



PROMOTING RESPECT & EQUITY TOGETHER 2021-2025

A Strategy to End Gendered Violence
in the Southern Metropolitan Region

PRET Evaluation Framework

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TABLE OF CONTENTS

Acknowledgement of Country.....	01
1. Introduction.....	02
2. Purpose of tis evaluation framework.....	02
Key evaluation questions.....	03
3. Approach and methodology.....	04
3.1 Monitoring versus evaluation.....	04
3.2 Key principles that underpin the framework.....	05
Measuring at various levels of the logic.....	05
Capturing the 'significance' of changes brought about by the strategy.....	05
A focus on learning and reflection.....	05
Understanding the social value of the strategy.....	06
4. The Theory of Change.....	06
5. Indicators and data collection strategy.....	08
High level outcomes.....	08
Long-term strategy outcomes.....	08
Mid-term strategy outcomes.....	10
Key Activity Areas - Strategic Pillars.....	12
PRET strategy Action Plan.....	13
6. Challenges.....	16
Appendix 1: Evaluation framework.....	17
Appendix 2: Detailed Theory of Change.....	21
Appendix 3: Data capture summary.....	22

ACKNOWLEDGEMENT OF COUNTRY

Women's Health in the South East (WHISE) acknowledges the traditional owners of the lands on which we work, the land of the Bunurong peoples of the Kulin Nation. We recognise their continuing connection to the land, waters and culture. We acknowledge their Elders past, present and emerging and that Australia was and always will be Aboriginal land. We acknowledge and pay respects to the many strong and resilient Aboriginal and Torres Strait Islander women, who are disproportionately affected by discrimination and family violence and that Aboriginal self-determination requires a systemic shift of power and control from government and the non-Aboriginal service sector to Aboriginal communities and their organisations. We commit our organisation to truth-listening, truth-telling, and bringing the Uluru Statement of the Heart to our hearts.



1. INTRODUCTION

This Evaluation Framework outlines future monitoring and evaluation activity for *Promoting Respect and Equity Together* (PRET) 2021-2025 strategy over the next three and a half years.

The framework proposes a mix of monitoring and evaluation activities during the strategy implementation and a more in-depth evaluation at the end of year four specifically measuring the performance of the strategy outcomes and partnership growth, it is important to note the framework will not measure general community level attitudinal change, it is expected this will occur with increased workforce capacity and a broader remit of organisations involved in the work however is outside of the scope of the evaluation measures captured. The framework details the reasons behind the approaches taken, and outlines the key evaluation questions, and the data which will be collected to answer these questions.

This evaluation framework has been developed to measure changes across the region as part of delivering strategy actions. It was developed by Tracey Delaney, evaluation consultant in collaboration with WHISE staff.

As the context and needs may evolve over the period of the strategy, it will be considered a 'living document.' It is expected this framework is reviewed at the end of each action planning cycle or in response to a significant change in focus.

While this document is intended to inform the monitoring and evaluation activity outlined within this framework, the final evaluation may deviate from this document based on input from various stakeholders and the evaluative needs at the time of the final evaluation.

2. Purpose of this evaluation framework

The **primary aim** of this evaluation framework is:

To understand the value and contribution of the PRET strategy in expanding and improving practices aimed at the prevention of violence against women and promotion of gender equality across the region.

The **secondary aims** are to:

- Provide a guide to track progress towards intended outcomes
- Generate and disseminate learnings about what works and what does not, and why things were successful or not in a particular context
- Enable improvement to the strategy during its implementation
- Celebrate the achievements of the collective work under the strategy
- Foster ownership of evaluation activity and findings among partners of the strategy.

Key evaluation questions

The key evaluation questions referred to below are high-level questions that frame what we really want to know, and to answer them we will need to collect data from a range of sources and make an evidence-based judgement. They are different to specific questions that are used in a survey or questionnaire.

It is worth noting that the key evaluation questions below are pitched at the outcome level and they 'beg' an answer about **overall achievement**. Data from monitoring along with additional data collected as part of the evaluation, will help to answer the key evaluation questions. The framework sets out to answer the following key evaluation questions:

1. What has been the contribution of the PRET Strategy in expanding and improving practices aimed at the Prevention of Violence Against Women (PVAW) and Gender Equality (GE) across the region?

- How has the work under the strategy expanded the range of sectors and organisations involved in PVAW/GE across the region?
- How has the work under the strategy strengthened partner practice towards positive health and wellbeing outcomes for women?
- How has the work under the strategy built partner capacity and commitment to PVAW/GE?

1. What has been the value of the PRET Strategy to partners and the wider community?

- Perceived values to partners
- Social Value (based on Australian Social Values Bank)

3. What are the unexpected/unintended outcomes of the PRET Strategy?

To be well positioned in 2025, to demonstrate the long-term strategy outcomes and the value of our mutually reinforcing primary prevention activities under PRET partnership, we will need a firm commitment of all those who engage under the strategy, to consistently feed data into evaluating the actions under the strategy.

Evaluating the impact of the strategy on community level change in knowledge, attitudes and behaviours is currently considered beyond the scope of the strategy and its evaluation framework. Should aligning all evaluation efforts at the community level across the region be considered in the future, it would involve collecting longitudinal data and measuring results consistently with a concise list of quantitative indicators at the community level and across all participating organisations. As we work across a large region and with remarkably diverse organisations and programs, this would require significant funding.

3. Approach and methodology

3.1 Monitoring versus evaluation

This evaluation framework refers to data collection through both monitoring and evaluation activities. **Monitoring** is used to describe an ongoing process of collecting routine data. Monitoring occurs at various levels and can include monitoring activities as well as monitoring outcomes. There is increasing focus on monitoring at the intermediate outcome level to provide information on progress towards longer term outcomes. It takes time before final outcomes can be measured. Several *intermediate outcome* indicators have therefore been identified for the key intermediate changes that the strategy is expected to bring about, that will eventually lead to the final longer-term outcomes. This helps us to know whether we are progressing towards achieving the expected outcome. For the annual planning of activities to be effective in achieving results and delivering benefits, decisions should be made based on reliable and relevant information of what has been achieved so far.



