



Shifting power in evaluation through community-led storytelling

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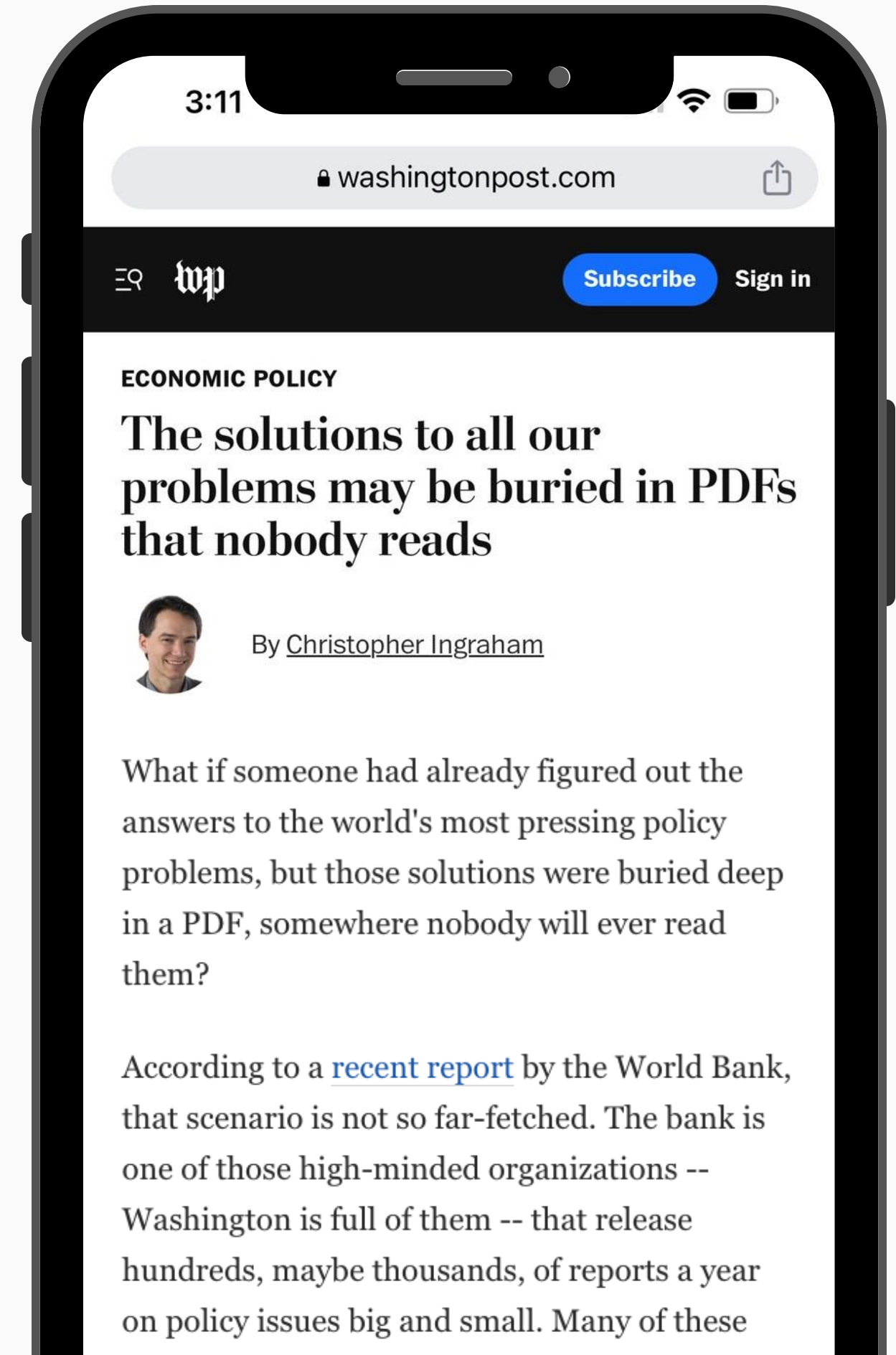
THE story BOXES

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"Nobody is reading your PDFs"

