



DON'T FORGET THE LAST STEP

EVALUATION KNOWLEDGE TRANSLATION PRACTICES THAT RESONATE

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MOVEMBER

AUSTRALIAN EVALUATION CONFERENCE 2023
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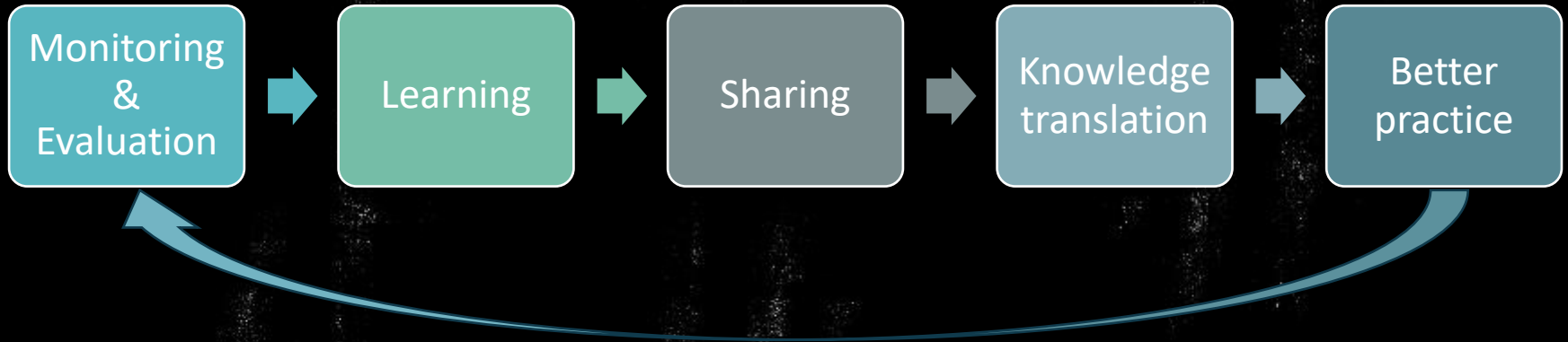
INTRODUCTION

This talk will tackle the learning, sharing and translation component of our work as evaluators – the most important bit!

- We will share Movember's approach to learning, sharing and contributing to knowledge translation
- Give you some practical examples of the different types of knowledge sharing that you might like to try
- Share what we have learnt along the way about learning and sharing
- Help you to consider your role in knowledge translation.



BREAKING DOWN KNOWLEDGE TRANSLATION



Question: How far down this chain of steps are you responsible?





OUR APPROACH

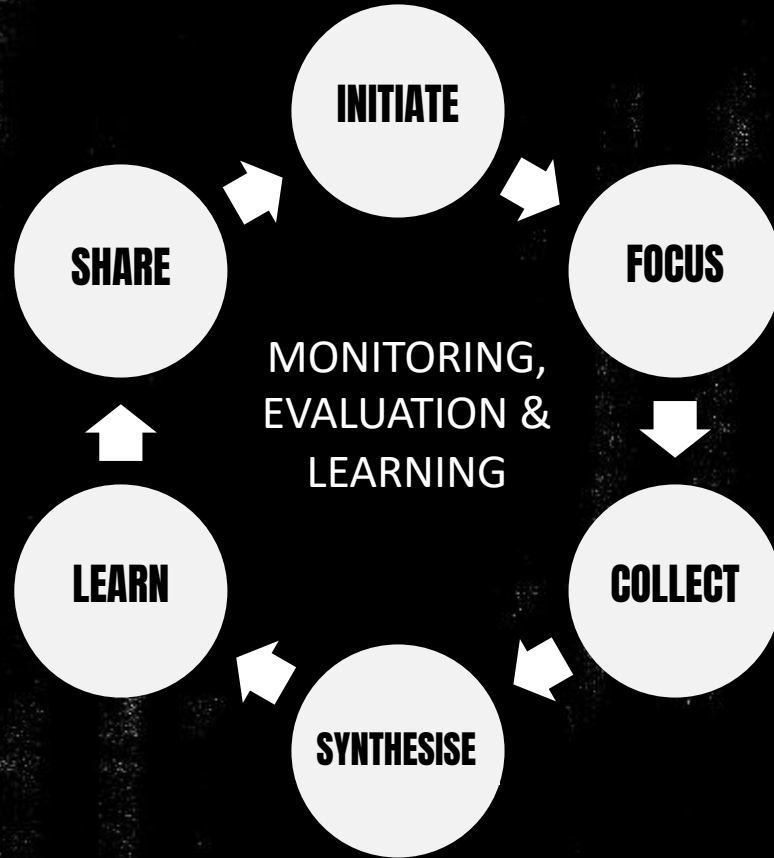
MACELLAIO
EVERY DAY
ENJOY

OUR APPROACH

All monitoring, evaluation and learning at Movember is conducted and reported using a simple, overarching approach.

