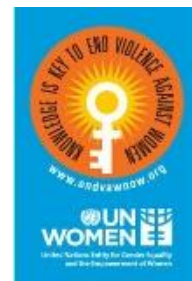


**Virtual Knowledge Centre to End Violence against Women and Girls  
One-Year Monitoring Report (March 2010-March 2011)**



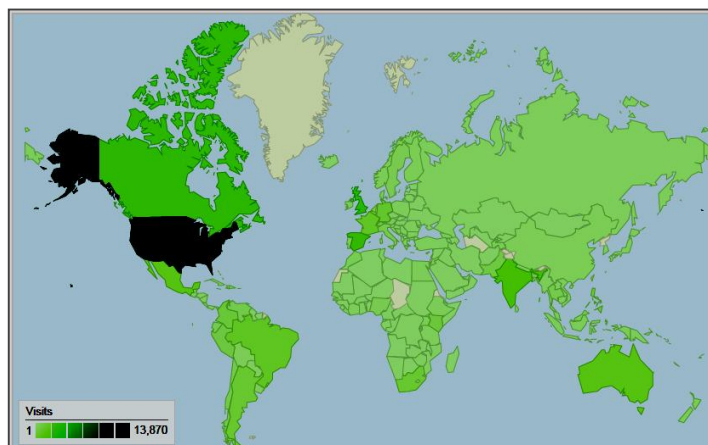
The twelve-month monitoring report presents the findings and analysis of the Virtual Knowledge Centre's (VKC) first year in operation from the 4<sup>th</sup> March 2010 through 3<sup>rd</sup> March 2011. The report builds on the survey and analysis conducted at six months and forms the basis for a review that will be conducted annually to track trends over time.

The report is based on data gathered through the following sources:

- Site statistics compiled by [Google Analytics](#).
- Survey responses (**357 total** — 200 English, 104 Spanish and 53 French)<sup>1</sup>, distributed through Survey Monkey in English, French and Spanish to **2,500 contacts**, including **UN Women programme staff and registered users**.
- Analysis of **811 registered user profiles** (504 female, 307 male).
- Ongoing discussions with the website developers, analysis of dissemination and outreach results and unsolicited feedback received.

**General Visitors:**

The site received **50,718 visitors** from **208 countries** and territories representing **97 languages** over the one-year period, an average of **139 visits per day**. The top **25 countries** accessing site have remained constant and include: the United States, United Kingdom, Canada, Spain, India, Australia, Mexico, Brazil, France, Germany, South Africa, Argentina, Colombia, Kenya, Switzerland, Philippines, Peru, Pakistan, Belgium, Netherlands, Chile, Venezuela, Italy, Thailand and Ecuador. However, compared with the previous monitoring period, there has been an overall increase in visitors from the Pacific islands, western and northern Africa, the Caribbean, Central America and South Asia.



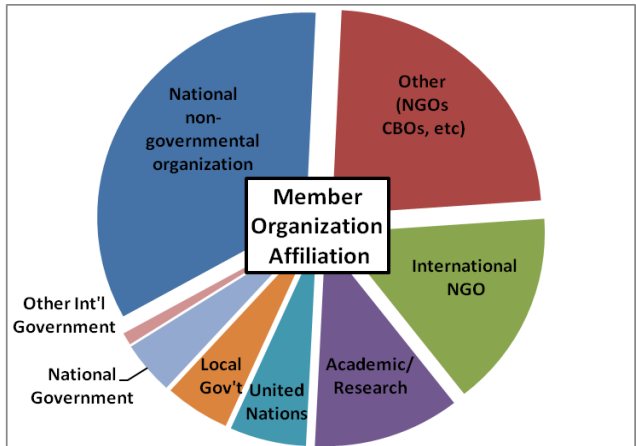
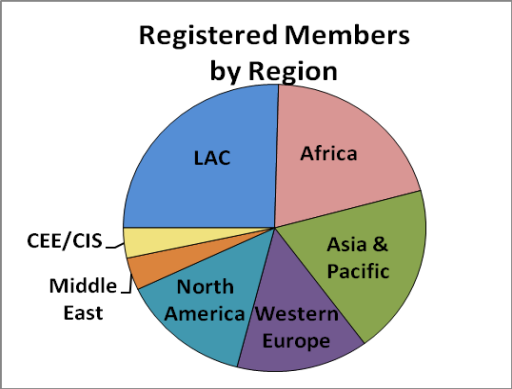
*"What a wonderful resource for all the world and for NGOs in particular. We have great hopes for UN-Women and this verifies our expectations."*

- Advocacy volunteer,  
Franciscans International

<sup>1</sup> The survey was disseminated over a one-month period (13 April- 12 May 2011) and had a response rate of 14%.

**Registered Members:**

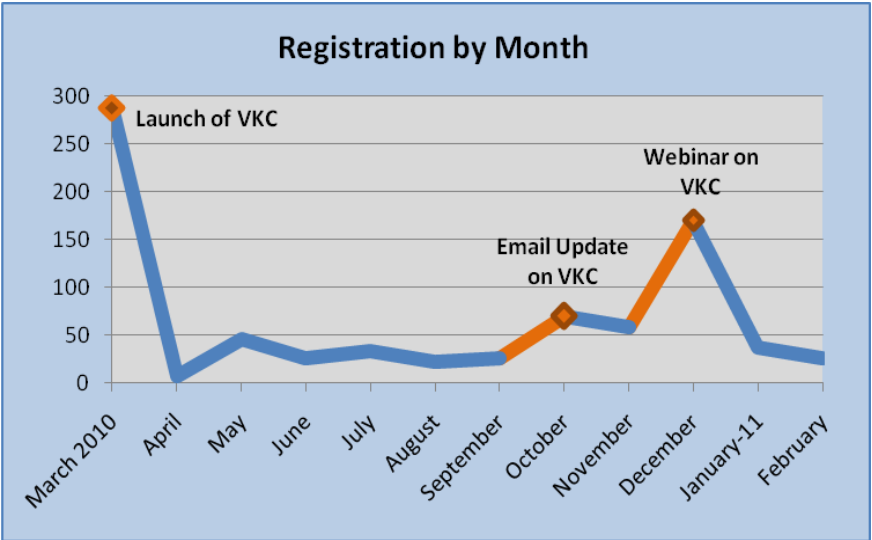
In the one year period, **811 individuals** (504 female, 307 male) from **124 countries** registered for the site. Registered members are individuals who voluntarily signed-up to be members of the Virtual Knowledge Centre in order to receive updates, tailored information on self-identified topics of interest and to serve as a reference group for ongoing monitoring and feedback. Nearly **three-quarters** of the registered members represent **low and middle income countries**, and the majority of members (73%) are affiliated with **non-governmental and civil society organizations** – the bulk situated at country-level.



