



# Mothers Living Well

## Impact Evaluation Report 2013

Health Promotion Team





# Acknowledgments

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This evaluation was a collaborative undertaking, and would not have been possible without the support of local organisations and individuals. The Health Promotion Team would like to thank the following people and organisations for their instrumental role in this project and evaluation.

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- All volunteer mothers who have been a part of the project
- Knox City Council
- Victorian Department of Health
- Victorian Department of Transport
- Bayswater West Primary School
- Our Lady of Lords Primary School
- Bayswater Primary School
- Uncle Louie's Cafe
- Outer East Interchange
- Bayswater Buzz
- Blue Hills Kindergarten and Early years Centre
- Bayswater West Bowls Club
- Bayswater West Cricket Club
- St Stephens Anglican Church
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- Josh Samuel, Master of Community Psychology student placement
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# Table of Contents

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Acknowledgements	Page 3
Abbreviations	Page 5
Reflections and Recommendations	Page 6
Background to MLW Project	Page 7
Links to KCHS integrated health promotion (IHP) plans	Page 7
Goals and objectives	Page 7
Staffing and organisational support at KCHS	Page 8
Purpose of this Evaluation	Page 9
Methodology	Page 10
Evaluation Design	Page 10
Participants and Data Collection	Page 15
Data Analysis	Page 17
Results and Discussion	Page 19
Objective One	Page 19
Objective Two	Page 25
Objective Three	Page 41
Dissemination Plan	Page 49
References	Page 50
Appendices	Page 52
Appendix 1a. Snapshot Survey 2013	Page 53
Appendix 1b. Semi-Structured Interview List Topic	Page 58
Appendix 1c. Partner and Stakeholder Focus Group or Interview Topic List and Questions	Page 59
Appendix 2. Monash University Certificate of Ethics Approval	Page 60
Appendix 3. Press Release from the Department of Transport	Page 61
Appendix 4. Photos of Environmental Changes	Page 62
Appendix 5. Dissemination Plan	Page 63



# Abbreviations

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<b>BW</b>	Bayswater
<b>BW PS</b>	Bayswater Primary School
<b>BW WPS</b>	Bayswater West Primary School
<b>CALD</b>	Culturally and linguistically diverse
<b>CBPR</b>	Community Based Participatory Research
<b>HP</b>	Health promotion
<b>HPO</b>	Health promotion officer
<b>IHP</b>	Integrated health promotion
<b>KCC</b>	Knox City Council
<b>KCHS</b>	Knox Community Health Service
<b>MLW</b>	Mothers Living Well
<b>PND</b>	Post-natal depression
<b>S4L</b>	Streets 4 Living
<b>BWCHG</b>	Bayswater West Community Hub Group
<b>WBSPWG</b>	Welcoming Bayswater Street Party Working Group



# Reflections and Recommendations

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The Mothers Living Well (MLW) project has been unique, complex, and successful on multiple levels. The MLW project has highlighted the benefits of investing appropriate time into the needs analysis and action planning stage of a project. It was this community-led visioning that allowed for the local community members to not only provide the solution, but drive the solutions, and take ownership of interventions whilst having their unique lived experiences recognised. The MLW project journey was not linear or straightforward. However, the multipronged, determinants approach to improving mental health and wellbeing that was taken as part of this project has allowed for community-led and sustainable change to occur. The main messages from this project are:

- Investing in building community capacity may require an organisation to commit beyond a single IHP Planning cycle of three or four years. However, the investment allows for genuine empowerment of participants and for sustainability interventions and changes to be achieved.
- A stable project team enhances the effectiveness of community development and partnership development approaches. The MLW project had the same KCHS project worker and Manager for the entire life course of the project. This consistency contributed to building trust with community members.
- Unintended outcomes emerged (such as the Bayswater Buzz), whilst these were not planned for they were important to support and embrace for the purposes of building community capacity and empowerment.
- Efforts to increase physical activity among children need to be sustained and continued as evidenced by the Hands Up survey data. Bayswater West Primary School as a setting for physical activity intervention is now more conducive for walking and cycling to and from school. There is the opportunity for further gains with this school through linking with the Health Together Victoria primary school achievement program.
- There is a need for perceptions of safety (explored in detail in the needs assessment phase of the project) to remain a priority in projects addressing women's' active transport. Despite positive results around women's sense of belonging increasing in this evaluation, some mothers in Bayswater highlighted they feel unsafe, and this may remain as a barrier to physical activity participation. It is unclear how widespread this barrier is, and if the perceptions of safety will improve upon completion of the redevelopment of Guy Turner.
- If a similar project was to be conducted again, a smaller, but more thorough evaluation is suggested. For example, the number of indicators to be evaluated should be reduced; however, more in-depth data should be collected from a wider range of participants. Whilst it was difficult to achieve in the current evaluation due to limits in size of the project team and scope, future evaluations should attempt to collect data from non participating mothers in relation to sense of belonging in order to further inform intervention design and delivery



# Background to MLW Project

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Mothers Living Well (MLW) was Knox Community Health Service's (KCHS) major health promotion project between 2006 and 2013. It commenced with a community-based participatory action research phase in 2006, and has continued to evolve throughout the more recent implementation or action phases of the project.

## Links to KCHS integrated health promotion (IHP) plans

Whilst the overarching goal of the MLW project has remained essentially the same since 2006, its 'place' under the broader KCHS IHP plan has evolved. Under the 2006-2009 IHP plan, the objectives of the MLW project were split under two priority areas: "Physical activity" and "Mental wellbeing and social connectedness". Under the 2009-2013 IHP plan, however, all objectives were brought together under the "Promoting health and mental wellbeing" priority.

## Goals and objectives

### Goal

The overarching goal of the MLW project is to enhance mental wellbeing for mothers and their families in Bayswater by increasing social inclusion and community connection and rates of active transport.

### Objectives

#### Under the first IHP plan, 2006-2009

1. By June 2009, to gain relevant participation from the local community, especially mothers, to formulate and implement strategies that help change behaviours and minimise barriers to walking and cycling.
2. By June 2009, to work with and support Knox City Council to take actions that improves the built and natural environment in Bayswater and facilitates an increase in walking and cycling by mothers and their families.
3. To support mothers, especially those parenting in difficult circumstances, to identify, initiate and participate in changes that build a supportive community by June 2009.

#### Under the second IHP plan, 2009-2013

1. To increase the sense of belonging and engagement among local people in Bayswater West and the Bayswater shopping village with a focus on people currently excluded from public space, including mothers parenting in difficult circumstances.
2. To support the creation of environments where local people, particularly mothers, are enabled and encouraged to use public space, interact and walk and cycle for transport.
3. To increase capacity for residents, community organisations, services businesses and partner agencies to collaborate in making neighbourhood improvements and connections.



## Target groups

### Primary target group

The focus of this project is women as mothers and, where appropriate, women parenting in difficult circumstances<sup>1</sup>. No age restriction or biological definition has been applied to women as parents, such that grandmothers, older mothers and step mothers / guardians are included in the target group.

### Secondary target group

It is important to note that the project was also interested in the experiences of families and children as a secondary target. This is in recognition of findings from the 2006-2009 research phase and health promotion plan for MLW, where it was clear that a primary motivation for the engagement of mothers was the potential for health benefits to translate to their families, especially children. In addition, the research concluded that what is good for children at a community level would also make a difference for the children's mothers.

## Staffing and organisational support at KCHS

Since the inception of the MLW project in 2006, the organisational structure and staffing model to deliver health promotion activities at KCHS has evolved greatly.

The core MLW project team consisted of:

- ▲ Annette Rudd – Health Promotion Manager (0.9 EFT);
- ▲ Catherine D'Arcy – Senior Health Promotion Officer (0.6 EFT);
- ▲ Kerry Gosbell – Health Promotion Officer (Active Transport) (0.4 EFT 2007-2011);
- ▲ Dr Belinda Crockett – Health Promotion Evaluation Officer (0.4, 2008-2012)
- ▲ Ruth Klein – Health Promotion Evaluation Officer (0.4 EFT, 2012-)
- ▲ Rachael Page- Health Promotion Intern (0.2 EFT, 2012)
- ▲ Josh Samuel- Masters of Community Psychology placement student (0.3 EFT, 2013).

In addition to the core project team, various KCHS staff members have taken on a range of roles in the project since 2006, such as:

- ▲ Participation in the internal KCHS MLW working group (from 2006-2009);
- ▲ Participation in the partnership group (across KCHS and partner organisations) in 2006/2007 which shaped the research stage of the project;
- ▲ Interviewers for the Snapshot Survey 2007;
- ▲ Data compilation and summary report writing;
- ▲ Logistical help with Welcoming Bayswater Street Party organisation and on the day;
- ▲ Supporting the evaluation at different stages of the project

In 2006-2009, this included staff from clinical areas from KCHS who were allocated health promotion hours on the basis of skills, interest and experience, before the consolidation of the Health Promotion team.

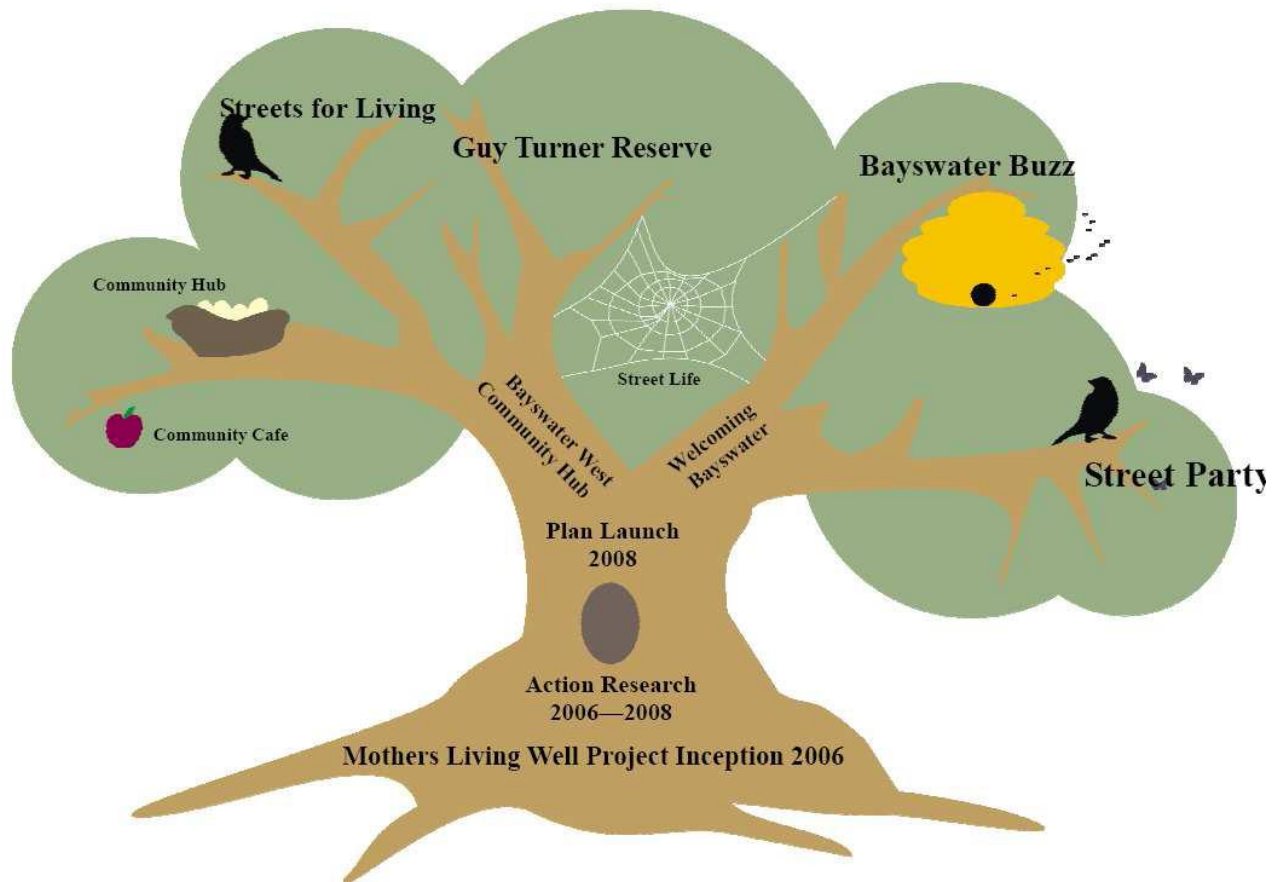
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<sup>1</sup> Since its inception in 2006, "women parenting in difficult circumstances" have been defined for the purposes of this project as women 15 years and over who are sole parents, and/or caring for children with disabilities, and/or living with a disability, and/or on a low income.



## The Mothers Living Well Tree

This tree graphic provides an overview of the key MLW initiatives and where they fit in terms of the two main branches- Bayswater West Community Hub and Welcoming Bayswater.



## Purpose of this Evaluation

The purpose of this evaluation is manifold. The evaluation will enable project stakeholders, KCHS and the broader health promotion sector to establish whether or not the strategies undertaken as part of the MLW project were successful in meeting the specified objectives of the project. This evaluation also aimed to determine the extent to which the project objectives were achieved by exploring the positive and negatives experiences and outcomes of various project participants and stakeholders, and by measuring key impact evaluation indicators.

## Evaluation Design

This evaluation was designed as a pre- and post-impact evaluation using mixed methods in order to capture data from a variety of perspectives and sources and has been granted ethics approval from Monash University's Human Research Ethics Committee (see Appendix 2). Participatory evaluation methodologies (Minkler & Wallerstein, 2003) have been used as a guiding framework for the evaluation design, implementation and analysis. The adoption of a community-based participatory research (CBPR) approach has enabled community members to work alongside KCHS to develop the evaluation design and indicators. Community members have been instrumental in the collection of data at both the pre and post intervention phases.

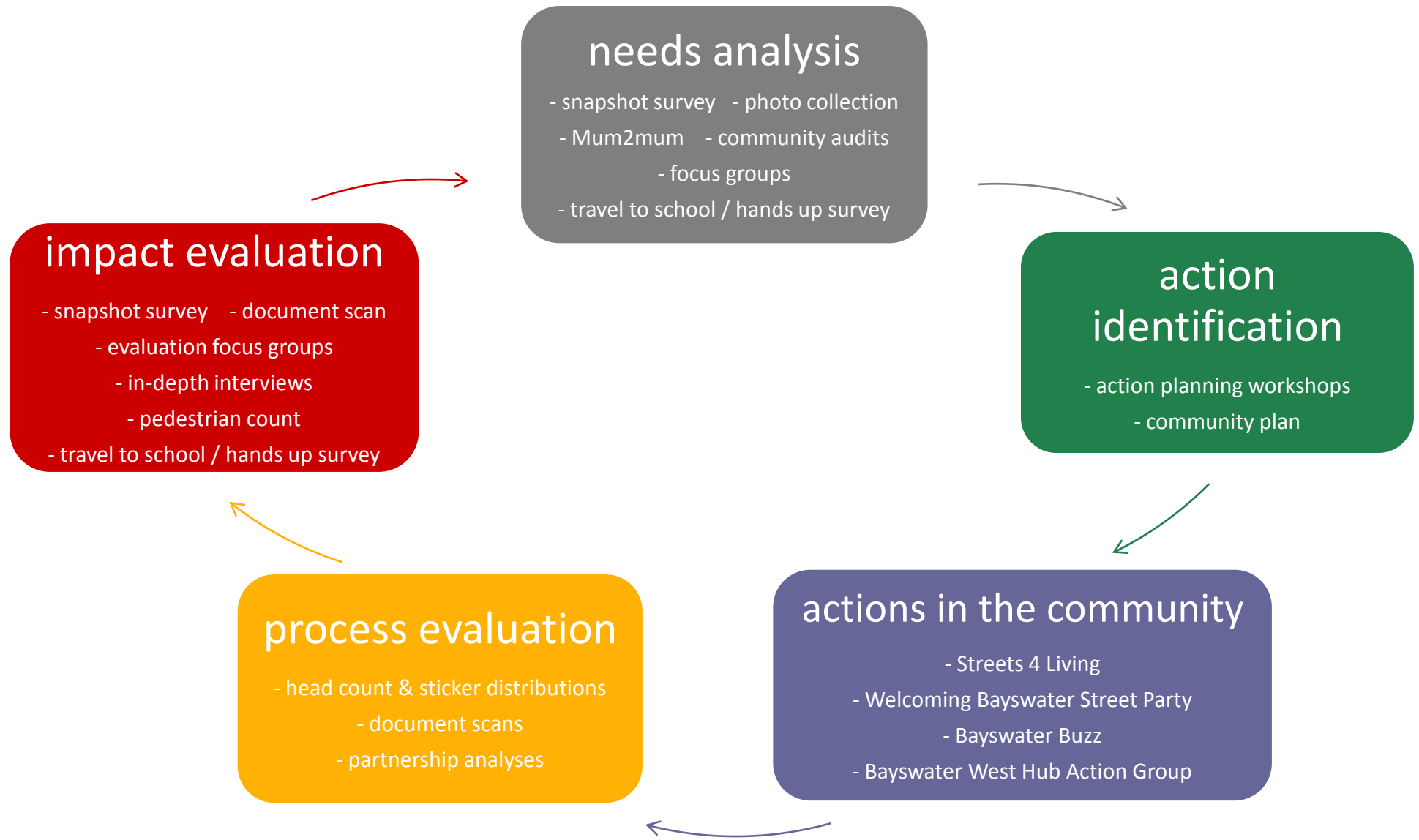
At the initial needs assessment stage of planning that took place in 2006, a CBPR approach was used to underpin all proceeding stages of the MLW project. This approach allowed for the project team to engage local mothers in exploring what they and other mothers found were most important to build a community that supports them and their families to feel connected and to walk and cycle locally.

