

Paint the Town REaD Ltd

Get Bitten by the Evaluation Bug



Get bitten by the Evaluation Bug

1. What is PTTR Ltd?
2. Why do we bother to evaluate?
3. PTTR's evaluation framework
4. Planning
5. Outcomes
6. A Tale of Two Cities
7. The future - challenges and assets



1. What is Paint the Town REaD?

A community capacity building collective impact strategy which mobilises **everyone** in the community to **read, talk, sing, rhyme and draw with babies from birth** so that they will be ready for reading and writing at school

PTTR Communities



2. Why do we bother to evaluate?

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Why do we bother to evaluate?



- Planning
 - Know our outcomes
 - Better planning
 - Better outcomes
 - More targeted planning
 - Even better outcomes
- Funding bodies \$\$

3. PTTR's Evaluation framework

Results Based Accountability Framework.

The **AEDC** is one of our main baseline, strategic planning and outcome measures.

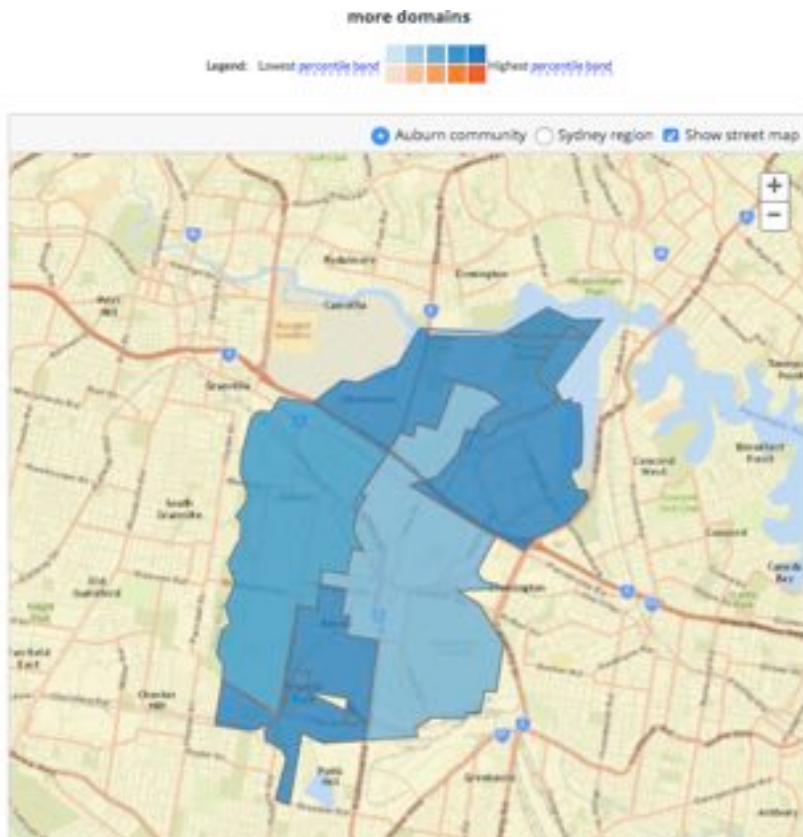
3) Planning

A cocktail of parameters:
people, partners,
pragmatics, programs,
practice wisdom,
EBP, SEIFA, AEDC...

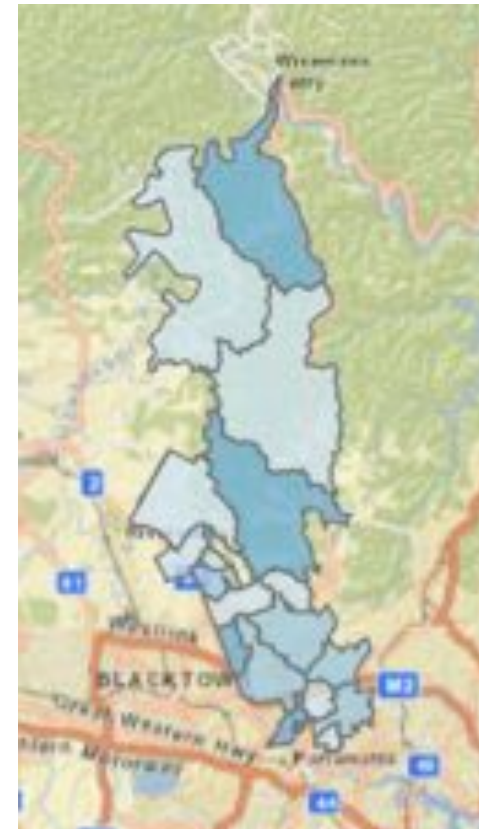
Outcomes from previous evaluations

Auburn or The Hills?