In six months, membership has grown across regions, with **Latin America and the Caribbean** featuring the **most new members**, an increase from 134 to 202; and **membership nearly tripling** from 10 to 27 in **Central and Eastern Europe and the Commonwealth of Independent States**. Substantial increases were also seen in other regions, from 122 to 162 in Africa (primarily in sub-Saharan countries); 111 to 152 in Asia and the Pacific (mainly in South and Southeast Asia); 78 to 111 in North America; 84 to 112 in Western Europe; and 19 to 29 in the

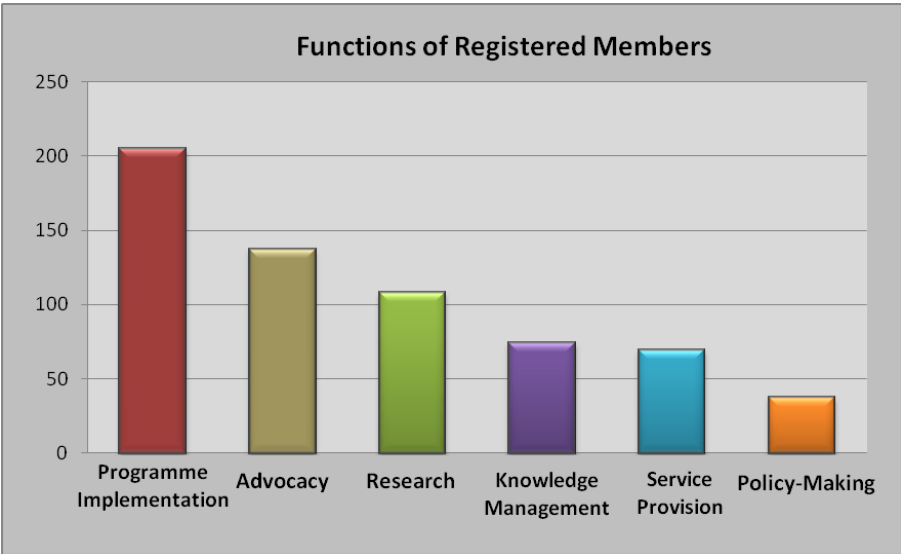
Middle East. Membership indicates that the VKC is largely reaching the countries and practitioners it is most intended for.

Trends in membership over the course of the year, with visible spikes in registration around specific communications efforts, suggest that periodic email distributions are an effective method for expanding the membership and reach of the VKC. These efforts include: the initial launch of the site; an email update sent to over 2,000 UN Women programme staff and relevant EVAW contacts; and a webinar invitation to UN Trust Fund grantees.



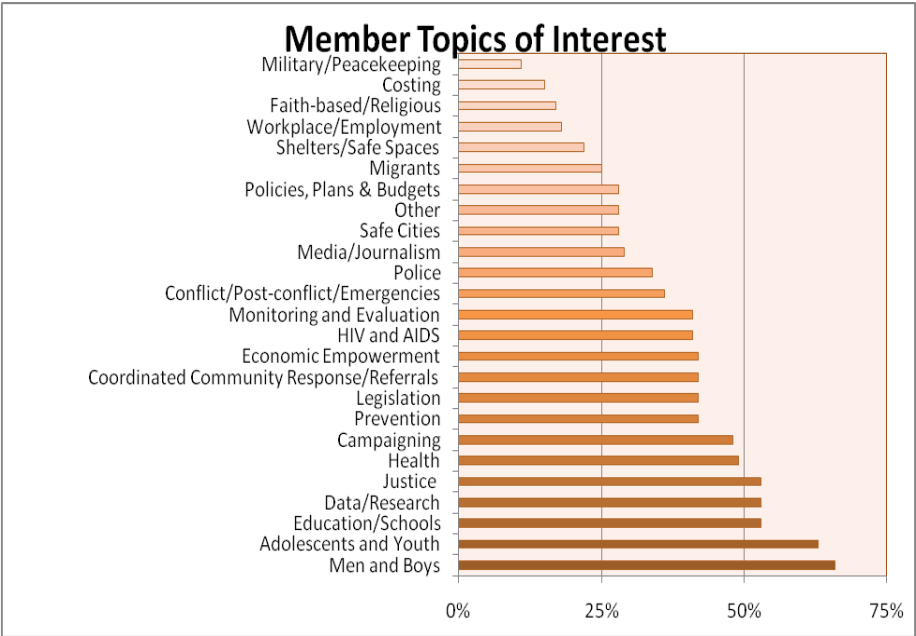
**Registered members represent 35 languages**, reflecting the overall diversity of visitors to the site, with the top five languages of members remaining English (390 members), Spanish (223) and French (79), followed by Portuguese (17) and Hindi (14). While visitors mostly access the site in English (83%), followed by Spanish (11%) and French (5%), tools are available in 60 languages, with no visible correlation between the number of resources available in a particular language and the number of registered users from particular language groups. This suggests that **diverse language groups find the site useful**, irrespective of the number of tools available in their primary language of operation and that further development of a targeted outreach and communications strategy may support even greater diversity of registered users.

Registered members comprise a variety of key groups, with the largest percentage identifying themselves as **programme implementers**, followed by advocates, researchers, knowledge managers, service providers and policy makers.



These findings validate that the VKC is a go-to resource for the primary target audience. The findings also indicate the need for dissemination of the VKC through untapped mediums (e.g. medical associations) to expand reach to service providers, another key constituency.

