

REALISTIC EVALUATION AND THE THEORY OF CHANGE



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REALISTIC EVALUATION (CMO)

Pawson & Tilley (1997)

Context	Mechanisms	Outcome
Target group Problem Conditions, circumstances	Mechanisms induced by the intervention will lead to a certain outcome in a certain context	Desired outcome Possible side effects

CMO MODEL: THE APP-CHECK

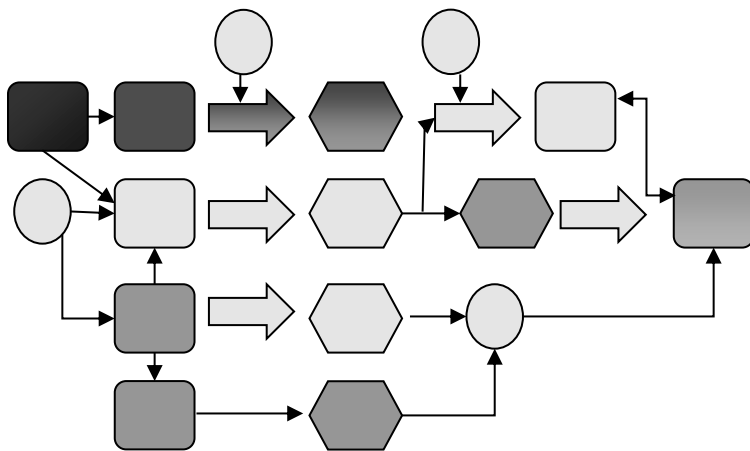
ACM (2006)

Context	Mechanisms	Outcome
Consumers Are not aware of how app-hosts use their personal data when installing apps	Inform consumers about what happens with their personal data by providing them with a checklist will change their app use	Consumers' privacy (while using apps) is protected Possible side effects: consumers are more aware of privacy risks in general

THEORY OF CHANGE

- Identify long-term goals
- Map and connect the preconditions or requirements necessary to achieve set goals
- Identify basic assumptions about the context
- Find proof for the assumptions in the theory
- Develop indicators to measure the outcomes

HOW DOES IT WORK?

