



Inner North West  
PRIMARY CARE PARTNERSHIP



# INCEPT Evaluation Report

In collaboration with Melbourne University



September 2017

## ACKNOWLEDGEMENTS

Inner North West Primary Care Partnership acknowledges the University of Melbourne for their role in supporting the co-design of the Inner North West Collaborative Evaluation Project (INCEPT).



Inner North West Primary Care Partnership acknowledges the contribution made by the members of our Integrated Health Promotion Alliance with their ongoing and sustained work that is presented in this report.

- Melbourne City Council
- Moreland City Council
- Moonee Valley City Council
- Yarra City Council
- cohealth
- Merri Health
- North Richmond Community Health Service
- Women's Health in the North
- Women's Health West

This report was produced by Rebecca Morgan, the Prevention Manager at Inner North West Primary Care Partnership, in collaboration with Melbourne University and the Inner North West Primary Care Partnerships Alliance members (listed above).

Inner North West Primary Care Partnership acknowledges the support of the Victorian Government.



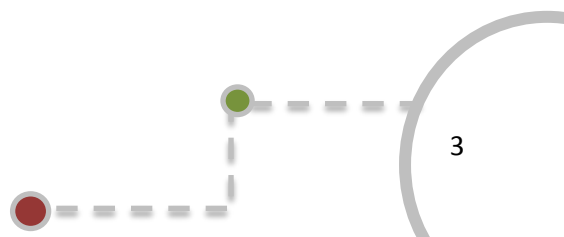
Inner North West PCP acknowledges the peoples of the Kulin Nation as the Traditional Custodians of the land on which our work in the community takes place. We pay our respects to their culture and their Elders past, present and emerging.

### **Suggested citation:**

Inner North West Primary Care Partnership (2017), INCEPT Evaluation Report.

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# Executive Summary



The prevention of violence against women is a national and state priority. Men's violence against women is recognised as a global problem and one of the most widespread and serious violations of human rights. Family violence and sexual assault are the most common forms of violence experienced by women in Australia.<sup>1</sup>

In 2014 The Inner North West Primary Care Partnership Integrated Health Promotion Alliance commissioned Melbourne University to support their Prevention of Violence against Women (PVAW) activity by co-designing the Inner North West Collaborative Evaluation Project (INCEPT). INCEPT was designed to take a Collective Impact approach<sup>3</sup> with the aim of strengthening evaluation practice across the Inner North West catchment, through establishing a common agenda and consistent approach to evaluation. The project supported partners to develop a framework to better understand the collective impact of mutually reinforcing local PVAW health promotion initiatives.

The INCEPT framework was piloted in 2016 with INCEPT partner PVAW activity. A qualitative evaluation was conducted with project partners to evaluate the process of undertaking the INCEPT pilot and to assess if the short term outcomes of the project were achieved.

The following evaluation methods were used:

- Qualitative interviews were held with five project partners from councils, community health services and women's health agencies during April 2017. Interviews were conducted using a semi structured interview schedule, developed to evaluate the process of using the INCEPT evaluation framework, including the limitations and the impact of short term outcomes of the project.
- Data from a workshop session hosted by Melbourne University and qualitative feedback from partners identifying the strengths and limitations of the evaluation framework, as well as recommendations for its refinement.

The report describes the core elements of taking part in the INCEPT project, such as building and implementing collective evaluation capacity and building knowledge around evaluation methods and indicators for monitoring outcomes. The report describes the limitations of using the evaluation framework and provides recommendations for its modification. It also acknowledges that there is a limitation in the reporting of this data, as it only presents findings from 5 projects, rather than the original 15 that were to be included in INCEPT.

Overall the outcome of this pilot project is promising in demonstrating how partners can work together to measure and monitor the outcomes of prevention projects, with PVAW as the example highlighted in the INCEPT evaluation. This project does however demonstrate that the success of using and reporting on a collective evaluation framework is ever dependent on collective implementation. The success of the ongoing use of INCEPT indicators will therefore be dependent on ongoing buy-in from project partners.

## Recommendations

Core learnings from the pilot project have been utilised to provide recommendations for refining the evaluation framework. They are provided at the end of this report and will be applied to the evaluation framework for further implementation with project partners and to guide future direction of collaborative and collective impact data collection.

# Introduction



The prevention of violence against women is a national and state priority. Men's violence against women is recognised as a global problem and one of the most widespread and serious violations of human rights. Family violence and sexual assault are the most common forms of violence experienced by women in Australia.<sup>1</sup> While violence mostly occurs in the home, rape and sexual assault can also occur in settings such as workplaces, schools, pubs and clubs - outside of the 'family violence' context.<sup>1</sup> Young women (18 – 24 years) experience significantly higher rates of physical and sexual violence than women in older age groups.<sup>2</sup> Although violence occurs in all communities regardless of cultural, education or socio-economic background, Aboriginal and Torres Strait Islander women, women in rural and remote areas, women with disabilities and immigrant and refugee women experience much higher rates of male violence than others.<sup>2</sup>

## Integrated Health Promotion Alliance and Project Partners

The Inner North West Primary Care Partnership (INW PCP) Integrated Health Promotion (IHP) Alliance consists of:

- Melbourne City Council
- Moreland City Council
- Moonee Valley City Council
- Yarra City Council
- cohealth
- Merri Health
- North Richmond Community Health Service
- Women's Health in the North
- Women's Health West

Organisations within the alliance are located across the local government areas of Melbourne, Moonee Valley, Moreland and Yarra, and share a commitment to working together on the Prevention of Violence against Women (PVAW). Since 2011, the partnership has been developing collaborative practices by building a culture of trust through consistent and honest communication and a willingness to coordinate health promotion activity.

