

Planning, Data Gathering and Analysis: Evaluating Sustainable Development Goals for Local Impact

Building Community-Based Evaluation Capacity to
Advance Sustainable Development Goals





Red Embers Art Installation, Native Women's Resource Centre of Toronto (led by Pamela Hart)



May 5 - National Day of Awareness for Missing and Murdered Indigenous Women and Girls

For more: <https://www.mmiwg-ffada.ca/final-report/>

Native Women's Resource Centre of Toronto:
<https://nwrct.ca/>



1. The webinar is recorded and will be posted online at <https://www.eval4localizingsdgs.ca/>



2. The recording will show the active speaker, however, please feel free to turn off your camera



3. The chat will not be recorded or shared



4. Please turn your microphone off

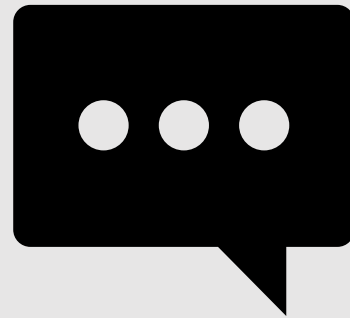


5. For tech questions, reach out to Madeline ("For Tech or Questions")



6. Closed Captioning is enabled. Toggle it off/on using 3 dots at the bottom of your screen.

Introductions



<https://native-land.ca/>

Why this project?

1. An opportunity to engage stakeholders in reflective practice when working to eliminate violence and promote peaceful and equitable societies
2. An opportunity to build community-based evaluation capacity of organizations involved in advancing the Sustainable Development Goals (SDGs) with a focus on peace, gender equality and education
3. This project supports the implementation of Canada's agenda for achieving the SDGs by 2030



Employment and Social Development
Emploi et Développement social

Canada



Conrad Grebel
University College



CENTRE FOR
COMMUNITY
BASED RESEARCH

Localizing the SDGs for reflective, community-led practice: A Bottom-up approach



A call for actions to:

- Achieve gender equality;
- Empower all women and girls

A call for actions to:

- Promote peaceful and inclusive societies for sustainable development;
- Provide access to justice for all and build effective, accountable and inclusive institutions at all levels

A call for actions to:

- Ensure inclusive and equitable quality education;
- Promote lifelong learning opportunities for all

Today's aims:



WHAT & WHY

is community-based evaluation and why it is important to localize the SDGS (recap)



HOW

to gather and analyze information ethically for your evaluation



SO WHAT?

Hear from the Women's Insight Project, a local project using community-based participatory approaches to localize the SDGS

Hallmarks of Community-Based Evaluation

EVALUATION THAT STRIVES TO BE...

Stakeholder-
Driven

Ensure that the evaluation is practically relevant to stakeholders and is driven by the program's unique theory of change

Participatory

Program stakeholders and researchers equitably share control of the evaluation agenda through active and reciprocal involvement in the evaluation design, implementation and dissemination

