

Cornerstone Evaluation Strategy

Evaluation Strategy

24 January 2020

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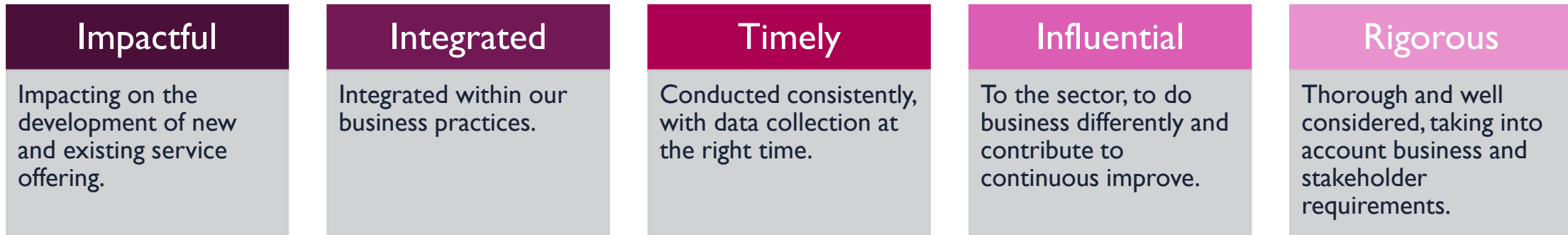


Introduction

Why evaluate? Internal and external evaluations are integral for providing an objective evidence base that Cornerstone's products make a difference and provide value for money.

- The difference – attitude and behaviour change occurs in those who view the content, and that change impacts on how they support children and families touched by the care system, to secure better outcomes.
- Value for money – the value of the VR programme its costs, quality and ability to secure customers requirements.

Principles - our evaluation strategy seeks to be: impactful, integrated, timely, influential and rigorous.



Approach to evaluation

The evaluation strategy comprises two strands:

- Strand 1: Internal – assessing the delivery of Cornerstones service and efficacy of VR with professionals and client groups.
- Strand 2: External – independently assessing the efficacy of VR with professionals, client groups and cost reductions.

Different uses of VR being evaluated

Cornerstone's VR Programme™ is used across services for children, and with multiple target audiences, see table below. The evaluation strands, internal and external, are used to evaluate it's use; seeking to secure an objective evidence base of impact.

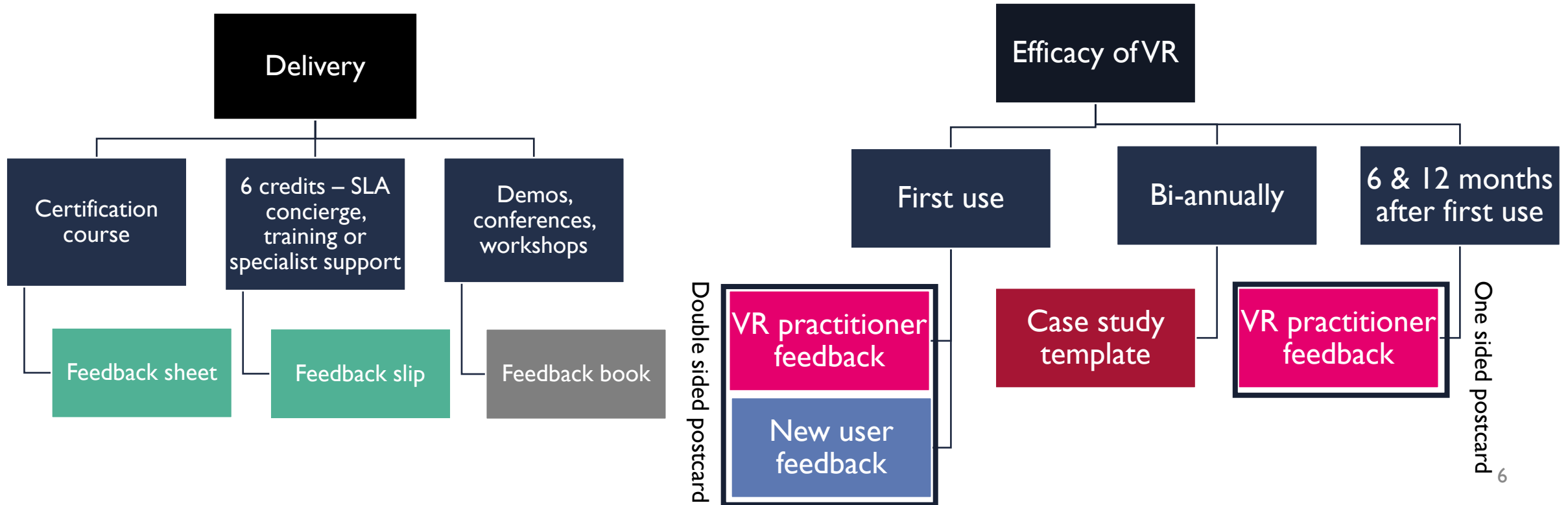
Service area	Audience						
	RECRUITMENT	ASSESSMENT	TRAINING	FAMILY FINDING	POST PLACEMENT SUPPORT	OTHER CHILDRENS SERVICES SETTINGS	TEAM BUILDING & CHANGE MANAGEMENT
	<ul style="list-style-type: none"> - Adopters - Foster carers - Social workers 	<ul style="list-style-type: none"> - Adopters - Foster carers - Special guardians/kinship carers - Birth parents - Social workers 	<ul style="list-style-type: none"> - Adopters - Foster carers - Judiciary - Teachers - Social workers 	<ul style="list-style-type: none"> - Adopters - Social workers 	<ul style="list-style-type: none"> - Adopters - Foster carers - Schools <ul style="list-style-type: none"> - teachers - other key adults - Social workers 	<ul style="list-style-type: none"> - DV perpetrators - DV survivors - Vulnerable families - Social workers/group facilitators - Early help workers 	<ul style="list-style-type: none"> - Children's services change programmes - RAA formation - Corporate management teams - Councillors
CORNERSTONE VR – SUPPORTING SERVICE TRANSFORMATION							

