



A practitioner's fact sheet for evaluating projects working to

# PREVENT VIOLENCE AGAINST WOMEN

## WHY EVALUATE?

Evaluation is a vital part of program design, implementation and communication. It's how you illustrate and communicate your work: what impact you are having on identified needs, how you are achieving these outcomes (your activities), challenges faced and further opportunities deserving exploration.

Project evaluation reports present new or confirming evidence to support/pursue activities, which prove successful (or not) in addressing the drivers of violence against women. Your evaluations contribute to our growing body of evidence, and assists the sector to assess it's overarching collective impact.

### Effective evaluation involves:

- ethical considerations
- pre-activity foundation work
- planning and developing an evaluation design, e.g. including a logic model or theory of change
- continual monitoring
- reflection and subsequent adaptation
- design and producing of report and
- dissemination

Evaluation should account for about 20% of the project's time and funds.

## HOW TO EVALUATE?

### COLLECTING AND USING DATA

#### ESTABLISHING A BASELINE

Forming a picture of the community (or group of people) you are working with helps tell their story and contextualises your project. The baseline is the starting point from which you compare and measure the impact of your project i.e. where the community is at in terms of addressing the **drivers of violence** against women.

#### THE DRIVERS OF VIOLENCE AGAINST WOMEN ARE:

- **Condoning of violence against women**
- **Men's control of decision making and limits to women's independence**
- **Stereotyped constructions of masculinity and femininity**
- **Disrespect towards women and male peer relations that emphasise aggression**
- **Colonisation on Aboriginal and Torres Strait Islander people and non-Indigenous people in combination with gendered factors (Changing the Picture)**

Create your baseline picture by using qualitative and quantitative data derived from, e.g. desk-top reviews, pre-activity surveys and local socio-economic statistics. Your baseline justifications, continual monitoring of work and final evaluation processes and reports **will include intersectional considerations.**

“Your evaluations contribute to our growing body of evidence, and assists the sector to assess it's overarching collective impact.”

This fact sheet was developed in line with key documents, Our Watch 'Counting on Change: A guide to prevention monitoring', 2017 and 'Putting the prevention of violence against women into practice: How to Change the story (Chapter 9)', 2017. It also has been informed by a workshop led by The Equality Institute and Our Watch with the input of Victorian PVAW practitioners.

This guide is available for download at <https://www.actionpvaw.org.au>

Intersectionality acknowledges that often more than one identifying factor compounds or ‘intersects’ to contribute to the overall experience of life and culture, discrimination/exclusion and privilege/inclusion. These could be gender, race, ethnicity, gender identity, sexual orientation, religion, ability, class, religion and age.

### MONITORING AND MEASURING THE IMPACT OF YOUR ACTIVITIES

We measure the impacts of our projects using **indicators**. Indicators describe or measure change, and in PVAW, evaluation should measure changes that contribute to addressing the **drivers of violence**. Be careful that the scope of your project is adequate to reach the indicated change you aim to achieve - discreet or short-term projects will not sufficiently measure long-term impacts or outcomes on their own. Throughout the project we can be measuring our impact or assessing the effectiveness of our processes and activities (e.g. reach /engagement). We assess these changes through online or hard copy survey, focus group feedback, meeting notes, for example. Good **reflective practice** allows you to adjust your project activities to better meet your goals based on the continual feedback you’re receiving.

### USING FREE FROM VIOLENCE MEASURES

The vision is for Victoria to be free from violence. The *Prevention of Family Violence Outcomes Framework within Free from Violence First Action Plan 2018- 2021* (pg 8-9) is a tool that helps us measure the outcomes of our prevention of family violence work. Each of the **drivers** of violence are addressed by four main **outcomes**. Some things to note:

- Each outcome lists suggested indicators you can use to measure impact.
- The indicators are suitable for measuring short-term, medium-term or long-term impacts.
- The timeframe of your project and the baseline should be used to determine which indicators you use to measure the impact of your project.

### AN EXAMPLE OF ACTION PLANNING AND MONITORING DIAGRAM



### INTERPRETING YOUR DATA USING AN INTERSECTIONAL LENS

Beyond the usual ways of drawing meaning and synthesising data, again consider intersectionality using the following questions (Our Watch’s 2017 *Counting on Change* p.22-23):

- *Who is being compared to whom? Why?*
- *What issues of inequality or discrimination are being highlighted by the data collection and analysis?*
- *How are forms of power and inequality being analysed? In addition to examinations of gender inequality.*
- *How will human commonalities and differences be recognised without resorting to essentialism, false universalism, or obliviousness to historical and contemporary patterns of inequality?*
- *How do we account for assumptions and unconscious biases? How can we ensure we are not seeing what we expect to (or want to) see in our findings?*



*“Analysing data is very important and takes some reflective thinking time – not just the data, but what it actually means”*



*“Evaluation is to support our work and knowledge building as practitioners, not just to ‘report’ to funders.”*

## KEY AUDIENCES

Different people look for different evaluation outcomes. How can you report on these for multiple groups? Some key people to consider when designing your evaluation and reporting:



**PRACTITIONERS:** focus on learning and improving their practice and so reporting that highlights monitoring, reflecting and adjusting the project is important. Furthermore, evaluation of PVAW projects can contribute to the body of evidence and the development of best practice.



