Update on the evaluation model and progress for the Lismore and Murwillumbah Communities for Children sites

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Publication details
Local Evaluation Update

September 2006

Lismore & Murwillumbah Communities for Children Sites

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Stronger Families & Communities Strategy – National Communities for Children Forum (September 2006)
<table>
<thead>
<tr>
<th>Current Status</th>
<th>Lismore</th>
<th>Murwillumbah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalise evaluation objectives / key outcomes</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Agree overall local evaluation plan</td>
<td>✔️</td>
<td>in progress</td>
</tr>
<tr>
<td>Develop CP evaluation tools / processes</td>
<td>ongoing</td>
<td>about to start</td>
</tr>
<tr>
<td>Develop community-level evaluation tools/ process</td>
<td>✔️</td>
<td>Oct - Nov</td>
</tr>
<tr>
<td>Obtain ethics approval</td>
<td>✔️</td>
<td>December</td>
</tr>
<tr>
<td>Collect community-level baseline data (incl. comprehensive community profile information)</td>
<td>✔️</td>
<td>Jan - March 07</td>
</tr>
</tbody>
</table>

**CP** = Community Partner organisations
## Evaluation Overview - Lismore

<table>
<thead>
<tr>
<th>CSP Objective</th>
<th>Comm Survey</th>
<th>Staff Survey</th>
<th>Other Data</th>
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<tbody>
<tr>
<td>1.1 ↑ breastfeeding to ≥ 6 months</td>
<td>✔</td>
<td></td>
<td>✔ CP</td>
</tr>
<tr>
<td>1.2 ↑ support with bonding difficulties</td>
<td>✔</td>
<td></td>
<td>✔ CP</td>
</tr>
<tr>
<td>1.3 ↑ reading to very young children</td>
<td>✔</td>
<td></td>
<td>✔ CP</td>
</tr>
<tr>
<td>2.1 ↑ informal support networks</td>
<td>✔</td>
<td></td>
<td>✔ CP</td>
</tr>
<tr>
<td>2.2 ↑ parenting confidence</td>
<td>✔</td>
<td></td>
<td>✔ CP</td>
</tr>
<tr>
<td>2.3 ↑ fathers’ active involvement with children</td>
<td>✔</td>
<td></td>
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</tr>
<tr>
<td>2.4 ↓ exposure to DV</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 ↑ social skills at age 5</td>
<td>✔</td>
<td></td>
<td>✔ CP, AEDI</td>
</tr>
<tr>
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<td>✔</td>
<td></td>
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<tr>
<td>3.3 ↑ support with additional needs</td>
<td>✔</td>
<td></td>
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</tr>
<tr>
<td>3.4 ↑ children ≥ 1 year ECE before school</td>
<td>✔</td>
<td></td>
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</tr>
<tr>
<td>3.5 ↑ support for ECE staff</td>
<td>✔</td>
<td>✔</td>
<td>✔ CP</td>
</tr>
<tr>
<td>4.1 ↑ acceptance of diversity &amp; child-friendliness</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>4.2 ↑ coordination of services for families</td>
<td>✔</td>
<td>✔</td>
<td>✔ NE snaphots</td>
</tr>
<tr>
<td>5.1 ↑ equitable outcomes for Aboriginal children</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>5.2 ↑ understanding of Bundjalung culture</td>
<td>✔</td>
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Findings to Date - Lismore

Community Survey

- Phone survey – random dialling + targeted – 22% phone numbers
- 256 interviews completed – 95½% consent
- Very representative sample – diverse family types / parent ages
- Extensive qualitative comments
- Currently coding & entering all data
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**Community Partners**
- Already doing much more evaluation than they realised
- Keen to improve internal evaluation processes
- Collaborating on development of evaluation tools
Benefits of Local Evaluation

- Locally accountable
  - shared commitment to improving local outcomes
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- Builds on existing relationships / reputation
  - trust, response rates
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  - relevant organisations, community characteristics
  - other relevant services / programs
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- Builds local evaluation capacity
  - of CCYP and local organisations & workers
  - sustainability beyond funding period
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Local evaluation stalled for 12 months (Lismore)
Baseline data collected 6-24 months into funding (more Lismore)
Only 1-2 years from baseline - post evaluation (more Murwillumbah)
Evaluation Challenges

NE delays / staged funding
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- Staffing difficulties - skill availability, delays (more Lismore)
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- Different assessment, management systems & jargon |
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<td>-Want to hear directly from the children – have ideas but limited experience – keen to learn from others</td>
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Reflections / Recommendations

Overall

- Happy with approach / methods chosen
- Capacity building approach is intensive upfront but maximises data usefulness and sustainability
- It’s a continually evolving & learning process for all parties
**Reflections / Recommendations**

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- Relationships with FP & various CP organisations
- Amount of data to come directly from CP organisations
- Comm Survey – response rate, representativeness & quality comments
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**Main Regrets**
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**Suggestions**
- Get good data (priority = complete [high response rate] & honest)
- Tailor internal evaluation tools/processes for different CP organisations
- Keep surveys to 15 minutes or less
- Careful, respectful question wording improves response honesty
- Keep community informed of evaluation progress
Thank you

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