Supporting Complex Issues with Research and Evaluation

The Campaign for Action on Family Violence

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MINISTRY OF
SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora

Overview

- Background on the Campaign for Action on Family Violence

- Complexity and evaluation – a suitable R&E approach

- The "Community Study" as a case

- When would you use such an approach and why?

- Lessons learnt

Background on the Campaign for Action on Family Violence

- The Taskforce for Action on Violence within Families

- Campaign began in 2006

- Multi-layered integrated social marketing approach

Background on the Campaign for Action on Family Violence

- The **goal** of the Campaign is to reduce society's tolerance of family violence and change people's damaging behaviour within families.

- The **outcomes** the Campaign seeks to achieve are that:

  - people are motivated and supported to seek help and/or change their violent behaviours

  - influencers are motivated and supported to encourage people to change their behaviours

  - communities are providing an environment where family violence is not tolerated and people feel safe in their homes

  - society no longer accepts family violence

  - the incidence of family violence is reduced in the long term.

What makes the Campaign Complex?

Defining characteristics

- **Directed at a whole system** (individuals, families / whanau, communities, wider society)

- **Mechanisms for intervention are open** (eg. providing resources, enabling capacity, delivering 'a programme' or combinations there-of)

- **Non-prescriptive and emergent** processes and outcomes

- **Learning as you go**

- *Not the only intervention in the system*

The "Community Study" - influenc<u>ers</u>
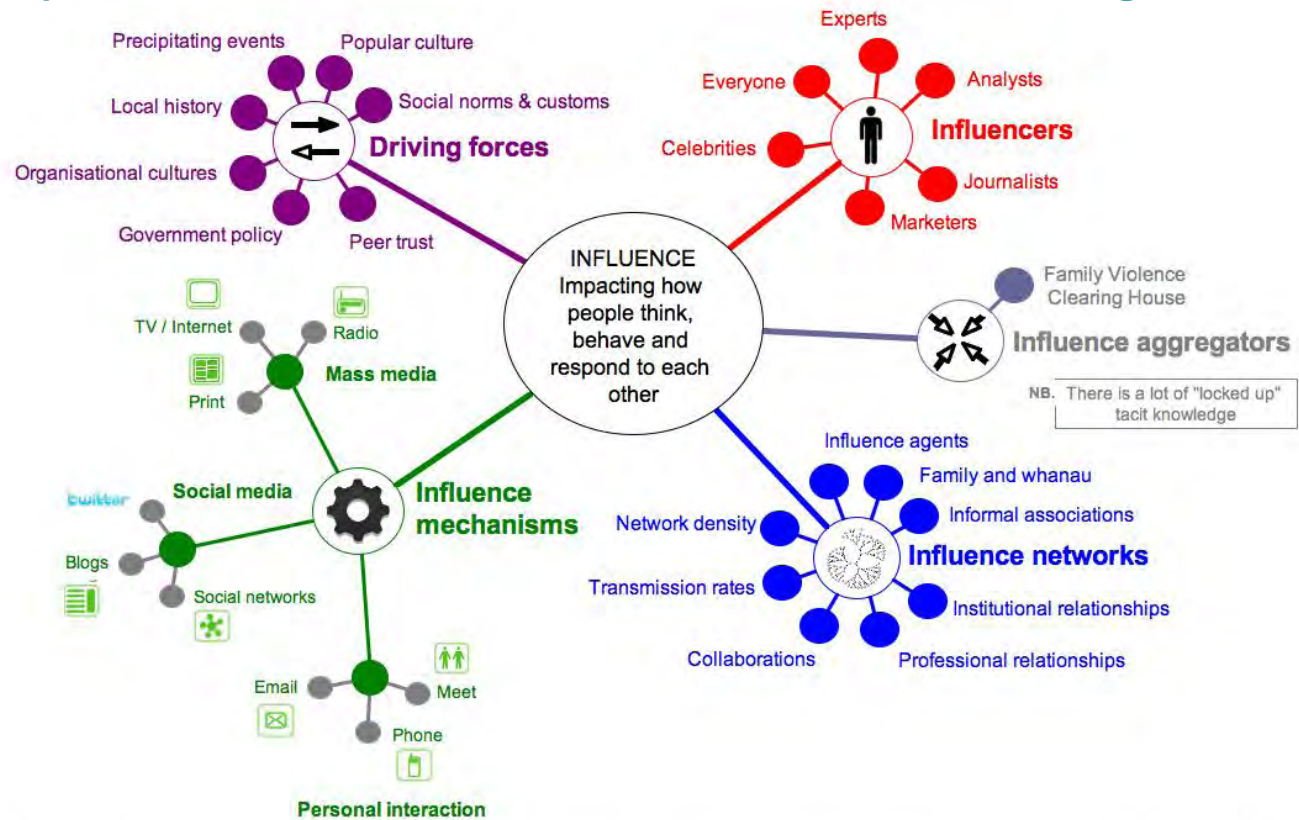
Persons and relationships are critical to influence, & understanding influence

