

Gender equity proxy indicators to measure the collective impact of Women's Health West's integrated health promotion program

Consultancy brief for an evaluator - \$30,000

Women's Health West seeks an evaluator for a private consultancy to identify a series of evidence-based gender equity proxy indicators and develop evaluation tools to measure the collective impact of Women's Health West's integrated health promotion program. The evaluator is required to:

- Test the validity of international and national gender equity proxy indicators and their applicability to Women's Health West's program
- Build the capacity of staff regarding collective impact evaluation, and
- Design a series of evaluation tools that allow Women's Health West to measure change over its next four-year integrated health promotion plan.

Background

Women's Health West is the regional women's health service for Melbourne's west. Women's Health West actively contributes to the health, safety and wellbeing of women in our region, through a combination of direct service delivery, research, health promotion, community development, capacity building, group work and advocacy. Our strategy, advocacy and community engagement (SACE) stream offers a range of programs and projects to increase gender equity for women and girls across the three key priority areas of prevention of men's violence against women, sexual and reproductive health, and mental health and wellbeing.

Women's Health West's health promotion work is funded by the Department of Health and Human Services' Victorian Women's Health Program and works at a systems level and through direct project work with women, girls and their communities. Our system change work involves influencing, advising and working with government, the community and health sectors to effectively respond to women's health needs, as well as leading two regional partnerships and action plans to prevent violence against women and promote sexual and reproductive health. Our direct project work involves strong partnerships and collaboration with women and communities in the co-design of health promotion programs and initiatives.

Women's Health West's Strategic Plan 2015-2020 and its vision, mission and goals inform our integrated health promotion plan. Women's Health West's vision is 'equity and justice for women in the west.' We aim to achieve this through our mission of 'working together for change – by supporting women and their children to lead safe and healthy lives, and changing the conditions that cause and maintain inequity and injustice.' Our strategic plan sets out five goals, one of which is to 'undertake health promotion and primary prevention actions to redress gender inequity and improve the health, safety and wellbeing of women, young people and children.' In order to measure this strategic goal each of Women's Health West's health promotion programs is required to have one or more proxy indicators that measure outcomes on actions that redress gender inequity, and review indicates traction in achieving these outcomes.



Project aims and objectives

The aim of this project is to source proxy indicators that measure the impacts of Women's Health West's programs and policy advocacy work to monitor progress towards the specific outcome of gender equity. The consultant is required to develop a four year evaluation framework that includes indicators that are reliable, comparable across numerous programs, and that assist in measuring the collective impact of Women's Health West's health promotion program.

Methodology

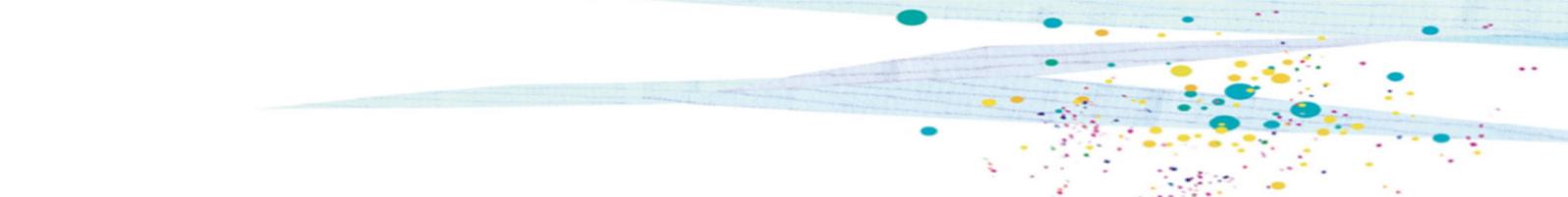
Gender equity is multifaceted and reinforced by social norms, attitudes and outcomes. Indices of social development measure internationally and nationally the level of gender equality using a wide range of complementary indicators, which span outcome measures such as access to employment, education, pay equity, and discriminatory norms and legislation regarding women's right to equal treatment in the workplace, in access to education, and within the family. Attitudinal data can also be a useful proxy for the persistence of broader forms of discrimination, such as men's violence against women.

The United Nations are leaders in this work with the development of indices that measure global gender inequality via three critical dimensions of reproductive health, empowerment and labour market participation. Women's Health West's health promotion program will have a limited impact on these structural, socio-economic indicators of gender equity. However, these domains, and work undertaken on the prevention of violence against women by Our Watch and VicHealth, provide a framework for the development of gender equity proxy indicators for Women's Health West's health promotion program.

Deliverables, timelines and budget

1. Undertake a literature review of research and health promotion interventions to scope international and national index and measures, and assess transferability to develop gender equity proxy indicators for Women's Health West's health promotion program
2. Develop a rigorous evaluation framework and shared measurement tools to measure yearly and four-yearly progress on the collective impact of Women's Health West's health promotion programs to increase gender equity for women and girls in Melbourne's west
3. Build the capacity of key Women's Health West staff via training, mentoring and/or other methods to implement the evaluation framework and shared measurement tools, including an understanding and application of contribution analysis
4. Produce a written report that details the literature review methodology - including the search strategy, search terms and inclusion criteria of the literature review – detailed analysis and key findings associated with the search and a comprehensive evaluation framework to measure the collective impact of Women's Health West's health promotion program.

There is a total budget of \$30,000 plus GST to undertake the project. This fee includes the development and delivery of key deliverables, as noted in this brief. It is also inclusive of administration, editing support, and travel costs. Payment will be made in three project



instalments. The project must conclude by 30 June 2017 with Women's Health West invoiced for all work prior to the end of the financial year.

Personnel

The project will be conducted by the consultant in partnership with Women's Health West's SACE staff. A core component of this brief is to build the understanding and capacity of Women's Health West staff including the health promotion team leaders, gender equity manager and Director of SACE, as well as where appropriate, the health promotion coordinators. The key contact for this project will be the Director of SACE, Elly Taylor.

Application process

Written applications marked confidential with a one to two page overview detailing the approach the evaluator will undertake for this project, your current CV, project timeline, a budget totalling \$30,000 detailing itemised costs per deliverable, examples of recent written work, and two referees to be submitted to the Director of SACE at elly@whwest.org.au by 9 am on Thursday 13 April 2017.

Further information

For further information about this brief, please contact Women's Health West's Director of SACE, Elly Taylor on elly@whwest.org.au or (03) 9689 9588.