

# Evaluating a regional partnership

Preventing Violence Together

Louise Falconer

# Who we are

## PREVENTING VIOLENCE TOGETHER

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Western Region Strategy to  
Prevent Violence Against Women



# Who we are

- Local councils - Brimbank, Melton, Melbourne
- Community health
- Victoria University
- Western Bulldogs
- City West Water



# Shared vision



‘Women and girls across Melbourne’s west live free from violence and discrimination and have equal status, rights, opportunities, representation and respect.’



# Goal of our evaluation framework

“Understand the collective impact of PVT partnership on redressing the drivers of men’s violence against women.”



# Co-designing a shared measurement system



# Our strategy

## Preventing Violence Together

### OUR THEORY OF CHANGE

### OUR VISION

Women and girls across Melbourne's west live free from violence and discrimination and have equal status, rights, opportunities, representation and respect.

#### OUTCOMES

The long-term change we will achieve

The community rejects violence against women

Women experience greater equality in the workplace

Positive, equal, gender equitable and respectful relationships are promoted and lived experiences

Rigid gender roles, stereotypes and expectations are eliminated

Women are leaders and decision makers within community and civic life

Men and boys actively challenge attitudes and behaviours that enable violence towards women

#### OUR STRATEGIES

How we will support transformational change across individual, community, institutional and societal levels



Eliminate the norms, practices and structures that condone men's violence against women.



Challenge stereotypes of masculinity and femininity, e.g. encouraging women to engage in organised sport.



Promote and support opportunities for women's decision-making and independence.



Promote and support opportunities for women to engage in leadership roles in business and community.



Strengthen and promote positive, equal, gender-equitable, respectful relationships.



Eliminate the norms and practices emphasising aggression and disrespect towards women.

#### KEY DRIVERS

Factors associated with high levels of violence against women

Condoning of Violence

Rigid Gender Roles

Men's Control of Decision-Making

Male Peer Relationships

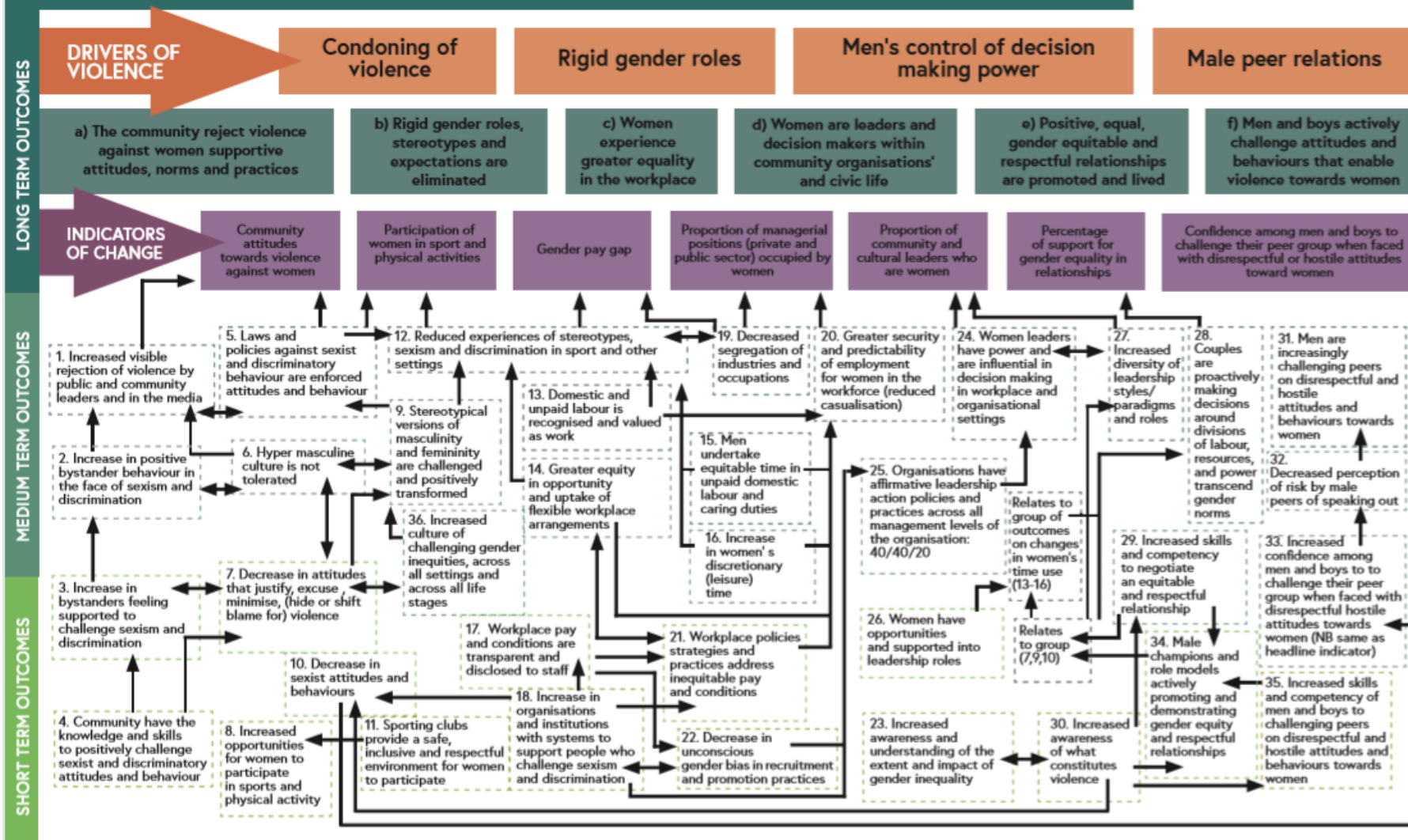
GENDER INEQUALITY





# Theory of change

**PVT VISION: Women and girls across Melbourne's west live free from violence and discrimination and have equal status, rights, opportunities, representation and respect.**





# Theory of change



# SMS phase one 2018

## 16 DAYS ACTIVIST CHALLENGE

AN INITIATIVE OF WOMEN'S HEALTH WEST  
& PREVENTING VIOLENCE TOGETHER



# SMS phase one 2018



## **16 DAYS ACTIVIST CHALLENGE**

AN INITIATIVE OF WOMEN'S HEALTH WEST  
& PREVENTING VIOLENCE TOGETHER

Mutually reinforcing activities:

1. Online campaign
2. Community forum
3. Theatre performance
4. Community walk



# SMS phase one 2018

## 16 DAYS ACTIVIST CHALLENGE

AN INITIATIVE OF WOMEN'S HEALTH WEST  
& PREVENTING VIOLENCE TOGETHER



# What helped us

- Great response rate for quant and qual
- Baseline data we can use this year
- Participating partners found it easy
- Positive results re challenging sexism



# What hindered us

- High attrition from partners (6/9 dropped out from the pilot)
- Partners found the wording of some questions difficult
- Difficulty analysing qualitative data





# SMS phase two 2019

## 16 DAYS ACTIVIST CHALLENGE

AN INITIATIVE OF WOMEN'S HEALTH WEST  
& PREVENTING VIOLENCE TOGETHER



# Reflections...

## Vagaries of a partnership



# Reflections...



# Reflections...

## Prioritisation



# Next steps

- Phase 2 testing of shared measurement system
- Developmental evaluation of partnership's health
- Shared measurement system will measure all mutually reinforcing activities from 2020





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