


TOGETHER FOR EQUALITY  RESPECT

REGIONAL EVALUATION FRAMEWORK

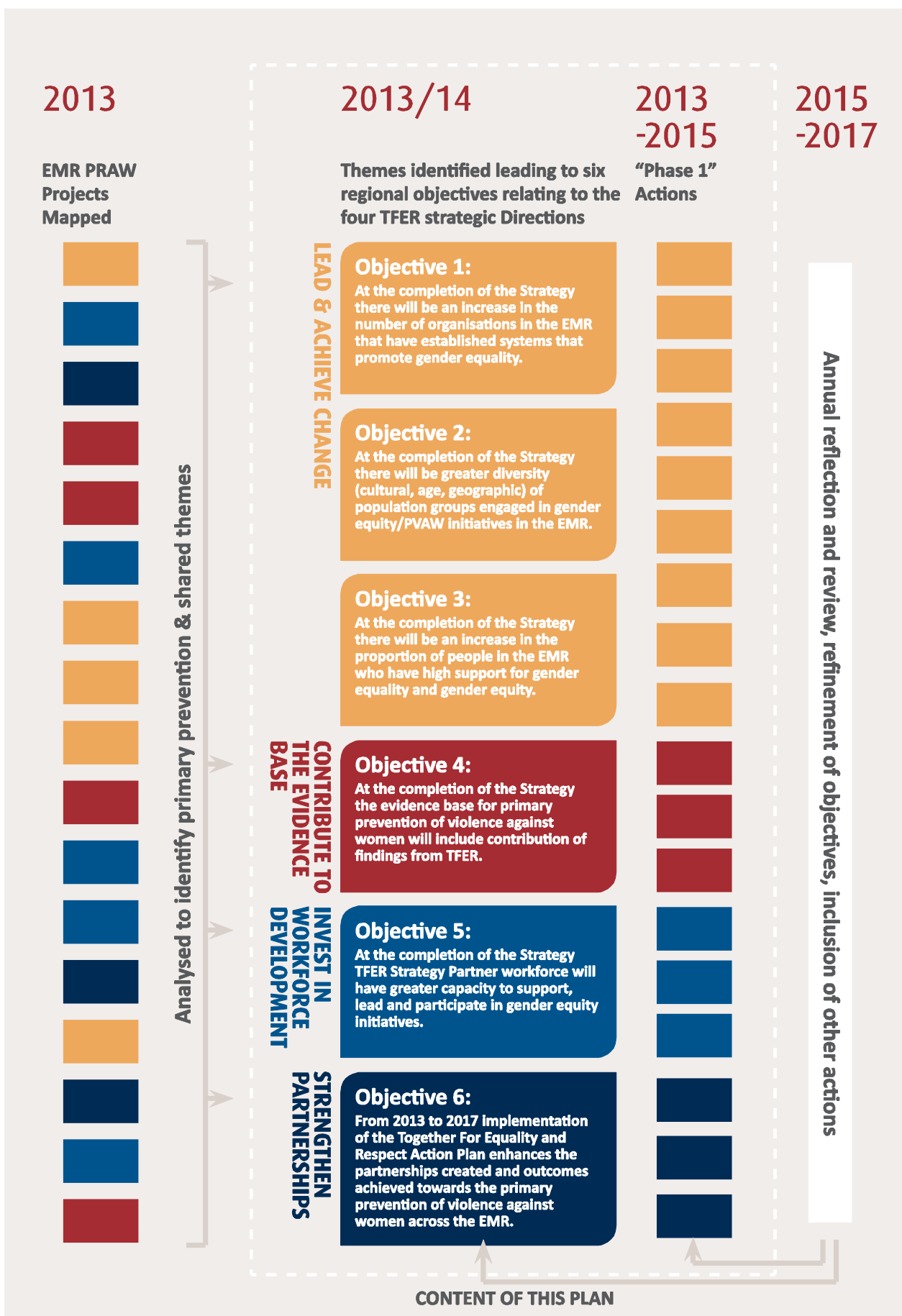
Executive summary

July 2015

The Together for Equality and Respect Strategy

Together for Equality and Respect (TFER) is a four year strategy (2013-2017) aimed at preventing violence against women in Melbourne's Eastern Metropolitan Region (EMR). The Strategy provides partner organisations with the opportunity to work together to prioritise, coordinate and integrate our efforts to prevent men's violence against women across the EMR.

All seven Local Governments and all eight Community Health Services, both Primary Care Partnerships (PCPs), both Medicare Locals and the Regional Family violence Partnership have all been actively involved in the consultation and/or development of this Strategy. Together, these partners created a powerful vision, articulating what they believe this Strategy can achieve for the EMR.