Audience key:
 End users
VR Practitioners

Strand I: Internal evaluation

The internal evaluation covers delivery and efficacy of VR. The evaluation method applied covers quantitative and qualitative data collection, and will be collected via:

- Feedback sheet – completed during certification course.
- Feedback slip – completed during events (from the 6 credits in the SLA).
- Feedback postcards – completed following first VR use with client (new user), and 6 and 12 months afterwards.
- Feedback case study – completed bi-annually in partnership with Cornerstone VR Service Manager.



Internal: Delivery – purpose

The **purpose** of evaluating Cornerstone's delivery is to gain feedback:

From the feedback sheet – Cornerstones certification course, including:

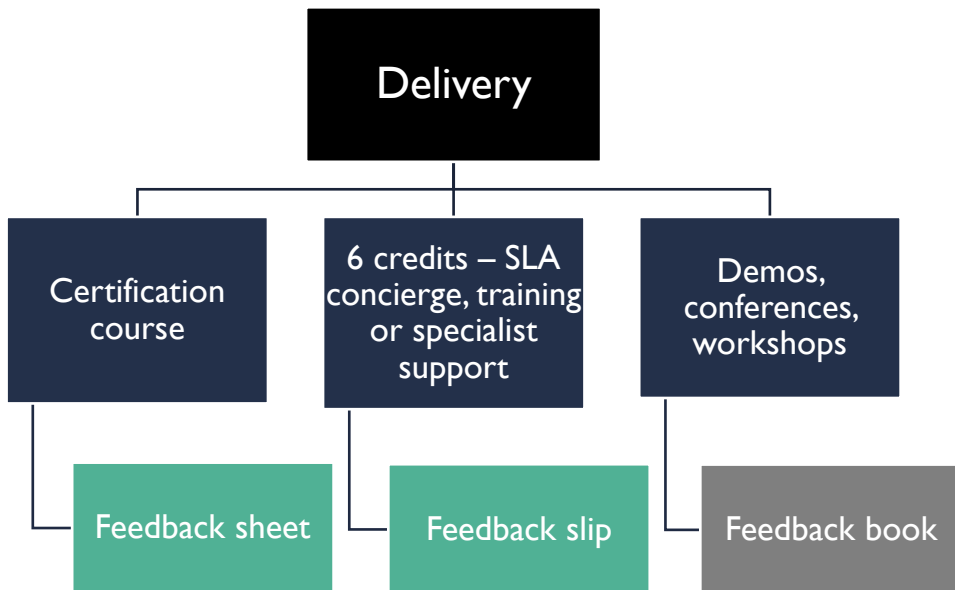
- a) Skills acquisition – technology and implementation, one on one and group setting.
- b) Compassion reset/empathy increase.
- c) Knowledge acquisition/development – both the **rate** and the **extent** of.
- d) Understanding of VR Practitioners responsibility – ethics and evaluation obligations.
- e) Quality of individual facilitator's delivery & consistency in approach.
- f) Certified VR practitioners profiles.

From the feedback slip – Cornerstone's wider service offering, including:

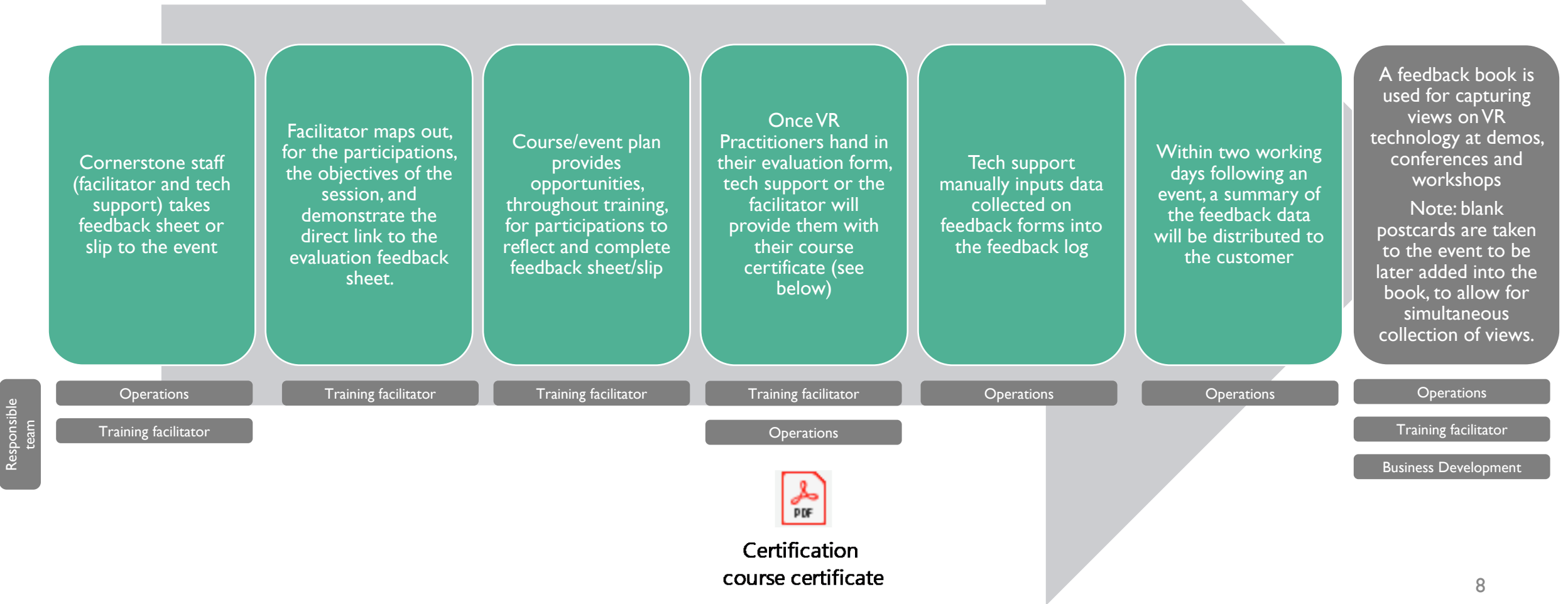
- a) Knowledge acquisition.
- b) Skills development.
- c) Audience reach.

