

Evaluation Report

INCEPT 2.0.

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- cohealth
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- Your Community Health
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Inner North West Primary Care Partnership 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.



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INCEPT 2.0 - Evaluation Summary

INCEPT 2.0

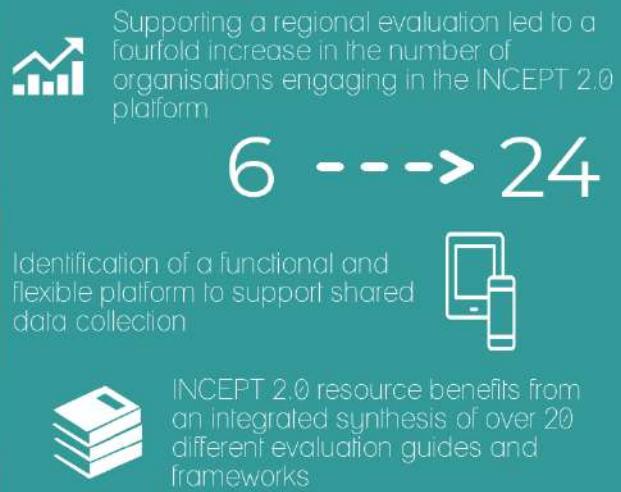
Key Evaluation Findings

Process indicators



"...I think INW PCP has done an amazing job at being agile... and I think that is essential to the success of the project thus far"

Impact indicators



"...the way that the new guide has been presented in the online format ... it certainly is user friendly and very accessible and I think you are going to be making life easier for everyone..."

Lessons Learned

-  INCEPT 2.0 is a promising tool for facilitating shared monitoring and evaluation that is transferable to other priority areas
-  Shared measurement requires basic evaluation infrastructure and shared resourcing
-  There is limited local level guidance which leads to a lack of confidence evaluating community PVAW initiatives

Recommendations

-  Pilot the INCEPT 2.0 online interactive resource for one to two years and integrate user feedback into the online system
-  Collectively monitor resourcing requirements for an interactive resource and toolkit such as INCEPT 2.0 to inform future funding requirements
-  Provide training alongside the resource and test INCEPT 2.0 in community settings

Infographic design by: Melissa Collins

Executive summary

Background

In 2014, the Inner North West Primary Care Partnership 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 pioneered aspects of a collective impact framework in efforts to strengthen evaluation practices in PVAW initiatives. The approach entailed the development and piloting of agreed indicators in primary prevention of violence against women for the purpose of measuring partners' collective prevention work.

In 2017, INWPCP Prevention Alliance was awarded a Community Partnerships for Primary Prevention (CPPP) grant to build on lessons learned from INCEPT and develop the resource further to become more applicable to specific community settings and diverse community groups. The project has been funded to continue to build on this foundation, strengthen and broaden the use and application of the INCEPT resource and associated platform. For the purpose of simplicity the second phase of this project is referred to as INCEPT 2.0.

The INCEPT 2.0 Project

INCEPT 2.0 aims to expand the reach of the partnership by engaging and working with a broader range of priority population groups to better understand and test indicators for monitoring the outcomes of PVAW and gender equity (GE) interventions in different settings; and to implement better systems for measuring collective impact over time. The project will test these indicators across broad settings with diverse community groups and produce an evaluation resource for PVAW and GE practitioners.

The original project objectives were to:

1. Review and refine the original INCEPT pilot – the guide and related platforms.
2. Review PVAW programs into the 2017 – 2021 planning cycle and identify priority populations and settings for PVAW initiatives and projects implemented in 2017/18 for the purpose of identifying indicators that are valid and also relevant at a regional level.
3. Build the evaluation capacity of partner organisations to effectively assess impact of PVAW initiatives across different settings with diverse population groups.
4. Develop and test data dashboards to enable a method of monitoring the outcomes of PVAW initiatives
5. Develop an evaluation resource that can be applied across broad settings with diverse community groups.

The Evaluation

This evaluation reports on INCEPT 2.0 progress to date and monitors against the key activities and outputs outlined in the program logic (refer to [Appendix 2: Logic Model](#)).

Specific outputs for the project include:

- Integrated synthesis of the current PVAW frameworks, evaluation guides and toolkits.
- Evaluation tools and templates refined and consolidated
- New resources and platform developed alongside INCEPT 2.0 and aligning with partner agency activity
- Improved systems for data collection and sharing
- Improved partner engagement with INCEPT 2.0 and associated platform
- Data analysis, project findings and evaluation report
- Structures in place to support sustainability

Evaluation methodology

The methodology for this project will consist of a number of approaches that have been used in exploratory or developmental projects that are innovating change. Specific evaluation approaches include interactive

evaluation (Owen, 2007) and other participatory approaches, and both quantitative and qualitative methods. Aspects of developmental evaluation (Patton, 2016) approach will be incorporated which is a method that focuses on innovation, systems change and dynamic reframing which seeks to articulate, test and inform and reframe the models within the systems that are operating. These evaluation approaches will enhance responsiveness and flexibility of the INCEPT 2.0 project.

Findings at a Glance

Process indicators

- Extensive consultation with partner agencies and a broader community of stakeholders including more than 13 consultations with 4 different community settings and over 20 different one-to-one consultations into the resource design
- 100% of steering committee members satisfied and 85% report that project developments have exceeded their expectations to date
- INWPCP reviewed over 20 different frameworks and evaluation guides to inform INCEPT 2.0 resource development
- INWPCP has been agile and responsive to a number of contextual changes, including updated national frameworks and aligning to partner agency work.

Impact indicators

- INWPCP has transformed data collection processes through the identification of a more sophisticated and adaptable online platform
- Through supporting a regional evaluation the number of agencies accessing the new platform has increased from 6 to 24 - a 4 fold increase in access and use.
- Over 29 different recommendations over 4 iterations have been integrated into INCEPT 2.0 to date
- Evaluation consultancy, tools and survey design support provided to four organisations
- An integrated synthesis of current frameworks, evaluation guides and toolkits
- Logo design and two explainer/animated infographic videos commissioned for the online resource

Lessons learned

- INCEPT 2.0 is a promising tool for facilitating shared monitoring and evaluation that is transferable to other priority areas
- Resourcing constraints at an organisational level undermine evaluation infrastructure requirements to support shared measurement
- There is a paucity of local level guidance in evaluating prevention of violence against women and gender equity projects which attenuate evaluation rigour and quality
- Formalised partnership arrangements are important to have in place however this negotiation takes time and is limited in short term project timeframes.