The "Community Study" - influen<u>ces</u>

Persons, relationships, and mechanisms are critical to influence, & understanding influence

What and how would we find out?

Capturing and noticing the change - tapping networks and influencers

Domains of change	Observable dimensions of change		
1. Individual /whanau	Talk or conversation	Help-seeking Help-giving (intervening)	Safety & resilience
2. Institutional	Service demand	Service adaptation & development	Practices & procedures
3. Community	Discourse	Service provision	Organising Initiatives or programmes
4. Government	Operational policies & procedures	Practices	

What is happening and why is it important?

… drawing loosely on Bronfenbrenners social ecology model

Complexity and Evaluation – a Comprehensive R&E Approach

'Measuring the System'

- Formative Research

- Concept Testing

- Reach and Retention

- Attitudes Survey

- **Community Study**

http://www.msd.govt.nz/about-msd-and-our-work/publications-resources/index.html

The "Community Study" – Complexity and Evaluation Collide

Community Study Components

- **Research carried out by the community**

  - Christchurch, Porirua, Te Tairawhiti (Gisborne) and Waitakere

- **Method**

  - Purposive sample

  - Community profiling

  - Telephone survey – mapping

  - Intercept interviews

  - Case studies – most significant change stories

The Campaign viewed through a 'distributed network & influence diagram'

Country-wide

The Campaign viewed through a 'distributed network & influence diagram'

Country-wide > local settings

Operational policy
- funding, procedures and programmes directed at prevention

Local context

Instigate POL 400 process

Extra resources into FVP

DHBs put extra resources into FVP

CYF establish "Everyday Communities" "Everyday Theatre"

