



**MEASURING THE**

**IMPACT OF THE**

**WA AIDS COUNCIL**

**WITH THE CONTRIBUTION**

**TO CHANGE FRAMEWORK**

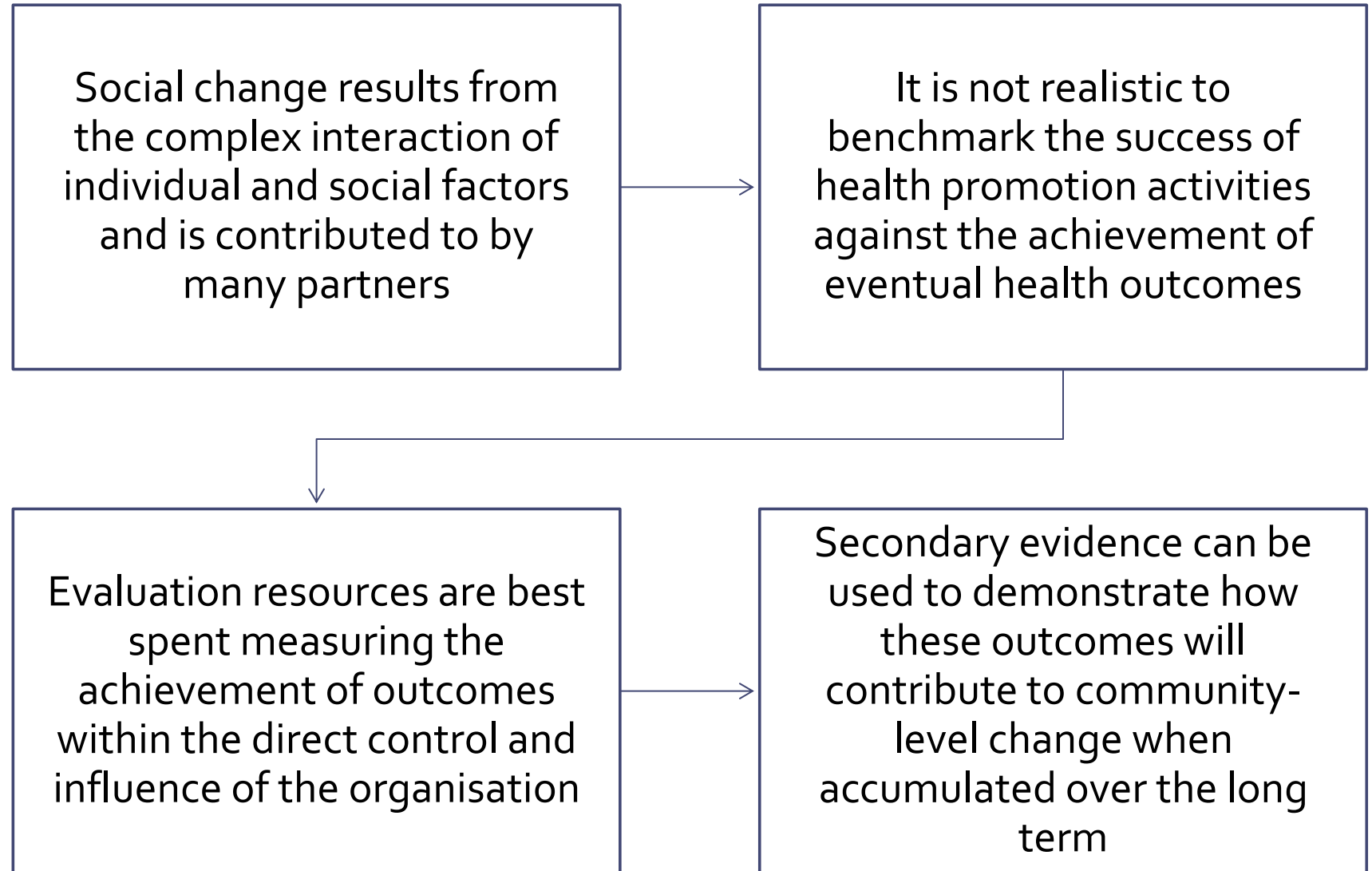
# Why measure impact?

