

TOGETHER FOR EQUALITY RESPECT

A STRATEGY TO PREVENT
VIOLENCE AGAINST WOMEN IN
MELBOURNE'S EAST
2013 - 2017

EVALUATION REPORT

INNER EAST PRIMARY CARE PARTNERSHIP

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Inner East PCP Evaluation Indicator Report

This report has been created by the Together for Equality and Respect (TFER) Evaluation Working Group (EWG) in September 2017.

INTRODUCTION:

Within this report the EWG describes the work undertaken by Inner East Primary Care Partnership in the space of Prevention of Violence against Women (PVAW) and Gender Equity (GE), during the 2013-2017 TFER Strategy. The work outlined is related specifically to the 6 objectives identified under the 4 strategic directions of TFER. These will be elaborated on in the relevant sections but for more information refer to the [TFER strategy 2013-2017](#).

TFER works within a Collective Impact framework to tackle the deeply entrenched and complex social problem of violence against women by addressing the driver, gender inequality. The collaboration of cross sector organisations is critical for achieving significant and lasting social change, through the focus on a common agenda, PVAW.

A core element of collective impact is the commitment to shared measures by collaborating organisations such as Inner East PCP; these shared measures are outlined in the [TFER Evaluation Framework](#) as impact and proxy indicators. Data relating to the indicators are an important element of this report, and upcoming regional TFER reporting, as they provide information which demonstrates the collective impact of the region at this 4 year time point, and can be used as a reference point in future time reporting.

The EWG notes that achieving the prevention of violence against women and gender equality will take sustained long term action, and it is not expected that organisations will have met all the indicators at this time.



INNER EAST PCP AND TFER 2013-2017:

The TFER Action Plan acted as a mapping tool of work being done within the EMR by TFER partner organisations. The Action Plan was updated yearly from 2014-2017, with partners contributing to the update by indicating the PVAW work they intended to do in the year to come in relation to the 6 TFER objectives. Inner East PCP's commitment to specific objectives within these action plans is noted below.

In the 2014 Action Plan Inner East PCP noted commitment against the following objectives:

- Objective 1: Support other organisations to develop systems to promote gender equity
- Objective 3: 16 Days of Activism and White Ribbon Day
- Objective 4: Contribute to the evidence base and The Well
- Objective 5: The Well
- Objective 6: via Leadership and/or Evaluation groups

In the 2015 Action Plan Inner East PCP noted commitment against the following objectives:

- Objective 1: Support other organisations to develop systems to promote gender equity
- Objective 3: 16 Days of Activism and White Ribbon Day
- Objective 4: Contribute to the evidence base and The Well
- Objective 5: The Well
- Objective 6: via Leadership and/or Evaluation groups

In the 2016 Action Plan Inner East PCP noted commitment against the following objectives:

- Objective 1: Support other organisations to develop systems to promote gender equity
- Objective 3: 16 Days of Activism and White Ribbon Day
- Objective 4: Contribute to the evidence base and The Well
- Objective 5: The Well
- Objective 6: via Leadership and/or Evaluation groups

In the 2017 Action Plan Inner East PCP noted commitment against the following objectives:

- Objective 3: 16 Days of Activism
- Objective 4: Contribute to the evidence base and The Well
- Objective 5: Internal capacity building to promote gender equity
- Objective 6: via Leadership and/or Evaluation groups



METHODOLOGY:

In 2017, the EWG collected data from Inner East PCP for this report via:

- Partner Evaluation Survey 01-05-2017

Additionally, data provided by Inner East PCP and data collected by the EWG over 2013-2016 was drawn on to draft this report:

- Feedback - including corrections and clarification gained from IEPCP staff on draft of this report 2.10/2017
- #HandsUp Evaluation, Women's Health East, 2015
- #GE4ME Evaluation, Women's Health East, 2016



TFER Strategic direction: Lead & Achieve Change

GOAL: Organisations will lead initiatives that promote equal and respectful relationships and prioritise the prevention of violence against women in their plans, policies and practices (both internally and externally)

OBJECTIVE 1: AT THE COMPLETION OF THE STRATEGY THERE WILL BE AN INCREASE IN THE NUMBER OF ORGANISATIONS IN THE EMR THAT HAVE ESTABLISHED SYSTEMS IN PLACE THAT PROMOTE GENDER EQUALITY.

