Movies, art and virtual reality: Innovative evaluation story methods

September 16 2019

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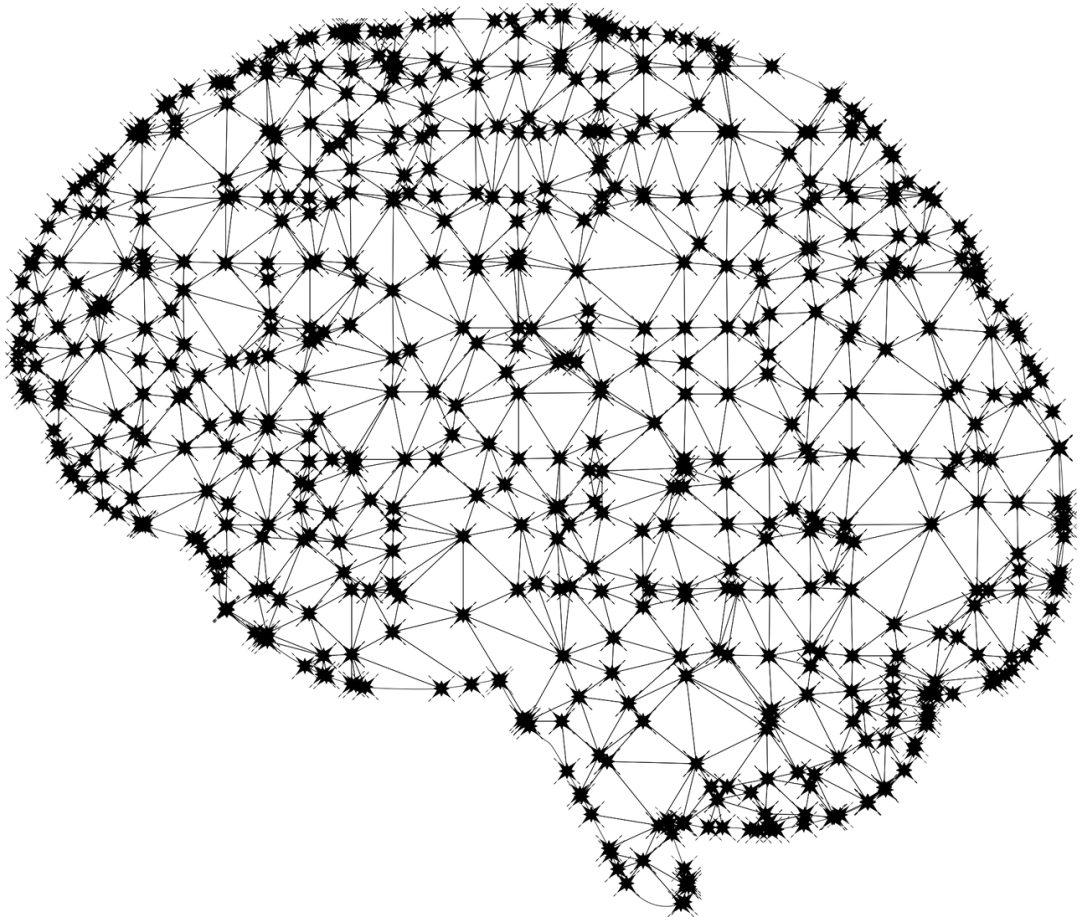
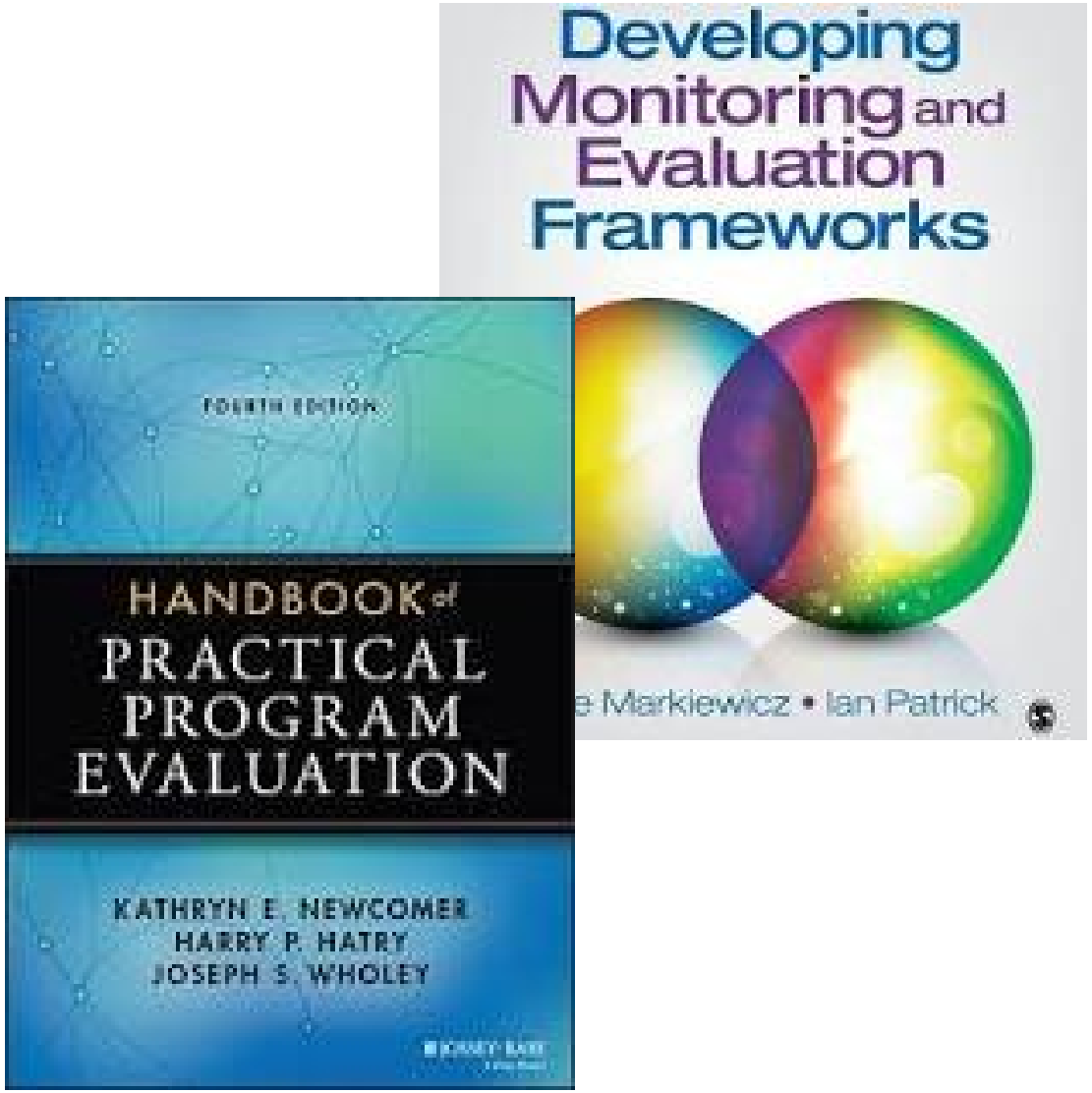
VISUALINSIGHTS

