

Acting on Findings in Community-Based Evaluation: Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to
Advance Sustainable Development Goals





INDIGENOUS

ENTREPRENEURSHIP PROGRAM

Indigenous Entrepreneurship Training Program

For more:

<https://uwaterloo.ca/stpauls/indigenous-entrepreneurship-programs>





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

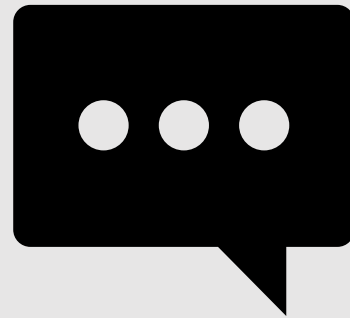


5. For tech questions, reach out to Madeline ("For Tech or Questions")



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

Introductions



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

Today's aims:



WHAT & WHY

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



HOW

to share community-based evaluation learnings and act on findings



SO WHAT?

Consider how might the SDGs help you in communicating your findings to a larger audience

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

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

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

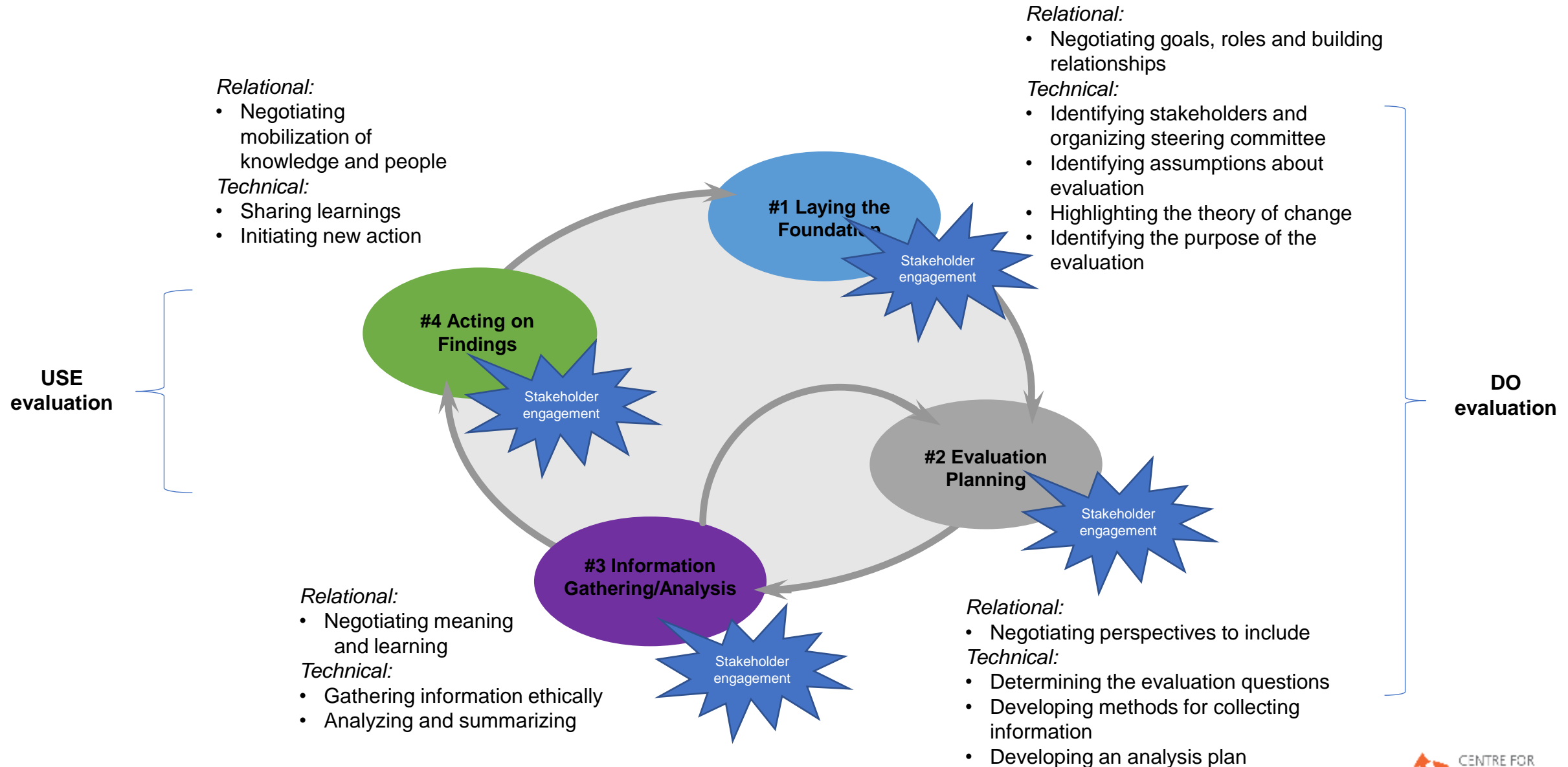
The evaluation process and results are useful to stakeholders in making improvements to the program and contribute to communities where everyone is supported and belongs

