



BUILDING A
**Respectful
Community
Evaluation Plan 2017–19**

Revised July 2018

Context

Building a Respectful Community Strategy 2017–2021 is the regional strategy for preventing violence against women across the northern metropolitan region of Melbourne, which includes the municipalities of Banyule, Darebin, Hume, Moreland, Nillumbik, Whittlesea and Yarra.

The *Building a Respectful Community Strategy 2017–2021* works towards a gender equitable and non-violent community where women and girls are valued, respected and safe. It draws on current national and Victorian frameworks and strategies to apply an evidence-based, intersectional and regional approach to the primary prevention of violence against women (PVAW) for the northern metropolitan region of Melbourne.

The Strategy was developed by the Building a Respectful Community Partnership, an alliance of 26 organisations that are committed to working together to prevent violence against women, led by Women's Health In the North (WHIN). All partner organisations have committed to taking action under all five goal areas of the Strategy over the next four years and to evaluating this action.

This is a voluntary partnership and partner organisations contribute to the collective impact through projects and actions that are funded through their own programs of work. WHIN provides the backbone support through its integrated health promotion-funded role.

BRC Annual Action Plans

Annual BRC action plans are the mechanism that guide implementation of the *Building a Respectful Community Strategy 2017–2021*. The action plans identify the strategies that each partner organisation has chosen to focus on for that financial year. The actions plans also outline the actions that WHIN will implement to support partners in their chosen strategies. The content in the *2017 – 2018 Action Plan* is what informs this BRC evaluation plan.

Principles

The development and focus of the BRC evaluation plan align with the principles of best practice primary prevention of violence against women work, as articulated in the *Building a Respectful Strategy 2017-2021*. Of most relevance are the principles of accountability, evidence based practice, and being informed by local context. This is a targeted evaluation plan, focused on uncovering the stories of achievement and the lessons learned from local prevention practice.

Purpose of BRC Evaluation Plan

This evaluation plan has been developed by the Building a Respectful Community Evaluation Working group. This group consisted of interested BRC partners who work with WHIN to develop the *BRC Program Logic 2017-2019* and the BRC evaluation plan.

The evaluation's purpose is to:

- determine the achievements of the first two action plans of the *Building a Respectful Community Strategy 2017–21* (in terms of processes and impacts)
- capture the lessons learned from implementing the action plan for practice improvement and evidence building; and
- draw conclusions about the value of the PVAW work being undertaken in the region.

Intended Use

The evaluation's primary intended user is the Building a Respectful Community Partnership. The primary intended use is to support sound decision making for future action plans of the *Building a Respectful Community Strategy 2017-2021*.

Women's Health In the North, as the organisation leading the implementation of the *Building a Respectful Community Strategy 2017–21*, will also lead the evaluation process on behalf of the BRC Partnership.

Supporting Documentation

This evaluation plan should be read in conjunction with the *Building a Respectful Community Strategy 2017-21*, the current *BRC Action Plan 2017-18* and the *BRC Program Logic 2017-19*, which show the activities, expected outputs and desired changes of the strategy over time. This evaluation plan 'operationalises' the outputs and (immediate to medium-term) impacts of the Logic Model, expressing them as indicators of success in keeping with the evaluation's purpose above.

The indicators reflect the necessary and sufficient 'hallmarks' of achievement. Not all parts of the *BRC Program Logic 2017-19* have been operationalised, and the BRC Evaluation Working Group, on behalf of the broader partnership, has made a strategic decision to focus the evaluation on three components of the action plan: the BRC capacity building work, the organisational development work of partners, and the community capacity building work of partners.

Most of the data collection will occur in relation to these components. Data collected against unexpected process or impact achievements and/or challenges in implementing other parts of the action plan will also form part of the evaluation, as long as the data collected are relevant to meeting the evaluation's purpose above.