Power of story for evaluation

- Aids memory
- Conveys emotion to elicit action




Developing
Monitoring and
Evaluation
Frameworks
e Markiewicz • Ian Patrick
FOURTH EDITION
HANDBOOK of
PRACTICAL
PROGRAM
EVALUATION
KATHRYN E. NEWCOMER
HARRY P. HATRY
JOSEPH S. WHOLEY

?

Evaluation story for M&E

- Use for promotion and marketing
- Anecdotal only?
- Not a method/ or inferior to other approaches (quant/survey)

Donate Online

Your kindness today will help dads like Luke put food on the table

Now Charlotte reads in front of the whole school

Harrison's wish

Harrison's wish came true when he became a police cadet for the day with the South Australia Police ...

The potential of digital story for evaluation

Potential of digital evaluation story as CREDIBLE EVIDENCE

- Building rigor

SAMPLING

DATA COLLECTION

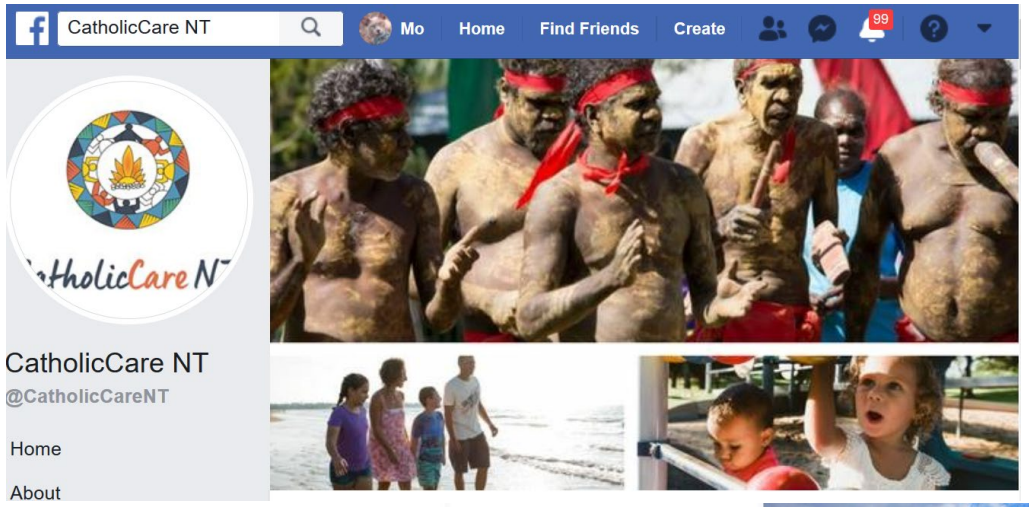
ANALYSIS

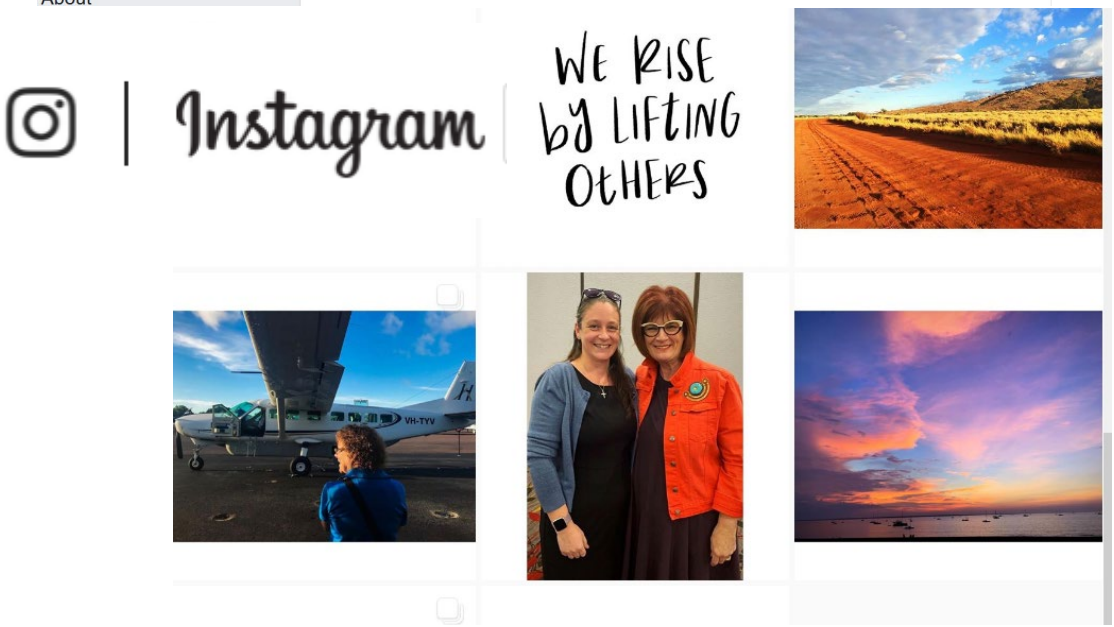
CatholicCare NT

CatholicCare NT
Reception

GOOD NEWS STORY

OUTPUTS REPORTING





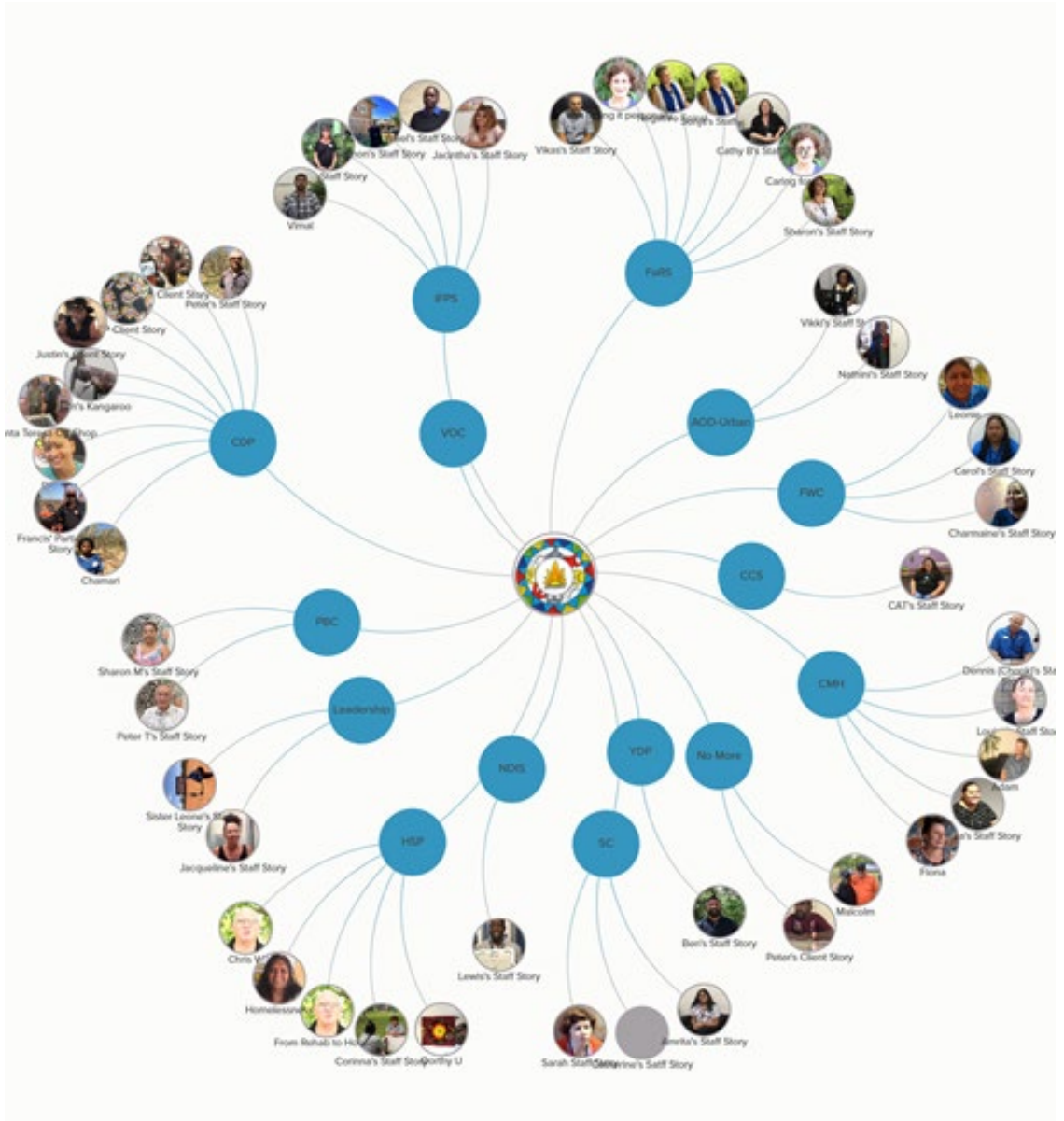
EVIDENCE OF THE DIFFERENCE WE ARE MAKING

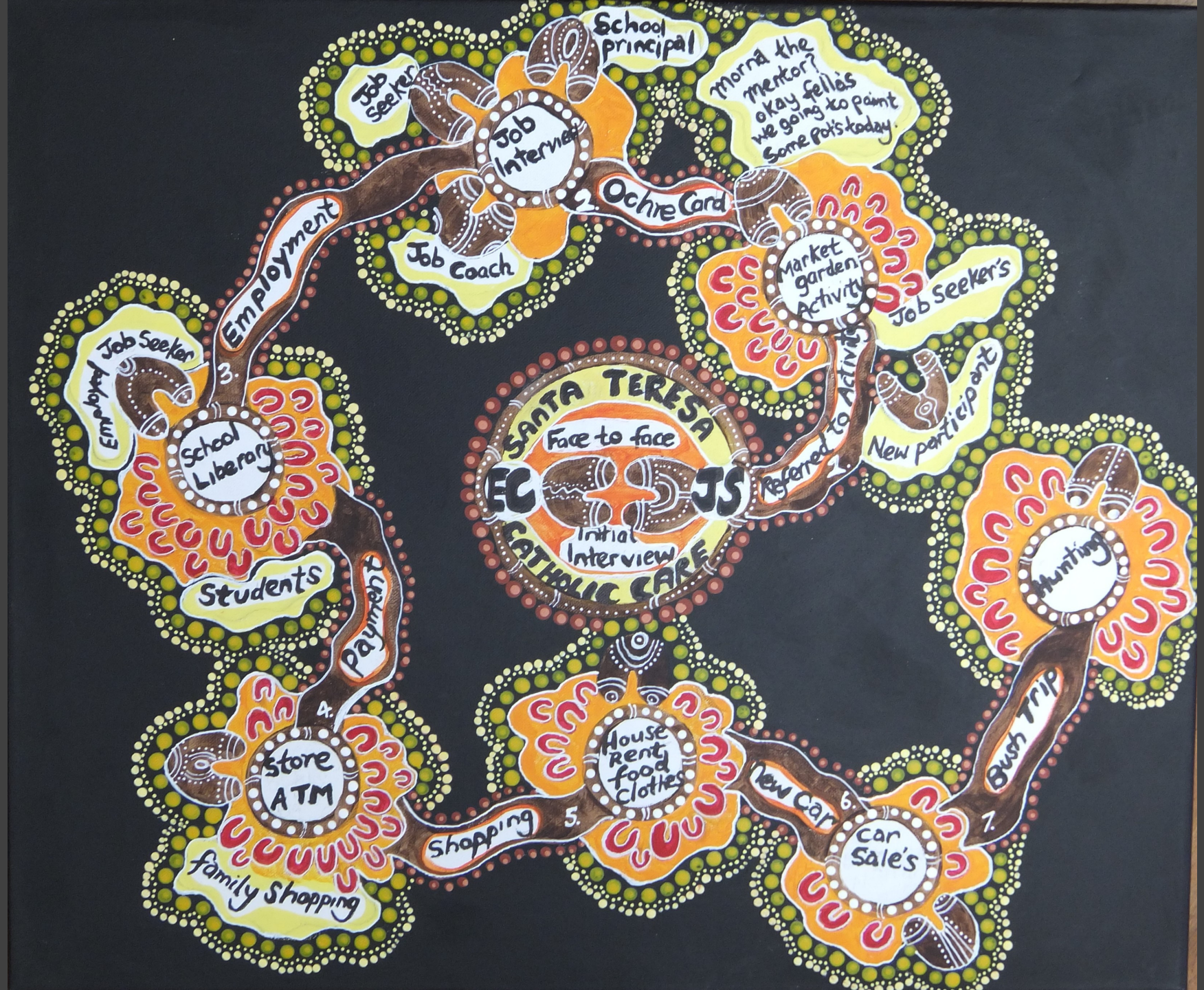
Incorporation of digital evaluation story method within M&E

1. Where we are at
2. How we got to this point
3. Advantages of approach
4. Driving forces that enabled us
5. Road bumps and obstacles navigated
6. Lessons for learner drivers

Where we are now

- Incorporated **evaluation stories of change** in M&E
- 1-2 evaluation stories of change per staff per year




SANTA TERESA
CATHOLIC CARE
EC
JS
Face to face
Initial Interview
Job Seeker
School principal
Job Interview
Job Coach
Employment
Ochre Card
morna the mentor? okay fellas we going to paint some pots today.
Market garden Activity
Job Seeker's
New participant
Referred to Activity
Employed Job Seeker
School Liberary
Students
Payment
Store ATM
family Shopping
Shopping
House Rent food Clothes
New Car
car Sale's
Bush Trip
Hunting
1.
2.
3.
4.
5.
6.
7.

2.How we got to this point –Building rigor

Moving from Good News Story to Evaluation Story

1. Participatory action research approach- shifting to rigor in stages over **time** and being **responsive**
2. ECB – coaching and mentoring
   - External coaching
   - Shifted to internal mentoring (after 18-24 months)
   - Linking Story to TOC and then TOC back to Story
3. Building and establishment of a Toolkit including Evaluation Story