- Stay competitive in the new funding environment
- Improve accountability and transparency
- Improve performance
- Know that your activities are having a positive impact on beneficiaries and your community

What is the key barrier to demonstrating the impact of community-based organisations?

*Because of the complexity of the connection between health promotion activities and eventual health outcomes, it is not realistic to measure the effectiveness of a health promotion program against community-level health outcomes*

# Contribution to Change Methodology



# Evaluation process

1

Create a theory of change to show how WAAC activities contribute to population outcomes

2

Evaluate the extent to which the activity is achieving the intended outcomes for participants

3

Monitor the evaluation data in real-time to continuously improve programs and respond to the changing needs of communities

4

We draw on social research to create an evidence-based pathway of influence from individual outcomes to population outcomes

We measure the quality of our services by asking our clients to provide feedback about their experiences. We use this information to determine if our services are professional, relevant, trusted, safe and inclusive – key indicators of a quality service.

We use secondary research to demonstrate how the program outcomes contribute to positive outcomes for our clients beyond their participation in our programs.



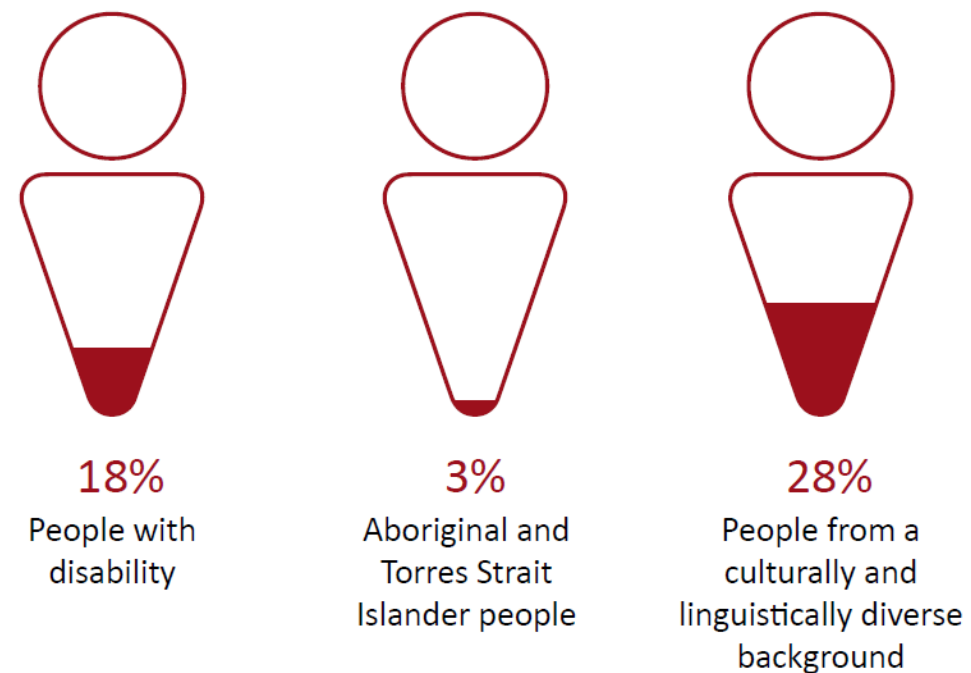
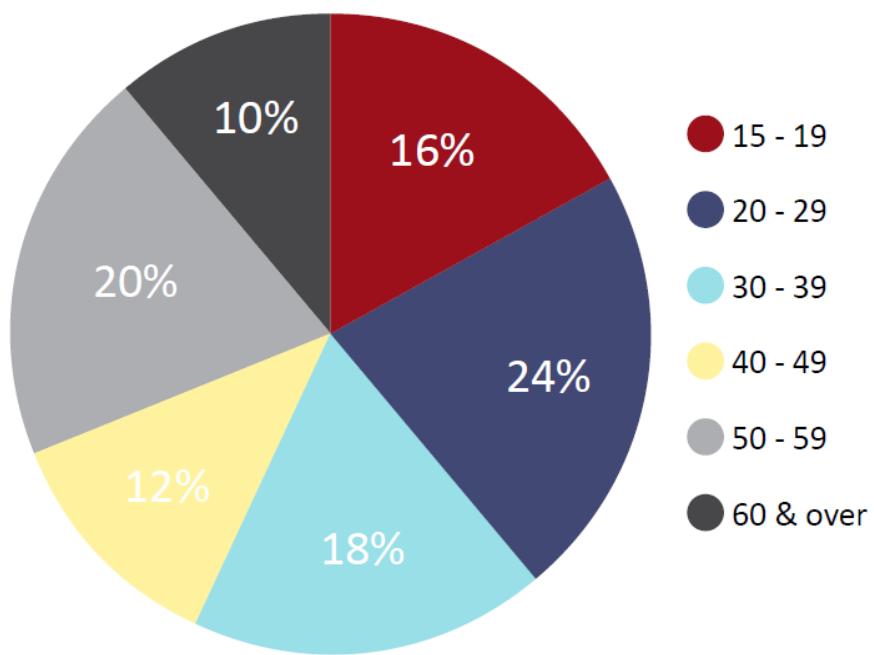
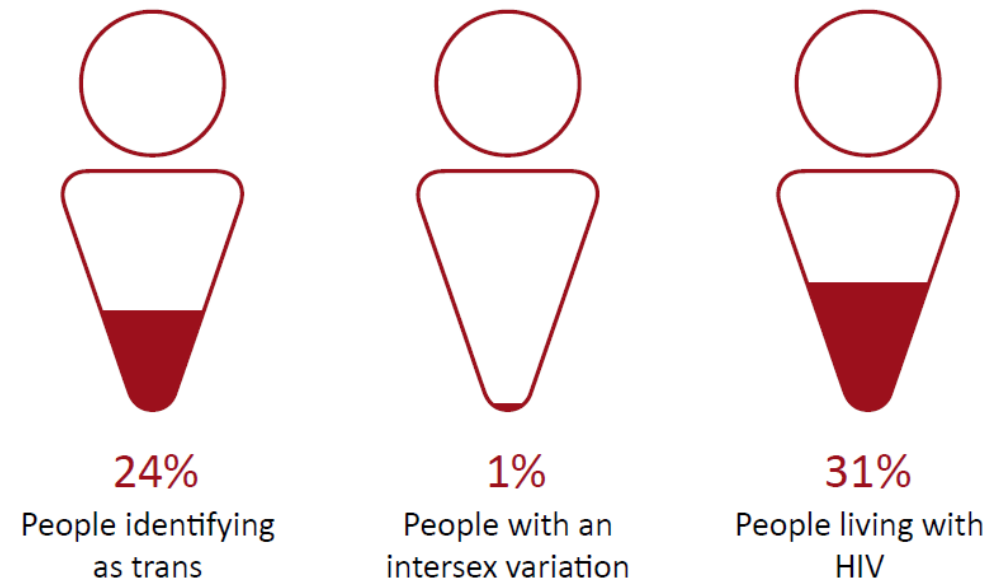
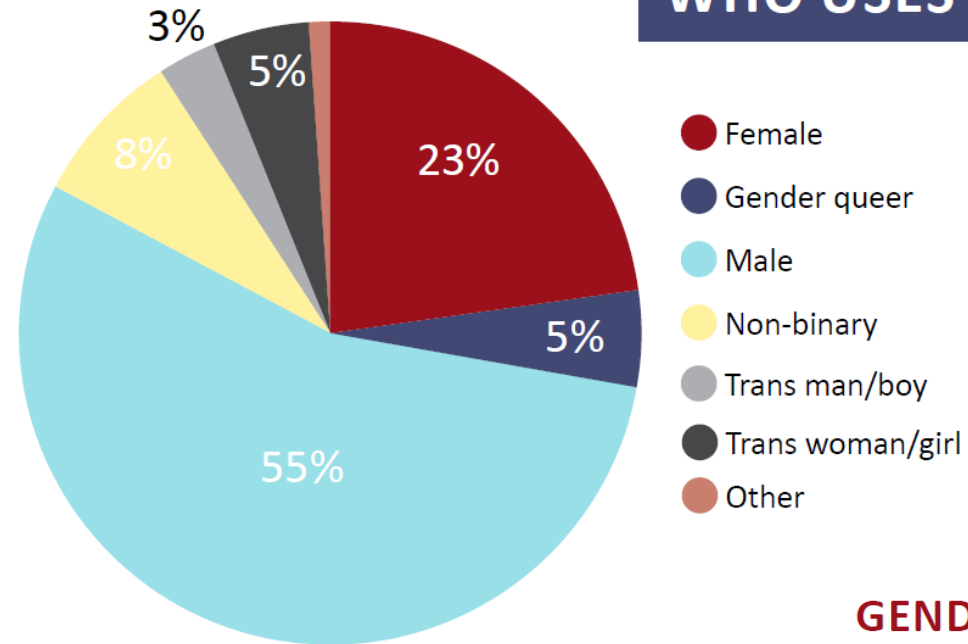
We survey our clients and program participants to measure the effectiveness of each program