An **evaluation study** describes a less-frequent process of collecting information that tends to focus more on the impact of our activities. Evaluation has been defined as the 'systematic investigation of the merit or worth' (Scriven 1991¹). Evaluation tends to be more in-depth than monitoring and involves making judgments about how 'good' an intervention has been in terms of specific criteria or questions.

¹ Scriven, M., 1991. Evaluation thesaurus. Sage.

3.2 Key principles that underpin the framework

Measuring at various levels of the logic

Initiatives with a clear theory of change can develop a hierarchy of indicators based on a logic model or theory of change model that link activities to higher level outcomes and thereby making the monitoring and evaluation more coherent.

The principal indicators for the activity level are mostly numerical and the emphasis overall is quantitative. They are still important as they provide information on how busy we have been and our combined efforts to bring about change. However, as you move up the hierarchy, the indicators usually become more descriptive. The creation of hierarchies of indicators allows evaluators to form judgements at all levels (activity-output-outcome-impact), to assess cause-effect linkages, and to form a view about overall coherence.

Capturing the 'significance' of changes brought about through the strategy

A key technique used for as part of the qualitative data collection will be the Most Significant Change technique (MSC)². MSC is useful for clarifying the values held by different partners engaged in the strategy. It uses an inductive approach, through participants making sense of events after they have happened.

With MSC, those consulted are actively encouraged to exercise their own judgment in identifying stories of change. This involves the use of open-ended questions such as: "From your point of view, what was the most significant change as a result the PRET strategy/ partnership over the last four years?" It therefore helps us to capture the expected and unexpected results as well as the more descriptive understanding of how change has occurred through the strategy. The use of MSC will allow for any capacity and/or practice changes brought about through mutually reinforcing approach to the prevention of violence against women and promotion of gender equity, to be uncovered.

A focus on learning and reflection

One of the biggest failings in monitoring and evaluation is that data is frequently under-used. To ensure learnings are incorporated, the PRET strategy should allow time for reflection on progress and opportunities to integrate lessons into practice. As identified as important by partners biennial reflection and planning processes will support sharing and learning leading to improvements.

Initiatives will be monitored and evaluated in several ways, including gathering and analysing qualitative and quantitative information. This reflection process will also consider the broader context contributing to change, the views of the people the partnership is seeking to support and the perspectives of other stakeholders. Upon consideration, key lessons and recommendations for improving the program will be identified. Based on the planning cycle of the PRET strategy a midterm reflection process (after two years of the strategy implementation) has been adopted by this framework.

² Davies, R. and Dart, J., 2005. The 'most significant change'(MSC) technique. A guide to its use.

Understanding the social value of the strategy

WHISE is committed to the use of the Australia Social Values Bank (ASVB)³ to demonstrate the social impact of work undertaken. Social impact is the effect on people and communities that happens because of an action or inaction, an activity, project, program or policy. Social value is used interchangeably with social impact. The ASVB provides a proportionate approach to social impact measurement, that allows you to translate the net benefit of your social impact in dollars, using Cost Benefit Analysis⁴.

Through this social value process, WHISE is able to demonstrate in dollar terms how particular aspects of work under the strategy delivers net benefit to the community. WHISE acknowledges that dollar return is not the only indicator of value, but for funders, government, partners, and the community it is an important way to demonstrate value.

4. The Theory of Change

A Theory of Change (TOC) reflects the underlying process and pathways through which the hoped-for change (in knowledge, behaviour, attitudes, or practices, at the individual, organisational, community or other level) is expected to occur. A Theory of Change unique to the PRET strategy has been designed and the evaluation strategy overlays it. The conceptual illustration of the PRET Theory of Change is outlined in *Figure 1* (following page), a more detailed version is included as Appendix 2 and formed the basis of this evaluation framework. Strategy outcomes, indicators, and tools for measurement against this theory are included in section 5, page 8.

By strengthening partners capacity and commitment to embed PVAW and GE throughout their organisations, services, and projects, at the same time as building the capacity of their workforce and creating spaces for collaborative learning and practice, together WHISE and its partners will broaden and strengthen the regional response to the prevention of violence against women and the promotion of gender equity. These interrelated pathways for change support partner organisations and how they in turn work with their communities and settings.

³ <https://asvb.com.au/>

⁴ <https://asvb.com.au/asvb-helps-measure-social-impact/faqs/>

Theory of Change



**An equal and respectful region
free from violence for women and girls**

COMMUNITY LEVEL OUTCOMES



People in the SMR actively challenge attitudes and behaviours to prevent violence against women and practice confident, safe and respectful relationships



Women and girls in the SMR experience improved social, physical and mental health and wellbeing outcomes



People in the SMR promote women's independence and decision making.



Men and boys in the SMR promote positive masculine gender norms, and take action to promote equality and respect of women.

OUTCOMES OF THE STRATEGY

Long term



A wider range of sectors, settings and organisations in the region are involved in work that promotes PVAW/GE.



Partners apply a strong equity lens to all health promotion areas across our region for effective outcomes for women.



Partners use shared learnings to align and mutually reinforce their practice for effective outcomes in the prevention of violence against women.

Intermediate



Increase diversity of workforce representation with an understanding of the connection between PVAW/GE.



Partners have strengthened organisational capacity and commitment to apply an intersectional gendered lens and across all policies, services, health priority areas/programs.



Increase the opportunities for partners to collectively learn, share and reflect on their practice in the prevention of violence against women in our region.

