

White Ribbon Campaign | Our Future Has No Violence Against Women

Exploring a National Evaluation Framework: Assessing Changes in Men and Boys
 Presentation with Kate Bojin, Project Manager, White Ribbon
 Learning Network Webinar
 Thursday January 21st, 10-11am EST

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Learning Network Webinar

- About White Ribbon and the National Community of Practice Project
- Current context of evaluation within GBV primary prevention
- Process of developing the national evaluation framework
- Exploring the national evaluation framework
- Reflections and lesson learned from the process
- Questions, comments, reactions

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About White Ribbon

- World's largest effort to engage men and boys to prevent violence against women and girls- active in more than 60 countries
- WR Canada works with government, multi-laterals, NGOs, corporate and labour groups to identify entry points to engage men and boys to promote gender equality and prevent violence against women and girls
- Work from a primary prevention approach
- Women's human rights and feminist framework to unpack toxic masculinity

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IN PARTNERSHIP WITH THE TORONTO ARGONAUTS



HUDDLE UP MAKE THE CALL

HELP END VIOLENCE AGAINST WOMEN #littleACTIONS

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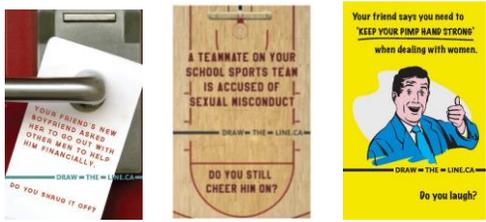
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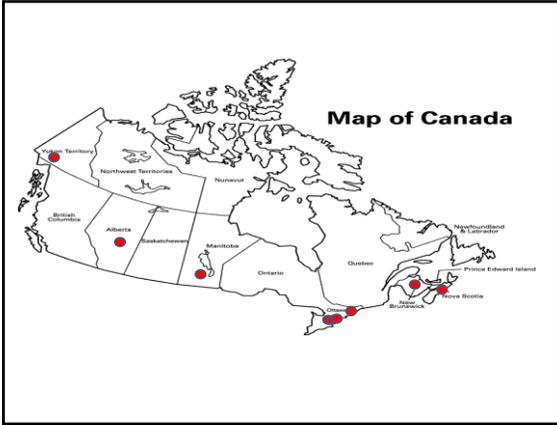
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National Community of Practice

- Funded by Status of Women Canada, Oct. 2013-Dec. 2016
- Overall objective is to create a community of practice amongst 9 organizations which received funding under the previous call for proposals – WR to act as catalyst and coordinate the CoP
- Share programmatic lessons learned in engaging men and boys through quarterly web conferences, internal site for discussions and resources

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Core components to the CoP Project

- National Evaluation Framework
- Results and Promising Practices Report (Feb. 2016)
- “Made-in-Canada” Online Toolkit focused on engaging men and boys to promote gender equality and prevent all forms of violence against women and girls (Sept. 2016)



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Approach to developing the NEF

- Reviewed all of our partners current evaluation frameworks and identified common outcomes and indicators to include in the national eval framework
- Learning opportunity and building evaluation capacity amongst CoP partners- two nation wide site visits to obtain feedback on the draft
- Context is critically important- currently reads a bit like a menu as oppose to a rigid framework



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Approach to developing the NEF

- Capture existing frameworks and insights across all partners to formulate the document
- Add to evidence-base and current frameworks available
- User-friendly and plain language writing



Guiding Principles

- Fostering accountability
- Girls and women's safety and security
- Work with men and boys should be seen as complimentary to work with women and girls
- Acknowledge the accomplishments and continued work by leading women activists and women's orgs
- Affirm a diversity and intersectionality approach



Objectives of NEF

- To collate program results across the nine partner organizations
- To populate the national evaluation framework with project partners' evaluation results
- To find shared results across the programs
- To use the findings to create an impact and promising practices report specific to engaging men and boys for gender-based violence prevention
- To use the findings to develop a "made-in-Canada" online toolkit for engaging men and boys



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Users of the NEF

- Nine project partners and White Ribbon
- Status of Women Canada
- Broader GBV prevention sector
- International development programmes which seek to engage men and boys