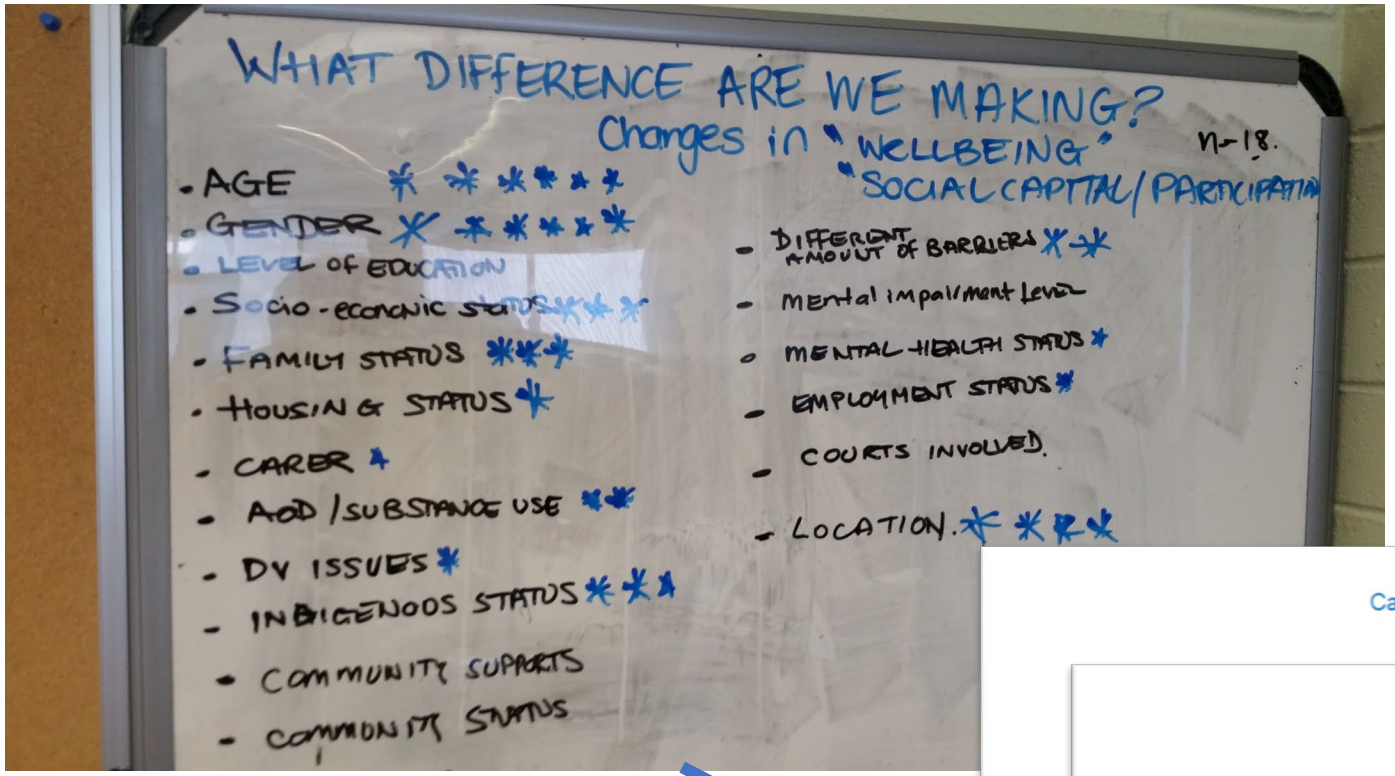
2.Building rigor – focus on 3 stages

SAMPLING

DATA COLLECTION

ANALYSIS

Sampling



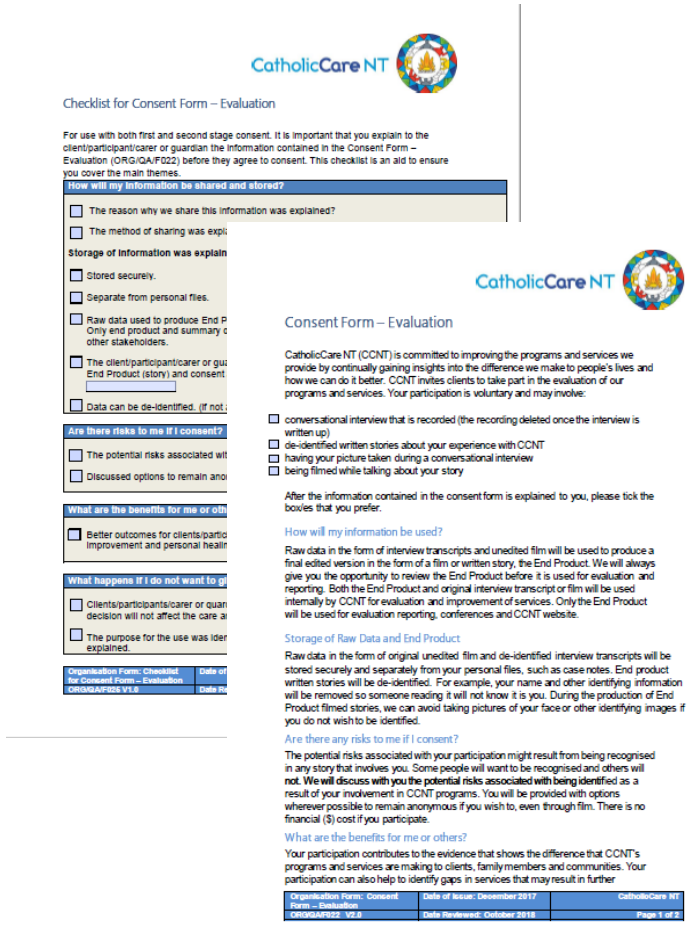
CatholicCare NT Sampling Frame for Evaluation Interviews
LOCATION- ALL 17 LOCATIONS

CatholicCare NT Sampling Frame for Evaluation Interviews
LOCATION- ALL 17 LOCATIONS

CatholicCare NT

<18 years				18-35 years				36-55 years				>55 years			
Men		Women		Men		Women		Men		Women		Men		Women	
Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Data collection



CatholicCare NT

Checklist for Consent Form – Evaluation

For use with both first and second stage consent. It is important that you explain to the client/participant/carer or guardian the information contained in the Consent Form – Evaluation (ORG/QA/F022) before they agree to consent. This checklist is an aid to ensure you cover the main themes.

How will my information be shared and stored?

- ☐ The reason why we share this information was explained?
- ☐ The method of sharing was expl

Storage of information was explain

- ☐ Stored securely.
- ☐ Separate from personal files.
- ☐ Raw data used to produce End P… Only end product and summary … other stakeholders.
- ☐ The client/participant/carer or gu… End Product (story) and consent …
- ☐ Data can be de-identified. (If not …

Are there risks to me if I consent?

- ☐ The potential risks associated wit…
- ☐ Discussed options to remain ano…

What are the benefits for me or oth…

- ☐ Better outcomes for clients/partic… improvement and personal health…

What happens if I do not want to gi…

- ☐ Clients/participants/carer or guar… decision will not affect the care a…
- ☐ The purpose for the use was iden… explained.

Organisation Form: Checklist for Consent Form – Evaluation	Date of
ORG/QA/F025 V1.0	Date Re

CatholicCare NT

Consent Form – Evaluation

CatholicCare NT (CCNT) is committed to improving the programs and services we provide by continually gaining insights into the difference we make to people's lives and how we can do it better. CCNT invites clients to take part in the evaluation of our programs and services. Your participation is voluntary and may involve:

- ☐ conversational interview that is recorded (the recording deleted once the interview is written up)
- ☐ de-identified written stories about your experience with CCNT
- ☐ having your picture taken during a conversational interview
- ☐ being filmed while talking about your story

After the information contained in the consent form is explained to you, please tick the boxes that you prefer.