CBPR is an orientation to research which seeks to engage community members in the generation of action to transform social structures and conditions (Minkler 2007). Like participatory action research, CBPR takes the perspective that "participatory" research involves three interconnected goals: research, action and education (Wallerstein & Duran, 2003: 28).

Figure 1 demonstrates the project phases for the MLW project and how CBPR has been embedded into the project design and activities. As shown in this figure, the process evaluation was conducted while the key activities for the needs analysis, action identification, and actions in the community stages were being implemented. The pre-intervention data was collected as part of the "needs analysis" phase. The post-intervention data collection for the impact evaluation has occurred after the "needs analysis" and "action identification" stages. However, some activities during the "action in the community" stage were continuing under the leadership of community groups while the impact evaluation activities took place. This demonstrates that sustainability of some actions has been achieved. This will be discussed further in the results section of this report. The findings from the process evaluation have previously been reported to the Dept of Health in annual reports.

Table 1 below, provides a summary of the key evaluation design elements including the project objectives that were evaluated along with the indicators, instruments and sample groups that took part in this impact evaluation. A key feature of this evaluation is the use of mixed methods. This allowed for both quantitative measures of success to be considered within the context of the experiences of the local community. The methodological approach to data collection for each instrument is noted in Table 1. Figure 2 outlines the table of activities, including evaluation activities, since the project inception in 2007.

**Figure 1:** How the CBPR approach applied to the MLW project



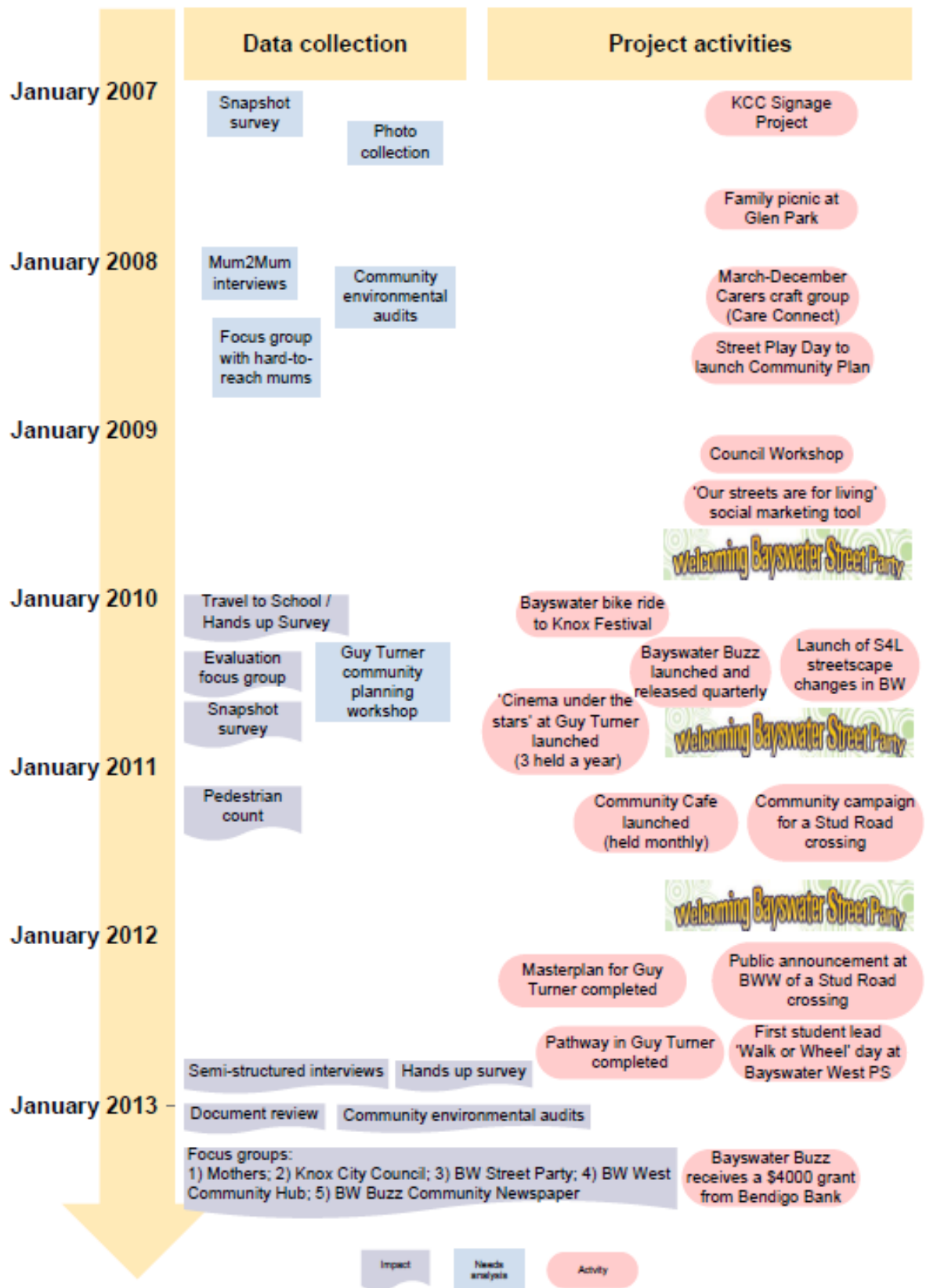
**Table 1:** Summary of impact evaluation design

Project Objective	Evaluation indicators	Evaluation instruments	Quant, qual or mixed methods	Target sample	Pre intervention sample size	Post intervention sample size
<b>To increase the sense of belonging and engagement among local people in Bayswater West and the Bayswater Shopping Village with a focus on people currently excluded from public spaces, including mothers parenting in difficult circumstances</b>	<b>SOCIAL CAPITAL:</b> 1. Mothers and mothers parenting in difficult circumstances living around Bayswater and accessing Bayswater West Community Hub report and increase in sense of belonging. 2. Mothers and mothers parenting in difficult circumstances report higher levels of participation and engagement in community life.	Snapshot survey	Mixed methods	Convenience sample of mothers across various locations in Bayswater	2007: n= 173 2010: n=74	<b>2013: n=69</b>
		Mum2Mum interviews (2007) Semi-structured in-depth interview (2013)	Qualitative	Mothers living in Bayswater	2007: n=37	<b>2013: n=9 (3 of the 9 mothers are parenting in difficult circumstances)</b>
		Focus group: difficult to reach mothers	Qualitative	Mothers living in Bayswater and parenting in difficult circumstances	2008: n=13	<b>Included into the semi structured in depth interview group</b>
		Focus group: mothers	Qualitative	Mothers at Bayswater West Primary School	2010: n=5	<b>2013=6</b>
<b>Support the creation of environments where local people, particularly mothers, are enabled and encouraged to use public space, interact and walk and cycle for transport.</b>	<b>NATURAL AND BUILT ENVIRONMENT:</b> 1. 75% of priority environmental improvements identified by Bayswater Community Hub and Welcoming Bayswater Action group commenced or implemented by 2013; 2. 10% of target group respondents report an increase in walking and/or cycling in Bayswater West Community Hub; 3. 10% of Bayswater West Primary school student respondents report an increase in travel to school	Community Environmental Audits	Mixed Methods	Bayswater environment	2008: n=18	<b>2013: n =6</b>
		Hands up survey	Quantitative	Bayswater West Primary School Children	2008:n=126 2010:n=177 2012:n=164 2013:n=191	<b>2013: n=174</b>
		Mum2Mum interviews (2007) Semi-structured in-depth interview (2013)	Qualitative	Mothers living in Bayswater	2007: n=37	<b>2013: n=9</b>
		Snapshot survey	Mixed methods	Convenience sample of mothers across	2007: n= 173 2010: n=59	<b>2013: n=69</b>



	by walking or cycling; 4. The target group respondents report a reduction in the barriers and increase in enablers within neighbourhood to encourage walking, cycling, enjoyment and use of public space.			various locations in Bayswater		
		Focus group: difficult to reach mothers	Qualitative	Mothers living in Bayswater and parenting in difficult circumstances	2008: n=13	<b>Included into the semi structured in depth interview group</b>
		Document review	Mixed Methods	Media, meeting minutes, plans and relevant documentation	N/A	<b>2013 n=22</b>
<b>To increase capacity of residents, community organisations, services, businesses and partner agencies to collaborate in making neighbourhood improvements and connections.</b>	SOCIAL ACTION AND INFLUENCE: 1. There is a sustainable community-led and collaborative structure in existence in each of the geographical areas (Bayswater West and Bayswater shopping village). 2. 3 neighbourhood improvement initiatives are being led by the community and are sustainable by 2012. 3. 20 individuals and organisations are now active in partnering and leading social and environmental neighbourhood improvements in 2012	Document review	Mixed Methods	Media, meeting minutes, plans and relevant documentation	N/A	<b>2013 n=22</b>
		Focus group: Welcoming Bayswater Street Party	Qualitative	Welcoming Bayswater Street Party Committee members	2010: n=10	<b>2013: n=8</b>
		Focus Group: Bayswater Buzz Community Newspaper	Qualitative	Bayswater Buzz Committee members and volunteers	NA	<b>2013: n=2</b>
		Focus Group: Bayswater West Community Hub	Qualitative	Bayswater West Community Hub Committee and Volunteers	NA	<b>2013: n=3</b>
		Focus Group: Knox City Council	Qualitative	Knox City Council staff members involved in the MLW project	NA	<b>2013: n=4</b>
		Community Environmental Audits	Mixed Methods	Bayswater environment	2008: n=18	<b>2013: n =6</b>

**Figure 2:** Overview of MLW Project Activities





## Participants and Data Collection

### Snapshot Survey

In 2007, the Senior Health Promotion Officer at KCHS worked with the original project partnership group (comprising Care Connect, Knox City Council, EACH and Women's Health East) to develop the snapshot survey tool with support from the social researcher at Knox City Council. The tool was piloted by the partnership members with one person each member knew, to check face validity, timing of the survey and wording of the questions. The tool was then revised based on feedback from that piloting process.

Convenience sampling was used at both the pre-intervention (2007) and post-intervention time points (2013). This approach allowed for insights to be gathered from a variety of Bayswater community members who have both participated and not participated in the MLW project activities. While a cross sectional random sample would have provided a more robust and reliable data set for the snapshot survey, it was not possible to use this method due to both time and financial constraints.

In 2007 (pre-intervention), the snapshot survey was completed across six public spaces in Bayswater and Bayswater West<sup>2</sup> between February 19<sup>th</sup> and 26<sup>th</sup>. These included places mothers were likely to frequent, such as the local shopping centre, kindergartens/pre-schools, community events, and primary schools. Women at these locations were approached by a KCHS staff member or volunteer (associated with MLW) and asked if could spare 5-10 minutes to complete the snapshot survey. There was a mid-intervention snapshot survey implemented in November 2010. The post-intervention snapshot survey was completed over a one week period between 15<sup>th</sup> February 2013 and the 22<sup>nd</sup> February 2013. Twelve data collectors were present throughout the day across the same six locations in Bayswater and Bayswater West that were used to collect data from in 2007 and 2010, and they used the same approach to recruit participants.

At all three snapshot survey time points, 2007, 2010 and 2013, participants had to meet two inclusion criteria. Participants were required to live in Bayswater or Bayswater West and be a mother (of any children at any age). If participants did not meet these criteria for inclusion, they were thanked for their time and the survey was discontinued.

### Mum2Mum interviews and Semi-Structured Interviews

Purposive and snowball sampling techniques were used to select participants for the Mum2Mum interviews in 2007 for pre-intervention data collection. This technique was also used in 2013 for the semi-structured in-depth interviews at post-intervention data collection. This sampling technique allows for participants to be selected based on their unique knowledge and experiences pertaining to the topic under evaluation (Patton, 1990). In 2007 the approach to sampling, recruitment and data collection was strongly driven by the CBPR methodology. For this reason, Bayswater mothers were trained in recruitment and data collection. However, by 2013, many of the Bayswater mothers that participated in the 2007 data collection and conducted interviews with other mothers had either moved out of the area, had changed circumstances or were not in a position to repeat the process undertaken in 2007. Therefore, the post-intervention interviews were conducted by the Health Promotion Evaluation Officer and

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<sup>2</sup> Snap shot surveys were conducted at Bayswater West Primary School, Bayswater Primary School, Cinema Under the Stars at Guy Turner Reserve, Our Lady of Lourdes Primary School, Blue Hills Kindergarten and Early Childhood Centre, and Mountain High Shopping Centre.





the Senior Health Promotion Officer from KCHS. For this reason the post-intervention interviews are referred to as 'semi-structured in-depth interviews' rather than 'Mum2Mum interviews'.

In 2007, five mothers interviewed 37 women who they recruited through their own networks. More mothers than expected came from the target group of mums parenting in difficult circumstances in both the peer researcher group (40%) and those involved with the interviews (65%) due to purposeful engagement with women from this group (especially mothers with disabilities, or children with disabilities, sole parents, CALD groups, women in family violence situations). The Senior Health Promotion officer assisted in interviewing some women that were more vulnerable or hard to reach (for example refugee and Aboriginal interviewees).

In 2013, for the reasons stated previously, the post intervention interviews were largely completed by the Health Promotion Evaluation Officer from KCHS, however in some instances the Senior Health Promotion Officer completed interviews. It is recognised that whilst both staff are mothers, the rapport and knowledge of Bayswater was not as strong as it would have been if other mothers from Bayswater conducted the interviews. It is also possible the post-intervention interview data was unable to unpack or demonstrate the same depth of experiences as what was gained in the pre-intervention interviews.

Recruitment of mothers for the 2013 post-intervention semi-structured interviews occurred between March and May 2013. Mothers who were involved in the MLW project activities and resided in Bayswater or Bayswater West during the project or still resided in these suburbs were contacted by the Senior Health Promotion Officer. The Senior Health Promotion Officer discussed the evaluation with these women over the phone or via email, and invited them to participate in a semi-structured in-depth interview with the Health Promotion Evaluation Officer. Following consent from the mothers, the Health Promotion Evaluation Officer contacted the mothers and arranged a mutually agreeable time and location for the interview to occur. It was at this point that mothers were provided with the necessary consent forms and explanatory statements in line with ethical approval requirements. Additionally, it should be noted that 9 mothers were interviewed instead of 15 as stated in the evaluation plan. This was due to some mothers preferring to participate in a focus group (n = 6), thereby reducing the number of mothers interviewed.


The nature of the interviews was to explore the changes from a subjective or lived experienced standpoint; therefore it is unlikely the findings from this evaluation can be generalised to larger or different communities. The uniqueness of this project is the emphasis on shaping strategies and interventions based on the localised and lived experience, and the evaluation findings reflect this approach. The findings should be interpreted with this in mind when using this evaluation report as evidence for planning future interventions.

### **Stakeholder and Focus Group Interviews**

Stakeholders and partners that were involved in the implementation of interventions were invited to be participants in the process evaluation in 2010. They were also invited to contribute to the impact evaluation in 2013.

In 2013, participants for the post-intervention stakeholder focus groups were purposively sampled based on involvement with the MLW interventions and activities. The Health Promotion Evaluation Officer and a Masters of Community Psychology student contacted stakeholders via phone and email and invited them to participate in focus groups for the impact evaluation of the MLW project. When the invite to participate was accepted, participants were provided with an explanatory statement and consent form prior to the scheduled focus group session. The





themes/question list (see Appendix 1c) guided discussions during focus group, and investigated subjective understandings constructs such as sense of belonging, social inclusion, social connection and partnerships.

A limitation was that there was some change of staff in organisations and loss of knowledge of the past context in Bayswater. As such, some new staff were unable to identify if change has occurred post intervention due to limited knowledge of the local areas before MLW commenced.

### **Environmental audit**

Two environmental audits were conducted, one in 2007 and one in 2013. Both audits used community participants as auditors. In 2007, 18 people participated and in 2013, 6 people assisted the Health Promotion Evaluation Officer and the Senior Health Promotion Officer. Community members were recruited via the Bayswater West Community Hub Group (BWCHG) and Welcoming Bayswater Street Party Working group WBSPWG (define).

The audit tools were based on the Association of London Government DIY Community Street Audits 'Living Streets', Social Audit Cookbook, and Site Assessment Audits by the Heart Foundation, VicHealth, SunSmart and Planning Institute Australia. The audit tools and facilitated discussions (prior to the audit walks) were focused on how the environment might be transformed to improve in particular vision areas: meeting people, meeting places, child and youth friendly community, and interesting and inviting spaces.

### **Hands up survey**

These surveys were completed on several occasions: in 2008, 2010, 2012 (twice) and 2013 (twice) as a standard Travelsmart survey (using the validated tool developed by Bike Victoria to count children who had walked, cycled or driven to school on the survey day). Teachers at the Bayswater West Primary school asked students to put their hands up when asked which method of transport they used to travel to school that day. All year levels participated.

### **Document scans**

A number of documents were reviewed to support the meeting of indicators in Objectives 2 and 3. These documents included:

- Emails (to Council staff and Councillors)
- Websites- Review of Council and Department of Transport documents
- Guy Turner Reserve Master Plan
- Guy Turner Reserve Community Plan
- Minutes of Guy Turner Reserve planning meetings (n=2)
- Minutes of Streets 4 Living (n=4)
- Photovoice collection
- Bayswater Community Plan (MLW, 2008)
- Action Planning workshop reports

## **Data Analysis**

### **Quantitative Data Analysis**

Survey results (Snapshot survey and Hand's Up), were largely analysed via descriptive statistics (e.g. percentages). However, the Sense of Belonging item from the Snapshot survey data was analysed as follows.



