

Evaluation of the Community Engagement Program

This document provides the following information to local Gamblers Help agencies about the Community Engagement Program evaluation:

- Overview of the evaluation
- Roles and responsibilities
- Key activities and timeframes
- Administering participant surveys
- Data management
- Accessing survey results
- The partnership measurement tool

1. Overview of the evaluation

The Victorian Responsible Gambling Foundation (VRGF) has engaged First Person Consulting (FPC) to undertake an evaluation of the Community Engagement Program (CEP) delivered by local Gambler's Help agencies across Victoria. The CEP evaluation aims to demonstrate the impact Gambler's Help agencies have in preventing gambling harm in the community, to tell the story of the VRGF's investment across the state and to identify opportunities to improve CEP and future prevention efforts. The evaluation draws on:

- participant survey results
- mid-year and annual CEP reporting submitted to VRGF
- interviews conducted by FPC with agency staff.

Participating in the evaluation is a contractual requirement with the VRGF. The *Be Ahead of the Game* (school education) program is not evaluated as part of this CEP evaluation.

Each agency has a dedicated contact at FPC to provide evaluation support. Please contact FPC with any questions about the evaluation.

2. Roles and responsibilities

FPC:

- Provide agencies with support and advice through regular check-ins (via online videoconference, phone or email) as guided by agency needs
- Develop participant surveys for agencies to administer
- Develop data management and analysis processes to allow agencies to access collected survey results
- Analyse data collected across all agencies and prepare program-level evaluation reports for the VRGF

Gambler's Help agencies:

- Ensure the Activity Tracking Sheet provided by FPC is kept updated with upcoming activities. The Activity Tracking Sheet is a Google Sheet where agencies record all upcoming activities

that they intend to administer participant surveys. When an agency enters a new activity into the tracking sheet (in the URL provided by FPC), a code is generated which provides a prompt to FPC to ensure surveys are prepared in advance for activities.

- Administer surveys (see *Administering participant surveys* below for further information). FPC will provide guidance in the development and administration of the surveys. The regular catch ups between FPC and the agencies will allow for supplementary data collection tools and processes to be explored where necessary.
- Provide collected data from activity participants to FPC through relevant processes (see *Data Management* below).
- Monitor activities and outputs (i.e., what the activities produce and who they reach) and document these in the community engagement mid-year and annual reports to the VRGF. If alternative data collection tools are utilised these must also be included in the community engagement mid-year and annual reports to the VRGF. Only the survey data from the participant surveys can be provided directly to FPC.
- Monitor and report on the progress and outcomes of activities using the survey results dashboard (see *Accessing Data for Reports* below).

FPC also invite Gambler’s Help agencies to participate in phone interviews at two key stages prior to the preparation of program-level evaluation reports to the VRGF. The interviews are voluntary and focus on collecting agency feedback on their experiences with the CEP and ideas to improve the Program.

3. Key activities and timeframes

Below are the key activities and timeframes that relate to the roles of Gambler’s Help agencies in the evaluation. Some activities will occur once and others ongoing throughout the CEP.

Key activity	Timeframe
Planning community engagement activities	Gambler’s Help agencies are required to develop and implement annual community engagement plans.
Planning upcoming surveys	Once annual community engagement plans are approved by VRGF, FPC and the agencies meet to map survey needs for the year ahead. Regular check-ins with agencies also occur throughout the year by FPC to discuss upcoming activities and respond to survey needs. This includes discussing the content of the activity to ensure a relevant survey is developed to reflect the activity. FPC acknowledge that some activities may arise without notice, which FPC can support agencies to plan surveys for also.
Survey administration	When delivering an activity, time should be allocated for participants to complete either the online or hardcopy survey.

Providing survey data to FPC	See <i>Data management</i> below.
Reporting on community engagement activities	Gambler’s Help agencies are required to submit mid-year and annual reports each year to the VRGF. This includes reporting on KPI data from the survey results dashboard and partnership evaluation survey results (see <i>Accessing survey results</i> and <i>The partnership measurement tool</i> below).
Invitation to participate in evaluation interviews	Agency staff will be asked approximately once a year to participate in an interview with FPC. Participation is voluntary.

4. Administering participant surveys

There are **two** surveys available for agencies to use.

1. **Community friendly survey (Appendix 1):** the survey is designed to be short and easy to interpret. Survey questions are appropriate for surveying community members and has been designed based on feedback from agencies. The survey can be administered both online and in hardcopy.
 - For hardcopy surveys, once relevant questions are identified, FPC will prepare the survey and email the survey to agencies as a PDF to print and administer during in-person activities.
 - For online activities, agencies have the option to conduct the survey as a poll, QR code or survey link. Guides are available from FPC for creating Zoom, Teams and WebEx polls. For QR codes and survey links once relevant survey questions have been determined FPC will send the QR code and/or the online survey link to agencies to administer during online activities.
2. **Centralised survey:** this survey is for activities with professionals and is more comprehensive than the community friendly survey. Depending on the nature of the activity, surveys can either be administered online (FPC will provide agencies with a survey link) or in hard copy formats (FPC will provide agencies with an electronic copy to print).