Introduction

The PCP has played a strong role in supporting Women’s Health in the East from 2013 with the development of the regional strategy on prevention of violence against women (TFER), including the provision of funds (\$10 000 in 2012), the development of an extensive evidence-based research paper on family violence for The Well, support in development of the TFER Action Plan, EFT and financial support for evaluation, and the design and development of a gender audit tool. (IEPCP: Staff feedback, 2017)

Impact indicators	Inner East PCP	Evidence
Proportion of TFER partners with gender equity policy OR written commitment to gender equality in the workplace	No	(IEPCP Partner Evaluation Survey, 2017)
Proportion of TFER partners with a gender equity procedure	No	(IEPCP Partner Evaluation Survey, 2017)
Proportion of TFER organisations that meet all 10 quality criteria outlined in the EMR organisational gender equity tool		
1. Do people in senior positions demonstrate commitment to and leadership on gender issues?	Yes	Leaders of this organisation are very committed to GE. (IEPCP Partner Evaluation Survey, 2017)
2. Is there a budget allocation for staff	No	There is a budget for workforce development but this is not for GE specifically. (IEPCP: Staff feedback, 2017)



training or other workforce development activity in gender equity?		
3. Is there designated responsibility for promoting gender equity in your organisation?	Yes	Across the organisation we have approximately two full days a week committed to PVAW, which incorporates GE action but has broader scope than just GE action. (IEPCP Partner Evaluation Survey, 2017)
4. Is action taken to recruit, mentor and retain a representative number of women on the board of the organisation?	No	The Executive Committee of IEPCP is approximately equally spread between men and women although there is no formal agreed policy on recruitment, mentoring and retention of women to the EC. (IEPCP: Staff feedback, 2017)
5. Does our organisation have written policy/policies that affirm a commitment to gender equity?	N/A	IEPCP is auspiced by Carrington Health, and as such does not have their own policies, procedures etc. IEPCP will be bound by the policies and procedures of Carrington Health. (IEPCP: Staff feedback, 2017)
6. Does our organisation have procedures that enact the policy/policies?	N/A	IEPCP is auspiced by Carrington Health, and as such does not have their own policies, procedures etc. IEPCP will be bound by the policies and procedures of Carrington Health. (IEPCP: Staff feedback, 2017)
7. Is sex-disaggregated data used for workforce/HR planning?	N/A	IEPCP is auspiced by Carrington Health, and as such does not have their own policies, procedures etc. IEPCP will be bound by the policies and procedures of Carrington Health. (IEPCP: Staff feedback, 2017)
8. Is sex-disaggregated data used for planning projects, programs and services?	No	(IEPCP: Staff feedback, 2017)
9. Is the gender impact of projects, programs and	No	(IEPCP: Staff feedback, 2017)



services monitored and evaluated?		
10. Is feedback from community consultation analysed by gender?	No	(IEPCP: Staff feedback, 2017)

Key enablers to achieving indicators:

- Strong leadership from WHE in PVAW
- Strong direction from DHHS to work in PVAW
- Strong leadership from partners to work collaboratively in PVAW
- Designated prevention role at IEPCP funded by the DHHS (IEPCP: Staff feedback, 2017)

Key challenges:

- IEPCP is not an incorporated agency and are auspiced by Carrington Health. As a result IEPCP does not have their own policies, procedures etc. However IEPCP share common values with Carrington Health and they have influence at the leadership level (IEPCP: Staff feedback, 2017)
- IEPCP does not deliver programs (IEPCP: Staff feedback, 2017)
- High staff and leadership turnover (IEPCP Partner Evaluation Survey, 2017)