Action-
Oriented

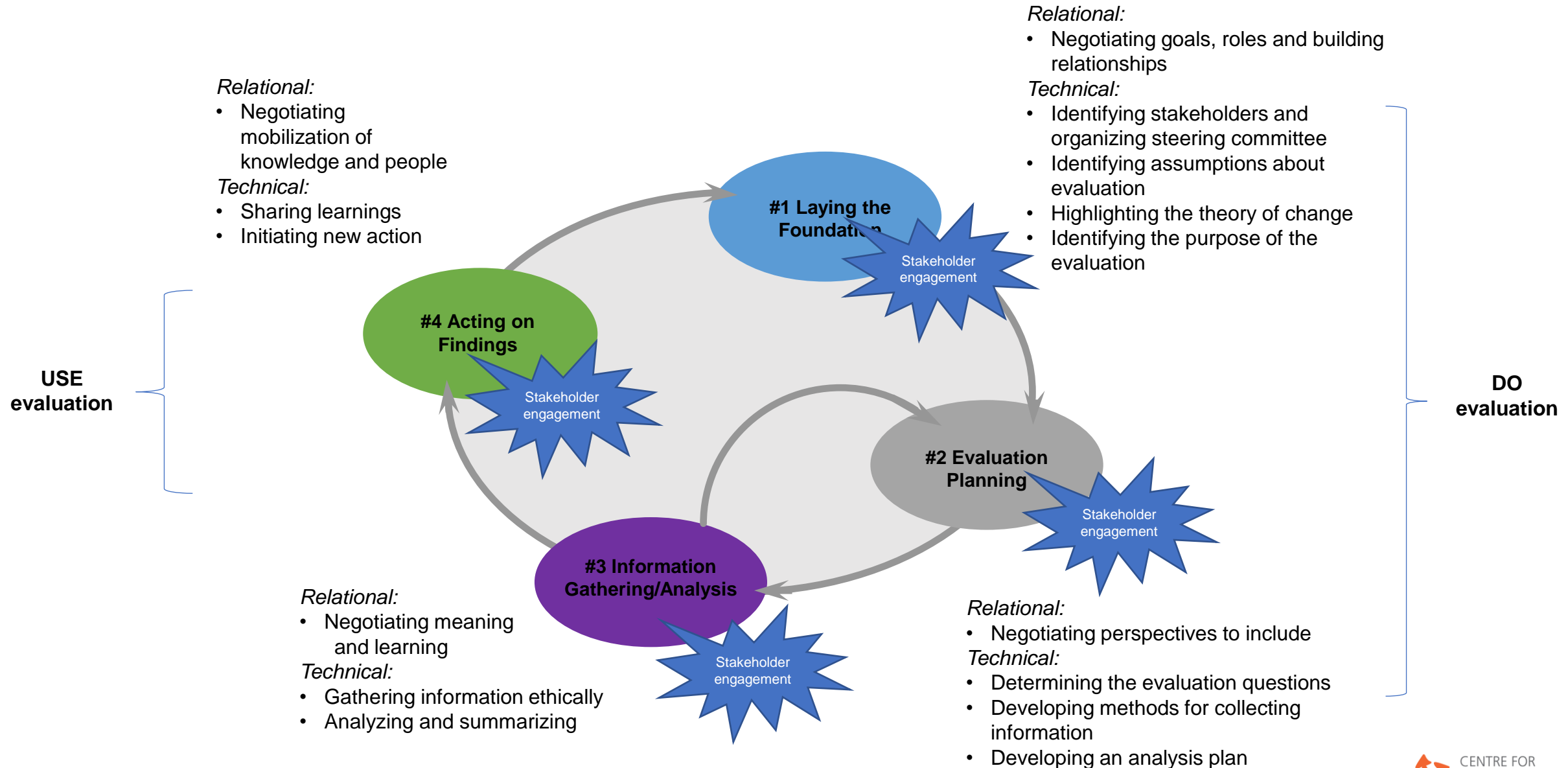
The evaluation process and results are useful to stakeholders in making improvements to the program and contribute to communities where everyone is supported and belongs

Three Goals of Community -Based Evaluation



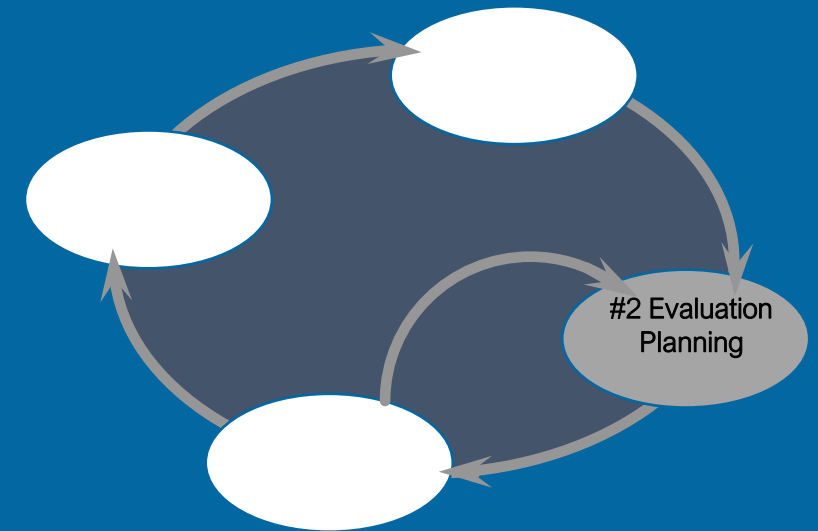
← Participation levels may vary throughout a project →

The Four Phases of Community-Based Evaluation



#2 Evaluation planning

- ✓ Determine the evaluation questions
- ✓ Develop methods for collecting information
- ✓ Develop an analysis plan



Main evaluation questions...

- Should be answered at the end of the evaluation
- Are linked to the purpose
- Reflect the interests of all stakeholders
- Are open-ended (not yes/no)
- Relate to process and outcomes

Methods for collecting information

Start with ... existing data

- What information do you already have, or collect?
- How does this data help answer your main evaluation questions?
- If your organization already has a data collection method in place, use that data!

Not enough data collection methods in place?



Then add ... new data

- Are there gaps in the information needed to answer your main questions?
- What new data is needed to fill these gaps and better understand your main questions?

Methods menu



QUALITATIVE

Individual interviews
Focus groups
Community forums
Participant observation
Arts-based methods
Other?



QUANTITATIVE

Surveys
Informal questionnaires
Census data
Large data sets (ex. iCare)
Intake forms
Other?