Key Recommendations

- Develop a communication strategy to demonstrate the potential to facilitate shared measurement in a more accessible and flexible way to partners and other key stakeholders
- Pilot INCEPT 2.0 resource for one to two years and build in user feedback opportunities into the online system
- Look for opportunities to use platform across other priority areas and other regions
- Collectively monitor resourcing requirements for an interactive resource and toolkit such as INCEPT 2.0 to inform future funding requirements
- Provide training alongside the resource and test components of INCEPT 2.0 tools in community settings with the broader partnership

Main Report

Project Background

In 2014, the Inner North West Primary Care Partnership commissioned Melbourne University to support their Prevention of Violence against Women (PVAW) activity by co-designing the Inner North West Collaborative Evaluation Project (INCEPT). The original Inner North West Collaborative Evaluation Project (INCEPT) was one of the first projects of its kind with the aim of strengthening evaluation practices in PVAW initiatives. The approach entailed the development and piloting of agreed indicators in primary prevention of violence against women for the purpose of measuring partners' collective efforts.

In 2017, INCEPT was awarded a CPPP grant to continue to build on this foundation, strengthen and broaden the use and application of the INCEPT guide and associated platform. For the purpose of simplicity the project is referred to as INCEPT 2.0.

The purpose of INCEPT 2.0 is to expand the reach of the partnership by engaging and working with a broader range of priority population groups to better understand and test indicators for monitoring the outcomes of PVAW interventions in different settings; and to implement better systems for measuring collective impact over time. The project will test these indicators across broad settings with diverse community groups.

The objectives of the project are:

1. Review and refine the original INCEPT pilot – the guide and related platforms.
2. Review PVAW programs into the 2017 – 2021 planning cycle and identify priority populations and settings for PVAW initiatives and projects implemented in 2017/18 for the purpose of identifying indicators that are valid and also relevant at a regional level.
3. Build the evaluation capacity of partner organisations to effectively assess impact of PVAW initiatives across different settings with diverse population groups.
4. Develop and test data dashboards to enable a method of monitoring the outcomes of PVAW initiatives
5. Develop an evaluation resource that can be applied across broad settings with diverse community groups.

Stakeholders

The following stakeholders have been involved in INCEPT 2.0 activities

Organisation	INCEPT Steering Committee	Regional Evaluation reference group	INCEPT interactive evaluation support	Training and/or data dashboards
Women's Health in the North	✓	✓	✓	✓
Women's Health in the West	✓			✓
cohealth	✓	✓		✓
Your Community Health			✓	
North Richmond Community Health		✓		
Brotherhood of St Laurence			✓	

City of Melbourne	✓
City of Moonee Valley	✓
Access Health and Community	✓
Victoria University	✓
Moreland City Council	✓
DPV Health	✓
Austin Health	✓
Hume City Council	✓

Evaluation Purpose:

To measure progress against the key activities and outputs outlined in the program logic (refer to [Appendix 2: Logic Model](#)).

Specific deliverables for the project include:

- Integrated synthesis of the current frameworks and evaluation guides and toolkits.
- Evaluation tools and templates refined and consolidated
- New resources and platform developed alongside INCEPT 2.0 and partner agency action plans
- Improved systems for data collection and sharing
- Improved partner engagement with INCEPT 2.0 and associated platform
- Data analysis, project findings and evaluation report
- Structures in place to support sustainability

Evaluation methodology

The methodology for this project will consist of a number of approaches that have been used in exploratory or developmental projects that are innovating change. Specific evaluation approaches include interactive evaluation (Owen, 2007) and other participatory approaches, quantitative and qualitative data collection.

Aspects of developmental evaluation (Patton, 2016) approach will be incorporated which is a method that focuses on innovation, systems change and dynamic reframing which seeks to articulate, test and inform and reframe the models within the systems that are operating.

These evaluation approaches were thought to enhance responsiveness and flexibility for the final product of the INCEPT 2.0 project.

The evaluation adhered to Australian Evaluation Society ethics standards (AES, 2010).

Evaluation Findings

The evaluation findings are presented under each evaluation question as subheadings and report on the Evaluation Criteria table (see [Appendix 3](#)). The project has met or partially met all five of the original project objectives as outlined in Table 1. The project has also achieved additional unexpected outcomes that will be outlined throughout this report.

Table 1: Status of Project Objectives

Project Objective	Status	Comments
Review and refine the original INCEPT pilot – the guide and related platforms	Complete/ongoing	The guide has been extensively refined to date, including both written content and conceptual design.
Review PVAW programs into the 2017 – 2021 planning cycle and identify priority populations and settings for PVAW initiatives and projects implemented in 2017/18 for the purpose of identifying indicators that are valid and also relevant at a regional level	Complete	INWPCP reviewed over 20 different frameworks and evaluation guides to inform its development
Build the evaluation capacity of partner organisations to effectively assess impact of PVAW initiatives across different settings with diverse population groups	Complete/ongoing	INWPCP utilised a participatory approach to co-design indicators in the community. Overall the project consulted on 13 different occasions with 5 different community settings
Develop and test data dashboards to enable a method of monitoring the outcomes of PVAW initiatives	Complete	Data dashboards were funded through existing partnership to enhance engagement and align with regional work
Develop an evaluation resource that can be applied across broad settings with diverse community groups	Partially complete/ongoing	The guide has been moved to an online interactive resource and will need to be further refined with a working group before its scheduled release in late September/early October.

For an overview of project activities refer to [Appendix 4: Project Overview](#).

Q1: Have the changes to the INCEPT guide made the document more readable and accessible for agencies?

The funding for the second phase of INCEPT – INCEPT 2.0 – has led to extensive changes being made to the original [INCEPT Guide](#) and [associated platform](#). The new resource (INCEPT 2.0) has been co-designed as an interactive online resource that provides useful tools and resources that are tailored to common settings, target groups and approaches of prevention of violence against women (PVAW) and gender equity (GE) work. The move to incorporate INCEPT 2.0 online has meant that the toolkit can serve as a live and interactive resource that has the flexibility to continuously adapt to local practice needs.