In 2014 the collaboration of agencies commissioned Melbourne University to support their PVAW activity by co-designing the Inner North West Collaborative Evaluation Project (INCEPT). INCEPT was designed to take a Collective Impact approach<sup>3</sup> with the aim of strengthening evaluation practice across the Inner North West catchment, through establishing a common agenda and consistent approach to evaluation. The project supported partners to develop a framework to better understand the collective impact of mutually reinforcing local PVAW health promotion initiatives.

The role of Melbourne University was to provide expert assistance to support the development of the evaluation framework for INCEPT [INCEPT evaluation framework](#). This included a number of planning workshops conducted during 2014 which focused on mapping relevant projects for inclusion in the overall evaluation, relevant process and outcome questions, relevant measurement tools and the development of indicators. The text box below (**text box 1**) provides an overview of the breadth of process/outcomes questions and indicators included in the INCEPT evaluation framework. The framework also provides program logic (**Appendix 1**) with the inputs, processes and outcome indicators for measuring the overall success of the INCEPT project. A **companion document** developed by Melbourne University describing the INCEPT project overview and the key milestones of the project can be found here. [Link](#)

## Text box 1

### A snapshot of indicators included in the INCEPT framework

#### Indicators to measure project REACH

Reach is measured to create a picture of the number of individuals and settings the projects have been able to 'reach' – or in other words, the number of individuals exposed to the project, and the number of settings. As an example, a school project with family involvement could reach 10 service providers (teachers/staff), 450 individuals (students) and 420 families (inclusive of the students), within 10 educational settings (e.g. 10 schools), across 2 LGA's.

#### Indicators to measure project IMPACT

- Indicator set 1: Five indicators measuring awareness, knowledge and skills towards gender equity
- Indicator set 2: Four indicators measuring organisation, partnership and leadership commitment to addressing VAW through modeling, promotion and facilitation

#### Additional impact related questions

- Has the project influenced any:
  - Policies within the organisation have been created or updated to promote gender equity?
  - Procedures within the organisation have been created or updated to promote gender equity?
- Stories of change – section to provide project outcomes beyond the evaluation indicators and questions above
  - For example, 'during the last 12 months, in your opinion, what was the most significant change that took place for participants in the project?'

#### Lessons learnt

- What barriers occurred and how were they/could they be addressed?
- What factors, if any, facilitated the success of the project?
- Questions around the logic model (pg 6 evaluation framework) and alignment with INCEPT and individual projects
- Question around how the project might be run differently next time and unanticipated outcomes (positive or negative) of the project
- Question around if the project would be repeated in the future and around sustainability in terms of expectations for continuation of the project.

#### Project quality

Broad reflective process questions that have not been referred to in this report.

The purpose of the evaluation framework is to assist the collection of data about PVAW projects occurring across the INW catchment. It is intended to be used in addition to current evaluation measures that are in place for individual projects. The evaluation framework has been developed so that partners can include questions in the framework that are relevant to their projects, with the aim of capturing indicators of change arising from a suite of locally delivered projects, all contributing to prevention of violence against women. Specifically, the evaluation framework has been designed to capture the collective activity and impact of the various initiatives recorded across Inner North West Melbourne.

The aim of this report is to evaluate the process of undertaking the INCEPT pilot and to assess if the short term outcomes of the project were achieved. This will assist to understand the strengths and areas for improvement of the INCEPT evaluation framework, as well as any additional findings that will inform future INCEPT activities.

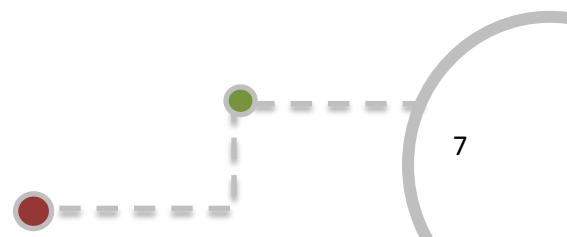
## Evaluation framework pilot

As the INCEPT framework and evaluation processes were developed with project partners, partners were also invited to pilot the framework to evaluate their PVAW projects. The evaluation framework was developed to specifically measure the 15 projects nominated by 9 member agencies in the early stages of project planning. However, due to timing of the project pilot and broad challenges associated with undertaking project-based health promotion activity, the pilot was conducted with 5 projects in total and one workshop session. **Appendix 2** provides an outline of the projects involved in the INCEPT pilot. **Appendix 3** provides key findings from aggregated survey monkey data collected from the five PVAW projects included in the INCEPT pilot, highlighting the key collective outcomes of projects.

