



MONITORING & EVALUATION FRAMEWORK

2015-2017

A society free from social violence

Our Monitoring & Evaluation Framework

Step Back Think's vision is of a society free from social violence. However, we know that there is a long way to go before this is a reality.

This Monitoring and Evaluation Framework outlines the outcomes we hope to achieve and the targets and measures of success that will indicate our progress towards reaching our goals.

The Step Back Think Monitoring and Evaluation Framework consists of:

- Step Back Think's overarching program logic model for achieving our vision
- A program logic model for each of our three pillars
- A monitoring and evaluation framework for each of the three pillars

The complexity of primary prevention of violence

Violence is a learned behaviour and the factors that influence individuals to make violent choices are complex and multi-dimensional.

To prevent social violence we need to address violence supportive attitudes and norms and to challenge antisocial behaviour. This requires targeted and collaborative interventions at the individual, family and community level.

We know that we can't accomplish this change on our own. Our 'Achieving our vision' program logic model shows some of the other stakeholders and external factors that will play an important role in ending social violence.

We also know that social violence is an under-researched area. Population-level statistics on the prevalence of social violence, and on the attitudes and beliefs around this behaviour, are unavailable.

This hinders our ability to access robust data to indicate the impact of our work on social violence attitudes and behaviours.

Our approach to monitoring and evaluation

We know that the kind of social change we want to achieve will take time, longer than the two years of our strategic plan. We're realistic about what outcomes we can observe and measure over the course of our plan.

So we've created our program logic models to show the underlying rationale behind our work and articulate how our activities will lead to change over time.

The focus of our monitoring and evaluation efforts is on rigorous process evaluation, to ensure that we are delivering evidence-based and effective programs.

Our strategies are drawn from and informed by the best international evidence of what works in addressing social and cultural determinants of violence.

Our monitoring and evaluation commitments

- ✓ To plan our activities with evaluation as an integral component
- ✓ To value the time of our stakeholders and audience and to only ask for feedback that we will put to good use
- ✓ To share our findings
- ✓ To adhere to guidelines for ethical evaluation
- ✓ To store data responsibly and securely
- ✓ To use our findings to support our work to drive cultural change to end social violence

Program logic models and monitoring & evaluation frameworks

STEP BACK THINK

Program Logic Model
'ACHIEVING OUR VISION'

 **Our Vision**
A society free from
social violence

 **Our Mission**
To drive cultural change
to end social violence

 **Our Approach**
A comprehensive, primary
prevention approach
Education
Awareness
Partnerships & Advocacy



The Issue

Social Violence

Interpersonal physical violence in a
community setting such as a pub brawl
or street fight

Inputs + Outputs

Inputs

- Step Back Think staff, CEO and Board
- Funding
- Technology and telecommunications
- Volunteers, Ambassadors and Patrons
- Partners and supporters
- Schools and students
- Sporting clubs and players

Outputs

- Schools and sporting clubs education presentations
- School Education Resource package
- Awareness campaigns
- Ambassadors and Patrons programs
- Partnerships and events
- Information and resources on social violence
- Social media and traditional media engagement

Outcomes

Short-term

Increasing numbers of young Victorians hear our message and feel inspired to become Ambassadors
Schools and sporting clubs in Victoria are supported to promote respectful community relationships and safe social environments
Increasing numbers of people across Australia engage with Step Back Think and become aware of the harms of social violence
Social violence is increasingly recognised as a serious public health issue requiring resource investment and a cross-sectoral response
Evidence-based and informative resources on social violence are available and widely accessed

Mid-term

Increasing numbers of young people across Australia hear our message and are Ambassadors for respectful community relationships and safe social environments
Social violence begins to appear in the vocabulary of young people and in public discourse across Australia
Increasing numbers of Australians know the facts about social violence and begin role modelling respectful community relationships and safe social environments
Socially acceptable behaviour in public places is widely discussed in research, media and social platforms
Collaborative multidisciplinary strategies are implemented and evaluated, supporting advocacy and policy change

Long-term

Australians of all ages are acting as champions and advocates for respectful community relationships and safe social environments
Australia's culture surrounding antisocial and violent behaviour has measurably altered

Our Assumptions

- Young people, schools and sporting clubs will share the Step Back Think message
- Conversations about social violence in the public domain will lead to discussion of ideal culture
- Australians will use social media to drive public awareness and engage the media
- Young people will use social media and other platforms to become advocates and change agents
- Working together with a range of partners will increase the impact of prevention activities

External Influences

- Funding availability
- Government policy, direction and support
- Legislative change
- Alcohol and drug availability
- Norms and attitudes around alcohol
- Data availability and quality

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Program Logic Model 'EDUCATION'



Goal

Young people are educated about social violence and its harms and are empowered to choose non-violence



Objectives

- To motivate young people to reflect on cultural norms and their own attitudes about social violence
- To empower, mobilise and support young people to actively promote respectful community relationships and safe social environments