STRATEGIC PILLARS

Key activity areas

MAKING PVAW/GE EVERYONE'S BUSINESS

Objective:
Work collectively to increase the variety of sectors and settings that engage with the strategy implementation to prevent violence against women in the region

ORGANISATIONAL STRENGTHENING AND LEADERSHIP

Objective:
To foster organisational cultures that embed the principles of PVAW/GE throughout the organisation

BUILDING WORKFORCE CAPACITY

Objective:
To strengthen workforce capacity in PVAW/GE

KNOWLEDGE BROKERING

Objective:
To identify, and disseminate emerging evidence based research, for the translation into effective practice for PVAW/GE

COLLABORATION AND NETWORKING

Objective:
To maximise collaborative partnership opportunities between partner organisations in the SMR through working groups and learning forums

Figure 1: Theory of Change for PRET

5. Indicators and data collection strategy

A variety of data collection methods strengthen the capacity of an evaluation framework considering the many factors influencing the likelihood and extent of changes – in knowledge, attitude and/or behaviour. These changes are in relation to practice that supports the prevention of violence against women. Similarly, collecting both qualitative and quantitative data, provides an array of information to use in answering questions that are specific to the overall evaluation.

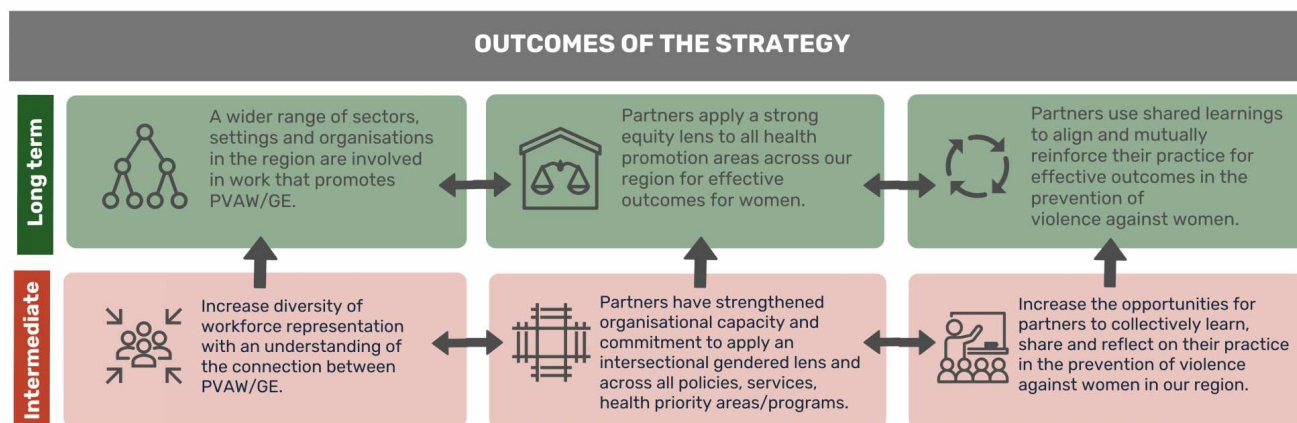
Collecting data at different levels of the logic ensures that you can effectively tell the ‘story’ of the strategy mapping back to the Theory of Change to illustrate what has been achieved and how.

High level outcomes will be measured through the three key evaluation questions posed below:

1. *What has been the contribution of the PRET strategy in expanding and improving practices aimed at the prevention of violence against women and gender equality across the region?*
2. *What has been the value of the PRET strategy to partners and the wider community?*
3. *What were the unexpected/unintended outcomes of the strategy?*

Long term strategy outcomes

The PRET Theory of Change (TOC) has three long-term strategy outcomes shown in green.



These three long term strategy outcomes and their associated sub outcomes and indicators are outlined in (Fig 2) on the following page.

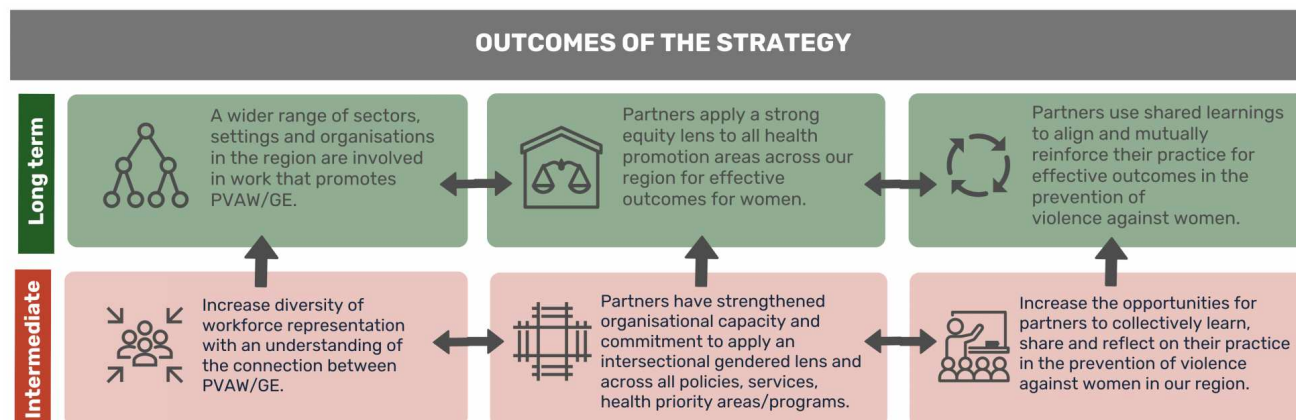
Evaluative methods including the MSC technique, quantitative/qualitative survey data and interviews will provide the data required to ensure these are measured, for full detail of these methods refer to Appendix 1 – Evaluation Framework – Long term/intermediate strategy outcomes.

Evaluating longer term outcomes of Promoting Respect and Equity Together strategy	
Sub outcomes	Outcome Indicators
A wider range of sectors, settings and organisations in the region are involved in work that promotes PVAW & GE.	<ul style="list-style-type: none"> • Evidence of newly engaged organisations, and professionals who incorporate PVAW/GE principles in their work (by influencing partner organisations) • Evidence of newly engaged organisations, and professionals who undertake projects that promote PVAW/GE (by influencing partner organisations)
Partners apply a strong equity lens to all health promotion areas	<ul style="list-style-type: none"> • Partners report actively consulting with women and girls (across cultures, ages and socio-economic backgrounds) to inform the design of their initiatives. • Partners report applying an intersectional gendered lens to their health priority areas/programs. • Evidence of partners applying an intersectional gendered lens to their prevention practice.
Partners use shared learnings to align and mutually reinforce their practice for effective outcomes in the prevention of violence against women	<ul style="list-style-type: none"> • Evidence of partners applying their learnings within their organisations/acting as champions • Partners value shared learnings and its impact on collaborative practice • Partners demonstrate application of values-based messaging in their work.

