

A quick guide for grantees on the '16 Days initiative' evaluation

Overview

The *Respect Women: 'Call It Out' 16 Days initiative* funded by Respect Victoria is being evaluated by independent consultants, Effective Change, who have been engaged by the MAV. A statewide evaluation report will be provided to the MAV and Respect Victoria in February 2021 and a summary evaluation report with case studies will be publicly available in March 2021.

Purpose

The purpose of the evaluation is to:

- account for and acquit the funding
- document and collate actions across the state and the reach and diversity of participation
- learn about 'what works' and how future initiatives can learn from this
- collect and document evidence about community-wide impacts.

Collecting feedback about the '16 Days initiative' from grantees

- There will be one electronic survey distributed to all grantees (councils and NGOs) by 3 December, with one question on acquittal of funds and further questions to assess the process and outcomes of the initiative. Participating in the survey is a condition of receiving the grant.
- The electronic survey will be similar to the survey in 2019, with a combination of short answers and 'tick a box' options.
- Grantees will receive the survey link and a blank PDF version of the survey (so you can review the questions offline, plan your responses and collate data before completing the survey online).
- Keep a record or notes of your observations throughout the 16 Days while the information is fresh in your mind if possible. This can be a great help later on when you are completing the survey.
- If you would like a copy of last year's survey, you can contact MAV and they will arrange for Effective Change to forward it to you.
- Interviews will be held across December 2020 and January 2021 with a sample of participating councils and NGOs, and with a range of other key informants, including Respect Victoria and MAV.

About the survey

The survey is in four sections. The table below shows the information required for each section to help you plan and prepare for the survey.

Section 1: '16 ways to get involved'	The questions about events and activities are aligned with the '16 ways to get involved' in the 16 Days toolkit (pp. 12 – 13) plus an 'other' category.
How many events and activities?	Events, activities, training sessions and initiatives: <ul style="list-style-type: none">- Think about how you can report on levels of participation (or attendance for any events) e.g. through online booking systems. Note post-event feedback from participants.
What type of events and activities took place?	<ul style="list-style-type: none">- Record actions taken to ensure accessibility and wide participation
Where did they take place?	Social media: <ul style="list-style-type: none">- Work with your Communications team to keep a record of posts, levels of engagement and sharing. Note online backlash and the responses from community members or Communications.
How many people participated? What was the 'reach'?	Library activities and events: <ul style="list-style-type: none">- Seek feedback from the library on levels of community engagement with book displays, borrowing of books and distribution of bookmarks
How was the '16 Days' advertised and promoted in the community?	Engagement with community leaders and diverse communities: <ul style="list-style-type: none">- Note the range of community leaders and communities you work with, and the actions taken through the initiative to engage and include everyone in the 16 Days

If your actions aren't listed on the '16 ways', there is an 'other' category. Please record similar information as above for 'other' activities.

Section 2: Delivering the '16 Days' initiative	<p>This section asks about:</p> <ul style="list-style-type: none"> - use of resources and collateral and how useful these were - whether you used or created other collateral - support provided by MAV, Respect Victoria or in-house support and how useful the support was <p>This section includes the compulsory question on use of the \$2,500 grant. As this acquits the grant, this question must be answered. The survey includes a list of expenditure categories, such as materials (hire, purchase, printing), engaging a trainer, advertising, competition prizes and so on. You can select as many as appropriate. The exact spend on each category is not required.</p> <p>You will also be asked to estimate:</p> <ul style="list-style-type: none"> - the proportion of the total cost of activities covered by the grant (eg.100%, 50%) - time spent on the 16 Days initiative by the project officer/key staff member, and if possible other staff or volunteers.
Section 3: Partnerships, collaboration and engagement	<p>This section asks about:</p> <ul style="list-style-type: none"> - internal partnerships - partnership and collaboration with external networks, government departments, organisations, business and community groups - involvement of key community leaders and figures, such as politicians, Councillors, CEOs, faith and sport leaders <p>It includes questions about your reflections on:</p> <ul style="list-style-type: none"> - partnerships and their contribution to the 16 Days initiative - how the 'Respect is...' theme resonated with the community and within your workplace.
Section 4: Reflections	<p>The final section asks for short answers on your overall reflections. This will cover topics such as what worked well, improvements, comparison with 2019 and impacts of COVID-19. It also asks you to provide examples of the impacts you observed. These snapshots are critical to understanding how the initiative has aided in bringing about change for the prevention of violence against women and family violence in your community and organisation.</p>
Photos and media reports	<p>Please collect and send through to MAV 16 Days:</p> <ul style="list-style-type: none"> - good quality photos of events, activities and actions (ensure that you have informed consent to share the photos). This could include photos of council buildings lit up in orange, staff wearing orange, banners in the community and so on. - local media reports.

After the 16 Days

Debrief with your team, partners	<p>Before completing the survey, debrief with team members and partner organisations in order to provide collective reflections on:</p> <ul style="list-style-type: none"> - What worked well with our (events/actions)? - What could have worked better or been improved? - What surprised you? - From observations or feedback received – the most important impacts of the 16 Days initiative.
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Save the survey dates!

The survey link will be sent on: 3 December 2020
 Return by: 18 December 2020

Please allocate time at this busy time of the year to complete the survey.