Auburn 2009 – 6,723 0 – 5 years
x2 123 14.5% x1 265 30%



The Hills 2009 – 15,679 0-5
X2 154 5.8% 384 14%

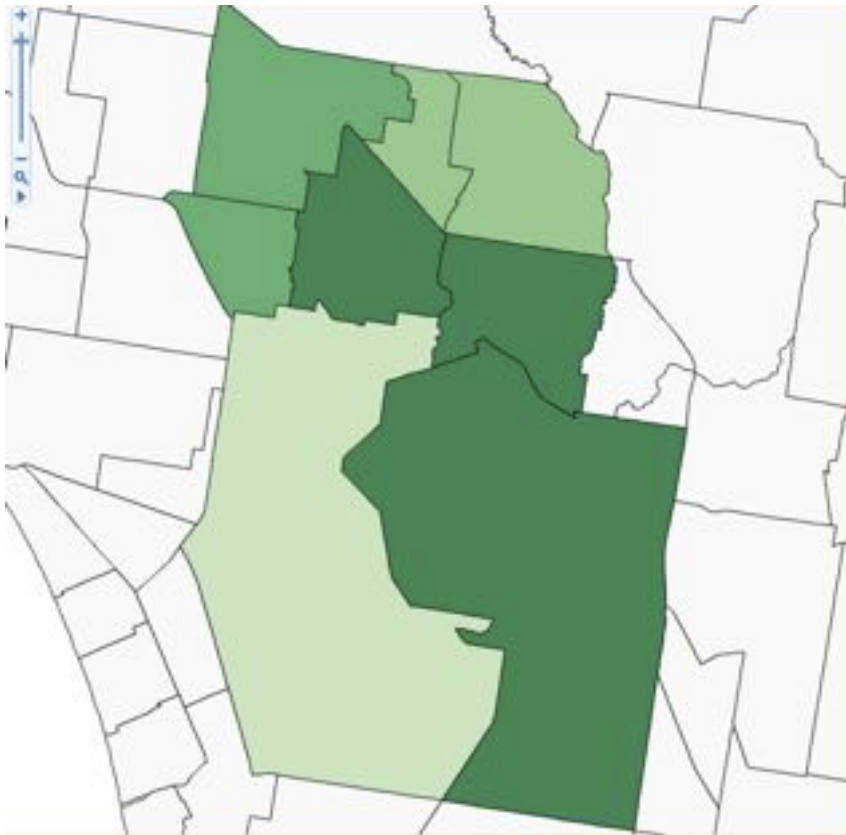


Greater Dandenong

Noble Park - know your baseline

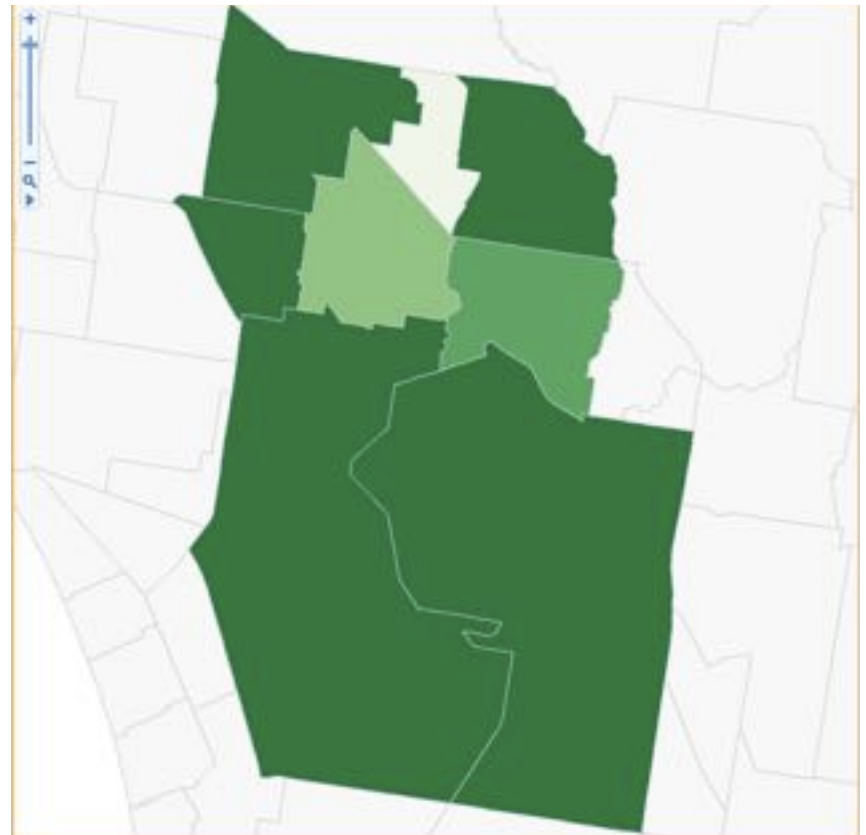
2009

21% 69/328



2012

10.8% 34/314



Which AEDC domains?

We focus on communities where the percentage of children struggling across two or more developmental domains is greater than 20%.

PTTR Ltd has chosen to use all 5 AEDC Domains. Why?

Based on practice wisdom and evidence based research early literacy skills can impact all the domains