The top ten topics of interest identified by registered members include **men and boys** (534); **adolescents/ youth** (513); **education/ schools** (429); **data/research** (428); **justice** (426); health; campaigning, prevention, legislation and coordinated responses. This reinforces the **relevance of existing and soon to be finalized programming modules, the remaining to become available in the course of 2011-2012.**

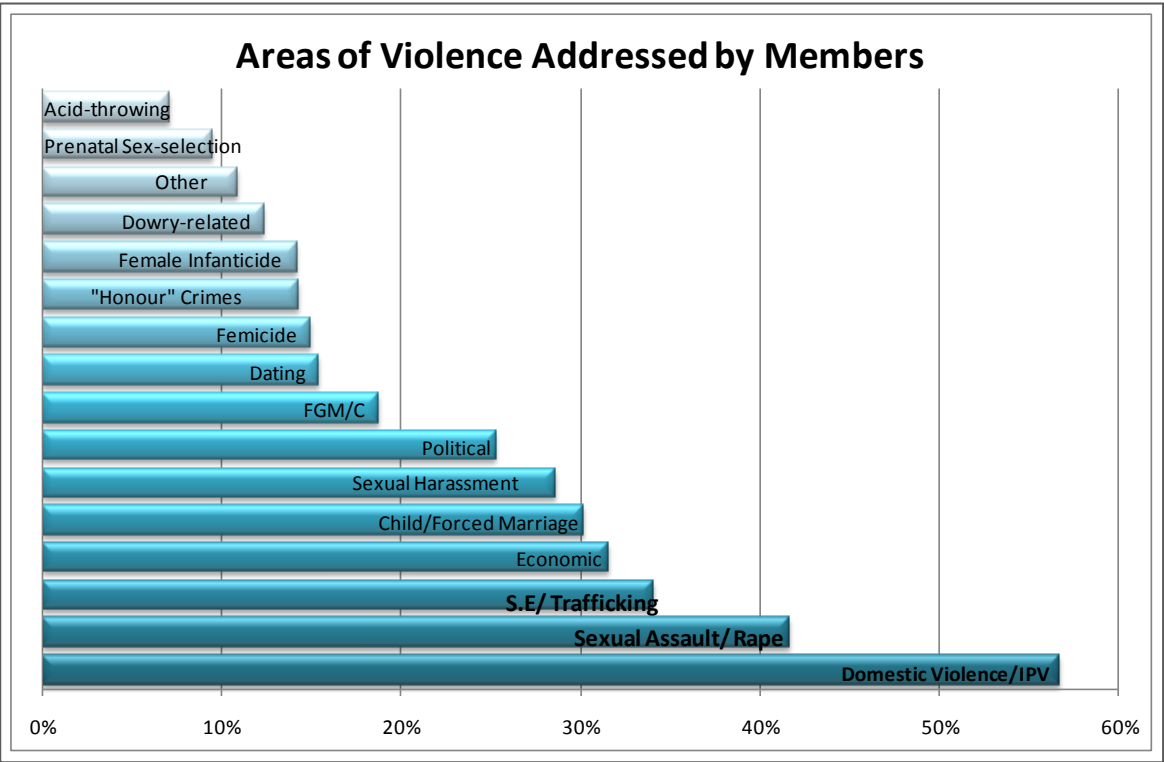


Topics that are not currently addressed in the VKC as **stand-alone modules**, but figured prominently, include: **data and research, economic empowerment, media and journalism**. Members noting ‘other’ issues of interest will be engaged to identify additional issues that can be explored in the coming year.

*“I am already having brilliant ideas about using it in an e-course on data collection on VAW”.*

- Independent expert on researching violence against women and girls

The majority of members work on **domestic/intimate partner violence and sexual assault/rape**, with a **considerable percentage working on sexual exploitation/trafficking, economic violence and child/forced marriages**. The latter forms have a **particularly limited evidence base**, which the Virtual Knowledge Centre can contribute to strengthening.



Overall, the profile and preferences of registered users combined with site statistics suggest that the site is reaching and is **relevant for practitioners operating in developing country contexts and working on the predominant issues of intimate partner violence and sexual assault**.

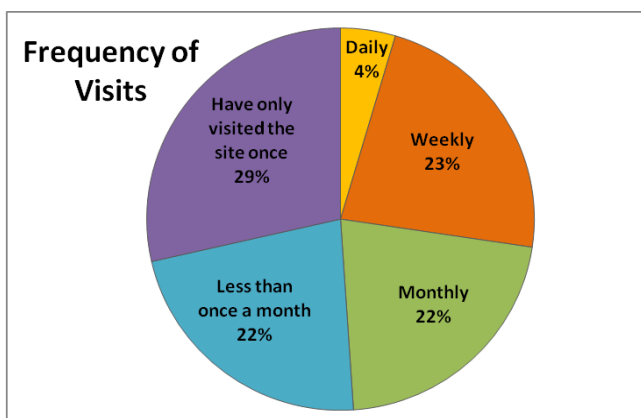
## Site Usage and Satisfaction:

Site statistics combined with survey responses provide valuable insights related to use, accessibility and, quality of experience/overall satisfaction of users with the Virtual Knowledge Centre, in addition to providing some initial highlights of results to which the site has contributed.