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Process of development

1. Literature Review- Men's Engagement in gender-based violence prevention: A critical review of evaluation approaches
2. Review of partner's evaluation documentation
3. First round of revisions and feedback
4. Site visits were conducted with nine partner organizations
5. Second and third round of revisions continued!
6. Grammar and plain language edit



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Contextual Factors

- Unique context needs to be taken into consideration within all evaluation planning
- Programming challenges- common terminology, short-term projects, staff changes, needing additional time for partnership and relationship-building, unable to track long-term changes due to resources



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Enabling Factors

- Community readiness and trust with the organization to explore gender-based violence issues
- Meaningful youth engagement strategies across the program cycle
- Arts and creative-based approaches to explore healthy masculinities, allyship and gender equality
- Balancing strength-based approaches with fostering accountability/responsibility with men and boys



Enabling Factors (cont.)

- Systematic and thoughtful planning process together with women's organizations
- Integrating accountability (individual and organizational) with women's organizations throughout project cycle
- Rooted in the community and culturally relevant programming/initiatives



Key Findings from Literature Review

- Balance attitudinal change with behavioural change measures
- More research needed on engagement levels
- Build in longer-term follow up periods for measuring change
- Inclusive evaluation methodologies, culturally appropriate to specific context
- Consideration of how often boys and men participate in the programming (ie. dosage)
- Limitations of self-reporting (biased responses, socially acceptability)



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Exploring NEF Outcome Areas

- ✓ Awareness-raising
- ✓ Knowledge and understanding
- ✓ Attitudinal change
- ✓ Skill development
- ✓ Behavioural change
- ✓ Gender equitable peer interaction and support
- ✓ Partnerships and coalition-building
- ✓ Advocacy for gender-based violence prevention



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Community

Community capacity refers to changes that occur at a broader level or that have the potential for more widespread change – such as media attention, community coalitions or collaborating with key decision-makers



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Organizational

Organizational capacity refers to changes that occur within different types of institutions (community, public, private, academic) which are engaging men and boys in GBV prevention



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Social

Social capacity refers to changes that occur within groups of individuals. For example, families, peer groups, relationships, extracurricular groups, including sports teams and others.



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Individual

Individual capacity refers to changes that occur at a personal level with men and boys, women and girls



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Engaging men and boys outcomes

Outcome area 1: Awareness-raising
Outcome: Men and boys have an increased awareness of gender-based violence issues

Outcome area #2: Knowledge and Understanding
Outcome: Men and boys have increased knowledge regarding GBV and its root causes (toxic masculinity, gender inequality, impacts of colonialism)



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Outcomes (cont.)

Outcome area #3: Attitudinal Change

Outcome: Men and boys experience a positive change in attitudes focused on gender equality and healthy relationships

Outcome area #4: Skill Development

Outcome: Men and boys have strengthened skills to be proactive towards GBV issues. For example, being able to facilitate change processes in collaboration with women and girls, redress root causes of GBV through workshops or community projects etc.



Outcomes (cont.)

Outcome area #5: Behavioural Change

Outcome: Increased numbers of men and boys acting as role-models to other men and boys towards the prevention of gender-based violence

Outcome area #6: Gender equitable peer interaction and support

Outcome: Increased support for new male leaders to prevent gender-based violence



Outcomes (cont.)

Outcome area #7: Partnerships and Coalition-Building

Outcome: Increased numbers of men and boys acting as role-models to other men and boys towards the prevention of gender-based violence

Outcome area #8: Advocacy for gender-based violence prevention

Outcome: Strengthened relationships with key decision makers to promote male engagement for gender equality and violence prevention.



