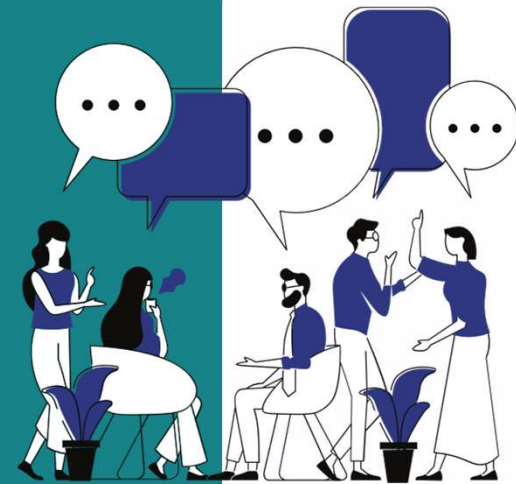
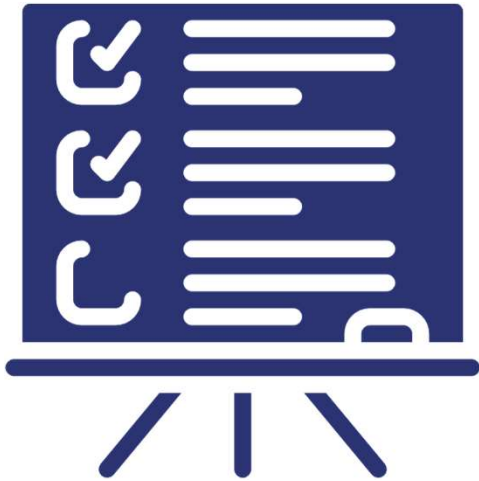


Creating the Opportunity for Good Conversation

Sally J. Laskey,
Sally J. Laskey Consulting
May 20, 2021





Our Agenda

Review key elements for success

Skills inventory

Matching Needs and Skills with Methods

Break from 12:40-12:45

Capacity discussion (small groups)

Building Meaningful Conversations with Interview Guides

Developing your Plan

Group Discussion and Next Steps



Skills Inventory

What Stood Out?



Where folks excel



Comfortable and accurate
when communicating
Active Listening
Consistent in Communicating
Relaxed



Keeps people involved in
conversation



Can quickly synthesize
information
Can debrief complex issues
Can identify themes



Confident in Skills



Making people feel
comfortable
Empathetic



Mentally and physically ready
to facilitate



Topic of sexual violence
Understanding trauma



What folks would like to develop



Being Comfortable with
Lack of Control



Managing Time



Data Analysis Skills



Key Elements for Success



01 Why

02 What

03 How



Why? Be clear about your purpose.

01

Focus on relationship building

02

What do I hope to learn?
What will be done with the
information gathered?





What is
important to the
community,
your partners,
or your
organization?





How?

- * Trauma Informed
- * Culturally responsive and relevant
- * Method matches goals and capacity



Trauma Informed



SAFETY



CHOICE



COLLABORATION

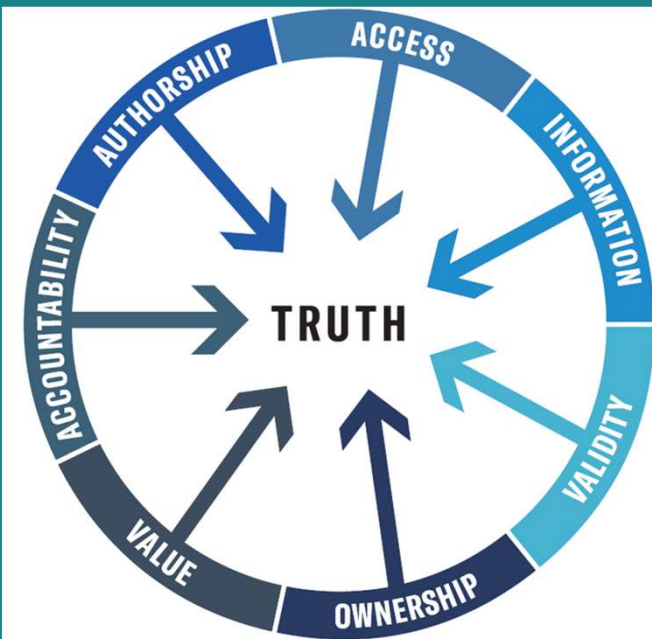


TRUST



EMPOWERMENT





Seven inequities held in place by power,
seven opportunities for change.

(Chicago Beyond,
2018)

Culturally Responsive & Relevant



What/whose values and perspectives are represented?



Is the design appropriate to the cultural context and values of the community or organization?