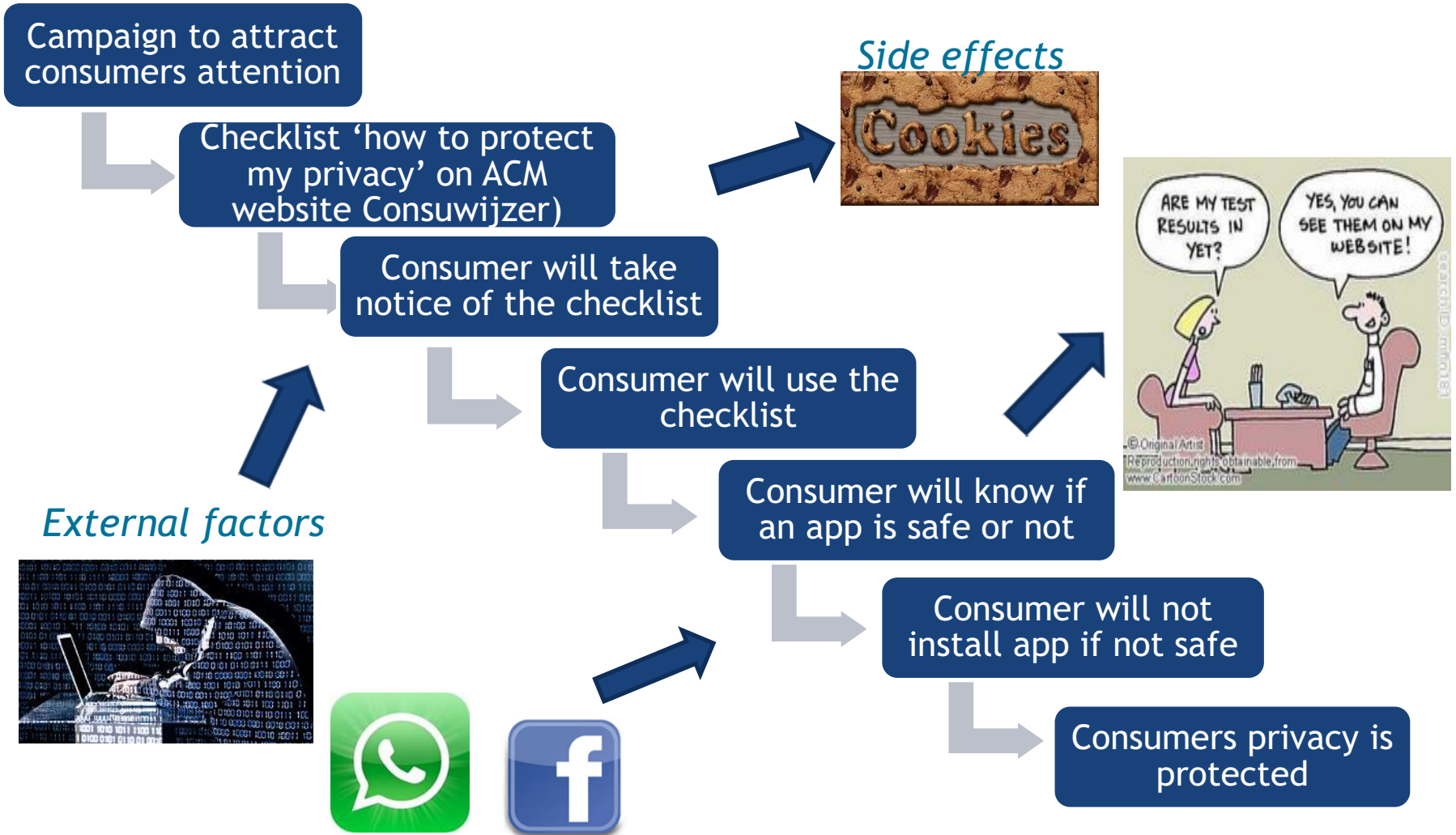


<https://www.youtube.com/watch?v=dpb4AGT684U&feature=youtu.be>

THEORY OF CHANGE

THE

THEORY OF CHANGE: THE APP CHECK



INDICATORS FOR EFFECTIVENESS

- Consumers are familiar with the campaign
- Consumers are familiar with the checklist
- Consumers know how to use the checklist
- Consumers use the checklist
- Consumers are able to detect if an app is safe
- Consumers make well-founded decisions when installing apps