	Community Capacity 	Organizational Capacity 	Social Capacity 	Individual Capacity 
Outcome Area #1: Awareness- Raising				
Men and boys have an increased awareness of GBV issues	Level of local media coverage of GBV issues and its root causes	Presence of communication about the role of men and boys to prevent gender based violence in organizations	# of male social groups discussing GBV issues	# of individual men and boys aware of GBV issues
Men and boys have an increased awareness of positive roles they can play to prevent violence against women and girls	Perceptions of positive roles men and boys can play to prevent violence against women and girls in their community	Extent to which senior leadership recognize that men and boys have a positive role to play in preventing violence against women and girls	Perceptions of positive roles men and boys can play to prevent GBV within their family, social groups, or relationships	Men and boys self-report they can play positive roles in preventing violence against women and girls

	Community Capacity 	Organizational Capacity 	Social Capacity 	Individual Capacity 
Outcome Area #5: Behavioural Change				
Men and boys have increased leadership skills to promote gender equality and prevent violence against women and girls	Perception among local community for men to be change agents in preventing violence against women and girls	Examples of staff support provided to men and boys taking community leadership to prevent violence against women and girls	Examples of leadership taken by groups of men and boys to prevent gender based violence	Examples of leadership taken by individual men and boys to prevent violence against women and girls
Increased numbers of men and boys acting as role-models to other men and boys towards the prevention of gender-based violence	Examples of men and boys in the community visibly serving as a role-models in GBV prevention (for example, media coverage)	# organizations running male mentoring programs that include a GBV prevention component	Examples of male social groups reporting that they have influenced the views/actions of other men and boys to prevent GBV (including the promotion of healthy masculinities)	% of men and boys with knowledge of GBV who play an informal or formal mentorship role to other men and/or boys

	Community Capacity 	Organizational Capacity 	Social Capacity 	Individual Capacity 
Outcome Area #7: Partnerships and Coalition Building				
Increased collective action among men and men's groups with women's organizations towards the prevention of violence against women and girls	# collective efforts addressing GBV in collaboration with women's organizations	Change in practice amongst men's groups to increase collaboration with women's organizations	Level of trust and respect between male social groups and women's organizations working to prevent GBV	Level and/or frequency of collaboration between individual staff representatives from women's organizations and other organizations working towards engaging men and boys
Increased support from a diversity of Partners (for example the private sector, non-profit, academic institutions etc.) to engage men and boys in GBV prevention efforts	% of partners agreeing that engaging men and boys in GBV prevention efforts is important	Staff members report a change in buy-in with regards to engaging men and boys in GBV prevention	Examples of men's and boy's groups collaborating in GBV prevention efforts with a diversity of partners	Individual staff report increased support from partners to engage men and boys for GBV prevention

Limitations of NEF

- Methodologies not specified
- Pilot project
- In future possible to condense the document into a set of core competencies
- Capturing unique context and complexities of the work
- Male-identified folks are at various stages of readiness, reflection and understanding of their own gender, power, privilege



In Summary

- **The NEF explores eight outcome areas, each with two desired outcomes and across four levels of change.** The NEF assesses each outcome area at different levels of change- community, organizational, social and individual.
- **Using a balance of qualitative and quantitative indicators.** Both qualitative and quantitative indicators have been identified across the four levels of change and eight outcome areas.



Guidance Note

- **Importance of gender disaggregated data.** Data should be disaggregated by gender if programming is targeting both male and female-identified participants.
- **The NEF is not a stand-alone tool,** and we encourage its use in conjunction with methodologies tailored to the unique features of each program.



Reflections and Lesson Learned

- Crafted the process as a capacity-building opportunity with CoP partners
- Adopted a flexible and adaptable approach to developing the NEF
- Need for user-friendly evaluation tools and resources
- NEF as being a demonstration of our collective impact as a national community of practice
- Encourage adaptation of tools- as oppose to rigid frameworks
- Time needed to create the final NEF document



Garnering Interest

- Communication Initiative
- Feminist Issues in evaluation, American Evaluation Association (Oct. 2015)
- American Men’s Studies Association
- UN Women Training Centre



What’s Next

- Applying partners evaluation results to elements of the NEF- writing a results and promising practices report based on findings
- Starting to look at how we can apply relevant areas of the NEF to White Ribbon as an organization



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Questions, Comments, Reactions?

Does this resonate with your work?

Do you find this evaluation framework useful? If so, which outcomes are most relevant, which ones less so?



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