← Literature reviews →

Consider who is going to be collecting and analyzing the data

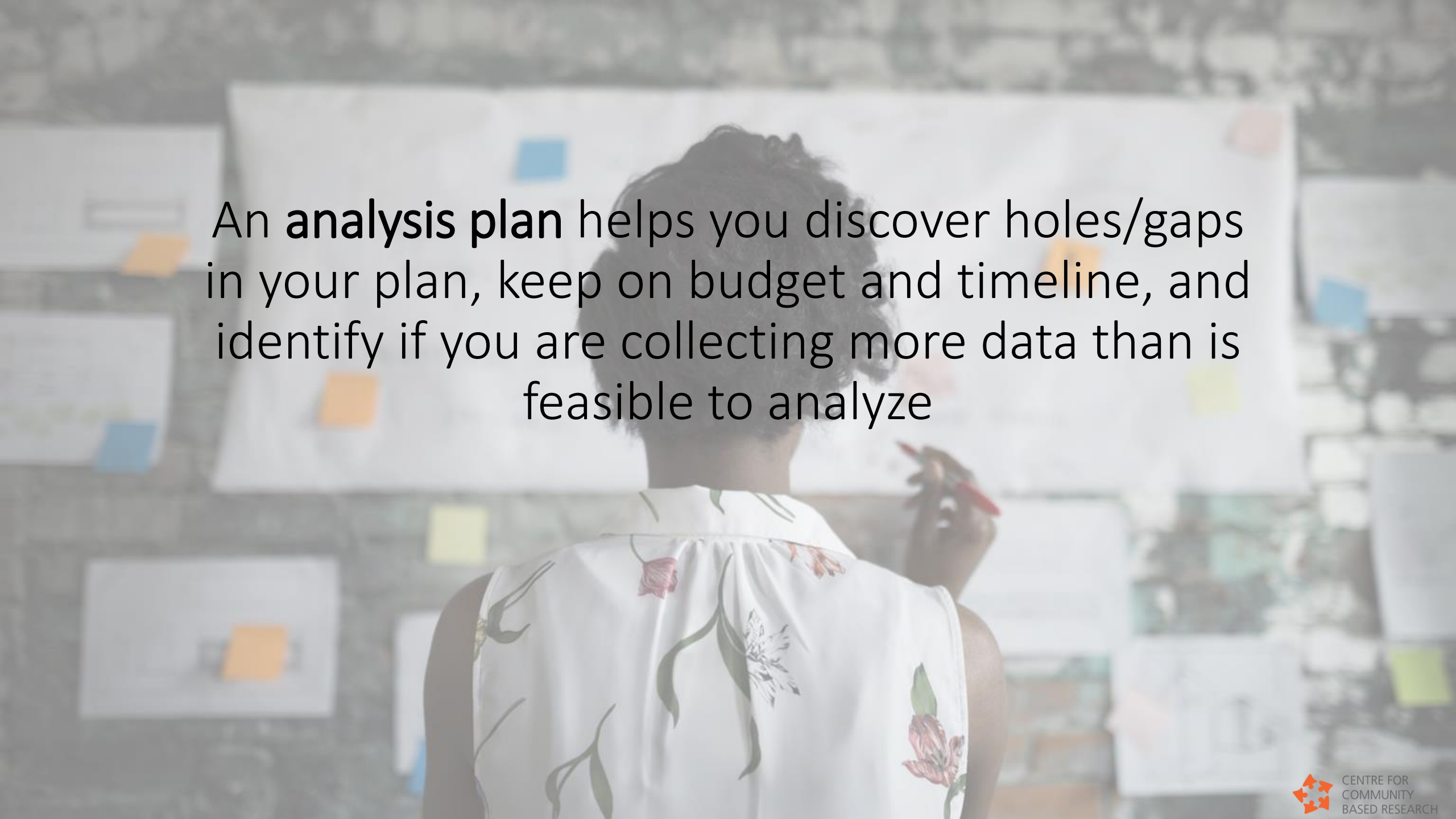
Data can be PRIMARY (new) and SECONDARY (pre-existing)

It's best to use multiple methods from multiple perspectives

Consider design....

WHAT METHODS WILL YOU USE TO ANSWER YOUR MAIN EVALUATION QUESTIONS?

- What are the best ways to answer your evaluation questions (and capture different stakeholder perspectives)?
- How do your methods work together to answer the main evaluation questions better than if they were conducted alone?
- In what order (or stages) should the methods be carried out?
- For those methods requiring you to recruit participants:
 - How will you select people to be involved (ie. sampling)?
 - How will you go about recruiting people (ie. recruitment strategy)?

A person with their back to the camera, looking at a wall covered in papers and sticky notes. The person is wearing a white sleeveless top with a floral pattern. The wall is covered with various papers, some with sticky notes, and the person is holding a red pen, suggesting they are working on a project or plan.

An **analysis plan** helps you discover holes/gaps in your plan, keep on budget and timeline, and identify if you are collecting more data than is feasible to analyze

When designing an analysis plan...

