

Summary Evaluation Timeline: “Bird’s eye view”

2013 – 2014 Planning		2015 - 2017 Implementation (Data Collection and Analysis)				2017 Reporting
		2015		2016		2017
		January - June	July - December	January - June	July – December	Jan - April
Engaging with partners		Forum (March): Social Marketing & Social Media (Objective 3) AND discussion on the use of tools (Objectives 1 & 3)	Forum: Leadership	Forum	Forum	Dissemination Forum
		Check in with partners (initial meeting around reach data collection – Objective 2; progress re Objectives 1 & 3; etc.)	Check in with partners	Check in with partners	Check in with partners	Check in with partners
Objective 1		Gender Equity Audit				Gender Equity Audit*
						Regional FGs (n=2-3) with key stakeholders PLUS focus group with project workers involved in this work with external agencies
Objective 2		Initial meetings around reach data collection (as above)		Short semi-structured interviews (phone or face to face) with project workers & practitioners (n=TBD) (A)		Short semi-structured interviews with project workers & practitioners (n=TBD) (A)
				In-depth interviews with project workers & practitioners (n=TBD) (B)		In-depth interviews with project workers & practitioners (n=TBD) (B)
				FGs with Community members (n=TBD) (B)		FGs with Community members (n=TBD) (B)
		Journaling/Observations	Journaling/Observations	Journaling/Observations	Journaling/Observations	Journaling/Observations

	Objective 3		Annual document review (T1~Oct)**	FGs to pilot messages (n=TBD)	Annual document review (T2~Oct)**	Semi-structured interviews with key informants and project workers (n=5-10)
	Objective 4		Annual dissemination audit		Annual dissemination audit (repeat)	
		Forum	Forum	Forum	Forum	Dissemination forum
		Mapping against VicHealth PVAW framework				Mapping against VicHealth PVAW framework
	Objective 5	Staff Training, pre-test survey and post-test survey	Staff training post-test survey up to 3 months post training			Regional FG with key stakeholders
			Regional FGs (n=2-3) and semi-structured phone interviews (n=20) with selection of staff from across partner organisations		Regional FGs (n=2-3) and semi-structured phone interviews (n=20) with selection of staff from across partner organisations	
			Annual Capacity Building audit***		Annual Capacity Building audit***	
			FG with leadership group and leaders		Semi-structured in-depth interviews with leadership group & leaders (n=5-10)	
	Objective 6		Annual document review (~Oct)		Annual document review (~Oct)	
		Visual mapping (proxy indicators)			Visual mapping (proxy indicators)	
			FG with leadership group and leaders		Semi-structured in-depth interviews with leadership group & leaders (n=5-10)	Regional FG with key stakeholders

*Earliest possible time for repeat/follow up audit. The audit is designed to be conducted periodically as a mechanism for ongoing quality improvement and reflection.

**Review of social marketing resources and key messages; Google analytics statistics, etc.

***Tick the box