Acronyms

BRC – Building a Respectful Community

CoP – Community of Practice

CPPP – Community Partnerships for Primary Prevention

INWPCP – Inner North West Primary Care Partnership

INCEPT – This is the name given to the evaluation project lead by INWPCP

NMR – Northern metropolitan region

OPWE – Office for Prevention and Women's Equality

PVAW – Prevention of violence against women

BRC Evaluation Plan 2017–19

Activities	Indicators of success	Data collection methods	Who/when
Advocacy (policy arena)	Process (quality and reach) At least 10 strategic communications are made by WHIN on behalf of the BRC partnership to the Victorian Government (e.g. OPWE, Primary Prevention Agency)	Review of documentation e.g. notes, minutes of meetings	WHIN to lead WHIN to maintain documentation
	Impact N/A for this evaluation		
Activities	Indicators of success	Data collection methods	Who/when
BRC partnership work	Process (quality and reach) 5 meetings of the BRC partnership (i.e. NMR PVAW Committee) with at least 90% of partners attending at least 3 meetings per year. 2 working groups of the BRC partnership; memberships representative of the BRC partnership 3 new organisations engaged/attending the NMR PVAW Committee as associate members Terms of Reference met for all structures of the BRC partnership, including the working groups Two events for BRC Partner CEOs/executives are held with at least 80% of partner organisations represented at each	Review of documentation e.g. notes, minutes of meetings	WHIN to lead WHIN to maintain documentation
	Impact N/A for this evaluation		

Activities	Indicators of success	Data collection methods	Who/when
BRC capacity building work for partners	<p>Process (quality and reach)</p> <p>BRC Workforce Development Program (inc. CPPP project) with at least 80% BRC partners involved in the activities i.e. training and/or CoPs</p> <p>Of those participating in the training:</p> <ul style="list-style-type: none"> 90% report the content was relevant to their work <p>Of those participating in the CoP:</p> <ul style="list-style-type: none"> 75% report the environment created was a safe one to share practice experiences, raise common challenges, and learn from one another. <p>At least 2 evaluation capacity building activities for BRC partners as part of the INWPCP led INCEPT Project.</p> <p>Of those participating in the activities:</p> <ul style="list-style-type: none"> 100% report the topics were applicable to evaluating their PVAW actions <p>For both projects, 100% of participants in the workforce development activities report that attending was time well spent</p>	<p>Review of documentation e.g. records of partners in workforce development activities</p> <p>Participant feedback sheet (i.e. ratings statements) to capture experiences</p>	<p>WHIN to lead</p> <p>WHIN to maintain documentation</p> <p>WHIN & INWPCP to ensure feedback sheets are administered at the end of training, CoP and evaluation capacity building sessions</p>
	<p>Impact</p> <p>100% of BRC partners involved in the 'Working with the Community to PVAW' training report an increase in capacity to work with community as direct result (increased capacity = improved confidence or skills). Of these, 75% state an intent to progress their work with community within the next 3 months.</p> <p>100% of BRC partners involved in the other training and CoP report an increase in capacity to take action to PVAW and/or promote gender equity in their work as a direct result.</p> <p>100% of BRC partners involved in the INCEPT Project's evaluation capacity building activities report an increase in capacity to undertake the aspects of evaluation covered (increased capacity = improved confidence or skills)</p>	<p>Participant feedback sheet (i.e. ratings statements) to capture impacts</p>	<p>WHIN to lead</p> <p>WHIN to maintain documentation</p> <p>WHIN & INWPCP to ensure feedback sheets are administered at the end of training, CoP and evaluation capacity building sessions</p>