- ✓ Trust the original design and questions
- ✓ Decide who will be involved in data analysis
- ✓ Build in flexibility and leave time for reflection
- ✓ Return to data collected and ask “is this answering my evaluation questions?”
- ✓ Assess the soundness of the analysis plan with the steering committee



ILLUSTRATION

The Working Together Project

MAIN EVALUATION QUESTIONS

To what extent is The Working Together Project being effective in its planning and implementation?

PROCESS

How can the program and its theory of change be improved to better facilitate the employment of clients?

DEVELOPMENTAL

How and to what extent has The Working Together Project impacted clients and the broader community/system?

OUTCOME

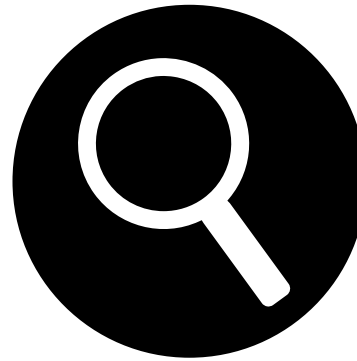
ILLUSTRATION

The Working Together Project



1) Client Tracking Tool

- Ongoing by Reception House & TLG
- All clients



2) Client Case Studies

- 1-2 in year one; recruitment by Reception House and administered by CCBR
- 1-2 central persons + 2 individuals to be interviewed about central person (3 interviews per case study)



3) Client Surveys

- Baseline + every 6 months; administered by CCBR
- All clients



4) Client Focus Groups

- One each year; recruitment by Reception House and administered by CCBR
- Maximum of 9 clients



5) Staff Focus Groups

- One each year; recruitment by Reception House and administered by CCBR
- Maximum of 9 staff



6) Partner Leads

- Conducted in year one by CCBR
- Three partner leads (Reception House, TLG & JD Sweid)



7) Secondary Document Review

- Ongoing by CCBR
- Request partners to forward any documents that may deal with the training provided to the clients, or other relevant evaluation examples

Case Example Women's Insight Project, Mothers Matter: Hippy



HIPPY is a unique and proven education system that addresses the root causes of poverty.

Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidence-based program that works in the home to





Women's Insight Project

Yusra Qadir
Director Advocacy Innovations and Multicultural HIPPY
Mothers Matter Centre