Three Goals of Community -Based Evaluation



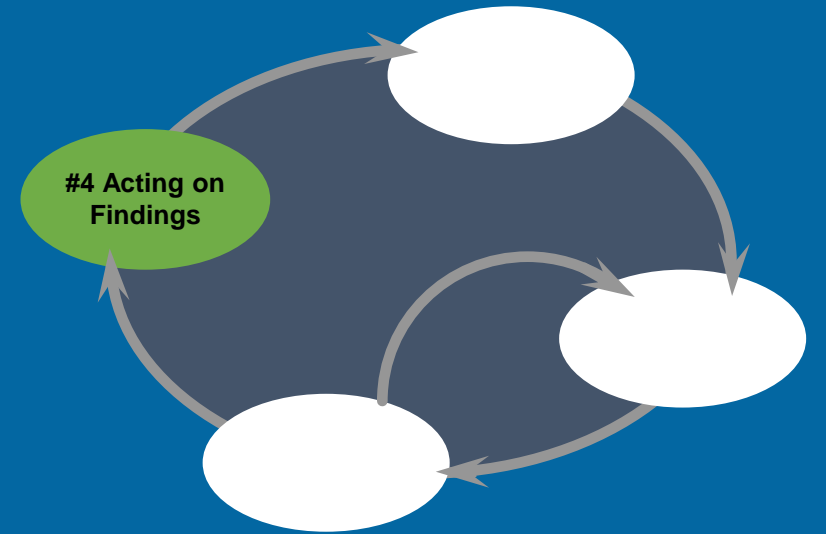
Participation levels may vary throughout a project

The Four Phases of Community-Based Evaluation



#4 Acting on findings in Community-Based Evaluation

- ✓ Share learnings
- ✓ Initiate new action



PHASE 1 RECAP: WHO IS A STAKEHOLDER?