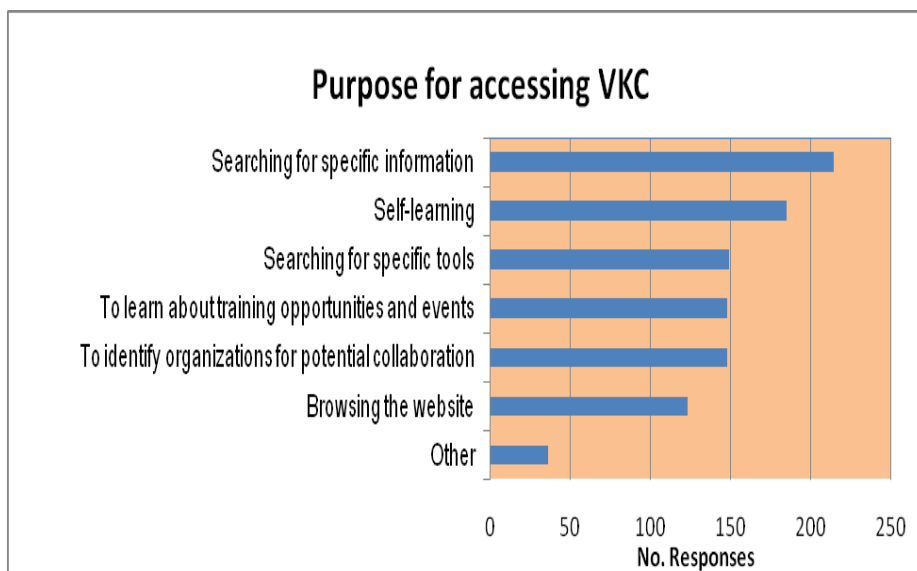
### *Frequency and Purpose of Use:*

**Nearly one out of three (32%)** visitors used the site **repeatedly**, with more than **2,400 visitors** that had accessed the site **over 50 times** and **126 visitors** that had accessed the site **over 200 times** during the year.

Among survey respondents, **one-half (50%)** visit the VKC on **at least a monthly basis**, including **25 percent** visiting the site **weekly** and **5 percent** daily.



The site is used for a variety of purposes, including **searches for specific information (62%)** and **self-learning (54%)**. This suggests that, as the registered member profiles indicate, **users are already familiar with the issue** and use the site to obtain specific guidance or deepen their knowledge of VAW programming, in line with the site's objectives.



*"I've been sharing the website and people LOVE IT!!"*

- Professor, Health Promotion, Education and Behavior,  
Arnold School of Public Health; Women's and Gender Studies  
(University of South Carolina)

### Access to the site:

**Traffic Sources:** Over **one-third of visitors (37%)** were referred to the VKC through other sites (with **over half (53%)** referred by **UN Women** and related sites—**UNIFEM; UN or Say NO**); 35% found the site through a search engine (Google in 95% of all cases), while 28% went to the site directly. This reflects the **multi-pronged outreach and communications efforts** involving targeted dissemination to potential users directly and through linking the VKC to other websites (more than 30 links), as well as through implementation of technological enhancements (i.e. search engine optimization) in February 2011 to ensure users were directed to the relevant pages of the VKC when performing searches through Google and other search engines. Compared to the preceding months, traffic through Google increased by nearly half (from 27% to 41%).

**Browser Preferences:** **Internet Explorer** remains the most popular browser used by visitors (49.8%), despite the technical difficulties more likely to be faced by users when using this search engine compared to Mozilla Firefox (30.1% users), Safari (9.8%) or Chrome (8.5%).

**Bounce Rates:** The **bounce rate<sup>2</sup> of 56.9 percent** was at a similar level to that noted during the six-month monitoring period (53.7%), and continues to be explained by the large content available on each page of the VKC (unlike many websites); the design of the site which misleadingly counts searches on the Tools and Resource Centres Databases as visits to only the homepage, and the re-launch of the site with search engine optimization. The latter created a greater stream of visitors to the site, which naturally produces a short-term spike in the bounce rate. As intentional access and familiarity grows with the VKC, it can be expected that the bounce rate will decline.

*"There is a tremendous amount of useful material there for us to use, especially in terms of advocacy work."*

-United Nations Trust Fund Grantee

### Time and depth of visits:

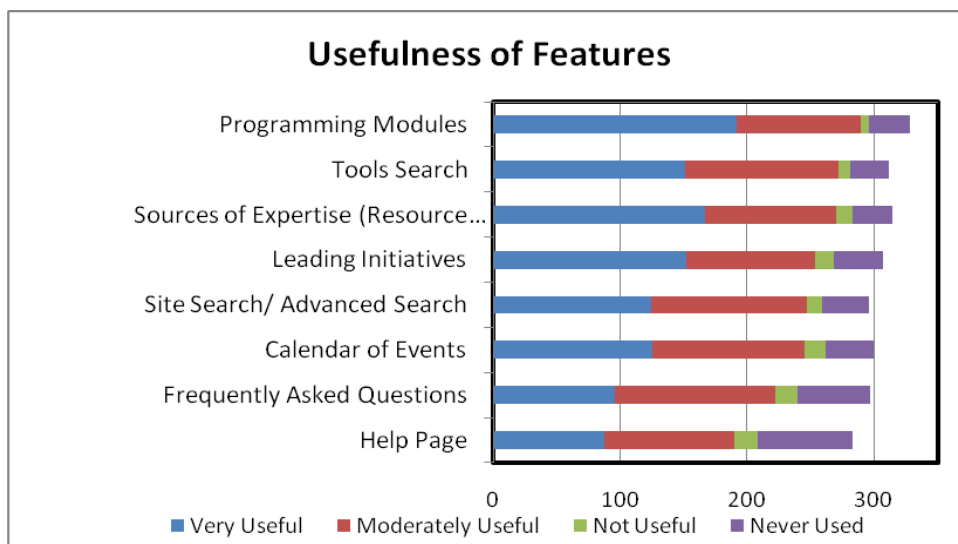
Visitors spent an **average of 4 minutes (3:55)** on the site, which is **4 times higher** than the average time spent on most websites. Visitors viewed an average of **3 pages per visit**, with a growing number of users demonstrating impressively in-depth visits to the site. For example, **965 visitors viewed 20 or more pages**; 5,447 visitors remained on the site for 10 minutes or more; and just over **1,500 visitors** stayed on the site for **30 minutes or more** during their visit (i.e. 30 times the average time spent on websites). These numbers provide a clear signal that the site is being used as intended, for learning and competency development.

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<sup>2</sup> The bounce rate is the rate at which visitors exit the website after viewing only one page, most often the home page.

### Utility of Content and Experience using the site:

**Nearly all of respondents (95% on average)** confirmed the **usefulness** of all **key features** available on the VKC. Programming Modules, Tools, Sources of Expertise and Leading Initiatives were given the highest ratings by respondents.