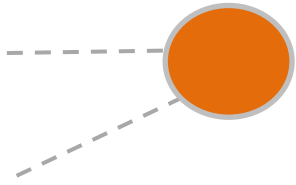
## Methods:

The following evaluation methods were used in this evaluation:

- Qualitative interviews were held with five project partners from councils, community health services and women's health agencies during April 2017. Interviews were conducted using a semi structured interview schedule, developed to evaluate the process of using the INCEPT evaluation framework, including the limitations and the impact of short term outcomes of the project
- Data from a workshop session hosted by Melbourne University and qualitative feedback from partners identifying the strengths and limitations of the evaluation framework, as well as recommendations for its refinement.



# Findings



## Qualitative interview findings

In order to understand what was involved in being part of the INCEPT project and to determine if the short term objectives of the project were achieved, qualitative interviews were conducted with partners who piloted the INCEPT framework to evaluate PVAW projects.

Interviews were held with five project partners from councils, community health services and women's health agencies during April 2017. Interviews were conducted using a semi structured interview schedule developed to evaluate the process of using the INCEPT evaluation framework and the impact of short term outcomes of the project. Questions included in this schedule have therefore been developed utilising the short term outcomes indicators listed in text box 2 below.

### Text box 2:

#### Process/outcomes questions included in the INCEPT framework

##### Process questions

- Can you briefly describe the process of entering the data into the incept evaluation guide?
  - How easy, difficult was this process?
  - Did you notice any limitations when entering the data?
  - Were there any parts of the guide that could be altered or improved on?

##### Outcomes questions

- Did the INCEPT project and the use of the evaluation guide increase your awareness and knowledge of evaluation methods.
- Did it increase your awareness and knowledge of evaluation tools?
- Do you feel that the INCEPT project has increased your confidence in undertaking evaluation of PVAW projects?
- Do you feel that the process has increased your commitment to effective and consistent evaluation?
- Has it increased your awareness of partner projects in PVAW?
- Has it supported sharing of information and resources with partners?
- Is there anything you want to add about the project?

Findings from this evaluation have been analysed and synthesised, and are presented in the following themes:

### Being part of the process

INCEPT project partners identified that the process was useful in building capacity and affirming concepts around collective evaluation. One partner commented that they *'have not been part of any effort like this anywhere'* and that it was *'a sophisticated academic process'*. Another mentioned that the *'project showed promise and were looking forward to seeing it continue to evolve'*. (Interview participant, April 2017).





## Increased awareness of evaluation methods

The project supported building capacity around using quantitative indicators and qualitative information to support evaluation. INCEPT partners identified that they increased their awareness of evaluation methods, as well as the indicators (presented in text box one above) used around evaluating PVAW projects. They highlighted that the project has *'been very useful to support in increasing awareness and knowledge of evaluation tools'*. (Interview participant, April 2017).

## Useful tool/guide

Partners articulated that the guide was valuable for including best-practice measures for evaluating PVAW projects. They also commented that *'been involved in the project has been helpful to support in understanding the theory of change when evaluating PVAW projects'*. (Interview participant, April 2017).

## Understanding INCEPT indicators and project outcomes

Some of the INCEPT project partners identified that the use of INCEPT indicators in relation to their project aligns with the inputs, processes and immediate outcomes in relation to the program logic. They articulated that where their project had demonstrated change aligns with the immediate outcomes - related to improved knowledge, awareness and skills in relation to gender equity and prevention of violence against women (see program logic **Appendix 1**).

## Valued shared process and group commitment/consistent approach to reporting

Project partners felt that the INCEPT project demonstrated *'increased commitment and improved understanding of consistent evaluation methods'* and that it *'reflects systems level work....(Interview participant, April 2017), and not seeing the work as isolated in the community'* (Interview participant, April 2017). They felt that the project was a good way forward for understanding/implementing a consistent approach to reporting and evaluation. Partners also felt the project additionally had the potential to increase the awareness of partner projects, when reporting collective outcomes.

## Valued the INW PCP leading collective evaluation

Partners highlighted the benefits of having the PCP responsible for leading and driving collective evaluation capacity. They commented that it is *'great that INW are doing this work in Primary Prevention.... great area that INW can build on and be a leader in collective evaluation'* (Interview participant, April 2017).

Feedback from qualitative interviews was useful in highlighting how INCEPT has supported partners in building their collective evaluation capacity to evaluate PVAW projects and achieving the short term outcomes of the project.

## Evaluation workshop findings

A workshop session was conducted by Melbourne University and held with INCEPT partners on May 18, 2017. This provided an opportunity to reflect on the implementation of the pilot project and the use of the evaluation framework. This section of the report compiles feedback from partners collected during the workshop, and Survey Monkey data collected by INCEPT partners on the limitations of the evaluation framework and recommendations for its refinement.

See the [INCEPT evaluation guide](#) to cross reference to the evaluation framework and **Appendix 3** demonstrating the aggregated findings from the five projects included in the INCEPT pilot. The process of undertaking the pilot project has been instrumental in identifying the limitations of the framework and how it can be improved for future use.