Lived experience

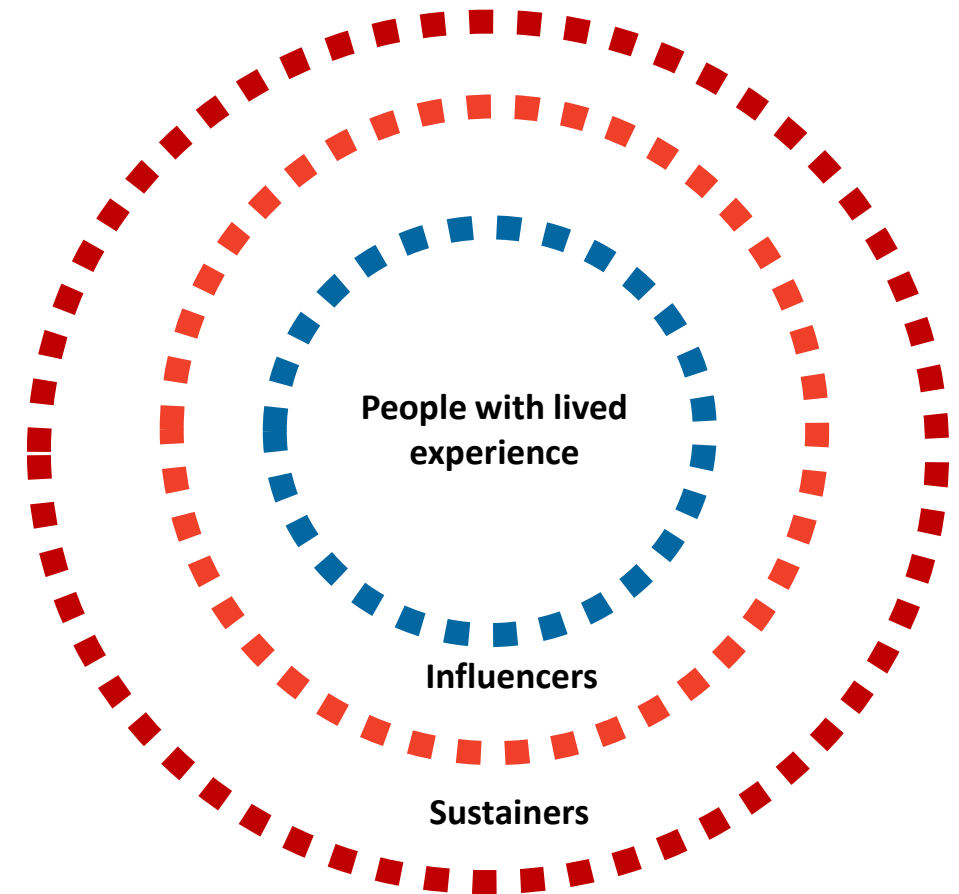
- People who have direct experience living with the issue (e.g., program participants)

Influencers

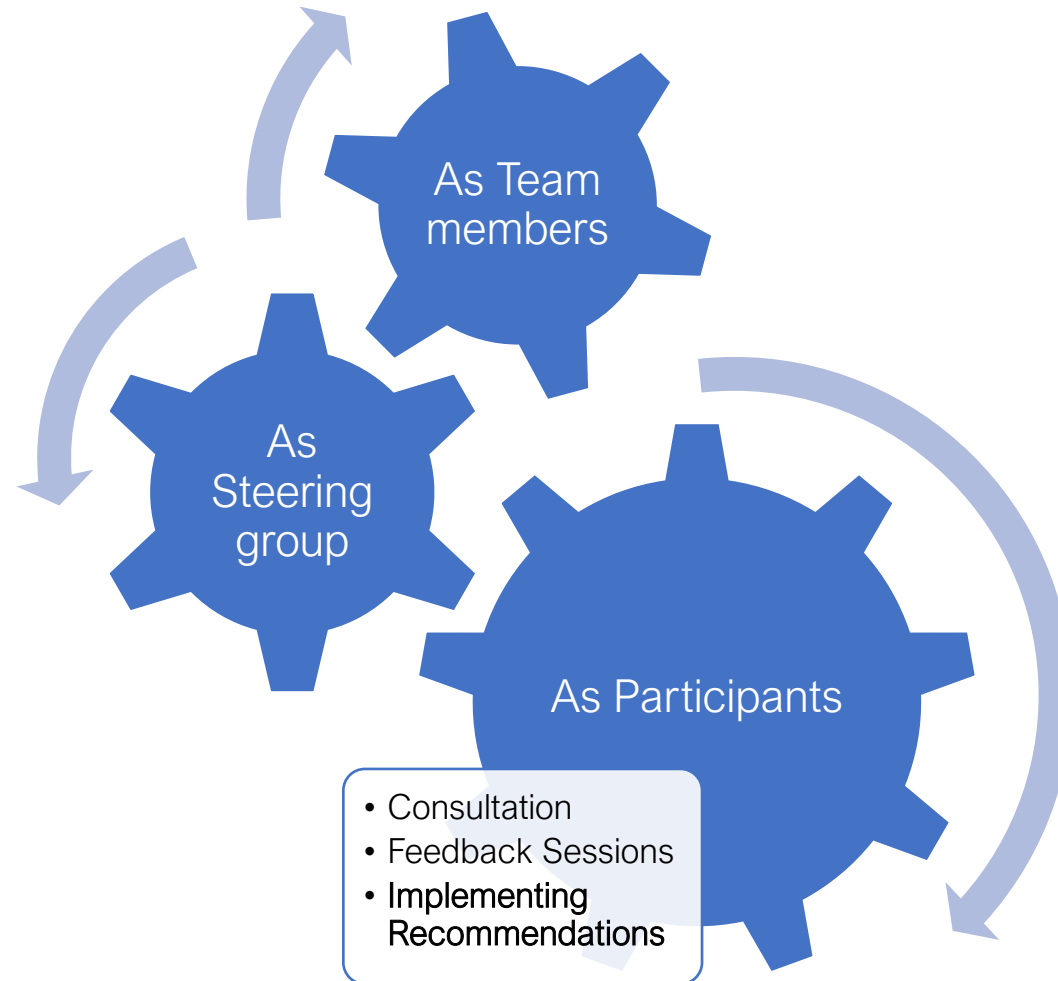
- People who impact the lives of those who live with the issue (e.g., program providers)