The original data files were first cleaned to prepare it for analysis. This involved modifying variables entered as words (i.e. True, False) into numeric values (i.e. 1, 2), and deleting missing values (i.e. 555, 999) to ensure consistent coding across the dataset. The cleaned dataset was then entered into SPSS Statistics 17.0 for analysis. First, frequencies were calculated for all the relevant variables in order to address the research questions. Next, differences in 'Sense of belonging' between 2007 and 2013 were compared using an Independent Samples t Test. While the data for 'Sense of belonging' was not normally distributed ( $W = .850, p < .001$ ), a *t* test was still used as it is considered robust when using reasonably large sample sizes (40+) (Allen & Bennett, 2012).

### Qualitative Data Analysis

Qualitative data were transcribed verbatim, and coded in two stages, with blind inter-rater reliability of coding conducted to ensure rigour (Patton, 1990). The coding process involved two stages, and was completed with the MLW project objectives, and the evaluation indicators used as a framework for organising data. All qualitative data were first coded using the evaluation indicators as an organising framework. That is, regardless of the data source, quotes were initially grouped under the evaluation indicator that the quote related to. Thematic analysis was then conducted for the data groups under each indicator.

Triangulation is a method undertaken to improve ensure trustworthiness and rigour in qualitative analysis (Patton, 1990; Neuman, 2006). Following on from the thematic analysis, the triangulation process was used to ensure the themes that emerged under the banner of each evaluation indicator were verifiable across other sources of data. For example, themes that emerged from the semi-structured in-depth interviews with mothers were cross checked with the themes that emerged from the stakeholder focus groups and the quantitative findings from the snapshot survey. Following the triangulation process, data from the 2013 post-intervention time point was compared and contrasted to data collected at the pre-intervention or process time points. These analyses processes combined created a rigorous and complete picture of the extent to which the indicators for change that are being evaluated have been achieved by the MLW project.



# Results and Discussion

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This section of the report will present the results from the post intervention data collection, undertaken in 2013, in order to determine the impact of the MLW project against key evaluation indicators. The results are presented from across all data sources and methods using the project objectives and relevant evaluation indicators as an organising framework. Where possible and appropriate, quantitative data will first be presented; this will be followed by the presentation of the qualitative data to bring to light the experiences of participants in this project. The discussion will contrast the pre intervention data collected in 2007 with post intervention data from 2013 to highlight the key areas where change has or has not been achieved. Literature relating to the evaluation indicators and the results from data will also be drawn upon to place this evaluation into the wider health promotion practice and evidence context.


## Objective One

**Objective one:** To increase the sense of belonging and engagement among local people in Bayswater west and Bayswater shopping village with a focus on people currently excluded from public space including mothers parenting in difficult circumstances.

The overarching goal of the MLW project was to improve the mental health and wellbeing of mothers living in Bayswater; one mechanism for working towards this outcome is through interventions that seek to build a sense of belonging. There is a vast body of literature that links sense of belonging with better mental health outcomes, and articulates that building a sense of belonging at the community level can contribute to improve the mental health of a community (Choenarom, Williams & Hagerty, 2005; Hagerty & Williams, 1999; Hagerty & Patusky, 1995; Kitchen, Williams & Chowhan, 2012; Ponc & Frisby, 2010; Sheilds, 2008). Semenza & March (2009) conducted a community building intervention that aimed to increase social capital and sense of belonging across three urban low-middle income communities. Semenza & March (2009) found that among the 265 participants surveyed pre and post intervention, there was a statistically significant increase in mental health and wellbeing ( $p=0.03$ ). A key finding from this intervention was that through beautification of the local environment, consensus decision making led by local residents and creating opportunities for participation in civic life, mental health and wellbeing can be positively influenced. Evidence suggests that in order to influence mental health and wellbeing, a multi-pronged approach that incorporates sense of belonging, building community engagement and improvements in the built environment are necessary.

**Indicator one:** the target group of respondents (mothers and as a subgroup those parenting in difficult circumstances) living around and accessing Bayswater West Community Hub report an increase in sense of belonging.

As stated in the KCHS Evaluation Plan 2010-2013, recognition that the measure of 'sense of belonging' (Nario-Redmond & Coulton, 2000) is not a straight forward construct is given due to the inherent overlays of territorial and relational conceptions of community (Heller, 1989). 'Sense of belonging' has been associated, for instance, with a broad range of concepts including



neighbourhood pride, community membership, sense of community and place (Coulton, Korbin & Su, 1996; Nario-Redmond & Coulton, 2000). Concepts like sense of belonging such as 'social inclusion' and 'social exclusion' are similarly noted in the literature to be particularly challenging to quantify or define (Levitas, 1999). At the national level within Australia, measurement issues and challenges associated with complex concepts like social inclusion are acknowledged and a suite of indicators or 'markers' of social inclusion have been developed in an attempt to quantify this concept in some form (Hayes, Gray & Edwards, 2008; Zazryn, 2011). The difficulties largely lie in the subjective (and variable) way that this concept (and the construct of sense of belonging) are experienced by individuals and in turn how interrelated the lived experience of these social states of being are with broader socio-economic, cultural and political contexts. It is not readily possible to separate the lived experience of social inclusion or sense of belonging from these broader social influences; factors which are mostly beyond the control of the individual (and the evaluator) and which ultimately play a role in confounding attempts to accurately quantify these concepts. This means that the ability to confidently attribute changes in levels of social inclusion or sense of belonging to a particular intervention (especially a local and relatively small health promotion response characterised by limited capacity and resources) is difficult to achieve. Qualitative analysis, on the other hand, allows for in-depth exploration of these broader influences and in turn, more meaningful discussion of experiences of social inclusion and sense of belonging (as well as efficacy of interventions designed to address these issues), through reflective narrative. We therefore present the qualitative data in relation to sense of belonging but also provide information obtained from the Snapshot survey that gives some limited quantitative support to an improvement in belonging.


In 2007 at the needs analysis data collection stage, mothers were asked to describe their current sense of belonging and the factors they feel either help them feel they belong or hinder their connection and sense of belonging to their community. In the 2007 findings, the interconnectedness between participation in community life, isolation, acceptance and sense of belonging was highlighted. For instance, those that did feel a sense of belonging in 2007, reported participation and engagement in organized groups or activities (such as school, church, disability organization). Mums with small children rated mums groups, playgroups, kinder and schools as important settings for their sense of belonging. For others, the historical significance of the community linked to their sense of belonging. However, data showed how connectedness and disconnectedness can be a spiral in which someone who feels connected gains confidence, builds networks and gains more confidence, attends events and feels strong belonging, while the person who doesn't have connections finds it exhausting or difficult to take part and withdraws from public spaces. The lack of a community shared space in Bayswater and Bayswater West was highlighted a key issue in 2007 that contributed to the disconnection and sense of isolation among Mothers.

### Qualitative data

In 2013, post intervention qualitative data from both mothers in Bayswater and the partners involved in the delivery of the MLW project showed that overall, an increase in sense of belonging is being felt (by mothers) and is being observed (by stakeholders). Results are presented under the themes that emerged from data analysis.

### Experiences of Connectivity

Seven mothers that were interviewed in 2013 described positive experiences of social inclusion that they attributed to their participation and involvement in the MLW project. The experiences of being socially included among these mothers were also stated to be a contributing factor to their increases in self-confidence and esteem. For one specific mother, the MLW project



provided opportunities to connect and build friendships with local women in the same stage of life as her:

*"It is a huge help for me, I felt relief. To have someone to talk to, mothers with similar aged babies, that all live near me, they were in the same situation..."*

The sense of belonging for one mother parenting in difficult circumstances<sup>3</sup> that was experienced in Bayswater as a result of this project was unique when compared to the experiences of other mothers interviewed. This mother had recently moved out of Bayswater and recalled her experiences of belonging and social inclusion when reminiscing on her time in Bayswater:

*"Over in Bayswater, it is nicer, we had friends, people would yell out 'Hi Alex', and they would stop and talk to him...everyone just stares at us here [in the new suburb]"*

Stakeholder/Partners that were involved in the MLW project shared their views also on the social inclusion and the connections the community have with each other. The views of the project partners supported and agreed with the views of the mothers from Bayswater. One project partner stated that the wider region doesn't understand how much Bayswater has changed over the past five years in relation to social inclusion:

*"Everyone is so inclusive, it's incredible. They [people outside Bayswater] don't really know what it's like here until they become embedded into the community"*

### Benefits of Connectivity

For mothers in Bayswater, a wide variety of benefits have arisen as a result of feeling more connected to their community. Four mothers discussed that having young children is the time in their life course that they have felt the most disconnected from their community.

The project has provided key opportunities for building local connections for mothers while they are home with young children, whilst also building a sense of community pride that was previously lacking:

*"I think the project is a great initiative and I think when I had younger kids that's when you really feel it, when you are isolated with younger kids. Now that they are bigger I guess you don't feel quite so stuck at home and isolated but yeah, I think it's a really good initiative and I think it's nice to have mums feeling proud of the community"*

A further three mothers shared their increased sense of self worth and confidence that has come about as a result of being more connected to the community. Having their voices listened to, their ideas acknowledged and used to shape the project outcomes and activities were highly valued by mothers in Bayswater West and Bayswater.


*"It's given me a sense that I can make a difference, these ideas I've had that have just been at the back of my mind, it's given some clarity to them. I'm proud to be part of the project"*

### Family feel

The benefits of increased social inclusion in Bayswater West were also observed by two project partners, especially in relation to the *family feel* the suburb now has, even for project partners that don't reside in the suburb:

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<sup>3</sup> This mother is parenting a physically disabled son, and explained sense of belonging, and acceptance when involved in the MLW project and how this transferred into her daily life to Bayswater. However, this mother has recently moved out of area, and is not experiencing the same sense of belonging and acceptance.



*"It's sort of, like, we're all one big family and I, you know, I feel like I can walk into the school in the front door or the back door, it doesn't matter. These things weren't happening a few years ago."*

The family feel was also noted by four mothers interviewed, and one mother specifically stated that feeling like she belonged and was a part of something was a huge benefit for her because she has not felt this for some time:

*"I feel like home which for me is pretty big deal coming from so far away and having nothing and knowing no one in the beginning. So I feel I am – I feel I came along in a great way from the beginning to now and, yeah, and that's why I feel very attached to everything in Bayswater"*

### **Challenges in Feeling Connected**

These experiences of mothers (including those parenting in difficult circumstances) in Bayswater have highlighted the benefits of the MLW project in relation to sense of belonging and social inclusion/connections. However, data collected as part of this evaluation also revealed that *challenges for increasing sense of belonging are still present* and more work within specific parts of the community should continue. It was noted by four mothers that there are mothers in the area who are not as assertive, and they are the ones that are the hardest to get involved.

*"But people who aren't so vocal, they're the ones I feel sorry for and are locked at home with two or three kids"*

However, two mothers discussed that while they are not always able to solve all their problems or overcome all of the challenges the community faces, the act of being connected and feeling like you belong are important coping mechanisms that can build resilience:

*"I think it's good to have a community where they can all go and chat about their community like about their problems. You can sort of tell each other your problems. Maybe you can't solve them but it's nice to tell somebody and then it's half the problems gone then"*

As shown in the results relating to sense of belonging, the themes that emerged from analysis showed that participant's experiences of place and sense of belonging have changed to be more positive over the course of the MLW project. Despite sense of belonging increasing, participants acknowledged that some problems won't go away, however, through the act of sharing these problems, sense of place and belonging was increased, and provided a coping mechanism for managing the day to day struggles associated with being a mum in Bayswater or Bayswater West. However, the mothers who were involved observed that there are still mothers in Bayswater West and Bayswater that are not feeling more connected or a stronger sense of belonging; although no primary data was able to be obtained directly from the non-participating mothers.

### **Quantitative data**

'Sense of belonging' was measured at the pre-intervention stage in 2007 using a snapshot cross sectional survey with a convenience sample of mothers from the Bayswater West area and Bayswater Shopping Centre. This survey was repeated in 2010 and 2013 at the same locations. The item on the survey used to measure sense of belong was a previously validated standard measure from the Perception Of Local Safety Survey, 2004. In 2007, the majority of the respondents, 61% agreed with the statement 'I feel I belong to the Bayswater neighbourhood', while 15% strongly agreed. 12% in 2007 answered don't know to this statement. In comparison, in 2013 4% strongly disagreed with the statement 'I feel I belong to the Bayswater neighbourhood', 7% disagreed, 43% agreed, 35% strongly agreed and 10% said they don't know. This is represented below in Figure 3.





**Figure 3:** Bayswater mothers' of sense of belonging to their neighbourhood in 2007, 2010 and 2013.

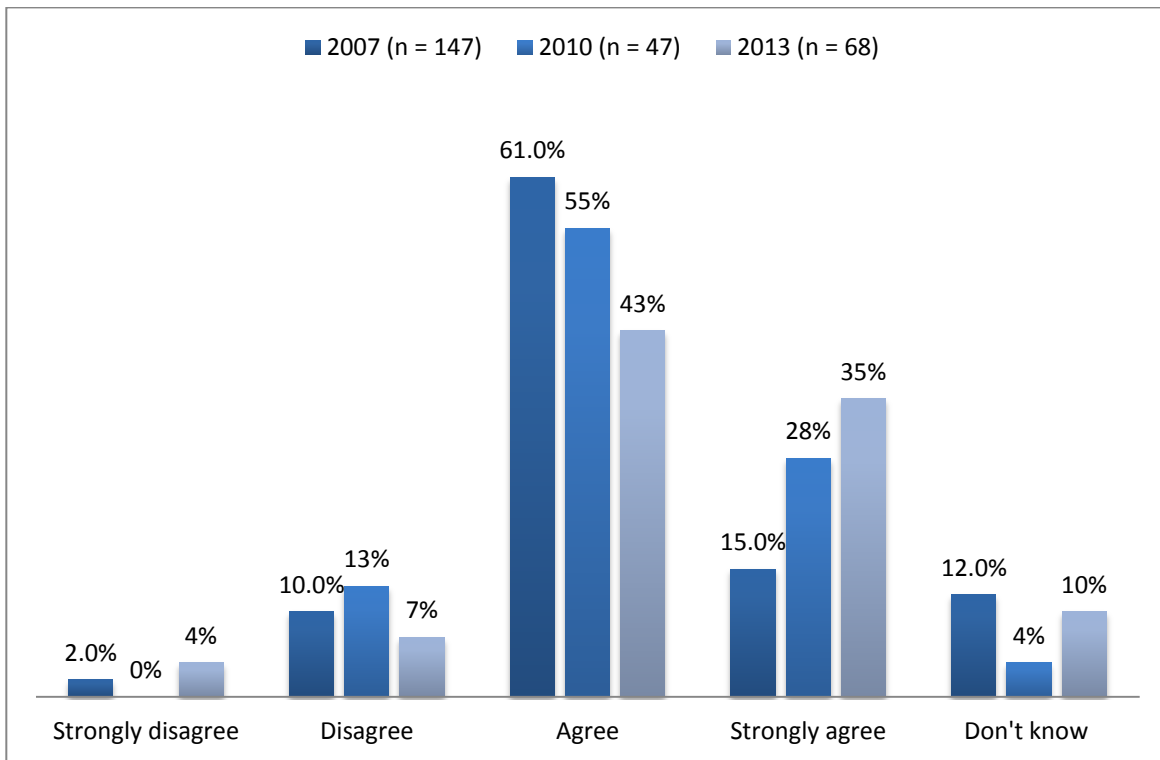


Figure 3 contrasts the 2007 findings to the 2010 and 2013 findings and demonstrates that while the proportion of people that agree with feeling like they belong decreased from 2007 to 2013; the proportion of the sample that **strongly agree** with feeling like they belong **increased** from 2007 (pre intervention) to 2013 (post intervention). This demonstrates a trend, especially across the three years, of more people identifying a stronger sense of belonging to their neighbourhood. However the proportion of the sample that strongly disagreed in 2013 also increased. As such, there was no significant difference in sense of belonging between 2007 ( $M = 3.24, SD = .86$ ) and 2013 ( $M = 3.40, SD = .93$ ),  $t(213) = -1.224, p = .222$ .

For the Bayswater West locations, sense of belonging was very high with 92% of mothers surveyed in the Bayswater West locations identifying either they agree or strongly agree with the statement "I feel I belong in the Bayswater neighbourhood" ( $n=38$ ). While the figures do need to be approached cautiously based on the lack of random sampling, difficulties measuring social belonging and lack of significance in the findings, this data does stand out as high compared to the general results for the snapshot survey overall (78% saying they agree or strongly agree with the statement). It is likely this is a result of the intensity of work that occurred within Bayswater West, particularly around the establishment of the Bayswater West Community Hub. For an detailed discussion and analysis of the work that occurred in Bayswater West as part of the MLW project, please refer to the IHP Bayswater West Case study.



**Indicator two:** the target group respondents (mothers including those parenting in difficult circumstances) report higher levels of participation and engagement with community life.

At both the pre intervention stage (needs assessment) and the post intervention stage, participants were asked to describe and share their experiences of community engagement through qualitative data collection methods- the Mum2Mum interviews (pre) and the in-depth semi-structured interviews (post, see Table 1 for sample sizes).

With the overarching goal of the MLW project being to improve mental wellbeing of mothers and the links between community engagement and mental health(Previously cited), the project evaluation focused on collecting data that explored the levels of community engagement and is reporting on this as a key success indicator for the MLW project.