POLICE

HEALTH & DHB

MSD

Public health FVP campaigns

FAC establish Te Rito Collaboratives

DHB's introduce FV screening

Campaign for Action on Family Violence

Work & Income introduce FVIP

Families Commission

High profile family violence cases, pre-Campaign

Porirua City Council / Mayor respond - event under canopies

Specialist family violence Police Coordinator introduced in Mana

DHB family violence specialists positions established

Porirua Te Rito Collaborative

Work and Income DV coordinator established in Porirua

Work and Income Integrated Response Coordinator

Advocates for Child and Youth Witnesses of FV appointed

COMMUNITY AGENCIES such as Women's Refuge and Kapiti Stopping Violence Services

Its not OK Television advertisements

The Campaign viewed through a 'distributed network - influence diagram'
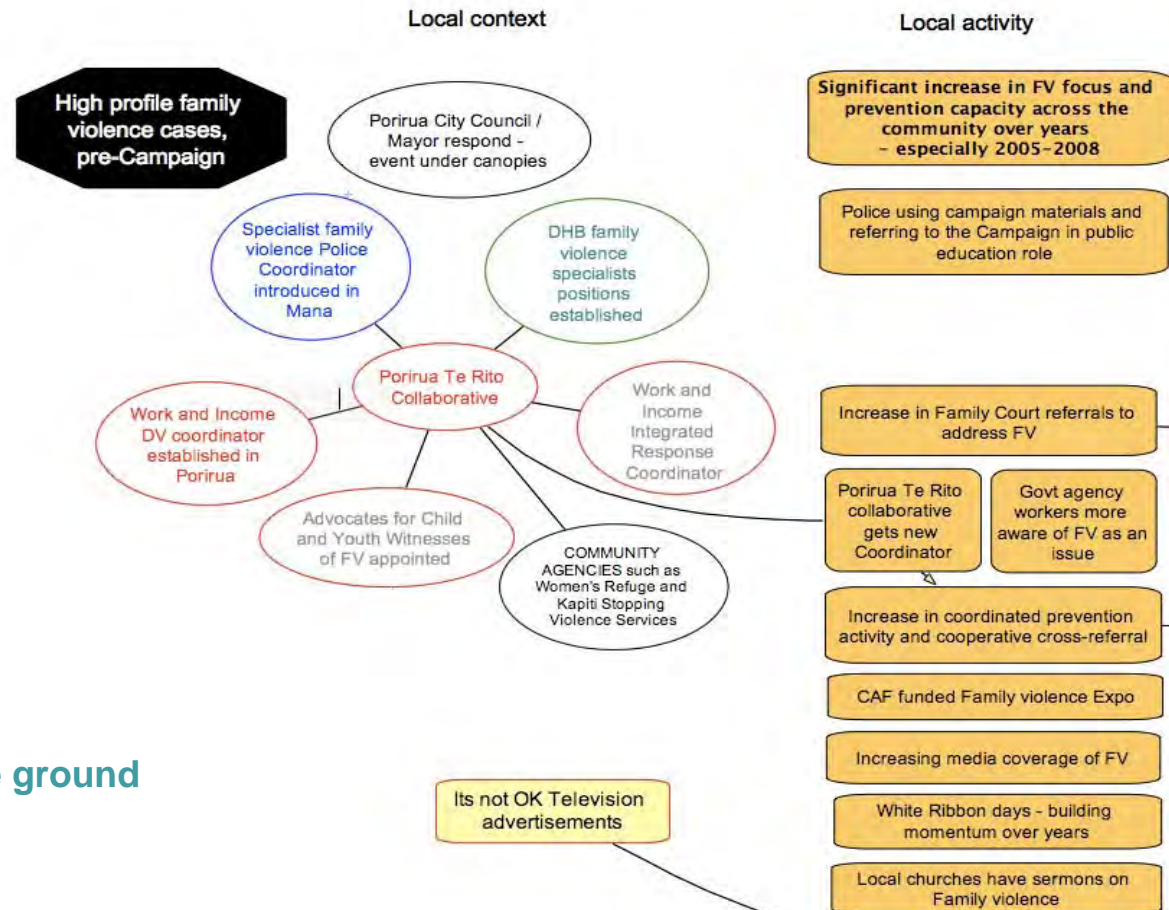
In Porirua

