



## Hanna Step Forward Project Evaluation

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**Final Report**

**March 19, 2018**

**Prepared for:**

Hanna Task Force for Family Violence  
c/o The Hanna & District Association for Lifelong Learning  
401 Centre St., Box 1255  
Hanna, AB T0J 1P0

**Prepared by:**



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## **A. Introduction**

### *A.1. Background and Project Purpose*

The Hanna and District Association of Lifelong Learning applied for and received funding for an initiative to address family violence. A task force consisting of the following organizations was formed to manage this initiative:

- Hanna and District Association of Lifelong Learning, hereafter referred to as the Hanna Learning Centre
- Family Resource Worker Program
- Town of Hanna Family & Community Support Services (FCSS)
- Big Country Victim Services
- Alberta Health Services
- RCMP
- Project REACH
- Hanna Ministerial Group
- Starland County FCSS
- Hanna Library
- Prairie Land Regional Division No. 25
- Special Areas No. 2
- Healthy Families
- Hanna Medical Clinic
- Big Country Primary Care Network
- Janice Fehr Individual and Family Counselling
- Gainer Psychiatry

The first year of this initiative sought some baseline statistics pertaining to family violence to assess community needs. The needs assessment helped to determine:

- 1) Prevalence rates of family violence in the Hanna area;
- 2) Community opinion of, and awareness of supports available in the community, as well as where to refer victims.
- 3) Community opinion of prevalence rates of family violence in the community.

Schollie Research & Consulting was engaged to complete the needs assessment portion of the project in 2016 and prepared and delivered a report outlining the needs assessment. The needs assessment was used to support the task force's next step in the initiative which was to create a community action plan to address family violence.

As the project is near completion, a final evaluation of the project needs to be completed. The Task Force once again engaged Schollie Research & Consulting to help measure community awareness and perceptions.

## A.2. Project Method

In 2016, part of the community needs assessment included a telephone interview of 200 randomly sampled residents in the Town of Hanna and surrounding rural area including the communities of Byemoor, Cessford, Craigmyle, Delia, Endiang, Sunnynook, Wardlow, and Youngstown. The interviewing took place between February 4<sup>th</sup> and 18<sup>th</sup>, 2016.

Another telephone survey of 200 randomly sampled residents in the Town of Hanna and surrounding rural areas was conducted between January 22<sup>nd</sup> and February 2<sup>nd</sup>, 2018. In addition to the random telephone survey, an online survey was also conducted. Schollie Research & Consulting programmed and administered the online survey, however the Hanna Learning Centre took care of communicating and inviting community participants to complete the survey.

The online survey was open to all members of the community. Thirty-four responses were received.

As with all research, the methodology used in this study has limitations and possible biases that the reader should be aware of:

- Survey Sampling Error: For the telephone surveys, the survey statistics are generally considered accurate to within plus or minus 6.9%, 19 times out of 20. However, smaller sub-segments of the sample will have higher error. For example, estimates concerning the 60 male respondents will have a higher error than the overall sample of 200.
- Sample Demographics: The telephone survey mostly sampled respondents with “land line” numbers, although some mobile phone numbers were included. As such, respondents aged 35-64 are likely over-represented and respondents aged 18-34 are under-represented. While we believe the error associated with this is relatively small, there is a chance that these survey statistics will be impacted.
- Non-Response Bias: While the online survey provides some useful information in addition to the telephone survey, there is a higher potential for non-response bias as respondents self-select themselves, usually because they have a more vested interest in the subject matter and/or connection to the organization(s) inviting them to participate. This lack of quality random sampling leads to questionable statistical confidence and margin of error. Consequently, these results cannot be projected onto the greater population.

Furthermore, the online survey respondents appear to be more “in tune” or “in touch” with the survey subject matter than the general public from the random telephone surveys. The demographics are definitely less representative of the overall population – see Appendix A for respondent demographics. For example, 91% of online survey respondents are female compared to 70% of random telephone survey respondents. Online respondents are also more educated, and have higher levels of income compared to the random telephone survey respondents. All online respondents fell between the ages of 25 and 74; there were no respondents over the age of 75.

Another bias that may come into play with the online survey includes the fact that the online survey included the “Step Forward Task Force” branding and was distributed via Task Force’s mechanisms.

Throughout this report, the results from the random telephone surveys are used to present overall findings, although we also show the results from the online survey (a light lilac in graphical representations) to supplement the overall findings. In many cases, it will be obvious that the online survey results vary from the random telephone survey results.

When comparing the two random telephone survey samples of 200 each, results need to have a difference of 8.3% or higher between the two samples to be considered “statistically significant.”<sup>1</sup>

### **B. Community Awareness of Supports Available in the Hanna Area**

In 2018, respondents were asked “to the best of your knowledge, what groups, individuals or organizations in the Hanna area would you refer an adult or youth whom is a victim of family violence?” The RCMP was identified by 46% of respondents, followed by Big Country Victim Services (14%). Components of the health care system, including Mental Health, hospital, doctors, and clinics were identified next most frequently.

