Good morning. This is Linda Baker, the learning director at the Center of research and education on violence against women and children and the learning network is delighted to bring you the first webinar in our series this year. We are so pleased to welcome Kate Bojin to present today and you can find a bio of Kate on your website, but I just wanted to tell you a little bit about Kate.
Kate is a project manager at White Ribbon and she has been leading the development, implementation, and evaluation of a three year nation-wide project. As the manager, Kate has adapted a collaborative and shared ownership model to develop a national community of practice to promote knowledge exchange and build momentum from coast to coast. She continues to lead the national relationship building process with community, women's, and youth based organizations, collaborating on a national evaluation framework promising practicing reports and a made in Canada online tool kit in engaging Men and Boys in gender-based violence prevention. We are delighted to have Kate, who is going to speak to us today on exploring a national evaluation framework.
I would just like to remind you of a few things as we go through, especially if this is the first learning webinar you have been to, we have a chat bar on the side of the screen and we invite you to type in questions and Kate is going to present for approximately 40 minutes and we will have 20 minutes to choose as many questions as we can out of the chat box and we will present those to Kate for her to answer so everyone can hear. We also want to remind you that if there's a link mention in the presentation or that someone else mentions in the chat box, we will make sure the link is in the chat box so you can access the reference that is mentioned. There will also be a link in the chat box to the evaluation.
Evaluations to each of our webinars are very important as it helps plan the next webinar and to keep bringing you something that works the best it can for your learning experience.
With that Kate, welcome and I’m going to turn it over to you.

Alright, good morning everyone. Just checking if you can hear me. Fabulous.
Good morning everyone, apologies I missed the intro but hopefully you got a little introduction, really thrilled to be with you, so great to see so many folks to join us on speaking about evaluations.
We are going to be exploring a national evaluation framework assessing changes in Men and Boys arising from gender-based violence prevention programming.
Some of the focus areas of our webinar:
I'm going to be talking about White Ribbon as an organization and contextualize the evaluation framework within our national community practice project, fabulous partners from across the country.
Then explore some of the current context of evaluation within GBC primary prevention, then I'll speak about some of the processes we used to develop the national evaluation framework.
Then I want to explore the national evaluation framework itself.
Then I will speak about some of our reflections and lessons learned from this process in collaborating on this document.

Then we will open it up to questions, comments and reactions

So a little bit about White Ribbon, we are the first largest effort to engage men and boys to prevent violence against women and girls and we are active in over 60 countries around the world and so we work with many different styles of governments, multi-laterals, NGOS, corporate and labor groups. We really identify entry points where we can engage men and boys to promote gender equality and prevent violence against women and girls.
We do this in a really primary prevention approach and really come from a women, human rights, and feminist frame work to unpack toxic masculinity.

So some of our initiatives right now. I encourage you to check out our website, we have our it-starts-with-you initiative so some really great resources out there for educators, families, fathers, coaches, and teachers.
We also have our continuation of that initiative on imamalemodel.ca.
We also have our very exciting what makes a man conference coming up in Toronto on February 19. We have our annual walk a mile in her shoes event, this year on May 12th.
We have a really exciting partnership with the Toronto Argonauts as well, it's called "huddle up and make the call," feel free to check that out as well and learn more about it. We will be developing a tool kit on how do we engage best with the coaches and with the sporting institution on gender equality. So check out that in September of this year.

Great so also contributor the draw the line campaign which is managed by the Ontario coalition of rape center. So feel free to check out our resources.
So launching into the national community of practice so we are funded by Status of Women Canada and the project started in Oct 2013 and will be completed this December. Our overall objective was to create a learning network in a community of practice among 9 organizations which received funding under the previous call for proposals of status. So we really wanted to be a catalyst and coordinate these groups to share lessons learned and challenges. So we do this by quarterly web conferences and we also have an internal site for discussions and resources that we utilize.

So this is to kind of to give you a scope of where our partners are. So starting in the Northwest in the Yukon then moving to Edmonton Alberta working with Alberta council for Women's Shelters then over to Manitoba with Broadway Neighboring Center and Winnipeg. Ontario is more heavily represented, working with changing ways in London Ontario and nova vita women's shelter in Brantford Ontario, student's commission of Canada in Toronto Ontario, Inuit Women of Canada and they are based in Ottawa. Moving East, working with **(inaudible words)** and Crystal's house association in Nova Scotia.

