Summary and prospects of the project

Dr. Bettina Rulofs
Anno Kluß

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With financial support from the DAPHNE III Programme 2011/2012 of the European Union
Structure of presentation

1. Background & Aims of the project
2. Design of evaluation
3. Summary & results
4. Conclusion & Recommendations
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1. Background & Aims of the project
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The background of the project

• Research by Celia Brackenridge & Kari Fasting

• IOC-Consensus-Statement on sexual harassment and abuse in Sport (2007)

• The EU-funded project “Safer – better – stronger: Prevention of sexual harassment and abuse in sports – Initiatives in Europe and beyond (2012)
## General Guidelines for Sport Organisations

- Integrate a culture of respect and the prevention of gender harassment and sexualised violence into the organisation's vision and policy plan.
- Sensitise for the topic through information and awareness-raising campaigns.
- Develop procedures for dealing with complaints and concerns.
- Offer education and training for coaches and other members of the organisation.
- Include standards for safeguarding into recruiting-processes for staff members.
- Collaborate with other stakeholders from within and outside the sport domain.
Specific Aims of the project

„to empower young Europeans (16-22 years old) in sports to combat sexualized violence and gender harassment through youth-led campaigns and cross-sector networks in Europe“

• raise awareness about the topic
• enhance the capacity for action
• create regional & national multidisciplinary networks
• promote a culture of respect & integrity
changing cultures & learning processes in sport organisations

• the topic of sexual violence has been largely ignored in sport
• to combat sexual violence requires a change in sport organisations
• sport organisations are slow and reluctant to change

⇒ „overcome resistance to change“
changing cultures & learning processes in sport organisations

ORGANISATION
structures, guidelines, visions, networks ...

coaches
athletes
functionaries
...

(vgl. Willke, 2005, p. 118)
Key-approaches of the project

**Peer education**
Authentic ‘teaching’ or sharing of knowledge, skills and attitudes with people of similar social background and life experience
Popular approach to health-promotion, such as HIV-prevention
snowball effect

**Empowerment**
Strategy to increase the autonomy and integrity of an individual by focusing the potentials and strengths.
“I can defend my rights”: development of selfesteem and a feeling of power is vital on individual and structural level.
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German Sport Youth, 2011
Purpose of the evaluation

- Monitoring the project implementation by gathering systematic data
- Collecting information on problems, successes & quality of the project
- Inform the steering group (general coordinator and coaching-team) about progress in the different parts of the project
- Give feedback to the partner-coordinators and stakeholders on local level
Responsive Evaluation Design: structure & methods

1100 peers informed by campaigns

440 participants at youth workshops

52 multipliers in 22 local clubs

8 partner organisations

Steering Group

Coaching & Mentoring

2 European trainings

1st wave: online questionnaire

Systematic group discussions during final conference

2nd wave: paper & pencil questionnaire

Systematic statements during best practice meeting

3rd wave: online questionnaire

Interactive feedback methods
Structure of presentation

1. Background & Aims of the project
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**Summary of project in numbers**

- **2061 peers informed by 16 campaigns**
- **514 participants at 34 youth workshops**
- **52 multipliers in 22 local clubs**
- **8 partner organisations**
- **20 round table meetings at partner organisations**

Coaching & Mentoring

Steering Group

2 European trainings

Youth-led campaigns

Youth workshops
Members of round tables

- Sport organizations (national, regional, local)
- Coaches’ organisations
- Child protection offices
- Universities
- Schools
- Ministries
- European Youth Parliament
- Police
- ….
Aims of round tables

• To network
• To exchange experiences
• To raise awareness
• To introduce the project
• To disseminate the campaigns
Evaluation of round tables

Please indicate how do you feel the round table meetings are working:

20 round table meetings at partner organisations

2nd wave

<table>
<thead>
<tr>
<th></th>
<th>n=6</th>
</tr>
</thead>
<tbody>
<tr>
<td>not successful at all</td>
<td></td>
</tr>
<tr>
<td>very successful</td>
<td></td>
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</tbody>
</table>

- n=6
Evaluation of round tables

- A network with great support from other institutions
- Financial support from other institutions for producing a trailer
- Other institutions joined
- Campaigns were disseminated by the network

Outcomes and impact
Partner organisations

Steering Group

20 round table meetings at partner organisations

8 partner organisations

52 multipliers in 22 local clubs

514 participants at 34 youth workshops

2061 peers informed by 16 campaigns

Coaching & Mentoring

2 European trainings

Youth-led campaigns

Youth workshops
Summary & results: project steering & management

How do you rate the operative organisation by general project coordinator?

1st wave

very badly organised

very well organised

N=8

2nd wave

very badly organised

very well organised

N=8
Partner organisations

Steering Group

- 2061 peers informed by 16 campaigns
- 514 participants at 34 youth workshops
- 52 multipliers in 22 local clubs
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Coaching & Mentoring

2 European trainings

20 round table meetings at partner organisations
Summary & results: Partner organisation ⇒ Local clubs

2nd wave

How much support did you get from your national partner-coordinator during this phase?

