

Theory of Change: Framework and Experience

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 @NVTweeting @BrightIdeasLtd #WOWhealth

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Today's Aims...

- Explore Theory of Change as a useful framework for articulating the difference you want your project or organisation to make and demonstrating its impact
- Share learning from Wellbeing Our Way's process of developing a theory of change and evaluation framework
- Begin to put the learning into practice
- An opportunity to discuss how Theory of Change relates to your own experience at organisational or project level

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What is a Theory of Change?

A theory of change is a way of planning and evaluating the necessary conditions for long-term and complex changes to occur. It can be a useful participation tool for teams and wider stakeholders.

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What's your story?

Wellbeing Our Way:

1. Model of Impact
2. Developing a Theory of Change
3. Demonstrating the difference the programme is making



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Vision

This is our vision for society, to which *Wellbeing Our Way* will contribute. It includes the wider health and social care system, which is outside the direct influence of *Wellbeing Our Way*.

All people with ongoing mental and physical health needs have as much independence, optimism and control as possible, at all stages of their life.

Goal 1

This is *Wellbeing Our Way's* goal – what do we want to achieve?

VCS* organisations are actively involving people in managing their health and identifying and working towards their personal goals.

Goal 2

This is *Wellbeing Our Way's* goal – what do we want to achieve?

VCS organisations are enabling people to make decisions about the care, support and treatment they receive, in relation to what's important for their lives.

Goal 3

This is *Wellbeing Our Way's* goal – what do we want to achieve?

VCS organisations ensure that people with lived experience have the knowledge, skills and confidence to engage with and shape health and care support.



CHANGE

Ways in which VCS organisations enable people to manage their health, in ways which matter to them

KNOWLEDGE, SKILLS, CONFIDENCE AND MOTIVATION

Ways in which people with lived experience are able to engage with and shape support



Wellbeing Our Way approach

Mapping VCS activity – baseline and organisational development

Shared learning workshops

Developing communities of interest

Addressing health inequalities through...

'What works' resources

Modelling coproduction through Wellbeing Our Way

Engagement at different levels within VCS orgs (strategic and delivery)

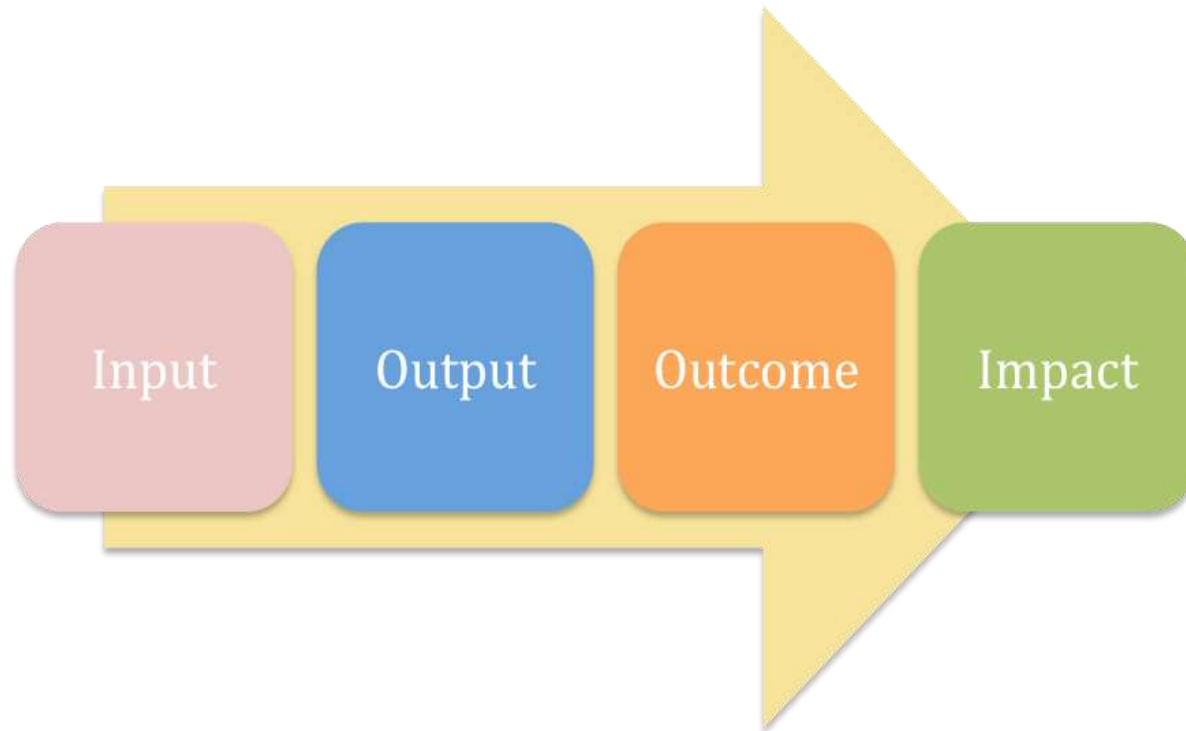
What next?!