Data will be collected using five point Likert scales on: skills; compassion; knowledge; and yes/no responses to VR Practitioner responsibilities. Responses will be collated and interpreted to assess quality and consistency of offering.

The five point Likert scale provides a moderate response alongside either extremes, providing granular detail on whether Cornerstone's training is good enough or excellent. The information gathered will **influence and impact** on training course development to continuously improve our offer to customers.

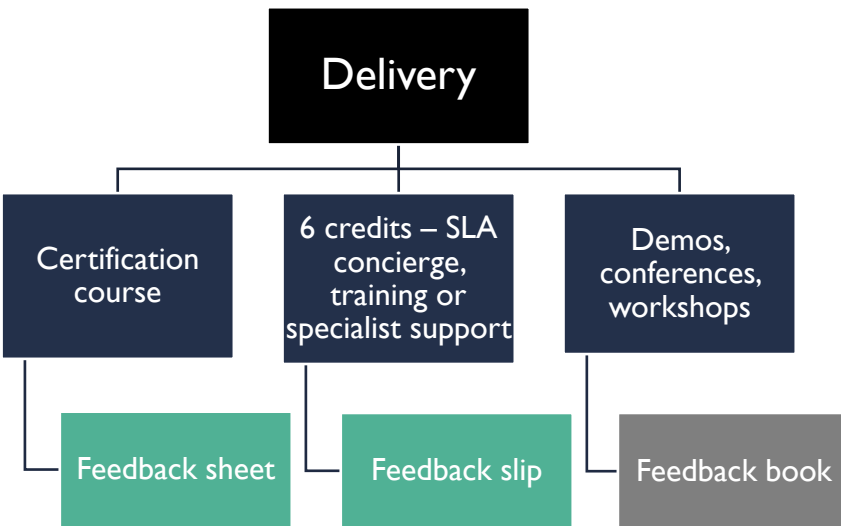


Internal: Delivery – process map



Internal: Delivery – potential statistics

The headline statistics that can be generated from feedback sheet data are:



Business development utilise statistics for demonstrating efficacy of programme

As a result of experiencing CornerstoneVR™...

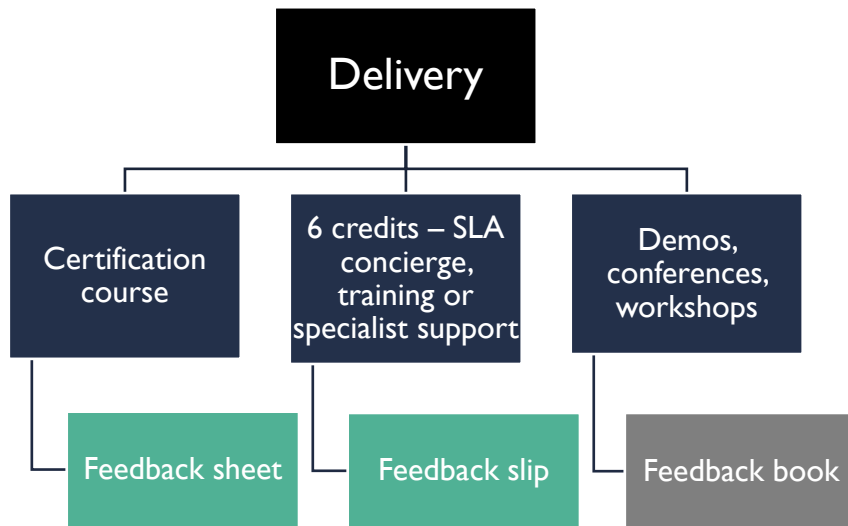
- %VR Practitioners strongly agree that they have a deeper understanding of the child's perspective.
- %VR Practitioners strongly agree that they will consider alternative ways to approach situations in their work.

% of VR Practitioners strongly agree that the certification course...

- Effectively equipped them with the knowledge to use CornerstoneVR™ in an impactful way in their work.
- Taught them how to use CornerstoneVR™ across all of their work.