In 2007 during the needs assessment and action research phase of the project, mothers discussed a range of issues and concerns in relation to the barriers that influence their levels of engagement in community life. They discussed the interconnected nature of their local environment and the opportunities for social connection. Mothers found it difficult to remain connected to the community once they had made the transition into motherhood as a result of feeling that the local neighbourhood, and local public spaces were not supportive or welcoming for young children. Additionally, getting around Bayswater without a car was difficult with most footpaths, parks and public spaces in the area being difficult to access for parents with children in prams. The social environment also acted as a barrier to community engagement for mothers, and this effected mothers parenting in difficult circumstances disproportionately. Experiences of social stigma were common place among those involved in the needs assessment. Mothers provided examples of the stigmatization in the local area towards mothers with disabilities, those experiencing family violence and the wide spread perception that mothers in Bayswater were on welfare. These negative experiences in the community decreased mothers' confidence to engage meaningfully and reduced their enjoyment and usage of public spaces.

Given mothers discussed negative experiences of a lack of social connection, and community engagement, it was important for the MLW project to take an assets or strengths based approach in order to engage mothers around strengths they do have that can be used for instigating change in their local community (Ife & Tesoriero, 2006). This approach acknowledges that the solutions to the needs identified lays with the community that identified the problem (McKnight, 2013). Therefore, when the MLW project commenced in 2007, working with the Bayswater community to identify the possible solutions was at the core of the project's actions. It was these solutions that were generated by the mothers in Bayswater that formed the basis of the IHP strategies and objectives.

In 2013, after the implementation of the MLW project, both mothers and partners were asked to share their experiences and levels of engagement in community life following the completion of the MLW strategies from their unique perspectives. The perspective of mothers shed light on the direct experiences of project participants, and stakeholder/partners were able to offer the perspective of project delivers and observers.

Again the data is offered under the themes that emerged from the analysis.





## Creation of Opportunities for Community Engagement

The *creation of opportunities for community engagement* through the MLW project was valued by mothers and partners alike, all nine mothers and seven partners that participated in the evaluation noted a clear increase in the levels of engagement in community life by the Bayswater West and Bayswater community:

*"And now through that community café, we got involved in the community thing for the Guy Turner thing. And now the landscaper wants to talk to me about a sensory garden."*

*"I think one of the main benefits I saw, is all the families coming together and watching their kids in the concerts. Like, there was a real family atmosphere up that end because that's where the stage was. And I think that's good to bring people together as a community."*

Through the creation of these opportunities one mother and five partners spoke about how the MLW project has *inspired them to do more*, and play a larger part in community life, and this is also influencing mental wellbeing:

*"I think its inspired people to want to get out there and do community things with everyone else. I felt a few years ago that we were all very complacent in our own little pockets and we weren't going anywhere."*

*"I think what we've seen happen over time is that that heart, that spirit has continued to evolve and that just cheers you up and makes you feel very proud of the way that the community is engaging to make life better for everyone, not just themselves".*

## Benefits of Community Engagement

Mothers in Bayswater West have experienced *immeasurable direct benefits* as a result of their involvement in the MLW project. However, both mothers and project stakeholders noted that while they have experienced and observed benefits of community engagement and the activities of MLW, the benefits are more often than not difficult and complex to measure:

*"And to be fair, with any community event like that, is it's a bit hard to catch all the small and tangible benefits and connections that are made. And those are immeasurable. But little things where people meet people and people might feel better after going, and not kick their cat when they get home and you know, all the little follow on's and – that generates some warmth in the community, and it's hard to measure that."*

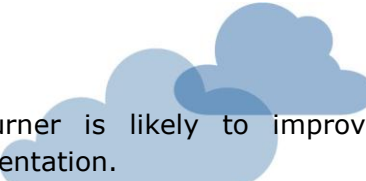
## Barriers to Community Engagement

Despite the benefits and increases in community engagement, there are *barriers to engagement* for both partner and mothers. These barriers include both barriers to getting mothers engaged initially, and to maintaining the engagement of mothers and partners.

*"Now, we know there's a cohort out there of mothers that are still not connecting at all with any services, we know that, we know there's a challenge there. We're working towards it slowly, talking about it together, the answer will come up eventually"*

*"And she was having a meeting with the ladies at the café on a Thursday and she tried to involve different people to do knitting so that we could put it out on the trunks of trees and stuff. And they got free muffins or something or other. And they came for about two weeks and then didn't come anymore. They just weren't interested. And they weren't traders, they were just community people."*

Some of the *persistent barriers to engagement* in community life that were mentioned by all mothers specifically in relation to the use of the Guy Turner Reserve were concerns about *not feeling safe*. However, it should be noted that mothers thought the feeling of safety while using



Guy Turner is likely to improve with the completion of the Guy Turner Master Plan Implementation.

*"If there were just people walking their dog or kids playing, you'd walk through it. But there's not. There tends to be not a lot of that sort of activity. I mean, when the cricket club are there training or whatever, it's different again. You feel quite safe."*

Additionally, *social stigma* towards children with disabilities was a barrier to engagement in community life for mothers parenting in difficult circumstances:

*"It was just curiosity and it's probably not always judgement but you just feel – you just wish people would just do their thing or say hello. Like if you want to – he's just a kid. I was feeling a bit upset because parents were staring, not just kids, and there was one girl who was looking and I said to her, 'You can say hello, he can understand you'"*

These results clearly demonstrate an increase in community engagement and involvement for the mothers who were interviewed both before the MLW projects commenced and after the conclusion of the MLW project. This increase in engagement was also observed by project partners and the key stakeholders that organised and supported the involvement of mothers in the project. However, data highlights that more work is needed to assist in engaging those parenting in difficult circumstances and those who continue to be socially isolated from the community more broadly.

## Objective Two

**Objective two:** Support the creation of environments where local people, particularly mothers, are enabled and encouraged to use public space, interact and walk and cycle for transport.

The prevalence of physical inactivity among women is well established as being higher than that of men (ABS, 2011; Varo et al, 2003; Women's Health Victoria, 2010). In Knox, 42.1% of adult women are not adequate physically active. There is a multitude of health benefits associated physical activity including reduction in risk of chronic diseases such as cardiovascular disease, stroke, diabetes, obesity, and osteoporosis (ABS, 2011; Francis et al, 2012; Women's Health Victoria, 2010). The relationship between mental health and wellbeing and participation in physical activity is mounting evidence. Morgan et al (2012) conducted a review of published evidence suggesting physical activity is an effective intervention for improving mental health and wellbeing; the authors concluded from this review that involvement in regular physical activity can reduce both anxiety and depressive symptoms. However the exact frequency of exercise required to achieve this effect, or dose, has not been determined and is likely to be variable among individuals and conditions (Morgan et al, 2012).

Women's Health Victoria (2010) acknowledges the link between physical activity and mental health. However, they have noted several barriers that have the potential to influence physical activity participation from a gendered perspective. These barriers include individual factors, however, local physical and social environments can act as significant barriers to physical activity, particularly for women (Ball et al., 2001; Clelan et al., 2012; Giles-Corti & Donovan, 2002; Macintyre & Ellaway, 1998; Pascual et al., 2007; Saelens & Handy, 2008). In light of the significance of local environmental barriers outlined in the literature, and the data generated from the needs assessment phase of project, interventions that sought to change the local



environment for improving physical activity were developed as part of the MLW project. The impact evaluation of these interventions revealed positive results when interventions target the local environment. These results are presented below.

**Indicator one:** 75% of priority environmental improvements identified by Bayswater community hub and welcoming Bayswater action groups commenced or implemented by end of 2012.

The importance of the local environment and neighbourhood was also highlighted by mothers in 2007 throughout the needs assessment and action research phase of the project. For example mothers found it difficult to get around with prams, especially in the Bayswater West and Bayswater Shopping areas.

In conjunction with creating opportunities for community engagement and building sense of belonging (objective one), MLW sought to support the Bayswater community in improving their local environment to support mother's use of local public spaces and building their sense of belonging around these spaces and places. As this project is underpinned by participation and empowerment values, the environmental improvements prioritised were those that arose through community action planning and visioning processes. Community improvements were identified for the area surrounding the Bayswater retail area (and taken up by the WBWSPG) and in Bayswater West (taken up by the BWCHG) and were included in the MLW Bayswater Community Plan 2008.

Two key environmental improvements were prioritised and the BWCHG lobbied for funding (with the support of KCHS and the MLW project) to make two key projects come about: "Streets for Living" and "Guy Turner Master planning and redevelopment". The activities undertaken aimed to reduce traffic, increase active transport and improve the local environment. In the words of one mother on the changes she as observed in Bayswater over the past six years:

*"I've sort of seen a few changes that have taken place in Bayswater of recent, because there's been that emphasis. I guess, it's highlighted some of the areas where infrastructure has been deficient and so we've been able to lobby for a few different projects in the area to improve Bayswater."*

A document review and repeat of the environmental audit in 2013 helped capture the achievements to date. The changes suggested by the community for each of the key priority areas is outlined in Table 2 with status noted.

Below in Table 2 is the list of environmental improvement ideas the community identified (via workshops, audits and meetings) and which became the driving forces behind the implementation of the suggested actions. As shown below, the majority of the suggestions made by the community have been completed, with only four suggestions not being undertaken or planned to be undertaken.

**Table 2:** Identified Community Environmental Improvements


Community priority	Actions	Bayswater West Community Hub priority	Welcoming Bayswater Committee priority	Status
Beautification and improvement of streetscapes and public spaces	Pause Point installation	✦		Completed (image in appendix 4)
	Incorporation of child friendly artwork	✦		Completed (image in appendix 4)
	Clean up graffiti and bottles		✦	Pending: Partially completed in partnership with Interchange. Will be an ongoing priority
	Special trails such as art trails, information, wonder walks, history trains	✦		Completed: child friendly art on Bayswater West streetscape.
	Incorporate the natural environment, well kept public and private gardens, lawns, trees and flowers	✦		Completed: Planting at Pause Point
Bike parking points	Pause point includes bike parking	✦		Completed (image in appendix 4)
	Bike area at Bayswater West Primary School	✦		Completed
	Bike racks at Bayswater Shopping area		✦	Completed
	Bike cage at Bayswater Train station		✦	Completed
Public spaces to meet and share food	Pause Point installation	✦		Completed
	Community Cafe	✦		Completed: Occurs monthly at Bayswater West Primary School
	Community BBQ		✦	Completed: Bayswater annual Street Party
Sharing local information and communication	Local community newsletter that is linked to schools, pre schools and local organisations	✦	✦	Completed: Bayswater Community Newspaper
	Community information pack or maps to show walking and cycling routes and key local destinations	✦	✦	Completed: Notice board at Bayswater West Pause Point and street maps signs in both Bayswater West and Bayswater



			Shopping Centre	
Local playspaces in neighbourhoods	Improved fencing	✦	Completed: Train park in Bayswater revamped	
	Well placed seating	✦	Completed: Train park in Bayswater revamped	
	Mosaics	✦	✦	Completed: Pause Point includes mosaics
	Well kept playgrounds	✦	Completed	
	Review playground facilities include those of youth	✦	Pending	
	New toilets near Bayswater Park and shopping area that allow for universal access	✦	Completed	
	New toilets at Train park	✦	Completed as part of park upgrade	
Pedestrian access and crossings	Mountain Hwy crossing to the shopping centre	✦	Not completed	
	Mountain Highway and Church street crossing causes difficulties due to train line	✦	Not completed	
	Stud road pedestrian crossing	✦	Pending: announced in 2013, but not built yet.	
	Pedestrian crossing at Boronia Road	✦	Not completed	
Bayswater station	Safety is a concern and it appears to be unkempt	✦	Not completed	
Local family facilities (school and kinder) are unwelcoming.	Schools as 'hubs' for communities to connect. Using school facilitates and grounds as places for community activities and interactions	✦	Completed: Bayswater West Primary School is the place of a community cafe and Bayswater West Community Hub.	

As shown in the results in Table 2, 85% (23, n=27) of the environmental improvements identified by the BWCHG and the WBCPWG, have been either completed or have commenced. Excluding the activities that are pending or in progress, 74% (19, n=27) of the ideas that were prioritised by these two community groups have been completed. This is a significant achievement for the MLW project, as the target set for indicator one under objective two has been exceeded. Based on the previously presented published evidence, addressing these environmental barriers to physical activity for women has now created an environment in Bayswater West that can enable women to be involved in active transport and physical activity.

Mothers reflected on the impact of the environmental changes undertaken as part of the "Streets for Living" component of the MLW project during the 2013 semi structured in depth interviews with the evaluator. Specific discussions occurred in relation to traffic calming and slowing down cars in the school zone:



*"Yeah. And even those beautiful things they had put outside the schools and that, the giant pencils and the crayons. Yeah. It's wonderful."*

*"There was a big roundabout, and they personalised it, they did bits and pieces and they said that they'd noticed drivers slowing down where before, you know, they'd just hurtle through but once you put a face on, look, there's kids here quite a lot, because if they just see a little sign it doesn't mean that much, but once you put these gorgeous bits and pieces there, it just looks like this is a community so don't hurtle through, you might damage some of the kids."*

The importance of the installation of a "Pause Point", an environmental change that was suggested by the community as part of the "Streets for Living" strategy was highlighted by 6 mothers and 5 partners as having a huge impact on social connections and engagement with the local neighbourhood. The impacts of the MLW project have highlighted the *importance of environmental changes in assisting social inclusion*, in the words of two partners involved in the project:

*"I mean definitely that Streets for Living project, that was one of its main - well, it ended up being quite some physical changes which really helped with - had a flow on effect of other areas. But I think that pause point was a really critical - that came from the community that let's have a place to stop and connect. And I think that that was the really heart of the - that ended up being really the heart of the project and then those other - then the identity stuff started coming out."*

*"The physical, I think, can't be underestimated because I think if we hadn't had money - we had that grant from Department of Transport. I think you couldn't do the two in isolation. If we had have just tried to connect the community that would have had some outcomes but to me it was the joining of the physical and the people connection."*

As part of the action research phase of the MLW project, several issues and community concerns were raised in relation to the Guy Turner Reserve. This reserve is located in the heart of Bayswater West, and in 2007 this reserve was avoided by mothers for several reasons including the unkempt state of the reserve, the concerns about safety and the issue of drainage and the consistently muddy condition of the reserve. It was noted by mothers living in within the vicinity of Guy Turner in 2007 that they often 'had to push prams through mud and slush' and that this was a constant problem. There was also feeling of being unsafe when walking through this reserve even during daylight, and there was a lack of connecting pathways throughout the reserve. Following advocacy activities of the MLW action research project participants and KCHS, Knox City Council (KCC) took on a lead role, and a decision was made to complete a master plan for the redevelopment of this community space.

KCC led the Guy Turner Master Planning and Redevelopment, and approached this with strong community consultation at the centre. In the partner interviews conducted as part of the evaluation in 2013, respondents discussed the uniqueness in the community consultation process that was led by KCC, and genuine participation among the Bayswater community in the planning process. In the words of one partner, the final plan has resulted in aspects of all *community voices being heard and acted upon*:

*"pieces of all community members can be seen all over the master plans, there is something for everyone"*

Table 3 below shows the environmental improvements the BWWCHAG wanted to see embedded into the Guy Turner Master Plan. As this table demonstrates, as a result of the strong community participation, and the ability of KCC to shape the design of this public space, the



majority of the suggestions have been embedded into the design elements of the Guy Turner Reserve.

**Table 3:** Guy Turner Reserve Master Plan and Redevelopment - Community ideas for environmental improvement

Community priority	Actions to address the priority as part of "Guy Turner Master Plan and Redevelopment"	Status
<b>Guy Turner as a meeting place</b>	Negotiate to have the toilets open outside of sporting event times	Not in master plan.
	Well placed seating	Included in master plan
	Access to a BBQ, seats and tables	Included in master plan.
	Bike lock up facilities	Not in master plan
	An enclosed area or undercover area	Included in master plan
<b>Physical and social Attractiveness of the space</b>	Art work, sculptures, mural, graffiti art, and mosaics created with community involvement	Included in master plan.
	Become a multi use space	Included in master plan.  EG: Half basketball court, skate concrete rounds BBQ picnic areas, outdoor theatre, natural play spaces, kick about area, passive play space, pathways, fruit trees.
	More park events such as tai chi in the park.	Not within scope of master plan.
	Include natural spaces such as native plants natural play spaces	Included in master plan.
	Improve playground with the input of children	Included in master plan.
	Rubbish bins and doggy litter bags	Included in master plan.
<b>Safety and Accessibility</b>	Drainage	Included in master plan, Included in the plan, funded and completed.
	Signage, especially on entry and exit points	Included in master plan, funded and completed
	Trees and shade sails for summer	Included in master plan.
	Lighting to make it feel safer for women	Provisional inclusion in master plan.
	Pathways that connect streets and all sections of the reserve together and are wheelchair and pram friendly	Included in master plan, Included in the plan, funded and partially completed. Image in Appendix 4



Entrance to the reserve made open and accessible

Included in master plan, Included in the plan, funded and completed.

Semi-structured in depth interview data was used to understand the impact of the consultation process and the changes that occurred.