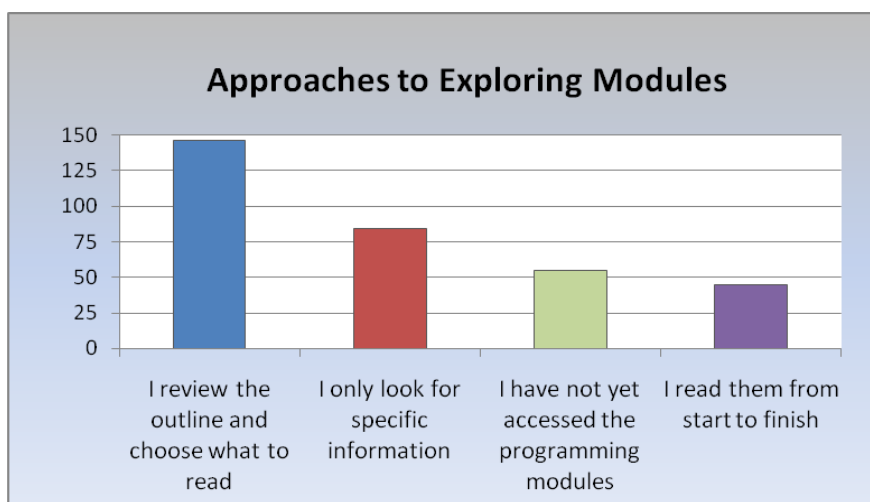


### *Programming Modules:*

The programming modules, ranging in size from 70 to over 1,000 pages each, contain a wealth of very detailed guidance, examples and resources. Given the scope and breadth of material, the VKC was thoughtfully designed to provide the content in a most accessible way – by disaggregating information under meaningful headings and sub-headings, presented in a multi-layered format (i.e. several sub-pages per section).

Respondents affirmed the value of this structure and presentation, with over half using the **detailed outline and drop down menu to navigate the content**, and one-third using the shorter sub-sections to **read the select information they were looking**

**for**. Twenty-one percent of respondents read the modules in their entirety (from start to finish) reinforcing the relevance of making available PDF versions of each module.

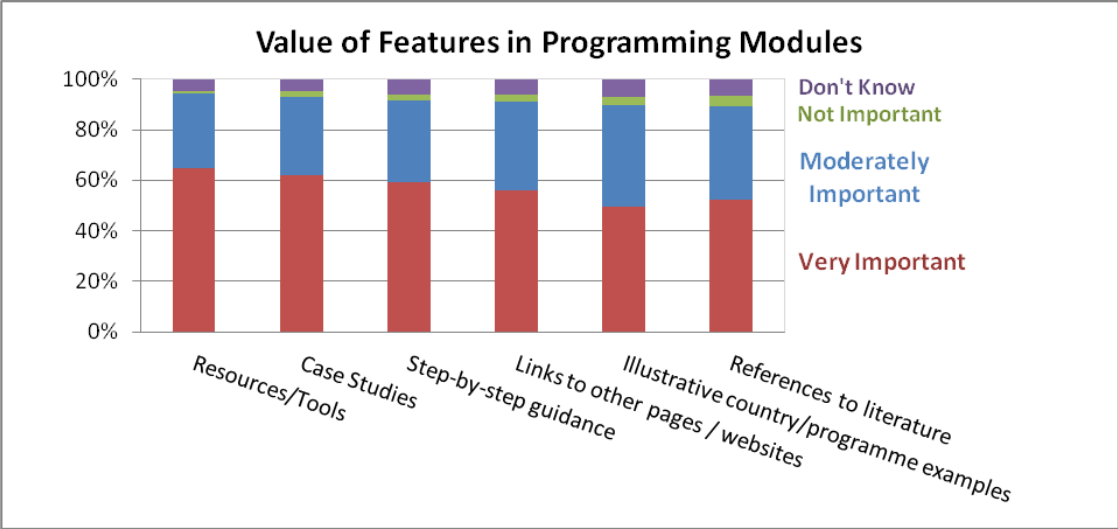


*“Health module is excellent and innovative. It helps me so much in training of service providers.”*

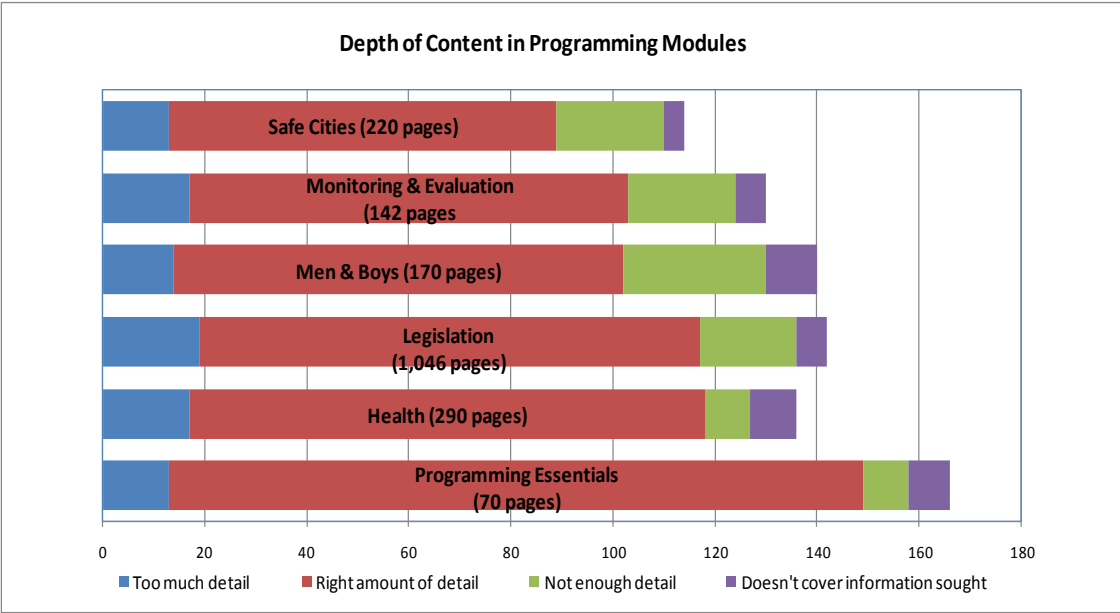
- survey respondent



Respondents consistently reported on the importance of key components within the programming modules. **Over 90 percent** of respondents felt that **all features were important**, with greatest emphasis on **resources/tools, case studies and step-by-step guidance**, which aligns with the ongoing expansion of the Tools Database, the development and capture of case studies and the finalization and forthcoming launch of step-by-step guidance for 10 additional topics.