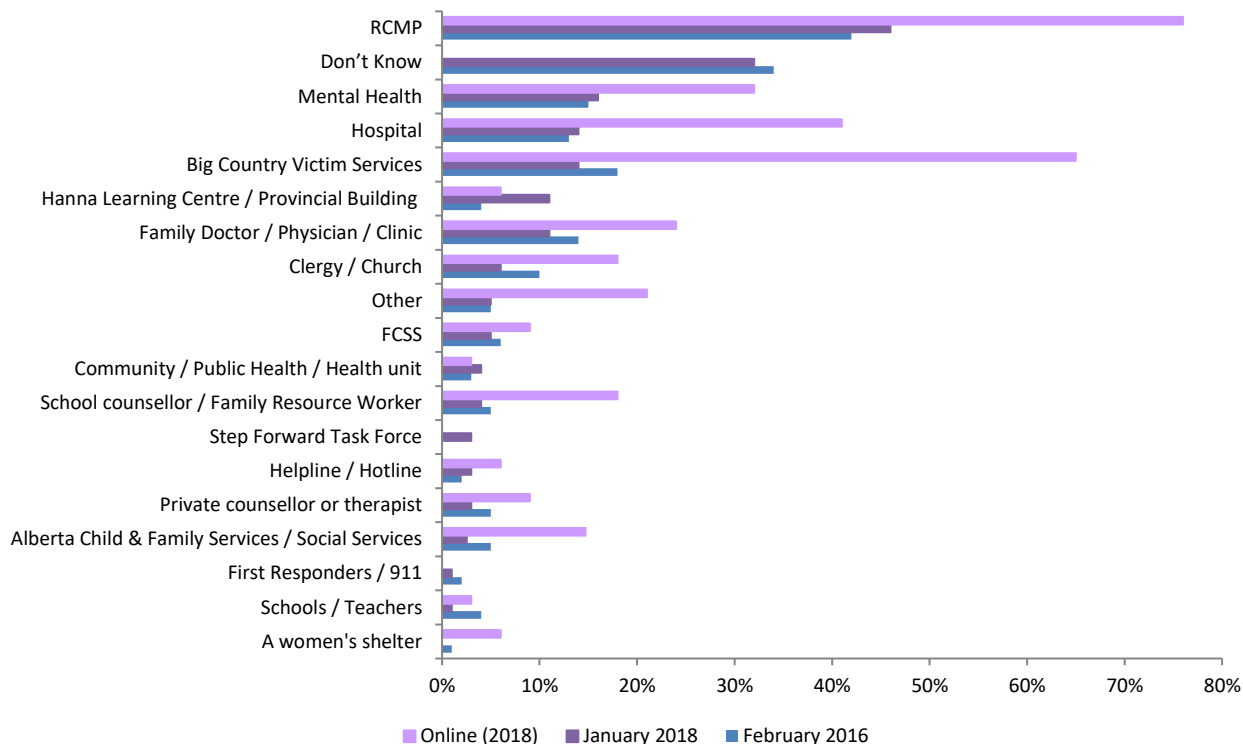
**Table B.1.a: To the best of your knowledge, what groups, individuals or organizations in Hanna area would you refer an adult or youth whom is a victim of family violence?**

Mentioned	Random Telephone Survey		Online Survey		Total of all respondents	
	Count	Percent	Count	Percent	Count	Percent
RCMP / Police	92	46%	26	76%	118	51%
Don't Know	63	32%	0	0%	63	27%
Big Country Victim Services	28	14%	22	65%	50	22%
Mental Health	31	16%	11	32%	42	18%
Hospital	27	14%	14	41%	41	18%
Family Doctor / Physician / Clinic	22	11%	8	24%	30	13%
Hanna Learning Centre / Provincial building (programs & services)	21	11%	2	6%	23	10%
Clergy / Church	11	6%	6	18%	17	7%
Other	9	5%	7	21%	16	7%
A school counsellor / Family Resource Worker	7	4%	6	18%	13	6%
Family & Community Support Services (FCSS)	10	5%	3	9%	13	6%
Helpline / Hotline / Kids Help Phone	6	3%	2	6%	8	3%
Community health / Public health / Health unit	7	4%	1	3%	8	3%
Private counsellor or therapist	5	3%	3	9%	8	3%
Social Services	3	2%	2	6%	5	2%
Step Forward Task Force	5	3%	0	0%	5	2%
Alberta Child & Family Services	2	1%	3	9%	5	2%
EMT / Ambulance / First Responders	2	1%	0	0%	2	1%
A trustworthy adult	2	1%	0	0%	2	1%
A women's shelter	0	0%	2	6%	2	1%
Schools / Teachers	1	1%	1	3%	2	1%
Addictions	0	0%	1	3%	1	0%

<sup>1</sup> Statistically significant is the likelihood that a relationship between two or more variables is caused by something other than random chance.

Results are very similar to those asked a similar question on the 2016 telephone survey. In 2016, respondents were asked “to the best of your knowledge, what groups, individuals or organizations in Hanna assist people if they are a victim of family violence?” While the questions between the two timeframes are not a perfect match, they are close enough that we can make some general observations. Figure B.1.b demonstrates the results between the groups.

**Figure B.1.b: Respondents knowledge about those groups, individuals or organizations in Hanna area that assist victims of family violence by Group/Timeframe Surveyed**



The main difference is that in 2016, 4% of respondents indicated the Hanna Learning Centre and programs & services in the Provincial Building, compared to 11% in 2018. Also in 2018, the Hanna Step Forward Task Force was identified by 3% of respondents.