The direction of the INCEPT guide to becoming an interactive online resource and toolkit was overseen by INCEPT Steering Committee members. It was informed by extensive consultation with stakeholders, a broad review of the literature, frameworks and evaluation guides, and through reviewing and successfully identifying cost effective, online systems with greater potential to facilitate data collection. The changes made to the INCEPT guide addressed or partially addressed all 17 recommendations from the [INCEPT evaluation report](#).

Prior to the decision to move INCEPT online there were a large number of changes and iterations that were made to the INCEPT paper guide that dramatically improved readability and accessibility for new stakeholders. A total of 4 iterations and 29 changes were made to the paper guide, including visual layout and formatting

changes and rewriting content to enhance readability and accessibility. All steering committee members endorsed the changes that were made to the content and layout of the new resource and provided both verbal and written feedback into its development, 100% of steering committee members are satisfied with the changes that were made to the guide to date.

"I think the changes that have been made in this second addition are really great.... I think having that information about 'what is this resource' and 'what is collective impact and how will it benefit my organisation', I mean all of those things have been really great... I think some of the instructional stuff about the steps have been really helpful and I can imagine that it would be really helpful for new people wanting to trial this tool ..." – INCEPT Steering Committee member

At the time of writing this report, the online evaluation resource is in the process of being refined and has an anticipated release date of late September to early October. A number of factors have influenced this delayed release date including an ethics application to ensure project standards, a delay in employing a project coordinator and the considered effort taken in ensuring that the work of INCEPT aligns with regional evaluation work and the work of our partners. Additionally, the INCEPT 2.0 online platform has been supporting data collection for a regional evaluation and INWPCP provided this support alongside the core work of developing the INCEPT 2.0 resource.

While the online design is yet to be tested all it is a substantial improvement on the previous guide and related platform. Most steering committee members agreed that they have never seen a resource like this before and the current design concepts and interactive nature of the resource was above and beyond their expectations.

"... I think the way that the new guide has been presented in the online format has just been amazing, the level of detail and the thinking that has been involved in the sense of really understanding the end user and how they will be using it has just been absolutely brilliant. I think it certainly is user friendly and very accessible and I think you are going to be making life easier for everyone including those that are new to the issue and making work so much easier for them and not be afraid of evaluation and using collective measure to help understand the progress of work in this space." – INCEPT Steering Committee member

A conceptual map of the online resource content has been developed and the content and structure of the INCEPT 2.0 resource will be progressed and refined by a working group in August. This will ensure the design of the online resource will suit local practice needs.

The online resource has yet to be tested and INWPCP will ensure ongoing evaluation and monitoring the online evaluation resource. A sustainability plan and communication strategy is already in effect. The accessibility and readability of the online resource will be further evaluated as a core part of the Prevention Alliance work in late 2019.

Future work in refining INCEPT 2.0 content include the development of explainer videos and logo development, the formation of a working group to refine and test the content of INCEPT 2.0 and engaging a consultant to provide advice and edit written content.

Q2: To what extent have stakeholders/partners/community been engaged in co-designing and testing resources?

INWPCP undertook comprehensive consultation at a regional, organisational and community level. The following activities were undertaken to ensure a broad range of stakeholders were involved in co-designing and testing resources to date.

1. The INCEPT Steering Committee

The INWPCP Prevention Alliance formed a steering committee for the second phase of INCEPT to guide the direction of the project and make key decisions. The INCEPT steering committee members consisted of 6 different organisations representing women's health services, community health and local government. Additionally, there were over 20 different one to one consultations with individual partners and key representatives from partner organisations to inform the new INCEPT 2.0 resources.

"My role has been on the steering committee... I've really enjoyed being at those meetings I found the meetings really good. I think there is a good level of strategic thinking around the possibilities but then also thinking around the operational implementation of the project and what is possible and realistic scope to achieve within the funded project. A good amount of dreaming big and also thinking about what is realistic in this time frame" – INCEPT Steering committee member

Steering committee members were satisfied with the level of consultation and decision making processes. One steering committee member remarked that INWPCP went above and beyond standard practice and has been very consultative.

2. Interactive support for additional organisations

INWPCP also provided interactive evaluation support for additional stakeholders. The participatory and action based approach has meant that the indicators and survey resources have been tested and co-designed with organisations and informed by reflections on community project work. Overall the project consulted on 13 different occasions with 4 different community settings. The community settings that were incorporated into this phase of resource development are listed below, one or two projects withdrew due to limited capacity to be involved.

1. Community Health – A short term community project that integrated prevention of violence and gender equity discussions into health promotion activities with marginalised and CALD community groups in socioeconomically disadvantaged community areas
2. University setting – a project to upskill staff and students in gender equity and prevention of violence against women
3. TAFE setting – a community project that integrated prevention of violence and gender equity education into English as a second language courses
4. Early Childhood setting – a community project that worked with several early childhood settings to promote gender equity within the early childhood setting
5. Sporting setting – worked alongside a sporting club and contributed evaluation support to the project

There were unexpected barriers to their involvement including project timelines not aligning, limited capacity and resources to maintain involvement and ethical considerations when observing certain target groups. While some projects withdrew their involvement during the project the experience of the beginnings of these projects still provided some lessons learned.

Important learnings from community project observation work have informed the design of the INCEPT 2.0 toolkit and infused the resource with practice considerations for the community context. The organisations who participated in this interactive evaluation support all felt that this resource was invaluable and the impact of these beneficial partnerships are discussed further in this report.

3. Presentations to other partnership organisations and high level management within the PCP networks.

INWPCP staff presented the functionality and design concepts of INCEPT 2.0 to a number of representatives at management and governance level, including PCP executive officer meetings and governance group meetings. Many presentations were provided to management staff at both Women's Health Services and this led to INWPCP supporting data collection for a regional evaluation (see point 4 below).

4. Supporting a regional evaluation and Building a Respectful Community Reference Group

INWPCP supported a regional evaluation in strong partnership with Women's Health in the North (WHIN). Women's Health in the North reported they were extremely pleased and highly satisfied with the support provided by INWPCP for the evaluation of the Building a Respectful Community Evaluation and significantly added value to the BRC project.

WHIN and INWPCP Reference group brought together a reference group to test the Building a Respectful Community Action Plan and Evaluation design. There were a total of seven representatives who provides feedback which was collated and recommendations were integrated into the final design (discussed further in Building a Respectful Community Partnership heading below).

5. INCEPT 2.0 working group

The INCEPT 2.0 working group is scheduled to commence in August to refine the content of the toolkit to make it most relevant to the end user. Thus far the resource has been tested and refined 6-8 times with at least 14 different stakeholders.