### Partnerships

Five mothers from Bayswater West and all partners agreed that taking the time to listen to one another has assisted in achieving positive outcomes for everyone that can be sustained. A comment from one partner provides some insights into the role of in-depth consultations and the physical changes that occurred:

*"There's been symbolic gestures with the development of the Guy Turner Reserve, there is a massive wire fence that was used in the past to stop hoons getting into the bowls club and burning it up and ripping it up. That's going to go soon and, yeah, I think everyone feels that way, we've – over the time we've been pulling down wire fences around the area where they sat, it was the first thing you saw, they were ugly and horrible and they sent the message to the community that, "This is not a place you want to come to." These things are happening right now and when we originally started talking about it, there was a lot of hesitance about, "No, we can't do that because it serves this purpose." Or, "Why can't we do it?" Was the question very early on. Nowadays there is no argument, no-one wants it and everyone feels the same sort of way because it's had the time to be discussed properly."*

A more detailed analysis on the partnership approach and sustainability is presented under objective three in this evaluation report.

### Past barriers to physical activity

In 2013, one mother reflected on her experiences when using Guy Turner Reserve prior to the commencement of the redevelopment and noted the past difficulties that mothers in this Bayswater West neighbourhood faced on a daily basis when attempting walk to the school rather than drive:

*"One example, I was down there once before the paths were put in, and I saw a lady pushing her pram with a young baby in there, to pick up one of her kids from the primary school, and she was cutting across near the tennis courts, to go down Rodney and Susan Streets to walk around – a long way around a few blocks to get back into the primary school. And I said to her, "You can actually cut straight across the oval because the school is right at the other end of this reserve." But she had no idea that it was just a quick shortcut through the reserve. But she couldn't physically get there – it was a wet day, and she actually couldn't get through there without any paths there. So this was before all the infrastructure was put in. But, yeah, a lot of people just had no idea in terms of their own sense of direction and where things were, because of the length and the size of the reserve, and the fact that there was no path to sort of direct them, or give them any feeling of wanting to even walk across the oval."*

Following on from this, six of the nine mothers noted observing Guy Turner being used by more people now that there is a sealed walking path around the oval:

*"So I think now, every time I'm down there, I just see lots of people using the path, and people walking their dogs. It seems to be better used, and hopefully in the warmer months, it will be even more so, after we've finished all the work for Guy Turner, which is a big process."*





These early observations suggest the usage of this reserve for physical activity and social connection by the local Bayswater community will increase over time, as the remaining stages of development are completed. However, for women and mothers, lighting is the key environmental change that remains to be achieved and will allow greater access to the space.

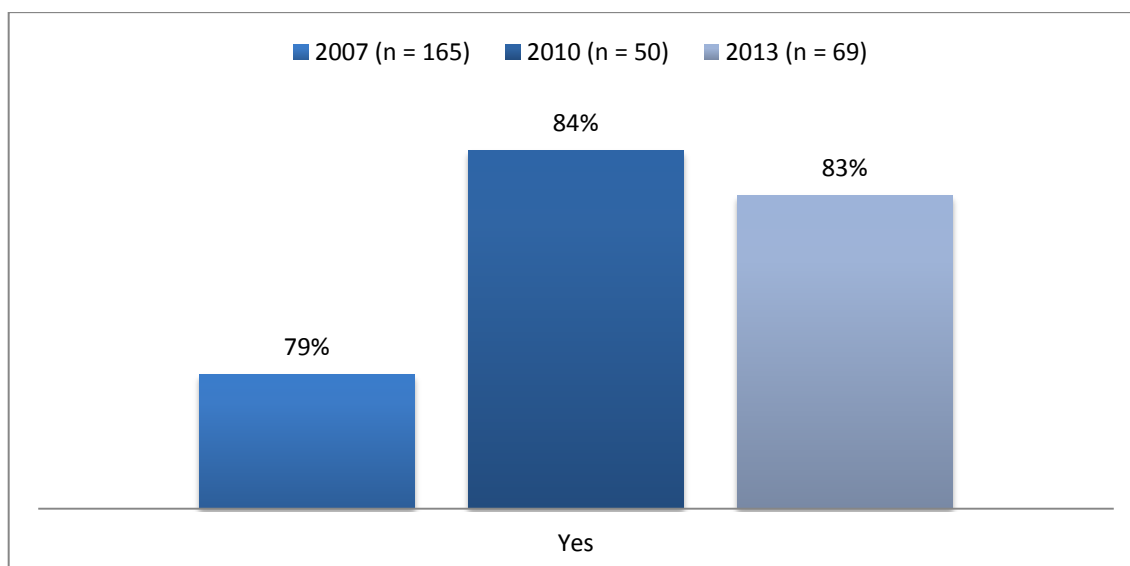
*"It doesn't matter how nice the Butterfly Pavillion is, and how much work that is done. If there is no lighting mother's won't use it [Guy Turner Reserve], if it is not well lit for women, they will not go there."*

**Indicator two:** 10% of target group respondents (mothers, including those parenting in difficult circumstances) report an increase in walking and/or cycling in Bayswater West Community Hub.

The snapshot survey completed in both 2007 (pre intervention), 2010 (mid intervention) and 2013 (post intervention) collected data from mothers in Bayswater and Bayswater West in relation to active transport.

In 2007, 79% of respondents had walked in the week before the survey was conducted. This figure increased to 84% in 2010, before decreasing slightly to 83% in 2013. However, the proportion of the mothers surveyed that had *walked in the past week was slightly higher in 2013 compared to 2007*, at 83%. Figure 4 below shows this trend visually.

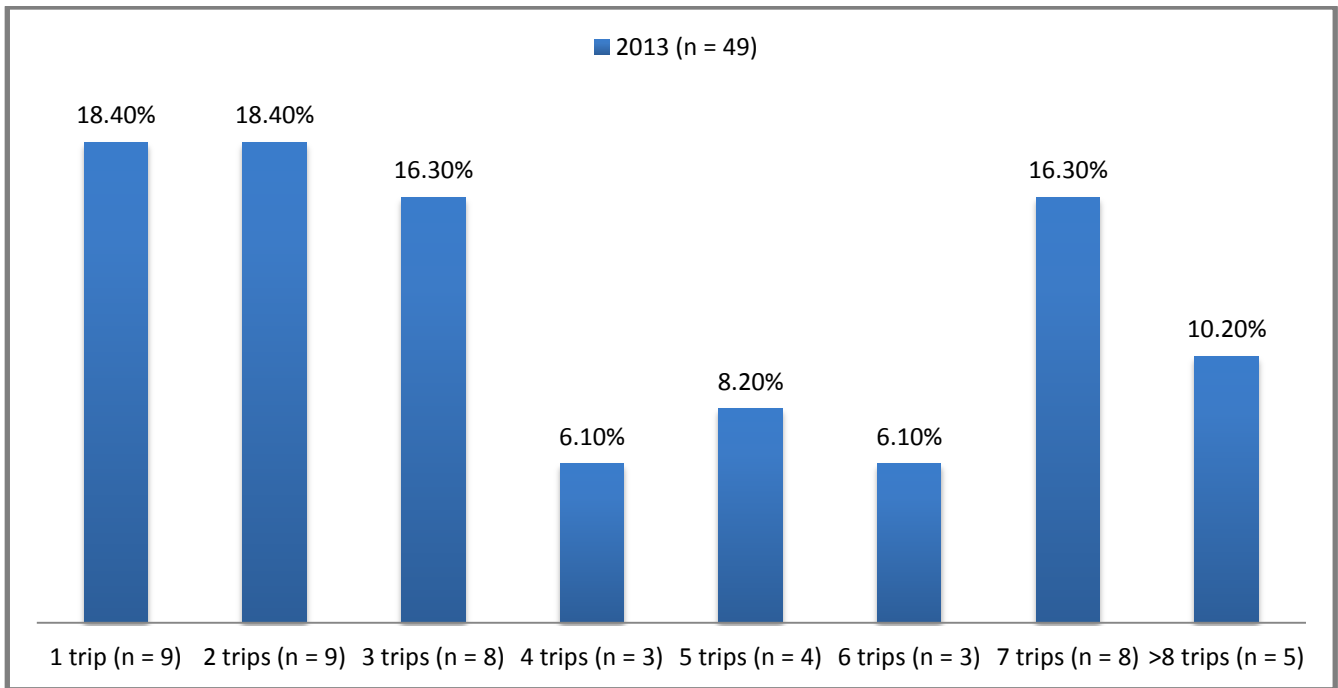
**Figure 4:** Proportion of sample in 2007, 2010 and 2013 that had made a walking trip in the week prior to the survey.



In 2013, those who did walk in the past week were further asked to report on the number of walking trips they undertook in the past week, comparative data on this survey item from 2007 was unavailable. Of the 49 respondents in 2013 who had walked in the past week, 18.4%(9, n=49) had walked 1 trip; 18.4%(9, n=49) had walked 2 trips; 16.3%(8, n=49) had walked 3 trips; 6.1% (3, n=49) had walked 4 trips; 8.2% (4, n=49) had walked 5 trips; 6.1% (3, n=49) had walked 6 trips; 16.3% (8, n=49) had walked 7 trips and 10.2% (5, n=49) had walked over 8 trips. These results are shown below in Figure 5.

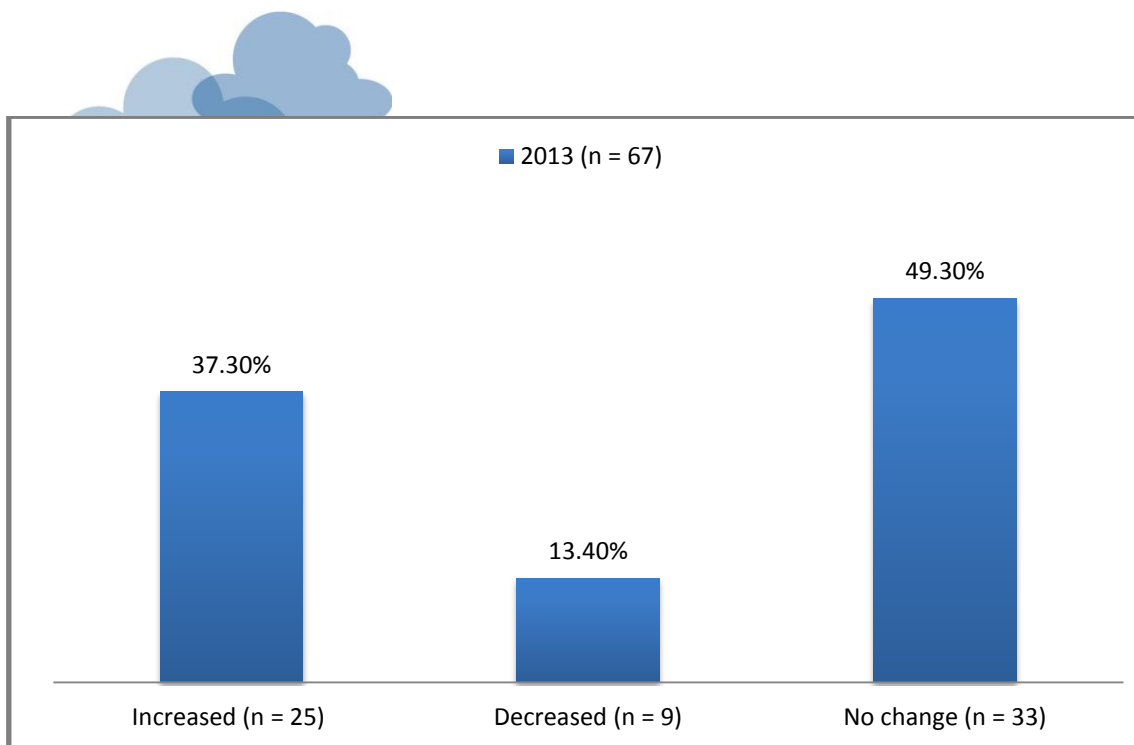


**Figure 5:** Number of walking trips in the past week for 2013 respondents.



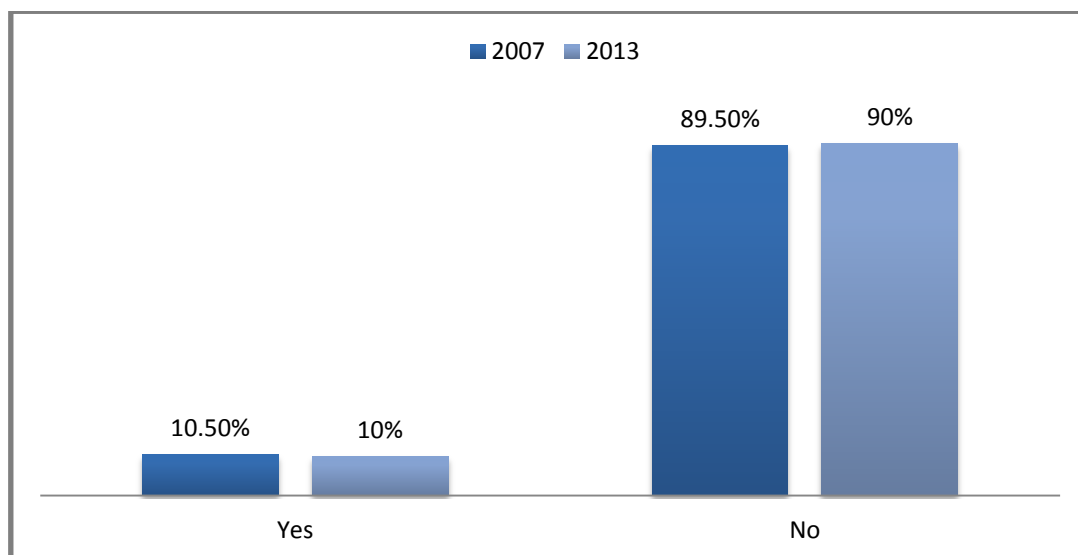
In 2013 respondents were asked to reflect on their level of walking and comment on if they feel their amount of walking has increased, decreased or stayed the same. Of the 67 respondents in 2013, 37.3% (25, n=67) had increased their walking in the past year, 13.4% (9, n=67) reported a decrease and 49.3% (33, n=67) reported no change, as shown in Figure 6 below. Based on walking data, the increase of 10% in walking among mothers that was being aimed for as a key impact has been achieved, and exceeded the degree of increase that was aimed for.

**Figure 6:** Has your walking increased in the past year?



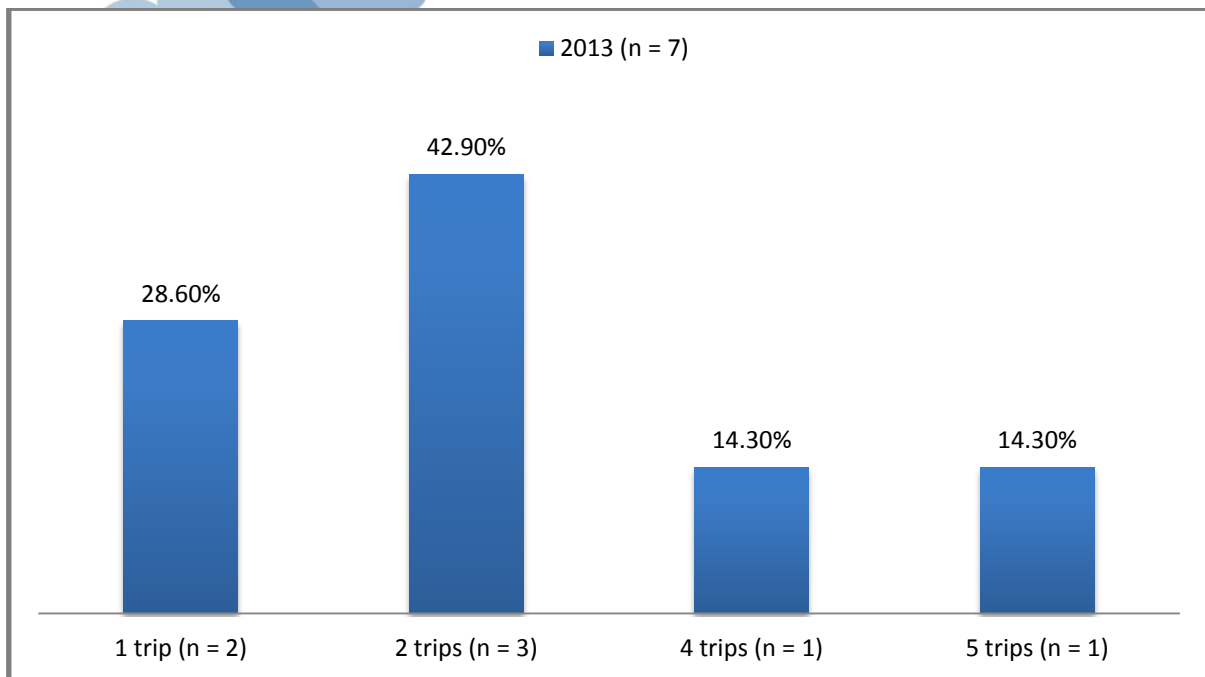
Active transport also includes trips cycling. In 2007, 10.5% of mothers living in Bayswater had cycled in the week prior to completing the survey, and the remaining 89.5% (85, n=97) had not. The results from the follow up demonstrated *no change in the level of cycling* among Bayswater mothers. In 2013, 10% (7, n=69) had cycled in the past week, and 90% (62, n=69) had not. These results are shown below in Figure 7.

