







Project 	Active Women and Girls – Participation	Partner	 VicHealth™
		Year	2017–2020 (reporting on 2018 progress)



Purpose 	<p>Eight State Sport Associations (SSAs) have been funded under VicHealth’s Active Women and Girls for Health and Wellbeing (AWG) Program, to develop and deliver a sport product that targets girls 12-17; females 18-24; females over 25 with no children; or mothers. The CCSI was asked to evaluate the AWG program in its entirety.</p>
Method 	<p>Derived from interviews with stakeholders (SSAs, centralised or third party delivers, and venue operators), the CSSI was able to determine how the VicHealth funded sports developed their program, including:</p> <ul style="list-style-type: none"> • Details of the program delivery • Model of implementation • Reach into the sports community • How the program was exposed to the target market • Internal organisational outcomes and barriers <p>3,295 Individuals participated in the program, 983 individuals completed a pre-activity survey, and 282 individuals completed a post activity survey.</p>
Application 	<p>The CSSI provided VicHealth with a holistic overview of the key facilitators and barriers that have impacted program progress and participant engagement throughout the project lifecycle. There were 153 stakeholder relationships created out of the AWG program in the project reporting period. The CSSI was able to provide advice and guidance on the following:</p> <p>Outcome evaluation:</p> <ul style="list-style-type: none"> • Participant numbers (registered; active; and regular) and physical activity levels <p>Impact evaluation:</p> <ul style="list-style-type: none"> • Change in self-efficacy towards regular physical activity and participation in sport • Participation Opportunities <p>Return on Investment:</p> <ul style="list-style-type: none"> • Provided a summary of participation in the funded projects and the return on investment for VicHealth based on funding and participation targets.