What method
will give you the
richest data?

www.nsvrc.org/publications/nsvrc-publications-toolkits/listening-our-communities-assessment-toolkit





Surveys



- Knowledge
- Attitudes
- Intentions
- Behaviors



- Inexpensive
- Can administer consistently
- Can offer more privacy
- Can be easier to analyze results



- Designing quality surveys is a complex science
- Behaviors are self-reported
- Hard to collect rich data
- Accessibility challenges
- Can be triggering



<https://www.nsvrc.org/publications/nsvrc-publications-toolkits/listening-our-communities-assessment-toolkit>





In-depth Interviews



- Attitudes
- Opinions
- Interpretations
- Motives
- Experiences



- Detailed and in-depth information
- Ensure that participants are interpreting questions the way they were intended
- Flexibility to explore



- Time intensive
- Being consistent across interviews is challenging
- How to interpret the interviews is not always self-evident
- Requires good interviewing skills





Focus Groups



- Attitudes
- Opinions
- Interpretations



- In-depth information
- Discussion can lead to insights that you would not get from individuals
- Relatively low-cost and low-time investment



- Groups can be challenging to assemble
- Results will be influenced by group dynamics
- Strong group facilitation needed
- Can be hard to interpret





Photo Voice



Uses video and/or photo images to capture aspects of community members environment and experiences



- Immediate Rewards
- Fun and creative
- Images can be understood regardless of language, culture, or other factors.
- Powerful advocacy and policy tool.



Things to consider

- Participatory, collaborative process from the beginning
- Requires some training
- Participants need support
- The project should result in some action
- Take time and resources



What data
collection
method do
you think will
work best for
you?

Please share in the chat.

6



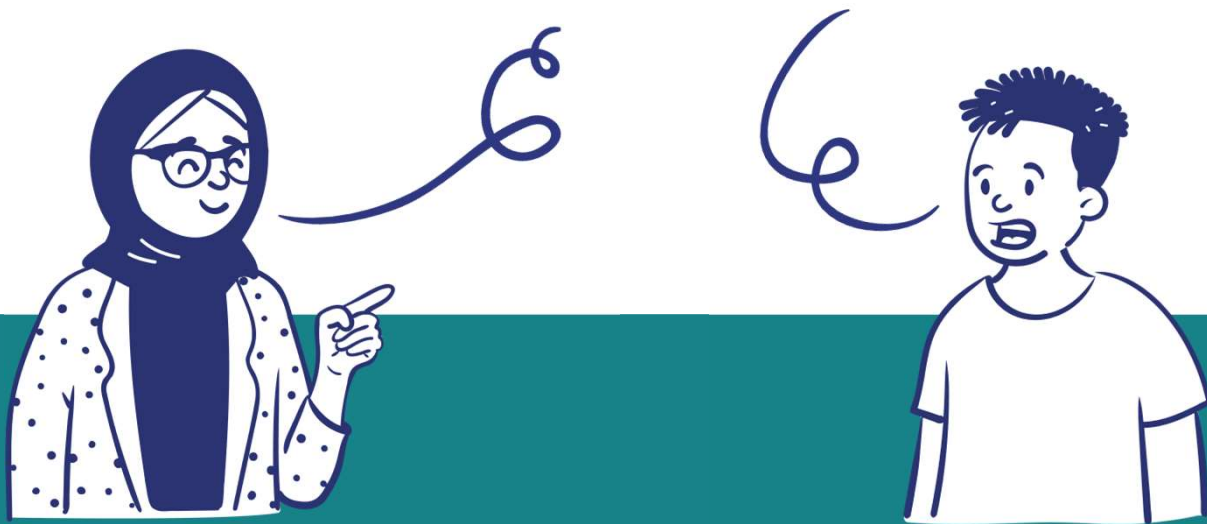
What's Your Organizational Capacity?

Small Group Breakouts (15 minutes)

Move through the questions on the handout as a group (have one person read the prompts)

Identify one thing (per group) that excited you about the conversation to share with the full group.





What is one thing that your group was really excited about?





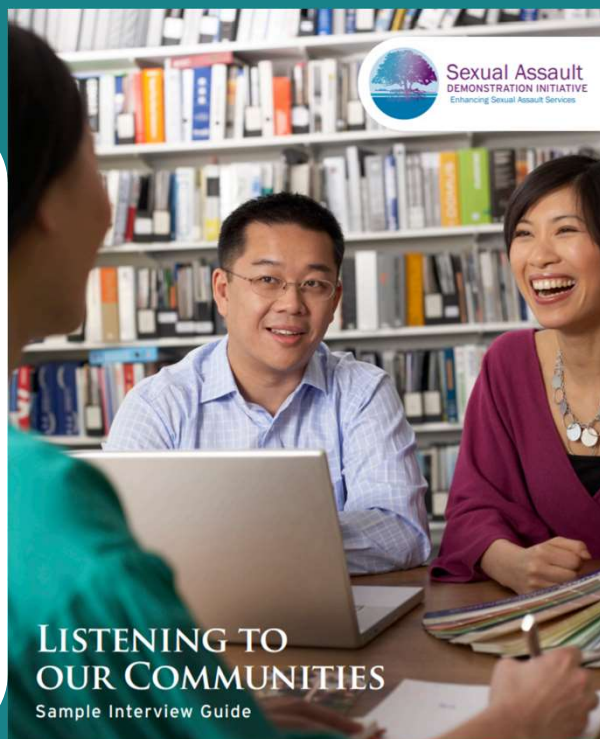
Building Meaningful Conversations with Guides and Protocols