The above table also demonstrates that the Online Survey respondents may be more “in tune” or “in touch” with the survey subject matter, given the larger proportion of respondents listing various programs and services. Furthermore, none of the online survey respondents indicated “don’t know.”

Other key findings from the question “To the best of your knowledge, what groups, individuals or organizations in Hanna area would you refer an adult or youth whom is a victim of family violence?” are presented below:

- Nearly a third of respondents did not know where in the Hanna area they might refer a victim.
- Half of respondents (50%), who live in a community other than the town of Hanna responded “don’t know” compared to 26% of respondents who live in Hanna.

- Thirty-seven percent of males “don’t know” where they would refer a victim compared to 29% of females. This compares to 48% of males interviewed in 2014 that responded “don’t know” and 28% of females.
- After RCMP (53%), the second most frequently mentioned place among males is the Hanna Learning Centre and programs & services at the Provincial Building (17%). Big Country Victim Services is the third most frequently mentioned source at 8%.
- 44% of females mentioned RCMP, followed by Mental Health (20%), Big Country Victim Services (17%), Hospital (17%), and Doctor (14%). Eight percent of females mentioned the Hanna Learning Centre and programs & services at the Provincial Building.
- Over half of respondents aged 75 and older responded they “don’t know” where they would refer a victim – a similar outcome to the 2016 query “what groups, individuals or organizations in Hanna assist people if they are a victim of Family Violence?”
- Over half of respondents with less than a high school education (56%) “don’t know” what groups, individuals or organizations in the Hanna area they would refer an adult or youth whom is a victim of family violence; only 19% of respondents with a bachelor, undergraduate degree or higher stated “don’t know.” During the baseline survey in 2016, more than half (58%) of respondents with less than a high school education did not know what organizations exist in the Hanna area to help victims of family violence.

The Step Forward Task Force asked respondents on the follow-up survey “to the best of your knowledge, what groups, individuals or organizations in the Hanna area would you refer an adult or youth whom is a perpetrator of family violence?” The RCMP is the most frequently mentioned response, similar to the previous question regarding victims. Mental Health is also high on the list of mentions, and over half of the online survey respondents identified Mental Health.

**Table B.1.c: To the best of your knowledge, what groups, individuals or organizations in Hanna area would you refer an adult or youth whom is a perpetrator of family violence?**

Mention	Random Telephone Survey		Online Survey		Total of all respondents	
	Count	Percent	Count	Percent	Count	Percent
RCMP	110	55%	21	64%	131	56%
Don't Know	61	31%	0	0%	61	26%
Mental Health	19	10%	17	52%	36	16%
Other	15	8%	2	6%	17	7%
Family Doctor / Physician / Clinic	10	5%	6	18%	16	7%
Clergy / Church	9	5%	3	9%	12	5%
Addictions / Men's Group	4	2%	7	21%	11	5%
Big Country Victim Services	6	3%	5	15%	11	5%
Hospital	8	4%	2	6%	10	4%
Schools / Teacher	7	4%	1	3%	8	3%
Private counsellor or therapist	4	2%	3	9%	7	3%
Hanna Learning Centre / Provincial building (programs & services)	6	3%	0	0%	6	3%
A school counsellor / Family Resource Worker	5	3%	1	3%	6	3%
Social Services	3	2%	2	6%	5	2%
Family & Community Support Services (FCSS)	3	2%	2	6%	5	2%
Community health / Public health / Health unit	3	2%	0	0%	3	1%
Helpline / Hotline / Kids Help Phone	2	1%	0	0%	2	1%
Alberta Child & Family Services	1	1%	1	3%	2	1%

## Other key findings:

- Once again, nearly a third of respondents did not know where in the Hanna area they would refer a perpetrator of family violence.
- The results did not vary much between respondents who live in Hanna and those that live in other communities.
- Likewise, an even 31% of males and females responded “don't know” to this query.
- 63% of males would refer perpetrators of family violence to the RCMP compared to 52% of females.
- The second most frequently mentioned source among males was the Hanna Learning Centre and programs & services at the Provincial Building (5%) versus 2% of females.
- After RCMP, second most frequently mentioned source among females was Mental Health (12%), followed by Doctor (7%) and Hospital (6%).
- Over half of respondents aged 75 and older responded they “don't know” where they would refer a perpetrator of family violence.
- More than half of respondents with less than a high school education (56%) “don't know” what groups, individuals or organizations in the Hanna area they would refer an adult or youth whom is a perpetrator of family violence.