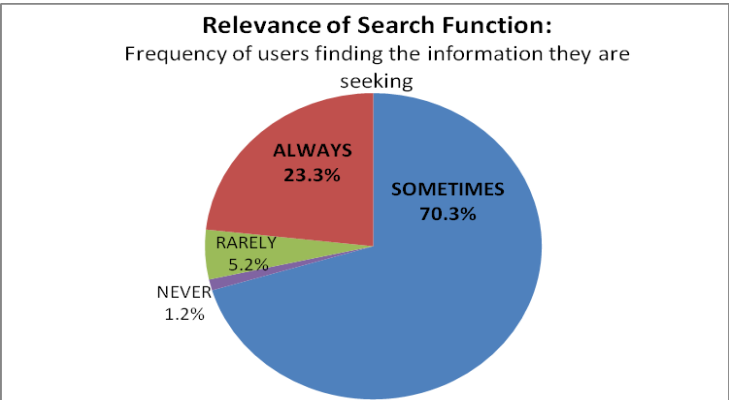
Complementing the importance of key features within the modules, the majority of respondents noted the **richness of the content**. Of those who had accessed the different modules, the majority expressed that they contained the right amount of detail (ranging between 63 percent for Men and Boys and **82 percent for Programming Essentials**). The consistency of responses despite the wide range in length of each module suggests the guidance for each topic has been tailored appropriately and is in line with user expectations. Nevertheless, ongoing efforts to update existing modules will prioritize those modules identified by respondents as lacking sufficient detail.





*Tools Search:*

Nearly all (94%) of the respondents that had used the Tools search function (85% of total respondents) were able to **find the tools they were looking for** (with nearly 25% noting they always find what they are looking for). The tools database is constantly being expanded, with an increase in resources from 600 to 750 during the one-year period.

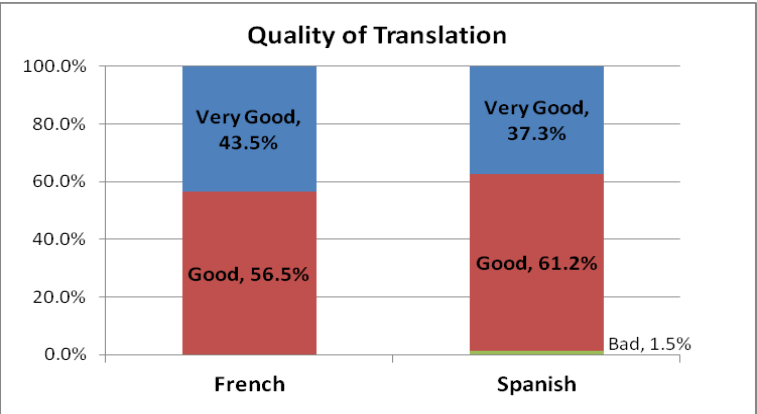


*Sources of Expertise:*

Only **twenty percent** of respondents **contacted organizations** from the Resource Centres Database, with almost half seeking **training-related services (42%)**; technical assistance (29%); consulting services (16%) or monitoring and evaluation assistance (13%). Through the contact, **17 respondents received free assistance from the expert organization**, 4 hired the organization, and 19 chose not to pursue the contact at that time. Fourteen respondents noted that the organization they reached out to did not respond to their inquiry. In line with preferences expressed in the six-month survey, expansion of this resource will be an important element in broadening support to country-level practitioners.

*Translation:*

Almost **all respondents (99%)** indicated that the French and Spanish translation of the site was good, with **40 percent** giving it the **highest rating**. Responses were similar across both languages. Given the quantity and detailed technical nature of the content on the site, the high ratings given for translation are noteworthy.

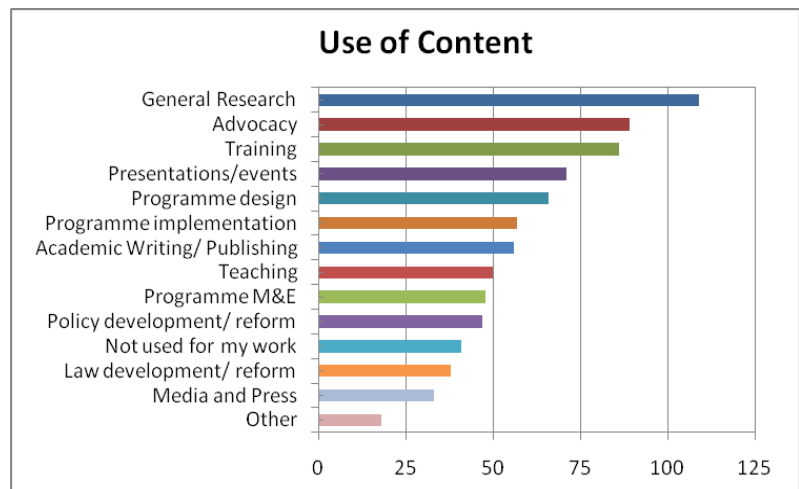


### Application of Content:

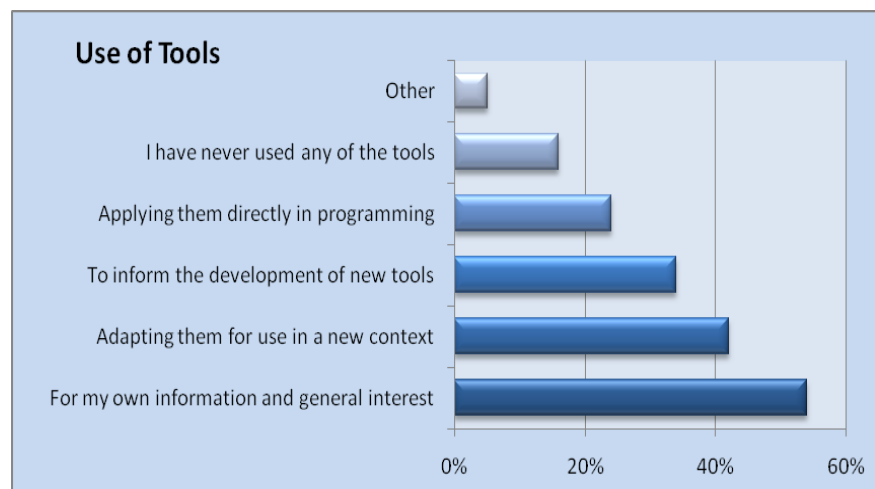
Over three-fourths (83%) of respondents indicated that they had applied the content of the site in their work. The uses denoted by respondents range from general research to media and press, with training identified as one of the top three. Programme design and implementation also figured prominently.

