

# Communique – April 2014

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## Together for Equality & Respect – March Partner Forum

The third *Together for Equality & Respect* (TFER) Partner forum was held on Wednesday 5th March at Maroondah Federation Estate. This session was designed to provide participants with an opportunity to meet with others working on similar projects and to discuss ideas for evaluating their work. Thirty-six people from twenty partner organisations from across the Eastern Metropolitan Region attended the session. Please see attached document for a full list of attendees.

The session involved lively discussion from all partners who were seated with organisations doing similar work in the EMR relevant to a specific regional objective. Partners discussed the relationship of their program to the regional objective, and the shared components of their work in relation to other organisations.

### What happened on the day:

- Sue and Kristine gave an overview of the development of the Action Plan to date
- Ruth Klein presented the proposed accompanying Evaluation Plan. This presentation included an orientation to proposed indicators and tools.
- Groups were then asked to consider their regional objective and its indicators and evaluation methods in relation to applicability within the context of their organisation. The session facilitated engagement with the evaluation plan, and provided valuable feedback on the enablers and barriers for organisations in implementing the proposed evaluation plan.
- The session concluded with partner organisations agreeing to their continued commitment to *Together for Equality & Respect*.

The *Together for Equality & Respect* overview document is available for download at the Women's Health East [website](#). For further information about *Together for Equality & Respect* please contact Project Manager Sue Rosenhain from Women's Health East on 9851 3700



## Together for Equality & Respect Evaluation Plan

Following on from the March forum and reflecting on the valuable feedback provided from partners, the TFER Evaluation Working Group has continued to develop the proposed evaluation plan, including indicators and evaluation methods. A summary of the work being done around each regional objective is outlined below.

### Objective 1: To increase the number of organisations in the EMR with gender equitable policies, procedures and practices

**Tool:** Gender Equity Audit Tool

**Timeline:** Hoping to test this tool in the week beginning 19<sup>th</sup> May with one Community Health Service and one Council. Contact Kate at [Kate.Vrljic@iepcp.org.au](mailto:Kate.Vrljic@iepcp.org.au) if you are interested in piloting the tool.

Tool available to TFER partner organisations shortly after pilot. Capacity building training and/or instructions for using the tool will be provided.

### Objective 2: To increase the capacity of the TFER Strategy Partner workforce to support, lead and participate in gender equity initiatives

**Changes & Feedback:** There was feedback that this objective relates to attitude and behaviour change, with tools developed to measure this.

**Tool:** A survey tool is in development for organisations to use to measure attitude change. Capacity building training and/or instructions for using the tool will be provided.

**Timeline:** Available to TFER partner organisations by early June 2014.

### Objective 3: Currently under review

**Changes and feedback:** Based on feedback and discussion, Objective 3 has been re-worked and will be split into two separate objectives based on the following themes.

*3a: To increase the diversity (cultural, age, geographic) of population groups engaged in gender equity/PVAW initiatives in the EMR by June 2017.*

Potential indicators:

- Measure of shift in attitudes and behaviours of diverse population groups across the region level.
- Individual organisations to measure the shift in attitudes and behaviours within their own initiatives to feed up to the regional level.

*3b: By the end of 2017, TFER organisations working with immigrant and refugee communities have increased the incorporation of good practice principles for culturally appropriate violence prevention efforts when working with immigrant and refugee communities and developing materials that meet the specific needs of the communities.*

Potential indicators:

- Use indicators of applied best practice around engaging with CALD communities.
- Indicators to measure this objective informed by VicHealth paper on working with CALD groups around violence against women (On Her Way, 2011), a regional literature review and focus groups.

#### **Objective 4: Attitudinal shift of larger population**

**Changes and feedback:** Many of the initiatives under this objective have a focus on social marketing and changing community attitudes and behaviour. The objective is therefore in the process of being re-worked to reflect this.

**Tool:** Data collection and tools for this objective will measure reach and attitudinal change. Possible tool for evaluation is focus testing/case studies.

#### **Objective 5: By June 2017 TFER will have contributed to the evidence base for the prevention of violence against women.**

**Changes and feedback:** This objective was not addressed at the March forum as the initiatives involved in this objective are currently being implemented through the various activities involved in the development and implementation of the Strategy. Please see the draft Action Plan for further details.

#### **Objective 6: Partnerships - objective still being refined**

**Changes and feedback:** Kate Vrljic from IEPCP conducted a reflective evaluation by speaking with Leadership Group members, Evaluation Working Group members and other relevant parties to gain feedback on the value on *Together for Equality & Respect* in relation to partnerships to date. Initial findings from this evaluation included:

- Agencies reported benefits to the recent partnership forum given it was targeted to a topic (i.e. evaluation).
- The definite need for a lead agency for this priority area.
- Those most engaged with the Strategy experienced the greatest benefits (such as access to experience, expertise and saving time).
- Enthusiasm around strengthening & expanding the Strategy.
- Organisations engaged in the Strategy feel a responsibility and commitment to share resources and knowledge.
- Opportunities to strengthen communication and further engagement into the Strategy were identified.