**C. Community Opinion Regarding the Prevalence of Family Violence in the Hanna Area**

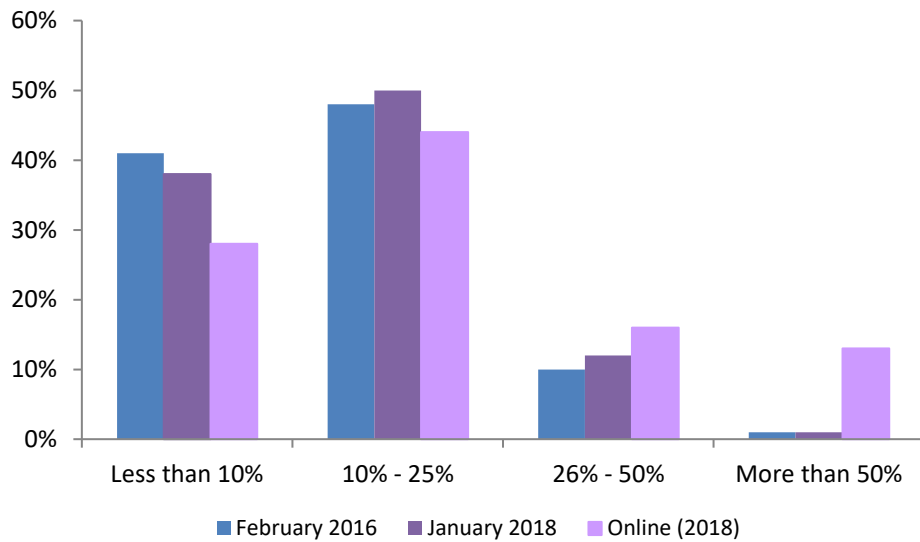
When respondents were asked “in your opinion, what percentage of the population in the Hanna area was a victim of family violence in 2015?” the overall average was 13.70%. The average from the random telephone survey in January 2018 yielded a very similar result with an average of 13.68% when asked “in your opinion, what percentage of the population in the Hanna area was a victim of family violence in 2017?” The online survey result was quite a bit higher at 22.56%.

Other key findings:

- Respondents from within the town of Hanna had a slightly higher average (13.94%) compared to those from other communities (12.82%).
- The average among males was 8.50% compared to 16.19% for females - nearly twice as much.

Figure C.1.a outlines the distribution. Fifty-eight percent of the males that responded thought less than ten percent of population in the Hanna area was a victim of family violence in 2017 compared 68% in 2015. Twenty-eight percent of the females thought less than ten percent of population in the Hanna area was a victim of family violence in 2017.

**Figure C.1.a: In your opinion what percentage of the population in the Hanna area was a victim of family violence in the past year?**



Respondents were asked to rate their opinion on the prevalence of various types of family violence in the Hanna area using a scale of 1 to 10 where 1 is not at all prevalent and 10 is very prevalent. All groups feel that emotional abuse between spouses is the most prevalent form of abuse.

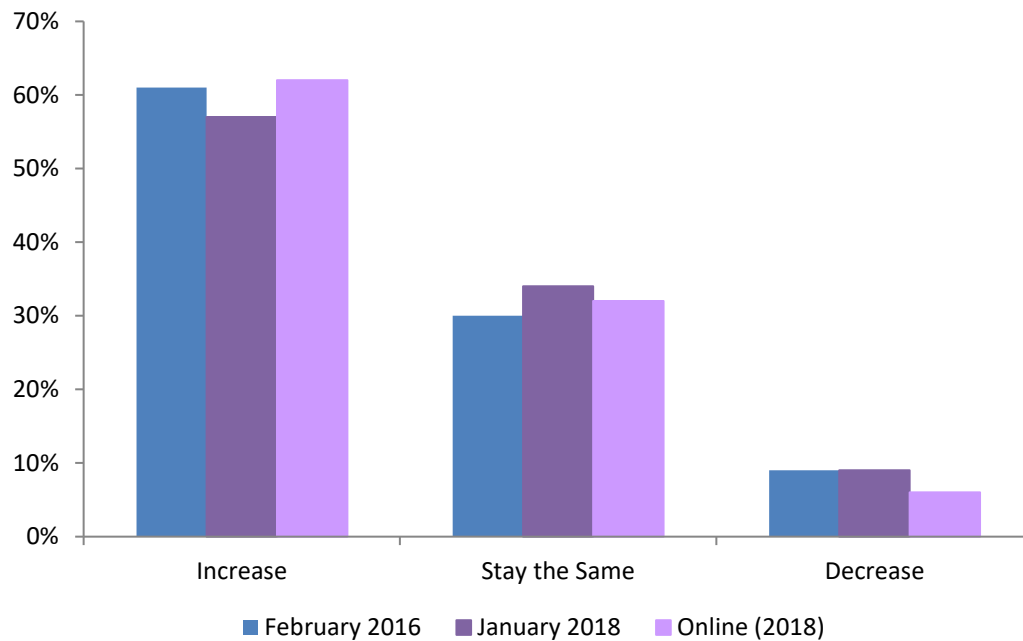
**Figure C.1.b: On a scale of 1 to 10, where 1 is not at all prevalent and 10 is very prevalent, how prevalent do you think the following forms of family violence are in the Hanna area?**



The results generally follow similar patterns, except that financial abuse between spouses had the second highest mean after emotional abuse in 2018, whereas it was the third highest mean in 2016. The mean regarding the prevalence of all types of family violence is higher among respondents who live in the town of Hanna compared to other communities, and it is higher among females than males.

Fifty-seven percent of randomly sampled respondents in 2018 thought the incidence of family violence would increase in the next three of years. This compares to 61% of randomly sampled respondents in 2016 who thought the incidence of family violence would increase in the next couple of years.

**Figure C.1.c: Over the next three years, do you think the incidence of family violence in the Hanna area will...**



Note: In 2016, the question posed was “Over the next couple years, do you think the incidence of family violence in the Hanna area will...”