**Figure 7:** Have you cycled in the past week?



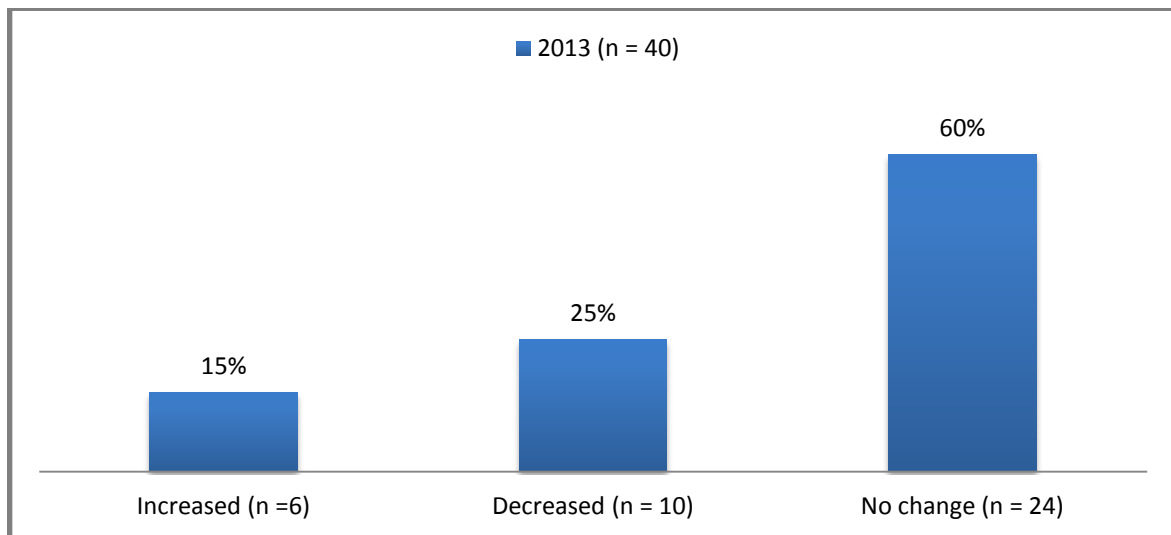
Among the seven respondents in 2013 who had cycled in the past week, 28.6% (2, n=7) had cycled 1 trip; 42.9% (3, n=7) had cycled 2 trips; 14.3% (1, n=7) had cycled 4 trips and 14.3% (1, n=7) had cycled five trips.

**Figure 8:** Number of cycling trip in the past week in 2013.



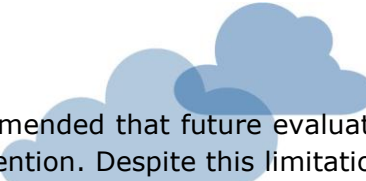
In 2013 when participants were asked if their cycling had increased over the past year, 15% (6, n=40) had increased their cycling in the past year, while a further 25% (10, n=40) reported a decrease, and 60% (24, n=40) reported no change. These results are summarised in Figure 9 below.

**Figure 9:** Change in number of cycling trips in the last year.



### An increase in walking was achieved by the MLW project

It is difficult to ascertain clearly if the MLW project was a direct cause of the increase in walking in Bayswater among mothers, due to the methodological limitations when conducting a cross section snapshot survey with non matched respondents. Therefore, the evaluation attempted to reduce the influence of this limitation by cross checking the quantitative findings with those from the results from the qualitative data gathered from the semi structured in depth interviews with mothers (exposed to the MLW interventions) and the stakeholder interviews. Semi-structured in-depth interviews with mothers that have not been exposed to the MLW project were not possible due to pragmatic reasons. To strengthen findings, it is



recommended that future evaluations include a comparison group that are not exposed to the intervention. Despite this limitation, data from these sources indicate that at least a proportion of the increase in walking can be attributed to the MLW project, specifically as a result of the support provided by the Health Promotion Officer- Active Transport, and the improvements in the beautification of the Bayswater neighbourhood. Both key stakeholders and mothers alike noted the *Health Promotion Officer -Active Transport*:

*"It was really critical that we had [the Health Promotion Officer- Active Transport] role which was an active transport role, working with the school and some of those key agencies about that walk-ability and hosting some events. So I thought we did see some increases when we had all that activity going."*

*"From that I actually meet with a neighbour and we walk, who doesn't come to that group at all, but it made me more active at other times. So I get and go out and walk in the mornings before the kids get up, which I wasn't doing that prior to that."*

### **Environmental changes enabled the increase in walking**

The environmental changes in Bayswater have assisted in sustaining the increase in walking for three mothers, and two partners noted these changes as the driving factor making walking in the areas easier:

*"We could walk to kinder once again. The Bayswater West area's changed a lot, which we've seen develop, driven by so many different things. And in terms of you see a lot of people walking."*

*"I think there probably is more people walking and it feels more welcoming, there's a lot of changeover in the area at the moment."*

*"I think the project's made a big impact on walking. I think that's particularly most of all around Bayswater West, and we've been involved with the Scouts"*

### **Safety remains a concern**

Safety was raised as a key concern for mothers in the 2007 Mum2Mum interviews, and remains a concern for mothers, especially given the limited lighting around Guy Turner Reserve. However, two mothers did say they *feel safer in Bayswater and Bayswater West* now when compared to the start of the MLW project. This was attributed to their stronger sense of connection and belonging to the neighbourhood (reported under objective 1). One mother is actively building this with her daughter:

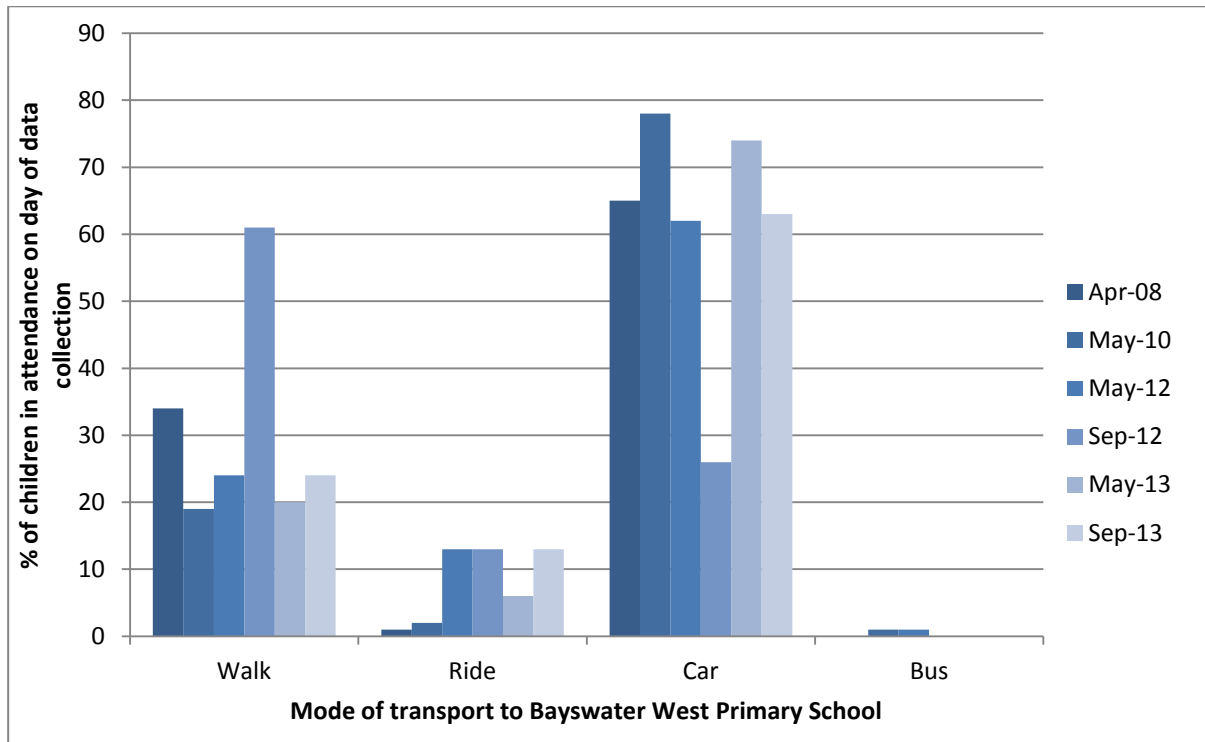
*"One thing that I've actually been quite happy and pleased with later over the last two, three months. My daughter's 12 and now I'm able to get out and walk and that, we've actually been walking around the streets the two of us We go from anywhere from a two to a 10 k walk virtually every night. We were just sticking to the main streets We've actually been coming in and out and I've actually been saying to her so this street leads down to this way and this leads to that way. Not that I'd let her go by herself but when the dog's a big older, I think I'd feel quite comfortable with her knowing her way around the streets and then having the dog with her as well."*

**Indicator three:** 10% of Bayswater West Primary School student respondents report an increase in travel to school by walking or cycling.

The 'Travel to School' / 'TravelSmart Hands Up' survey which was conducted in 2008, 2010, 2012 was repeated at two time points in 2013 to monitor the number of students who walked

or cycled to school. The findings from this survey (see figure 10) show that an increase in cycling rates (from 1% to 13%) has been sustained, and remained constant since 2012. The walking results have not increased however, and actually dropped from 2008 to 2013, but the biggest drop was from 2008 to 2010, and it increased from 2010 to 2012 and stayed at the 2012 rate in the 2013 survey.

**Figure 10:** Hands up data: Active transport to Bayswater West Primary School over time




A school staff member in a focus group noted the significant increase in cycling rates at the school, and this further supports the findings from the hands up survey:

*"Before the work that Rachel was involved with started, we would only have one or two bikes here at the school, now we don't have room for them, there are so many kids that are coming on scooters or bikes."*

This effect of seasonal variations in walking and cycling rates during the year, with higher rates observed in spring (September) and the lowest in winter (May) need to be recognised as a factor influencing data. The May 2013 survey was administered on a cold morning, with a recorded minimum of 6.4°C (Bureau of Meteorology, 2013). Supporting this explanation, a recent study by the NSW Bureau of Transport Statistics (2012) reported an approximate 30% drop in commuter cycling rates in winter months, with recreational cycling rates dropping by 50% or more depending on the weather. The Wheel or Walk project led by Year 6 students and a health promotion intern from KCHS had also had a big impact in increasing active transport in 2012. The school is currently working with a Health Promotion intern to reinvigorate this approach and build long term sustainability.

**Indicator four:** the target group of respondents (mothers, including those parenting in difficult circumstances) report a reduction in the barriers and an increase in the enablers within neighbourhoods to encourage walking, cycling and enjoyment of public space.



In order to enable an increase in physical activity, build sense of belonging, and thus improve mental health and wellbeing, reducing the barriers and increasing the enablers for active transport within the neighbourhood was a key outcome the MLW project worked towards.

Mothers in 2007 highlighted that they understood the importance of being physically active and walking was important to them. They recognised the importance the role of walking in relation to building relationships with neighbours, and that it can provide some “me time” while assisting them in maintaining a connection with nature and the environment. However, whilst mothers understand the benefits of walking and have the required knowledge, there were multiple barriers they faced when trying to participate in walking, especially in the local area. In 2007, the barriers they discussed included lack of childcare support (so they can use walking for me time), lack of feeling safe walking in their local neighbourhood, their confidence and their mood. Mothers also stated that just getting out of the house and getting to the destination as an event in itself, and required planning, such as consideration given to the child friendliness of the destination (including the social environment), their child’s routine, and the accessibility/walkability of where they are going (especially in relation to pram access, safety, crossing busy roads or train lines with children).

In 2007 when mothers were asked to share their ideas and discuss what it is that might enable them to be more active (such as walk or cycling) in their local neighbourhood, they generated several solutions. These included addressing barriers previously mentioned, and creating new meeting places within the local neighbourhood that are child friendly, accessible, safe, and could be used as meeting points for multiple sections of the community. Mothers suggested building more opportunities for meeting people through both supported activities and by creating places for people to congregate. It was envisioned that these places would be both destinations within themselves, but also be stops on routes to other destinations. Furthermore, the local neighbourhood streets could be more inviting, and interesting with things for people to see and do along their journey (including children). These suggestions all fed into the development of the strategies undertaken as part of the ‘Streets for Living’ component of the MLW project (the physical environmental changes that have occurred as part of the ‘Streets for Living’ strategy have been discussed previously under objective two). Following the implementation of these strategies, in-depth interviews were undertaken in 2013 with both mothers and key project partners (stakeholders) to determine the extent to which the barriers to active transport had been reduced, and enablers increased.


### **Reduction in barriers to physical activity**

The results of the 2013 qualitative interviews with mothers and key stakeholders revealed that some barriers to physical activity and active transport have been reduced since the MLW project commenced. However, there are still some persisting barriers. Both partner and mother respondents from Bayswater West feel accessibility has improved in Bayswater West. This was especially noted with the installation of the new footpath around the Guy Turner Reserve

*“I see a lot more kids walking to school now that has changed over the last few years”*

*“I think access is easier now, because I am on a walker, and I think the access for that is getting better”*

However, for two mothers, both parenting in difficult circumstance, accessibility at Bayswater Shopping Centre has not improved.



*"I don't like those escalators, I reckon they go too fast. I am not the only one that says that's. My [husband] has to drive around up to the top and pick me up because I almost fell off a few times."*

It is unclear from the data collected as part of this evaluation if the perception of lack of safety has improved. The views/perceptions among mothers that took part in this evaluation were evenly split between feeling safer to be physically active, and still feeling unsafe to be physically active.

For those that expressed improved feelings of safety, they attributed to this change to knowing their neighbourhood better, having a stronger local network of community members, and now being linked up to other local mothers whom they can walk with on a regular basis.

*"We band together, yes, that's right, don't mess with us, five of us, we can walk through Guy Turner Reserve together now."*

*"We look out for each other a little bit more now. You get to know people from going out and walking more. I walk the dog and stop at Pause Point, get a drink and see other people there. It reassures me."*

However, other mothers that took part in this evaluation reported that they do not feel any safer than they have in the past. One mother discussed that safety is an issue for her, but she doesn't let it stop her being physically active:

*"Nope, not safe, I don't walk through there. I walk around. I still do."*

Three other mothers discussed the gendered nature of feeling safe, and noted it is specific to women. For these respondents in the evaluation, safety remains a barrier to physical activity that requires a continued commitment to address:

*"I feel paranoid as a woman walking around on my own."*


*"..and we are still living in fear that women are not safe, sorry. Women don't feel safe in our community on their own."*

Analysis of qualitative data pertaining to the barriers and enablers of physical activity among mothers in Bayswater highlighted the effect of busy main roads, and the lack of pedestrian crossings that allowed for safely crossing these roads. The snap shot survey data showed that 36% of respondents would walk more if there were safe places to cross the road, such as increased pedestrian crossing. While this is a large proportion of snapshot survey respondents that responded saying crossing roads was a barrier, the majority felt it was not a barrier, and that there are other important barriers that need to be addressed. However, the semi structured in depth interviews with both mothers and partners stated that this is a significant barrier. One mother who has been involved since the inception of the MLW project reflected on this barrier:

*"When we were doing our initial surveys, we found a lot of the parents from this community who lived very close to us geographically but on the other of Stud Road. And that's like a huge obstacle. That's a barrier."*

In 2013, seven years after the commencement of the MLW project, the Victorian Department of Transport announced that a pedestrian crossing is to be installed on Stud road in Bayswater. In the media release making this announcement (see Appendix 3), it was stated that the





inclusion of the pedestrian crossing was attributed to advocacy activities undertaken by the Bayswater West Community Hub (that was formed as part of the MLW project). Although this crossing has not yet been built, the commitment to see this built is an example of the success in achieving environmental change as a result of the activities undertaken by the Bayswater West Community Hub, a key MLW project strategy. When mothers who are a part of the Bayswater West Community Hub were asked to reflect on the reduction in barriers to physical activity, *the crossing was mentioned as a win* for the community:

*"And the other thing was the crossing. I sort of feel the major things that we said were lacking and were restricting us from walking more. We sort of crossed them off now, haven't we?"*

*"I can't wait for Stud road to happen. They really need a pedestrian crossing there for children."*

### **Increase in enablers for physical activity**

The role of the *Health Promotion Officer- Active Transport in enabling* the establishment of active transport groups and building the confidence of mothers to cycle or walk in the local area was noted by six mothers and four project partners as making a positive contribution. As stated by one mother, the project worker taught her about cycling in the Bayswater area. However, this mother has not managed to sustain her cycling habits as a result of external factors:

*"Project worker was leading the group at one point and I actually found out a lot about the cycling side of things with her, and that's really interesting."*

Additionally, *the Senior Health Promotion Officer was instrumental* for facilitating community organising, and enabling the changes that the community asked for to commence was noted by all partners interviewed and three mothers.

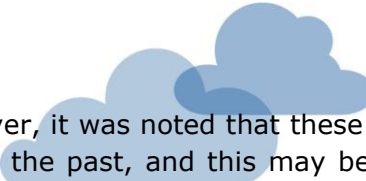
*"The work of the KCHS team over a sustained period of time was one of the major enablers. They didn't give up on anyone and every time we've run one of these meetings, they started of very small and, but they've built up every single time because the activities had an impact on everyone."*

As a result of the support provided by the Senior Health Promotion Officer, the *installation of a Pause Point was achieved. Pause Point is an enabler for increasing physical activity, whilst reducing a previously mentioned barrier (the place is not bright or happy)* through giving the local community an interesting place to see along their walks, a place to stop and rest and meet other community members.

*"But I think that pause point was a really critical - that came from the community that let's have a place to stop and connect. And I think that that was the really heart of the - that ended up being really the heart of the project and then those other - then the identity stuff started coming out."*

*"And the other thing was, yeah, we needed somewhere we could just sit and like have a chat if you bump into someone out in the street. Now we've got that."*

In central Bayswater the *increase in the number and accessibility of street side cafes* has meant for one mother that participated in the evaluation, getting out and about and walking somewhere for lunch is easier than it has been in the past. It is important to note that the increase in street side cafe's was not a result of the activities undertaken as part of MLW.