For example:

Physical – the same fine motor skills needed for writing can also impact on the ability to complete personal care.

The majority of children with language delay have socio-emotional difficulties, and have difficult communicating effectively.

Wollongong – Where to hold Reading Days?



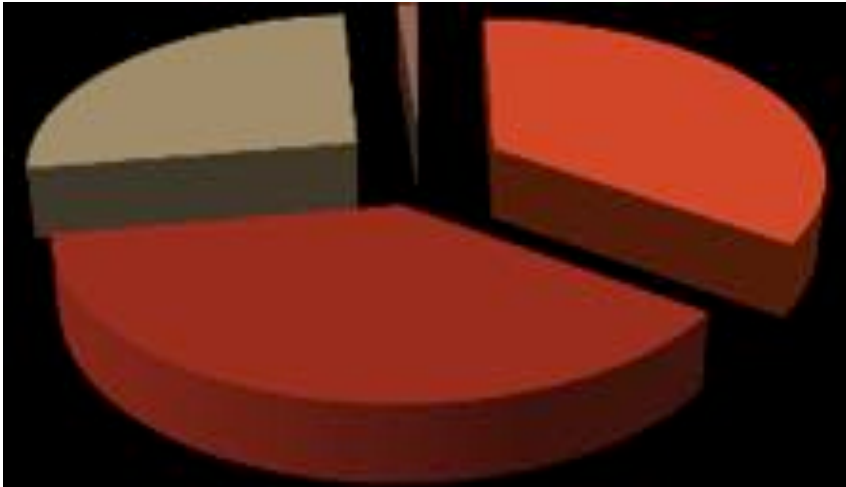
4. PTTR's outcomes

The **AEDC**

- A baseline measure
- An outcome measure – 10 years on
- In the interim, we collect Performance Accountability data.