Also just note many of our partners are doing programs across different provinces. So programming was happening in Victoria, BC, Northern Quebec, so real broad scope.
The main tenants of this COP project is what we are going to explore this morning. The National evaluation framework.
We are currently working with an evaluation consultant to rule up results and findings from our nine partners program to complete a promising practices report. So we are currently are completing that report. Later this year, in Sept, we are collaborating with a Made in Canada online tool kit which is focused on engaging men and boys to promote gender equality and prevent violence. So we really want this tool kit to reflect promising practices that are coming out from our partners programing, featuring some police studies.
 We really want it to be interactive and feature the dynamic programming that has happened across the country.
In terms of our approach to developing the framework, we did a pre-comprehensive review of all of our partners current evaluation framework and worked with our evaluation consultant team in identifying the common outcomes and indicators that are coming up that we can include in our framework. So we really want it to be based on some of the great thinking and frameworks that were already out there. We really want to position it as a big learning opportunity and building evaluation capacity within White Ribbon and amongst our community -of practice partners as well. So we did two nation-wide site visits to obtain feedback on the draft of the framework and have conversations about current methodologies and what's been working well.
We always keep the important context in the back of our mind when we are developing this framework so we really want it to read like a menu as opposed to a rigid framework.

So again we wanted to capture the existing framework and insights to formulate the document and we wanted to add to the evidence base that is out there and the current frameworks which are available.
We wanted it to be applicable to wide ranging groups and folks across different evaluation capacities. We also want it to be user friendly and have plain writing as well. Critically important for us to work together as a community practice and shaping the evaluation framework document.
Our guiding principles are listed on the website but fostering accountability is critically important. Having girls and women's safety and security is why we are doing this work. Work with men and boys should always be seen as complimentary to work with women and girls and not as either or. We have to acknowledge the accomplishments and continued work by leading women activists and women's organizations. And to affirm a diversity and intersectionality approach which is so critical for this work and evaluation.

Some of our core objectives of the framework are to look at the results happening across our 9 project partners. We want to potentially find some shared results across the program. We will be using some of these problem-solving practices that are going to be coming from the report to inform the toolkit set for this September.
Some of the users of the national evaluation framework, it was great to see our partners utilizing the framework in their own evaluation work. We're hoping at White Ribbon we can utilize elements of it for status of Women Canada, our project funder. We are also hoping it can be useful for our broader gender-based violence response and prevention sector.
Also, it's useful for international development programs which are happening out there seeking to engage men and boys.
So our process for development, we started off working with our team on literature review on where some of the current evaluation approaches are out there and I encourage you to check that out on our website, it's a fabulous resource.
After the literature review we moved to a comprehensive review of our partners documentation. We then did a first round of revisions and feedback that was in person with all of our partners. And then we had second and third rounds of revisions continued. So we really wanted to capture the great feedback we were getting.
Then we did a grammar and plain language edit to finalize the document and went for design.
Some of the contextual factors: the focus is how important context is for evaluation planning and I just wanted to speak about the programing challenges that came about.
So really the use of common terminology being used across the program. The challenge of having more short-term projects, staff changes, really needing time to develop and foster relationship building.
It's tricky to track long term changes without the resources to do so.

Some of the enabling factors that were coming out of our partners programming was the community readiness and trust with the organization to explore these issues.
Also, to have meaningful youth-engagement strategies across the program cycle. The value of arts and creative-based approaches to explore helping masculinities, being an ally in gender equality.
Balancing strength based approaches with fostering that really critical accountability and responsibility with men and boys.
Some other enabling factors that were coming out was the systematic and thoughtful planning processes together with women's organizations. As well as integrating accountability at all project phases and programs that are truly rooted in the community which are culturally relevant.
Some key findings coming out of the literature review that I wanted to share. So there really does need to be a balance between attitudinal changes with behavioral change, they don't necessarily go together, behavioral changes are far more difficult to access and does need to be long term.
There's also not a whole lot out there on different engagement levels with men and boys, "what is this really looking like in practice, what are the challenges pertaining high levels of engagement?"
As well as the need to build long term follow up for measuring change. The importance of inclusive methodologies which are culturally appropriate to the specific context and considering the extent men and boys are participating in programming. As well as the limitations of self-reporting, we can sometimes get some biased responses and socially acceptable responses as opposed to genuine feelings and actions.

I see some great questions coming out on the chat too and I think Linda will take them up in the end. So getting more into the framework itself. So we've indicating 8 core outcome areas for engaging men and boys programming. We have awareness-raising, knowledge and understanding, attitudinal change, skill development, behavioral change, gender equitable peer interaction and support, partnerships and coalition building, and advocacy for gender-based violence prevention.

Just going through some of the different capacity levels, community capacity refers to changes that occur at a broader level or have the potential for a more widespread change, community coalitions, collaborating with key decision makers.
In terms of organizational capacity we talk about changes occurring within different types of institutions, community, public, private and academic.
Social capacity is changes that occur within groups of individuals such as families, peer groups, relationships, extracurricular groups which can include sports teams and others.