Inputs

- Step Back Think staff
- Schools and students
- Sporting clubs and players
- Partners and supporters
- Funding

Activities

- Deliver education presentations
- Conduct a pilot of the School Education Resource package
- Establish the Step Back Think Youth Ambassador program
- Review of evidence and best practice
- New product development and innovation

Outputs

- Schools and sporting clubs education presentations
- School Education Resource package
- Youth Ambassadors
- Expanded Education Program

Education Outcomes



Up to 1 year

- Increasing numbers of young Victorians are aware of the harms of social violence
- Increasing numbers of young Victorians are openly talking about social violence



1-3 years

- Increasing numbers of Young Victorians are acting as Ambassadors promoting respectful community relationships and safe social environments
- The reach of our education program extends across Australia
- Social violence begins to appear in the vocabulary of young people across Australia



3-5 years

- Increasing numbers of young people across Australia are aware of the harms of social violence
- Increasing numbers of young people across Australia are acting as ambassadors for respectful community relationships and safe social environments

Monitoring and Evaluation Framework 'EDUCATION'



Output	Indicators of Success	Targets	Data Sources	M&E Timelines
Schools and sporting clubs education presentations	<ul style="list-style-type: none"> Demand for education presentations from school staff, parents, sports clubs and young people Changes in attitudes towards social violence Positive responses to schools and sporting clubs presentations from young people, staff and parents 	<ul style="list-style-type: none"> Education presentation delivered to 120 schools by September 2017 Education presentation delivered to 80 sporting clubs by September 2017 Education presentation program logic model developed and evaluation plan developed Education presentation evaluation report complete 	<ul style="list-style-type: none"> Schools and sporting clubs bookings analytics Participant, staff and parent observations and feedback Case studies from young people 	<ul style="list-style-type: none"> Develop program logic and evaluation plan January-February 2016 Evaluation scheduled for March-May 2016
Pilot of the School Education Resource	<ul style="list-style-type: none"> Evidence of positive respectful culture and behaviour among young people Changes in attitudes towards social violence 	<ul style="list-style-type: none"> Project plan and evaluation plan developed Project-specific funding secured School Education Resource pilot complete School Education Resource pilot evaluation report complete 	<ul style="list-style-type: none"> Stakeholder and target audience feedback Pre- and post-evaluation measures 	<ul style="list-style-type: none"> Develop project plan, program logic and evaluation plan March-April 2016 Pilot implementation dependent on funding
Youth Step Back Think Ambassador program	<ul style="list-style-type: none"> Young people coming forward to act as ambassadors Young people role modelling positive behaviours 	<ul style="list-style-type: none"> 6 Youth Ambassadors (both students and sporting club members) by September 2017 	<ul style="list-style-type: none"> Case studies from young people School and sporting club staff feedback 	<ul style="list-style-type: none"> Develop program logic and evaluation plan March-April 2016 Evaluation scheduled for 2016-2017

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Program Logic Model
'AWARENESS'



Goal

Australians are aware of the prevalence and harms of social violence and are motivated to drive cultural change



Objectives

- To bring social violence and its devastating effects to the attention of all Australians
- To empower Australians of all ages to stand as champions and role models for respectful community relationships and safe social environments

Inputs

- Step Back Think staff
- Sporting clubs and players
- Community members
- Partners and supporters
- Funding

Activities

- Run awareness campaigns
- Develop Ambassadors
- Develop Patrons
- Develop social media strategy
- Develop traditional media strategy
- Develop processes for capturing and sharing people's social violence stories (Story Sharing Platform)

Outputs

- Lace Up Campaigns
- Ambassadors
- Patrons
- Social media and traditional media activities
- Social violence Story Sharing Platform

Awareness Outcomes



Up to 1 year

- Increasing numbers of Australians are aware of the issue of social violence
- Increasing numbers of Australians stand as Ambassadors promoting respectful community relationships and safe social environments



1-3 years

- Increasing numbers of Australians are informed about social violence and can easily access information to help them promote respectful community relationships and safe social environments
- Social violence begins to appear in public discourse across Australia



3-5 years

- Increasing numbers of Australians are aware of the harms and prevalence of social violence
- A cross-section of Australians of all ages promote and demonstrate respectful relating in all social environments
- A cross-section of Australians of all ages are publicly acting as ambassadors and advocates for respectful relating and responsible behaviour

Monitoring and Evaluation Framework 'AWARENESS'