- %VR Practitioners, prior to Cornerstone's certification course, had used VR [never/1-2] times.
- [X number] of [insert profession] are certified VR Practitioners.
- Following the certification course, [X number] of VR Practitioners state that they intend to use CornerstoneVR for [insert use].
- [X number] of VR Practitioners have a primary client base of [insert client base].
- [X number] of VR Practitioners who are [insert profession] intend to use CornerstoneVR Programme for [insert use].

Internal: Delivery – potential statistics cont.



Business development use statistics for demonstrating efficacy of programme

Following the certification course...

- %VR Practitioners strongly agree that they can set up the VR technology for a session with clients/others [in 1:1/group settings].
- %VR Practitioners strongly agree that they can provide support to clients/others when using the VR technology.
- VR Practitioner X said they will brief and debrief clients and others using the VR technology in line with Cornerstone's ethical processes.
- VR Practitioner X said they will complete and return feedback postcards after use with each client/other.
- VR Practitioner X said they will carry out specific case study feedback, as required.

Internal: Delivery – feedback sheet, certification course & feedback slips, 6 credits SLA events

Double click links below: feedback sheet for the certification course (text draft and print ready PDF), and the feedback slips for the 6 credits SLA events (text draft and print ready PDF) – training events and concierge events.

CERTIFICATION COURSE FEEDBACK FORM

Your feedback to us: _____
Your name: _____

Your organisation: _____
Your email: _____

Technical skills development (Phase one)

Following the certification course...
I can see up to the 18 ratings for a session with alternatives in use in one session.

I can see up to the 18 ratings for a session with alternatives in group settings.

I can give instructions and provide support to alternatives when using the 18 ratings.

Empathy increases from 18 ratings

As a result of experiencing Domestics 18R...
I have a deeper understanding of the client's perspective.

I will consider alternative ways to approach situations in my work.

Knowledge acquisition

The certification course...
has effectively equipped me with the knowledge to use Domestics 18R in an impactful way in my work.

I taught me how to use Domestics 18R across all of my work.

Professional development (Phase one of 18 ratings)

☐ Basic marker
☐ Basic mark system
☐ Family marker
☐ Feedback marker
☐ Team marker
☐ Teacher
☐ Health marker

Other: _____

What purpose do you intend to use Domestics 18R for?

☐ Reasoning
☐ Consensus
☐ Tuning
☐ Family finding
☐ Peer placement support
☐ Team building & change management

Other: _____

What is your primary about best?

☐ Reasoner
☐ Listener
☐ Di participant
☐ Di marker
☐ Best person
☐ Expert Question

Other: _____

How many times have you used 18 ratings?

☐ None ☐ 1-5 ☐ 6-10 ☐ 11-20

Other: _____

18R Feedbacker suggestions:

☐ I will brief and debrief all teams and sessions using the 18 ratings for the 18R Domestics 18R sessions.
☐ I will give and receive feedback generated after one unit was delivered.
☐ I will carry out specific one-to-one feedback, as required.

Sign-off: _____

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Sign-off: _____

CERTIFICATION COURSE FEEDBACK FORM

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Professional development (Phase one of 18 ratings)

☐ Basic marker
☐ Basic mark system
☐ Family marker
☐ Feedback marker
☐ Team marker
☐ Teacher
☐ Health marker

Other: _____

What purpose do you intend to use Domestics 18R for?



Feedback sheet - certification course



Feedback slips - 6 credits SLA events




Certification
course - feedback sheet



6 credits SLA
ents - feedback sli


Name: _____


Role: _____



The Cornerstone training event was effective in...
(Please circle)

Expanding my knowledge of Cornerstone's VR™ Programme

1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective

Expanding my knowledge of the application(s) of Cornerstone VR™

1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective


Providing me with the skills to further improve my practice using VR


1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective

Which VR experience(s) did you find most useful?

1	2	3	4	5	6	7	8	9	10	11	12	13
---	---	---	---	---	---	---	---	---	----	----	----	----


Name: _____


Role: _____



The Cornerstone concierge event was effective in...
(Please circle)

Expanding my audience reach of Cornerstone's VR™ Programme

1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective

Expanding my audience reach of the application(s) of Cornerstone VR™

1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective

Providing me with the tools to further improve my practice using VR

1	2	3	4	5
Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective

Which VR experience(s) did you find most useful?

1	2	3	4	5	6	7	8	9	10	11	12	13
---	---	---	---	---	---	---	---	---	----	----	----	----