How will my information be used?

Raw data in the form of interview transcripts and unedited film will be used to produce a final edited version in the form of a film or written story, the End Product. We will always give you the opportunity to review the End Product before it is used for evaluation and reporting. Both the End Product and original interview transcript or film will be used internally by CCNT for evaluation and improvement of services. Only the End Product will be used for evaluation reporting, conferences and CCNT website.

Storage of Raw Data and End Product

Raw data in the form of original unedited film and de-identified interview transcripts will be stored securely and separately from your personal files, such as case notes. End product written stories will be de-identified. For example, your name and other identifying information will be removed so someone reading it will not know it is you. During the production of End Product filmed stories, we can avoid taking pictures of your face or other identifying images if you do not wish to be identified.

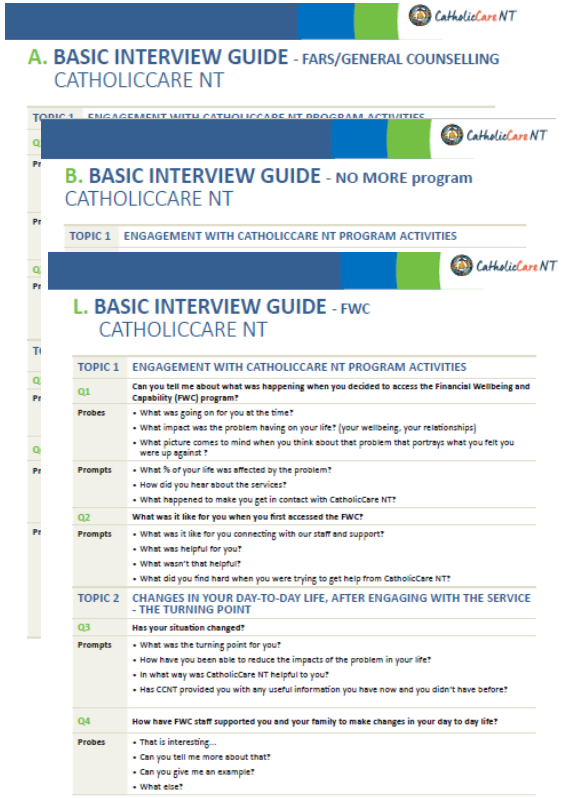
Are there any risks to me if I consent?

The potential risks associated with your participation might result from being recognised in any story that involves you. Some people will want to be recognised and others will **not. We will discuss with you the potential risks associated with being identified** as a result of your involvement in CCNT programs. You will be provided with options wherever possible to remain anonymous if you wish to, even through film. There is no financial ($) cost if you participate.

What are the benefits for me or others?

Your participation contributes to the evidence that shows the difference that CCNT's programs and services are making to clients, family members and communities. Your participation can also help to identify gaps in services that may result in further

Organisation Form: Consent Form – Evaluation	Date of Issue: December 2017	CatholicCare NT
ORG/QA/F022 V2.0	Date Reviewed: October 2018	Page 1 of 2