Output	Indicators of Success	Targets	Data Sources	M&E Timelines
Lace Up 2016	<ul style="list-style-type: none"> Engagement and participation from a cross-section of Australians Partners across a range of industries across Australia Increase in social media engagement Increase in traditional media coverage of campaign 	<ul style="list-style-type: none"> 40,000 participants Five professional sporting club partners 60% uptake of education component 6 Lace Up Ambassadors 200,000 unique user interactions on Facebook \$50,000 sponsorship Lace Up 2016 evaluation plan developed Lace Up 2016 evaluation report complete 	<ul style="list-style-type: none"> Campaign analytics Campaign participants' feedback Sponsor and partner feedback 	<ul style="list-style-type: none"> Develop program logic and evaluation plan January-February 2016 Evaluation scheduled for June-July 2016
Ambassador program	<ul style="list-style-type: none"> Visible and active Ambassadors for respectful community relationships and safe social environments Increasing number of nominations for new Ambassadors 	<ul style="list-style-type: none"> 3 Step Back Think Ambassadors by September 2016 Ambassador program evaluation plan and logic model developed 	<ul style="list-style-type: none"> Ambassadors case studies and stories Estimations of Ambassadors' reach 	<ul style="list-style-type: none"> Develop program logic and evaluation plan July-August 2016 Evaluation scheduled for 2016-2017
Patron program	<ul style="list-style-type: none"> Visible and active Patrons for respectful community relationships and safe social environments Opportunities emerging as a result of Patron involvement 	<ul style="list-style-type: none"> 2 Step Back Think Patrons by September 2016 	<ul style="list-style-type: none"> Patron interviews Estimations of patrons' reach 	<ul style="list-style-type: none"> Evaluation scheduled for 2016-2017
Social media and traditional media strategies	<ul style="list-style-type: none"> Requests for media appearances Requests for evidence-based information and resources about social violence Australians referring to evidence-based information about social violence on social media 	<ul style="list-style-type: none"> 25% increase in followers on Facebook, Twitter and Instagram by September 2016 1 social media strategy 	<ul style="list-style-type: none"> Social media analytics 	<ul style="list-style-type: none"> Develop program logic and evaluation plan January-March 2016 Evaluation scheduled for 2016-2017



Goal

Social violence is prioritised nationally as a serious public health issue and action is supported by a cross-sectoral response based on evidence



Objectives

- To establish and facilitate partnerships that enable Step Back Think to achieve its goals
- To use evidence and advocacy to support government, academia and non-government organisations to take action to address social violence

Inputs

- Step Back Think staff and Board members
- Partners and supporters
- Violence prevention experts
- Data
- Funding

Activities

- Develop a network of partners and collaborators
- Pursue opportunities to join committees, networks and taskforces
- Development of project proposals and funding submissions
- Access and analyse robust social violence statistics
- Develop a research strategy
- Develop and disseminate quality resources on social violence

Outputs

- Formal partnerships
- Membership of and activities arising from committees, networks and taskforces
- Project proposals and funding submissions
- Step Back Think evidence-informed information resources
- Research strategy
- Social violence symposium
- Conference presentations



Up to 1 year

Social violence is increasingly recognised as a serious public health issue requiring resource investment and a cross-sectoral response

Evidence-based resources on social violence are accessible to government, academia and non-government organisations



1-3 years

Social violence is recognised by policy-makers as a public health issue caused by similar determining factors as other forms of violence

Collaborative multidisciplinary strategies are implemented and evaluated, supporting advocacy and policy change



3-5 years

Social violence prevention activities are supported by a strong evidence-base and a collaborative approach

Attitudes towards social violence and acceptable social behaviours are widely discussed across research, media and social media platforms

Monitoring and Evaluation Framework 'PARTNERSHIPS & ADVOCACY'



Output	Indicators of Success	Targets	Data Sources	M&E Timelines
Partnerships and collaborations	<ul style="list-style-type: none"> Step Back Think is a sought after partner for primary prevention activities Ongoing dialogue with prevention specialists Tangible opportunities to collaborate on projects or funding proposals for activities relevant to our objectives 	<ul style="list-style-type: none"> 3 formal partnerships by September 2017 Membership on at least three multidisciplinary committees, networks and/or taskforces by September 2016 	<ul style="list-style-type: none"> Stakeholder interviews Feedback on proposals and funding submissions 	<ul style="list-style-type: none"> Evaluation scheduled for 2016-2017
Evidence-based resources	<ul style="list-style-type: none"> Uptake of resources by the target audience Increased understanding of stakeholders of the causes and consequences of social violence 	<ul style="list-style-type: none"> Publications schedule developed Promotions strategy developed, including download targets for publications 12 new or updated resources by September 2017 	<ul style="list-style-type: none"> Website analytics Stakeholder feedback 	<ul style="list-style-type: none"> Evaluation scheduled for 2016-2017
Social violence symposium	<ul style="list-style-type: none"> Symposium is well-attended by a range of stakeholders Symposium leads to the identification of opportunities for partnerships 	<ul style="list-style-type: none"> Symposium held Symposium report produced 	<ul style="list-style-type: none"> Feedback from attendees and speakers 	<ul style="list-style-type: none"> December 2015

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Contact

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