### Section 1: Project characteristics

Project partners highlighted that when entering data using the evaluation framework, one of the indicators used to identify the settings for PVAW projects needs to be altered. They felt that the current setting *health, family and community services* should not be grouped together as one indicator.

*Partners recommended that the evaluation framework include health, family and community services as separate indicators.*

Feedback indicated that the evaluation framework does not currently capture any information on the most recent evidence around working on the drivers of PVAW and that we should update the framework to include the essential actions from the 'Our Watch' framework', including:

- Challenge condoning of VAW
- Promote women's independence and decision making
- Challenge gender stereotypes and roles
- Strengthen positive, equal and respectful relationships
- Promote and normalise Gender Equality in public and private life.

*Partners recommended that the framework be updated to include a section on the essential actions, so we can monitor how our collective effort will address these actions.*

## Section 2: INCEPT Indicators

The gender categories that were implemented in the INCEPT pilot (female, male and other) were not considered useful for participants when responding to the INCEPT evaluation.

*Partners identified that these categories should be modified to be more gender inclusive, as 'other' was not deemed appropriate and recommended that the guide is updated to include gender categories using best practice guidelines.*

Partners identified that some of the indicators were difficult to use with some groups, such as young people and people who don't speak English as a first language, as these community groups found some of the indicators difficult to understand.

*Partners recommended that the indicators:*

- *Are modified for use in different settings*
- *Use plain language where appropriate.*

The pilot evaluation identified that some of the terms used in the indicator section of the evaluation framework were difficult to understand, such as terms like gender lens, gender equity/equality and respectful relationships and there needed to be more guidance on these terms.

*Partners recommended the framework is revised to include an updated glossary with agreed definitions and terminology for concepts used in the report.*

The evaluation highlighted that it would be better to use the wording around identifying gender inequity, rather than gender equity in indicator 1.1: Improved awareness, knowledge and skills towards gender equity, as we really want to measure if participants are able to understand or identify what gender inequality looks like in their home, workplace, community etc.

*Partners recommended updating the evaluation framework and modifying the wording in the indicators from identifying gender equity to identifying gender inequality.*

### Section 3: additional questions

Evaluation of this section also highlighted that it would be beneficial to include an area in the evaluation framework around policy, or organisational change processes developed within organisations that has not been influenced by the PVAW projects being evaluated. This provides an opportunity to understand the organisational context for the work and commitment to PVAW practice across different departments within organisations.

*Partners recommended updating this section to provide more explicit questions on assessing how projects influenced policy developed and organisational change processes.*

Evaluation of the stories of change component of the evaluation framework identified that this section was critical for gaining important information on the key points or findings from the project, but that it was important to provide a word count for this section to ensure the stories were succinct and included the key points.

*Partners recommended providing a word count for the section on stories of change to ensure the evaluation captures the key points from the projects being evaluated.*

The evaluation identified that most of the areas of the evaluation framework were extremely valuable in providing detail on the evaluation of PVAW initiatives within the catchment. However it was identified that the areas of the framework relating to individual projects were less useful, when reporting collective outcomes from aggregated project activity. This was particularly in relation to the component of the framework highlighting lessons learnt from individual projects. Including the following questions:

- In what way could you run this project differently next time?
- Were there unanticipated outcomes (positive or negative) arising from the project?
- Would you repeat this project if funds were available? Why?
- What are the expectations for the continuation, replication or expansion of the project and strategies including timelines? Are there elements of the project that are being continued
- Are you happy to share details on project plans and evaluations? Yes/No

*Partners recommended removing less useful sections from the evaluation guide relating to individual projects.*

*(Note that these questions in the evaluation framework have not been discussed or described in this report)*

Project partners also recommended addressing project limitations identified in the evaluation highlighted above, by:

- *Include appropriate staff in the INCEPT project from the beginning.*
- *Develop a survey that can be modified for use by partners, to avoid them using paper copies.*
- *Develop a more accessible way of entering project data across to Survey Monkey and for monitoring data, for example the collective use of data dashboards.*

*Ensure project partners are comfortable in using only the areas of the evaluation framework useful to their projects.*

The process of undertaking the pilot project and in considering the sustainability of the project also presented the following recommendations:

- *INCEPT partners should promote the use of the evaluation framework to other partners working on PVAW projects, to develop a realistic representation of the breadth and depth of PVAW projects in the catchment.*
- *Ensure ongoing support for agencies around building evaluation capacity to use the evaluation framework.*
- *Ensure ongoing opportunities for co-designing indicators, for example with different and diverse community groups.*

*Share learnings from this framework to support work across regions and for another priority area.*