Q3: To what extent is INCEPT 2.0 aligned with partner agency projects and strategies (across priority settings and populations)?

The above strategies cover the way in which INWPCP made concerted effort to align with partner agency work and regional efforts. INWPCP has been a key partner in both the Building a Respectful Community partnership in the Northern region and the Preventing Violence Together partnership in the Western region. INCEPT resources have been referenced throughout the work of both Women's Health regional partnership work as a tool to for data collection. The work of each of the partnerships in relation to INCEPT 2.0 is discussed further under each subheading below.

"I think that INWPCP have done an amazing job at being agile because it is an ever moving feat in the sense of, you know, at the really early stages of INCEPT there wasn't the framework .. the Our Watch framework... so to have to be clever at incorporating as new things, new strategies, new frameworks come along – you've been really good at being agile enough to take on and incorporate those changes to the systems and structures that have been in place within Victoria and I think that is essential to the success of the project thus far..." – INCEPT Steering Committee member

Building a Respectful Community (BRC) Partnership

The Building a Respectful Community partnership consists of an alliance of 25 organisations from diverse sectors over seven LGA's that are committed to preventing violence against women. The current partnership consists of local government, community health, community services, primary care partnerships and university. INWPCP has been committed to the vision and goals of the BRC partnership since 2013.

In 2017, Women's Health in the North (WHIN) developed its annual [Action Plan for 2017 – 2018](#) as part of the four year strategy to prevent violence against women. The action plan consists of five overarching goals and 27 actions that organisations have committed to. In late 2017 and early 2018 WHIN developed the [BRC Evaluation Plan 2017 to 2019](#) and associated [BRC Program Logic 2017 – 2019](#). This led to the opportunity in May 2018 for INWPCP to support the regional evaluation as a BRC partner. A formal Memorandum of Understanding (MOU) was established between INWPCP and WHIN and a reference group was formed to test the platform content and design.

WHIN and BRC partners were very pleased with design and ease of the data collection process and the highlights of this partnership work and lessons learned to date are outlined in [Appendix 1: Case Study](#). In qualitative interviews it was mentioned that making this process as streamlined and user friendly as possible is key to ensuring success in a regional and collective evaluation.

“... INCEPT provided a tool and process for collecting the data from partners which can be easily underestimated how important that is – with something like this where you are trying to do a shared system – collect data from 25 different organisations all operating differently under different frameworks - actually working out how to collect that data without being too onerous ... was something that INCEPT had thought quite a bit about... it is a crucial part where the project could fall down because it is too hard to contribute that data or it is too onerous for the evaluator to follow up with everyone.. setting up this system and process is absolutely key to the success of the evaluation...” – Project Coordinator at WHIN

INWPCP is supporting an ethics application for the data collection process to ensure it adheres to a high standard and to provide opportunities to share outcomes and lessons learned through publications and presentations to diverse audiences.

Preventing Violence Together (PVT) Partnership

The Preventing Violence Together partnership consists of 19 different organisation across different sectors including local government, police and justice services, community health and community services, university and sporting centre over seven LGA's. INWPCP has been a key partner in the Preventing Violence Together partnership since 2010.

The [Preventing Violence Together 2030](#) Western regional strategy was developed in 2017 with six overarching goals and objectives and strategies relating to each goal. The PVT 2030 outlines a shared vision and action plan and have developed an [online data dashboard](#) which outlines key indicators of change in PVAW and GE.

INWPCP has aligned with the PVT action planning and evaluation work through its contribution of funding and resources to evaluation planning and a data dashboard (discussed in future sections). The PVT partnership are interested in leveraging on the INCEPT 2.0 model to support evaluation and data collection in the Western region.

Q4: To what extent has INWPCP improved evaluation capacity of partner organisations?

INWPCP improved the evaluation capacity of partner organisations via several avenues:

1. Through interactive evaluation support
2. INWPCP contribution to evaluation governance groups, working groups and implementation groups
3. Contributed evaluation training funding
4. Contributed funding to data dashboard development

The outcomes of these activities are outlined under relevant headings below.

1. Interactive evaluation support

A total of four organisations were provided with interactive evaluation support. There was significant demand and desire for consultative support with evaluation among stakeholders. While there are many resources available on evaluation, project workers often did not have adequate time to skim or read the level of detail, were busy with project implementation, leaving little time for evaluation planning which impacted on their confidence in their evaluation approach.

Some project workers were working in isolation and having an interactive evaluator working alongside their project improved their confidence and provided other unexpected benefits including time for process reflection, increased confidence in evaluation and refining their evaluation questions and criteria.

"I have only been working in this role since the beginning of August and I am working by myself and the people who supervise me have limited time to respond sometimes. So I have felt very much on my own and it's a challenge to try to figure out what is the best approach to take for the project and for the evaluation. So in lots of ways, because you were there through project process for me I had someone else to pass by what I was doing about the evaluation and this helped make it a bit more perfect and I really appreciated not only the evaluation input but having additional support and response through this process." – Community Project Worker A

Other partners commented that having interactive evaluation support provided a means for objective assessment and interpretation and this provided meaningful insight and baseline data to monitor over time. Participants gained a lot through this interaction including refining their skills – one participant commented that while she felt her skills were quite good she enjoyed seeing how refined things could be – “to see how three questions can do twelve”.

"To a certain extent, we were able to remove ourselves from the evaluation process which gave us an objective understanding when we got the results back so it wasn't like we created it so there was no conflict of process. It was really good to find the gaps really quickly to find the picture of what our results looked like and an objective understanding of what that looked like" – Community Project Worker B

Key partners also commented that there was an absolute demand for a service such as this measuring social change is complex and requires specific evaluation skills. The demands for a resource such as this were demonstrated by over 10 different queries and expressions of interest in both INCEPT 2.0 and the online platform we were using from organisations in other government areas and other PCP catchments. Participating projects also commented that they had received queries regarding the interactive evaluation support.

"I am actually thrilled, it has been really helpful for us on one day and week and we are really grateful for the help. So many other colleagues have asked us 'how did you get them to do this?!" – so people have been asking how they can get access to this support in future... it was opportune timing for us and there is an absolute demand for this type of service and partnership..." – Community Project Worker C

While there are evaluation guides available for PVAW and GE work many offered high level guidance and indicators. Project workers commented that even with this support they often did not feel confident in applying them to their local short term projects.