Certified VR Practitioners only

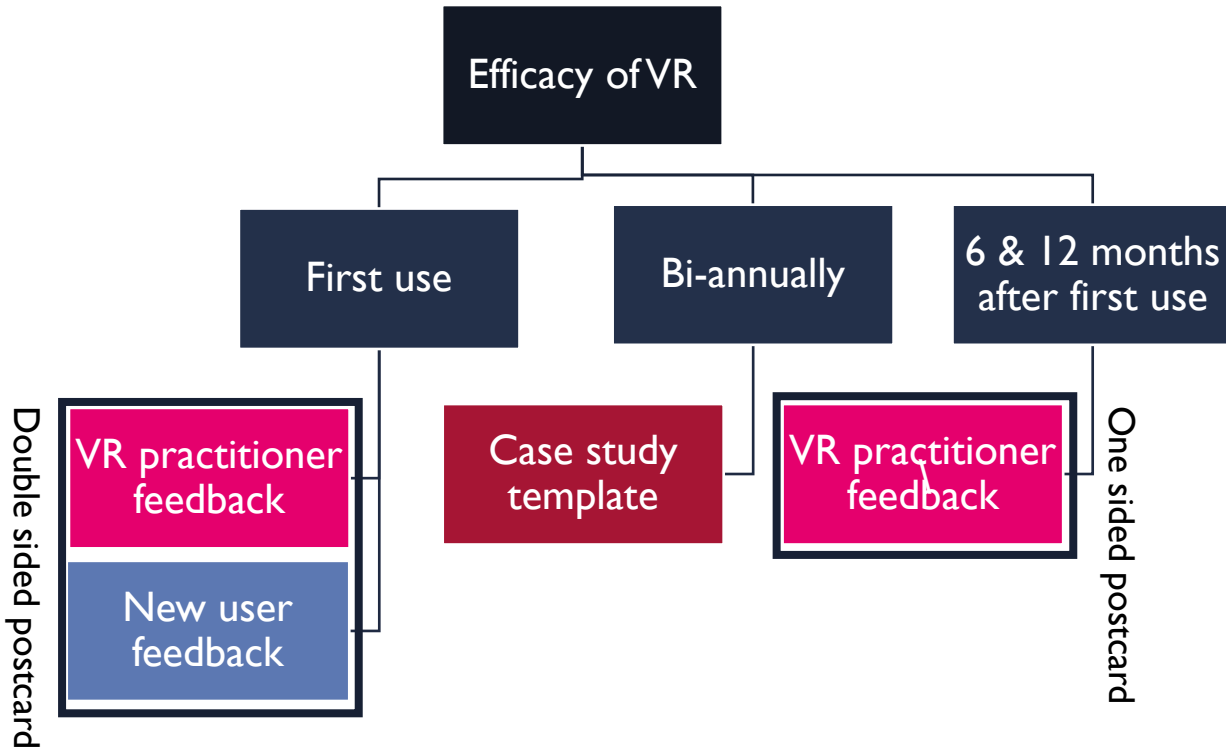
What purpose do you intend to use Cornerstone's VR™ Programme?

<input type="checkbox"/> Recruitment	<input type="checkbox"/> Transformation & change management
<input type="checkbox"/> Assessment	<input type="checkbox"/> Post placement support
<input type="checkbox"/> Training	<input type="checkbox"/> Other (please specify below) _____
<input type="checkbox"/> Family finding _____	

Who is your primary client base?

<input type="checkbox"/> Foster carer	<input type="checkbox"/> DV survivor
<input type="checkbox"/> Adopter	<input type="checkbox"/> Birth parent
<input type="checkbox"/> DV perpetrator	<input type="checkbox"/> Special Guardian

Internal: Efficacy of VR - purpose



The **purpose** of evaluating the efficacy of Cornerstone VR™ Programme is to validate it's ability to produce changes, short and long-term, in:

- a) Understanding
- b) Empathy
- c) Behaviour
- d) Attitude

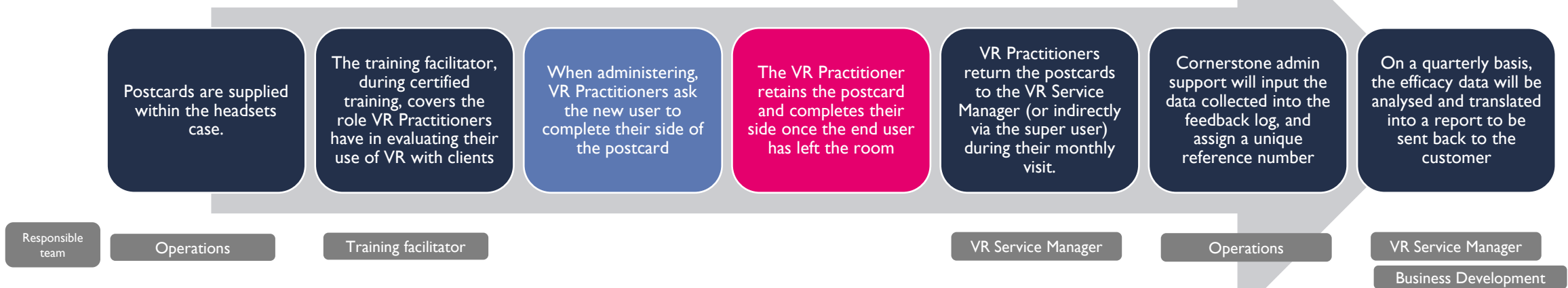
Data collected using the first use postcard uses the five point Likert scales to measure the perception of changes in the four areas: understanding, empathy, behaviour and attitude, from the new user perspective. Additionally, we collect data from the VR Practitioner on the new user/case demographic.

The five point scale provides a moderate response alongside either extremes, providing granular detail on whether Cornerstone's VR Programme™ produced the desired responses and outcomes.