CatholicCare NT

A. BASIC INTERVIEW GUIDE - FARS/GENERAL COUNSELLING
CATHOLICCARE NT

CatholicCare NT

B. BASIC INTERVIEW GUIDE - NO MORE program
CATHOLICCARE NT

TOPIC 1	ENGAGEMENT WITH CATHOLICCARE NT PROGRAM ACTIVITIES

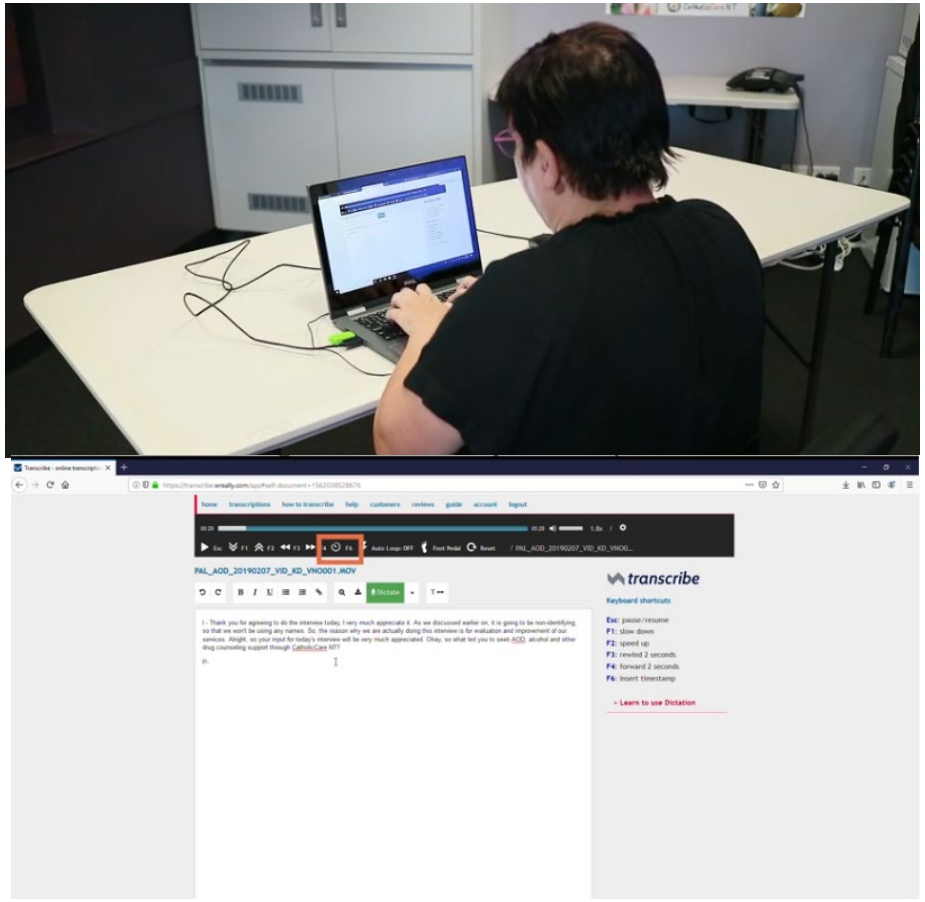
CatholicCare NT

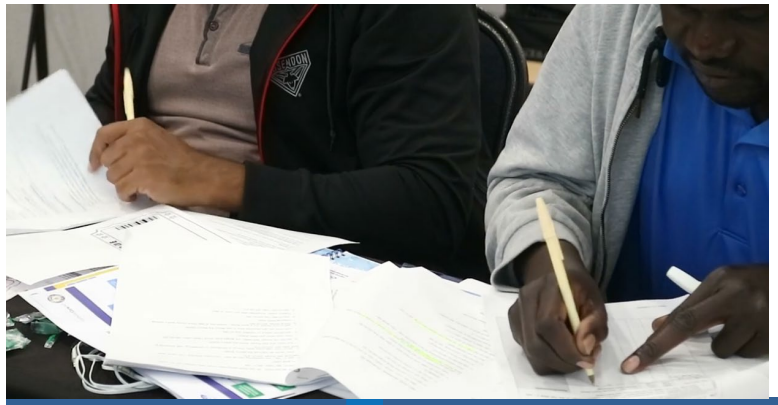
L. BASIC INTERVIEW GUIDE - FWC
CATHOLICCARE NT

TOPIC 1	ENGAGEMENT WITH CATHOLICCARE NT PROGRAM ACTIVITIES
Q1	**Can you tell me about what was happening when you decided to access the Financial Wellbeing and Capability (FWC) program?**
Probes	• What was going on for you at the time? • What impact was the problem having on your life? (your wellbeing, your relationships) • What picture comes to mind when you think about that problem that portrays what you felt you were up against ?
Prompts	• What % of your life was affected by the problem? • How did you hear about the services? • What happened to make you get in contact with CatholicCare NT?
Q2	**What was it like for you when you first accessed the FWC?**
Prompts	• What was it like for you connecting with our staff and support? • What was helpful for you? • What wasn't that helpful? • What did you find hard when you were trying to get help from CatholicCare NT?
TOPIC 2	CHANGES IN YOUR DAY-TO-DAY LIFE, AFTER ENGAGING WITH THE SERVICE - THE TURNING POINT
Q3	**Has your situation changed?**
Prompts	• What was the turning point for you? • How have you been able to reduce the impacts of the problem in your life? • In what way was CatholicCare NT helpful to you? • Has CCNT provided you with any useful information you have now and you didn't have before?
Q4	**How have FWC staff supported you and your family to make changes in your day to day life?**
Probes	• That is interesting… • Can you tell me more about that? • Can you give me an example? • What else?

VISUALINSIGHTS

Data management and analysis





CatholicCare NT

INTERVIEW ANALYSIS FORM:
PART A - STAFF MEMBER

INTERVIEW DETAILS

Interviewer name: Program:

Site location: Date of interview

Type of interview: Video Audio Other/note

Participant consent provided: Yes No

Notes/location:

Interview Transcript provided (includes cover page): Yes

Notes/location:

BEGINNING OF STORY
CONTEXT AND CHALLENGE PRESENTED FO

Include information from transcript and other sources to complete this se
when including information from transcript.

Topic/question	Begin time code	End time code	Insert text – in quotes from tr
1. What was the problem or challenge for the participant?			

PAGE 1

INTERVIEW ANALYSIS F
PART B- REGIONAL GROU

PROGRAM EVALUATIO

1. Use the TOC for your program (include an A4 cop in the interview. Include the time codes at the be *these 3 outcomes on the Program TOC)*
2. Note any ways this participant's experience could apply to the TOC from this interview).

TOC outcome ST, MT, LT	Begin time code	End time code	Inser from

INTERVIEW ANALYSIS FORM:
PART D- PANEL

RIGOUR OF INTERVIEW EVIDENCE

Read the interview transcript and using the descriptions provided, rate the interview from 1 to 5 (5 being highest quality) on the four criteria provided below

Criteria	1 Poor	2 Fair	3 Good	4 Very Good	5 Excellent
1. Depth of participant responses *Comments:*	*Little information from participant*		*Some depth in participant responses*		*Large sections of indepth information from participant*
2. Authenticity of responses (i.e. a genuine participant perspective) *Comments:*	*Not authentic*		*Authentic*		*Very authentic*
3. Interviewer questions *Comments:*	*Mostly leading or closed questions off topic*		*On topic - follows interview guide. Some open-ended questions*		*Mostly open-ended questions and use of probes and prompts*
4. Interviewer refrainment from judgement (both positive and negative judgement)	*Many of the interviewers responses contain either positive or negative judgement*		*Only occasional judgement*		*No sign of positive or negative judgement*