*VCS = voluntary and community sector

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Theory of Change: approach

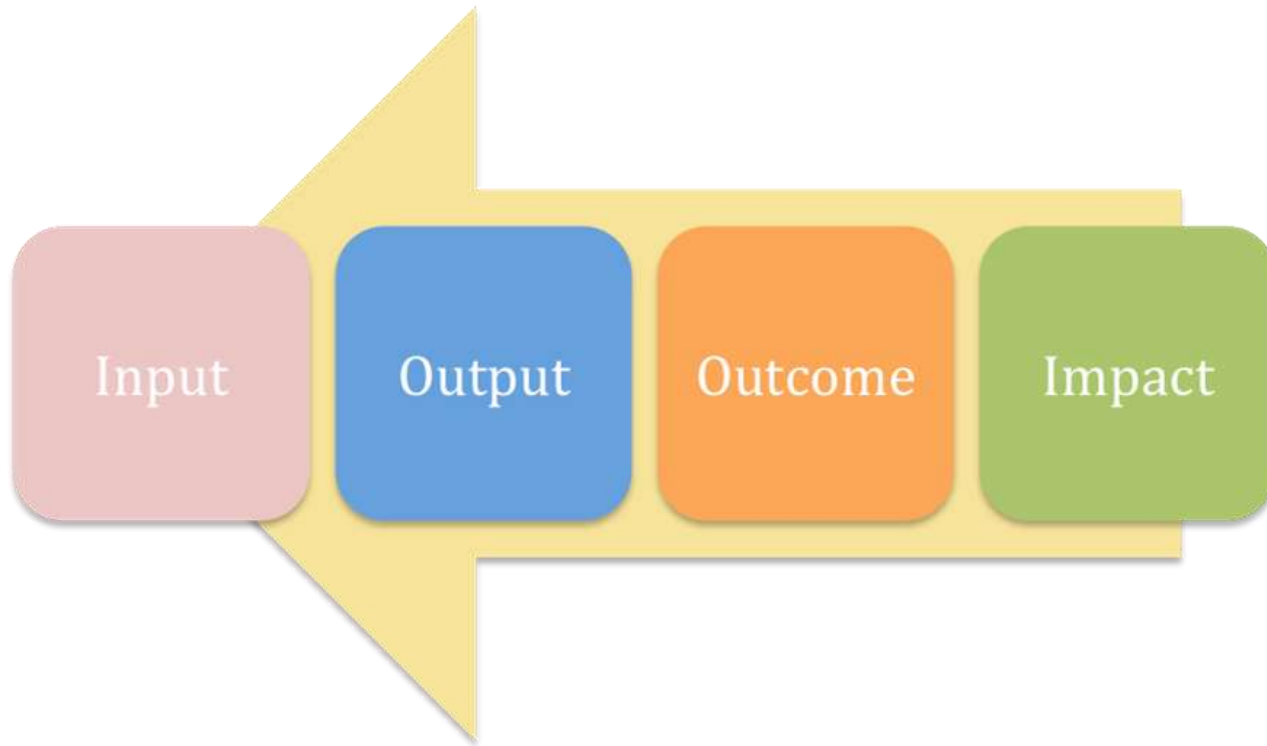


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