It's both a process and a continuous learning cycle.

This facilitates consistency, comparability and ongoing learning and improvement.



LEARN

We conduct a Learn Workshop to review the final evaluation report to:

- Ensure we have clear answers to our key evaluation questions
- Determine what the findings mean for men or for our implementation processes
- Assess the recommendations – where to from here for Movember? What changes need to be made?
- Consider both program learnings and evaluation learnings.



LEARN

We also are beginning to engage in more iterative, short term learning cycles:

- In the future, we are looking to use more developmental evaluation approaches, or agile (test & learn) ways of working with program teams.
- This has stemmed from our experiences with digital product evaluation, but it likely has merits for other types of programs as well.
- Where appropriate, we will put in place learning loops (fortnightly, monthly, quarterly) that allow us to learn as we go.
- We will utilise the product development tools of “sprints” and “retros”.



SHARE

This phase centres around the **Knowledge Sharing Plan** that guides both internal and external communications about learnings:

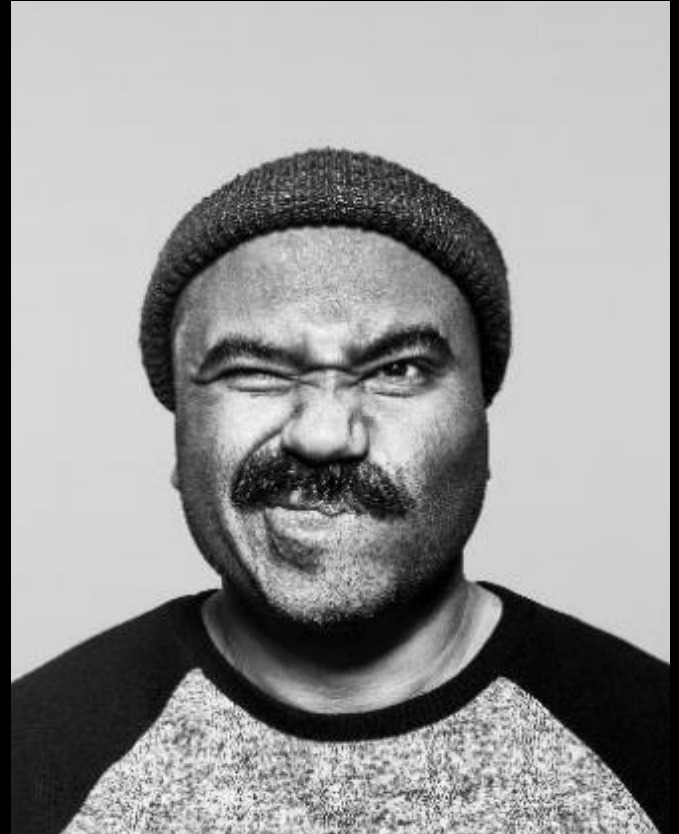
- This plan is drafted by our internal MEL team member early on and then reviewed and updated once learnings become available
- The plan contains guidance on what **knowledge sharing assets** (case studies, videos, infographics, dashboards, marketing messages, topline impact reports) will be produced
- We also provide impact statements and stories for Marketing and Fundraising and upload them onto the **Impact Hub**
- We aim to provide evidence to the decision makers at the right time. This is a work in progress!





