

Social Return On Investment (SROI)

Community Action for Healthy Relationships (CAHR) Network

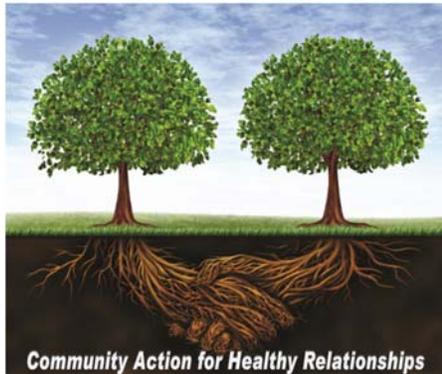
The Network Background

The rural communities of Athabasca, Barrhead, and Westlock combined resources and collaborated to deliver a multi-year, multi-focused response to address family violence, relationship abuse and elder abuse - The Community Action for Healthy Relationships (CAHR) Network.

Evaluators were brought in from the onset, ensuring baseline data, capacity to collaborate indicators, process, outcomes, and Social Return on Investment would all be measured.

The result?

A clear understanding of the CAHR Network's work, its achievements, and ability to demonstrate effectiveness, sustainability and scalability in our rural communities.



The need for rural communities to share resources is critical for the delivery of innovative and effective services to support people struggling with relationship abuse and family violence, or elder abuse. The CAHR Network's approach demonstrates a partnership that has a positive impact on people's lives. Complicated challenges are addressed with limited resources and few staff in this inter-sectoral network.

The CAHR Network understands the value of working towards impacting all levels in an inclusive and family orientated capacity.



SOCIETAL

Social and cultural norms; health, economic, social and education policies.
Prevention Strategies: large scale social change to address inequality; policy, legislative changes.

COMMUNITY

Policies and practices in schools, workplaces, neighbourhoods and institutions.
Prevention Strategies: impact the climate, processes and policies in a system; social norm and social marketing campaigns that promote healthy relationships.

RELATIONSHIPS

Family, friends and social networks.
Prevention Strategies: mentoring and peer programs designed to reduce conflict, foster problem-solving skills and promote healthy relationships.

INDIVIDUAL

Strengthening individual knowledge and skills.
Prevention Strategies: promote attitudes, beliefs and behaviors that prevent violence; education and life skills training.

"I now understand how abuse affects my children, how to maintain my boundaries, and how to keep us safe and healthy."

- Thrive Outreach Program Participant

Program Description

CAHR bridges major gaps in services, directly benefits individuals, families, and communities and reduces costs to systems.

Thrive Outreach mentors meet one-on-one to evaluate personal support, create safety plans, provide emotional, court, and referral support, and work with clients to identify and attain individualized goals for themselves and their families. They also work in the community to increase awareness and decrease the stigma associated with family violence, relationship and elder abuse and actively work within schools and youth-serving organizations to educate them on healthy relationships.

The *Elder Abuse Project* facilitated the "Neighbors, Friends, and Family...It's not Right" program, along with ageism and ageist attitudes presentations, to reduce stigma and raise community awareness. This program encouraged all members of the community to acknowledge their role in the prevention of elder abuse and connect with those around them.

The *Creating Change for Healthy Relationships* program focuses on working within a group to foster a better understanding of power and control. Opportunities are provided for participants to develop new, healthier strategies to use within relationships while exploring the negative impacts of family violence on child development. The program encourages positive change and provides a supportive and understanding group setting.

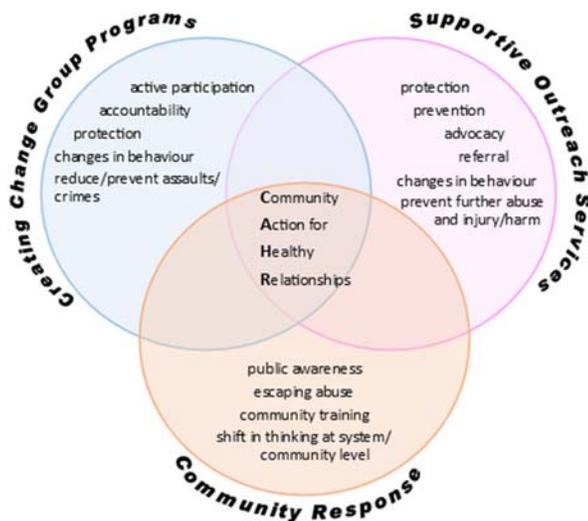
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Valuing Change: Social Return on Investment

Social Return on Investment (SROI) analysis was used to capture the social value of the outcomes produced by the investment in the CAHR network. Through SROI analysis, the outcomes of the program were carefully mapped to the program data collected as part of the program evaluation enabling a clear understanding of the links between the activities of the program and the *change* resulting from these activities. Using a conservative approach, the administrative data, in combination with the program evaluation results, helped to formulate the social value created by the CAHR network within the three communities of Athabasca, Barrhead and Westlock.

CAHR Logic Model



“Creating Change for Healthy Relationships did just that...for me and my relationships.”

- Creating Change Program Participant

Social Value Created by CAHR Network

Evaluation results indicated that the needs of families living in these three rural communities are being met and in addition, there is a significant amount of social value afforded to the communities involved as well as to the broader region. **The social value of the CAHR network is \$12 for \$1 invested.** This SROI case study demonstrates that CHAR programs don't actually cost because they pay back more than the investment.

Moving Forward

Sustainable funding is imperative. Without funding, CAHR programs will not be available and individuals and families will no longer have access to relevant and much needed services. The results of the SROI clearly indicate the positive influence our programs have in the lives of those impacted by relationship abuse. Knowing that each **\$1 has a social value of \$12** this meaningful work is relevant and a good investment in the individuals, families, and communities we serve. Our hope is to continue to break down barriers, increase individual, family, and community safety, and provide opportunities to generate awareness and prevention in our rural communities.

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CAHR's vision is *“to have our rural communities free of relationship abuse”*.

The CAHR Network would not be possible without the commitment and support from the CAHR Leadership Team which includes representatives from Barrhead and Westlock Family and Community Support Services; Alberta Health Services - Addictions Services Athabasca; Child and Family Services; Prevention of Relationship Abuse Action Committee; Alberta Justice and Solicitor General - Probation Services; and Healthy Families Healthy Futures. The CAHR Network also works with Catalyst Research and Development Inc. for gender based analysis expertise and evaluation support. Thanks to all!