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

So I wanted to focus on one outcome per outcome area and these are the ones we saw coming out loud and clear across the board from our partners' programming.
Our first outcome is men and boys increased awareness in gender issues and the second outcome is understanding, men and boys have increased knowledge regarding gender based violence and its root causes, so exploring toxic masculinity, gender inequality, impacts of colonialism.

Moving to attitudinal change, men and boys experience a positive change in attitudes focused on gender equality and healthy relationships.
In terms of skill development, men and boys have strengthened skills to be proactive towards GBV issues. For example being able to facilitate change programs in collaboration with girls and really addressing the root causes of GBV. The other outcome area we have about skill development is all about response for men and boys to be able to respond effectively to GBV.
Behavioral change is increased numbers of men and boys acting as role models to other men and boys towards the prevention of GBV.
For peer-interaction we see increased support for new male leaders to prevent GBV.
The last two, partnerships and coalition-building, we see an increase of men and boys acting as role-models to other men and boys. And for advocacy we see strengthened relationships with key decision makers to promote male engagement for gender-equality and violence prevention.

So this is the layout and format of the framework. So you'll see the outcome area represented, the two outcomes per outcome area and the different levels of capacity which run through each outcome.
So we've included some qualitative and quantitative indicators in there and I won't go through this in great detail but in terms of the social capacity, our indicator that we used was the number of social groups discussing gender-based violence issues. Moving to community capacity for the second outcome was the perception of roles men and boys can play to prevent violence against women and girls.
So we see different types of indicators and we actually had a pretty extensive dialogue discussion around how many indicators to include without it being too overwhelming and confusing. So we decided to stick to two outcomes per outcome area which just one sample indicator.
These are really just samples. We think these speak well to these outcomes.
So in terms of the limitations of the evaluation framework, the document doesn't specify methodologies because it was a bit beyond the scope, but it is really important area for exploration. It was fabulous to see the creative methods that were being used in terms of digital stories, capturing some of the changes and reflections for the young people participating. So some real great dynamic approaches being used.

This is a pilot project for white ribbon. So we really had a reflective approach as we went along and we are continuously learning and adapting throughout.
I'm hoping that in future this could actually be turned into developing a course of competencies based on attaining certain outcomes. So I'd love to see that happen.

Again the context can't be stressed enough, it's absolutely critical for even thinking about evaluation. With any kind of framework or model, it doesn't necessarily capture the subtleties and the complexities of this work. We also recognize male-identified folk are at various stages of their own readiness, reflection, and understanding of their own gender, power, and privilege.

At the end of the document you'll see a guidance note that I wrote based on the framework. That is really just kind of a one-pager document. If it's all you read you'll get a really great sense of what's happening in the framework. So feel free to have that in your back pocket.
So the main points, again the framework explores across 8 outcome areas, two desired outcomes per areas and across four levels of change.
We do think it's really critical to use both qualitative and quantitative indicators and in terms of qualitative what's interesting is we use just examples of work.

Moving along, the critical importance of having gender-segregated data is we actually know if men and boys are changing and any framework needs to be captured by different methodologies and a broader model.
So some of the reflection and lessons learned from our process. We were really fortunate to work with the nine project partners across the country. So it was fabulous to work together to formulate the framework and as a capacity building opportunity. Again we really wanted to be flexible and adaptable to developing the national evaluation framework.
I really pointed to the need to more user friendly evaluation tool and resources. Evaluation still scares a lot of folks off so we wanted to create something that was used friendly. We really think this is a great demonstration of really our collective impact as a national community practice. And really a testament to the dynamic work that has been happening across the country. SO we are also really encouraging adaptation of tools as opposed to more rigid frameworks.
Lastly, this really took us some time in creating final versions of the document. So a year and a half is really the time it took for our initial drafting, consultation process, revising the document several times, working with the designer. So for folks thinking about collaborating on a similar project, do ensure that you give yourself time for that process piece, it becomes pretty important.

I wanted to share the interest we've been seeing from the framework. So the communication initiative which is a global international development online resource wanting to feature the tool on their website and on their newsletter. We also got some interest on feminist issues in evaluation from the American Evaluation Association this past October and they featured us in their newsletter.
American Men's Studies Association as well as the UN Women training center expressed interest as well.

So in terms of "what's next for us" we are working on the results of the promising practices report which will push a lot of findings across Canada and using the NEF as our analysis tool. That will inform the development of our toolkit of September. We are now starting to look as an organization at White Ribbon how we can apply relevant areas of the framework to us as an organization.