Guides and Protocols

Laskey's List to Help you Listen

- Clear Goal Statement
- Staffing Plan
- Recruitment Plan
- Participant Informed Consent
- Group Agreements
- Introductions
- Opening Questions
- Main Questions
- Closing
- Data Analysis Plan



4 Types of questions to include

- Opening/engaging
- Transition
- Key/exploration
- Ending

Might include demographic questions

6-12 questions

<https://www.nsvrc.org/publications/nsvrc-publications-toolkits/listening-our-communities-assessment-toolkit>





Can you
clearly
describe
your
purpose?




Do you have a clear staffing plan?

This should include training and support for staff and partners that are involved.



Trauma Informed

Reducing Vicarious Trauma



SAFETY



CHOICE



COLLABORATION



TRUST



EMPOWERMENT

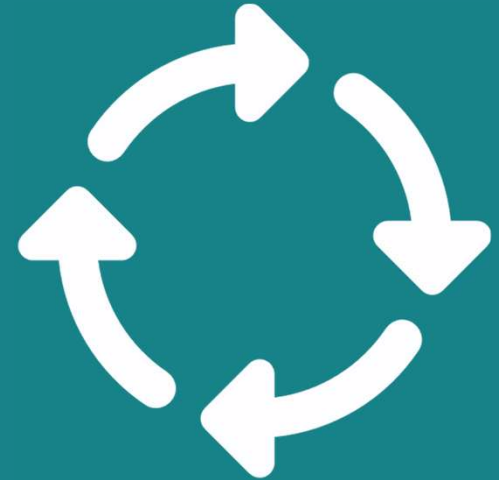




Recruitment as Relationship Building

- 01 Ethical Data Collection
- 02 Accountability to Community and/or Staff
- 03 Sharing Ownership and Power
- 04 Motivate and show participants they are valued.
- 05 How will data collected benefit the participants?

Informed Consent & Group Agreements



Ongoing-Process





Developing Questions

Opening

Example: Tell us your name and how long you have been participating in the program.

Introductory

Example: How was it that you first learned about the program?

Transition

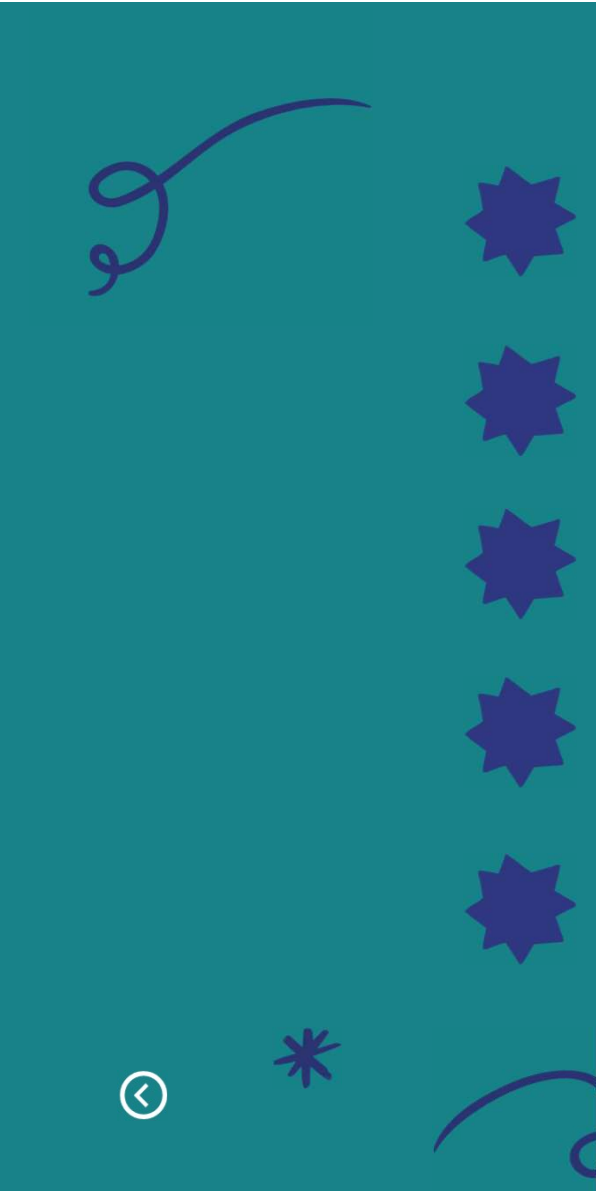
Example: Think back to when you first became involved with the program. What were your first impressions?