Sustainers

- People who have the power and resources to make lasting change to improve people's lives (e.g., policy makers)



WAYS TO INVOLVE STAKEHOLDERS



Sharing and Acting Upon Learnings

Negotiating the mobilisation of knowledge

- It's important to be creative and engaging in sharing, understanding and prioritizing action and relevance
- Evaluation findings should be communicated in ways that speak to various people (internal or external to the evaluation)
- The steering committee agrees on and informs the strategies used. By involving stakeholders upfront, it's more likely that the findings are widely shared and acted upon



How might your project or organization contribute to Canada's 2030 SDG agenda?
How might the SDGs help you in communicating your findings to a larger audience?

Strategies for sharing results

A diversity of formats should be used to share evaluation learnings

Written	Visual	Oral
<ul style="list-style-type: none">• Reports• Articles• Letters• Bulletin boards• Newsletters• News releases• Quizzes• Other?	<ul style="list-style-type: none">• Infographics• Posters• Videos• Pictures• Comics• Other?	<ul style="list-style-type: none">• Presentations• Community forums• Conferences• Theatre• Story telling• Other?

Written: A narrative report

- A narrative report is the most common way to share learnings
- Here is an example of a Table of Contents that can help when writing your evaluation report
- Tip: Organize your “findings” section by your main research questions

Introduction.....	4
Program Overview	4
Overview of Evaluation.....	6
Evaluation Purpose and Research Questions	6
Evaluation Approach	6
Methods	6
Evaluation Findings.....	8
Program Implementation	8
Key Strengths.....	8
Key Challenges.....	11
Program Outcomes.....	16
Immediate Outcomes	16
Intermediate Outcomes	20
Ultimate Outcome	21
Future Directions	21
Suggestions for Program Improvement.....	21
Suggestions Beyond the Program.....	24
Conclusion	25
Appendix A: Program Logic Model	26

Summaries



2

What are some strategies to make remote and hybrid learning more accessible and inclusive for everyone?