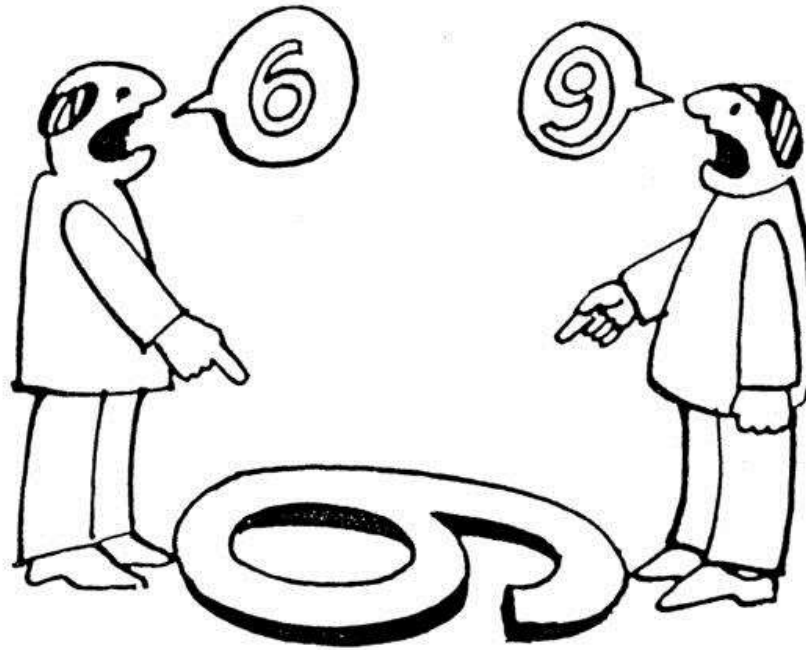
Theory of Change: in practice



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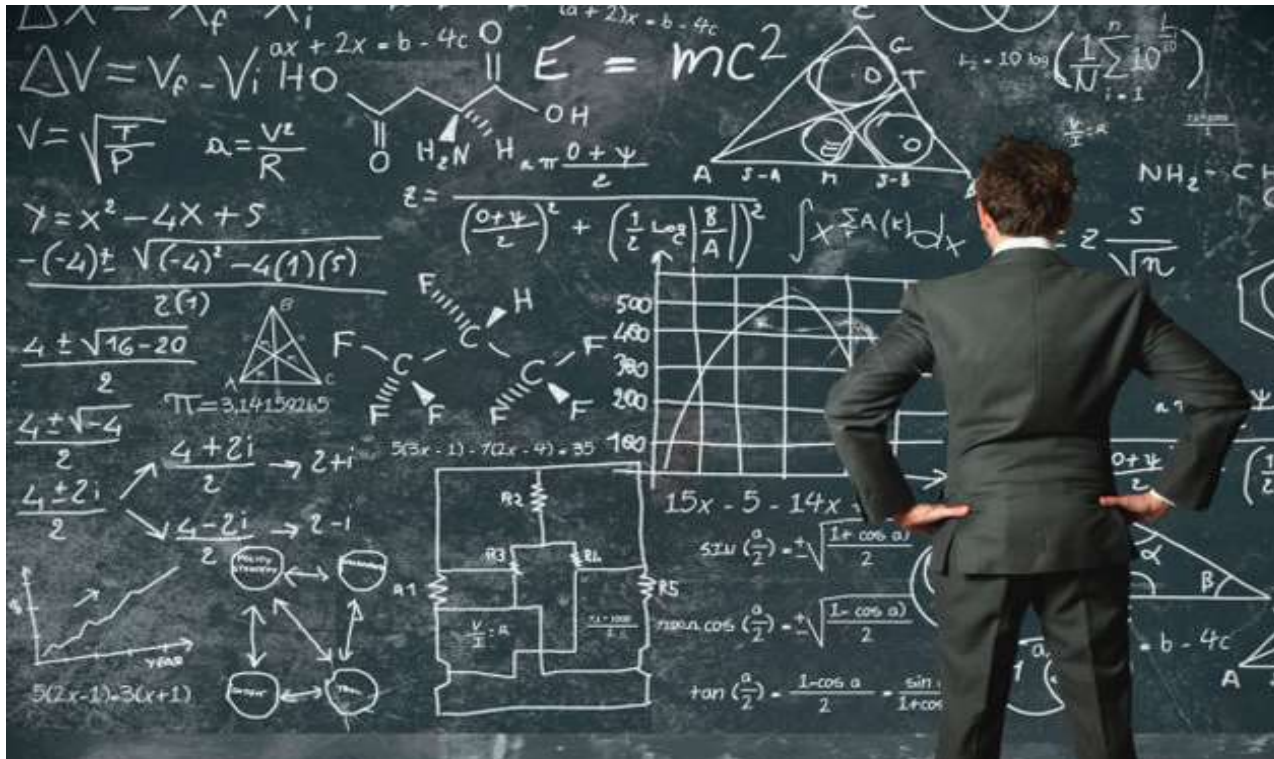