## Summary recommendations



- **Recommendation 1:** Include *health, family and community services* as separate settings in the evaluation framework.
- **Recommendation 2:** Update the framework to include a section on the essential actions from the Our Watch framework, so we can monitor how our collective effort will address these actions.
- **Recommendation 3:** Update the framework to include gender categories using best practice guidelines.
- **Recommendation 4:** Modify the indicators for use in different settings.
- **Recommendation 5:** Use plain language in the evaluation framework where appropriate.
- **Recommendation 6:** Update framework to provide a revised terms of reference with agreed definitions and terminology for concepts used in the report.
- **Recommendation 7:** Update the evaluation framework by modifying the wording in the indicators from identifying gender equity to identifying gender inequality.
- **Recommendation 8:** Partners recommended updating this section to provide more explicit questions on assessing how projects influenced policy developed and organisational change processes.
- **Recommendation 9:** Provide a word count for the section on stories of change to ensure the evaluation captures the key points from the projects being evaluated.
- **Recommendation 10:** Remove less useful sections from the evaluation guide relating to individual projects.
- **Recommendation 11:** Include appropriate staff in the INCEPT project from the beginning.
- **Recommendation 12:** Develop a survey that can be modified for use by partners, to avoid them using paper copies.
- **Recommendation 13:** Develop a more accessible way of entering project data across to Survey Monkey and for monitoring data, for example the collective use of data dashboards.
- **Recommendation 14:** INCEPT partners should promote the use of the evaluation framework to other partners working on PVAW projects, to develop a realistic representation of the breadth and depth of PVAW projects in the catchment.
- **Recommendation 15:** Ensure ongoing support for agencies around building evaluation capacity to use the evaluation framework.
- **Recommendation 16:** Ensure ongoing opportunities for co-designing indicators, for example with different and diverse community groups.
- **Recommendation 17:** The establishment of this evaluation framework provides a coherent and consistent methodology for understanding the collective impact of health promotion activity and could be utilised for another priority area.

## Discussion



This report presents findings from qualitative interviews with project partners, outcomes from a workshop session and survey monkey data to evaluate the process of taking part in the INCEPT pilot project, and to determine if the short term outcomes of the project were achieved. The report describes the core elements of taking part in the INCEPT project, such as building and implementing collective evaluation capacity and building knowledge around evaluation methods and indicators for monitoring outcomes. The report describes the limitations of using the evaluation framework and provides recommendations for its modification. It also acknowledges that there is a limitation in the reporting of this data, as it only presents findings from 5 projects, rather than the original 15 that were to be included in INCEPT.

Overall the outcome of this pilot project is promising in demonstrating how partners can work together to measure and monitor the outcomes of prevention projects, with PVAW as the example highlighted in the INCEPT evaluation. This project does however demonstrate that the success of using and reporting on a collective evaluation framework is ever dependent on collective implementation. The success of the ongoing use of INCEPT indicators will therefore be dependent on ongoing buy-in from project partners.

## References



<sup>1</sup>Our Watch, Australia's National Research Organisation for Women's Safety (ANROWS) and VicHealth (2015), *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia*, Our Watch, Melbourne, Australia. Retrieved 30 March 2017: <https://www.ourwatch.org.au/getmedia/1462998c-c32b-4772-ad02-cbf359e0d8e6/Change-the-story-framework-prevent-violence-women-children.pdf.aspx>

<sup>2</sup>Webster, K (2016), *A preventable burden: Measuring and addressing the prevalence and health impacts of intimate partner violence in Australian women* (ANROWS Compass, 07/2016), ANROWS, Sydney. Retrieved 30 March 2017: <https://anrows.org.au/publications/compass-0/preventable-burden-measuring-and-addressing-the-prevalence-and-health-impacts>

<sup>3</sup>Kania, J, and Karmar, M (2011), *Collective Impact*. *Stamford Social Innovation Review*. Winter 2011. Retrieved 30 March 2017: [http://ssir.org/articles/entry/collective\\_impact](http://ssir.org/articles/entry/collective_impact)