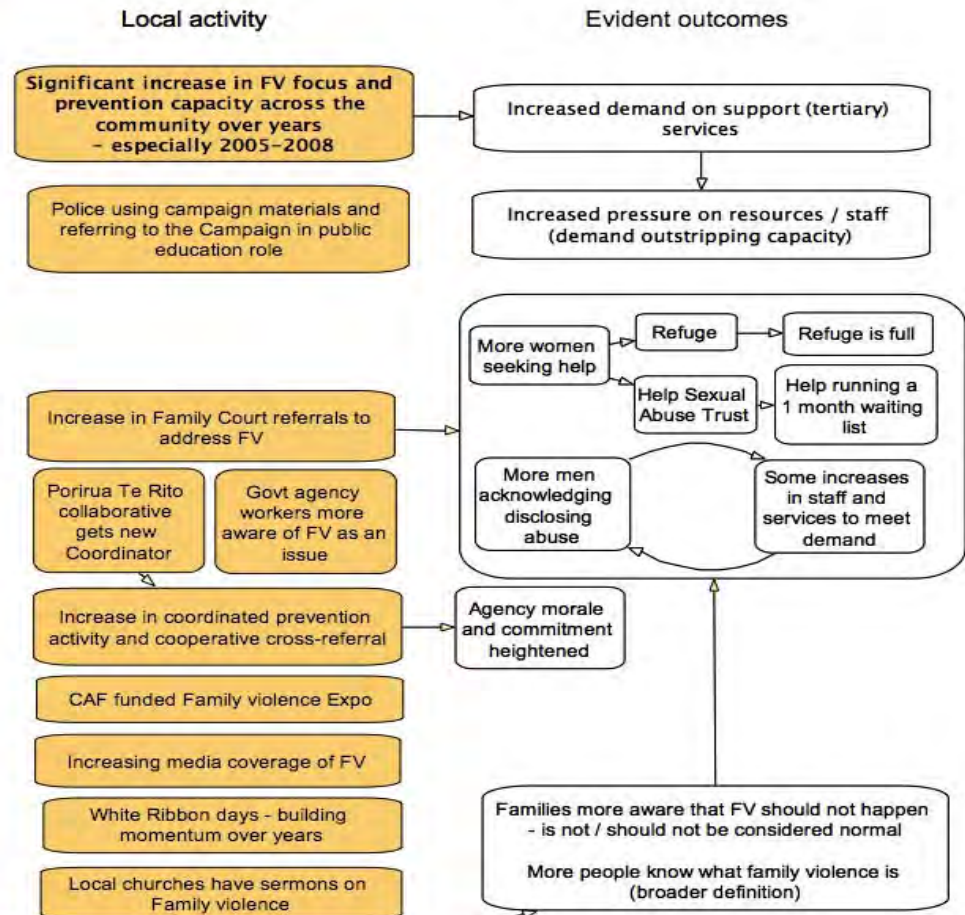**Local context**

Local activity

High profile family violence cases, pre-Campaign

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COMMUNITY AGENCIES such as Women's Refuge and Kapiti Stopping Violence Services

Significant increase in FV focus and prevention capacity across the community over years – especially 2005–2008

Police using campaign materials and referring to the Campaign in public education role

Increase in Family Court referrals to address FV

Porirua Te Rito collaborative gets new Coordinator

Govt agency workers more aware of FV as an issue

Increase in coordinated prevention activity and cooperative cross-referral

CAF funded Family violence Expo

Increasing media coverage of FV

Its not OK Television advertisements

White Ribbon days - building momentum over years

Local churches have sermons on Family violence

- what happens on the ground

The Campaign viewed through a 'distributed network - influence diagram'