Figure 2: Long term strategy outcomes

Mid-term (intermediate) strategy outcomes

The PRET TOC has three mid-term (intermediate) strategy outcomes shown in orange, these track upwards to the long-term strategy outcomes referred to above.



These three mid-term (intermediate) outcomes and their associated sub outcomes are measured by the indicators below to track progress. Again, much like the long-term outcomes, to measure progress and social impact achieved similar methods of data collection will be used i.e. – surveys (pre/post), semi structured interviews, for full detail refer to Appendix 1 – Evaluation Framework – Long term/intermediate strategy outcomes.

Monitoring mid-term (intermediate) outcomes of Promoting Respect and Equity Together strategy	
Increase diversity of workforce representation with an understanding of the connection between PVAW and GE	
Sub outcomes	Outcome Indicators
Increased reach and diversity of organisations and sectors engaged under the strategy	<ul style="list-style-type: none"> Newly engaged organisations and sectors disaggregated by tier, role, sector and gender Partners/stakeholders report increasing their workforce reach and engagement of PVAW/GE within their own organisations.
Newly engaged and existing professionals/organisations understand the connection between PVAW and GE (and SRH)	<ul style="list-style-type: none"> Targets of engagement (professionals and organisation staff) report increased knowledge and understanding of the connection between gender inequality and the 4 drivers of violence against women Partners and stakeholders who report increased confidence in the application of best-practice principles for affirmative consent and the impact and relevance for the primary prevention of violence against women and sexual and reproductive health Partners/stakeholders report having increased knowledge of the links and relationship between gender inequity and PVAW/SRH - Best practice affirmative consent (increased confidence and knowledge) - see GHDS AP Partners/stakeholders report increased confidence in the application of the links and relationship between gender inequity, PVAW and SRH to their work - Best practice affirmative consent (increased confidence and knowledge) - see GHDS AP.

Partners have strengthened organisational capacity and commitment to apply an intersectional gendered lens and across all policies, services, health priority areas/programs.

Sub outcomes	Outcome Indicators
Increased capacity of staff/workforce in applying an intersectional gendered lens to their work	<ul style="list-style-type: none"> Partners/stakeholders have an increased understanding of the importance of using an intersectional gendered lens in their work Partners/stakeholders report increased confidence to apply an intersectional gendered lens in their work Partners/stakeholders report increased knowledge of best -practice application of an intersectional gendered lens across all health priority areas Partners/stakeholders report increased confidence levels in the application of an intersectional gendered lens across health priority areas
Increased capacity of staff/workforce to engage men and boys in PVAW/GE	<ul style="list-style-type: none"> Partners/stakeholders report having increased knowledge of engaging men and boys in healthier masculinities for the promotion of PVAW/GE Partners/stakeholders report having increased confidence to engage men and boys in healthier masculinities for the promotion of PVAW/GE.
Increased organisational commitment to principles of GE and PVAW	<ul style="list-style-type: none"> Partners/stakeholders report increased knowledge of the principles of gender equity in the workplace through network meeting attendance Partners/stakeholders report increased confidence in the application of gender equity principles within the workplace through network meeting attendance Partners/stakeholders show case to the partnership examples of best practice and promising gender equality commitment (GIA's, gender audits, GEAPs) Partners/stakeholders have increased knowledge of how GIA's/gender audits/GEAPs directly impact PVAW Partners/stakeholders have increased confidence of how GIAs/gender audits/Gender Equality Action Plans (GEAP) directly impact PVAW.
Improved access to evidence-based research (MAP back to AP)	Partners/stakeholders (at all levels) who engage with the strategy report improved access to evidence-based research.

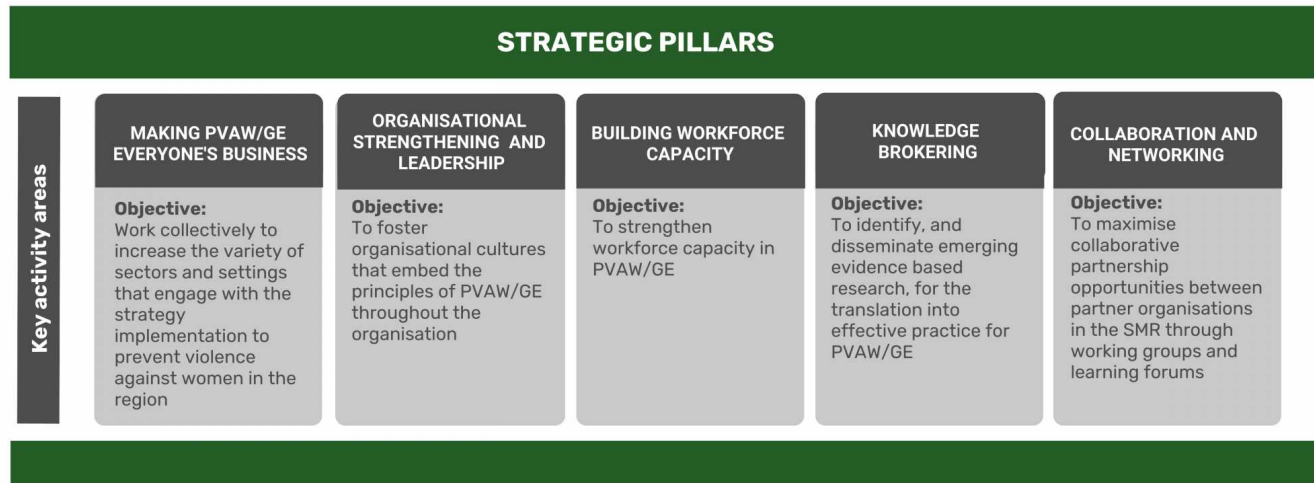
Increase the opportunities for partners to collectively learn, share and reflect on their practice in the prevention of violence against women in our region

