Knowledge Hub Evaluation Plan Presentation

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Knowledge Hub
Evaluation Overview

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Knowledge Hub goal and objectives

- **Overarching Goal**: Maximizing impact by connecting research and practice in trauma–informed health promotion
- **Objective 1**: Foster communication and continuity across the projects funded through the call for proposals.
- **Objective 2**: Facilitate the development of common indicators that can be tracked across all projects funded through the call for proposals to help assess the overall impact of the investment
- **Objective 3**: Inform community organizations and researchers about relevant research/findings they can use in their practice or research
- **Objective 4**: Support the translation of knowledge produced by projects through the call for proposals
- **Objective 5**: Identify and document relevant researchers in the fields of trauma–informed practice, health promotion, intervention research, domestic violence and child abuse.

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Speaker: Dr. Marika Morris

Thank you for the opportunity to outline the evaluation process for the Knowledge Hub, which refers to the activities that the Centre for Research & Education on Violence against Women & Children will conduct to coordinate information sharing between your projects. There is an ulterior motive for this presentation, because information will be asked of you over the next few years. So this will give you a heads-up about what we will be asking for and why.

The Knowledge Hub exists to more widely share and make the best use of the knowledge being generated under the Public Health Agency of Canada's call for proposals entitled, "Supporting the Health of Victims of Domestic Violence and Child Abuse". All of your projects have been funded under that call. The Knowledge Hub plans to do this in several ways. Please refer to the objectives on the slide. Those objectives translate to practical actions, such as fostering communication between your projects through teleconferences, webinars, sharing information through four electronic bulletins a year, holding an annual knowledge exchange for community of practice members. Objective two is about developing a common set of indicators through all the projects which will help the effectiveness of the investment. Objectives 3 and 4 go beyond the immediate community of practice to share knowledge generated with other stakeholders through publishing reports or proceedings of the knowledge exchange, creating info-graphics, charts and factsheets, hosting webinars that are accessible beyond the community of practice, posting projects' related information on the website, and engaging in social media. Objective 5 involves the creation of an internal database of researchers on trauma-informed practice, health promotion, intervention research, domestic violence and child abuse that can be used for future partnerships, and referrals.
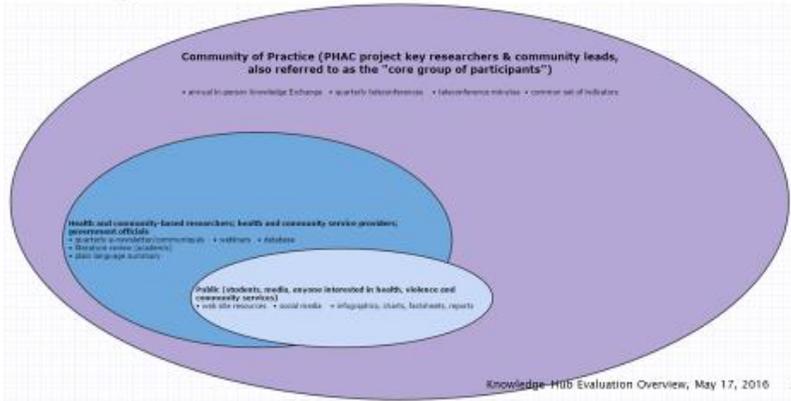
The Knowledge Hub project is targeting the community of practice. All of the project's products and activities whether or not some are shared with a wider audience are geared primarily towards the community of practice. This foreshadows the importance of the community of practice in the evaluation of this project.

In this slide, we are looking at some of the indicators which include some ambitious targets. The targets were not developed by me. These 100% participation targets indicate the value that the funder places on ensuring that your projects are linked. The Knowledge Hub would appreciate that someone representing your project participates in each teleconference, knowledge exchange, etc. and partly because this forms part of the basis of the evaluation of the Knowledge Hub.