TOTAL SCORE

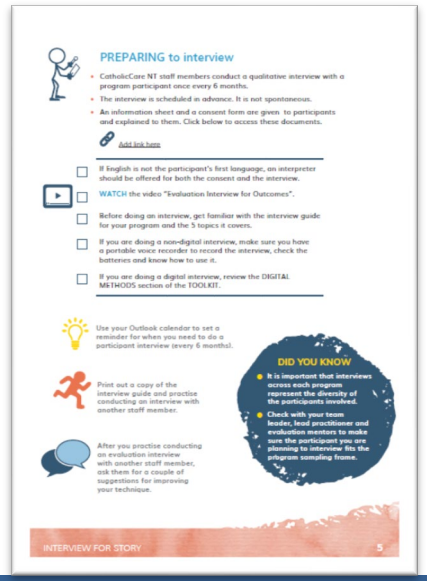
PAGE 7 Version: V2/02092019

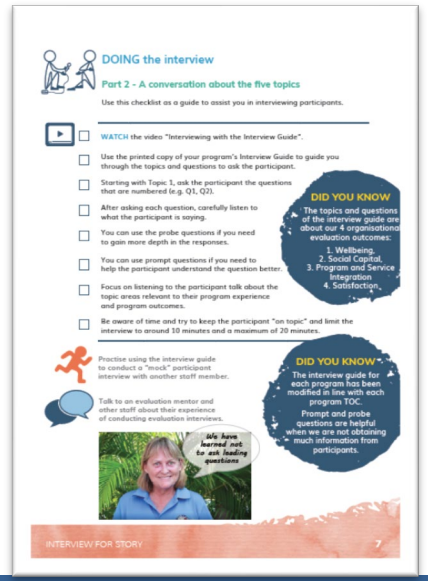
2.Toolkit supports the process

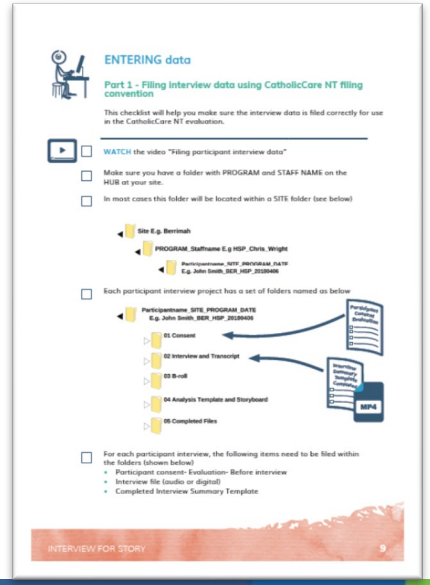
SAMPLING

COLLECTION

ANALYSIS







3. Advantages of the approach

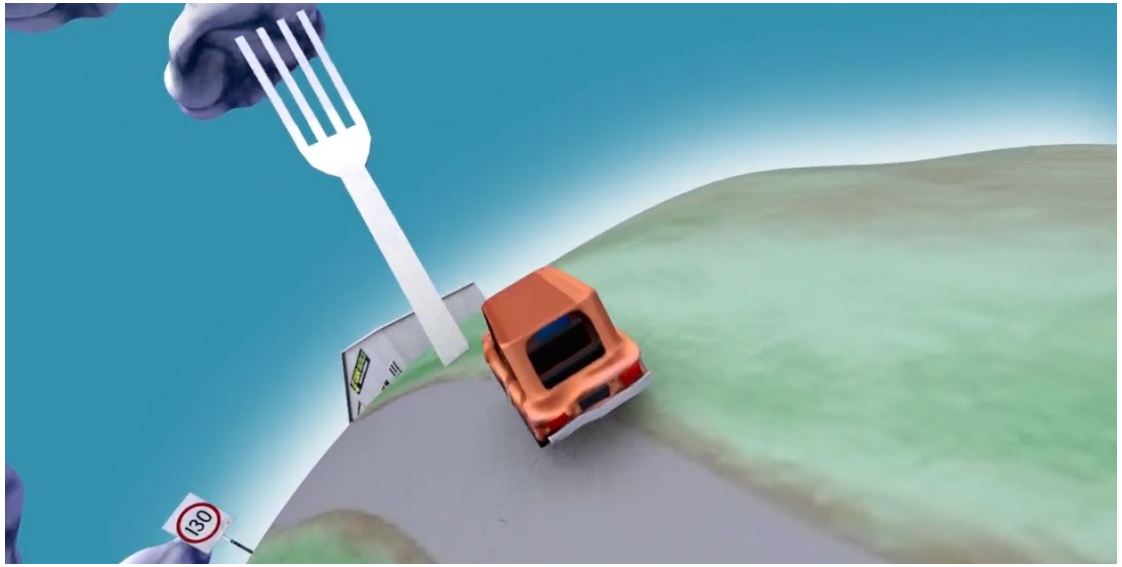
1. Embedded evaluation skills started and end with story
   - Familiarity with each stage –sampling, interview, analysis
   - Link these to TOCs and eval frameworks
2. Improved work practice through visual story reflection
3. Improved client relationship and agency

4. Driving forces that enabled us- Organisational ingredients of success

1. Clear shared vision of leadership team – The heart – Determination!
2. High degree of relational trust
3. A responsive organisation

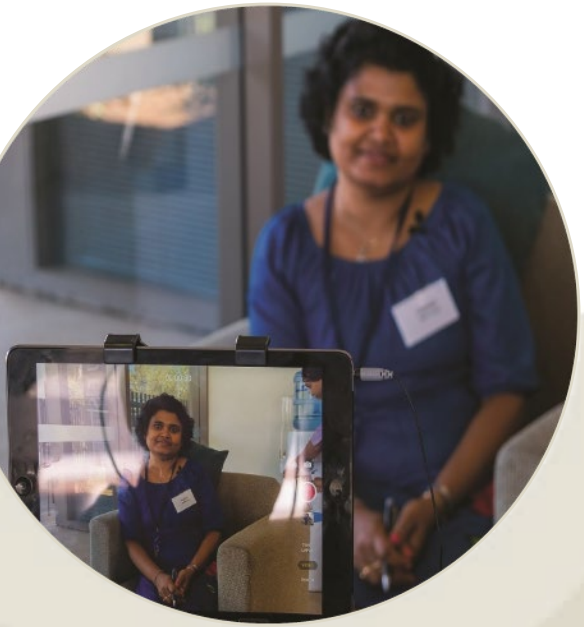
5. The main challenges

1. Confusion upon confusion – Leadership still learning too!
2. Staff at different levels of readiness – Particularly regional managers
3. Visual Evaluation Story-telling complex to integrate



Our advice for others

1. Build eval skills and clarify framework before leading others
2. Clear messaging
3. Early involvement of staff across the organisation in mentoring roles



Thank You

VISUALINSIGHTS