Examples of how the content has been applied include:

- a **radio programme** and course on reporting on VAW in **Colombia**;
- initiative to **amend the penal code** in **Cote d'Ivoire**;
- development of **public policies** for the women's ministry in **Equatorial Guinea**;
- a **curriculum on masculinities** for primary and secondary school students in **Kenya**;
- a **training module** for medical service providers in **Iraq (Kurdistan)**;
- a **Safe District** pilot programme in **Pakistan**;
- **costing** of the **GBV National Action Plan** in **Seychelles**;
- design and implementation of a **workplace sexual harassment** programme in **South Africa**;
- development and implementation of a project for **acid survivors** in **Cambodia, Nepal** and **Uganda**; and
- **university projects** in the **United Kingdom**; among many other initiatives across regions.



**Tools:** The majority of respondents (158) have used the tools to **adapt and apply them to their own context or to inform the development of new tools**, which has contributed to academic, and community-based action research, advocacy, capacity development and training, and programme evaluation in Mexico, Pakistan, Senegal and South Africa, among other countries. **The second greatest number identified using the tools for self-learning (113).**

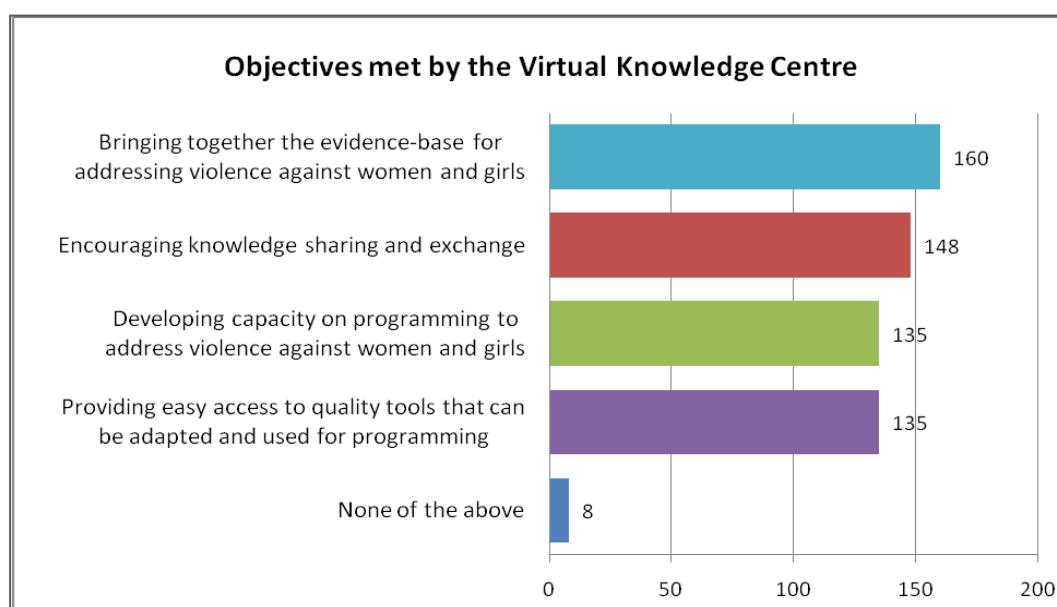


*"Thanks for this very useful website, it have assisted us in the planning and implementation of a Battered Women's Centre Project in Kenya. Keep up the good work!"*

*- survey respondent*

### **Overall Impressions:**

In regards to its effectiveness, nearly **three-quarters of respondents** felt that the VKC is **meeting each of its four main objectives**. In ranking order, that includes: **bringing together the evidence base (77%)**; encouraging knowledge sharing and exchange (72%); and developing capacity on programming to address violence against women and girls (66%), as well as providing easy access to quality tools that can be adapted and used for programming (66%).



### ***Additional Suggestions:***

The strong positive response from survey respondents suggests that the site has demonstrated its value to users in its first year of operation. However, in order to address concerns and reach its objectives more comprehensively, the Centre has welcomed recommendations for its improvement, which, as identified by survey respondents, relate to:

- Advancing progress to launch the 10 forthcoming programming modules;
- Expanding the diversity of examples, guidance and tools in regards to geography, language, contexts and populations featured on the site;
- Developing further the expert organization database;
- Establishing interactive spaces and opportunities for peer exchange and learning; and
- Expanding awareness of the VKC and its reach globally.

### **Follow-up and Next Steps:**

The analysis and findings outlined in the one-year monitoring report will inform the continued development and future planning of the Virtual Knowledge Centre. **Key actions underway or to be taken in 2011-2012** include:

- Finalization of **programming modules**, particularly those most in demand (adolescents, campaigns, coordinated responses, education, justice, police and security, policy and budget cycles, primary prevention, sexual violence in conflict, and shelter).
- Development of **targeted mini-toolkits** (with preliminary distilled guidance and consolidation of relevant tools) in response to **new topical areas of interest** (e.g. women living with disabilities or economic abuse).
- Organization of **expert webinars** based on **topics in demand**. To be conducted in **English and Spanish** until demand for same in French increases.
- Expansion and refinement of the **resource organizations database** to minimally include an additional 50 entities. The process and planning for future development of the database will involve a review of feedback from organizations currently in the database as well as examining cases in which expert organizations never responded to contacts by VKC users. New mechanisms for engaging the resource centre organizations will also be explored, for example, as mentors or via peer exchange and dialogue opportunities.
- Development of **peer networking spaces** [*pending UN Women platform launch*] organized by topics most in demand.
- Enabling easier access to existing **case studies** across modules and within the Tools Database, in addition to expanding the number of case studies.
- Making available select **country-specific literature** through a search filter in the database, such as situational reports, without detracting from the main purpose of the site or burdening the existing database.
- Elaboration of a **communications and outreach strategy**, tailored to various events and populations, with particular attention to expanding outreach to French and Spanish-speaking audiences, and service providers across different sectors. The strategy will draw upon existing outreach and dissemination methods (periodic email communications, ‘show and tell’ webinars or in-person introductory presentations on the VKC, and dissemination of VKC materials at key international/regional/national events and venues, expanding linkages with other websites on violence against women and girls, among other potential alternative outreach mediums).
- Continued **assessment of site utility, relevance and effectiveness**, including ongoing monitoring of site analytics and the search engine optimization process to ensure the site tags are appropriately directing interested visitors to the site, monitoring of solicited and unsolicited feedback received, and efforts to expand responses to monitoring reports (to be conducted on an annual basis).



## *Virtual Knowledge Centre to End Violence against Women and Girls Survey*

In order to provide you with the best possible resource, we kindly ask you to take 5 minutes of your time to give us your valuable feedback on the [Virtual Knowledge Centre to End Violence against Women and Girls](#).

### **OVERALL**

#### **1. How often do you visit the Virtual Knowledge Centre?**

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Less than once a month
- ☐ Have only visited the site once

#### **2. What best describes your purpose for accessing the Virtual Knowledge Centre? (check all that apply)**

- ☐ Browsing the website
- ☐ Self-learning
- ☐ Searching for specific information
- ☐ Searching for specific tools
- ☐ To learn about training opportunities and events
- ☐ To identify organizations that I can collaborate with
- ☐ Other (please explain) \_\_\_\_\_

#### **3. How useful do you find the following features?**

- ☐ Very Useful    ☐ Moderately Useful    ☐ Not Useful    ☐ Never Used
- Programming Modules (e.g. programming essentials, men and boys, health, safe cities and legislation)
  - Tools Search
  - Sources of Expertise (Resource Centres) Search
  - Site Search/Advanced Search
  - Calendar of Events
  - Frequently Asked Questions
  - Help Page
  - Leading Initiatives

**Programming Modules (e.g. programming essentials; men and boys; safe cities; health; and legislation)**

**4. How do you explore the programming modules?** (check all that apply)

- ☐ I read them from start to finish
- ☐ I review the outline and choose what to read
- ☐ I only look for specific information
- ☐ I have not yet accessed the programming modules

**5. How would you describe the content of each programming module that you have accessed:**

- ☐ It contains too much detail   ☐ It contains the right amount of detail   ☐ It doesn't contain enough detail   ☐ It doesn't cover the information I am usually looking for
- ☐ Programming Essentials
- ☐ Health
- ☐ Legislation
- ☐ Men and Boys
- ☐ Safe Cities

Please explain if the modules don't cover the information you are looking for

**6. How important are each of the features found within the programming modules for supporting your work?**

- ☐ Very Important   ☐ Moderately Important   ☐ Not Important   ☐ Don't Know

- Case Studies
- Step-by-step guidance
- Resources/Tools
- Illustrative country/programme examples
- Links to other pages within the Virtual Knowledge Centre and to other websites
- References to the literature
- Other (specify): \_\_\_\_\_

**7. Has the content on the site been used in your own work?**

(Check all that apply and please provide details, including country, etc.)

- ☐ Academic Writing/Publishing \_\_\_\_\_
- ☐ Advocacy \_\_\_\_\_
- ☐ General Research \_\_\_\_\_
- ☐ Law development/reform \_\_\_\_\_

- ☐ Media and Press \_\_\_\_\_
- ☐ Policy development/ reform \_\_\_\_\_
- ☐ Presentations/events \_\_\_\_\_
- ☐ Programme design \_\_\_\_\_
- ☐ Programme implementation \_\_\_\_\_
- ☐ Programme monitoring and evaluation \_\_\_\_\_
- ☐ Teaching \_\_\_\_\_
- ☐ Training \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

**8. What do you like/dislike about the programming modules?**

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**Tools and Sources of Expertise (Resource Centres)**

**9. Which phrase best describes your experience with the tools search?**

- ☐ I always find what I am looking for
- ☐ I sometimes find what I am looking for
- ☐ I rarely find what I am looking for
- ☐ I never find what I am looking for
- ☐ I have never used the tools search

**10. Which phrase best describes how you have used the tools?**  
(check all that apply)

- ☐ For my own information and general interest
- ☐ To inform the development of new tools
- ☐ Adapting them for use in a new context
- ☐ Applying them directly in programming
- ☐ Other
- ☐ I have never used any of the tools

Please provide details on answers selected

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**11. What do you like/dislike about the tools?**

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**12. Have you ever contacted one of the organizations from the sources of expertise database?**

- ☐ Yes ☐ No

**13. What did you contact them for?**

- ☐ Technical assistance
- ☐ Consulting services
- ☐ Training-related services
- ☐ Monitoring and evaluation assistance
- ☐ Other (please specify) \_\_\_\_\_

**14. Did anything result from the contact?**

- ☐ yes, I received free assistance from the organization.
- ☐ yes, I hired the organization for services.
- ☐ no, the organization never responded.
- ☐ no, I decided not to pursue it.

**15. Is there any other information you would like to share regarding your experience with the organizations listed in the resource centre database?**

\_\_\_\_\_

## **FINAL THOUGHTS**

**16. Which of the following objectives is the Virtual Knowledge Centre achieving:**

(Check all that apply)

- ☐ Bringing together the evidence-base for addressing violence against women and girls
- ☐ Developing capacity on programming to address violence against women and girls
- ☐ Providing easy access to quality tools that can be adapted and used for programming
- ☐ Encouraging knowledge sharing and exchange
- ☐ None of the above

**17. Please provide any comments or suggestions you may have.**

\_\_\_\_\_

\_\_\_\_\_

**Thank You for taking time to fill out the online survey!**

Download the summary of results from the previous [survey](#).