Key

Example: In what way is your life different because of your participation in the program?

Ending

Example: Is there anything we should have talked about, but didn't?





Be Ready with Follow Ups

“Can you say more about that?”

“Can you tell me what you mean by __?”

“Can you give me an example of what you mean by __?”

“Can we go back to __?”

“I think what I heard you say was __.”

“I’m really interested in hearing more about __.”

“Can you help me connect/understand __?”

“You mentioned __ and also __. Can you tell me how those two points fit together?”

“What does __ look like in your community?”



Focus on Listening

- Ask open-ended questions
- Ask questions slowly
- Be comfortable with silence
- Don't assume
- Clarify
- Let them tell you what they want you to know



Reducing Bias



1

Moderator bias

2

Biased Questions

3

Biased
answers

4

Biased Samples

4

Biased Reporting



Biased Questions - leading



“Some people think that preventing sexual abuse and assault isn't possible. What do you think?”



Reducing bias - be neutral



“What are your thoughts about preventing sexual abuse and assault?”



Biased Questions - double barreled



“How satisfied or dissatisfied are you with the way our center advertises in the community and with the times that support groups are offered?”



Reducing bias - one thing at a time



“How satisfied or dissatisfied are you with the way our center advertises in the community?”

How satisfied or dissatisfied are you with the times that support groups are offered?”



Biased Questions - loaded



“Having strong relationships with law enforcement is really important to the survivors we support. How do you think we can build those relationships?”



Reducing bias - open ended



“Which community support systems are important to you that we should build relationships with?”



Reducing bias - Question Order



Ask

- general questions before specific questions
- unaided before aided questions
- positive questions before negative questions
- behavior questions before attitude questions



Tips for Taking Notes For Facilitators



During Interview

- Write the minimum amount you will need to jog your memory
- Prioritize listening & probing for more information
- Write down key words and short quotes

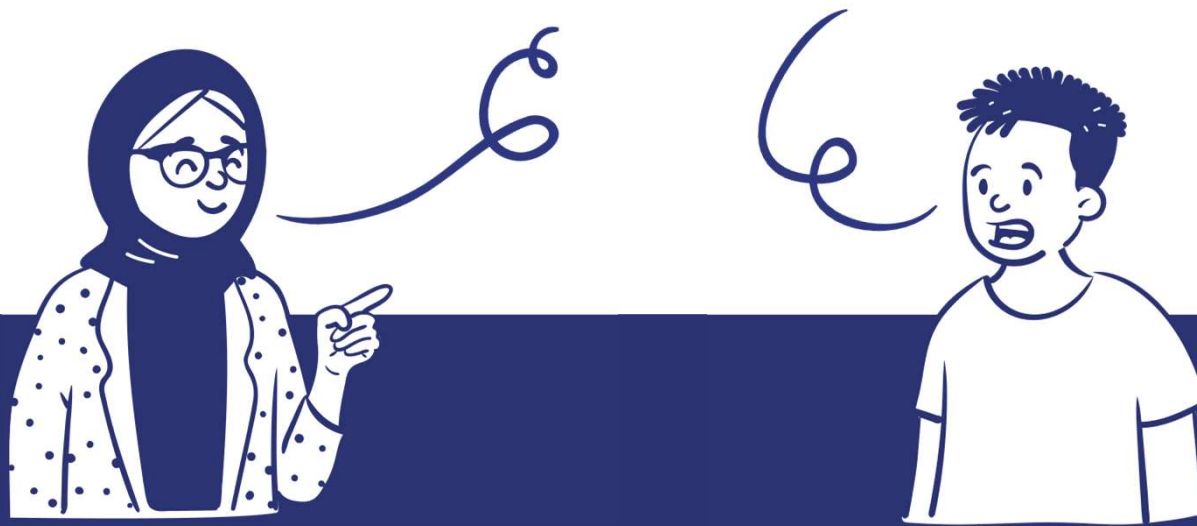
Right After Interview

- Develop a template for notes
- Schedule time to write your summary immediately after the interview
- Include as many examples as you can to illustrate the main ideas.
- Include observations about tone, level of engagement, what was easy/hard to talk about



- Meet with team member to review notes/transcripts to fill in any gaps
- Provide opportunities for community members to check your work (especially related to any recommendations for program improvements)





Check yourself, Partner up, Seek reviewers,
Confirm with participants



Developing Your Plan



What is a step you can take right now to develop your plan?
Thinking longer term, how can you all support each other in this work?



Do
Something
Amazing!

e