EXAMPLES

01 KNOWLEDGE SHARING PLAN



The Knowledge Sharing Plan:

- Is drafted in the early phases of an evaluation, and updated at key learning milestones
- Articulates how, when and what we intend to share from an evaluation
- Recognises that not everyone needs, or has time to, read the detailed evaluation report
- That different audiences will require learnings in different formats at different times



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PURPOSE OF THE PLAN

EVALUATION DELIVERABLES

KNOWLEDGE SHARING PLAN

NEXT STEPS



**TABLE 1: KNOWLEDGE SHARING PLAN FOR BOTH INTERNAL AND EXTERNAL AUDIENCES**

KNOWLEDGE SHARING ASSET	WHO DEVELOPS	WHEN DEVELOPED / DUE	AUDIENCE SHARED WITH	WHAT THEY NEED TO KNOW	PURPOSE OF SHARING	WHO & HOW SHARING IS DONE	WHEN SHARING OCCURS
E.G., MONITORING DATA [ALWAYS INCLUDE THIS]	Consultant	Monthly during data collection period (X date to X date)	Business Owner and Product Manager	Impact findings and data collection stats	Performance monitoring	M&E Manager sends email update with link to dashboard	Within 2 days of month end, during data collection period
E.G., INTERIM REPORT	Consultant	Due: 30 OCT 2022	Business owner and Product Manager	Full report – esp. key findings and recommendations	Decision-making: inform strategic planning	M&E Manager emails reviewed report	By 7 NOV 2022
E.G., FINAL REPORT TOPLINE SUMMARY (PPT)	Consultant & MEL team	Due: 30 SEP 2023	GAC (Global Men's Health Advisory Committee)	Key findings / headline messages / Recommendations / Next steps for the product	Accountability	M&E Manager emails GAC Coordinator to email to GAC members	In time for GAC meeting on 5 DEC 2023
			Global Director, MHSP	Key findings / headline impact statements / recommendations to help plan for next steps for the program	Decision-making: inform strategic planning	M&E Manager emails finalised report	By end OCT 2023
E.G., JOURNAL PAPER	MEL Team	Due: 30 Jan 2024	Evaluation community / Evaluation Journal of Australia	Digital evaluation methods trialed and benefits	To translate: about new methodology used To build credibility	Via Journal online submission portal	Paper submitted by end Feb 2024



02 KNOWLEDGE SHARING ASSETS

- # Learn workshop presentation
- # Topline impact report
- # Case study
- # Infographic
- # Video
- # Dashboards
- # Impact statements
- # Impact Hub sections



TOPLINE IMPACT REPORT



CONTENTS

This deck provides a topline snapshot of the impact Family Man has made on men globally to date.

Impact information has been drawn from the Family Man Evaluation Report (Aug 2022), delivered by First Person Consulting:

- Program outline
- Program & evaluation goals
- REAL & KPI results
- Key evaluation findings
- Key impacts made
- So what? (program & evaluation learnings)
- Useful links to other impact assets



KEY EVALUATION FINDINGS

Key Evaluation Question #1

To what extent has Family Man reached intended audiences?

Overall, we were successful in promoting Family Man to fathers and other caregivers across our 6 markets, and beyond:

- Marketing and promotional efforts for Family Man were generally effective at driving traffic to the product.
- Google Analytics demonstrate that paid search and social media were the most common acquisition channels.
- Since product launch, there were 4,889,395 impressions generated through Search Engine Marketing channels up until 8th April 2022.



PROGRAM LEARNINGS

How will we turn evaluation findings into program improvements?

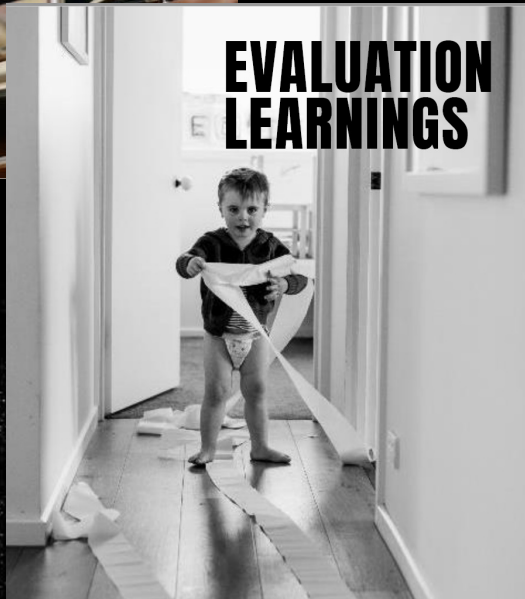
Reach: The team is looking to maintain marketing efforts and explore ways to shift from paid to other organic forms of marketing. Further MET involvement once impact strategy lands.