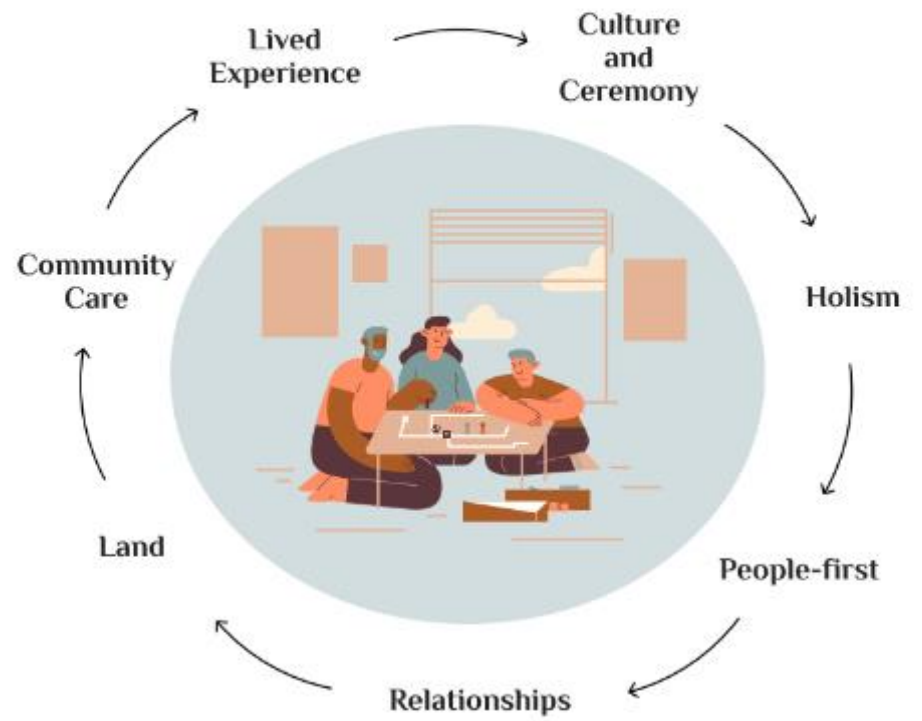


3

How can we make partnerships between the public, non-profit sector, and the private sector more reciprocal, feasible, and sustainable to advance equity and social justice?



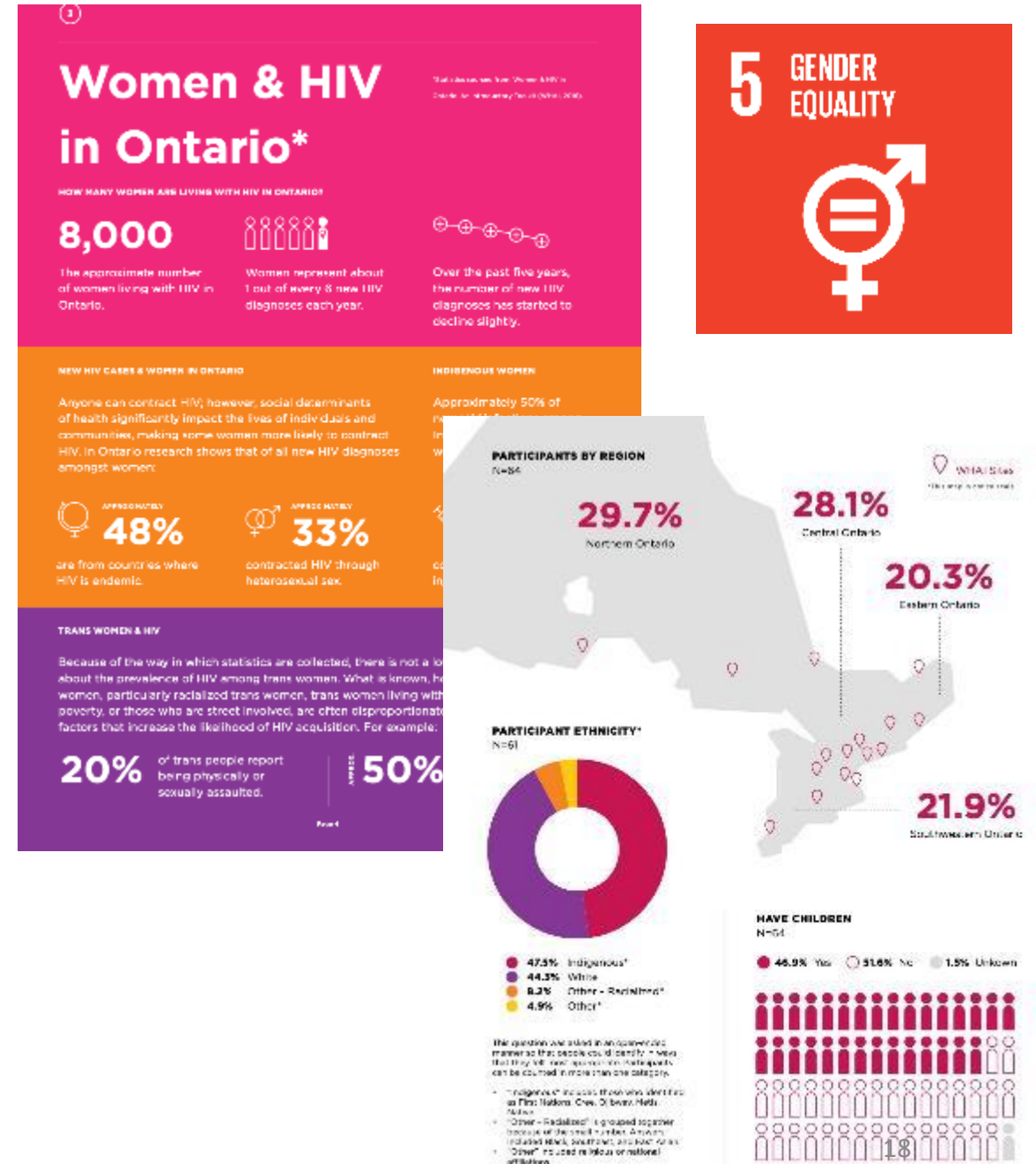
A decolonized approach to housing recognizes the importance of...



