the funder, TA provider, grant author, parent educator, and court advocate share their lessons learned with host Yasmin Diallo Turk.

<https://soundcloud.com/safeatx/the-safe-way-court-advocacy>



# Video

Pūlama I Ka 'Ohana  
(PIKO), Domestic  
Violence Action Center  
Program - SSAPC Cohort  
1 grantee



*25 Years*



# Video

Project Belong, Boston  
Medical Center - Cohort 1  
SSAPC grantee



# Narrative Text

Safe and Nurturing  
Families, The SAFE Alliance  
- SSAPC Cohort 1 grantee

**SAFE** | stop abuse for  
everyone

A merger of Austin Children's Shelter and SafePlace

## From our CPS Court Advocacy clients: **SAFE**

"Just having her there **makes me not scared** to testify. She made me not scared. She gave me **a feeling of comfort**. When I had to sit and look at the person who abused me, she had a way for me to sit so I didn't have to look at him when I was testifying. Having her help me process afterwards, good or bad, was **helpful**."

"I felt **safe** with them. I feel like **they saved my life**. Being sent by CPS, and meeting them I feel like **really changed everything** in my case. I didn't think I needed the DV101 class because I still loved him. But once I started going to the classes **it changed**. They told me about when he calls me names even that is domestic violence and I didn't know that. The last time he hit me in the head it was enough.

They are **not nagging** at me like CPS. They are more **calming and relaxed**. They will text me and check in on me. My advocate was better than my lawyer. **My advocate helped me know** what was going on. It gave me a lot of **comfort**. I feel like if it wasn't for her, I probably would not have **gotten my kids back** this early."

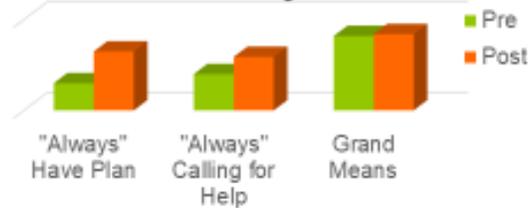
# Numerical Data



25 Years

## Quantitative

### Safety



### Parenting



### Self-Care



## Qualitative

### Safety

- *PIKO showed me what to teach my children about safety.*
- *I had to protect my kids. I was abused growing up now my kids were being abused. I had to have faith I could break the cycle*

### Parenting

- *It is important not just to say "I love you," but show it. Doing something for them, spending time with them, they feel love*
- *PIKO showed us places where kids given school supplies. When Mommy arranges this... that makes them feel good. (It's also) a way to empower ourselves.*

### Self-Care

- *Taking care of myself is the basic foundation to doing what I have to do as mother, employee, plaintiff. We get this, it's how, where's the time*
- *In the military, you workout everyday. At the gym, I (now) work out emotions. It's become my time.*

# Key Takeaways

- ❑ Storytelling can be a vehicle for healing and advocacy
- ❑ Storytelling uses a wide range of approaches such as storyboards, videos, narrative text, quantitative data
- ❑ Benefits of using storytelling as a practice include centering communities, solution making, and evaluation in organizations
- ❑ Survivors, community members, and program implementors can all be main characters in program evaluation



# Reflection

- ❑ What stories am I trying to uplift and learn from?
- ❑ Who are the main characters of these stories?
- ❑ What approaches am I most interested in?

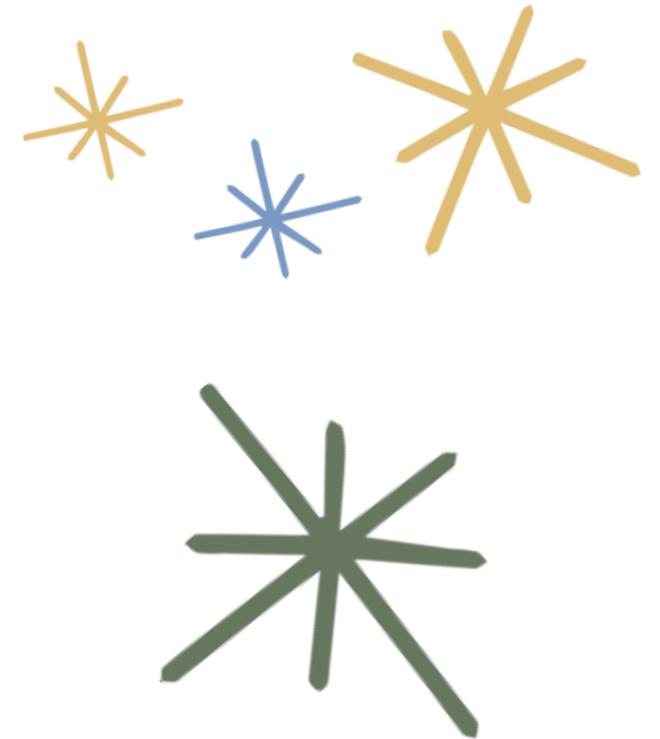


# Next Module

## Module #2: Storytelling for Evaluation

### Objectives:

- Describe the different strategies for using storytelling for program development and evaluation
- Identify the main characteristics of stories used for evaluation
- Decide when to use storytelling approaches



# Module 1: References and Resources



For an example of storytelling for healing see the work of **Amita Swadhin** at MirrorMemiors.com. Amita Swadhin is an educator, storyteller, activist and consultant dedicated to fighting interpersonal and institutional violence against young people.

Also see, **Dr. Rebecca Campbell's** work on the experiences of survivors participating in interviews.

- Campbell, R., Adams, A. E., Wasco, S. M., Ahrens, C. E., & Sefl, T. (2010). "What has it been like for you to talk with me today?": The impact of participating in interview research on rape survivors. *Violence against women, 16*(1), 60-83.
- Campbell, R., Adams, A. E., Wasco, S. M., Ahrens, C. E., & Sefl, T. (2009). Training interviewers for research on sexual violence: A qualitative study of rape survivors' recommendations for interview practice. *Violence against women, 15*(5), 595-617.



The development of this resource was supported by Grant Number 90EV0434 from the Administration on Children, Youth and Families, Family and Youth Services Bureau, U.S. Department of Health and Human Services. Points of view in this document are those of the authors and do not necessarily reflect the official positions or policies of the U.S. Department of Health and Human Services