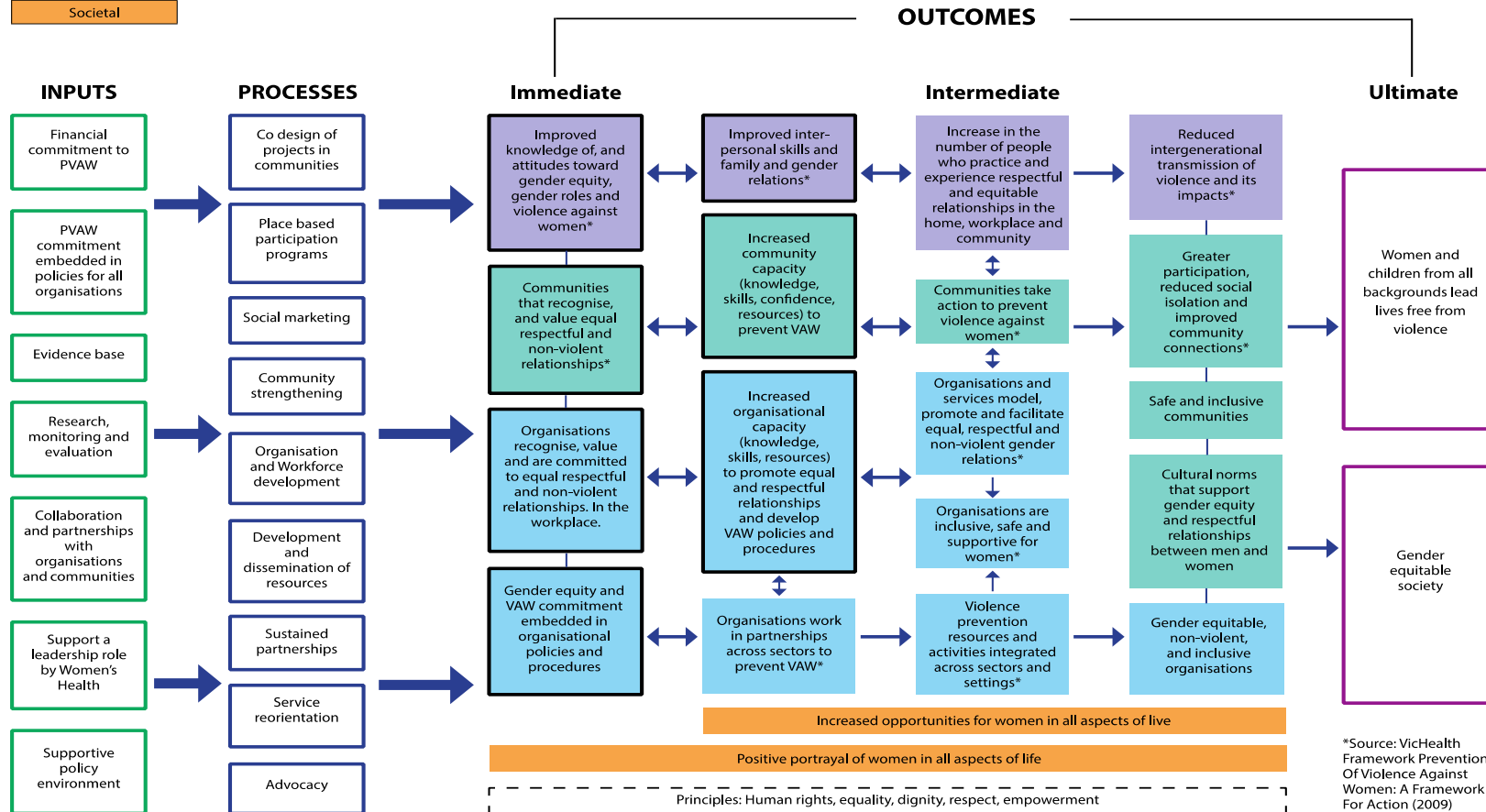
<sup>4</sup>Frohman, C (2014), *Fact Sheet: Violence Against Women With Disabilities, Women With Disabilities Australia* (WWDA). retrieved 30 March 2017: [http://www.pwd.org.au/documents/temp/FS\\_Violence\\_WWD's.pdf](http://www.pwd.org.au/documents/temp/FS_Violence_WWD's.pdf)

<sup>5</sup>Women's Health West (2016), *Preventing Violence Together Partnership's Why Gender Matters project*, Women's Health West, Footscray (unpublished).

# Appendix 1: INCEPT program logic

Individual/Relationship
Community
Organisational
Societal

## INCEPT PREVENTING VIOLENCE AGAINST WOMEN PROGRAM LOGIC

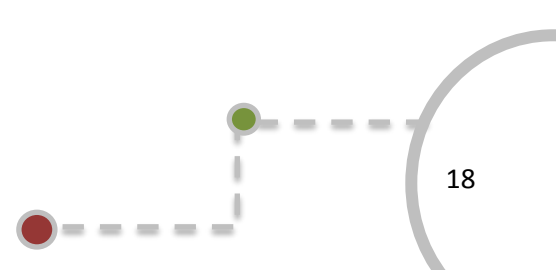




## Appendix 2: INCEPT Project Profiles

Project	Project description	No. of participants	Expected Outcomes
<b>Burmese Karen community home visitors and Gender Fairness card conversations</b>	Supporting the Burmese New Hope/Karen community members through a mini project relating to the St Luke's Gender Fairness Cards using a subset of cards and translating them for use in the home visits. The resources are designed to help them understand and make sense of their own and other cultures' gender norms and the contribution gender fairness makes in families lives.	32	We hope this resource helps them understand and make sense of their own and other cultures' gender norms and the contribution gender fairness makes in families lives. Also the two workers involved in the project will be interviewed to see what impact the cards may have for them.
<b>Family Violence and Gender Norms training in the Early Years</b>	The project consists of training/ professional development sessions, two being delivered to early childhood educators and one session to Moreland Council staff. The training covers information on both identifying and responding to family violence, and what is required to prevent violence against women. The prevention component is specifically focused on the role of rigid gender stereotypes, the link to gender inequality and violence against women and what role early childhood educators can take in challenging those stereotypes with the children they work with.	95	Expected outcomes are increased knowledge and awareness of early childhood educators about the issue of VAW and what they can be doing in their role to challenge and change the ideas young kids have about the expectations of girls and boys.
<b>Gender Equity for Community Health Services (GECH) project</b>	The GECH project was an initiative of the United project, funded by the Department of Justice during 2013-2015. Health promotion staff in community health services recognised they were facing challenges in advancing gender equity in their organisations, and identified there were no gender equity resources specifically for community health services. The project was established to redress this need, and support community health services to be gender equitable service providers and employers, by increasing the capacity of staff to apply a gender equity lens to their work practice.	1259	The project was established to redress this need, with the aim 'To increase the capacity of Preventing Violence Together: United community health services to be gender equitable service providers and employers, by increasing the capacity of staff to apply a gender equity lens to their work practice, to support the primary prevention of violence against women'.