The World

Bank

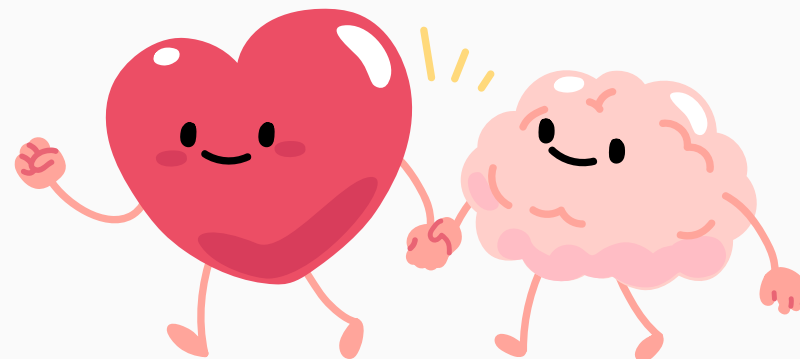


Attention during **Distress**

Care, Connection, **Empathy**

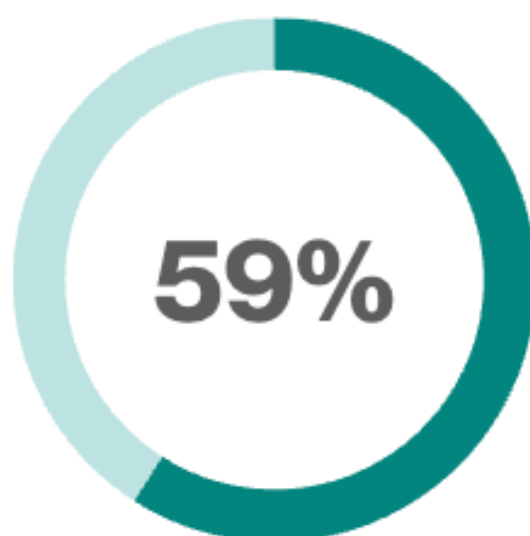
Cortisol + Oxytocin

Neurochemistry

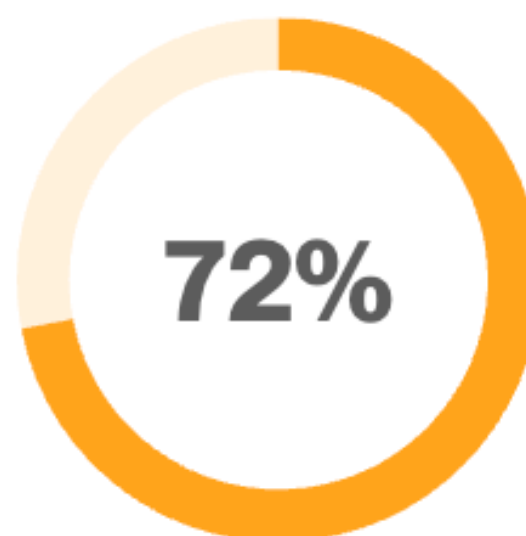


\$1,650

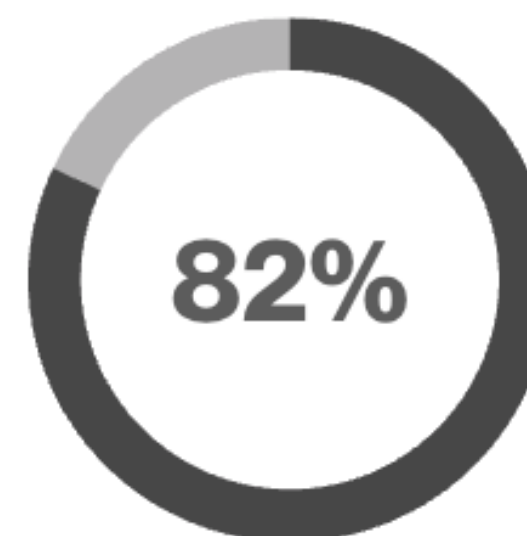
1 picture = 1000 words; **1 minute of video = 1.8M words**



Executives prefer video
than reading text



Would rather learn by
way of video



Of all internet traffic
is video

Equity-focused, culturally responsive evaluation
relies on communities sharing their lived
experiences in meaningful ways.