Indicators for the development of common indicators …

▸ Percentage of projects participating in discussions/activities related to identifying and revising common indicators (Target = 100%)
▸ Percentage of project leads who report awareness of common indicators (Target = 100%)
▸ Percentage of project leads who have read the literature review or summary on common indicators (Target = 60%)
▸ Percentage of projects that incorporated common indicators or information on common indicators into their research (Target = 50%)

This slide shows the importance of the community of practice members participating in discussions around developing some common indicators across all the projects. The adoption of common indicators might be challenging (we don't know yet) considering the range of different kind of projects that can be funded under this call. Common indicators for trauma-informed health promotion projects for victims of violence can potentially be a contribution to the world and not just to our projects alone.

More indicators

▸ Number of minutes, bulletins, knowledge products produced annually
▸ Number of people attending webinars
▸ Number of researchers in database

▸ Number of website visits (Target = 5,000 over program lifetime)
▸ Engagement in social media (Target = 240 postings by Hub on Facebook or Twitter)

In this slide, there are few more indicators. You can see the ambitious target numbers for the website, so I am sure the Knowledge Hub staff will be encouraging you to visit the website and engage in the social media component. You can look at the social media engagement as a way to share your own work and your projects. The Centre for Research & Education on Violence Against Women & Children has a Learning Network of over two thousand organizations, professionals and other stakeholders in this area, so it really is a great opportunity to link beyond the projects.

PHAC reporting requirements

- Number of professionals who report receiving/accessing/reading knowledge products (by type of professional)
- Number of professionals who report gaining knowledge from products/evidence accessed
- Number and percentage of professionals who report using knowledge products and evidence
- Number and percentage of professionals who report the knowledge products and evidence being valuable (relevant, timely, accessible, high quality)
- Describe how your project is supporting professionals in using knowledge to support victims of violence. Include information about the changes in practice reported, and the methods used to collect this information.
- Describe how your project is supporting professionals in using knowledge to support victims of violence. Include information about the changes in practice reported, and the methods used to collect this information.
- Number of new vs. enhanced partnerships (by sector/type)
- Amount of funds leveraged, with source
- Amount of in-kind support leveraged, with source
- Number of partners reporting changes in organizational policy and practice
- Describe how your project is supporting organizations in using integrated, trauma-informed, health promotion approaches to support victims of violence. Include information about the nature of changes in organizational policy and practice, and the methods used to collect this information. Reflect on changes within your organization, as well as your partners. (As available, use specific examples and the words of participants, staff, partners, etc.)
- Describe how your project is contributing to improving health outcomes for victims of violence. (As available, use specific examples and the words of participants.)

This slide shows the Public Health Agency of Canada reporting requirements and a few of them will become familiar to you because you have to address a lot of these same questions on your annual reports. The Knowledge Hub is required to collect this information from the projects. Some of these will also look familiar on the evaluation survey.

What we need to ask of you

- Please fill out the online Knowledge Hub Event and Product Evaluation Survey after each event
- Please participate in the annual Knowledge Hub Impact Measure survey, which we will send an e-mail link to you probably in March
- From June – September 2020, we may contact you for an interview to help us evaluate the Knowledge Hub
- Feel free to provide feedback at any time

What we have to ask the projects over the next few years?

After each event and embedded in each product, there will be a Knowledge Hub Event and Product Evaluation survey. We will be asking the community of practice members to rate all of the products, webinars, etc. Once a year, a link will be sent out to participate in the annual Knowledge Hub Impact Measure survey. The Knowledge Hub Event and Product Evaluation survey is open to anybody who accesses a webinar or product that is meant for the public but the Knowledge Hub Impact Measure survey is just for the community of practice. At the end of the project, we will spend a few month where we are going to conduct a final evaluation and at that time the community of practice members may be contacted for an interview to provide more details about their participation. I would like to invite you to provide feedback at any time. Anna-Lee and Linda Baker are very accessible, open and cooperative and I am sure they would want to hear from you at any time. If you would like your feedback to be anonymous, you could contact me directly and I will make sure that I will pass on your feedback/comments without attaching your name.