CBR Canada: [Omamoo Wango Gamik: Creating a Home for Indigenous Youth during a Global Pandemic](#)

Visual: Infographics



- Infographics are becoming more common especially where literacy is an issue
- Not everyone has time to read a narrative report! You can use infographics to communicate your findings easier and faster
- You can even use infographics when presenting your findings verbally to the steering committee or other audiences (e. g., in an open forum)
- They can present quantitative or qualitative data
- Piktochart.com is a great place to create infographics!



Open Forum

Open forums fit well with a community-based approach that tries to engage stakeholders

- An open forum is a place to share evaluation findings, receive feedback, prioritize actions, and celebrate successes
- All research participants and interested others can attend and contribute their voice
- Open forums can take different forms, and use different participatory strategies depending on the purpose and target audience (e.g., unconferences, world café etc.)



Newcomer Youth Well-being

A Conversation & Celebration Zoom Event

FEBRUARY 10, 2021
4:30-6:00 PM

Join us to hear learnings from a local study on newcomer youth mental health, listen to guest speakers, and engage in group discussions and interactive art activities that celebrate local newcomer youth contributions to the community. Youth attendees will receive a thank-you gift.



Creative or arts-based strategies



The arts or other creative forms can be used to collect data as well as share findings.



Source (from left to right): [Empower](#) Digital Stories and program evaluation; Switzer, S. (2019). Working with photo installation and metaphor: Re-visioning photovoice research. *International Journal of Qualitative Methods*, 18, [DOI: 1609406919872395](#).

Creative or arts-based strategies



You can also translate data from other methods (i.e., focus groups, interview, surveys) into arts-based forms.

From left to right: Graphic Facilitation by [Drawing Change](#) - at C2U Expo 2017, Vancouver; Andrea Vela Alarcón & Community-Engagement in COVID-19 Study Team - www.beyondthetoolkit.com

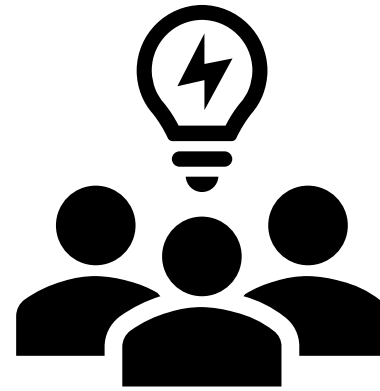
Initiate new action

- Steering committee provides recommendations
- Agreement among the committee ensures usefulness and increases the potential for success
- Making sure learnings are used in making program and policy changes
- Be adaptive: Take advantage of program or policy 'windows'
- Check-in with the committee to ensure that people follow-up with their commitments
- Build a culture of evaluation!