In Porirua

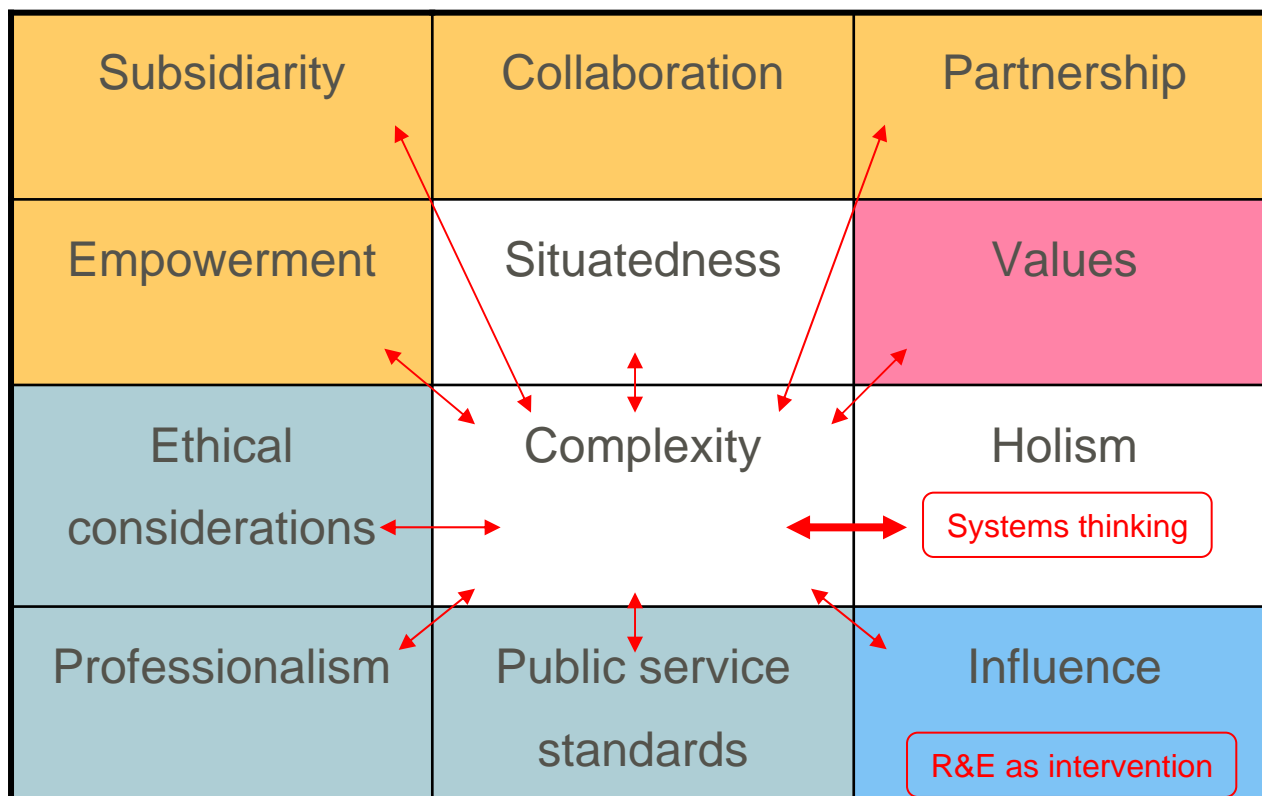| Local activity	Evident outcomes

Significant increase in FV focus and prevention capacity across the community over years – especially 2005–2008 → Increased demand on support (tertiary) services

↓

Increased pressure on resources / staff (demand outstripping capacity)

Police using campaign materials and referring to the Campaign in public education role

More women seeking help → Refuge → Refuge is full

Help Sexual Abuse Trust → Help running a 1 month waiting list

Increase in Family Court referrals to address FV →

More men acknowledging disclosing abuse

Some increases in staff and services to meet demand

Porirua Te Rito collaborative gets new Coordinator

Govt agency workers more aware of FV as an issue

Increase in coordinated prevention activity and cooperative cross-referral → Agency morale and commitment heightened

CAF funded Family violence Expo

Increasing media coverage of FV

- beginning to make sense of things

Its not OK Television advertisements

White Ribbon days - building momentum over years

Local churches have sermons on Family violence

Families more aware that FV should not happen - is not / should not be considered normal

More people know what family violence is (broader definition)

The "Community Study" principles

An emerging framework for guiding our behaviour / praxis*

Subsidiarity	Collaboration	Partnership
Empowerment	Situatedness	Values
Ethical considerations	Complexity	Holism Systems thinking
Professionalism	Public service standards	Influence R&E as intervention

The "Community Study" - upside

Lessons Learnt

On the Upside…

- Government-community partnership approach really appreciated

- Local use – "'research' can make a real difference"

- Provided unusual insight into complex systems

- Evidence of accumulated improvement – service delivery systems (more comprehensive/better functioning) and familiarity with prevention messages

- Inherently motivating / rewarding way to work

- Template for future R&E designs – approach considered very worthwhile

The "Community Study" - challenges

Lessons Learnt

On the downside - some challenges

- Some communities not willing

- Risk of local group capture

- Erosion of common data standards due to big differences in community preferences

- Time and resource intensive

- Hidden effects

- People move on, relationships change and so do the "shape of possibilities"

The Community Study findings

What the Campaign achieved

- Raised awareness

- Increased discussion

- Prompted action

- Widespread support for the Campaign

FAMILY VIOLENCE IT'S NOT OK! IT IS OK TO ASK FOR HELP

SUPPORTING VIOLENCE FREE COROMANDEL • HAURAKI

0800 456 450
www.areyouok.org.nz

NEWS

Violent men find it's OK to seek help

By NEILL GORDON

Say "NO" to Family Violence It's NOT okay

The "Community Study" - principles …

How they actually play out

Subsidiarity	Collaboration	Partnership
• Locality selection with national family violence prevention NGO consortium • Local level governance with Family Violence Prevention Collaboratives	• Work with pre-existing collaboratives • Collaboratives are networks of networks • Collaboratives identified their people for the role of community researcher	• Partnership negotiations were undertaken with iwi / Maori organisations • Waitakere research was led by a Maori development organisation applying a kaupapa Maori methodology
Empowerment	**Situatedness**	**Values / Ethics**
• Emphasis on facilitative role of community researcher • Development and support of community researcher • Local determination on final research approach and methods, including (ethics) • Local value - research outputs benefit local people first and foremost	• Local story-telling, meaning-making and applied learning • Useful to other communities through analogy • Different approaches reflect 'localisation'	• Identify divergent values and perspectives • Undertake a value plural analysis of themes and issues • Local consideration of risks and mitigations • Veto power over method selection and standards setting sits with the community

Summary – Complex Issue, Complex R&E Approach

Reflection – checking to see if the community study has been influential in its own right?