OBJECTIVE 2: AT THE COMPLETION OF THE STRATEGY THERE WILL BE GREATER DIVERSITY (CULTURAL, AGE, GEOGRAPHIC) OF POPULATION GROUPS ENGAGED IN GENDER EQUITY/PVAW INITIATIVES IN THE EMR

Impact indicators	Inner East PCP	Evidence
The extent to which gender equity initiatives reflect the target communities specific needs, strengths, cultural norms, language and expression of family	No	IEPCP has not engaged with diverse communities to increase positive attitudes and support for PVAW/GE (IEPCP Partner Evaluation Survey, 2017)
The extent that both male and female bilingual cultural workers are involved in the development and/or delivery of gender equity initiatives	No	IEPCP has not engaged with diverse communities to increase positive attitudes and support for PVAW/GE (IEPCP Partner Evaluation Survey, 2017)



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OBJECTIVE 3: AT THE COMPLETION OF THE STRATEGY THERE WILL BE AN INCREASE IN THE PROPORTION OF PEOPLE IN THE EMR WHO HAVE HIGH SUPPORT FOR GENDER EQUALITY AND GENDER EQUITY.

Impact indicators	Inner East PCP	Evidence
Reach: estimated number of community members exposed to each campaign	400	Stakeholders targeted were primarily agencies and agency staff rather than community members (IEPCP: Staff feedback, 2017)
Reach: diversity of community groups targeted by each campaign	N/A	Unknown
Proportion of TFER partner organisations utilising centrally developed messages as part of social marketing campaign	Yes	IEPCP used centrally developed messages in 2014, 2015 and 2016 during the 16 Days of Activism (IEPCP Partner Evaluation Survey, 2017)
The extent to which messages promoting gender equity and challenging rigid stereotypes are consistently utilised as part of social marketing campaigns across the EMR	Yes	IEPCP used centrally developed messages in 2014, 2015 and 2016 during the 16 Days of Activism (IEPCP Partner Evaluation Survey, 2017)

Enablers:

- Leadership of WHE in developing central messages that can be easily shared by partners (IEPCP: Staff feedback, 2017)
- Monthly IEPCP Ebulletin used to disseminate social marketing information to 400 subscribers across partner agencies (#HandsUp Evaluation, 2015) (#GE4Me Evaluation, 2016)

Challenges:

- The IEPCP works with partner agencies rather than community members. While agency staff are members of the EMR community, they are usually targeted by IEPCP in their professional capacity (IEPCP: Staff feedback, 2017)



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Strategic direction: Contribute to the evidence base.

Goal: Organisations will adopt informed primary prevention approaches to prevent men’s violence against women and rigorously evaluate initiatives.

OBJECTIVE 4: AT THE COMPLETION OF THE STRATEGY THE EVIDENCE BASE FOR PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN WILL INCLUDE CONTRIBUTION OF FINDINGS FROM TFER.

Impact indicators	Inner East PCP	Evidence
Number of organisations that contribute to a shared regional evaluation	Yes	Provision of EFT to the Evaluation Working Group. Contributing to social marketing evaluation by WHE. (IEPCP Partner Evaluation Survey, 2017)
Number of TFER and PVAW presentations completed at national, state and local conferences by TFER partners	Yes	IEPCP has contributed to TFER presentations at National, State and local conferences. (IEPCP Partner Evaluation Survey, 2017)
Number of articles published in peer reviewed and industry journals	Yes	Comprehensive PVAW issues paper written and published on The Well. (IEPCP: Staff feedback, 2017)
Number of articles published in PVAW network newsletters	No	(IEPCP: Staff feedback, 2017)
Number of TFER representatives contributing to state and national PVAW initiatives	No	(IEPCP: Staff feedback, 2017)
Number of reports produced about TFER related programs	Yes	IEPCP has reported on TFER in its reporting to DHHS. (IEPCP: Staff feedback, 2017)

Enablers:

- IEPCP staff expertise in evaluation (IEPCP: Staff feedback, 2017)

Challenges:

- Challenging evaluation environment when many partners are working towards shared objectives but not working collaboratively so that activity is diverse and data collection difficult (IEPCP: Staff feedback, 2017)



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Strategic direction: Invest in Workforce Development

Goal: Organisations will invest in building the capacity of their workforce to effectively address the determinants of men's violence against women.