Auburn Reading Day 2011



58 responses

- **Knowledge**
- 35% recognised importance of reading to their children from birth
- 37% learnt something new about reading to their children
- 27% remind them of something about reading to your children
- **Attitude**
- 95% enjoying the Reading Day
- **Behaviour**
- 38% will read more often with their children
- 37% will encourage their children to look at books

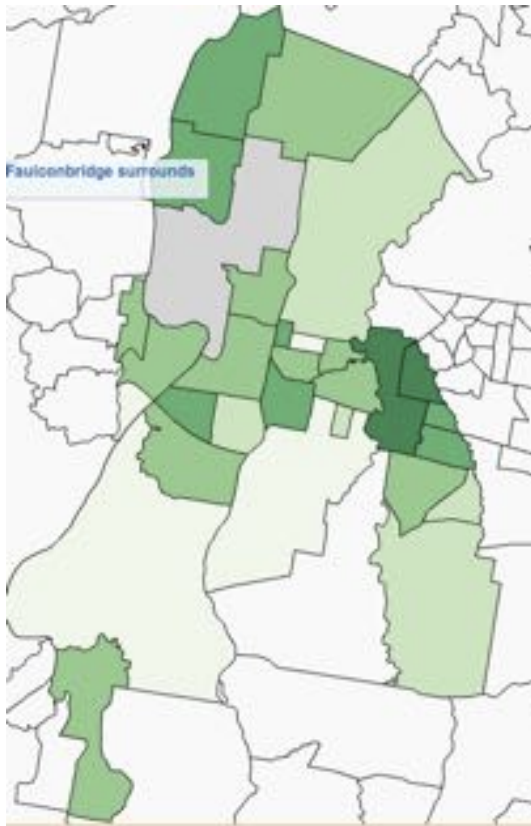
5. Putting it all together

A Tale of Two Cities

Penrith and Hawkesbury



Penrith

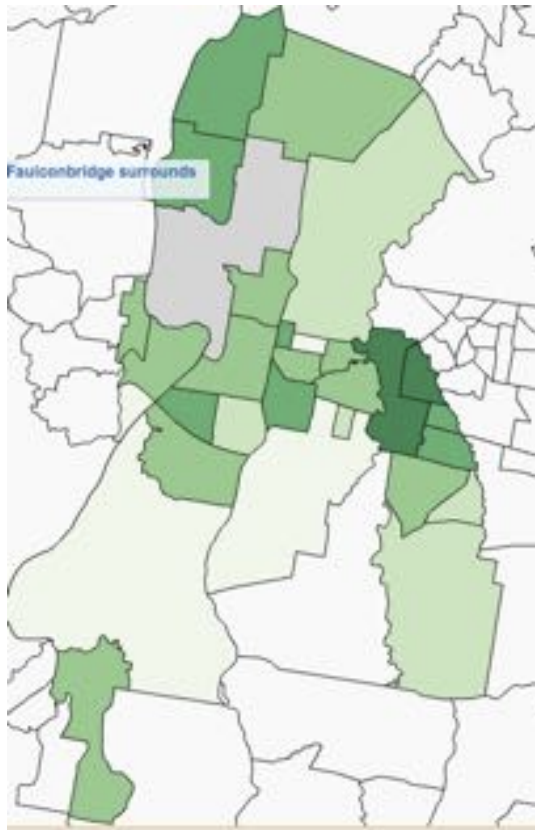


2009: 11% of 2653,
16,117 children
aged 0 to 5 years

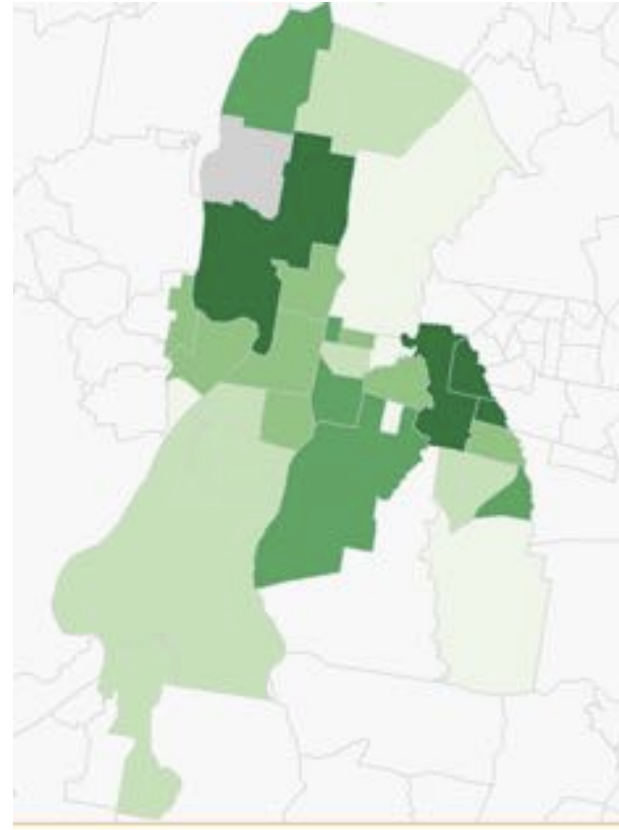


Penrith - Did we help turn the curve?