Project	Project description	No. of participants	Expected Outcomes
<b>Guide to reporting sexist advertising</b>	The City of Melbourne's PVAW organisational committee identified the need for greater understanding and reporting of sexist and discriminatory advertising and media. A guide was developed detailing a) what is sexist and discriminatory advertising and b) where to go to report sexist and discriminatory advertising and media.	499	The guide is posted on the City of Melbourne website. Agencies and advocacy groups are able to add the link to their website to encourage greater reporting of sexist and discriminatory advertising and media.
<b>Let's Talk About Sex</b>	Delivery of workshop/s for young people 12-25 to promote respectful relationships with a specific focus on gender and sexuality.	15	The outcome of this event it to provide an opportunity for a positive, inclusive, in-depth conversation about sex, bodies, sexual health, and relationships with a focus on LGBTIQA audience members. This session will be complimentary to what local young people are receiving at school and at home.
<b>Let's talk About Sex - Workshop</b>	In partnership with Women's Health West deliver workshops in secondary schools within Moonee Valley. These workshops will focus in Healthy relationships and Sexual Health. The target group would be Year level 9. Encourage positive, equitable and safe intimate relationships. Through supporting the delivery of workshops to promote respectful relationships with a specific focus on gender and sexuality. Similarly supporting the delivery of workshops to promote safe sex practices.		The outcome of this event it to provide an opportunity for a positive, inclusive, in-depth conversation about sex, bodies, sexual health, and relationships with a focus on LGBTIQA audience members. This session will be complimentary to what local young people are receiving at school and at home.



## Appendix 3: Aggregated INCEPT pilot data

This appendix presents key findings from aggregated Survey Monkey data, across the five core projects involved in the INCEPT pilot (listed in appendix 2). Data was obtained from participants involved in the INCEPT pilot who have used the INCEPT evaluation framework to evaluate their projects. This data provides collated feedback to demonstrate the collective effort of partner organisations implementing PVAW projects in Melbourne's Inner North West catchment, including Melbourne, Moonee Valley and Moreland local government areas.

### *Part 1: project characteristics*

This component of the INCEPT evaluation framework provides indicators on the reach of collective work across settings, the type of work undertaken based on health promotion activity articulated in the Ottawa Charter, and who is targeted in terms of population groups. It also allows us to identify who hasn't been targeted and what work has not been undertaken, and therefore where organisations might want to target future effort.

### Settings reached by the INCEPT pilot

INCEPT seeks to assess the settings of health promotion PVAW activity because the evidence demonstrates that violence occurs within the everyday settings of people's lives (home, work, schools etc), and therefore action to prevent violence against women should be implemented across these settings (Our Watch 2015).

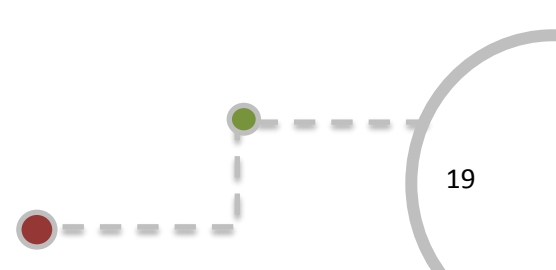
Project partners were asked to nominate settings in which their project took place, to support in identifying where activity was undertaken and to identify what settings project partners were working across collectively. The most common settings for the pilot projects were health, family and community; and media, followed by education and care settings. Settings that were not reached by the INCEPT pilot, included: sports and recreation; arts; faith-based contexts; public spaces, transport, infrastructure and facilities; legal, justice and corrections contexts.

### Areas of Health Promotion activity included in INCEPT pilot, based on the Ottawa Charter for Health Promotion

The evaluation framework also measures the areas of health promotion activity in the Ottawa Charter for health promotion (WHO 1986), including:

- Building healthy public policy
- Creating supportive environments
- Strengthening community action
- Developing personal skills
- Re-orienting health care services toward prevention of illness and promotion of health

These areas of health promotion activity have been agreed on internationally since the charter was developed in 1986 and are utilised by agencies implementing health promotion projects. INCEPT seeks to measure what type of health promotion activity is included in the PVAW projects implemented in the catchment.