Activities	Indicators of success	Data collection methods	Who/when
<p>Organisational development work of partners</p> <p>Actions 1.1, 1.3, 1.5, 2.2, 2.4</p>	<p>Process (quality and reach) The following targets are met (as indicated through the 2017-2018 BRC Action Plan):</p> <ul style="list-style-type: none"> at least 5 BRC partners undertake a gender equity audit of HR policies (and if not why not) at least 7 BRC partners complete a gender equity audit or assessment of facilities, services or programs (and if not why not) at least 11 BRC partners develop or implement a Gender Equity Strategy and Action Plan (and if not why not) at least 13 BRC partners implement workplace training to support their gender equity organisational development activity¹ <p>Of those undertaking gender equity audits or assessments:</p> <ul style="list-style-type: none"> 100% report the process is consultative and inclusive <p>Of those developing or implementing a Gender Equity Strategy and Action Plan:</p> <ul style="list-style-type: none"> 100% report the process is consultative and inclusive 100% demonstrate that their strategy and plan are whole-of-organisation (i.e. aligned with best practice) <p>Of those implementing workplace training:</p> <ul style="list-style-type: none"> 100% demonstrate that the content is aligned with the evidence-based framework for action on the gendered drivers as per <i>Change the Story</i> 80% of participants report that attending the training was time well spent 	<p>Review of documentation e.g. records of audits, assessments, strategies and plans, training</p> <p>Participant feedback sheets</p> <p>Survey of partners (via Qualtrics) in June 2019 to capture this data</p> <p>Focus group to explore commonalities and differences among BRC partners re: quality of their organisational development work</p>	<p>Austin Health / NCASA Banyule Community Health City of Whittlesea City of Yarra cohealth Darebin City Council DPV Health Eastern Melbourne PHN Hume City Council La Trobe University Merri Health Moreland City Council Nillumbik Shire Council North East PCP North Richmond Community Health Sunbury Community Health Whittlesea Community Connections Your Community Health</p> <p>BRC partners to maintain records of training and audit processes (training topics, sessions and participants) and provide to WHIN (via Qualtrics survey) in June 2019</p> <p>Focus group for BRC partners in June/July 2019</p>

¹ The training topics, number of sessions, and participant profile (e.g. staff, leaders) are not indicated as targets in this framework as these are specific to BRC partner contexts; however, data collected by each BRC partner on topics, sessions and participants in the workplace training delivered are asked to be contributed to the evaluation for analysis.

Activities	Indicators of success	Data collection methods	Who/when
	<p>Impact</p> <p>Of those undertaking audits or assessments:</p> <ul style="list-style-type: none"> • 100% develop meaningful actions from the results to positively influence workplace practices, facilities, services or programs • 80% state an intent to undertake at least 1 action for more inclusive or equitable workplace practices, facilities, services or programs; of these 50% actually implement that action (including gaining leadership endorsement for it) <p>Of those developing or implementing a Gender Equity Strategy and Action Plan:</p> <ul style="list-style-type: none"> • 100% report that the process is supported by leadership at the highest level possible; • 100% can provide at least 1 example of how their strategy and action plan are embedding gender equity in their organisational structures, systems or processes. <p>Of those implementing workplace training:</p> <ul style="list-style-type: none"> • 80% of participants report deepened levels of understandings of the link between gender equity and PVAW • 70% of participants report increased awareness of their role in gender equity for PVAW • 60% of participants report an intent to take at least 1 action for gender equity for PVAW (as appropriate to their role) 	<p>Review of documentation e.g. records of audits, assessments, strategies and plans, training</p> <p>Participant feedback sheets</p> <p>Survey of partners (via Qualtrics) in June 2019 to capture this data</p> <p>Focus group to explore commonalities and differences among BRC partners re: quality of their organisational development work</p>	<p>BRC partners to ensure feedback sheets are administered at the end of every training session</p> <p>BRC partners to maintain records of training and audit processes (training topics, sessions and participants) and provide to WHIN (via Qualtrics survey) in June 2019</p> <p>Focus group for BRC partners in June/July 2019</p>