Sub outcomes	Outcome Indicators
New insights gained from participation in learning forums and events	<ul style="list-style-type: none"> Partners/stakeholders report gaining new insights from other's experiences via learning forums/events Partners/stakeholders report having increased knowledge around the application of values-based messaging as a tool in PVAW and GE via learning forum attendance Partners/stakeholders report having increased confidence in applying values-based messaging as a tool in PVAW and GE via learning forum attendance Critical Friends report having increased knowledge of tools and resources available to support schools in implementing RR following the learning forum/s Critical Friends report having increased confidence in the application of these tools to support schools in implementing RR following the learning forum/s.
Strengthened relationships and connections between partners/individuals	<ul style="list-style-type: none"> Partners/stakeholder report strengthened relationships with individuals or organisations in the region (working groups)
Strengthened regional knowledge of PVAW/GE	<ul style="list-style-type: none"> Partners/stakeholders report increased awareness of primary prevention action within the region (working groups) Partners/stakeholders report feeling an increased sense of connection to the family violence response sector by being connected to the partnership (working groups)
Improved access to evidence-based research (as above)	<ul style="list-style-type: none"> Partners/stakeholders (at all levels) who engage with the strategy report improved access to evidence-based research.
Increased knowledge, confidence, and skills of staff/workforce in learning forum topics – See workforce capacity	<ul style="list-style-type: none"> Partners/stakeholders report increased knowledge, through involvement in working groups and/or learning forums across priority areas Partners/stakeholders report increased confidence in application of skills through working groups and/or learning forums across priority areas.

Figure 3: Mid-term strategy outcomes

Key Activity Areas - Strategic Pillars

At the bottom level of the TOC (*Fig 1*) we have the strategic pillars, these are the five key activity areas of the partnership and will direct most of the work within the partnership feeding up to the mid- and longer-term outcomes. These strategic pillars or key activity areas for the partnership were developed through the evaluation and consultation with partners. These key activity areas directly drive actions and link directly to the PRET strategy Action Plan. They are the mechanisms of the strategy's enactment.



PRET strategy Action Plan

The Action Plan adopts two, two-year cycles. The below visual examples, one for each Strategic Pillar (Fig 4) illustrate actual actions from the first and current Action Plan representing the period July 2021- June 2023. They show the output indicators and outcome measures for the action linking back to an objective and sub objective within a key activity area.

Due to its evolving nature, the action plan is a live document, partners will review and discuss it at regular working group meetings. Access the first [two-year PRET Action Plan 2021-2023](#).

1. Making PVAW and GE everyone's business

OBJECTIVE: Work collectively to increase the variety of sectors and settings that engage with the strategy implementation to prevent violence against women in the region

1.1 Connect and engage with new organisations and professionals in the region

ACTION

Action 1.1.1

The PRET partnership works collectively and independently to leverage existing relationships to engage and connect with new partner organisations to increase reach across the SMR.

- WHISE & PRET partners to identify, engage and meet with prospective new partner organisations.

OUTPUT INDICATOR(S)

Number of new practitioners/organisations engaged by tier, role, priority population represented and gender (including lead partner who engaged them)

OUTCOME MEASURE(S)

Increased reach and diversity of organisations and sectors engaged under the strategy

- Newly engaged organisations and sectors disaggregated by tier, role, sector and gender
- Partners/stakeholders report increasing the reach and engagement within their own organisations.

2. Organisational Strengthening and Leadership

OBJECTIVE: To foster organisational cultures that embed the principles of PVAW/GE throughout the organisation

2.1 Providing evidence/advocate to decision makers

ACTION

Action 2.1.2

WHISE to sit on diverse partner internal committees and network meetings to strengthen alignment and support for PVAW/GE for e.g., Family Violence Prevention/Community Safety Committees, Community Health Promotion Advisory Group, IHP planning groups.

- Attend partner committee and network meetings

OUTPUT INDICATOR(S)

Number of partner organisation group/network meetings attended (listed by partner)

Summary of WHISE input into meetings by topic/type of advice

OUTCOME MEASURE(S)

Increased organisational commitment to principles of GE and PVAW

- Partners/stakeholders report increased knowledge of the principles of gender equity in the workplace through network meeting attendance.
- Partners/stakeholders report increased confidence in the application of gender equity principles within the workplace through network meeting attendance.

3. Building Workforce Capacity

OBJECTIVE: To strengthen workforce capacity in PVAW/GE

3.2 Providing access to tools, resources and evidence-based practice to implement PVAW/GE initiatives	ACTION	OUTPUT INDICATOR(S)	OUTCOME MEASURE(S)
	<p>Action 3.2.2 The PRET partnership supports, promotes and attends ongoing evidenced-based best practice messaging tools for PVAW/GE prevention.</p> <p>Deliver a succinct forum and/or training session on values-based messaging (VBM) including practical tools for application in prevention practice with multidisciplinary teams and or settings for e.g. media and communications teams, early years or sporting club setting</p>	<p>Number of partners who attend by organisation, tier, setting, priority population role and gender.</p> <p>Number of participants (partners) who heard about event/forum through internal communications</p>	<p>New insights gained from participation in learning forums and events</p> <ul style="list-style-type: none"> Partners/stakeholders report having increased knowledge around the application of values-based messaging as a tool in PVAW and GE via learning forum attendance. Partners/stakeholders report having increased confidence in applying values-based messaging as a tool in PVAW and GE via learning forum attendance.

