

# fact sheet #15.

# MONITORING AND EVALUATION

Monitoring and evaluation is one of the most important aspects of program planning. It helps you make sure that you are on track to achieve your goals and objectives and determines whether your program has been effective.

It can be difficult to measure whether a primary prevention program or initiative has led to an actual reduction in rates of violence against women. This is because primary prevention aims to stop violence against women before it happens. It is, however, possible to measure people's attitudes, beliefs and behaviours regarding violence against women and gender roles. It is also possible to measure whether or not a person confronts and challenges violent or sexist attitudes towards women, often known as *ethical bystander behaviour*.

**It is important to build a culture of reflection into your primary prevention work. You can do this by continually asking yourself the following questions:**

- ✓ Did we achieve what we set out to achieve?
- ✓ Were there any unintended benefits that we did not anticipate?
- ✓ Did we model ethical behaviour ourselves and challenge violent and abusive attitudes and beliefs?
- ✓ How could we learn from our experiences to improve in the future?
- ✓ Was the cost of the program relative to the benefit experienced?

## CONDUCTING AN EVALUATION

An evaluation assesses your project's progress towards achieving intended outcomes and helps to improve the effectiveness of future programs. There are three main times where you need to conduct an evaluation.

- At the beginning: This is often called a needs assessment or formative evaluation.
- In the middle: A mid-term evaluation can make sure the program is on track to achieve its outcomes and see if any early changes need to be made.
- At the end. A final evaluation is essential to ascertain the effectiveness of the program in achieving its goals.

**There are several methods that can be used when evaluating your work:**

- One-on-one interviews
- Focus groups
- Story-telling (long, unstructured interviews)
- Surveys (online or paper based)
- Questionnaires
- Feedback forms completed by participants
- Observations made by program staff

**It is a good idea to use a mix of all of these methods in your evaluation.**



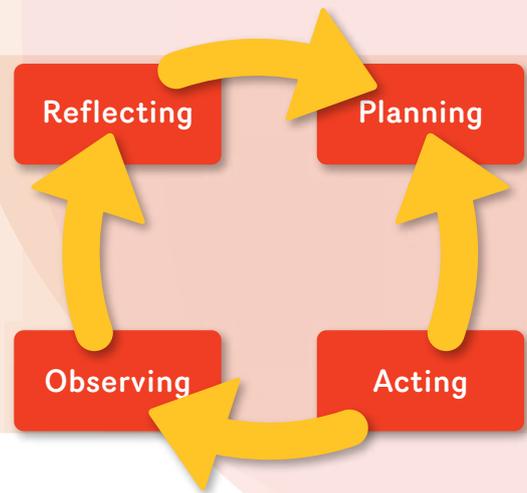
## 1800 RESPECT (1800 737 732)

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.

## SEX DISAGGREGATED DATA

This simply means that information you collect can be separated by whether the person is male or female. This is essential because it helps us to understand how men and women experience violence prevention programs differently.

Think of planning a project as an ongoing cycle!



## RECOMMENDED READING



**Title** Violence Against Women & Girls: A Compendium of Monitoring & Evaluation Indicators.  
**Author** USAID  
**Link** [www.cpc.unc.edu/measure/publications/pdf/ms-08-30.pdf](http://www.cpc.unc.edu/measure/publications/pdf/ms-08-30.pdf)



**Title** Review of Bystander Approaches in Support of Preventing Violence Against Women  
**Author** Victorian Health Promotion Foundation (VicHealth)  
**Link** [www.vichealth.vic.gov.au/Publications/Freedom-from-violence/](http://www.vichealth.vic.gov.au/Publications/Freedom-from-violence/)



**Title** The 'Most Significant Change' Technique: A Guide to Its Use  
**Author** Rick Davies and Jess Dart  
**Link** [www.kstoolkit.org/Most+Significant+Change](http://www.kstoolkit.org/Most+Significant+Change)



**Title** Empowerment and Evaluation Toolkit (2011)  
**Author** Ohio Domestic Violence Network (USA)  
**Link** Go to [www.odvn.org](http://www.odvn.org) and search for 'Empowerment Evaluation Toolkit'.

## NOTES

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This is 15 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at [www.nrwn.org.au](http://www.nrwn.org.au)