2009 **11% of 2653**

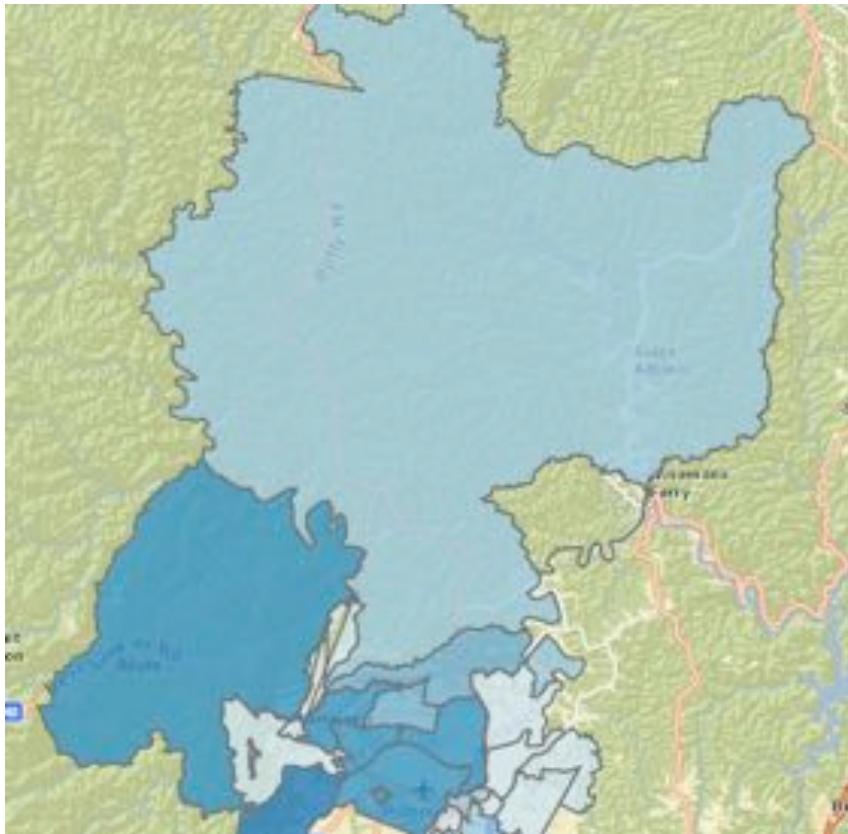


2012 **9.2 % of 2774**



Hawkesbury – no significant change

2009



2012



The future??

Online surveys and checklists to augment paper versions

Independent research



Pre- conference Survey

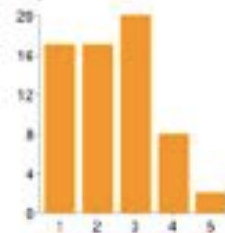
Summary

Is this the first Paint the Town REaD (PTTR) Conference you will have attended?



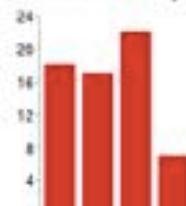
Yes 53 82.8%
No 11 17.2%

How confident do you feel about explaining to other people about Collective Impact?



1 17 26.6%
2 17 26.6%
3 20 31.3%
4 8 12.5%
5 2 3.1%

How confident do you feel about explaining to other people what Assets Based Community Development is all about?



1 18 28.1%
2 17 26.6%
3 22 34.4%
4 7 10.9%
5 0 0%



Challenges and Assets

- What are your challenges for collecting data?
- What assets can we focus on?



In summary

Let's capture all the good things that are happening!