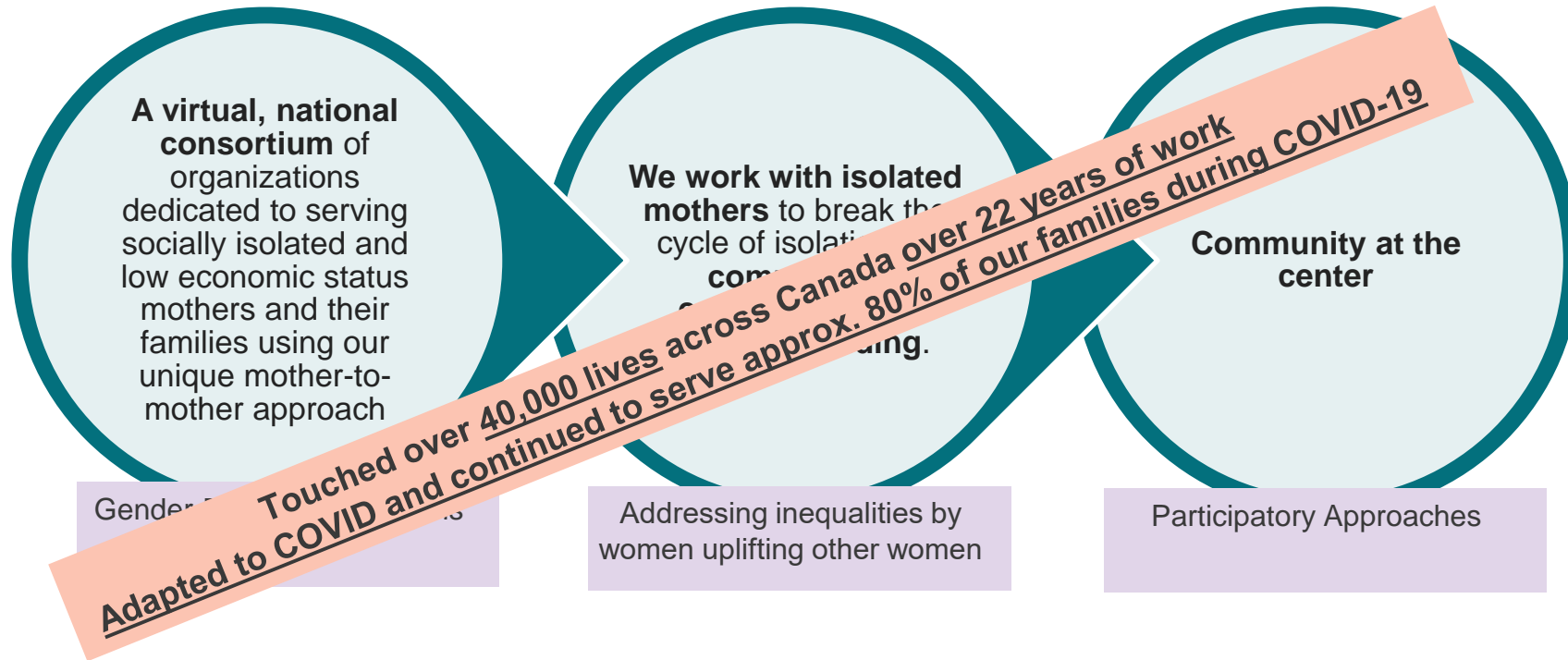


Land Acknowledgement

The Mothers Matter Centre's central offices are located on the ancestral and unceded traditional territories of the Coast Salish peoples, including the səlilwətaʔt (Tsleil-Waututh), kʷikwəłəm (Kwikwetlem), Skwxwú7mesh Úxwumixw (Squamish) and xʷməθkʷəy̓əm (Musqueam) Nations.



Introducing the Mothers Matter Centre (MMC)

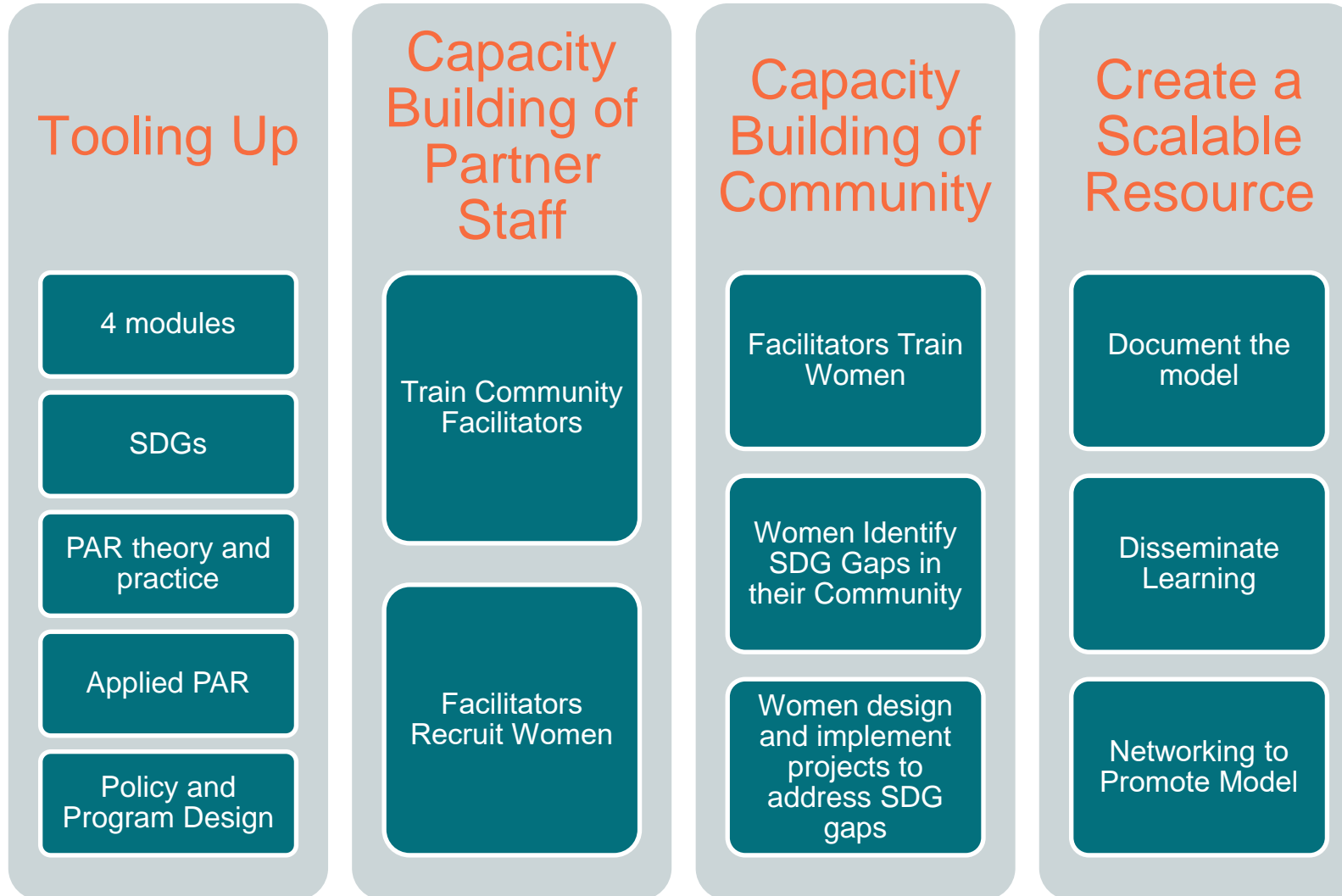


Women's Insight Project

- 3 year project (January 2021 to Dec 2023)
- 3 Social Purpose Organization (SPO) partners
 - Immigrant Services Society of British Columbia (ISSofBC)
 - Vancouver Aboriginal Friendship Centre Society (VAFCS)
 - Al-Mustafa Foundation Academy Society
- Gender Based and Community Led Participatory Action Research Project
- Communities in British Columbia