4. Knowledge Brokering

OBJECTIVE: To identify, and disseminate emerging evidence-based research, for the translation into effective practice for PVAW/GE

4.1 WHISE staff attend peak body and state and local level networks	ACTION	OUTPUT INDICATOR(S)	OUTCOME MEASURE(S)
	<p>Action 4.1.1 Attend network meetings to advocate, bridge relationships, identify opportunities, share resources and learnings, and enhance connections to community</p> <ul style="list-style-type: none"> WHISE to attend peak body, local and state level networks (e.g Women with Disabilities Vic) WHISE to attend the Regional Dhekl Dja Action Group to strengthen connections to local Aboriginal and Torres Strait Islander communities' organisations and projects. WHISE to attend/participate in multicultural network meetings/CoP's 	<p>Number of network meetings attended (peak body and state level networks)</p> <p>Number of Dhekl Dja Action group meetings attended.</p> <p>Number of multicultural network meetings/CoP's attended</p> <p>Record opportunities or projects arising from attendance at these meetings</p>	<p>Strengthened relationships and connections between partners/individuals</p> <ul style="list-style-type: none"> Partners/stakeholders report strengthened relationships with individuals or organisations in the region. <p>Increased capacity of staff/workforce in applying an intersectional gendered lens to their work</p> <ul style="list-style-type: none"> Partners/stakeholders have an increased understanding of the importance of using an intersectional gendered lens in their work. Partners/stakeholders report increased confidence to apply an intersectional gendered lens in their work. Partners/stakeholders report increased knowledge of best -practice application of an intersectional gendered lens across all health priority areas. Partners/stakeholders report increased confidence levels in the application of an intersectional gendered lens across health priority areas

5. Collaboration and Networking

OBJECTIVE: To maximise collaborative partnership opportunities between partner organisations in the SMR through working groups and learning forums

5.1 Providing a platform for partners to share and learn from each other

ACTION

Action 5.1.1

The PRET partnership to actively support, attend and evaluate regular (bi-monthly) working group meetings.

- Working groups to meet regularly with WHISE and PRET partners to record, assign and track actions undertaken by working groups back to the strategy action plan.

OUTPUT INDICATOR(S)

Number of network meetings attended (peak body and state level networks)

Number of Dhelk Dja Action group meetings attended.

Number of multicultural network meetings/CoP's attended

Record opportunities or projects arising from attendance at these meetings

OUTCOME MEASURE(S)

Strengthened relationships and connections between partners/individuals

- Partners/stakeholders who report strengthened relationships with individuals or organisations in the region (WG)

Strengthened regional knowledge of PVAW/GE

- Partners/stakeholders report increased awareness of primary prevention action within the region. (WG)
- Partners/stakeholders report feeling an increased feeling of connection to the response sector as a result of being connected to the partnership

Figure 4 – Strategic Pillars/Key Activity Areas – Evaluation Examples

6. Challenges

Monitoring and Evaluation does present challenges at times, through identifying what these challenges might be helps to create an awareness and mitigate them where possible.

Resourcing of monitoring and evaluation activity

In developing this framework there is a recognition that WHISE is a small organisation, and it is important to take a proportional approach, and not build a plan and evaluation mechanisms that cannot be resourced. The proposed framework is considered feasible within the limits of staff resourcing within WHISE and partner commitment to participating in evaluation activities. It should be reviewed with this in mind periodically to determine if this still holds true.

Understanding community change at a regional level

There are also inherent challenges in evaluating a 'regional approach' or 'regional strategy,' where there can be a multitude of influences and strategies that may impact on the outcomes. As seen in the theory of change (*Fig 1*), the ultimate goals of attitudinal change at the community level, rely on and are impacted by actions and investment from partner organisations, as well as state and federal government. With so many potential impacting factors, it is not feasible to isolate the exact strategies or actions that contributed to those outcomes. At the community level indicators also invariably rely on State level external data such as NCAS (National Community Attitudes Survey) however the limitation is data is not disaggregated at the regional or local government area level.



APPENDIX 1: Evaluation Framework – Longterm/midterm outcomes

Evaluating longer term outcomes of Promoting Respect and Equity Together strategy

Sub outcomes	Outcome Indicators	Method/source of data	Frequency
A wider range of sectors, settings and organisations in the region are involved in work that promotes PVAW & GE.	<ul style="list-style-type: none"> Evidence of newly engaged organisations, and professionals who incorporate PVAW/GE principles in their work (by influencing partner organisations) Evidence of newly engaged organisations, and professionals who undertake projects that promote PVAW/GE (by influencing partner organisations) 	<ul style="list-style-type: none"> Interviews as part of evaluation / Most Significant Change stories End of strategy evaluation survey 	Mid-term (2023) and end of term (2025)
Partners apply a strong equity lens to all health promotion areas	<ul style="list-style-type: none"> Partners report actively consulting with women and girls (across cultures, ages and socio-economic backgrounds) to inform the design of their initiatives. Partners report applying an intersectional gendered lens to their health priority areas/programs. Evidence of partners applying an intersectional gendered lens to their prevention practice. 	<ul style="list-style-type: none"> Interviews as part of evaluation/Most Significant Change stories End of strategy evaluation survey Case study 	Mid-term (2023) and end of term (2025)
Partners use shared learnings to align and mutually reinforce their practice for effective outcomes in the prevention of violence against women	<ul style="list-style-type: none"> Evidence of partners applying their learnings within their organisations/acting as champions Partners value shared learnings and its impact on collaborative practice Partners demonstrate application of values-based messaging in their work. 	<ul style="list-style-type: none"> Interviews as part of evaluation/Most Significant Change stories End of strategy evaluation survey Case study 	Mid-term (2023) and end of term (2025)

Monitoring mid-term (intermediate) outcomes of Promoting Respect and Equity Together strategy

Increase diversity of workforce representation with an understanding of the connection between PVAW and GE

Sub outcomes	Outcome Indicators	Method/source of data	Frequency
Increased reach and diversity of organisations and sectors engaged under the strategy	<ul style="list-style-type: none"> Newly engaged organisations and sectors disaggregated by tier, role, sector and gender Partners/stakeholders report increasing their workforce reach and engagement of PVAW/GE within their own organisations. 	Data capture in CRM/ partner tracking	On-going
Newly engaged and existing professionals/organisations understand the connection between PVAW and GE (and SRH)	<ul style="list-style-type: none"> Targets of engagement (professionals and organisation staff) report increased knowledge and understanding of the connection between gender inequality and the 4 drivers of violence against women Partners and stakeholders who report increased confidence in the application of best-practice principles for affirmative consent and the impact and relevance for the primary prevention of violence against women and sexual and reproductive health Partners/stakeholders report having increased knowledge of the links and relationship between gender inequity and PVAW/SRH - Best practice affirmative consent (increased confidence and knowledge) - see GHDS AP Partners/stakeholders report increased confidence in the application of the links and relationship between gender inequity, PVAW and SRH to their work - Best practice affirmative consent (increased confidence and knowledge) - see GHDS AP. 	Evaluation of activities (i.e., learning forums) through pre/post surveys – for social value/impact calculation	Mid-term (2023) and end of term (2025)

Monitoring mid-term (intermediate) outcomes of Promoting Respect and Equity Together strategy

Partners have strengthened organisational capacity and commitment to apply an intersectional gendered lens and across all policies, services, health priority areas/programs.