2. INW PCP contribution to evaluation governance groups, working groups and implementation groups

INWPCP contributed to a number of steering groups and evaluation working groups (outlined in Table 2 below).

Table 2: INWPCP contribution to Steering Groups and Evaluation Working groups

Organisation	Group Name	Comments
Women's Health in the North	BRC Evaluation Workshops, BRC Reference Group and NMR PVAW Committee Meetings	INWPCP provided their input and guidance into the <i>Building a Respectful Community Evaluation Plan</i>
Women's Health in the West	PVT Implementation Committee, Evaluation Working Group and the	INWPCP provided their input and guidance into the <i>PVT Shared</i>

	Evaluation Governance Group (EGG).	<i>Measurement and Evaluation Framework</i>
Access Health and Community	Free to Be Me Steering Committee	INWPCP provided their input and guidance into the evaluation of the <i>Free to Be Me</i> project
Western Bulldogs	Daughters of the West/Sons of the West	INWPCP provided their input and guidance into the evaluation plan for the <i>Daughters of the West</i> and <i>Sons of the West</i> projects

3. Contributed evaluation training funding

In order to align with partner activity, training was offered to partners through Women's Health Services as a key partner to avoid duplication. INWPCP funded two evaluation training sessions for the purpose of building evaluation capacity in the BRC partnership in the Northern region. Feedback on these training sessions was very positive with 100% of participants reporting that they were satisfied with the training and the sessions were time well spent and 100% reported improved skills and understanding on evaluating PVAW.

Future training sessions will be offered once the online platform is released and explainer videos and animated infographics will be inbuilt into INCEPT 2.0 platform to assist with understanding key concepts regarding collective impact, how it benefits your organisation. Simple language and illustrative examples will be provided as a means of enhancing the user experience. INCEPT 2.0 training will focus on using the resource in community settings and testing the resource in these settings.

INWPCP has also provided technical support for several partner organisations participating in the BRC evaluation.

Q5: To what extent has INWPCP developed a platform to collectively monitor the outcome of PVAW initiatives (online platform / data dashboard or other)?

INWPCP contributed funding and resources to a [Regional Data Dashboard](#) in the Western Region through Women's Health in the West. The data dashboard has four pages and monitors high level indicators headline view of current attitudes and behaviours, and the ability to compare these at a local government, regional or state level.

This was a strategic decision by INWPCP to align with partnership work. Being part of this process, INWPCP has integrated lessons learned from the data dashboard development and will inform future directions for our work.

In order to align with our partners, the focus for INCEPT 2.0 has shifted to becoming a resource focused on supporting consistent and rigorous evaluation practice with a suite of evaluation and data collection tools for local level projects.

Identification of an online platform

A key achievement of our work has been the identification of an online platform with enhanced flexibility and functionality to support data collection in shared measurement and evaluation.

Early on in the project the INWPCP Project Coordinator did an extensive assessment of various online survey and data visualisation tools to identify solutions for the lessons learned from the first pilot. It became apparent that using Survey Monkey as the means for data collection for INCEPT partners had significant limitations to support the complexities of shared data collection including:

- Inability to save responses resulting in lost entries, lost time and inefficiencies
- Entering aggregate data in a cumbersome way (refer to *Image 1* and *2* comparison overleaf)
- Limited survey logic functions
- Less question types and a lack of matrix tables (necessary for a project as complex as INCEPT)
- No real time reporting options
- Less distribution options

- Non-compliance with Australian data privacy recommendations (data centres are overseas)
- These factors combined have led to less engagement with the first pilot data collection

The platform identified was fit for the purpose of INCEPT and had much greater flexibility and functionality, was user friendly for project workers on the ground and has the best data security with all data housed in Australia.

Image 1: Previous method of data entry in Survey Monkey

INCEPT Evaluation Data Collection

PROJECT IMPACT - Indicator Set 1: Improved awareness, knowledge and skills towards

For the indicators you used from this set, tally up the number of responses in each category and enter more information about the sex disaggregation of data see page 14 of the INCEPT Evaluation Guide

19. Indicator 1.1 - I am better able to identify gender equity in my home/workplace/community
number of responses within each category below

Strongly Agree - Female	<input type="text"/>
Strongly Agree - Male	<input type="text"/>
Strongly Agree - Other	<input type="text"/>
Strongly Agree - Unknown	<input type="text"/>
Agree - Female	<input type="text"/>
Agree - Male	<input type="text"/>
Agree - Other	<input type="text"/>
Agree - Unknown	<input type="text"/>
Unsure - Female	<input type="text"/>
Unsure - Male	<input type="text"/>
Unsure - Other	<input type="text"/>
Unsure - Unknown	<input type="text"/>
Disagree - Female	<input type="text"/>
Disagree - Male	<input type="text"/>
Disagree - Other	<input type="text"/>
Disagree - Unknown	<input type="text"/>
Strongly Disagree - Female	<input type="text"/>
Strongly Disagree - Male	<input type="text"/>
Strongly Disagree - Other	<input type="text"/>
Strongly Disagree - Unknown	<input type="text"/>

Image 2: Matrices table in new online platform

I am better able to identify gender inequality in my home/workplace/community/school (enter raw numbers of respondent selections or enter N/A if this group was not measured)

	Strongly disagree	Disagree	Unsure	Agree	Strongly agree
Female	<input type="text"/>				
Male	<input type="text"/>				
Another gender identity	<input type="text"/>				

Q6: Have the changes made to the original INCEPT online platform enhanced ease of utilisation?

At this stage the final evaluation resource is yet to be released. This evaluation criterion will be incorporated into the future evaluation and monitoring of the online resource. A 6 month project plan is currently in development and we will embed monitoring indicators and monitor engagement with the online resource.

Q7: What lessons have been learned during the INCEPT 2.0 project?

There were a significant number of lessons learned and avenues for further exploration. A number of partners and other PCP networks were interested in the applicability of the online platform identified by INWPCP to their collective work. As collective effort and shared measurement is a new and emerging area in evaluation many understand the rationale for shared data collection yet how to do this is still developing. INCEPT 2.0 is a promising tool for facilitating shared monitoring and evaluation and the model and design is transferable to other prevention priority areas. In the future there are many potential avenues for INCEPT 2.0 where the design concepts in INCEPT 2.0 can be further developed and automated. These can be via a number of means such as API integration into data dashboards or integration with other software such as Client Relationship Management (CRM) platforms. For example, Qualtrics already integrates in an automated fashion with Salesforce.