However, it was noted that these street side cafe's seem to be more accessible than they have been in the past, and this may be as a result of the central WBWSPC consisting of those who run businesses in this area.

*"Another thing what's good is there are small cafe's up the street now.... and I think access is easier because there is a lot more."*

## Objective Three

### **Objective three:**


To increase capacity of residents, community organisations, services, businesses and partner agencies to collaborate in making neighbourhood improvements and connections.

Community-led collaborative partnerships play an important role in creating sustainable structures, which promote high levels of community participation and foster a greater sense of belonging (Roussos & Fawcett, 2000). Such partnerships embrace an egalitarian approach, which encourages stronger links between different levels of government and various sections of the community. Such partnerships can be effective in addressing health inequalities, as they adopt an inclusive and democratic approach in identifying effective local solutions. Key partners in these partnerships include local government, community organisations, residents and even organisations outside the health sector, who are all meaningfully engaged in the decision making process. Such collaborative inter-sectoral partnerships provide numerous benefits and are seen as key to effectively addressing complex issues such as inequities and their impact on health (Lewis, 2004).

Unlike traditional forms of partnership that are hierarchical, community-led partnerships adopt an inclusive and democratic approach based on a more equitable distribution of power. Such an approach values local knowledge and inputs from a diverse range of sources in the decision-making process. Providing opportunities for community members to meaningfully engage in decision-making is not only important to developing effective solutions that are relevant to the local context, but also serves as an empowering process. Such collaborative partnerships result in local community members and organisations having a stake in local projects, resulting in partnerships that are more likely to be sustainable (Hargreaves & Twine, 2006).

Collaborative partnerships are excellent tools when working to change environmental conditions that impact health. These environmental changes are targeted as part of the long-term process of improving community health outcomes. While these partnerships can be very effective, they are often faced with challenges such as short-term funding and pressures from outside regulators to demonstrate results quickly, although it can take several years to improve health and address health inequalities (Lewis, 2004). Supporting the effectiveness of collaborative partnerships in improving health outcomes, a review of studies by Roussos and Fawcett (2000) found that partnerships that facilitated greater amount of sustained environmental and systems change (policies and practices) resulted in a bigger impact on population health outcomes over time. While collaborative partnerships may provide enormous benefits, the process of forming and maintaining such partnerships can be very challenging. Complications can arise in establishing a common goal, building trust between partners, managing differences that emerge and attending to partnership fatigue (Taggart, 2008).

Partnerships also face significant challenges to sustainability. Given that community partnerships operate on the basis of voluntary collaboration, there are few barriers to exiting



the partnership, and partners can freely leave without any serious consequences to themselves. Challenges to sustainability also arise from the diverse nature of community partnerships, which often comprise partners from a wide range of organisations. These partners also vary in the level of resources they have access to, their commitment to the partnership and the overlap between their organisation's goals and activities and those of the partnership. As a result of this diversity, differences in opinions often arise in designing a partnership structure and operational rules that are acceptable to all parties. In order to address these challenges and create a successful community partnership that is sustainable, it is critical to take a long-term approach focussed on relationship building, rather than a heavily goal-oriented approach (Alexander et al., 2003).

Based on this published evidence and the values of KCHS as an organisation, working towards building the capacity of all those engaged in the MLW project was a key aspect when working from an empowerment perspective. Therefore, all preceding interventions were embedded with capacity building and partnership interventions. These partnership and capacity building interventions have been evaluated, and the findings for this section of the MLW project are presented below.

**Indicator one:** there is a sustainable and community led collaborative structure in existence in each of the geographical areas (Bayswater West and Bayswater shopping village).


This evaluation of the MLW project found evidence for the existence of sustainable community-led collaborative structures in Bayswater West (Bayswater West Community Hub) and Bayswater Shopping Village (Bayswater Community Festival Committee formerly the WBWSPC). The following results discuss whether the indicator has been met and provide reflections from partners involved in each of these community-led structures.

### **Bayswater West Community Hub**

The Bayswater West Community Hub, which arose from MLW, provided a platform for community members to organise and lobby for resources for neighbourhood improvement initiatives, which included the Guy Turner Project. This led to the development of a collaborative partnership with Council, where community members and organisations were not just consulted but were equal partners who had meaningful opportunities to participate in the decision-making process. Reflecting on the Bayswater West Community Hub's involvement in the Guy Turner Project, several Council staff noted the participatory approach adopted by Council in its planning; an approach that had not been previously used in Council projects:

*"This project really happened from community members actually came to council at budget time and they presented to council and said we want changes in our community. And then it was from them speaking up that then Department of Transport matched some dollars. And that to my understanding and particularly back a few years ago, was very unique because I actually didn't really realise that when council had budget time, people - community could actually come in and say what they wanted. And I don't think a lot of community know that."*

Reflecting on the collaborative partnership with the Council, community members noted the change in the distribution of power, with greater opportunities for the community to participate in the decision-making process:



*"I guess there was a power imbalance early on where a project was decided upon by a small number of people and then council would deliver that. The projects we've seen happen around Guy Turner have been collaborative and it's just the path of the course now."*

*"It seemed to be handled well in as far as what we then said then a lot of it did get implemented. In as far as Guy Turner got changed and all those sort of things. It's obviously a long process to get the money side of things to get alongside it, but it did feel that what we had said had been listened to and had been acted on. Wasn't just falling on deaf ears, you know..."*

In addition to the more equitable distribution of power, this collaborative partnership also resulted in community members and organisations developing stronger connections with each other. There was an increased awareness of other organisations and resources available within the local community, resulting in community organisations adopting a more 'joined up approach' to service provision:

*"I think from my perspective one of the most important things that's happened is that there's a joined up approach now to supporting families. We know which agencies, which groups, which people within the community can help with different problems."*

*"When we began it really was just sporadic groups working in isolation and experiencing challenges, frustrations which were similar, but – so there was a disconnect between both the stakeholder organisations and also the residents. That's changed markedly; we now have a community hub that's vibrant, we have one which is an active participant in the change process."*


### **Bayswater Community Festival**

The Bayswater Community Festival Committee arose from the Welcoming Bayswater project, and was established in 2009 to run annual 'Street Parties' in the Bayswater Shopping Village. These Street Parties were aimed at bringing together local community organisations and residents in organising a community strengthening event that promoted inclusion and awareness. Reflecting on the 2013 Bayswater Community Festival, Committee members valued the collaborative approach taken, and the enthusiasm displayed by local organisations working together in the partnership:

*"I think the local schools have been really on board, and the local Zumba place and – yeah, a lot of the people that are part of the festival are really keen to get involved and are not sort of hesitant or anything. But, yeah, the schools have been really good and they've been really keen to get the kids out there doing their choir and work together, which is great to see schools work together."*

Similarly, there were also observations noted among members of the Bayswater Community Festival Committee that awareness raising can facilitate community involvement:

*"Well, I think there's a greater awareness of what Bayswater has to offer. And I think that's one of the aims that we have, that people find out, whether it be a community group or a service or something else, that they didn't know existed beforehand. And I think that's important. So an awareness, and then – I mean, one of the other objectives is that people feel a part of it maybe and that they're perhaps more likely to contribute to it in whatever form that might be."*



While the Committee had successfully recruited members in the past, members remained concerned about the challenges involved in recruiting new members, as they had experienced difficulties in trying to get local traders onboard:

*"So it started with a small group and it then spread out to – but we haven't been able to really get a lot of traders on board as such. But I think the aim was to sort of involve a lot of traders and stuff."*

*"Yeah, you definitely need local people who want to see the festival happen, get involved as well. Because if we all just decide to – if we quit, then someone else needs to [laughs] replace us, or it just disappears. So it's tricky."*

*"And one of the comments I think fits in with that trader thing, which was "make it much bigger, make the festival much bigger". And then in brackets they say, "(Good luck to you)". In other words, we want it to be bigger but we want you to do it. But we don't want to participate. And I reckon that's symptomatic of a lot of people."*

However, Committee members did recognise that local traders faced significant challenges in committing the time and resources required, and would not participate in the committee unless there were clear financial incentives involved:

*"And if they get something in return financially, they'll do it, but otherwise they won't. I mean it's simple, bottom line."*


*"I think unless they can get completely involved because they have extra time up their sleeves, it's too hard. Because I went one time to a meeting to say, "Have you got any ideas, do you want to run a part of the festival, would you like to do an art exhibition or would you like to run a sporting activity or something and have your own stall?" And they come up with lots of ideas but they can't actually allow the time to fulfil that, even if they wanted to. I think they're quite time strapped. And they think it's worth their while, but I think they just don't have the time."*

**Indicator two:** three neighbourhood improvement initiatives are being led by the community and are sustainable beyond 2012.

Numerous neighbourhood improvement initiatives arose from Mothers Living Well, over its seven year history. These include Streets for Living, Cinema under the Stars, the Guy Turner project, the Community Cafe, the Welcoming Bayswater Street Party and the Bayswater Buzz. While most of these initiatives will be sustainable beyond 2012, this evaluation specifically focuses on the Guy Turner project, the Welcoming Bayswater Street Party and the Bayswater Buzz as these three initiatives were seen to have the greatest impact. Below is a summary of how each of these in initiatives has contributed the neighbourhood improvement.

### **Guy Turner Project**

The Guy Turner project was an initiative aimed at making changes around Guy Turner Reserve, which contained various sporting facilities and recreational areas. Before the project began, the Reserve was perceived to be a dangerous place and local residents tended to avoid it. However, through Bayswater West Community Hub, community members were able to voice their concerns to Council and lobby for changes to the Reserve, to make it a more appealing and inclusive space for the community:



*"Families would avoid it, they'd go around the precinct to not be anywhere near it. Then we started to hear the voice of local residents who were very concerned about issues to do with the park. Those were the issues that related to what the community was feeling in general. So the most recent master plan for Guy Turner Reserve is phenomenal because it's aimed at bringing families, grandparents, kids into a space and by being there – all of us being there in that space we see that the issues to do with the dereliction of what had happened in the past, they're going away and people are starting to use it."*

The Hub served as a space for a collaborative partnership between Council, local community organisations and residents, who then engaged in the development of the Master Plan. Unlike previous Council Master Plans, community members were invited to participate in the planning process, resulting in the community feeling a sense of ownership and feeling their voices were heard:

*"When we went to our meeting the other day and we saw this new gorgeous master plan on the table, the council had done a stellar job on, but you could see the fingerprint of the community on all the different parts. I don't think anything was missed out from our conversations."*

Reflecting on the process, a Council officer noted the high level of community engagement in developing the Master Plan, and its resulting impact on building relationships and strengthening partnerships:

*"When I was doing the master plan for Guy Turner Reserve, which was a carry on from the Streets for Living Project, I noticed there were a lot more people. We did a lot of consultation with the community there, and there were a lot more people – we had big groups of people come, residents, we called them stakeholders, so it might have been say, Alistair from the bowling club, Peter from the school, someone from Knox Community Health Service. We generally had someone from every club attend at least once, if not every meeting. So it was a really positive step forward, I think, in that you could see the cohesion and the connection between all the groups, and people wanting to have their say. Especially as a follow on from Streets for Living, because I don't think there was so many people involved in the Streets for Living as there was in the master plan. And the Master Plan obviously affected more people as well, so it was good to see that people did come out from the woodworks to be part of redesign and development of that, and really drove it, drove the whole process."*


A Focus Group with community members who were part of the Hub, revealed that the success of the Guy Turner project has since resulted in strengthened partnerships between local community organisations, and a greater use of collaborative approaches to address local issues:

*"We rely on one another, we support one another and most importantly the hub has grown to be a place where people feel they can be heard and they actually see their viewpoints represented in projects that take place."*

### **Bayswater Community Festival (formerly the Welcoming Bayswater Street Party)**

Street Parties were started in 2009 and have since been run as an annual event, aiming to promote social inclusion and strengthen the community. The Bayswater Community Festival provides local community organisations and residents an opportunity to participate in a community event, in that way promoting partnerships and raising awareness of resources within the community. These Street Parties provide opportunities for diverse groups of people to participate in the event, thereby promoting social inclusion. It has support from many





stakeholder groups especially people with disabilities and this emerged from the original community consultation and needs assessment in 2007. Reflecting on the 2012 Welcoming Bayswater Street Party, a Committee member noted the sense of social connectedness promoted by community members having the opportunity to perform at the event:

*"I think one of the main benefits I saw from the last one – like, this one, is all the families coming together and watching their kids in the concerts. Like, there was a real family atmosphere up that end because that's where the stage was. And I think that's good to bring people together as a community."*

At the time of the evaluation, KCHS had stepped back from facilitating the Bayswater Community Festival Committee, which was responsible for organising Street Parties at the Bayswater Shopping Village on an annual basis. Committee members felt that they had been able to successfully manage the transition, and were making preparations to ensure that subsequent transitions also go smoothly:

*"I think, with Knox Community Health pulling back, I think the arrangement has been successful. Because we have implemented quite a lot of different things that were all held by Knox Community Health. And so whether that be paperwork or whether that just be some terms of reference and things like that, they've all been useful documents to work on because of the process of working on them. But also, there's something as an end result, that if we're not here anymore, then at least give someone else – if they're keen – a starting point. They don't have to start from scratch."*

While the 2012 Welcoming Bayswater Street Party was perceived to be a success, Committee members also felt that the Festival needed to be done differently, given the high level of commitment involved and difficulty increasing community involvement:

*"I think we should focus on the thing of having smaller things and maybe still having a festival but probably not as hard work as what it was. You know, not as big as it was, to make it a little bit easier, and have small things leading up to it."*


*"I think we've been fortunate to have that proper skill-base to draw from. It's working well. But we want to probably move away from - well, try to move away from it being service driven. So that's the problem, to get the community involved. Yeah, because I mean, it is a project for the community. We hope that they benefit, so we want them to perhaps be a more active participant in it, not just turn up on the day and enjoy it."*

## **Bayswater Buzz**

The Bayswater Buzz, which is the second initiative to arise from the Welcoming Bayswater project, is Bayswater's first community newspaper. It again has a social inclusion focus and the paper is published quarterly by Interchange Outer East. It has been running since 2010. It was developed with the aim of connecting community members especially those who do not feel included such as isolated mums, mothers of children with disabilities, people with disabilities etc. The paper aims to provide a voice for local residents and promote a sense of community connectedness. In a focus group, a member of the Buzz noted the important role it has played in helping raise awareness of local resources available within the community, and in building local partnerships:

*"I can say that there's definitely been a huge amount of collaboration since then and we have access to so many different people within the communities, particularly Bayswater and Ferntree Gully that were mainly in but even – I get people calling me up from all different sorts of places,*





*even the council just saying, this is what we're doing. We heard that you're involved in this and this, can you point us in the right direction of somebody that might be interested in this? So it sort of becomes a facilitation role where you're just collecting the information and let people know that you know what's going on in your community."*

Another member of the Buzz, also noted the role it has played in providing a voice to local residents, and its resulting impact on social connectedness:

*"So we've had a young man in the paper feel much more connected to community, not necessarily other people but to community and to readers that he communicates with his eyes. So he looks up for yes and down for no and through writing, he works with a support working and you know you get to learn his communication style and you can get the words out of him and he doesn't have an intellectual disability whatsoever. So he's quite an intelligent young man. We can get words onto paper and people read that and they wouldn't know, they wouldn't know that he had severe cerebral palsy and that he was unable to communicate as we communicate. So for him to tell his story, about how he wants to move out and the accommodation crisis for people with disabilities, being a young man himself in that position, is really interesting for readers and so that's, sort of, facilitating that social connectedness"*

A local mother who was involved with MLW, who was also involved in a Bayswater Community organisation, advertised on the Buzz and felt she was able to reach her target audience. She noted the importance of having a community newspaper to promote local news and events, and for giving a voice to the local community:

*"You know what, I look forward to getting the Buzz now. Like last one and its getting out more. I don't know what it is, whether it's getting out more or people are reading it more, but I put an article about our Money workshops in there and I had 2 phone calls. Which doesn't sound like a lot, but we'd never had any phone calls before. So it's getting out there more or perhaps we've hit a target audience and people are more interested. So I think it's a good idea. And I think we've made a connection with that for the mums. It's important it's like the Ferntree Gully News which I'm now picking up (she lives in Ferntree Gully). It's very community and local. It has opinions and what's happening in the area and keeping people up to date what's happening now or politics. Not like the leader."*

**Indicator three:** 20 individuals and organisations are now active in partnering and leading social and environmental neighbourhood improvements in 2012.

Meeting minutes for the three neighbourhood improvement initiatives identified in the previous section were reviewed, in order to identify individuals and organisations that have played an active role within these partnerships. Nine individual community members (not representing organisations, agencies or clubs) and 19 community organisations were identified to be actively involved in partnering and leading social and environmental neighbourhood improvements through these three initiatives. However, this count may have missed individuals and organisations whose active attendance failed to be recorded in meeting documentation. Furthermore, several individuals and organisations have been active partners in several initiatives, but were not counted twice. Hence the number of individuals and organisations that are actively involved with each of these initiatives is greater than the number reflected in this count.



## Conclusion

This evaluation report has provided practice-based, real world evidence that by addressing a selection of determinants of mental health and wellbeing (sense of belonging, participation in physical activity and social participation), a supportive environment that values the voices of mothers and community members can be created and sustainability achieved.

Improvements in sense of belonging ratings both quantitatively and qualitatively were achieved in Bayswater through interventions such as the Bayswater Buzz, Streets for Living, Photo voice and Community Cafe. The change in sense of belonging ratings occurred at a greater degree in Bayswater West, and this is likely to be a result of the intensive community development focused work of the project worker that occurred in Bayswater West (see objective one results).