It is important when collecting surveys – particularly hard copy surveys – to protect the identities of activity participants. This includes advising participants to not include any identifying information as part of their responses. When collecting surveys please ensure responses are not reviewed in front of activity participants. Hard copy surveys should be stored securely.

FPC will not collect identifying information (i.e., respondents will be anonymous) and all data is stored electronically on secure servers. Data will only be used for the purposes of the CEP’s evaluation.

5. Data management

For online polling via Teams, Zoom or WebEx, agencies are to download the data at the end of the session and then email the data to their relevant FPC contact. FPC will then manage the data.

For electronic surveys using the survey link and QR codes no actions are required beyond distributing the survey link to activity participants. Survey responses are automatically sent to FPC who will manage the data.

For hard copy surveys:

- Agencies collate the completed hard copy surveys at the end of the activities (agencies are to take note of which activity the surveys match with).
- Scan or send the completed surveys to FPC within two weeks of the activity. For agencies without access to a scanner, this can be done by taking photos of each survey via phone and emailing the photos to FPC. If the agency would prefer to post them to FPC, ensure photos of the surveys are also taken in case of any challenges with postage. Agencies are encouraged to keep the phone copies of the surveys for audit purposes.

Once received by FPC, FPC will enter data for the agency which will then be accessible through their personalised dashboard.

6. Accessing survey results

Agencies can view their survey data through their online survey results dashboard – FPC provide each agency with a URL link to access this. The dashboard is tailored to each agency's community engagement activities and can be viewed at their convenience. The dashboards can be referred to when completing mid-year and annual reports to the VRGF – including addressing two of the KPI reporting requirements:

- **Increased awareness of risks and harms** - 70% of participants report an increase in awareness of gambling risks and harms.
- **Increased awareness of help services** - 70% of participants report an increase in awareness of help services available.

Check the dashboard user guide for simple steps on accessing results. Agencies can request a copy of this guide from their FPC contact

7. The partnership measurement tool

FPC have developed a tool to assist agencies to self-assess their performance against the following KPI:

- **Increase and strengthening of catchment-based partnerships with health and community organisations and local government** - Agency demonstrating an increase and strengthening of catchment-based partnerships as set out within their community engagement annual plan

On request, FPC can provide agencies with a link to a two-minute survey that can be distributed to partners. Survey respondents have the option for their responses to be either anonymous or identifiable. FPC will collate the responses and provide a brief summary report to each agency within

five days of the survey closing. This information aims to assist in self-assessing performance against this KPI, and to think about opportunities for the future.

Appendix 1 Community Friendly Survey questions

The Community Friendly Survey questions are appropriate for surveying community members and have been designed based on feedback from agencies. FPC will work with agencies to develop tailored surveys using these questions that are appropriate for the activity being delivered.

Questions 1 and 2 are KPI questions and should be used in the majority of the participant surveys, as with the demographic questions (11-14). Questions 3-7 are optional depending on the type of activity being delivered. Agencies may add additional activity specific questions they may wish to ask; however, the intention is to keep survey length short and questions as simple as possible.

The following table describes the topic for each suggested question.

Question	Topic
1	CEP KPI 1
2	CEP KPI 2
3	Intention to change behaviour
4	Intention
5	Attitudes
6	Attitudes
7	Attitudes
8	Financial literacy
9	Attitudes
10	Gaming
11-14	Demographics

1. KPI 1 Awareness

Do you now know more about how people can be harmed by gambling?

No more A little more A lot more

2. KPI 2 Awareness

Do you now know more about where people can get help for gambling harm?

No more A little more A lot more

3. Behaviour

Will you use what you learned today?

Not at all Maybe Definitely

4. Intention

Will you tell others what you learned today?

Not at all Maybe Definitely

5. Attitudes

I believe that people who gamble have no self-control

Strongly agree Agree Neither agree or disagree Disagree Strong disagree

6. Attitudes

I would avoid a person who [gambles / had a gambling problem]

Strongly agree Agree Neither agree or disagree Disagree Strong disagree

7. Attitudes

Most people would not want a [gambler/problem gambler] to marry into their family

Strongly agree Agree Neither agree or disagree Disagree Strong disagree

8. Financial literacy (activity specific optional question)

Do you now know more about how to manage your finances?

No more A little more A lot more

9. Attitudes (activity specific optional question)

Do you now feel more connected to other people?

No more A little more A lot more

10. Gaming to gambling (activity specific optional question)

Do you now know more about the risks associated with video gaming?

No more A little more A lot more

Demographics *

11. What gender do you identify as?

Female Male Prefer to self-describe Prefer not to say

12. Are you aged...?

17 and under 18-29 30-39 40-49 50-59 60-69 70 and over Prefer not to say

13. Are you of Aboriginal and/or Torres Strait Islander origin?

No Yes, Aboriginal and/or Torres Strait Islander Prefer not to say

14. Do you speak a language other than English at home?

No Yes

*Demographic questions have been revised to reflect the limitations of polls – cannot have open ended questions as there is no text box available.