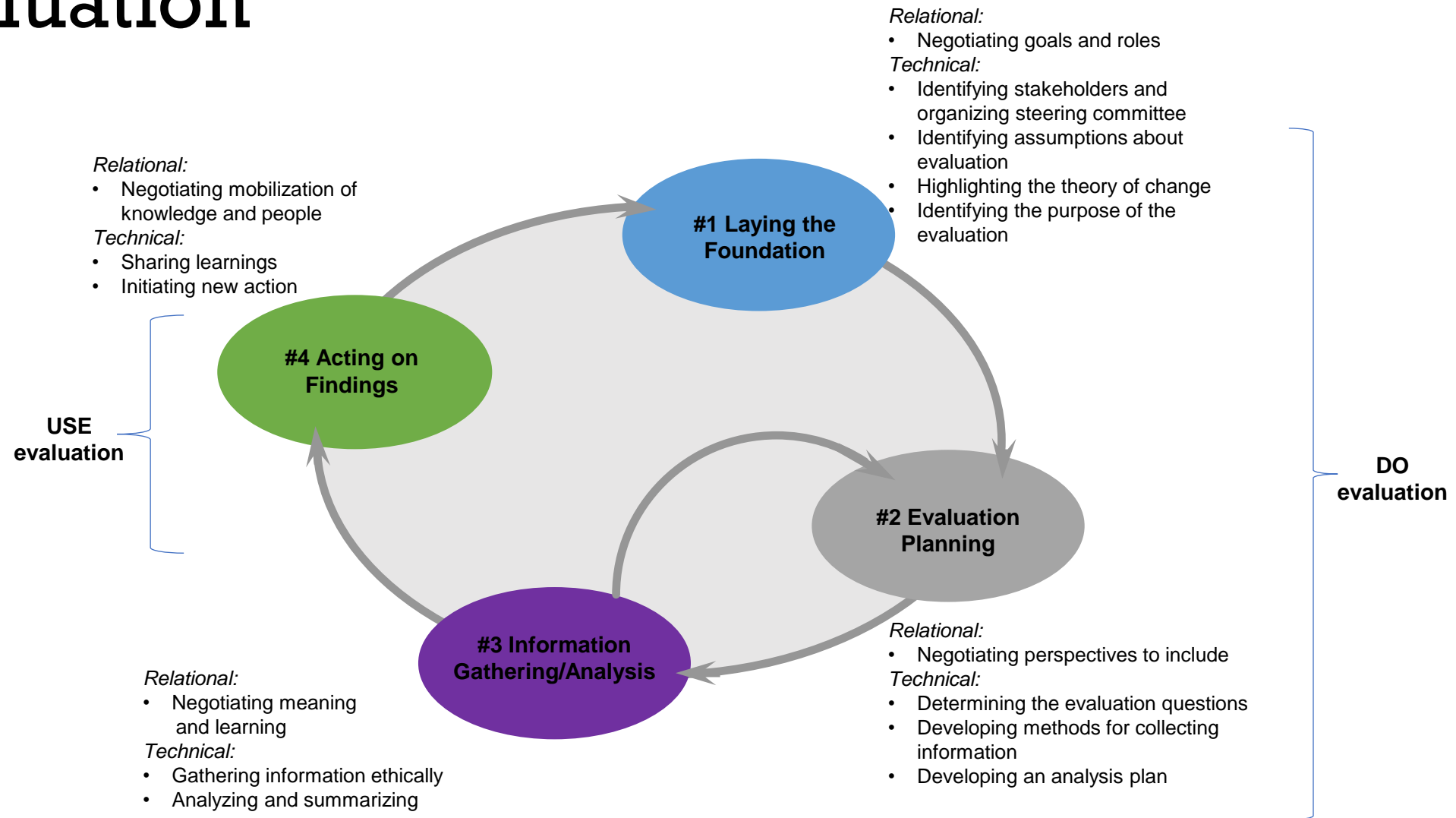
Your Turn

What are some knowledge mobilization strategies that you could use to excite and engage your audiences?

How might the SDGs help you in communicating your findings to a larger audience?



The Four Phases of Community-Based Evaluation



Webinar Series



Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to Advance Sustainable Development Goals



- Webinar 1: Overview of Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 2: Laying the Foundation in Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 3: Planning your Evaluation, Data Gathering and Analysis in Community-Based Evaluation: Evaluating SDGs for Local Impact
- Webinar 4: Acting on Findings in Community-Based Evaluation: Evaluating SDGs for Local Impact

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



Next Steps...

What would help you to take further action on localizing SDGs through community-based evaluation?



Evaluating for Local Impact

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!**

Tell us what you think! Please complete a short feedback survey following today's webinar.