#### **D. Campaign Awareness**

As part of the Step Forward Task Force’s Community Action Plan, a number of awareness campaigns and activities took place in the Hanna area.

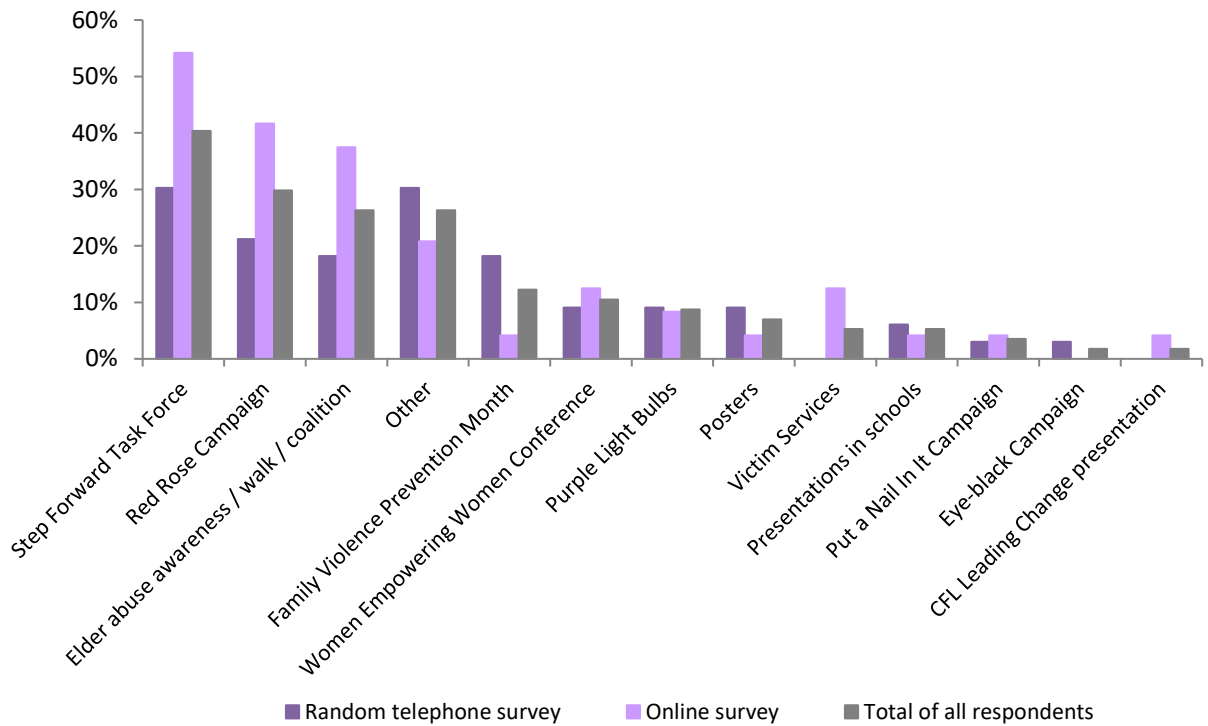
Twenty-two percent of respondents from the random telephone survey conducted in January 2018 responded “yes” to “Are you aware of any family violence campaigns, projects or resources in your community that have taken place in the last two years?”

Respondents were then asked to recall any campaigns, projects or resources that they recollected taking place in the last two years. The most frequently mentioned campaigns included:

- Step Forward Task Force
- Red Rose Campaign
- Elder abuse awareness / walk / coalition
- Family violence prevention month

Once again, online respondents appear to have more awareness than the general public as 79% of online survey respondents were aware of family violence campaigns. The chart below also demonstrates that the online respondents are more aware of the Step Forward Task Force, Red Rose Campaign, Elder abuse awareness/walk, Women Empowering Women Conference, and Victim Services campaigns than the general public.

**Figure C.1.a: Please list any family violence campaigns, projects or resources that you recall taking place in your community over the last two years.**