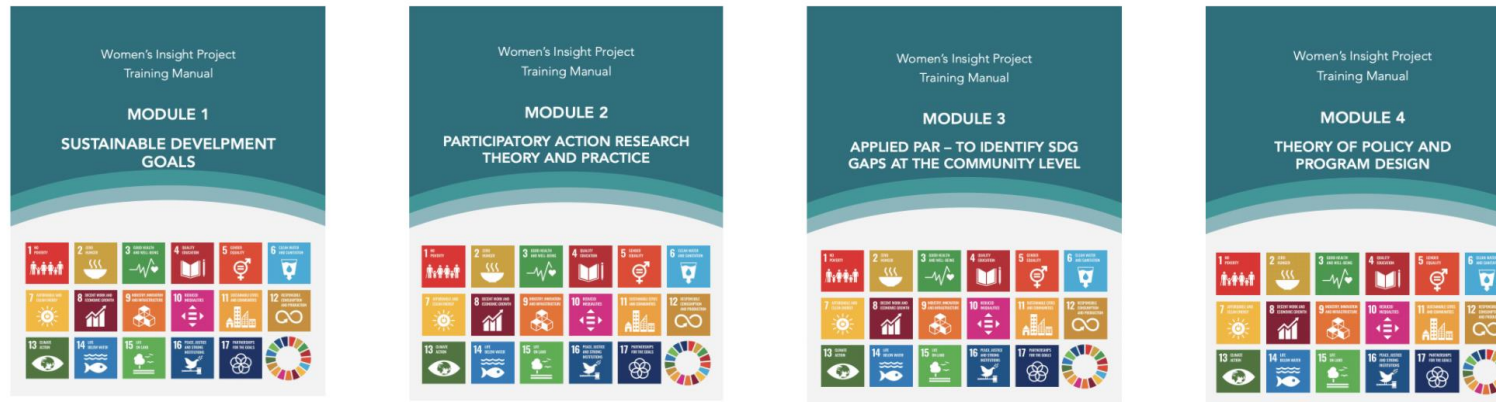
Project Model



Project Details and Resources

<https://mothersmattercentre.ca/wip/>

Modules



To learn more about the Women's Insight Project, please contact:

Yusra Qadir

Director of Innovations, Advocacy and Multicultural HIPPY

E: yqadir@hippycanada.ca



What we are learning...

Inequality is real!

Intersectional
approaches are
required
(Diverse groups/needs)

COVID-19
implications

Experiential/Hands-
on Learning works
with communities

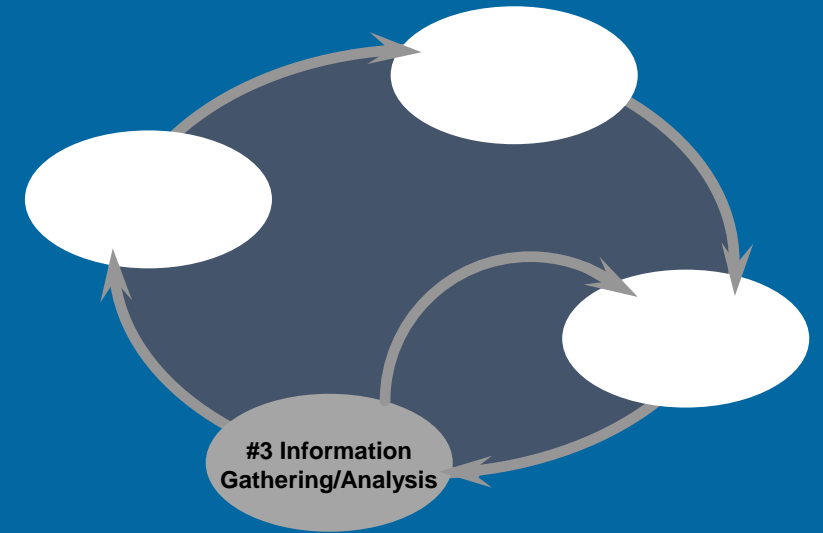
Flexibility and
Innovation

Engaging men, boys
and community is
essential to support
Gender Equality



#3 Information gathering and analysis

- ✓ Gather information **ethically** – consider risks and benefits
- ✓ Analyse & summarize information



Data gathering

- Data is gathered **according to the plan**
- People are **trained adequately** to gather data and work with specific populations
- There are **regular meetings with steering committee** to reflect on data collection process, issues, and learnings
- **Pilot tests** are run before your main tests
- **Ethics** is considered and followed.
- The plan is **adapted** where necessary.