Engagement:

1. Team is working on developing a new episode and exploring ways to alter and deliver content in different and engaging ways.
2. There is work being done on understanding why users drop out during episode one and then focusing on ways we can reduce the dropout rate through episode 1.
3. The team is looking to explore ways to get article users over to becoming episode users potentially or understanding how all content fits together.
4. Team is looking to explore opportunities to engage users through other mediums, particularly on mobile devices and increase ease of re-engagement/ ability to pick up content where you left off.



EVALUATION LEARNINGS



What did we learn from conducting this evaluation? What will we do differently next time?

- **Design:** Adjust to being more agile in our approach e.g. small studies focusing on for example the SMS pilot and reporting back in a faster and more actionable way.
- **Methods:** There are difficulties in engaging users in longer term evaluation data collection. We need to focus on trying new methods to recruit and retain participants.
- **Measures:** We need to consider the timing of data collection points and how we use these in reporting e.g. only reporting on long term data that was collected at a longer term follow up point.
- **REAL:** There were difficulties in reporting due to changes in the REAL model. We need to align reporting to the model it was initially developed upon, rather than adjusting approaches during evaluation period.



IMPACT ASSETS AVAILABLE

ASSET	LINK	AVAILABLE
Evaluation Report	Contact Anna Kean	✓
Infographic	Click here	✓
Impact videos	To come later 2022	✗
Case studies	Click here	✓
Impact Hub section	Click here	✓



CASE STUDY

John commented on the impact of the website through its provision of comfort, akin to social support, which helped him cope during a time of overwhelming decision making, treatment side effects, and the emotional impacts of prostate cancer diagnosis:

"There's pictures of guys on there... you just think "I'm like them, I'm like these guys"... It's just a comfort. It's something that I'm experiencing... I don't really think people fully understand what is happening to you... I find that by this quietly reading and going back over it again and again and reading guys stories with information on there... just reminds me that I'm not the only guy that's got it..."

JOHN'S STORY



John first encountered TNOA nine weeks before his interview. He came to TNOA to better understand the potential side effects of the radiation treatment he was about to begin. At the time of the interview, John was about to go onto his 15th round of radiation therapy out of 20.

Social support through lived experience

While John had a supportive partner, he felt that to fully understand prostate cancer you had to be experiencing it yourself. The *Real Life Stories* section on TNOA provided John with the comfort of hearing from men like himself who were experiencing prostate cancer.

John also described the time he had with his medical support team as fleeting, with long lines and echoing hallways illustrating his experience navigating the healthcare system during the COVID-19 pandemic. TNOA in its static nature, gave John the time to sit quietly and immerse himself in the stories; he wasn't being pushed along the line to make way for the next person in the waiting room.

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November's invitation for John to be a part of the M&E project provided the next step of social support sought by John – someone to talk to about what he was going through. John, who did not have a social network of men with prostate cancer, had not talked about what he was going through, citing inner strength and a lack of understanding from his supporters as major barriers to talking.

Increased physical activity for symptom management

TNOA provided John with the tools to find his own ways to manage treatment-related fatigue and support his mental resilience.

"One thing that I've found, in my own sort of way, is how to counteract the fatigue by doing exercise, which I've done all the way through and I've definitely found that that has been a life saver in a way because also it's mentally helped me a great deal just going for a walk... it's all good information to prepare yourself for whatever comes with this [the cancer]"

For John, TNOA provided a prompt to embed exercise into his lifestyle, but it was John himself who found exactly what worked for him and how.

"I think I found what I need to cope with it and I think I'm doing exceptionally well. I mean, I walk every morning from my home to my local hospital... It's actually about 25 minutes to walk there. And then it takes me another 25 minutes to walk back from the hospital after having radiation, and I've done it every day so far... This is why I think I'm doing well. I'm doing good really. It's just me. It's my make up. It's what I am..."

True North does not stand alone as a support

John described his experience of diagnosis and decision making as being *"100 miles an hour and I had to make decisions very quickly"*, getting only brief advice from his consultant with various options. To stay informed, John found his most trusted websites, which were TNOA and a localised prostate cancer website. He talked about these websites synonymously, as if his understanding would be incomplete without both websites. TNOA was seen as a key support, not *the* key support.



INFOGRAPHIC

KEY FINDINGS

Reach and Engagement



505,000
unique users

4,000,000
impressions



24% of
users start a
conversation.