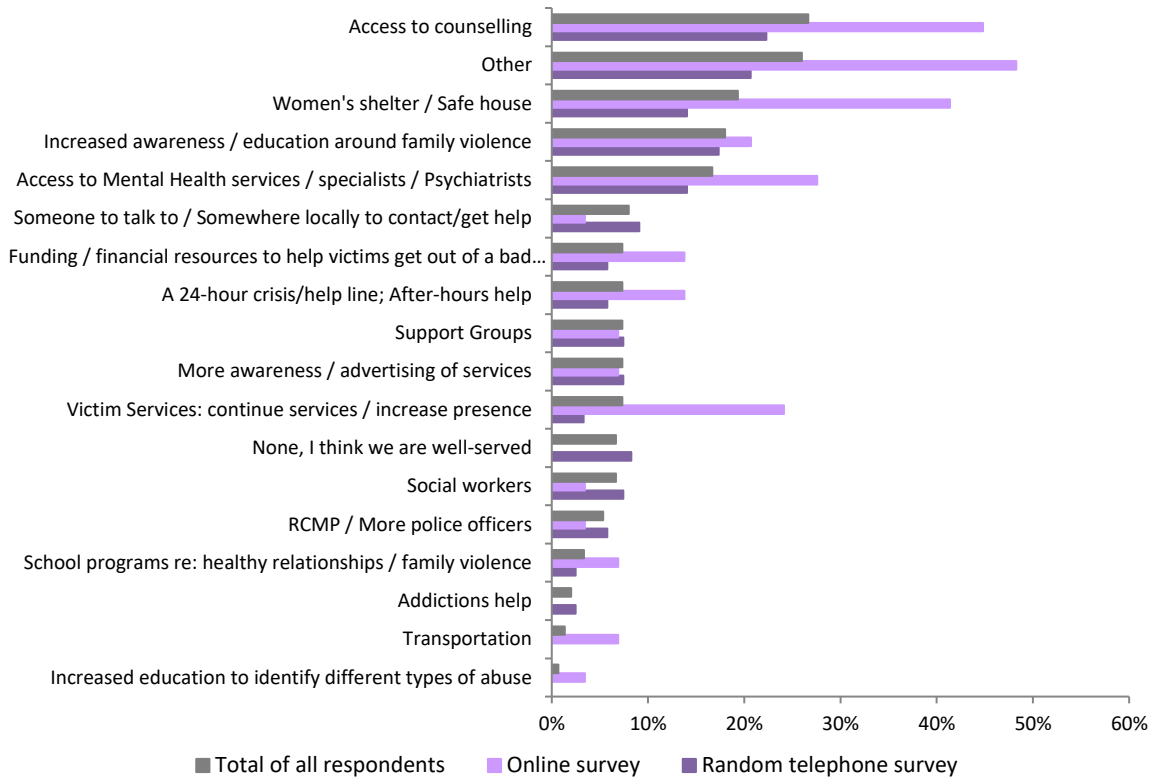


**E. Perceived Service Gaps**

Respondents were asked what services or resources they thought Hanna and area needed to support victims of family violence. A safe place to go” and/or a women’s shelter was a popular theme, along with “somewhere safe locally that victims can go for information and help.” Some of the “other” comments alluded to the challenge of accessing services in a rural location. For example:

- *More services in Hanna so we don’t have to run 60 miles to get them.*
- *A person here in Hanna that is trained instead of going out of town to get help.*
- *A place they can be at home and still get help.*

**Figure E.1.a: What services or resources do you think Hanna and area need to support victims of family violence?**

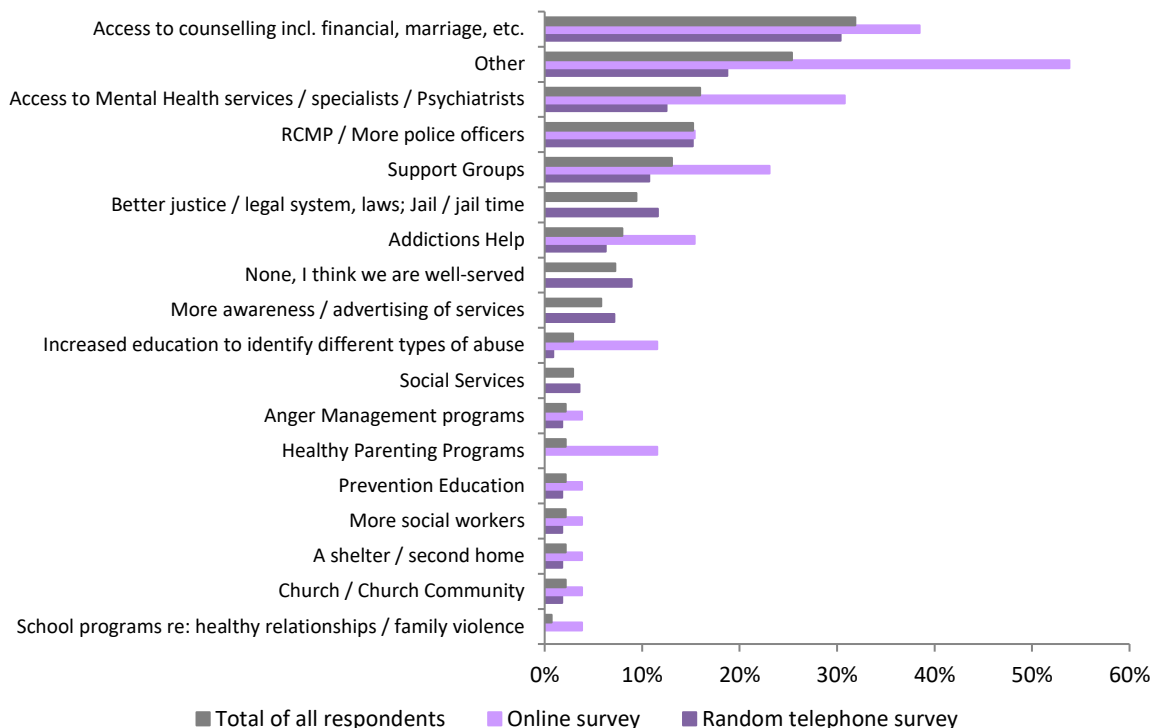


Respondents were also given the challenge of considering what services or resources they thought Hanna and area needed to support perpetrators of family violence. There were a lot of similarities between the responses for both groups. For example, access to counselling services, including more counsellors, different types of counselling (e.g. marriage, youth, financial), and no-fee counselling was the top mentioned service that respondents feel the Hanna area could use to support both victims and perpetrators of family violence.

Access to Mental Health services and specialists was another frequently mentioned service or program needed for both victims and perpetrators.