The TFER Regional Evaluation Framework

This executive summary provides a snapshot of the TFER regional evaluation framework which has been developed to sit alongside the Action plan for implementing the TFER Strategy. The purpose of the evaluation framework is to enable a catchment-wide approach to the planning and evaluation of PVAW / gender equity initiatives, and to build the evidence base for primary prevention of violence against women. The Regional Evaluation Framework should be viewed as a living document. It is likely to be refined on a yearly basis as initiatives progress and as a result of reflective practice on how to best carry out regional-level evaluation.

Underpinned by principles from feminist and empowerment theories (Mulvey, 1988; Rissel, 1994; Smith, 1998; Broom, 1998), the Regional Evaluation Framework is the product of several months of intensive research on best practice for the evaluation of community-based prevention of violence against women initiatives. It represents a deliberate attempt to draw shared learnings and findings from the development, implementation and evaluation of initiatives which are diverse in their approach and scope, but ultimately all aim to prevent violence against women across the EMR catchment.

In accordance with participatory and developmental evaluation approaches (Cabaj, 2014; Kwok, 2013; Patton, 2008; Patton, 2012), the development and implementation of the framework will continue to be a collaborative effort, spearheaded by Women's Health East and EACH/Knox Social and Community Health (KSCH). An Evaluation Working Group (EWG), commissioned by the TFER Leadership Group, continues to provide additional support and guidance. This ongoing group brings together key partners with specific expertise in PVAW and includes representatives from Women's Health East, EACH/KSCH, Monashlink Community Health Service, Carrington Health and the Inner and Outer East Primary Care Partnerships. Knox City Council has also contributed to the Evaluation Working Group (further detail in Appendix 1).

To support partner agency and regional data gathering, custom-made tools have been developed, incorporating various tried-and-tested indicators from the best available published evidence. Examples of these include the Gender Audit Tool and the Staff Training Survey (explained in Appendix 2).

This summary document outlines performance indicators including impact indicators where relevant. The complete Evaluation Framework contains details of process evaluations which are more closely tailored to diverse local initiatives, and is available to partner organisations, upon request. Implementation of the Framework will be supported by capacity development at the regional and organisational level.

STRATEGIC DIRECTION

Lead and achieve change

GOAL

Organisations will lead initiatives that promote equal and respectful relationships and prioritise the prevention of violence against women in their plans, policies and practices (both internally and externally).

Regional Objective 1

At the completion of the TFER Strategy, there will be an increase in the number of organisations in the EMR that have established systems that promote gender equality.

Key evaluation question

To what extent has there been an increase in the number of organisations in the EMR with gender equitable policies, procedures and practices that reflect best practice?

Impact indicators

- Proportion of TFER partners with a gender equity policy OR a written commitment to gender equality in the workplace.
- Proportion of TFER partners with a gender equity procedure.
- Proportion of TFER organisations with policies that meet all seven quality criteria outlined in the EMR organisational gender equity tool.
- Proportion of TFER partner organisations that use sex disaggregated data for planning purposes.

How will data be collected?

By Regional Evaluation Working Group (EWG): Regional level focus group discussions

By partners: Organisational Gender Equity Audit Tool and accompanying Self-Assessment Tool.

How will this be evaluated?

A pre/post evaluation design will be adopted (where realistically achievable), using mixed methods. Individual partner organisations will share data on the above indicators with the Regional EWG. The latter will undertake quantitative data analysis and thematic analysis of qualitative data, using a combined regional de-identified data set. It is acknowledged that for many partners only one "time-point" may be completed within the timeframe of the Strategy. Whilst we encourage "two time-points," this is not a strict expectation and your contribution to the regional evaluation will be no less valuable where only one gender audit has been completed. The gender audit tool is designed to assist your organisation to identify opportunities and gaps in your approach to gender equity and can be implemented periodically to enable you to track your organisation's progress over time towards promoting gender equality. It is important to maximise the opportunities afforded through the gender audit process and we therefore encourage organisations to implement it in a considered, meaningful way, with planned repeated audits ideally taking place within an ongoing monitoring cycle every two to four years, for example.

How will the findings be disseminated?

Findings will be shared with partners in the form of an evaluation report (and summary report), and disseminated more broadly via the TFER website, contributions to the regional Family Violence paper on The Well, TFER forums, newsletters and networks and/or conference presentations, and journal publications (where relevant). Interim findings will also be reported back to partners on an annual basis.