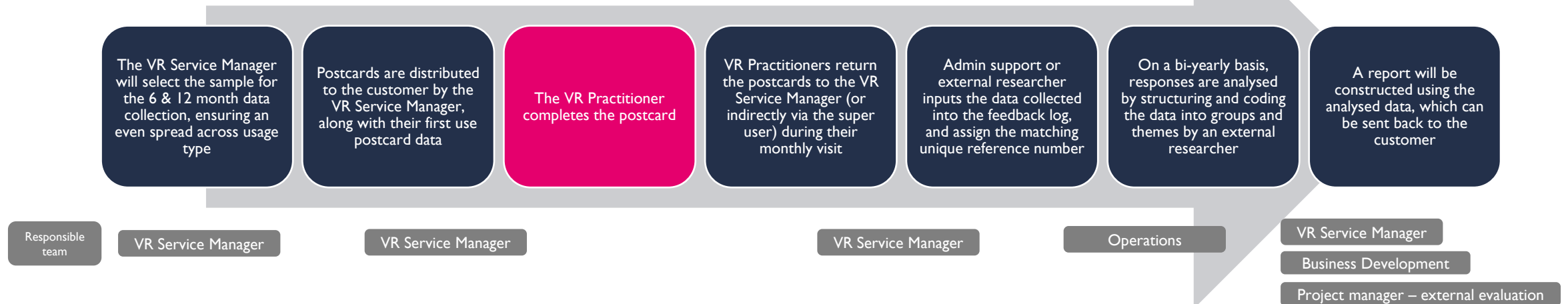
The 6 & 12 month postcard ask open questions that allow follow-up that is applicable for all uses of VR. Analysing the responses involve structuring and coding the data into groups and themes. We will use this detail to; measure impact within different uses, encourage exploration of alternative usage with existing customers, encourage uptake with new customers, identify potential future usage areas across settings.

Internal: Efficacy of VR – postcard process maps

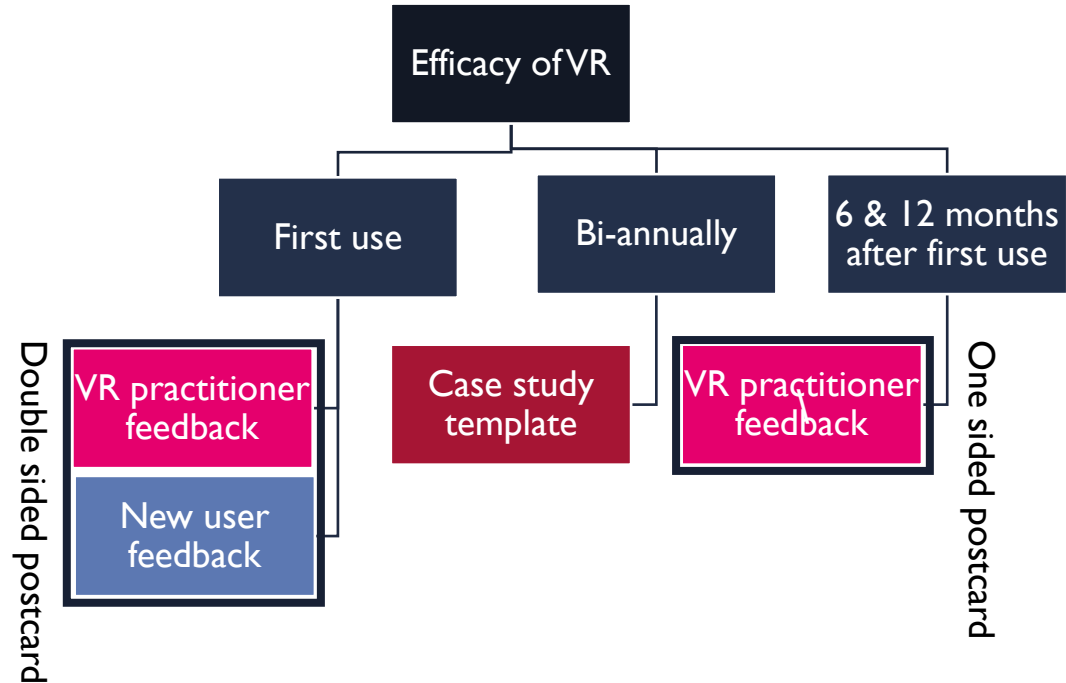
To evaluate the **immediate** effects, VR Practitioners and their clients (end users) will complete a double sided **feedback postcard** post first use.



To evaluate the **long-term** effects, a sample of VR Practitioners will complete a one sided **feedback postcard** 6 & 12 months after first use. The sample will be evenly spread across usage type.



Internal: Efficacy of VR – potential statistics



Business development utilise statistics for demonstrating efficacy of programme

The headline statistics that can be generated from the first use postcard are:

% new users strongly agree that the VR experience...