From the date of collection to the review and response time = **6**

months

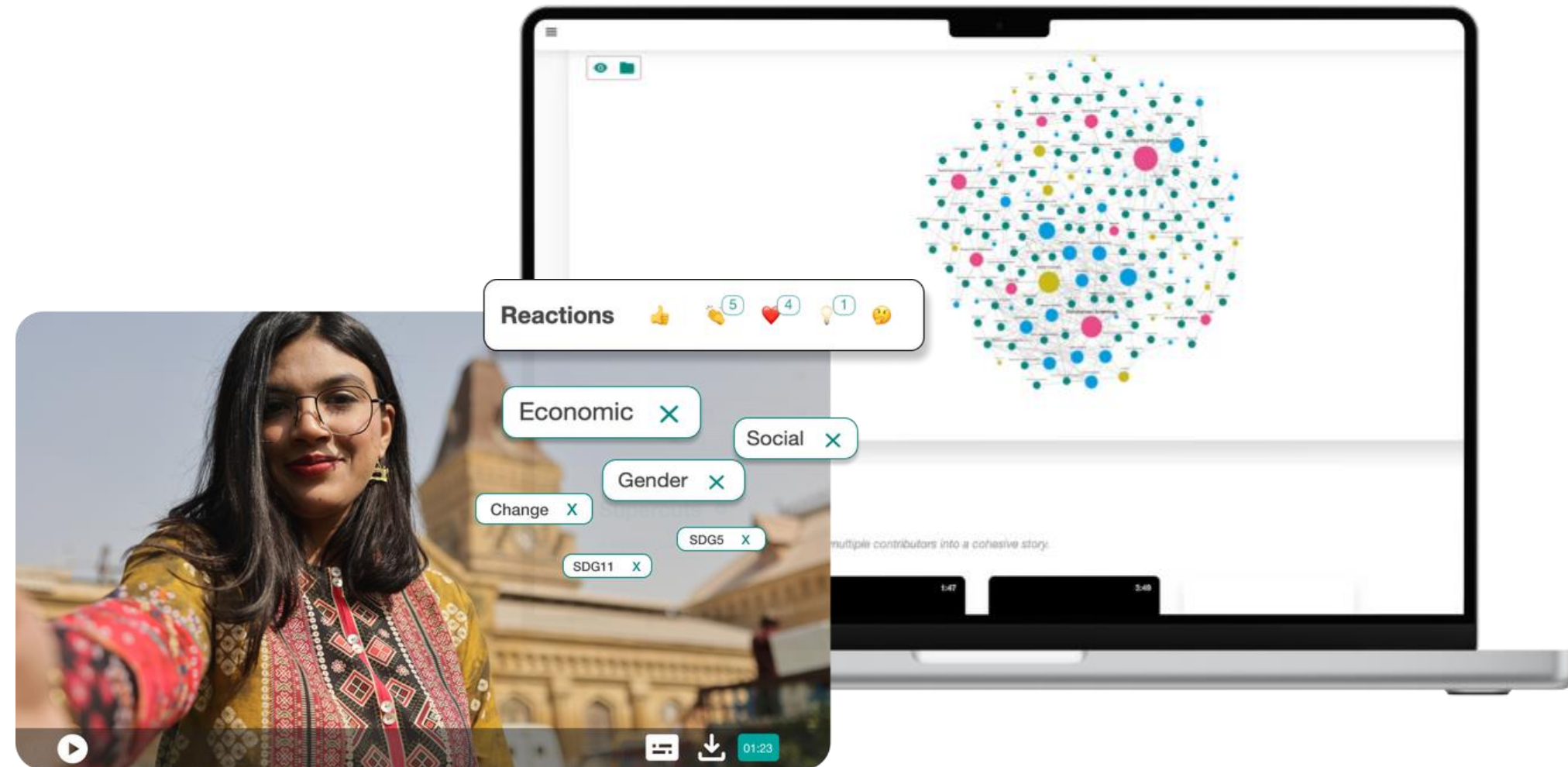
70% stories unable to be used or **consent**