Ethics in evaluation

- **Do no harm and introduce benefit:**
 - Individual and community level
- **Ensure free, prior & informed consent:**
 - People must be aware of the purpose of the evaluation
 - People need to voluntarily agree to participate before the evaluation begins
 - People need to know they have the right to withdraw or not participate
- **Throughout the evaluation process, one must:**
 - Reduce harm for stakeholders involved (especially those historically marginalized)
 - Be aware of who is (or will be) using/accessing data
 - Ensure data remains confidential
 - Recognize power dynamics or conflicts of interest

ETHICS IN PRACTICE

- Building relationships of trust and mutual-accountability
- Prioritizing safety at all steps of research and engagement with community partners
- Ensuring a trauma-informed approach and lens throughout
- Also consider....
 - ❖ Unequal power relationships between participants and researchers
 - ❖ Literacy levels
 - ❖ Language barriers
 - ❖ Health issues
 - ❖ Precarious legal status
 - ❖ Conflict in communities
 - ❖ May be unfamiliar or uncomfortable with research and consent procedures
 - ❖ Emotional fatigue/re-traumatization in sharing personal stories
 - ❖ Mistrust of evaluators



THREE MECHANISMS FOR ETHICAL PRACTICE

1. Community researchers provide insight according to ethical standards and practices
2. The steering committee can play an ongoing role in discussing ethical issues
3. Formal ethics review through CREO ensures the evaluation does no harm and maximizes benefits to the community

COMMUNITY RESEARCH ETHICS OFFICE (CREO)

- Does ethical review for community-based research
- CREO mission is to strengthen and support community research by responding to the needs of community researchers to easily access an ethical support and review process.
- CREO's four core principles are
 - Respect for Persons
 - Concern for Welfare
 - Concern for Justice
 - Respect for Community
- More info: www.communityresearchethics.com



COMMUNITY
RESEARCH
ETHICS OFFICE

Analyzing & Summarize information

WAYS TO ANALYZE INFORMATION



Perform thematic analysis
with qualitative data

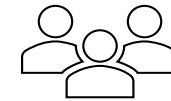


Perform statistical analysis
with quantitative data



By method

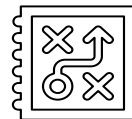
What does each method say about the main research questions?



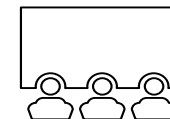
By stakeholders

What does each stakeholder group say about the main research questions?