Activities	Indicators of success	Data collection methods	Who/when
<p>Community capacity building for community mobilisation across a range of settings, places, sectors</p> <p>Actions 3.1, 3.3, 3.4, 5.1</p>	<p>Process (quality and reach) The following targets are met (as indicated through the 12-month action plan)</p> <ul style="list-style-type: none"> at least 8 BRC partners implement a women's leadership or capacity building project (with a priority focus on marginalised groups) at least 12 BRC partners implement a PVAW community mobilisation project at least 6 BRC partners deliver community grants for PVAW at least 10 BRC partners support schools in respectful relationships education <p>Of those implementing a women's capacity building project, PVAW community mobilisation project, or work with schools:</p> <ul style="list-style-type: none"> 100% demonstrate that their work is aligned with the evidence-based framework for action on the gendered drivers as per <i>Change the Story</i> 90% report they have access to appropriate tools and resources for the organisational development, capacity building or mobilisation of others <p>Impact At least 80% of BRC partners implementing a women's capacity building project, a community mobilisation project, or working with schools can report at least 1 way in which the project increased the participants' understandings, skills and/or confidence for action on the gendered drivers</p>	<p>Records of project documentation</p> <p>Survey of partners (via Qualtrics) in June 2019 to capture this data</p> <p>Focus group to explore commonalities and differences among BRC partners re: quality of community capacity building work</p> <p>Reflective journals and/or participant feedback sheets</p> <p>Focus group</p>	<p>Austin Health / NCASA Banksia Gardens Community Services Banyule Community Health Banyule City Council cohealth City of Whittlesea Darebin City Council DPV Health healthAbility Hume City Council Hume Whittlesea PCP Inner North West PCP Merri Health Moreland City Council Nillumbik Shire Council North Richmond Community Health Sunbury Community Health Whittlesea Community Connections Your Community Health</p> <p>Survey of partners (via Qualtrics) in June 2019 Focus group of BRC partners in June/July 2019</p> <p>BRC partners to observe and maintain reflective journal throughout their work to capture key learnings Focus group of BRC partners in June/July 2019</p>

Activities	Indicators of success	Data collection methods	Who/when
<p>Social marketing for awareness raising</p> <p>Action 4.3</p>	<p>Process (quality and reach)</p> <p>At least 24 BRC partners undertake social marketing for awareness raising to external audiences (e.g. the communities they serve) e.g. via annual evidence-based campaigns such as 16 Days of Activism against Gender-based Violence, International Women's Day</p>	<p>Review of documentation eg. records of partners social marketing for awareness raising activity</p> <p>Survey of partners (via Qualtrics) in June 2019 to capture this data</p>	<p>Austin Health / NCASA Banksia Gardens Community Services Banyule City Council Banyule Community Health City of Whittlesea cohealth DPV Health Eastern Melbourne PHN healthAbility Hume City Council Hume Whittlesea PCP Inner North West PCP La Trobe University Merri Health Moreland City Council Nillumbik Shire Council North Richmond Community Health Sunbury Community Health Whittlesea Community Connections City of Yarra Your Community Health</p> <p>Survey of partners (via Qualtrics) in June 2019</p>
	<p>Impact</p> <p>N/A for this evaluation</p>		

Summary of main data collection methods

- Document review of records, notes, minutes, etc.
- Participant feedback sheets with specific ratings statements
- Survey of partners (via Qualtrics) in June 2019
- 1 x focus group for BRC partners on their own organisational development work
- 1 x focus group for BRC partners on their work with others and/or initiation of community mobilisation projects
- Participant observation and reflective journal to capture key learnings (to contribute via the survey and/or focus groups)

BRC Evaluation Plan Review Date: July 2018 (Linked to BRC Action Plan review) - COMPLETED



Women's Health In the North acknowledges the support of the Victorian Government

Building a Respectful Community Program Logic 2017–2019

The BRC Partnership works to prevent violence against women across Melbourne's north, guided by the BRC Strategy 2017-21. This program logic applies to the first two annual action plans (2017-19).