misplaced

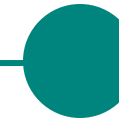
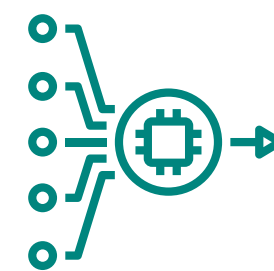
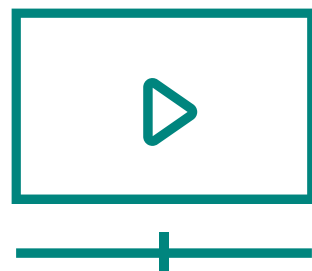
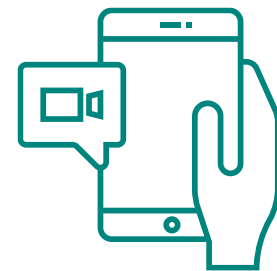
Data changes hands 5

times

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Invite

Collect

Watch

Learn

Summarize

Inform

Enabled by technology

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Innovating and adapting trusted methods



What changes?

What remains the same?



THE
**SOCIAL
POLICY
GROUP**

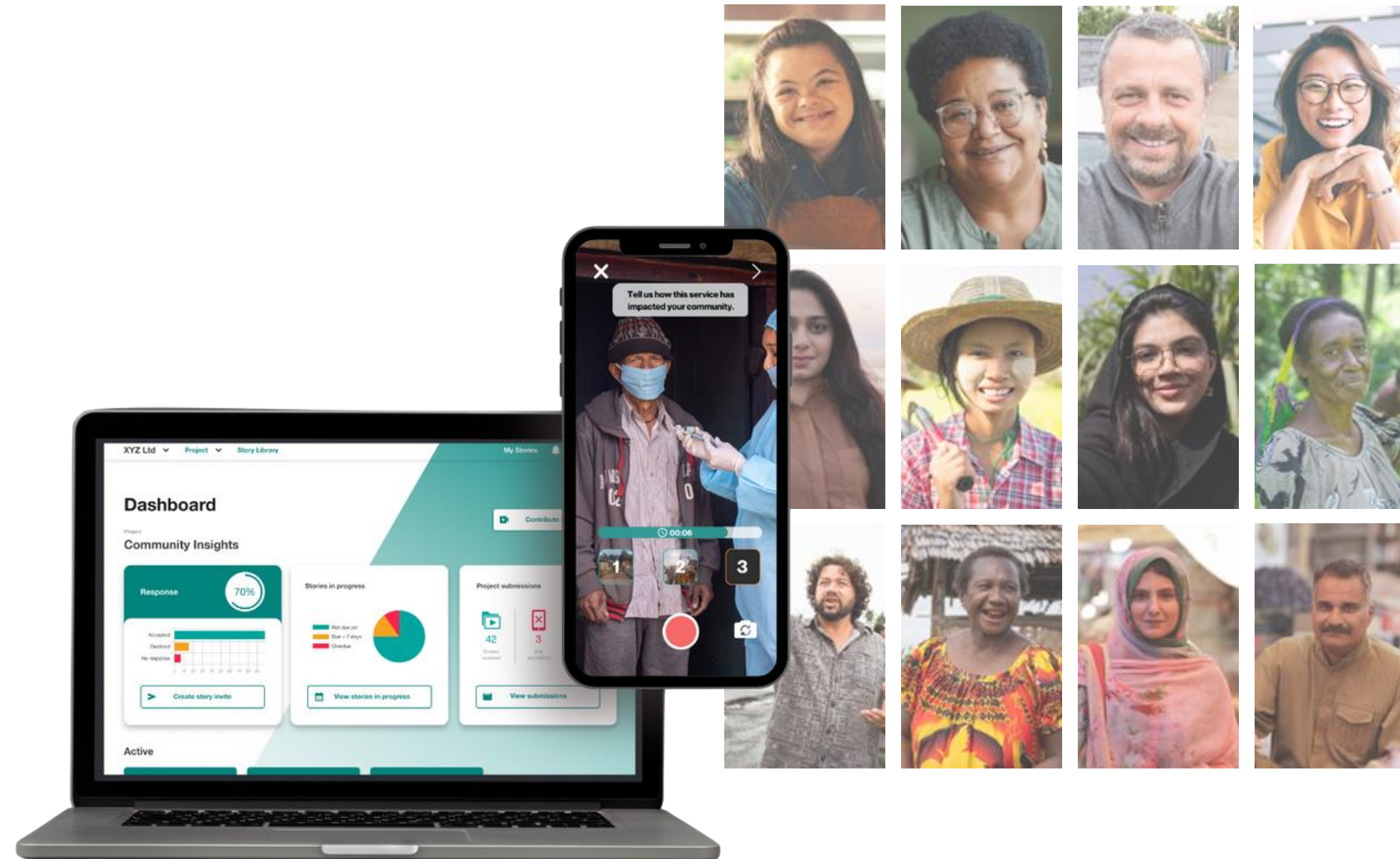
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We strive to make Australia's policies and systems better serve the diverse people and communities of Australia.