HIGHLIGHTS: 8 May 2020 - 31 March 2022*

For help-givers, Movember Conversations is the one-stop online resource that equips them with the right mindset, strategies, and tools to handle any situation, when supporting a man through tough times.

Unlike other websites, Movember Conversations distills the latest research and evidence-based approaches for helping men, into an experience tailored for help-givers.

KEY FINDINGS

Reach and Engagement



505,000
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24% of
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[Movember Conversations] gave me the knowledge that not having the answers is OK and sometimes all someone needs is a listening ear.
- Rose (mid-20s, UK)

[Movember Conversations] helped me ask the right questions, and really helped me focus on listening to understand versus listening to reply.
- Greg (mid-40s, USA)

Users benefitted from their experience



Increased their understanding of ways to **reach out to men** in their lives who may be struggling.



Reported **improved confidence** to reach out.



Intended to or had already **reached out to men** in their lives.

Help-givers are applying ALEC in their lives²

The average score of Australian's who have not engaged with Movember Conversations is 45; mostly using the techniques structured around ALEC well



The average score for follow-up survey respondents, those who engaged with Movember Conversations is 52; using ALEC well. This is statistically significant.

Movember Conversations appears to have led to its intended outcomes

On average users had **2.12 conversations** using what they learned.

We estimate that Movember Conversations users have had over **67,000 mental health conversations** using what they learned.



*The data in this infographic includes data collected for the lifetime of the product (8 May 2020 - 31 March 2022) unless otherwise specified.
²Data collection on ALEC commenced in January 2022.

IMPACT HUB

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Family Man Parenting programs aren't aimed at dads.

[BACK TO EXPLORE](#)

Approximately 20% of children aged 2-8 have behavioural issues – and 70% of them are boys.

A stressful home environment can impact the whole family.

Most pre- and post-natal care is targeted at mothers which can make dads feel excluded.



HOW WE CREATE IMPACT

Designed by dads for dads, Family Man is aimed at tackling common behavioural problems in kids aged 2-8. It provides quick and easy parenting strategies that not only improve child behaviour but also fathers' mental health and confidence as a parent. Improvements in child behaviour can be seen within as little as two weeks.



“You can really see the difference in support and resources for mums and dads. Where are all the fathers' groups? That's what makes Movember's Family Man unique. It's designed for dads, evidence-based, backed by child psychologists and it utilises positive parenting techniques, which I'm a strong advocate for.”

Harvee Pene, DAD AND MO BRO

4 in 5 Family Man users would recommend the program to other parents.





OUR OWN LEARNINGS



WHAT WE HAVE LEARNED

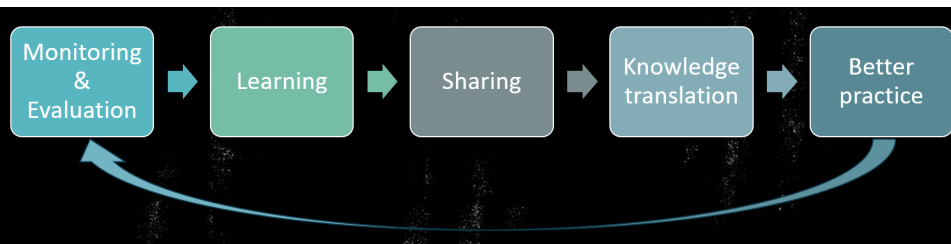
- Having an internal MEL team that champions learning & sharing, gives an organisation the best chance of translating new knowledge into practice effectively and efficiently
- Learning and sharing activities need to be considered business as usual not nice to haves.
- Getting from an evaluation report to knowledge translation takes steps, time and resources. It helps to have access to graphic designers and communication professionals
- It helps if you have the support of leadership and other teams in developing a learning culture within your organisation – so you are not doing this alone.
- Ultimately, we can only do so much as evaluators. But we do have the responsibility to make sure the learnings are shared and heard.





KEY TAKE AWAYS

- Consider the continuum from M&E to better practice and ask yourself where your responsibility ends?
- Put the foundational tools in place – invest in a specific plan – build assets around audience learning needs.
- Build learning & knowledge sharing into your team’s role descriptions and annual performance reviews.
- Recognise that learning and sharing, not the evaluation report, is the last step, albeit a potentially ongoing one.





THANK YOU



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