Sub outcomes	Outcome Indicators	Method/source of data	Frequency
Increased capacity of staff/workforce in applying an intersectional gendered lens to their work	<ul style="list-style-type: none"> Partners/stakeholders have an increased understanding of the importance of using an intersectional gendered lens in their work Partners/stakeholders report increased confidence to apply an intersectional gendered lens in their work Partners/stakeholders report increased knowledge of best - practice application of an intersectional gendered lens across all health priority areas Partners/stakeholders report increased confidence levels in the application of an intersectional gendered lens across health priority areas 	<ul style="list-style-type: none"> Evaluation of activities (i.e., learning forums) through pre/post surveys for social value calculation Most Significant Change stories Interviews as part of evaluation 	<ul style="list-style-type: none"> On-going – at time of learning events Final evaluation
Increased capacity of staff/workforce to engage men and boys in PVAW/GE	<ul style="list-style-type: none"> Partners/stakeholders report having increased knowledge of engaging men and boys in healthier masculinities for the promotion of PVAW/GE Partners/stakeholders report having increased confidence to engage men and boys in healthier masculinities for the promotion of PVAW/GE. 	Survey (pre/post)	
Increased organisational commitment to principles of GE and PVAW	<ul style="list-style-type: none"> Partners/stakeholders report increased knowledge of the principles of gender equity in the workplace through network meeting attendance Partners/stakeholders report increased confidence in the application of gender equity principles within the workplace through network meeting attendance Partners/stakeholders show case to the partnership examples of best practice and promising gender equality commitment (GIA's, gender audits, GEAPs) Partners/stakeholders have increased knowledge of how GIA's/gender audits/GEAPs directly impact PVAW Partners/stakeholders have increased confidence of how GIAs/gender audits/Gender Equality Action Plans (GEAP) directly impact PVAW. 	<ul style="list-style-type: none"> Interviews as part of evaluation/Most Significant Change stories Case study Evaluation of activities (i.e., learning forums) through pre/post surveys 	<ul style="list-style-type: none"> Mid-term/final evaluation On-going – at time of learning events
Improved access to evidence-based research (MAP back to AP)	Partners/stakeholders (at all levels) who engage with the strategy report improved access to evidence-based research.	Survey	Midterm/final evaluation

Monitoring mid-term (intermediate) outcomes of Promoting Respect and Equity Together strategy

Increase the opportunities for partners to collectively learn, share and reflect on their practice in the prevention of violence against women in our region

Sub outcomes	Outcome Indicators	Method/source of data	Frequency
New insights gained from participation in learning forums and events	<ul style="list-style-type: none"> Partners/stakeholders report gaining new insights from other's experiences via learning forums/events Partners/stakeholders report having increased knowledge around the application of values-based messaging as a tool in PVAW and GE via learning forum attendance Partners/stakeholders report having increased confidence in applying values-based messaging as a tool in PVAW and GE via learning forum attendance Critical Friends report having increased knowledge of tools and resources available to support schools in implementing RR following the learning forum/s Critical Friends report having increased confidence in the application of these tools to support schools in implementing RR following the learning forum/s. 	<ul style="list-style-type: none"> Survey (or Collaborative Health Assessment Tool (CHAT) Interviews as part of evaluation / Most Significant Change stories Pre/post surveys 	Midterm/final evaluation
Strengthened relationships and connections between partners/individuals	<ul style="list-style-type: none"> Partners/stakeholder report strengthened relationships with individuals or organisations in the region (working groups) 		
Strengthened regional knowledge of PVAW/GE	<ul style="list-style-type: none"> Partners/stakeholders report increased awareness of primary prevention action within the region (working groups) Partners/stakeholders report feeling an increased sense of connection to the family violence response sector by being connected to the partnership (working groups) 		
Improved access to evidence-based research (as above)	<ul style="list-style-type: none"> Partners/stakeholders (at all levels) who engage with the strategy report improved access to evidence-based research. 		
Increased knowledge, confidence, and skills of staff/workforce in learning forum topics - See workforce capacity	<ul style="list-style-type: none"> Partners/stakeholders report increased knowledge, through involvement in working groups and/or learning forums across priority areas Partners/stakeholders report increased confidence in application of skills through working groups and/or learning forums across priority areas. 	<ul style="list-style-type: none"> Evaluation of activities (i.e. learning forums) through pre/post surveys for social impact value calculation (ASVB) Most Significant Change stories 	<ul style="list-style-type: none"> On-going – at time of learning events Midterm/final evaluation

APPENDIX 2: Detailed Theory of Change

An equal and respectful region free from violence against women and girls

People in the SMR actively challenge attitudes and behaviours to prevent violence against women and practice confident, safe and respectful relationships

Women and girls in the SMR experience improved social, physical, and mental health and wellbeing outcomes

People in the SMR promote women's independence and decision making.

Men and boys in the SMR promote positive masculine gender norms and take action to promote equality and respect of women.