The INCEPT pilot data demonstrated that:

- developing personal skills was the most common area of health promotion activity included in the PVAW projects implemented during the INCEPT pilot;
- followed by creating supportive environments and strengthening community action;
- The two least common areas of activity were building healthy public policy and reorienting health services.

e.g

According to the INCEPT pilot data, the most common health promotion activities in the PVAW projects implemented during the INCEPT pilot were (in list order):

- Developing personal skills
- Creating supportive environments
- Strengthening community action
- Building healthy public policy
- Reorientating health services

### Target area and community group

INCEPT also seeks to measure who was included in PVAW projects including individuals, families, service providers etc, as well as the demographics of those involved in projects. The national evidence demonstrates that some community groups and individuals are more likely to be affected by violence, for example:

- Aboriginal and Torres Strait Islander women experience violence at around twice the rate of non-Indigenous women, and are 34 times more likely to be hospitalised due to family violence related assaults than other Australian women.
- Violence perpetrated against women with disabilities is significantly more diverse in nature and more severe than for women in general. For example, 90% of Australian women with an intellectual disability have been subjected to sexual abuse.<sup>4</sup>

The aim of collecting this data for INCEPT projects allows a collective understanding of the groups targeted by PVAW projects and if the projects are reaching community groups with greater experiences of violence.

Out of the five projects (see Attachment 2) that contributed information to the INCEPT pilot, 5/5 targeted individuals involved in their projects; 4/5 had families involved in their projects and 3/5 had service providers involved in their project. Zero/5 had responses from Neighbourhoods/LGAs.

The main groups targeted in the projects included children/youth and staff; followed by women, GLBTIQ communities, and refugees and newly arrived migrants. The pilot did not highlight any of the projects as targeting men, socio-economic disadvantaged communities, elderly (65+), CALD and Aboriginal and Torres Strait Islander communities, people experiencing or at risk of homelessness, people with a mental illness and people with a disability.

## Part 2: INCEPT indicators

INCEPT used the following indicator sets to determine if the PVAW projects were successful in building awareness, capacity and confidence etc in gender equity/inequity (listed on pages 14 to 17 of the evaluation framework [INCEPT evaluation guide](#)).

- Indicator set 1: Five indicators measuring awareness, knowledge and skills towards gender equity.
- Indicator set 2: Four indicators measuring organisation, partnership and leadership commitment to addressing VAW through modelling, promotion and facilitation.

The use of indicators in the INCEPT pilot demonstrated that there is an ability to evaluate responses to collective PVAW projects using collective indicators. The key findings from collectively evaluating responses to indicators across projects highlighted that:

- 81% of participants felt they were better able to identify gender equity as a result of the project
- 96% felt better able to identify respectful relationships
- 94% felt they had improved skills to maintain and build respectful relationships
- 92% felt more confident in standing up for, asserting or promoting respectful relationships and gender equity
- 90% felt they had an increased understanding of gender inequality as a driver for violence against women
- 96% felt they had greater understanding of the consequences of rigid gender roles and stereotypes in the workplace
- 86% felt they had more confidence applying a gender lens to all activities within their workplace
- 95% reported they intend to apply a gender lens to all activities in their workplace.

## Part 3: Additional related questions

The following additional related questions were used to assess the development of organisational policy and procedures, and to provide an example of a 'story of change' for participants in the project.

- Has the project influenced any:
  - Policies within the organisation have been created or updated to promote gender equity?
  - Procedures within the organisation have been created or updated to promote gender equity?
- Stories of change – section to provide project outcomes beyond the evaluation indicators and questions above
  - For example, during the last 12 months, in your opinion, what was the most significant change that took place for participants in the project?

## Policies and procedures

The evaluation findings demonstrate the development of the following policies and procedures:

- One policy and three procedures relating to a Preventing Family Violence strategy.
- One Gender Equity Strategy.
- One Family Violence Leave for employees.

## Stories of Change

Stories of change were collected to gain some understanding of key outcomes or the areas of change for PVAW projects. As this part of the evaluation presented some lengthy feedback, this report presents key points captured in the evaluation.

The following points demonstrate how the projects have supported or lead to change:

- Resources developed enabled:
  - Clearer communication
  - Increased awareness and knowledge of the significance of the issue – highlighted through booklets, posters and videos
  - Enriched training content
- Taking part in the process supported discovery, piloting, exploration and shifting to co creation and community driven processes
- Contributing to an evidence base that is growing relating to conducting community based programs across themes of family violence and prevention of violence against women.

***The quotes below highlight feedback from the Gender Equity for Community Health project<sup>5</sup> (see Appendix 2), demonstrating participants ‘Stories of Change’:***

‘The process of the actual development of the resource was quite significant in itself...in terms of building capacity of us as a working group and thinking to the complexities of gender equity challenges within a community health context’.

‘I’ve really strengthened my understanding around gender’

‘Created some thinking about gender that wasn’t there before and a bit more knowledge’

‘For me the biggest change was just a significant increase in confidence and being able to tackle the work, because I think I’d be honest in saying that wasn’t there initially’

‘Understanding more just the amazing potential to do gender work in community health’

## Project limitations

A number of challenges or barriers were identified for partners implementing the INCEPT pilot, these included:

1. Challenge in staff using the evaluation framework who have not been involved in the INCEPT project.
2. Difficulty in filling out areas of the evaluation guide when all of the data was not available.
3. Challenge in data entry when compiling information in a word document and then transferring across to Survey Monkey.
4. Challenge in implementing indicators with small number of people -would like to know if there is a scale in terms of a minimum number of questions that could be asked for small groups.

The evaluation identified that most of the areas of the evaluation framework were extremely valuable in providing detail on the evaluation of PVAW initiatives within the catchment.