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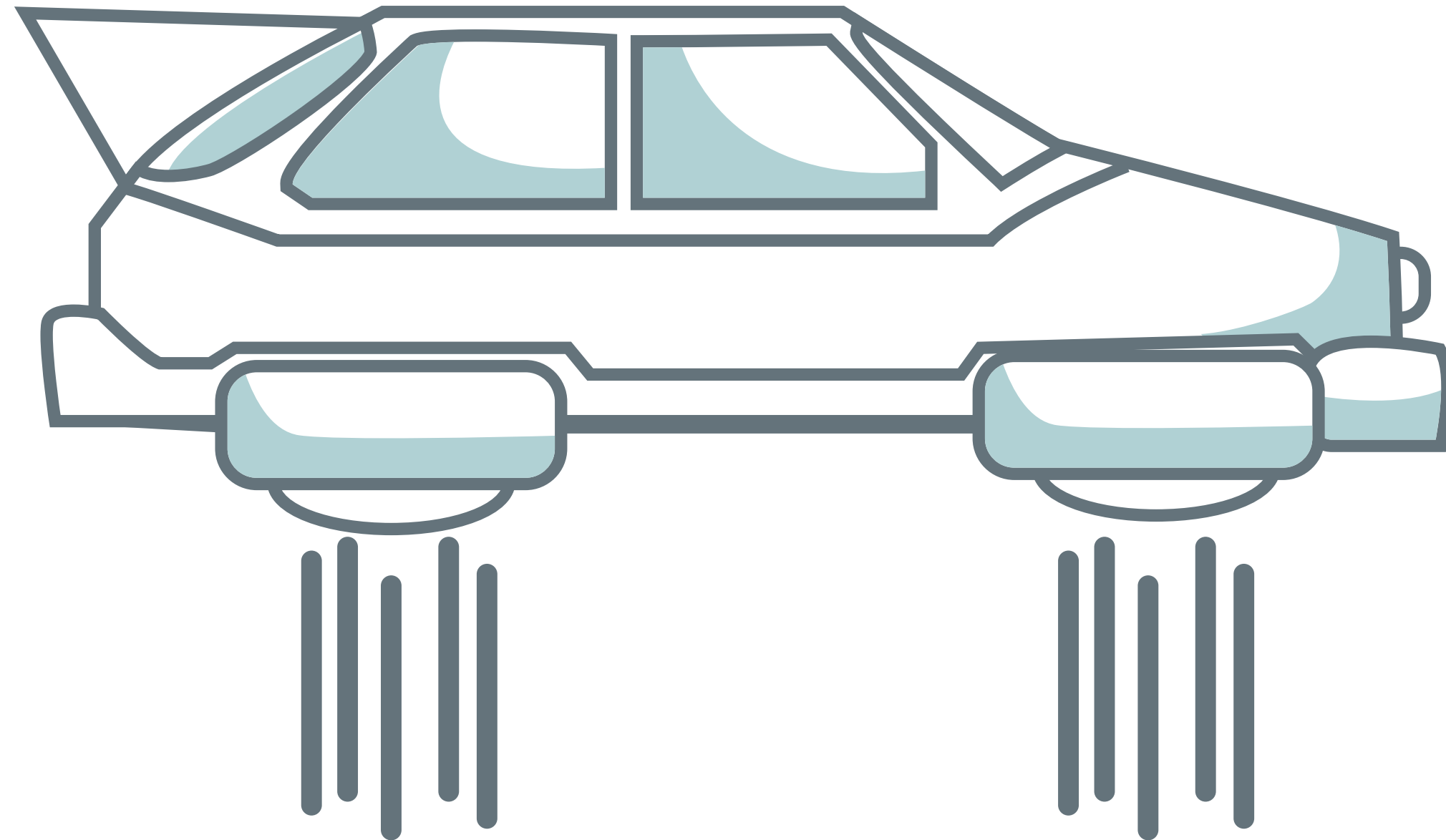