A wider range of sectors, settings and organisations in the region are INVOLVED IN WORK that promotes PVAW/GE
(Settings partners are working with expands/ orgs and depts WHISE working with expands)

Partners APPLY a strong EQUITY LENS to all health promotion areas across our region for effective outcomes for women and girls

- Partners continue to build understanding within community around the 4 drivers of violence against women
- Partners promote positive gender norms and actively engage men and boys in gender equality
- Partners promote mental health through mitigating risk factors and increasing protective factors
- Partners support schools/ELC settings to promote model respectful/consensual relationships

Partners use shared learnings to ALIGN AND MUTUALLY REINFORCE THEIR PRACTICE for effective outcomes in the prevention of violence against women

- Partners coordinate activities and/or projects that prevent violence against women
- Partners integrate learnings from each other to strengthen their practice

Increase diversity of workforce representation with an **UNDERSTANDING** of the connection between PVAW/GE

Partners have STRENGTHENED ORGANISATIONAL CAPACITY AND COMMITMENT to apply an intersectional gendered lens across all policies, services, health priority areas/programs

Increase the opportunities for partners to **COLLECTIVELY LEARN, SHARE AND REFLECT** on their practice in the prevention of violence against women in our region

New setting and sectors identified and by partners

Strengthen organisational /leadership commitment in PVAW/GE

Strengthened partner capability to implement PVAW/GE

Strengthen knowledge and confidence in PVAW/GE

Strengthened Regional knowledge of PVAW/GE

Strengthened and/or expanded networks and connections for SMR partners

Making PVAW/GE everyone's business

- Work as a collective to engage with new organisations and professionals in the region.
- Expand awareness of the links between PVAW/GE and other areas of work within partner organisations

Organisational strengthening and leadership

- Provide evidence/advocate to decision makers
- Provide partners with direct advice or support (i.e., planning, community projects)

Workforce Capacity building

- Provide training and learning opportunities
- Provide access to tools and evidence-based resources

Knowledge brokering

- WHISE staff attend peak body and state networks
- Participate in research and collaborative projects that generate new evidence

Collaboration and Networking

- Provide platform for partners to share and learn from each other (learning forums/working groups)
- Provide opportunities for partners to link with external networks/subject matter experts

APPENDIX 3: Data Capture Summary

Routine project data tracking	
Partner tracking	Number of existing partners by tier Number of partners who have formalised their commitment (for e.g. MOU) Number of new partners identified by tier, priority population represented and gender (and lead partner who engaged them) Number of new partners who come on-board and have commitment at a leadership level. (Signed MOU?)
Steering Committee	Action adopted by Steering committee to engage with decision makers (or alternative action put forward) Engagement activities undertaken by Steering committee
WGs	Number of working group meetings held each year Number of partners (by organisation/tier/role and gender) represented on WHISE area working groups Breakdown of members attending meetings by organisation, tier, role and gender
WHISE attendance at partner meetings/network	Number of partner organisation group/network meetings attended (listed by partner) Summary of WHISE input into meetings by topic/type of advice (via minutes)
Support and advice to partners (fee for service)	Number of partners who have received advice and support by tier and type and nature of support provided Community participants reached through support by cohort and gender Number of GE audits conducted by partner organisation Number of training sessions conducted with partner organisations Number of participants in training by role and gender Number of partners who have been supported to strengthen their IHP plans
Training (fee for service)	Number of training sessions conducted with partner organisations Number of participants in training by role and gender Pre/post survey on training topic (ASVB)
WHISE attendance at non partner meetings/networks	Number of external meetings attended by WHISE representative Opportunities arising from attendance at external meetings shared with partnership
Critical Friends	Number of critical friends and partner organisations who are represented on the Critical Friends Network. Number of partners who attend CF learning forums by tier, priority population and gender.

Learning forum/training event data	
Learning forums events	Number of learning forums delivered by topic Participation at PRET events and forums by partner organisation (tier), participant role/unit and gender Number of participants who heard about events/forums through internal communications (capture where/how participants found out about event) Pre/post survey on learning topic (ASVB)

Midterm review data - 2023		
Topic/outcome	Indicator	Source
A wider range of sectors, settings and organisations in the region are involved in work that promotes PVAW & GE	<ul style="list-style-type: none"> Evidence of newly engaged organisations, and professionals who incorporate PVAW/GE principles in their work (by influencing partner organisations) 	Interviews as part of evaluation OR survey and Most Significant Change story capture

Partners apply a strong equity lens to all health promotion areas	<ul style="list-style-type: none"> Number and % of partners who report actively consulting with women and girls (across cultures, ages and socio-economic backgrounds) to inform the design of their initiatives. Number of partners who report applying an intersectional gendered lens to their health priority areas/programs. Evidence of partners applying an intersectional gendered lens 	Interviews as part of evaluation OR survey and Most Significant Change story capture Case study
Partners use shared learnings to align and mutually reinforce their practice for effective outcomes in the prevention of violence against women	<ul style="list-style-type: none"> Evidence of partners applying their learnings within their organisations/acting as champions The perceived value of shared learnings and its impact on collaborative practice Partners demonstrate application of values-based messaging in their work 	Interviews as part of evaluation OR survey and Most Significant Change stories Case study
Increased organisational commitment to principles of GE and PVAW	<ul style="list-style-type: none"> Partners report increased knowledge and confidence to and see the value in applying the principles of gender equality in the workplace The number of partners who show case to the partnership examples of best practice and promising GE commitment (GIA's, gender audits, GEAPs) Partners have increased confidence of how GIAs/gender audits/Gender Equality Action Plans (GEAP) directly impact PVAW Case studies that demonstrate partner representatives have an increased commitment to the value of the work (beyond mandated requirements of the GE Act) 	Interviews as part of evaluation OR survey and Most Significant Change story capture Case study
Improved access to evidence-based research	<ul style="list-style-type: none"> Percentage and number of individuals (at all levels) who engage with the strategy report improved access to evidence-based research. 	Survey
New insights gained from participation in learning forums and events	<ul style="list-style-type: none"> Percentage and number of individuals who report gaining new insights from other's experiences 	
Strengthened relationships and connections between partners/individuals	<ul style="list-style-type: none"> Percentage and number of individuals who report strengthened relationships with individuals or organisations in the region (WG) 	
Strengthened regional knowledge of PVAW/GE	<ul style="list-style-type: none"> Percentage and number of individuals who report increased awareness of primary prevention action within the region. (WG) Percentage and number of partners who report feeling an increased feeling of connection to the response sector as a result of being connected to the partnership (WG) 	