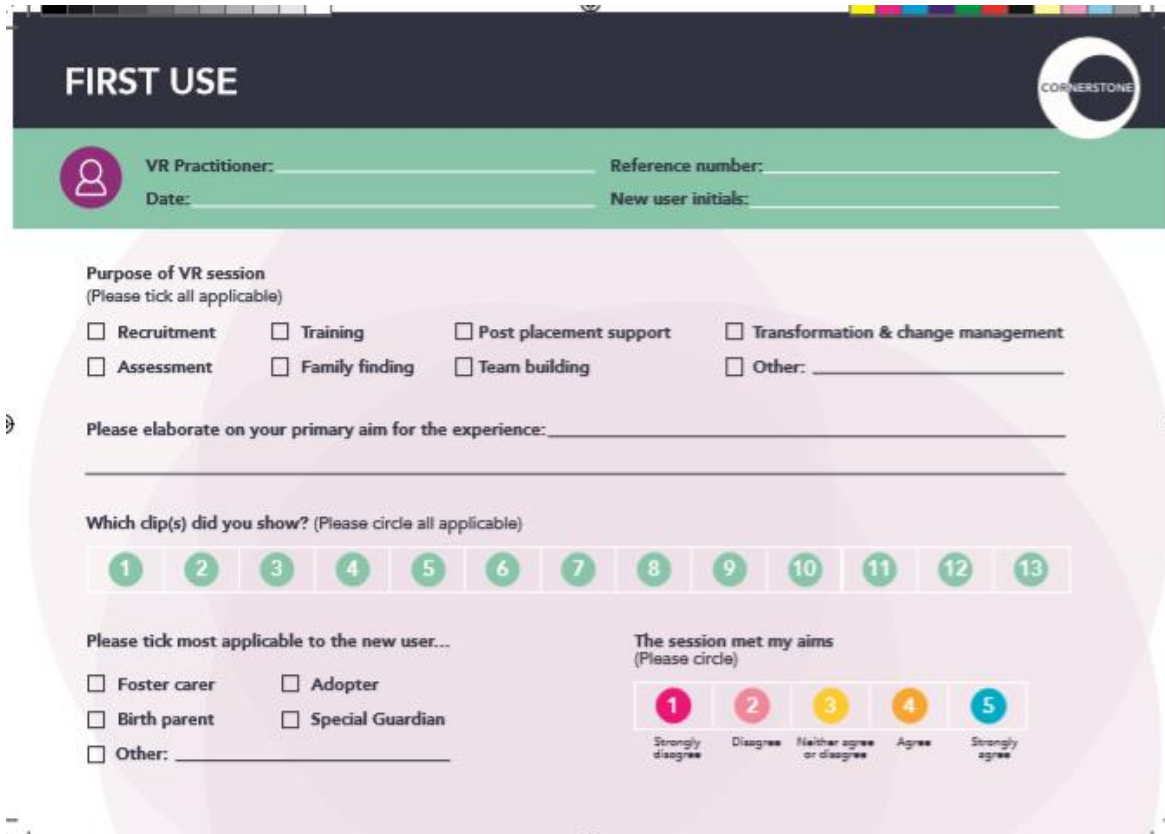
- Helped them to understand how their behaviour/responses effect children.
- Gave them insight of a child's perspective.
- Made them think differently about their behaviours/responses/decisions.
- Made them consider alternative ways to behave/respond/make decisions.

% VR Practitioners strongly agree that the session met their aims.

The headline statistics that can be generated from the 6 & 12 month postcard are:

- % VR Practitioners reported their primary aim when using the VR for the first time with an individual was X.
- 6/12 months after using the VR with an individual the outcome was Y.
- When VR Practitioners had a primary aim of X, % of VR Practitioners reported the outcome was Y 6/12 months after use.
- When the outcome was X 6/12 months after use, % VR Practitioners reported that this was because of Y.
- When VR Practitioners reported their key aim as being X, they reported using the VR with the same individual an average of Y times.

Internal: Efficacy of VR – first use double-sided postcard



FIRST USE

VR Practitioner: _____ Reference number: _____
Date: _____ New user initials: _____

Purpose of VR session
(Please tick all applicable)

☐ Recruitment ☐ Training ☐ Post placement support ☐ Transformation & change management
☐ Assessment ☐ Family finding ☐ Team building ☐ Other: _____

Please elaborate on your primary aim for the experience: _____

Which clip(s) did you show? (Please circle all applicable)

1 2 3 4 5 6 7 8 9 10 11 12 13

Please tick most applicable to the new user...

☐ Foster carer ☐ Adopter
☐ Birth parent ☐ Special Guardian
☐ Other: _____

The session met my aims
(Please circle)

1 2 3 4 5
Strongly disagree Disagree Neither agree or disagree Agree Strongly agree



First use - double
sided postcard

Note: the new user statements seek to measure:

- Top left statement – understanding change
- Bottom left statement – empathy change
- Top right statement – attitude change
- Bottom right statement – behaviour change



New user

The VR experience...
(Please circle)

Helped me understand how my behaviour/ responses affect children.

1 2 3 4 5
Strongly disagree Disagree Neither agree or disagree Agree Strongly agree

Made me think differently about my behaviour/ responses/decisions.

1 2 3 4 5
Strongly disagree Disagree Neither agree or disagree Agree Strongly agree

Gave me insight of a child's perspective.

1 2 3 4 5
Strongly disagree Disagree Neither agree or disagree Agree Strongly agree

Made me consider alternative ways to behave/ respond/make decisions.


1 2 3 4 5
Strongly disagree Disagree Neither agree or disagree Agree Strongly agree

What will you do differently (attitude or behaviour)? _____

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Internal: Efficacy of VR – 6 & 12 month follow up, one-sided postcard

FOLLOW UP 

 VR Practitioner: _____ Reference number: _____
Date: _____ New user initials: _____

Since the first use of VR with the individual...