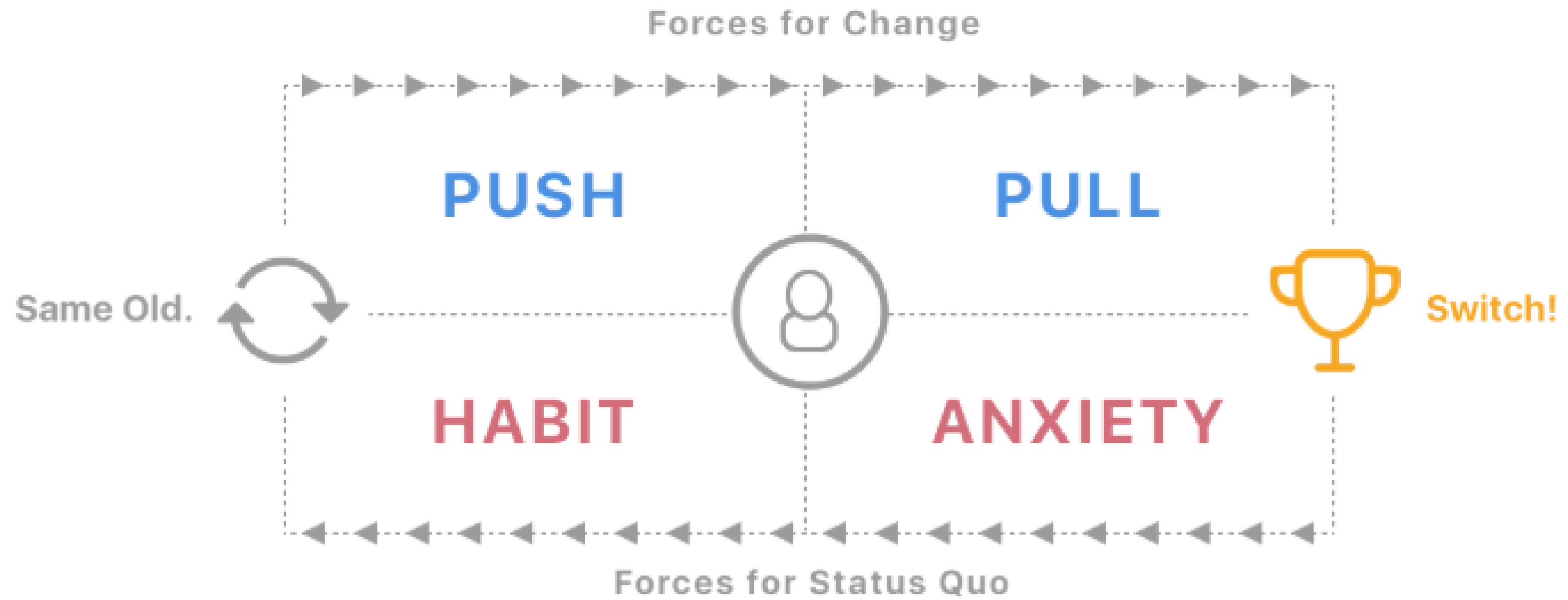
**“I feel the projects
come off the page.
It’s so so powerful.”**

CEO, The Social Policy
Group



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Thank
you

A stylized, handwritten signature in black ink, which appears to read "Sarah Mak".

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