Event Brief

Webinar: Theory of Change Workshop 3

November 16, 2022

A recording and slide deck are available

Purpose

This webinar was the third and final workshop led by Dr. Katie Cook to create co-working space for theory of change development as it relates to evaluation planning. This session explored qualitative and quantitative measurement and engaged projects in problem solving barriers to completing their theory of change and evaluation plan. Participants shared measurement tools and methods, which were used to develop a pooled collection of evaluation resources.

Participants

The webinar was attended by 13 MHP-IF project team members, plus Hub Secretariat members.

Meeting structure

- After a short introduction, participants joined breakout rooms where they discussed key barriers to creating their project theories of change and using these to ground their evaluation plans.

- Participants returned to plenary for a presentation on measurement feasibility by Katie.

- A second round of breakout rooms followed and explored qualitative and quantitative methods used to collect data and evaluate project activities.

- Once back in plenary, methods used by project teams were shared and captured as part of a collective toolkit of resources for evaluation.

- The webinar closed with an invitation for project teams to consult with Katie in the development of their theory of change, and to complete an evaluation providing feedback on the KDE Hub's Theory of Change Workshop series.

What did we learn?

Highlights from small group sharing around barriers to developing a theory of change and evaluation plan

Common challenges included:

- Discerning optimal level of complexity/detail to include in the theory of change; knowing how many variables to include and how to design/plan measurement at different levels of analysis
- Identifying best methods/tools to capture and accurately reflect project impacts/effects
- Building in enough flexibility/room to accommodate change or unexpected outcomes
- Avoiding potential participant burden with an overly complex, difficult, or time-consuming evaluation/data collection process
- Garnering sufficient support for or engagement in project activities e.g., smaller projects proving their work is worthwhile when compared with larger projects; getting buy-in for evaluation from those who do not understand how and why research is being done

Highlights from the presentation on measurement feasibility

A variety of factors may influence what methods are used to measure project outcomes. These include:

- Capacity – capability to adapt and use specific methods
- Feasibility – skills, time frame and access to resources and the population of interest
- Needs – information required to answer study questions and share findings

Summary of small group and plenary discussions around measurement methods and tools

- Participants discussed and shared the diverse measurement methods and tools their projects are considering. These were pooled during plenary to create a collection of measurement resources.

How will learnings from this event be used?

- ➢ Methods shared during this session were used to create an MHP-IF Community Toolbox of Evaluation Methods (see Appendix).
- ➢ Consultations with Katie about project theories of change are available until December 15, 2022 (katie.cook@uwaterloo.ca)
- ➢ The Hub will continue to offer supports related to evaluation and research based on project needs. Please get in touch with requests or ideas. (kdehub@uwaterloo.ca)

Appendix: MHP-IF Community Toolbox of Evaluation Methods

This toolbox contains methods shared by project teams as part of the third and final theory of change workshop hosted by the KDE Hub (November 16, 2022). Where relevant, a citation or published resource is included, particularly for methods that are newer or less well-known.

Quantitative

- Demographic questionnaire
- Content analysis
- Social network analysis[1]
- Closed-ended interviews
- Observation maps
- Tracking sheets
- Mentimeter
- Logbooks

Qualitative

- Semi-structured interviews
- Unstructured Interviews
- Story circles
- Document review
- Storytelling
- Focus groups
- Participant observation
- Healing dialogues
- Weekly staff touch points
- Composite stories
- Social identity mapping[2]
- 5-minute speech samples
- Case reviews
- Open-ended reflections

Arts-based

- Photovoice[3]
- Collage[4]
- Mural-making[5]
- Body mapping[6]

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[1] Durland, M.M., Fredericks, K.A. (2006). An introduction to social network analysis. *New Directions for Evaluation, 107*, 5 – 13.

[2] Jacobson, D., Mustafa, N. (2019). Social identity map: A reflexivity tool for practicing explicit positionality in critical qualitative research. *International Journal of Qualitative Methods, 18*, 1 – 12.

[3] Holtby, A., Klein, K., Cook, K., Travers, R. (2015). To be seen or not to be seen: Photovoice, queer and trans youth, and the dilemma of representation. *Action Research, 13*(4), 317 – 335.

[4] Culshaw, S. (2019). The unspoken power of collage? Using an innovative arts-based research method to explore the experience of struggling as a teacher. *London Review of Education, 17*(3), 268 – 283.

[5] Wilson, C.L., Flicker, S., Restoule, J.P. (2015). Beyond the colonial divide: African diasporic and Indigenous youth alliance building for HIV prevention. *Decolonization: Indigeneity, Education & Society, 4*(2), 76 – 102.

[6] Skop, M. (2016). The art of body mapping: A methodological guide for social work researchers. *Aotearoa New Zealand social Work, 28*(4), 29 – 43.