Seven percent of random telephone survey respondents indicate that more awareness and advertising of available services is needed to support both victims and perpetrators of family violence.

**Figure E.1 b: What services or resources do you think Hanna and area need to support perpetrators of family violence?**



Other services mentioned for perpetrators include:

- Support Groups
- Addictions help
- Anger management programs
- Healthy parenting programs

A small handful of respondents noted that employment might be a potential underlying issue. For example,

- *More better paying jobs.*
- *Assistance to obtain jobs.*
- *Government employee counsellor.*

Twelve percent of mentions were related to the justice system – that perpetrators need jail time, or need to be dealt with through the justice system. Interestingly, the majority of these suggestions came from females (12 responses from females compared to 1 from a male). Females were also more likely to suggest counselling, access to mental health, and support groups, while males were more likely to suggest police and social services.

Males indicated more frequently than females that no additional services were needed for victims or for perpetrators.

## **F. Overall Summary of Findings**

Respondents from all three groups surveyed (random telephone survey in 2016, random telephone survey in 2018, and online survey) identified most frequently the following individuals and organizations in Hanna as key points of entry for accessing help for victims of family violence:

- RCMP (top mentioned in all cases)
- Big Country Victims Services
- Various components of the health care system: doctors, clinics, hospitals, Mental Health

Other key sources identified included:

- The Hanna Learning Centre / Provincial Building programs & services
- Clergy / church
- Through schools
- Private counsellors

Eleven percent of respondents in 2018 identified the Hanna Learning Centre and Provincial Building compared to only 4% in 2016. Although this difference is not statistically significant, and it can likely be inferred that there is an increased awareness of the services provided from this location between the two time periods. Three percent of mentions included the “Step Forward Task Force.”

Most of these same groups and organizations were cited as places to help perpetrators of family violence, although Addictions and their Men’s Group was also mentioned and Victims Services was mentioned less frequently.

Close to one-third of respondents didn’t know what groups or organizations in Hanna might help victims or perpetrators of family violence.

In 2016 and 2018, 13.70% and 13.68% respectively are the mean percentages when respondents were asked “in what opinion what percentage of the population in the Hanna area was a victim of family violence in the past year?” The mean for online survey respondents was higher at 22.56%.

Emotional abuse between spouses is thought to be the most prevalent form of family violence in the Hanna area, followed by financial abuse between spouses, and child witness to family violence.

Twenty-two percent of respondents from the random telephone survey conducted in January 2018 were aware of family violence campaigns, projects or resources that had taken place in their community the last couple of years. The most frequently recalled campaigns included:

- Step Forward Task Force
- Red Rose Campaign
- Elder abuse awareness / walk / coalition
- Family violence prevention month

In terms of services and resources needed in the Hanna area to support victims and perpetrators of family violence, access to counselling services was mentioned most frequently. Access to Mental Health services and specialists was another frequently mentioned service or program needed for both victims and perpetrators along with support groups.

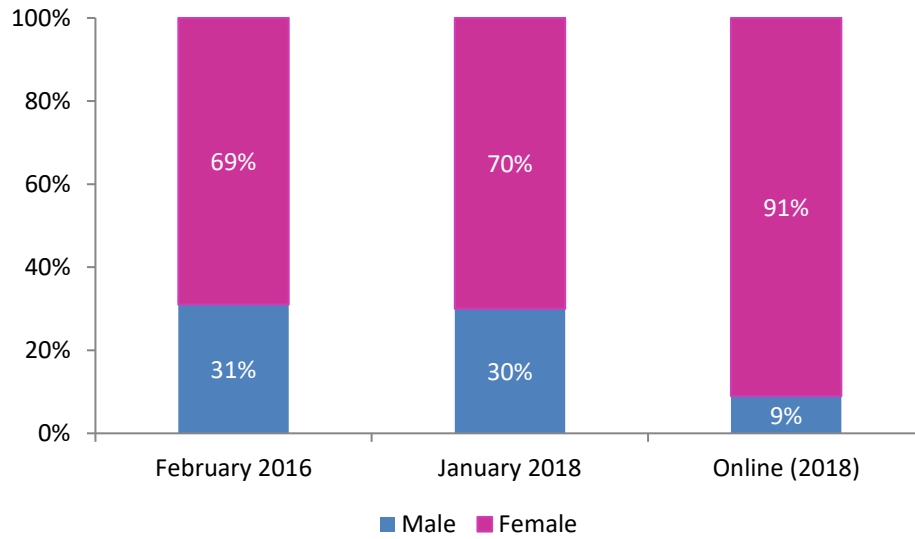
Seven percent of random telephone survey respondents indicate that simply more awareness and advertising of available services to support both victims and perpetrators of family violence is needed.

A safe place to go and/or a women's shelter was mentioned fairly frequently, along with somewhere safe locally that victims can go for information and help. Programs and services like Addictions help, anger management programs, and healthy parenting programs were mentioned as potential services needed for perpetrators.