Levels and Mechanisms of Evaluation Influence

Individual Attitudes and Behaviors	Interpersonal Behaviors	Collective Action (Public & Private Organizations)
Attitude Change	Justification	Agenda Setting
Salience/ Importance	Persuasion ?	Policy/Change
Elaboration	Change Agent ?	Policy-oriented Learning ?
Priming	Social Norms	Diffusion
Skill Acquisition	Minority Group Influence ?	
Behavior Change		
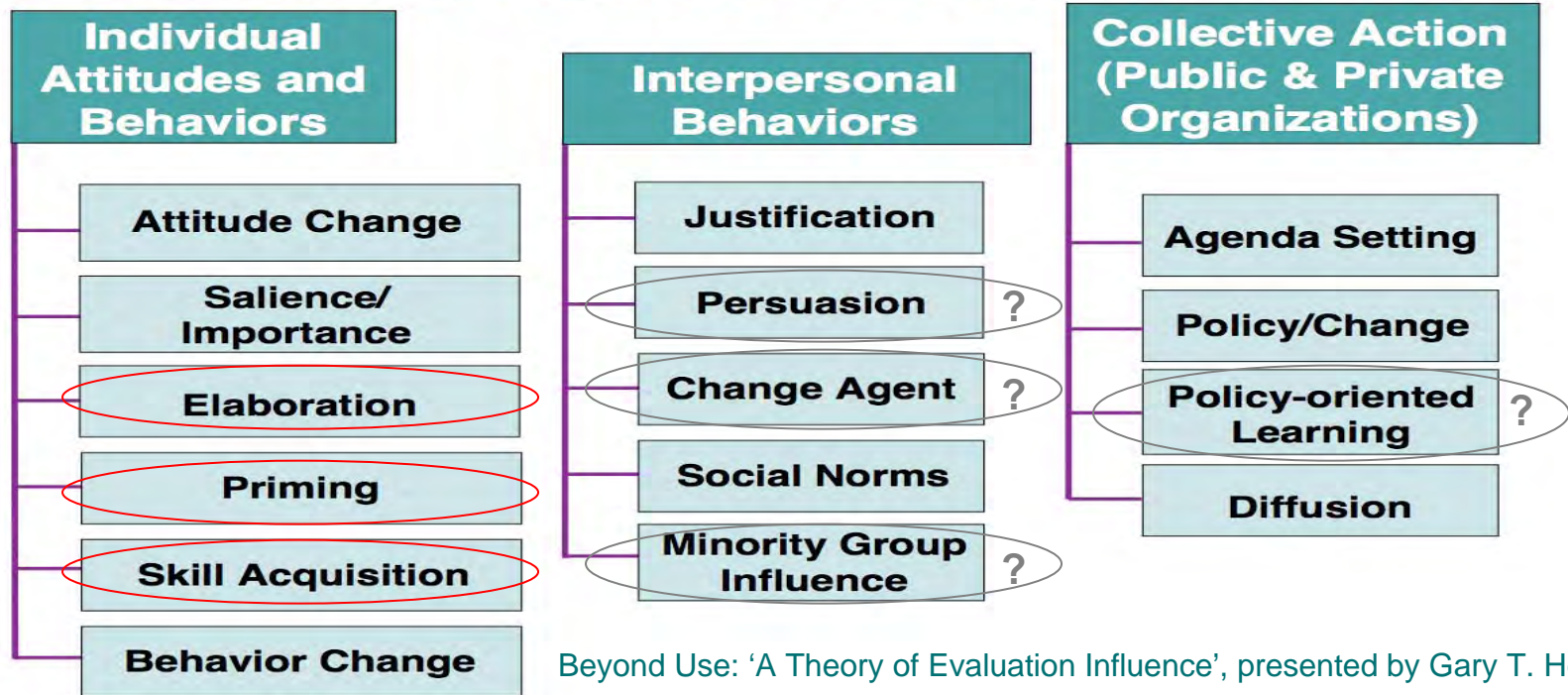
Beyond Use: 'A Theory of Evaluation Influence', presented by Gary T. Henry