Resourcing constraints at an organisational level undermine evaluation infrastructure requirements to support shared measurement. Despite these constraints organisations are still interested in contributing to shared measurement and still appreciate and value the vision of the collective impact framework. Shared evaluation requires shared resourcing and an external and ancillary platform, such as the PCP, to support it.

During the INCEPT 2.0 project it was highlighted that, while there are a number of frameworks that offer high level guidance regarding evaluation, there is a paucity of local level guidance in evaluating prevention of violence against women and gender equity projects. There is also a lack of quick and easy to use tools. This led to some projects using self-reported post survey data which can potentially attenuate evaluation rigour and

quality. INCEPT 2.0 seeks to address this gap in local level data collection and enhance options for assessing understanding rather than a reliance on self-reported measures.

Formalised partnership arrangements are important to have in place however this negotiation takes time and is limited in short term project timeframes. INCEPT 2.0 incorporated a number of new partners into action research phase of the project. While there was a written project brief and expressions of interest summaries provided to new partners, formal agreements were difficult to put in place due to time constraints. This meant that some projects withdrew their interest in having interactive evaluation support and likewise resourcing fluctuated due to lack of formalised agreements.

Risk mitigation strategies were implemented throughout the project to account for some of these barriers to implementing action research strategies. These were:

- Clear guidelines outlined in the project brief regarding the scope of the evaluation support provided
- Adapting to needs by providing more intensive support to some organisations who expressed a greater need for evaluation support
- Providing support as requested for other partners
- Undergoing an ethics application via DHHS to enhance the standards of the project

Q8: To what extent have partners engaged in INCEPT 2.0?

The number of agencies using the online platform has increased fourfold with the users of the online platform increasing from 6 in the original INCEPT pilot to 25 in the early phase of INCEPT 2.0. This was a significant improvement on the first pilot and is projected to increase as the piloting of INCEPT 2.0 is yet to commence. The increase in numbers accessing the platform to date comes through INWPCP supporting a regional evaluation. We anticipate that this regional work will enhance the exposure and reach of the INCEPT 2.0 resource once released.

Q9: To what extent is INCEPT 2.0 aligned with the current frameworks and evidence base?

INWPCP reviewed over 20 different frameworks and evaluation guides to inform its development. Including the following documents:

Policy documents

1. Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia
2. Safe and Strong, A Victorian Gender Equality Strategy (2016)
3. Free from Violence, Victoria's Strategy to Prevent Family and all forms of Violence Against Women (2017)
4. Victorian Public Health and Wellbeing Plan 2015-2019
5. Victorian Public Health and Wellbeing Outcomes Framework (2016)
6. Indigenous Family Violence Primary Prevention Framework (2012)
7. Building a Respectful Community Strategy 2017-21 and evaluation plan 2017 - 2019
8. Preventing Violence Together 2030. Western Region Strategy to Prevent Violence Against Women

Evaluation and associated documents

1. Vic Health (2015), *Evaluating Victorian projects for the primary prevention of violence against women: A Concise Guide*.
2. Our Watch (2016), *Putting Prevention of Violence Against Women into Practice: How to Change the Story. Section 9: Evaluating your work and building the evidence for prevention*.
3. Our Watch (2016). *Community based prevention of violence against women and their children: A toolkit for practitioners. Section 3: Planning, evaluating, sustaining a program*.
4. Our watch (2017), *Counting on Change: A guide to prevention monitoring*.
5. AMES (2015), *Violence against women in CALD communities. Understandings and actions to prevent violence against women in CALD communities. Section 2.3 Monitoring and evaluating progress*.
6. Our Watch & Swinburne University (2016), *Evaluation of the preventing violence against women and their children in culturally and linguistically diverse communities project*.
7. United Nations (2015), *How to design projects to end violence against women and girls. A step by step guide for taking action. Section 2.4 Develop a monitoring and evaluation plan*.

8. Our Watch (2016). *Respectful Relationships Education Toolkit. Step 5 Evaluating and Monitoring.*
9. Vic Health (2013) Community of Practice reflections (Evaluation)
10. UN Women & Australia Aid (2015), How to design projects to end violence against women and girls. A step by step guide to taking action. Developing a monitoring and evaluation plan
11. ANROWS (2016), *Horizons Research Report. Promoting community-led responses to violence against immigrant and refugee women in metropolitan and regional Australia. The ASPIRE Project.*
12. Department of Environment and Conservation (2004). *Does your Project Make a Difference? A guide to evaluating education project and programs.*
13. Multicultural Centre for Women's Health (2011). *On her Way. Primary Prevention of Violence Against Immigrant and Refugee Women in Australia.*
14. Women's Health in the West (2014) *You, Me and Us. Respectful Relationships Education Program.*
15. Our Watch (2017), *Summary Report: Primary prevention of family violence against people from LGBTI communities.*
16. Oxfam (2017), A 'how to' guide to measuring women's empowerment. Sharing experience from Oxfam's impact evaluations.
17. Women's Health East (2016). Together for Equality and Respect. Interim Report.
18. Vic Health (2013). *National Community Attitude Survey (NCAS) Report.*

Q10: To what extent is INCEPT 2.0 sustainable?

INWPCP are committed to continue the work of INCEPT as a core part of our work and commitment to PVAW and GE. Ongoing commitment and support by partner agencies has been expressed through formal agreements and an MOU with WHIN has outlined their commitment to support the online platform with both funding and in kind support. Part of the INWPCP sustainability plan involves using the online platform for other priority areas and a communication strategy that may lead to roll out of the online platform into other regions.

INWPCP is committed to undertaking future monitoring and evaluation of the INCEPT 2.0 interactive online resource indicators outlined in the evaluation framework that are unable to be reported on at this time will be evaluated in the future. These include indicators such as: # agencies committed to ongoing support of the guide and platform; # of agencies using the platform from other divisions/LGAs; % partners satisfied with guide / platform; # and type of new data generated; # and type of research gaps identified relevant to target groups and/or settings and % partners reporting the INCEPT 2.0 resource improved evaluation practice. The final online design will be piloted and tested with community organisations and community groups.