We use secondary research to demonstrate how the outcomes achieved by our services and programs impact our community

**EVALUATION RESULTS**

**– AN OVERVIEW**

# WHO USES WAAC SERVICES AND PROGRAMS?





# WHY DO THEY CHOOSE WAAC SERVICES AND PROGRAMS?



69%  
It is  
non-judgmental



59%  
It is confidential



55%  
It is free/affordable



42%  
It is convenient



36%  
They trust the  
service and staff



26%  
It has a good  
reputation



26%  
They feel like they  
will be accepted



25%  
Staff have relevant  
expertise

**WAAC'S IMPACT ON THE HEALTH  
AND WELLBEING OF CLIENTS AND  
PROGRAM PARTICIPANTS**

**85% OF PEOPLE WHO USE WAAC SERVICES AND PROGRAMS HAVE  
EXPERIENCED IMPROVED HEALTH AND WELLBEING**

# Key program outcomes

## CLINICAL SERVICES

AVERAGE RATING OF SHAPE/  
CASE MANAGEMENT



MOST SIGNIFICANT OUTCOMES FOR CLIENTS:

**78%** I have more self-confidence

**78%** I have more information and support

**72%** I have a stronger support system

**65%** I learned new ways to look after myself

**60%** I am more financially stable

**53%** I have more stable accommodation

AVERAGE RATING OF COUNSELLING



MOST SIGNIFICANT OUTCOMES FOR CLIENTS:

**39%** I have more self-confidence

**25%** I have a better understanding of  
my emotions and decisions

**21%** I have more information and support

## FREEDOM CENTRE

AVERAGE RATING OF FREEDOM CENTRE



MOST SIGNIFICANT OUTCOMES  
FOR VISITORS:

**96%** I feel more confident in my identity

**88%** I have learned new ways of looking after  
myself

**87%** I feel more comfortable with  
my sexuality

**77%** I have more friends

**67%** I have more self-confidence

**67%** I am more hopeful about my future

# Key program outcomes

## M CLINIC

AVERAGE RATING OF M CLINIC



AS A RESULT OF ATTENDING M CLINIC:

**70%** have increased knowledge about testing

**58%** have increased knowledge about HIV/STI prevention options

**41%** are more likely to test again/more regularly

MOST SIGNIFICANT OUTCOMES FOR CLIENTS:

**59%** I feel more comfortable with my sexuality

**27%** I feel more comfortable with my sexual practices

AVERAGE RATING OF THE VALUE OF M CLINIC TO THE COMMUNITY:



AVERAGE RATING OF THE EFFECTIVENESS OF M CLINIC AT REDUCING HIV TRANSMISSIONS:



## NEEDLE AND SYRINGE EXCHANGE PROGRAM (NSEP)

AVERAGE RATING OF NSEP



**100%** are likely or very likely to return

**92%** are likely or very likely to recommend NSEP (the remainder would like to keep their use of the service private).