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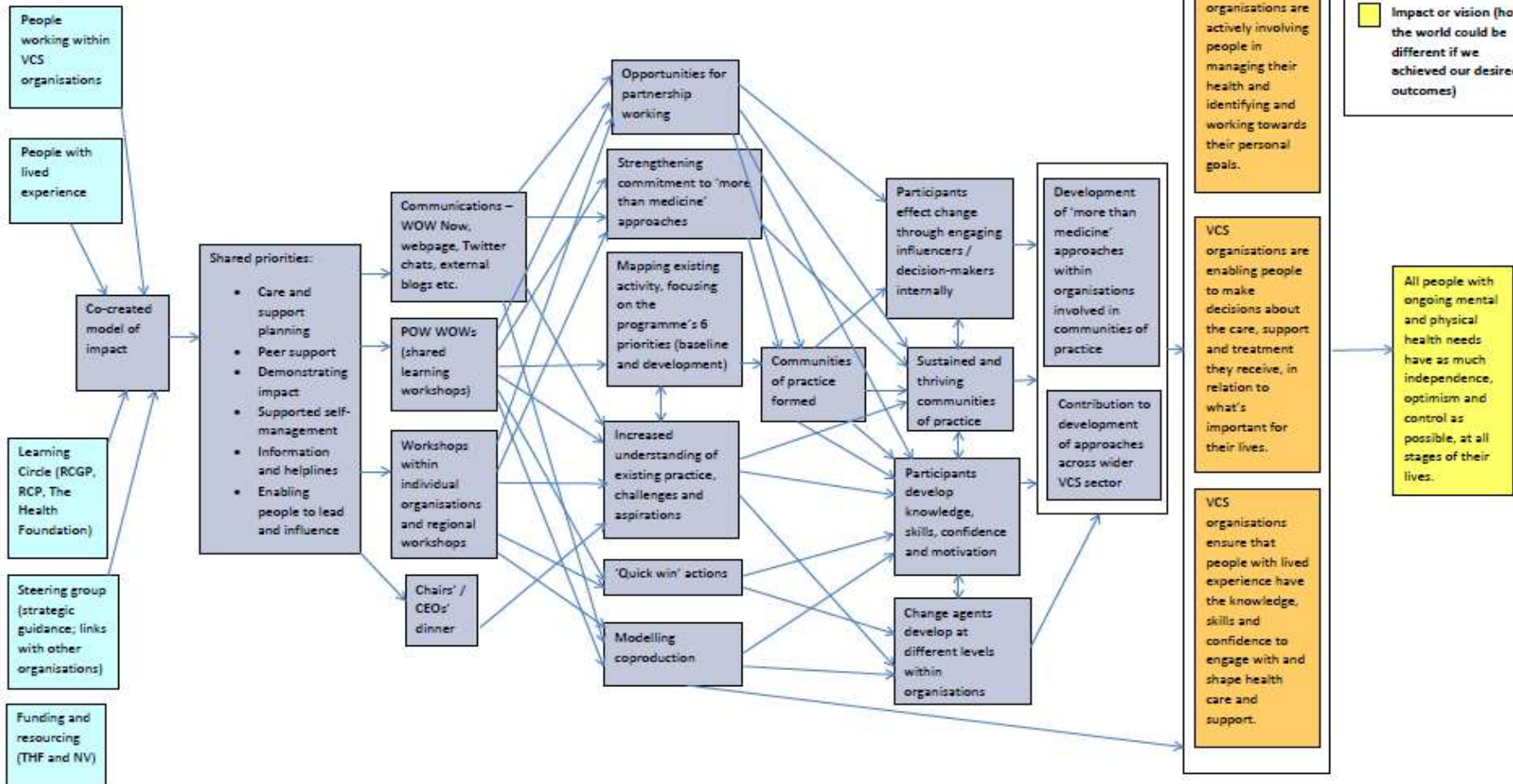
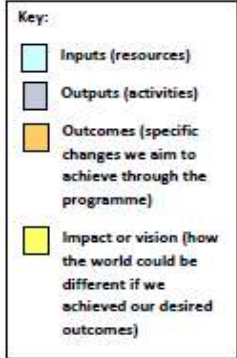
“Everything should be made as simple as possible, but not simpler”
- Einstein

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Wellbeing Our Way – Theory of Change