This information will be used to determine how partners would like to see the TFER Partnerships develop over the remaining three years of the Strategy. Relevant objectives and indicators will then be written to reflect this.

If anyone has further comments or would like to have a chat about the TFER partnerships, please contact Kate Vrljic from Inner East Primary Care Partnership on 8822 8492.

#### **Moving Forward – where to from here?**

The Evaluation Working Group will be meeting regularly to refine evaluation objectives, and develop the indicators and tools for organisations to use to measure and evaluate their PVAW initiatives. Additionally, small working groups around specific objectives will be meeting over the coming months to discuss and develop suitable evaluation methods. Once evaluation tools and methods have been finalised, information sessions will be provided to ensure consistent application amongst TFER partners. The final version of the Action and Evaluation Plan is planned for distribution by the end of June 2014.

## Upcoming Events

### Social Marketing & Communication Forum

- A Social Marketing & Communication Forum is being planned for early August
- White Ribbon Day and 16 Days of Activism will be used as a regional “case study”
- The forum will support regional planning for these events in November 2014

### *Together for Equality & Respect* Website

There has been indication from partner organisations around the need for a repository for sharing information about the Strategy. After discussion at the Strategy Leadership Group and Evaluation Working Group, it was agreed that a *Together for Equality & Respect* website be developed as a common space for collating Strategy material. The website will provide a history of the Strategy, together with useful resources for partner organisations, including the Action Plan, Evaluation Guidebook, Evaluation Tools and forum resources. A Resources and Document sharing area of the website will allow partner organisations to share and access relevant information in regards to preventing violence against women in the EMR.

As part of their coordination role for the Strategy, Women’s Health East is managing the development of the website which will be accessible to TFER partners by July 2014.

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### TFER Partner Representatives:

TFER Leadership Group	TFER Evaluation Working Group
Kristine Olaris – WHE, Chair	Kristine Olaris – WHE
Sue Rosenhain – WHE, Project Manager	Sue Rosenhain – WHE
Vanessa Czerniawski – WHE	Vanessa Czerniawski - WHE
Kate Vrljic – Inner East Primary Care Partnership	Kate Vrljic – Inner East Primary Care Partnership
Jackie Close - Outer East Primary Care Partnership	Outer East Primary Care Partnership
Marg D’arcy – EACH	Natalie Russell – Monash City Council
Annette Rudd – Knox CHS	Ruth Klein – Knox CHS
Julia Blackburn – Yarra Valley CH	Libby Hargreaves – Whitehorse CH
Natalie Russell – Monash City Council	Bronwyn Upston – Monashlink
Nicole Hunter – Knox City Council	Kate Gibson – Knox City Council
Erika Robertson – Whitehorse City Council	Annette Rudd – Knox CHS
Debbie Neill – Inner East Melbourne Medicare Local	
Belinda Crockett – Eastern Melbourne Medicare Local	
Regional Family Violence Integration Coordinator	

## Partner Forum Attendees – March 2014

TOGETHER FOR EQUALITY & RESPECT

Organisation	Representative
EACH	Marg D'Arcy
Inner East CHS	Becky Woodyatt
Inner East CHS	Katilyn Yeomans
Knox City Council	Sharon Barker
Knox Social and Community Health	Ann Elkins
Monash City Council	Natalie Russell
Women's Health East	Vanessa Czerniawski
Whitehorse City Council	Maureen D'Arcy
Whitehorse Community Health	Sally Western
Yarra Valley Community Health	Julia Blackburn
Yarra Valley Community Health	Nicole Thurlow
Knox City Council	Kate Gibson
Monashlink	Bronwyn Upston
Yarra Ranges Shire	Rachel Murphy
Doncare	Carmel O'Brien
Manningham Community Health	Jo Van Dort
Whitehorse Community Health	Libby Hargreaves
Whitehorse Community Health	Olive Aumann
ECASA	Judy Flannagan
Inspiro	Rachel Messer
Knox Social and Community Health	Annette Rudd
Knox Social and Community Health	Catherine D'Arcy
Women's Health East	Kate Ravenscroft
Department of Health	Brian McDowell
Inspiro	Rachel Mence
Knox Social and Community Health	Ruth Klein
Manningham City Council	Jan Loughman
OEPCP	Jacky Close
Women's Health East	Sue Rosenhain
EDVOS	Maryclare Machen
Department of Health	Christine Farnan
EMML	Belinda Crockett
IEPCP	Kate Vrljic
Knox City Council	Nicole Hunter
OEPCP	Deborah Cocks
Women's Health East	Kristine Olaris