Key Recommendations

- Develop a communication strategy to demonstrate the potential to facilitate shared measurement in a more accessible and flexible way to partners and other key stakeholders
- Pilot INCEPT 2.0 resource for one to two years and build in user feedback opportunities to the online system
- Look for opportunities to use platform across other priority areas and other regions
- Collectively monitor resourcing requirements for an interactive resource and toolkit such as INCEPT 2.0 to inform future funding requirements
- Provide training alongside the resource and test components of INCEPT 2.0 tools in community settings with broader partnership

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Appendix 1: Case Study

INWPCP identifies improved systems for shared measurement

The INCEPT 2.0 online platform transforms data collection in the Northern Region

One timely yet unanticipated outcome of the INCEPT 2.0 project was the identification of an online platform that could streamline data collection in a flexible and adaptable way. This led to an opportunity for Inner North West PCP (INWPCP) to support Women's Health in the North (WHIN) to collect data for the Building a Respectful Community (BRC) regional evaluation.

Overview

The need

Shared measurement is one aspect of the [collective impact framework](#) and the complexities of shared measurement in prevention of violence against women (PVAW) are underestimated. New innovative designs and approaches are needed to streamline and standardise collective evaluation in PVAW & GE.

The practice and application of shared measurement in PVAW is still new and emerging.

The solution

INWPCP identified solutions to shared data collection through the newly identified platform. This led to the opportunity to streamline and facilitate data collection for a regional evaluation.

Additionally, INWPCP added value to this project through supporting an ethics application.

The benefit

INWPCP developed a functional and flexible system for supporting shared data collection and shared measurement. The benefit was a platform that was easy to use and less onerous than previous methods and an increased engagement with stakeholders in the data collection process.

Another benefit was a strengthened partnership through a formal agreement and value added to the Building a Respectful Community evaluation and PVAW evaluation practice.

The BRC partnership consists of 25 partner agencies from diverse sectors including health organisations, university, local government and community service organisations. Introduction of the new online platform engaged the BRC partners in a fresh way and increased their enthusiasm regarding the evaluation process.

WHIN and the BRC partners have been highly satisfied with the technical skills and expertise provided by INWPCP throughout this complex process.

Shared vision and complementary skill sets

WHIN has done the important ground work of convening the partnership, deciding on shared actions in preventing violence against women and gender equity. They developed a regional evaluation plan and logic model with the BRC partners which defined the scope of the data collection work.

INWPCP contributed their evaluation expertise and technical skills to support data collection. They are also ensuring project standards through supporting an ethics application through DHHS processes and this will have added benefit for the INCEPT 2.0 online interactive evaluation resource.

The two organisations have developed a formal agreement via a Memorandum of Understanding (MOU) that will provide a framework for the collaborative work being undertaken and will enhance sustainability of the project. WHIN and INWPCP have mutually committed funding and resources to support the continuation of this work.

Lessons Learned

The complexities of collective effort and shared measurement at a regional level require innovative and creative thinking. The work requires a specialised and complementary skill set to expedite implementation and evaluation.

Shared data will benefit everyone, including community members

While the community benefits are yet to be seen, an important aspect of this partnership work is that it will build data collection at a regional level which will in turn support planning processes through the identification of gaps in PVAW and GE work. It will create a regional picture and give us much needed local level data, as well as refine and standardise evaluation practice in PVAW and GE.

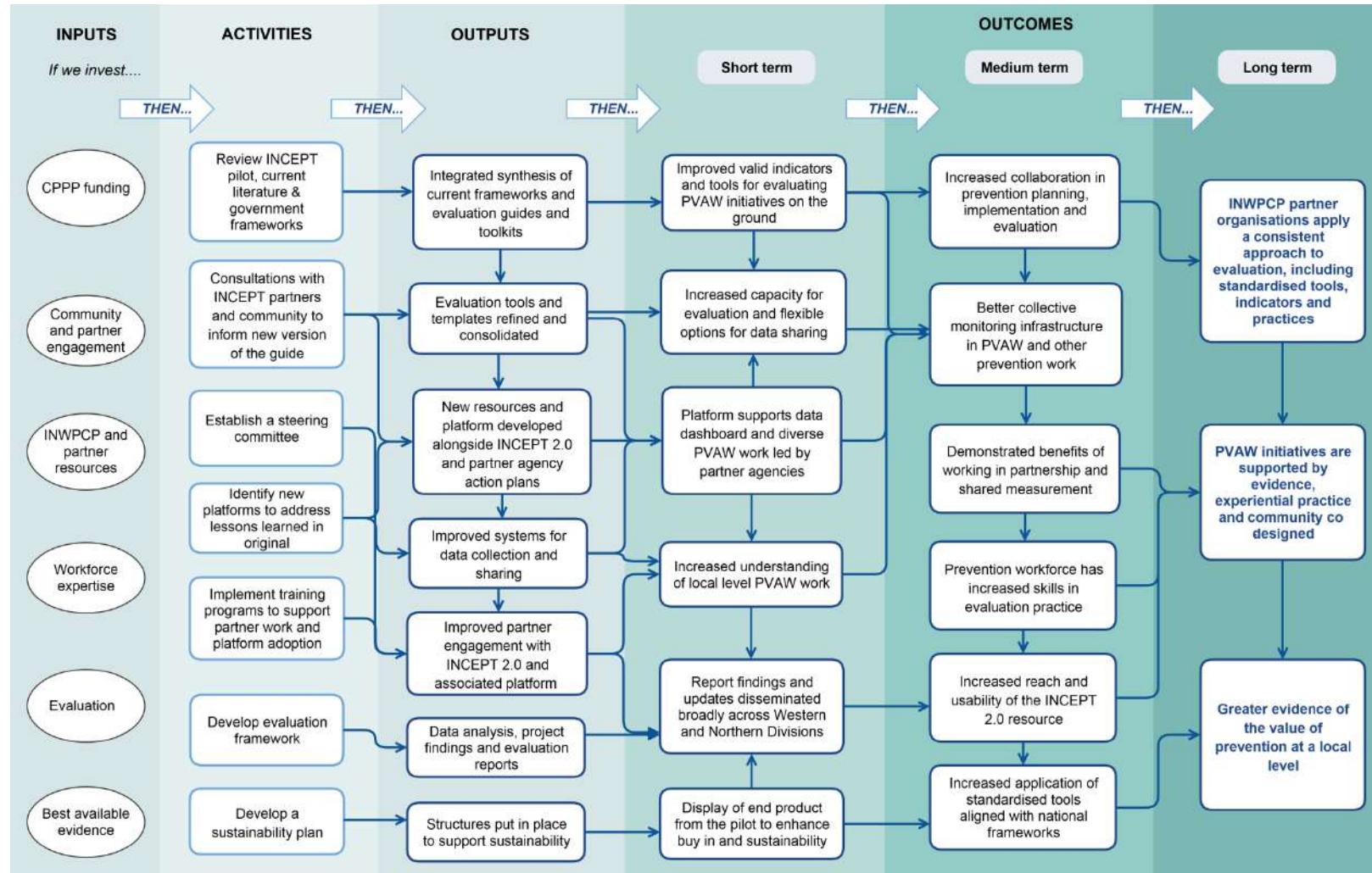
Sharing of aggregate data can also be easily fed back to the BRC partners in a timely fashion which will enhance their understanding of the collective efforts across the region.