WAYS TO SUMMARIZE INFORMATION

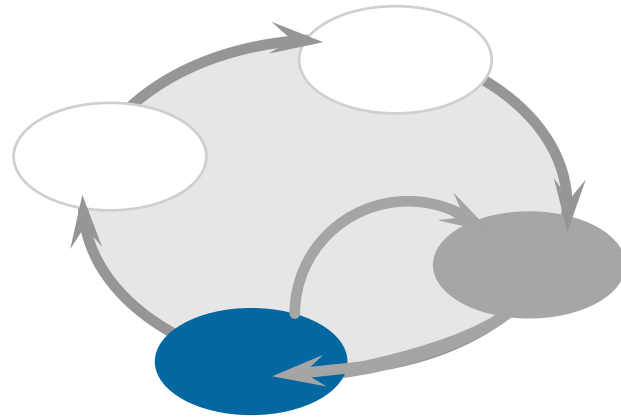


Across methods



Across stakeholders

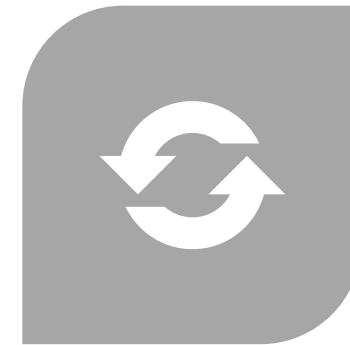
Be open for the unexpected



COLLECT
data according to the plan that
was developed

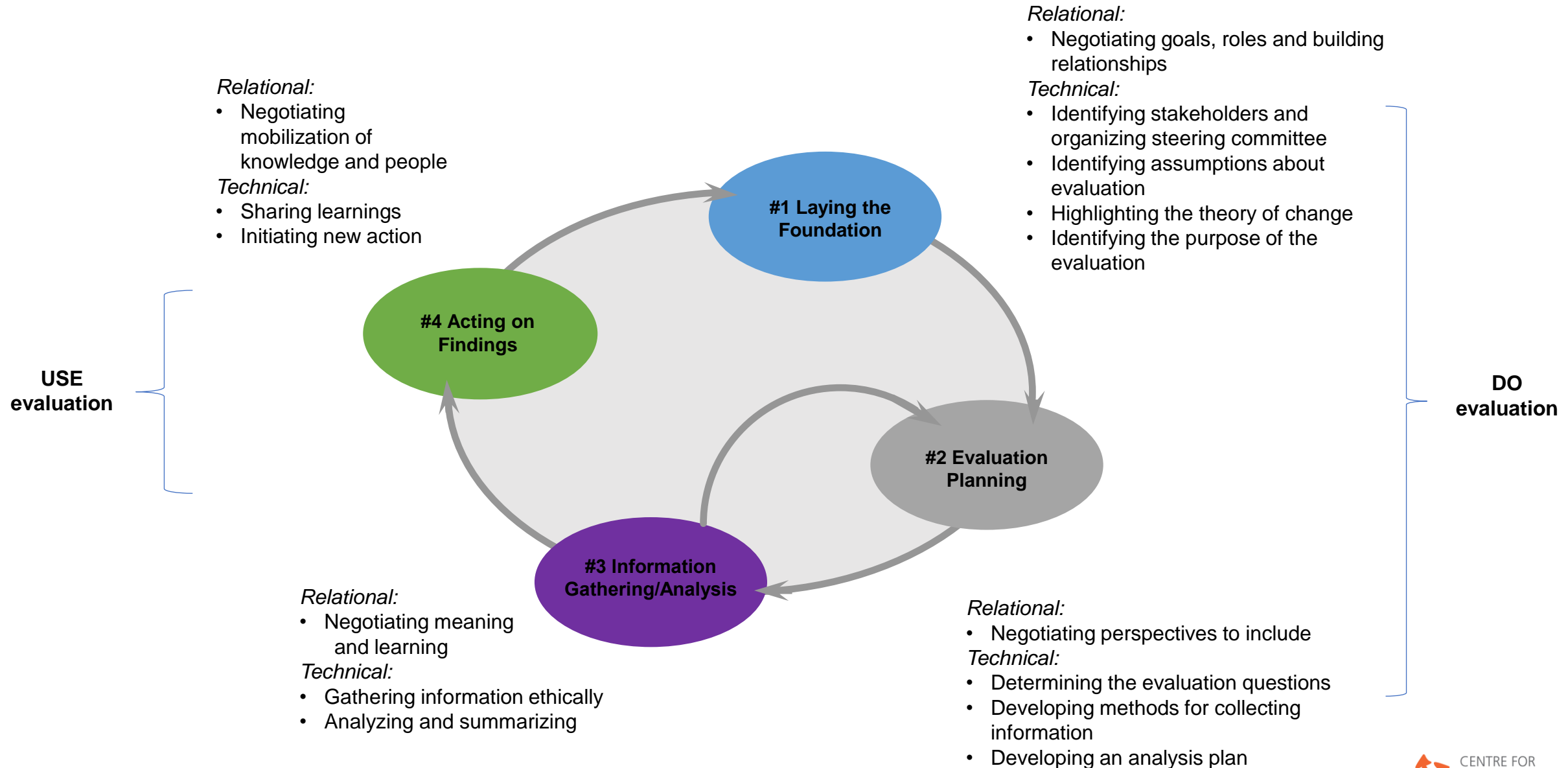


CONSULT
with the steering committee if any
changes are needed regarding the
collection or analysis of the data



ADJUST
as necessary

The Four Phases of Community-Based Evaluation



**Any
Questions?**



Register:

- Webinar 1: Overview of Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 2 (April 22, 2022): Laying the Foundation in Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 3 (April 29, 2022): Planning your Evaluation, Data Gathering and Analysis in Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 4 (May 6, 2022): [Acting on Findings in Community-Based Evaluation: Evaluating SDGs for Local Impact](#)



Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to Advance Sustainable Development Goals



Evaluating for Local Impact

SUSTAINABLE DEVELOPMENT GOALS



To learn more...

- Register, watch and listen to recorded webinars
- Download slide decks
- Download and complete a community-based evaluation workbook
- <https://www.eval4localizingsdgs.ca/>



Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to Advance Sustainable Development Goals



Customized Support



The Centre for Community Based Research

- Partner with us when implementing your community-based evaluation project, writing your proposal, or developing your evaluation framework
- Find additional support through customized training, coaching and mentoring in community-based research and evaluation.

general@communitybasedresearch.ca

<https://www.eval4localizingsdgs.ca/customized-support>



Conrad Grebel University College

- Explore partnership opportunities with the diverse mix of researchers, practitioners, entrepreneurs, artists, and students who make up the Kindred Credit Union Centre for Peace Advancement
- Find additional support for a new initiative seeking to enhance peace and justice locally or globally through the Grebel Peace Incubator

cpa.communications@uwaterloo.ca



**Thank you for
your
participation!**

We look forward to continuing the conversation
Friday, May 06, 2022 at 12:00 pm ET on Acting on Findings
in Community-Based Evaluation: Evaluating the Sustainable
Development Goals (SDGs) for Local Impact