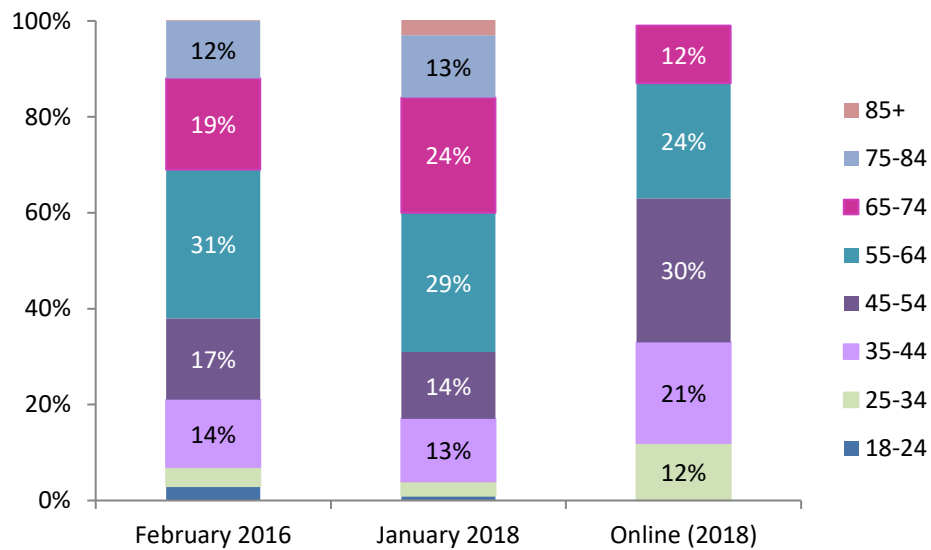


**Appendix A. Demographics of Respondents**

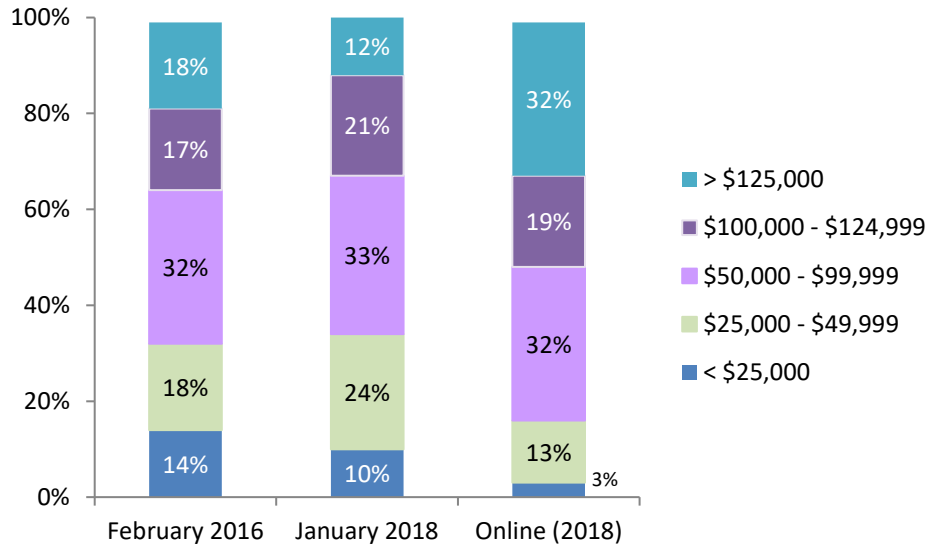
**Figure G.1.a: Gender of Respondent by Group/Timeframe Surveyed**



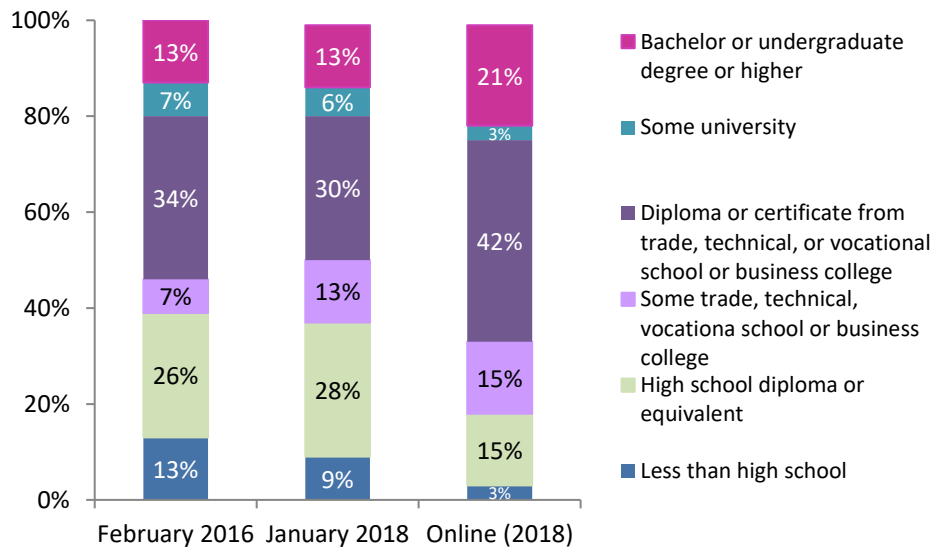
**Figure G.1.b: Age of Respondent by Group/Timeframe Surveyed**



**Figure G.1.c: Household Income of Respondent by Group/Timeframe Surveyed**



**Figure G.1.d: Highest Level of Completed Education by Group/Timeframe Surveyed**



**Figure G.1.e: Location of Respondent by Group/Timeframe Surveyed**