Overall, increases in physical activity and active transport suggest that in time, as the planned environmental improvements come to fruition, the levels of physical activity will continue on an upward trend (see objective two results). Addressing the environmental barriers and making physical improvements holds great value for building a sense of achievement in a community and allows them to sustain their efforts to improve their neighbourhood. These physical changes also encourage women to be physically active in their local neighbourhoods.

Facilitated by the Senior Health Promotion Officer, and underpinning all project achievements was the capacity building interventions, specifically partnership development. Whilst this was time intensive and complex, sustainable community-led structures are now in place in both Bayswater (Welcoming Bayswater Committee and Bayswater Buzz) and Bayswater West (Bayswater West Community Hub). As a result of this investment in time and the considered process of transferring project facilitation from the Senior Health Promotion officer to the community, these two community-led structure have now moved onto new priority areas and actions for improving their local neighbourhoods. For example, the Bayswater Buzz Community Newspaper will continue to be printed and put together on a quarterly basis, the Bayswater Street Party (responsibility of Welcoming Bayswater Committee) will continue on an annual basis, and the Bayswater Community Cafe and community forums (responsibility of Bayswater West Community Hub) will continue to run on a monthly basis. These are all partnership initiatives that now require limited or no resourcing from KCHS, and continue to build sense of belonging, address environmental barriers to physical activity and build the capacity of local residents and organisations. These sustainable actions as a collective will continue to contribute to the enhanced mental health and wellbeing of mothers in Bayswater into the future.

## Dissemination

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A comprehensive dissemination plan has been developed with a range of audiences and stakeholders targeted. The plan appears in Appendix 5.



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# Appendices

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1. Evaluation instruments
  - a. Snapshot survey
  - b. Semi-structure in-depth interview guide
  - c. Partner and stakeholder interview guide
2. Certificate of ethics approval
3. Press release from the Department of Transport
4. Photos of environmental changes
5. Dissemination Plan

## Appendix 1a. Snapshot Survey 2013

### *Mothers Living Well: Bayswater Snapshot Survey (February 2013)*

#### Introduction

I am from Knox Community Health Service and we have been part of a project to make Bayswater healthier for mothers. I have some questions we are asking mothers throughout Bayswater and I wonder if you have 5 minutes to answer these. They are about mothers' experiences with walking, cycling and feeling part of the neighbourhood. I can ask and fill your answers or you might prefer to fill it in.

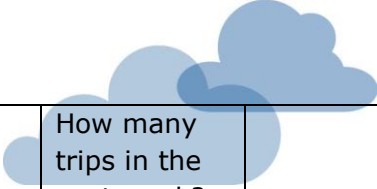
- it is confidential (no details are taken which would identify you)
- the information will be used to help learn about how well the program has gone
- If you want to find out more about or even be part of the project, I also have this pamphlet (show them the information pamphlet)

1.	How did you get here today?
	Car
	Walk
	Bicycle
	Public transport
	Other

2.	How long did it take you to get here?

3.	What suburb do you live in?
	Bayswater
	Other (If other, what was your reason for coming here today? Is this a regular place for you to come? Thank you for your time. DISCONTINUE SURVEY

4.	Are there one or more places you have walked, cycled or taken public transport to in the last week? (e.g. shops, for exercise, to friends, to the park, to school etc)	
	YES (if yes, fill in below)	
	Walked	To what places?
	How many trips in the past week?	
	Cycled	To what places?
	How many trips in the past week?	
	Public transport	To what places?



How many trips in the past week?	
	NO


<b>5. a</b>	<b>Do you think you have</b>
	Increased the amount of walking you do on a regular basis in the past year
	Decreased the amount of walking you do on a regular basis in the past year
	Do about the same amount of walking
	Comments on walking and reasons

<b>5. b</b>	<b>Do you think you have</b>
	Increased the amount of cycling you do on a regular basis in the past year
	Decreased the amount of cycling you do on a regular basis in the past year
	Do about the same amount of cycling
	Comments on cycling and reasons

<b>6.</b>	<b>Would you consider walking more in your neighbourhood if ... (tick all that apply)</b>
	There were more children playing in the street
	There were places to sit, rest & get a drink along the way
	There were more local facilities, events and activities
	Vehicles travelled more slowly
	There was a range of other people in the street
	My older children could walk by themselves or with friends to school and other local destinations - allowing me to walk with younger children or to other destinations
	You knew more people in your neighbourhood
	There were more pedestrian crossings
	The streets I want to walk down appear well cared for
	There were improved pedestrian facilities such as signage, footpaths, street lighting etc
	There were things of interest to encounter along the way (including for children)
	Walking was more common among people I know
	Other
	Comments:
	I don't intend to increase walking in my neighbourhood
	Why not? Comments

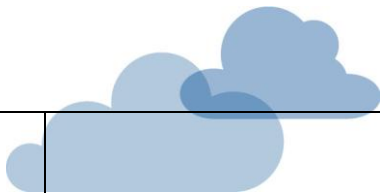
<b>7.</b>	<b>Have you participated in or have you any knowledge of any of the following?</b>		
	<b>Activity</b>	<b>Know about</b>	<b>Participated in</b>
	Mothers Living Well project		
	In what way did you participate?		
	Bayswater Signage Project (Maps around Bayswater)		





	In what way did you participate?	
	Mothers Living Well Photo Project	
	In what way did you participate?	
	Bayswater Environmental Audits (conducted in 2008)	
	In what way did you participate?	
	Bayswater West Street Play Day (December 2008)	
	In what way did you participate	
	Streets4Living: project at the intersection of Phyllis & Warruga Sts near Bayswater West Primary School	
	In what way did you participate?	
	Cycling activities inc. ride to Knox Festival	
	In what way did you participate?	
	Welcoming Bayswater project	
	In what way did you participate?	
	Street party - Social Inclusion Week at Bayswater (Held for the first time in November 2009)	
	Comments In what way did you participate?	
	Bayswater Buzz Community Paper	
	In what way did you participate?	
	Bayswater West Community Cafe	
	In what way did you participate?	
	Walk or Wheel day in Bayswater West	
	In what way did you participate?	
	Bayswater West community hub forum	
	In what way did you participate	
	Other	
	In what way did you participate?	

<b>8.</b>	<b>Our project has also been interested in how mothers feel living in Bayswater. If you feel comfortable, can you tell us what it is like to live in Bayswater?</b>



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<b>9.</b>	<b>One aspect of this is about belonging: again if you feel comfortable, could you tell us how much you agree with the following statement I feel I belong to the Bayswater neighbourhood.</b>
	Strongly disagree
	Disagree
	Agree
	Strongly agree
	Don't know

<b>10.</b>	<b>Is there anything else you would like to add about this?</b>

<b>11.</b>	<b>Could you think of any intersection or landmark close to where you live?</b>

<b>12.</b>	<b>How many children do you have and how old are they?</b>
Number of children	Age bracket
	0-1 years
	1-4 years
	5-12 years
	13-18 years
	Older than 18 years

<b>13.</b>	<b>Your age bracket</b>
	16-25 years
	26-35 years
	36-45 years
	46-55 years
	56-65 years
	66 years +

<b>14.</b>	<b>Any other comments or thoughts to add</b>



**Thank you for your time and participating today.**

**Interviewer Instruction: Offer participants the brochure & let them know it has a contact they can ring if they would like to find out more about the research, give feedback or to get involved in any aspect of the activities discussed.**



## Appendix 1b. Semi-Structure Interview Topic List

### **Topic List for semi structured in depth interviews with mother and mothers parenting in difficult circumstances**

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1. What living in Bayswater means to you
2. Sense of belonging
3. The story of involvement with the Mothers Living Well project and activities
4. Benefits of involvement
5. Your role
6. Community participation and engagement
7. Active transport views and experiences
8. Use of public space- views and experiences
9. Partnerships or collaborations for neighbourhood improvement
10. Maintaining and sustaining the changes



## Appendix 1c. Partner and Stakeholder Focus Group or Interview Topic List and Questions

### Focus Group or Interview Theme List and Questions: Partners and Stakeholders

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#### 1. Reflections on MLW

- a. What do you know about the MLW project?
- b. What has your involvement in the project looked like during the course of your involvement? Specific activities of the project that you have been involved in? Ie: Bayswater buss, street party, community hub etc.

#### 2. Changes

- a. What sort of changes have you seen that you think the MLW project has contributed to?
  - i. In what way has the MLW project contributed to the changes you have mentioned?
- b. What about change at the environmental or settings level? Ie: physical and social environment, school environments, early childhood environments?
- c. What about changes at the community level? Ie: community cohesion, involvement, mobilisation and capacity. For example, do you think that the community in Bayswater has increased skills or ability to mobilise around issues that are important to them? In what other ways do think the community has changed during the course of the MLW project?
- d. What about changes at in your organisation and the ways in which your organisation conducts it's core business? Ie: has your involvement in this project shaped any internal organisational policies or approaches? For example, if you are in a local council, have you changes your consultation with community processes based on your experiences with MLW?
- e. What about changes at the individual or family level? Have you observed any residents of Bayswater emerge as community leaders or champions for MLW or the broader interests of the local community? Can you describe what you have observed change for those individuals and the what benefits you think this has produced for the local community?
- f. Do you think there have been changes in active transport and physical activity as a result of this project? In what way?

#### 3. Partnerships

- a. What has your experience of partnerships during the course of this project been?
- b. What benefits do you think have occurred as a result of the partnerships?
- c. What barriers to this partnership work have you experienced? What do you think will assist in reducing these barriers in the future?
- d. Have you experienced any changes in the way partnerships in the local community work now compared to 7 years ago? For example, have you seen or observed a change in the composition of partnership (ie are communities seen more as an equal partner or are they driving the changes and partnerships?)

#### 4. The Future

- a. How do you think the changes experienced as a result of MLW will shape the future of Bayswater West? In what way?
- b. How do you think the changes will be sustained?
- c. What impact has your involvement in MLW had on you or your organisation? Will this change the way you or your organisations does things in the future?
- d. Can you share any final thoughts or comments on the MLW project and Bayswater?

## Appendix 2. Monash University Certificate of Ethics Approval



**MONASH** University

Monash University Human Research Ethics Committee (MUHREC)  
Research Office

### Human Ethics Certificate of Approval

**Date:** 7 January 2013  
**Project Number:** CF12/3615 – 2012001748  
**Project Title:** An Impact Evaluation of Mothers Living Well Project: 2006-2012  
**Chief Investigator:** Dr Belinda Crockett  
**Approved:** From: 7 January 2013 To: 7 January 2018

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#### Terms of approval

1. The Chief investigator is responsible for ensuring that permission letters are obtained, if relevant, and a copy forwarded to MUHREC before any data collection can occur at the specified organisation. **Failure to provide permission letters to MUHREC before data collection commences is in breach of the National Statement on Ethical Conduct in Human Research and the Australian Code for the Responsible Conduct of Research.**
2. Approval is only valid whilst you hold a position at Monash University.
3. It is the responsibility of the Chief Investigator to ensure that all investigators are aware of the terms of approval and to ensure the project is conducted as approved by MUHREC.
4. You should notify MUHREC immediately of any serious or unexpected adverse effects on participants or unforeseen events affecting the ethical acceptability of the project.
5. The Explanatory Statement must be on Monash University letterhead and the Monash University complaints clause must contain your project number.
6. **Amendments to the approved project (including changes in personnel):** Requires the submission of a Request for Amendment form to MUHREC and must not begin without written approval from MUHREC. Substantial variations may require a new application.
7. **Future correspondence:** Please quote the project number and project title above in any further correspondence.
8. **Annual reports:** Continued approval of this project is dependent on the submission of an Annual Report. This is determined by the date of your letter of approval.
9. **Final report:** A Final Report should be provided at the conclusion of the project. MUHREC should be notified if the project is discontinued before the expected date of completion.
10. **Monitoring:** Projects may be subject to an audit or any other form of monitoring by MUHREC at any time.
11. **Retention and storage of data:** The Chief Investigator is responsible for the storage and retention of original data pertaining to a project for a minimum period of five years.

Professor Ben Canny  
Chair, MUHREC

cc: Ms Catherine D'Arcy, Mrs Diana Hicks, Miss Rachel Page, Mrs Ruth Klein, Skye McPhie

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## Media release

**The Hon Terry Mulder MP**  
Minister for Public Transport  
Minister for Roads

**The Hon Heidi Victoria MP**  
Minister for the Arts  
Minister for Women's Affairs  
Minister for Consumer Affairs

Friday 16 August 2013

### Contract awarded for \$12.7m Stud Road widening

The duplication of Stud Road between Mountain Highway and Boronia Road in Bayswater took another step forward with Minister for Roads Terry Mulder today announcing the contract award.

Mr Mulder said the \$12.7 million project would include two additional traffic lanes along Stud Road and an upgrade of the existing road to improve safety, reduce congestion and improve traffic flow.

"I'm pleased to announce today that BMD Constructions Pty Ltd will undertake the important widening works on Stud Road in Bayswater," Mr Mulder said.

"This is the only section of Stud Road that isn't two lanes in each direction and the result is a build-up of traffic, particularly in peak periods.

"Stud Road is a key north-south road that connects many major arterial routes in Melbourne's East and upgrading this section will provide benefits to the wider road network.

"There are 19,000 vehicles using this road on a daily basis so it is vital to ensure a safe and efficient route for motorists travelling through the area and the local community.

"The intersections at Boronia Road and Mountain Highway will be upgraded to increase vehicle capacity at the crossroads.

"Importantly, the project will include a signalised pedestrian crossing to ensure local residents and children can access the nearby community facilities and schools."

Member for Bayswater, Heidi Victoria says that the project came about after many in the local community approached her to advocate for the funds to get the road widened.

"This stretch of road has been the site of accidents and traffic congestion for years. We're making this safer for motorists and pedestrians, and I'm delighted that the works will commence shortly," Ms Victoria said.

Construction is expected to start later this year and take approximately 12 months to complete.

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Visit [www.premier.vic.gov.au](http://www.premier.vic.gov.au) for more news





## Appendix 4: Photos of Environmental Changes

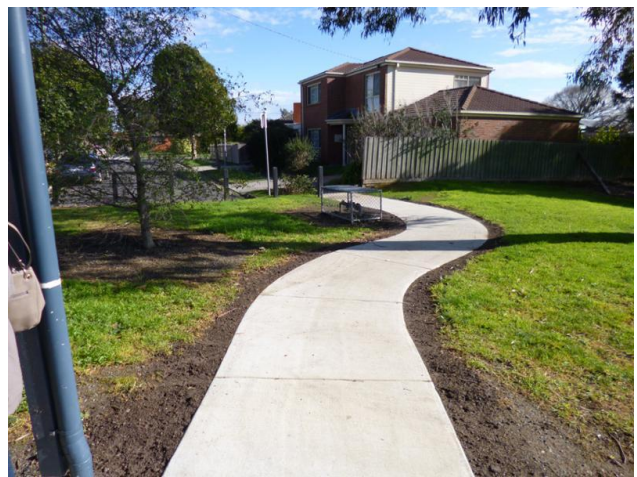
Pause Point installation including bike parking



Incorporation of child friendly artwork



Pathways that connect streets and all sections of the reserve together are wheelchair and pram friendly



## Appendix 5: Dissemination plan

Target Audience	Purpose	Key messages	Publication platform/ type	Data to be reported on	Timeline
Bayswater / Bayswater West Community	To provide community with the impacts and outcomes of the project in an accessible way		4 page community newsletter- insert into Bayswater Buzz	All- in plain language summary format	By end of 2013
KCHS	Value of evaluating practice	Community development work outcomes and Partnerships with community	KCHS Dissemination Forum- November 12th	All	November 2012
DoH	To meet DoH funding requirement and to communicate project outcomes to the Victorian Government	Report against evaluation plan objectives	Report	All data pertaining to the 3 evaluation objectives in the evaluation plan	Due to DoH 30 <sup>th</sup> August 2013
MLW project partners and stakeholders	To provide stakeholders with the findings of the project may inform external agencies future practice with Mothers or community as partners		KCHS Dissemination Forum – November 12th	Presenting findings from DoH report in a forum or conference format.	Nov 2013
Eastern Region HP sector	To share the learning's from the MLW evaluation in an interactive forum		KCHS Dissemination Forum – November 12th	Presenting findings from DoH report in a forum format. Practice focus	Nov 2013
Victorian Health	To communicate project evaluation findings with		-Article for AHPA "Update" newsletter		Dec 2013



Promotion sector	Victorian HP sector				
Australian Health Promotion and Public Health sector	Communicate findings from the snapshot survey to demonstrate evidence of place based PAR interventions	Can a place based approach increase active transport among mothers and children?	Journal article - Health Promotion Journal of Australia Quantitative article *	Snapshot survey and hands up data	Dec 2013
	To share the value of grass roots community based action	Community based action driving change at the local level: The MLW experience.	Journal article- Journal of Community Health/Australian Primary Health Care journal *	In-depth interviews (mothers and partners) focus groups, document scan	2014
International Health Promotion sector	Communicate the impact MLW has had on sense of place, belonging, and social inclusion for mothers.	From spaces of isolation to places of connection: A place based approach to increasing social inclusion among Mothers".	Journal article - Health and Place *	Focus groups (mothers and stakeholder) In depth interviews (mothers and stakeholder) Snapshot survey	2014

\*Please Note – this is a proposed list of potential journal articles and may be altered or be unable to be completed due to resources