**THE TARGET COMMUNITY:** focus on how they will be represented and the implications of the evaluation for them. Engaging the target community from the outset in co-designing the evaluation process is valuable and encourages participation.



**FUNDERS:** focus on the end goal and the outcome of their investment. Achieving stated project deliverables are important for this user group.

## EVALUATION DESIGN

Different designs will appeal to different users. Below are two examples:

**PROCESS EVALUATION:** This design type features continual monitoring, reflection and adjustment of activity ensuring the project is on track and working well.

**IMPACT EVALUATION:** This design type documents achievements in the short or medium term, and whether there are intended and unintended effects.

**THE LOGIC MODEL:** Is a framework that maps out the key components of your project and evaluation. See the example on the next page.

**THEORY OF CHANGE:** Is a model describing a way of stepping through the actions that need to be taken for complex and long-term social transformation, and the principles or assumptions behind such actions.

## SHARING YOUR LESSONS (REPORTING):



How best can you communicate the lessons of your project especially to the key audience of the evaluation? For practitioners, this is a **key opportunity** to share knowledge and inform best practice.

It is also important to engage your audience. Some options are listed below:

- diagrams
- reviews
- quotes
- info-graphic
- a summary of content
- brochure
- website
- social media
- email
- video
- workshops
- seminar/conference presentations

Communities of practice can create safe, trusting spaces to make mistakes, test (and fail), support and learn from each other. Test your ideas here, and showcase your results!

### ETHICAL CONSIDERATIONS IN DATA COLLECTION, ANALYSIS AND PUBLICATION

- **De-identify your data:** Individuals in a small population (e.g. town or classroom) need to remain anonymous and need to be assured of this. They may understandably hesitate to participate if they feel their safety is compromised through your work.
- **Any identifiable quotes, photos, references need to have specifically been given permission for use and preferably each time of use.**
- **Read the World Health Organisation’s 2007 paper on ethical and safety recommendations for researching in our reference list.**

*“(You) need to **think creatively** about sharing what you have achieved. How to grab colleagues/funders attention most effectively”*

**REFERENCES:**

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- World Health Organisation, 2007, *WHO Ethical and safety recommendations for researching, documenting and monitoring sexual violence in emergencies*, [https://www.who.int/gender/documents/OMS\\_Ethics&Safety10Aug07.pdf](https://www.who.int/gender/documents/OMS_Ethics&Safety10Aug07.pdf)

**AN EXAMPLE OF THE LOGIC MODEL:**

**Project Title: The name of the project** e.g. Improving capacity of PVAW practitioners in health services across rural Victoria.

**Rationale: What is the need for this project?** e.g. PVAW Practitioners need regular up skilling and professional development to adequately address the drivers of violence against women.

**Objectives: What is the overall change you want to see?** e.g. to build capacity of PVAW practitioners undertake PVAW in women's health services.

<b>LOGIC MODEL COMPONENTS</b>	<b>Inputs:</b> What resources are invested? Staff, time and costs.	<b>Activities:</b> How you use these resources?	<b>Outputs:</b> The specifics of your activities e.g. report, tool, meeting minutes.	<b>Aims:</b> Sometimes called impacts, this describes what you want to achieve from these activities.	<b>Indicators:</b> How you describe or measure change. Measuring is continuous and reflective making adjustments throughout the whole project.	
					<b>Process or Monitoring</b> Indicators (focus on the outputs and implementation)	<b>Impact or Performance</b> Indicators ( <i>could be what change you have made on individuals, organisations or on community attitudes</i> )
<b>EXAMPLE</b>	<b>Funding:</b> \$200,000/ 1 year  <b>Experienced Staff:</b> 1 FTE coordinator & .6 FTE project worker	<b>Accessible and inclusive activities held over 1 year:</b>  • seminars x 6  • networking meets x 4  • monthly digital updates and newsletters  Project covers rural Victorian women's health services.	<b>Seminar 1 topic:</b> Men's control of decision making and limits to women's independence  <b>Seminar 2 topic:</b> Stereotyped constructions of masculinity and femininity	Prioritising inclusivity of all practitioners by ensuring equal access to seminars, networking meetings and content.  <b>Short-term:</b> Up to date and consistent knowledge of current research and practice for Victorian PVAW practitioners.  <b>Medium-term:</b> Improved capacity of PVAW practitioners to meet best practice standards.	Positive feedback from diverse groups in ease of attending seminars, meetings and accessing content.  80% of applicable women health services practitioners attended seminars and meetings.  A majority of participants evaluate the seminars, meeting and updates as high quality.	80% of diverse participants indicate increased ease of access, participation and responsiveness to their feedback.  80% of all participants respond to seminars indicating an increase in their knowledge and more confidence in addressing topics 1 and 2.