What was the outcome?
E.g. avoid placement breakdown, faster matching, increase trauma awareness, reduce DV behaviours, increase quality of assessments

Why do you say this?
E.g. understanding change, behaviour change, empathy change, attitude change

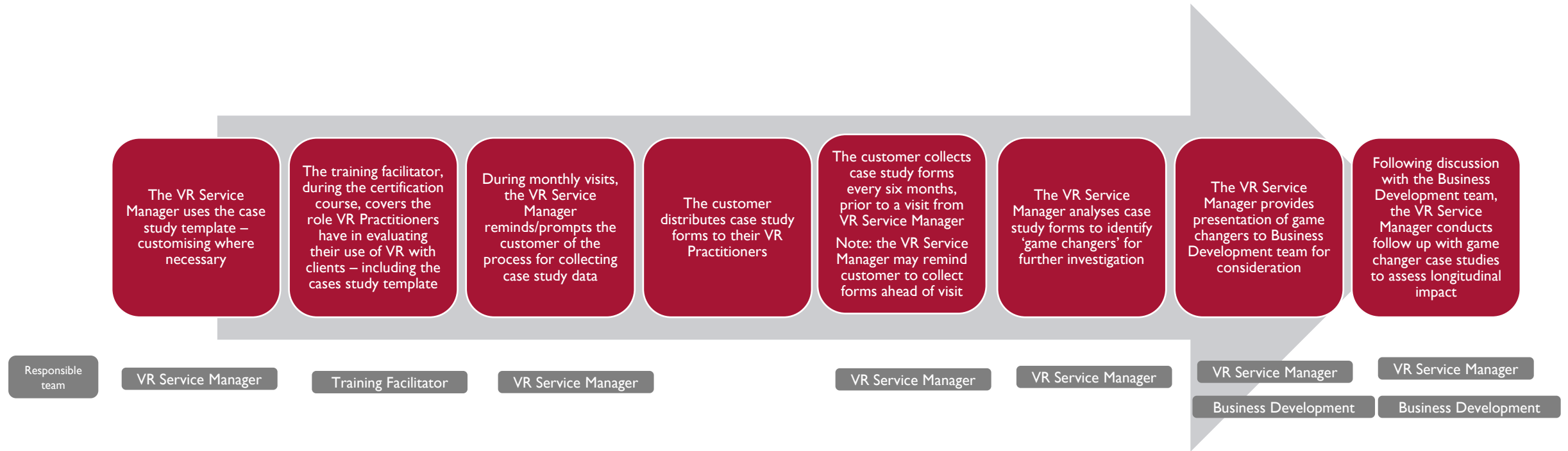
How many times did you use the VR again with the same individual?



6 & 12 month
follow up - postcard

Internal: Efficacy of VR – case study process map

Individual case studies will be collated through the Cornerstone VR Service Manager working with VR Practitioner and where possible end users to complete a personalised case study template.



Case study template – I:I or group work

Your (VR Practitioner) profile

Name:

Job title:

Organisation:

Email:

End user profile:

E.g. foster carer, adopter, DV perpetrator, DV survivor, birth parent, special guardian, other (please specify)

Please provide:

Situational context, including:

- 1) The background of the case (set the scene here, for example, how you are supporting them i.e. through recruitment, to manage difficult behaviour etc.)
- 2) The previous approach of the end user (how was the end user feeling about their situation prior to using VR, what other methods have you previously tried to address the issue, if any)

VR context, including:

- 1) Intended purpose of VR use (e.g. to teach a foster carer new ways to manage challenging behaviour, to increase adopter empathy/understanding of child's past)
- 2) Intended outcome of VR use (e.g. foster carer continues to foster the child, adopter completes adoption process)

Please describe:

Actual **process** (what did you do with the end user, e.g. 'on week 3 of sessions with end user, I held a discussion with them about their issue, then briefed the end user, showed them 'Being Me', then debriefed):

Actual **outcome** (what happened with the end user as a result of using the VR):

Key quotes from you (the VR Practitioner):

Key quotes from the end user:

Recommendations/take-home message to other VR Practitioners as a result of this case:

Strand 2: External evaluation

External refers to evaluation of Cornerstone VR Programme™ by person or body, such as an academic institution not involved in development of the programme.

External evaluations will be conducted to:

- Measure potential cost and time saving for customers at a national level.
- Conduct meta-analyses of large sets of already collected data.
- Evaluate effectiveness of VR Programme when introducing its use with new client groups, such as DV, knife crime.

External evaluation to date:

- January 2019 Alma Economics published their preliminary findings on the impact of the Cornerstone programme.
- October 2019 Goldsmiths University agreed to evaluation of the use of the Cornerstone VR Programme™ in domestic violence programmes.

External evaluation will comprise four stages:

- developing scope and plan of the evaluation;
- undertaking evaluation – site visits;
- analysing the material gathered; and
- forming judgements and reporting the findings.

The process, timeline and costs of external evaluation will be agreed between Cornerstone and the third party. Findings will be published on Cornerstone website and shared with all customers.

External evaluations will be conducted subject to available resource and opportunity with the aim of completing these on a six monthly basis.

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Specialisms and new content

Specialisms

The current evaluation strategy addresses Cornerstone's core business model – providing a training and support service and tool for adoption, fostering and early help for instance in; RAAs, Local Authorities and IFAs.

As Cornerstone branches out to specialist areas, such as education, the judiciary, LGA training, and wider social and government organisations, evaluation tools will need to be developed.

When piloting new service offerings, standardised evaluation tools should be developed, tested, piloted and then finalised. This is to ensure that large, generalisable data sets can be generated using these tools. An evaluation strategy for each new service offering should be developed as an add-on to the evaluation strategy for the core business model.

Any additional evaluation materials will be found in the Evaluations folder.

New content

Following the development of new VR content, its usage should be piloted and evaluated by Cornerstone's clinical specialists. This will be in the form of observation and interviews with VR Practitioners on the use of the content. This will inform the training programme that is developed for this content.





cornerstone

Improving the lives of families touched by the care system

thecornerstonepartnership.com