Regional Objective 2 (general focus)

At the completion of the TFER Strategy, there will be greater diversity (cultural, age, geographic) of population groups engaged in gender equity and/or PVAW initiatives in the EMR.

Key evaluation question

What methods of engagement with diverse communities around the prevention of violence against women were successful and unsuccessful?

Performance indicators

- The extent of perceived population diversity among those participating

How will data be collected?

By Regional EWG: Short

<p>in TFER initiatives.</p>	<p>interview (phone-based or face to face) with project workers and practitioners.</p> <p>By partners: Registration forms and/or staff journal and observation notes.</p>
<p>How will this be evaluated?</p> <p>Qualitative thematic and content analysis will be carried out on notes taken during interviews. The Regional EWG will collate the (socio-demographic) data provided by individual organisations into a regional profile of the diversity of those engaged in TFER interventions/strategies.</p>	
<p>How will the findings be disseminated?</p> <p>Findings will be shared with partners on an annual basis (via the TFER website, forums, face to face communication, etc). A regional-level report will also be provided back to individual agencies.</p>	

Regional Objective 2 (for specifically targeted initiatives) At the completion of the TFER Strategy, there will be greater diversity (cultural, age, geographic) of population groups engaged in gender equity and/or PVAW initiatives in the EMR.	
Key evaluation question What methods of engagement with diverse community around the prevention of violence against women were successful and unsuccessful?	
Performance indicators <ul style="list-style-type: none"> The extent to which gender equity initiatives reflect the target community's specific needs, strengths, cultural norms, language and expression of family. The extent that both male and female bilingual cultural workers are involved in the development and/or delivery of gender equity initiatives. 	How will data be collected? By Regional EWG: Semi-structured in-depth interviews with project workers and practitioners By partners: Registration forms and/or staff observation notes/journaling AND focus group discussions
How will this be evaluated? A qualitative impact evaluation using a case study approach will be adopted. Data will consist of transcripts of focus groups with community members (conducted by participating organisations) and transcripts of in-depth interviews with project workers and practitioners (conducted by the Regional EWG). The latter will examine this de-identified and combined data set using thematic analysis.	
How will the findings be disseminated? A case study report will be prepared. This will be disseminated through regional PVAW networks and contributed to the regional Family Violence paper on The Well. The findings will also be fed back through TFER forums, including a final Dissemination-focussed forum to be held in early 2017.	

Regional Objective 3 At the completion of the TFER Strategy, there will be an increase in the proportion of people in the EMR who have high support for gender equality and gender equity.	
Key evaluation questions <ol style="list-style-type: none"> To what extent were social marketing campaigns effective in increasing positive attitudes relating to gender equality among the target population/community? What are the features of social marketing interventions and associated messages that are acceptable and relevant for the target populations/communities? 	
Performance indicators <ul style="list-style-type: none"> Reach: Estimated number of community members exposed to each campaign. Reach: Diversity of community groups targeted by each campaign. Proportion of TFER partner organisations utilising centrally-developed messages as part of social marketing campaigns. The extent to which messages promoting gender equity and challenging rigid gender stereotypes are consistently utilised as part of social marketing campaigns across the EMR. 	How will data be collected? By Regional EWG: Annual document review AND Semi-structured interviews with key informants. By partners: Message log and Internet and social media access statistics (e.g. using Google Analytics).
How will this be evaluated? A mixed methods approach will be used. Data from the various data collection methods will be analysed (ie. organisational documentation and semi-structured interview transcripts will be thematically analysed) and combined to create a profile of message (co-)design, dissemination, reach and alignment across the region.	
How will the findings be disseminated? Findings will be shared with partners on an annual basis (via the TFER website, forums, face to face communication,	

etc). The overall findings from the evaluation will be shared with partners in the form of an evaluation report (and summary report), and disseminated more broadly via the TFER website, contributions to the regional Family Violence paper on The Well, newsletters and networks and/or conference presentations and journal publications (where relevant).

STRATEGIC DIRECTION

Contribute to the evidence base

GOAL

Organisations will adopt evidence-informed primary prevention approaches to prevent men's violence against women and rigorously evaluate initiatives.

Regional Objective 4

At the conclusion of the TFER Strategy, the evidence base for primary prevention of violence against women will include contribution of findings from TFER.

Key evaluation questions

1. To what extent have partner organisations contributed to the evidence base for the primary prevention of violence against women through TFER-related activities?