INPUTS	ACTIVITIES	OUTPUTS	IMMEDIATE - AND MEDIUM-TERM IMPACTS (ACHIEVABLE IN THE 24 MONTHS)	LONG TERM OUTCOMES
<p>BRC Partnership, Strategy and Action Plans</p> <p>Resources</p> <ul style="list-style-type: none"> • Funding • Backbone function from WHIN <p>Authorising Policy Environment</p> <p>Engaged Public Conversation & Dialogue</p> <p>Shared Frameworks/ Approaches</p> <ul style="list-style-type: none"> • Change the Story • BRC Strategy <p>Evidence-based Practice</p>	<p>Advocacy (policy arena)</p>	<ul style="list-style-type: none"> • 10 strategic communications with Victorian Government (OPWE / Respect Victoria) as a partnership 	<ul style="list-style-type: none"> • Increased recognition by the Victorian Government of the BRC Partnership as the pre-eminent structure for primary prevention in Melbourne's north 	<ul style="list-style-type: none"> • Sustained and enduring partnership for PVAW in Melbourne's north • Gender equitable communities & organisations in Melbourne's north • All women's full inclusion in civic, economic & social life in Melbourne's north • Non tolerance of gender inequality & violence supportive attitudes & behaviours in Melbourne's north • Elimination of violence against women
	<p>BRC Partnership Work & Capacity Building</p> <ul style="list-style-type: none"> • Governance & decision-making • Training, mentoring, support & consultancy by WHIN 	<ul style="list-style-type: none"> • 4 meetings of BRC Partnership (NMR PVAW Committee); 2 working groups & 3 CoPs • 3 new organisations represented on BRC partnership • 1 x BRC Partnership Project • 1 x INCEPT Project 	<ul style="list-style-type: none"> • Strengthened sustained BRC Partnership • Improved quality of BRC partners' work for GE and PVAW • Increased opportunities for collaborative effort & shared endeavour • Increased confidence among BRC partner staff to undertake PVAW work with community 	
	<p>Organisational Development</p> <ul style="list-style-type: none"> • Audits & assessments • Policy development & implementation • Systems changes • Training 	<ul style="list-style-type: none"> • 5 partners undertake a GE audit of HR policies • 7 partners undertake a GE audit/assessment of facilities or services • 11 partners develop a Gender Equity Strategy & Action Plan • 4 partners initiate internal (staff) communications strategy on GE • 13 partners implement workplace training • 9 partners work with other organisations on PVAW either via organisational development or community capacity building 	<ul style="list-style-type: none"> • Increased leadership within organisations for GE and PVAW • Increased number of organisations with systems/ structures for GE • Improved organisational cultures for the work of GE and PVAW • Improved confidence and skill of staff & leaders to take action on GE/PVAW in their work 	
	<p>Community Capacity Building for Community Mobilisation</p> <ul style="list-style-type: none"> • Setting or place-based initiatives • Direct participation programs 	<ul style="list-style-type: none"> • 12 partners implement a community mobilisation project for PVAW • 6 partners provide community grants for PVAW • 9 partners initiate activities for women's leadership, inclusion & participation • 10 organisations support schools in RR education 	<ul style="list-style-type: none"> • Increased number of settings/sectors where GE/PVAW work is occurring • Increased number of community activists • Improved confidence, knowledge & skills among community partners/members for GE/PVAW 	
	<p>Social Marketing for Awareness Raising</p> <ul style="list-style-type: none"> • Social & traditional media • Campaigns 	<ul style="list-style-type: none"> • 24 partners undertake social marketing campaigns for GE/PVAW via social and traditional media 	<ul style="list-style-type: none"> • Strengthened consistent messaging from BRC partners on GE/PVAW to communities in Melbourne's north 	
	<p>Evidence Building</p> <ul style="list-style-type: none"> • Evaluation for learning & improvement 	<ul style="list-style-type: none"> • BRC Evaluation Plan 2017-19 • BRC Evaluation Report • Key learnings communicated to BRC partners and relevant stakeholders 	<ul style="list-style-type: none"> • Improved capacity for evidence based sound decision making for the partnership 	

KEY

BRC: Building a Respectful Community, **PVAW:** Preventing violence against women, **GE:** Gender Equity, **RR:** Respectful relationships, **OPWE:** Office for Prevention and Women's Equality, **CoP:** Communities of Practice, **NMR:** Northern Metropolitan Region

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