OBJECTIVE 5: AT THE COMPLETION OF THE STRATEGY, TFER STRATEGY PARTNER WORKFORCE WILL HAVE GREATER CAPACITY TO SUPPORT, LEAD AND PARTICIPANT IN GENDER EQUITY INITIATIVES.

IEPCP workforce has not completed any PVAW/GE training. IEPCP workforce has undertaken other capacity building activity such as attendance at workshops and forums. (IEPCP Partner Evaluation Survey, 2017)

Enablers:

- PVAW is a priority area for the IEPCP so building capacity through forums and seminars is encouraged (IEPCP: Staff feedback, 2017)

Challenges:

- IEPCP staff are highly qualified and have an understanding of GE/PVAW and do not see a need for training. (IEPCP: Staff feedback, 2017)



Strategic Direction: Strengthen Partnerships

Goal: Organisations will work in partnership to prevent men’s violence against women and to reinforce consistent prevention approaches across the EMR.

OBJECTIVE 6: FROM 2013-2017 IMPLEMENTATION OF THE TOGETHER FOR EQUALITY AND RESPECT ACTION PLAN ENHANCES THE PARTNERSHIPS CREATED AND OUTCOMES ACHIEVED TOWARDS THE PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN ACROSS THE EMR

'Proxy' Impact indicators	Inner East PCP	Evidence
Membership of the Strategy has amplified PVAW outcomes achieved by partner organisations.	Yes	<p>TFER has been an enabler in internally prioritising PVAW/GE, in supporting PVAW/GE work, resourcing, building capacity, advocacy, and networking.</p> <p>TFER has provided a policy base and advocacy to support the work the IEPCP is funded to do in prevention of violence against women.</p> <p>TFER has become the mechanism and the platform to address PVAW and gender equity collaboratively, which is the goal and strategic direction of the IEPCP. (IEPCP Partner Evaluation Survey, 2017)</p>
Change in the level of engagement of TFER partners in TFER activities and planning between 2014 and 2017, as indicated by:		
Number of partners participating in the Regional EWG	Yes	IEPCP contributed EFT of the Prevention Coordinator to the EWG. (IEPCP: Staff feedback, 2017)
Number of partners participating in the Leadership Group	Yes	IEPCP EO participates in the TFER Leadership Group (IEPCP: Staff feedback, 2017)
Number of partners attending TFER forums	Yes	IEPCP attended Family Violence and the Law (WHE August 2013), Change the Story: Our Watch (TFER February 2016), Towards Shared Measurement (March 2016). (IEPCP Partner Evaluation Survey, 2017)
Number of partners contributing resources to the TFER website	Yes	IEPCP contributed to Evaluation Reports on the TFER website and developed the Gender Audit Tool. (IEPCP: Staff feedback, 2017)
Number of partners contributing data to enable regional evaluation	Yes	IEPCP has participated in data collection activities of the EWG: completing the partner survey and social marketing evaluation surveys. (IEPCP: Staff feedback, 2017)
Number of partners actively collaborating on shared TFER activities	Yes	IEPCP collaborates with WHE and OEPCP on the Leadership Group and Evaluation Working Group of TFER. IEPCP have also collaborated with Eastern Community Legal Centre on Elder Abuse. Due to the auspice arrangement with Carrington Health, IEPCP have also been able to share expertise and advocacy across that health service, and in particular to work closely with the gender audit project officer on her work. (IEPCP Partner Evaluation Survey, 2017)



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Works Cited

Evaluation Working Group. (2015). *#HandsUp Evaluation*.

Evaluation Working Group. (2016). *#GE4Me Evaluation*.

Evaluation Working Group. (2017). *IEPCP Partner Evaluation Survey*.

Evaluation Working Group. (2017). *IEPCP: Staff feedback*.