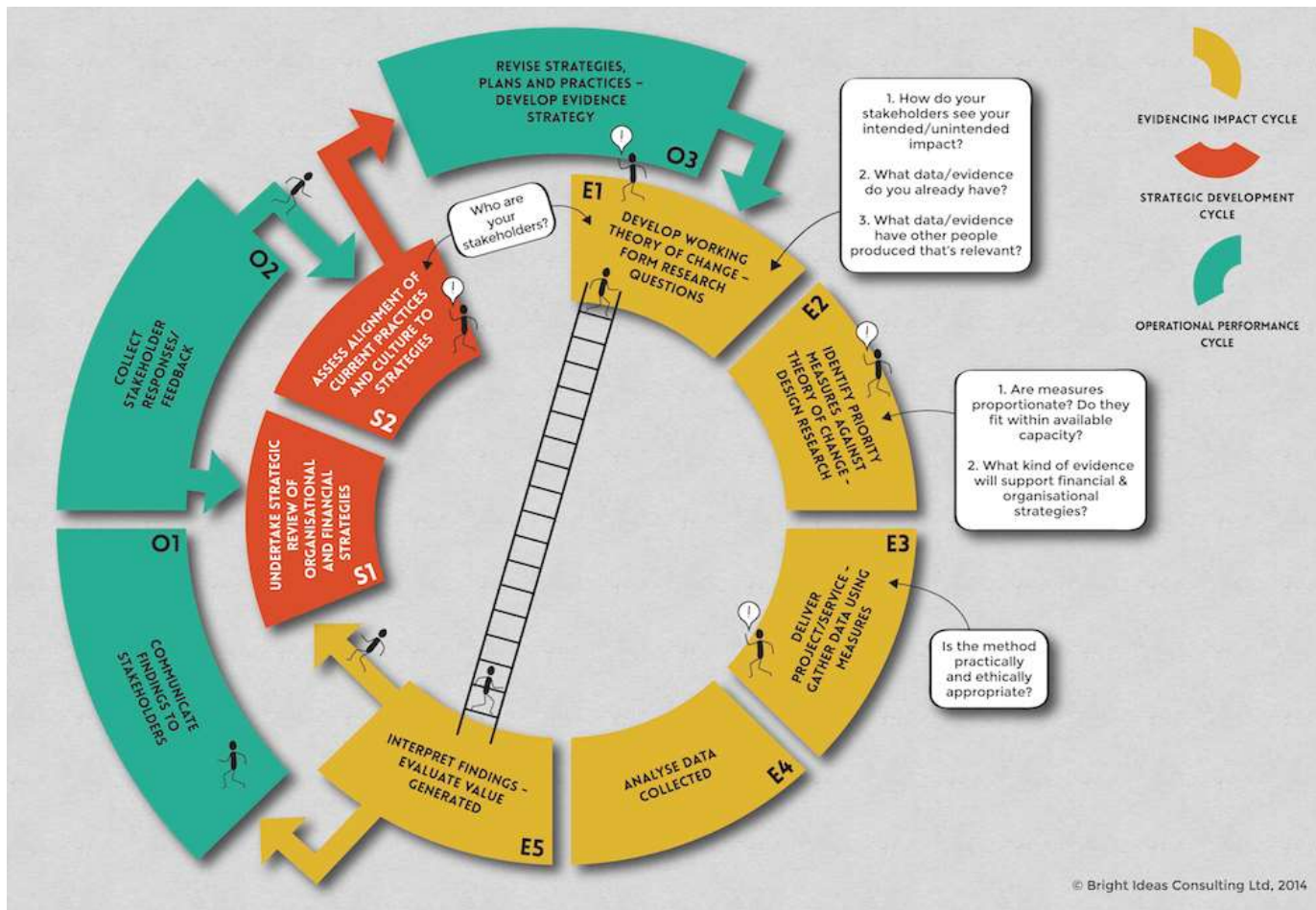




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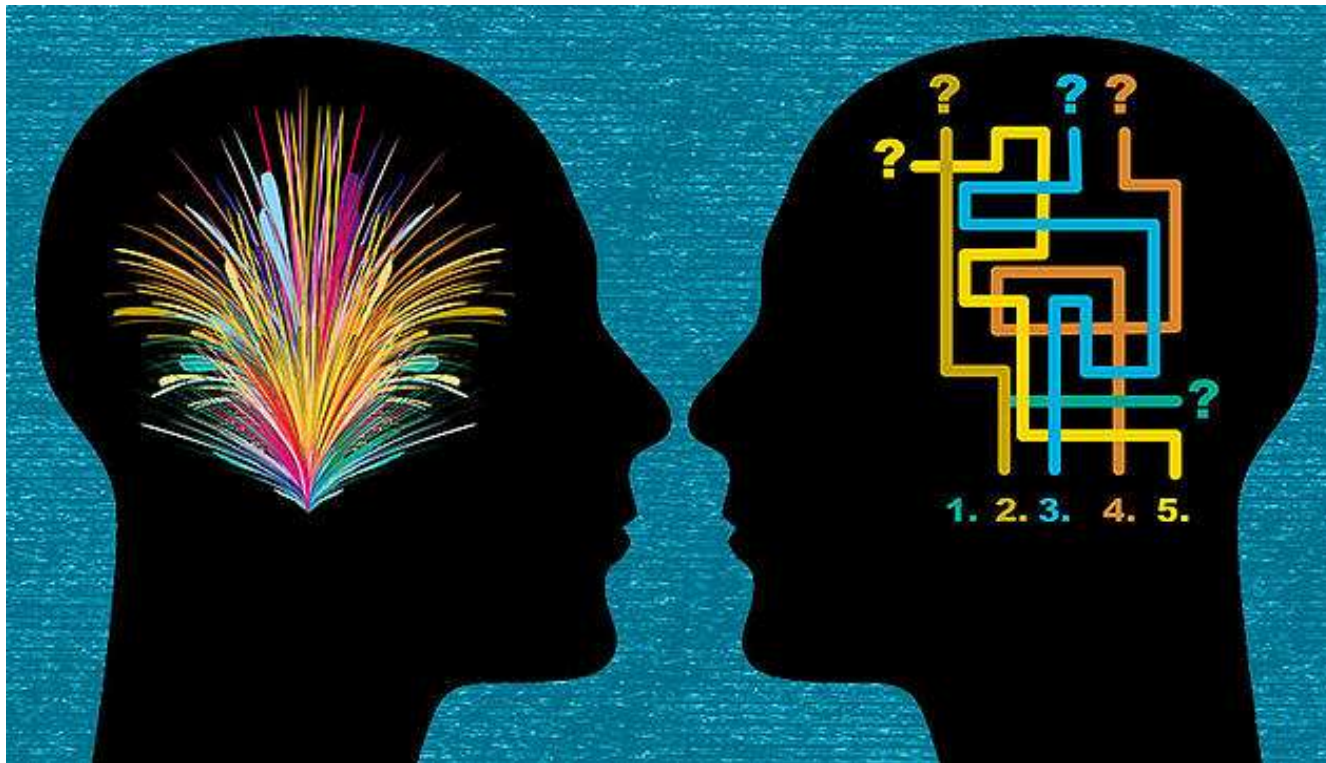


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What are the evidence needs of your stakeholders?



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Choosing Measures

- **Validity** – are we measuring what we think we're measuring?
- **Reliability** – can we repeat the test and get the same result?
- **Relevance** - how will the evidence produced be meaningful to important stakeholders?



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Prioritising Measures



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What are we measuring?

Outcome	Outcome Indicators	Targets	Collection Methods	Timeframe
Comprehensive understanding of existing practice, challenges and aspirations is captured and shared across the VCSE sector.	Participants contribute to the mapping.	100 mapping contributions during each year of the programme.	Report re number of contributions to the online mapping space (on new National Voices website)	In 6 monthly reporting
	The mapping is shared effectively across the sector.	WOW Now (e-newsletter) extends its mean average reach by 10% each year.	Report on reach and engagement with communications materials (including external and programme communications), in line with communications strategy.	In 6 monthly reporting
Participants develop knowledge, skills, confidence and motivation.	Increased knowledge of what others are doing contributes to increased commitment to 'more than medicine' approaches.	Target re number of hits to the WOW webpage to be developed.		
	Participants report a positive change in their knowledge, skills, confidence and motivation and attribute this to involvement in Wellbeing Our Way.	Target re Wellbeing Our Way being featured in different external communications outlets in year 2 (e.g. blogs, newsletter features)		
Participants develop knowledge, skills, confidence and motivation.	Participants report a positive change in their knowledge, skills, confidence and motivation and attribute this to involvement in Wellbeing Our Way.	60% of workshop participants rate the opportunities for learning within the workshop as 'good' or 'very good'.	Workshop feedback forms	Following each workshop
		60% of those involved through a community of practice report positive change in their knowledge,	Survey of community of practice members	September 2015 and July 2016

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Prioritising Measures

Remember to also think about how you capture the **unintended changes** arising from your intervention



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Some reflections



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Thank you

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