Performance indicators

- Number of organisations that contribute to a shared regional evaluation.
- Number of TFER and prevention of violence against women presentations completed at National, State and local conferences by TFER partners.
- Number of articles published in peer reviewed and industry journals.
- Number of articles published in Prevention of Violence Against Women network newsletters.
- Number of TFER representatives contributing to state and national PVAW initiatives.
- Number of reports produced about TFER-related programs (e.g. case studies).

How will data be collected?

By Regional EWG: Tracking dissemination activities using spreadsheet; mapping (pre and post) against VicHealth PVAW framework; AND records of partner meetings.

By partners: Annual dissemination audit to be completed by partners (tab in message log spreadsheet).

How will this be evaluated?

The extent of dissemination activities and contributions to the evidence base by TFER-related activities will be documented through an annual audit (an online survey) to be completed by TFER partner organisations as well as through a spreadsheet for monitoring of activities (by the Regional EWG).

How will the findings be disseminated?

Findings on the contribution of TFER initiatives to the evidence base will be reported back to partners on an annual basis through a brief summary report and via a final Dissemination-focussed forum to be held in early 2017. The design and implementation of the regional evaluation itself (ie. The "story behind the evaluation") will be captured and published in a peer reviewed journal article. Additionally, opportunities will be sought to present at relevant conferences.

STRATEGIC DIRECTION

Invest in workforce development

GOAL

Organisations will invest in building the capacity of their workforce to effectively address the determinants of men's violence against women.

Regional Objective 5

At the completion of the TFER Strategy, Partner workforce will have greater capacity to support, lead and participate in gender equity initiatives

Key evaluation questions

1. To what extent has there been an increase in the capacity of the TFER workforce to support, lead and participate in gender equity initiatives?
2. What contextual factors are required to enable the TFER workforce to implement and evaluate interventions that aim to prevent violence against women?

Impact indicators

- Change in the proportion of those that attended training whom understand the determinants of gender-based violence.
- Change in the proportion of those who attended training that report positive attitudes to gender equity.
- Change in the proportion of those who attended training that can identify how gender is relevant to their work.
- Change in the proportion of champions/managers who attended training that report having the capacity to lead and engage others in considering gender in their work.
- Proportion of those that attended training that report an increased confidence to apply a gender lens to their work.
- Proportion of those who attended training who report having made changes to their practice six months after completion of the training.

How will data be collected?

By Regional EWG: Focus group discussions (as detailed below) and semi-structured interviews with key informants; AND regional focus group discussions and semi-structured phone interviews with selected staff from across partner organisations.

By partners: Gender equity training survey (pre-, post- to be conducted either immediately post training or up to one month post training), standardised across the region).

How will this be evaluated?

A mixed methods design will be adopted. A pre/post evaluation questionnaire of a quantitative nature will be administered either online or via paper-based format, where the 'post' phase will take place either immediately following the gender equity training event or up to 1 month from completion of the training. There are two survey tools available enabling an approach to the training which can "target" management/executive level staff and general staff separately. Data will be gathered by partner organisations and contributed to the Regional EWG. The latter will undertake quantitative data analysis to assess levels of change. Regional focus groups and semi-structured phone interviews with a selection of staff from across partner organisations (to be facilitated by representatives from the Regional EWG) will take place at two time points (between July and December in 2015 and 2016). A focus group discussion and semi-structured interviews with the leadership group and other leaders from each organisation on perceived changes will complement the quantitative findings. These will be transcribed and analysed thematically. These methods will be triangulated with a capacity building audit (a brief online survey) to be conducted annually with the aim of capturing the extent and range of capacity building initiatives taking place in organisations.

How will the findings be disseminated?

Findings will be shared with partners in the form of an evaluation report (and summary report), and disseminated more broadly via the TFER website, newsletters, forums, contributions to the regional Family Violence paper on The Well and/or via conference presentations and journal publications (where relevant).

STRATEGIC DIRECTION

Strengthen partnerships

GOAL

Organisations will work in partnership to prevent men's violence against women and to reinforce consistent approaches across the Eastern Metropolitan Region

Regional Objective 6

From 2013 to 2017, implementation of the TFER Action Plan enhances the partnerships created and outcomes achieved towards the primary prevention of violence against women across the EMR.

Key evaluation question

1. Has the TFER strategy provided an effective mechanism/platform for organizations to work together collaboratively for addressing men's violence against women?

"Proxy" impact indicators

Reach and sector representation of organisations engaged in TFER has broadened between 2014 and 2017.