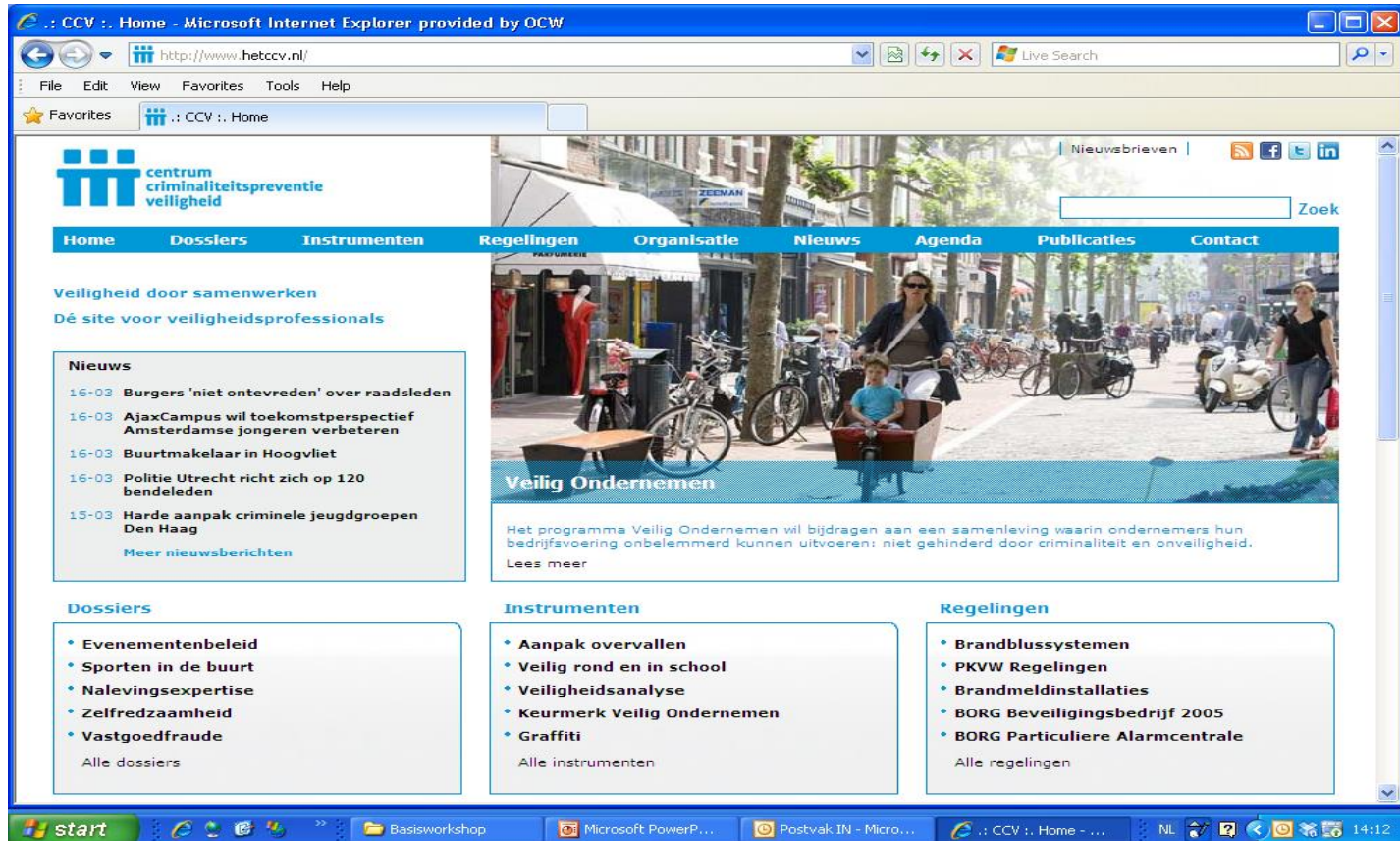
TAKE HOME

- Describe the context (problem, target group, circumstances)
- Describe the step-by-step problem-solving procedure
- Choose an intervention that best fits the desired outcome
- Find evidence for assumptions in the constructed theory
- Apply the new measure or intervention
- Monitor the process and results of the intervention

QUESTIONS?



THANK YOU FOR YOUR ATTENTION!



The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Centrum Criminaliteitspreventie Veiligheid (CCV). The browser's address bar shows the URL <http://www.hetccv.nl/>. The website features a blue header with the CCV logo and a navigation menu with the following items: Home, Dossiers, Instrumenten, Regelingen, Organisatie, Nieuws, Agenda, Publicaties, and Contact. A search bar is located in the top right corner. The main content area is divided into several sections:

- Nieuws**: A list of news items with dates and titles, including "Burgers 'niet ontevreden' over raadsleden", "AjaxCampus wil toekomstperspectief Amsterdamse jongeren verbeteren", "Buurtmakelaar in Hoogvliet", "Politie Utrecht richt zich op 120 bendeleden", and "Harde aanpak criminele jeugdgroepen Den Haag". A link for "Meer nieuwsberichten" is provided.
- Dossiers**: A list of topics including "Evenementenbeleid", "Sporten in de buurt", "Nalevingsexpertise", "Zelfredzaamheid", and "Vastgoedfraude", with a link for "Alle dossiers".
- Instrumenten**: A list of tools including "Aanpak overvallen", "Veilig rond en in school", "Veiligheidsanalyse", "Keurmerk Veilig Ondernemen", and "Graffiti", with a link for "Alle instrumenten".
- Regelingen**: A list of regulations including "Brandblussystemen", "PKVW Regelingen", "Brandmeldinstallaties", "BORG Beveiligingsbedrijf 2005", and "BORG Particuliere Alarmcentrale", with a link for "Alle regelingen".

A large banner image shows a busy street scene with people and bicycles. Below the image is the heading "Veilig Ondernemen" and a short paragraph describing the program's goal: "Het programma Veilig Ondernemen wil bijdragen aan een samenleving waarin ondernemers hun bedrijfsvoering onbelemmerd kunnen uitvoeren: niet gehinderd door criminaliteit en onveiligheid." A link for "Lees meer" is provided.

See/read also:

http://www.communitymatters.com.au/RE_chapter.pdf

<http://www.theoryofchange.org/>