- Supporting budgeting, reporting, solving difficulties
- Supervising the whole process
- Sometimes feeling that the national coordinator was too busy

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing at all</td>
<td>1 (6.3%)</td>
</tr>
<tr>
<td>Completely sufficient</td>
<td>15 (93.8%)</td>
</tr>
</tbody>
</table>
Summary & results:

support within own organisation

How much support do you get from your organisation for this project?

1st wave

2nd wave
2 0 6 1 peers informed by 16 campaigns

5 1 4 participants at 34 youth workshops

5 2 multipliers in 22 local clubs

8 partner organisations

2 European trainings

Coaching & Mentoring

20 round table meetings at partner organisations

Steering Group
Summary & results
2 European trainings

Training I:
knowledge, skills and attitude
• Sensitisation
• Personal development
• Basic knowledge
• International exchange

→ HOME Teams for transferral

Training II:
learning to multiply
• Key-tools for peer education and empowerment strategies
• target groups of the workshops and campaigns
• Develop and facilitate a workshop
• Project management for campaigning

→ HOME Teams for transferral
Summary & results
2 European trainings

brain = knowledge
heart = attitude
hand = skills
Summary & results
2 European trainings
Institute of Sociology & Gender Studies

Summary & results
2 European trainings

To what extend did the trainings in Stockerau prepare you for the implementation of this project? By means of the trainings I feel prepared…

The training sessions in Vienna were helpful. It showed me a different methodology.
Steering Group

20 round table meetings at partner organisations

52 multipliers in 22 local clubs

514 participants at 34 youth workshops

2061 peers informed by 16 campaigns

8 partner organisations

2 European trainings

Coaching & Mentoring

Youth workshops

Youth-led campaigns
Summary & results

Coaching

2nd wave

How do you rate the coaching-support so far?

Which support from the mentoring team was helpful until now?

- Overthinking of the ideas
- Very helpful comments when approached
- “I have not had much support from the mentoring team (in terms of the campaign). However, our National Leader has been proactive in helping the group with any materials that they need.”

N=8
2061 peers informed by 16 campaigns
514 participants at 34 youth workshops
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20 round table meetings at partner organisations

Coaching & Mentoring
2 European trainings
Steering Group

youth-led campaigns
youth workshops
youth workshops
### Summary & results Workshops

#### Top 7 Topics of the workshops

1. Sensitisation
2. Information about the project
3. Basic information about gender harassment and sexual abuse
4. Establish a culture of esteem, attention, integrity
5. Strategies of prevention
6. Campaigning
7. Informing board members
Summary & results
Workshops

In order to implement a 'safety net' for the workshops the facilitators did:

1. contact and involve experts in workshops
2. provide counselling or psychological help during the workshop
3. contact a victim’s support organisation
Summary & results
Workshops

To what extent did you achieve the aims of the multiplier workshops considering the following aspects?

- Awareness-raising
- Motivate young people to be multipliers
- Get participants on one level of knowledge about the topic
- Prepare participants for setting up and implementing the campaign

N=15 not at all

n=17 more than expected
Summary & results
Workshops

outcomes and impact

Shy participants develop confidence.

Team is reacting autonomously on public incidents.

Willing to include SHA-topic to licensed coach education.

Content and methodology of training were adopted to workshops.
2061 peers informed by 16 campaigns

514 participants at 34 youth workshops

52 multipliers in 22 local clubs

8 partner organisations

20 round table meetings at partner organisations
A great variety of campaigns
Aims of campaigns

- sensitise for gender harassment & sexualized violence in sport as well as other problems of discrimination
- clarify young people’s rights in sport
- inform about possibilities for support
- empower young people to act against harassment and violence
Summary & results
campaign

outcomes and impact

huge network of dissemination by campaigns

other organisations step in

great creativity, impressive engagement

It’s great to be part of something important.

outstanding ideas, high degree of reflective skills
Problems with campaigns

- financial situation, strict EU budgeting lines
- limited time resources, high degree of volunteer work
- focusing on the topic of sexual violence
- producing a campaign that meets aims
- sticking to the idea of „youth-led campaigns“ and at the same time ensuring the empowering perspective
youth-led campaigns

*Please indicate in how far the youth-campaign is led by the youth multipliers?*

- young people executed what others planned
- young people planned and implemented the campaign completely autonomously

n=16
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Conclusion

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- raise awareness about the topic
- enhance the capacity for action
- create regional & national multidisciplinary networks
- promote a culture of respect & integrity
Recommendations for projects
aiming at empowering young people through youth-led campaigns

- prepare the campaigns by a profound and intense training
- listen closely to the young people’s stories and interests
- install and use a local network to support the education process
- offer assistance, emotional support and supervising
Recommendations for projects
aiming at empowering young people through youth-led campaigns

- rely on the young people’s potentials
- empower them to act respectfully within the campaign-group
- take care of a vivid, dialogue-based process
- find a balance between handing over the initiative to the young people and taking over the responsibility for their safety and the content of campaigns
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contact:

rulofs@dshs-koeln.de
kluss@context-bildung.de
References


References