Change in the level of engagement of TFER partners in TFER activities and planning between 2014 and 2017, as indicated by:

- Number of partners participating in the Regional EWG
- Number of partners participating in the Leadership Group
- Number of partners attending TFER forums
- Number of partners contributing resources to the TFER website
- Number of partners contributing data to enable regional evaluation
- Number of partners actively collaborating on shared TFER activities

Membership of the Strategy has amplified PVAW outcomes achieved by partner organisations.

Increase in the number and diversity of PVAW-related activities and strategies included in organisational plans of TFER partners.

How will data be collected?

By Regional EWG: Semi-structured interviews with leadership group and other key informants; AND regional focus group with key stakeholders; AND visual mapping (pre and post); AND document review/analysis.

How will this be evaluated?

Emphasis will be placed on longitudinal comparison of the proxy impact indicators, which are of a descriptive nature. Assessment of change will be carried out through analysis of the captured data as part of a group process involving members of the Regional EWG. Data to be generated as part of the interviews and focus groups will be transcribed and thematically analysed.

How will the findings be disseminated?

Findings will be shared with partners in the form of an evaluation report (and summary report), and disseminated more broadly via the TFER website, contributions to the regional Family Violence paper on The Well, TFER forums, newsletters and networks and/or conference presentations, and journal publications (where relevant). Interim findings will also be reported back to partners on an annual basis.

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Appendix 1: contributors to the development of the TFER evaluation framework

The following individuals have played a role in the development of the TFER Regional Evaluation Framework:

- Kristine Olaris – Women’s Health East
- Sue Rosenhain – Women’s Health East
- Jill Exon – Women’s Health East (until January 2014 and from February 2015)
- Vanessa Czerniawski – Women’s Health East (since 2014)
- Annette Rudd – EACH/Knox Social and Community Health (until December 2014)
- Ruth Klein – EACH/Knox Social and Community Health (until September 2014)
- Véronique Roussy – EACH/Knox Social and Community Health (September-December 2014)
- Belinda Crockett – EACH/Knox Social and Community Health (from December 2014)
- Kate Vrljic – Inner East Primary Care Partnership (until June 2014)
- Rebecca Morgan – Inner East Primary Care Partnership (from October 2014)
- Deborah Cocks – Outer East Health and Community Support Alliance (until April 2014)
- Laura Newstead – Outer East Health and Community Support Alliance (from October 2014 until January 2015)
- Kelly Naughton – Outer East Health and Community Support Alliance (from January 2015)
- Bronwyn Upston – Monashlink Community Health Service
- Kate Gibson – Outer East Cluster for the Prevention of Violence Against Women in Our Community
- Libby Hargreaves – Carrington Health.
- Sophie Allen – Inner East Primary Care Partnership

Appendix 2: description of custom-developed data collection tools

Gender Audit Tool

A gender audit tool is a practical resource to guide organisations in identifying challenges and opportunities for increasing organisational equality, and to create gender action planning. A gender audit will not only support the development of gender equity strategies to promote equality, but will also encourage the development of gender sensitivity throughout the workplace and organisational environment.

The TFER Gender Audit tool is a guide which aims to support organisations to:

- Generate an understanding of how gender is considered within both internal and external policies, procedures and practices;
- Develop a baseline for collective discussion and analysis;
- Identify areas for improvement and action; and
- Encourage a participatory process that builds your organisation's ownership of integration of gender.

The tool consists of 36 questions within six themes, representing either an internal or external focus. Ten of the questions constitute the shared items intended for collation at a regional level. These questions were adapted from a variety of existing tools, including the InterAction's Gender Audit Handbook (2010) and Gender Audit Tool (GAT) and the Gender and Policy Package (GaPP) (Federation University Australia and Women's Health Grampians, in press).

Each participating TFER organisation will hold responsibility for conducting their own internal audit, using data collection methods which are most appropriate to each question and their organisation's needs (e.g. document analysis, staff survey, internal consultation).

Staff Training Survey

A Staff Training Survey consisting of two versions to capture responses from general staff, as well as managers and/or champions, has also been developed. This instrument has been informed by evaluation instruments used by Women's Health Victoria, VicHealth, MonashLink Community Health service and The Australian Institute of Criminology. The tool seeks to measure the impact of workforce gender equity training and will be conducted at 2 time points (pre- and post-test). Version one of the tool (for general staff) contains 12 items including a mix of formats. Version two which is designed for managers and champions contains only 10 items.

As with the Gender Audit, each participating TFER organisation will hold responsibility for conducting the staff training surveys. Organisations will be supported to implement both of these tools through, for example, training which will be facilitated at the TFER forum in early 2015 as well as through follow up discussions with individual partner organisations following the forum.