Combined with the INCEPT 2.0 online interactive evaluation resource and toolkit, the North will be making strides in future collective evaluation work. This model and design concepts can be both up-scaled and transferred to other regions or priority areas.

Appendix 2: Program logic

The program logic (Figure 1) depicts some key deliverables and outcomes for this phase of INCEPT – which in order to maintain its branding has been called INCEPT 2.0. The program logic outlines the steps involved to achieve key outputs for INCEPT 2.0 project and identifies anticipated short, medium and long term outcomes. The logic model additionally informs the evaluation criteria.

Figure 1: INCEPT 2.0 Program logic



Appendix 3: Evaluation Criteria

The evaluation criteria are informed by the key objectives and deliverables of the project and associated indicators are aligned to each objective in Table 1. Certain evaluation questions and indicators will be influenced by context and settings of projects that consent to participate in INCEPT 2.0.

Evaluation Question	Indicators	Data sources
Objective 1: Review and refine the INCEPT pilot – the guide and related platform		
1. Have the changes to the INCEPT guide made the document more readable and accessible for agencies?	# of consultations with partner agencies # of changes made to guide Steering committee and partner feedback into changes made Feedback from external agencies involved in testing the new guide	- Consultation notes - Partner emails - Qualitative interviews - Number of recommendations implemented - Steering Committee Meeting minutes - Partner & participant survey
2. To what extent have stakeholders/partners/community been engaged in co-designing and testing resources?	# community consultations # diverse settings and population groups captured # additional new data captured # unexpected outcomes # of times resources tested and improved	- Focus group and qualitative interviews - Key informant and workforce expertise - INWPCP internal data - Partner agency data - Working group minutes - Steering Committee meeting minutes
Objective 2: Review PVAW programs into the 2017 – 2021 planning cycle and identify priority populations and settings for PVAW initiatives and projects implemented in 2017/18.		
3. To what extent is INCEPT 2.0 aligned with partner agency projects and strategies (across priority settings and populations)?	# partner consultations to feed into platform design # changes in INCEPT 2.0 that reflect agency initiatives # reference to INCEPT in partner resources (e.g. action plans/evaluation frameworks) % partners / users satisfied with the guide accessibility and readability % partners satisfied that the guide / platform aligns with their PVAW projects / initiatives	- Qualitative interviews - Consultation notes - INCEPT 2.0 final document
Objective 3: Build the evaluation capacity of partner organisations to effectively assess PVAW initiatives across different settings with diverse population groups.		
4. To what extent has INWPCP improved evaluation capacity of partner organisations?	# of Training events # agencies provided support for their project evaluation # unintended outcomes	- Training evaluation surveys - Training evaluation documents - Partner data

	# expressed demand for evaluation support (not provided) % partners satisfied with training % partners reported improved skills and understanding on evaluating PVAW	<ul style="list-style-type: none"> - Qualitative interviews/Focus group discussions
Objective 4: Develop and test data dashboards to enable a method of collectively monitoring the outcomes of PVAW initiatives		
5. To what extent has INWPCP developed a platform to collectively monitor the outcome of PVAW initiatives (online platform/ data dashboard or other)?	# or % partner agencies working on data dashboards # of limitations identified with data dashboard in specific settings or target groups # and type of support provided by INWPCP to partner agencies	<ul style="list-style-type: none"> - INWPCP internal data - INCEPT platform data - Partner agency data
6. Have the changes made to the original INCEPT online platform enhanced ease of utilisation?	# of organisations/individuals involved in INCEPT 2.0 # of organisations/individuals attending support training # agencies adopting the platform across other project areas % partners / users satisfied with the guide's accessibility and readability % partners utilising guide / platform for project evaluation	<ul style="list-style-type: none"> - Consultation notes - Meeting minutes - Qualitative interviews/focus group discussions - Email communication - Training evaluation surveys - Other INCEPT platform related data
Objective 5: Develop an evaluation guide that can be applied across broad settings with diverse community groups.		
The evaluation criteria for this objective are incorporated into Objective 1.		
Additional criteria: Lessons Learned and Sustainability considerations		
7. What lessons have been learned during the INCEPT 2.0 project?	# lessons learned Relevant un expected outcomes Risk mitigation strategies implemented	<ul style="list-style-type: none"> - Partner qualitative interviews - INWPCP internal data - Partner surveys - INCEPT platform data
8. To what extent have partners engaged in INCEPT 2.0?	# of agencies using the online platform # of agencies stating they would recommend the platform to others # agencies committed to ongoing support of the guide and platform # of agencies interested from other divisions/LGAs % partners satisfied with guide / platform % partners with improved knowledge of evaluation methods	<ul style="list-style-type: none"> - Partner qualitative interviews - INWPCP internal data - Partner surveys - INCEPT platform data

9. What barriers, enablers and unintended outcomes have been identified throughout the project?	# of unintended outcomes # barriers identified # enablers identified	– Partner qualitative interviews – INWPCP internal data – Partner surveys – INCEPT platform data
10. To what extent is INCEPT 2.0 aligned with the current frameworks and evidence base?	# of papers/government frameworks reviewed # and type of research gaps identified relevant to target groups and/or settings # and type of new data generated during INCEPT 2.0 (long term outcome)	– Review table – Consultation notes – INCEPT Platform data
11. To what extent is the initiative sustainable?	Ongoing commitment and support by partner agencies % partners who have agreed to use guide and platform for evaluation in the long term	– Partner qualitative interviews – INWPCP internal data – INWPCP ongoing monitoring and evaluation

Appendix 4: Project Overview

