Jockey Club MEL Institute Project

Organised by

香港中文大學社會工作學系
Department of Social Work
The Chinese University of Hong Kong

Funded by

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

同心同歩同贏 RIDING HIGH TOGETHER
Why to participate?

01 to develop capacity for a rigorous and comprehensive program evaluation

02 to amplify the effect of social services

03 to enhance the capacity and sustainability of NGOs

Assisting participants in identifying, challenging and adjusting unrealistic beliefs about drugs that maintain problematic use and strengthen behavioral change

Social Impact

Over 1,800 participants, of whom approximately 90% improved their practice

Over 2,200 participants have registered as users to get accessed to the online training materials

About 85% of participants reported that CBIT skills had benefited drug abusers

“The highest level of effectiveness in the area of improving frontline workers’ intervention skills and knowledge among other projects approved”¹

¹ According to the research by the funder, the BFDA, in August 2017
OSC/UBS NGO Leadership Programme

A 9-month programme comprises of **multidisciplinary training and mentoring** to enhance participants’ **management skills** and advance **community initiatives**.

Collaborators from Business, Media Sector, and NGOs

For instance:

**Social impacts:**
When participants apply their learning at work
- Enhancing organizations’ operation, management and development
- Affecting beneficiaries directly or indirectly
M: monitoring by focusing on project objectives, implementation plans & key performance indicators

E: evaluation by analyzing a project, adopting measurement tactics & assessing how much the project has accomplished the desired outcomes

L: learning by intentionally using timely information generated from monitoring and evaluation to further improve a project's implementation, outcomes, and social impacts
Components

Certificate Training Course cum Mentored Practicum

14 sessions of training + 4-month mentored practicum

To coach participants for the effectiveness-based MEL Model and other aspects of service development, implementation, and evaluation

Online Knowledge Hub
Training Course cum Mentored Practicum
Training Course - Features

**4 Core Areas**
- Service development & monitoring
- Resource & planning management
- Media & communications
- Program evaluation & impact assessment

**Pedagogy**
- Lectures
- Flipped classroom
- Class discussion
- Collaborative learning
Training Course - Speakers

- International + Local
- Well-noted scholars + Senior practitioners
- Interdisciplinary: Social work + Business + Media + Information technology
Training Course - Training sessions

Aims:

01. Provide innovative and cutting-edge MEL approaches & experiences

02. Assist in establishing collaborative networks with world-leading MEL institutions
SERVICE DEVELOPMENT & MONITORING

Trainer (1) - Prof. Cinzia Canali

- From the International Association for Outcome-Based Evaluation and Research on Family and Children’s Services (iaOBERfcs)
- Experiences in Italy
  - Collaboration with local NGOs in various regions of Italy for building MEL projects
- Provide materials including methodology and measuring instruments
SERVICE DEVELOPMENT & MONITORING

Trainer (2) – Prof. Steven Ngai Sek Yum

- From Department of Social Work, The Chinese University of Hong Kong
- Experiences of Cyber Youth Project in Hong Kong

Research on Cyber Youth Outreach Project - Engaging Youth at Risk from Social Exclusion to Social Inclusion
RESOURCE & PLANNING MANAGEMENT

Trainer (3) - Prof. Ilan Katz

• From Social Policy Research Center at the University of New South Wales
• Experiences in Australia
  • Assist the Centre for Social Impact in developing assessment tools
MEDIA AND COMMUNICATIONS

Trainer (4) – Prof. Bernard Suen Yiu Sin

- From Department of Management,
  The Chinese University of Hong Kong
- Utilize **online** + **offline** data
- Tell a **good story** with **data support**
MEDIA AND COMMUNICATIONS

Trainer (5) – Dr. Ng Yuen Hang

- Share **innovative ways** for recruitment and data collection
PROGRAM EVALUATION AND IMPACT ASSESSMENT

Trainer (6) – Prof. Aron Shlonsky

• From Department of Social Work at Monash University, the School of Primary and Allied Health Care
• Experiences in Australia
  • problem-based approach
PROGRAM EVALUATION AND IMPACT ASSESSMENT

Trainer (7) Prof. Minseop Kim

- From Department of Social Work
  The Chinese University of Hong Kong
- Introduce basic concepts and designs of MEL
- Consolidate MEL knowledge
Mentored Practicum - Features

Tailor-made coaching

Interdisciplinary

Details
Mentored Practicum - feature details

Each group will be assigned with one CUHK mentor and one mentor from business, media or information technology fields

- coach participants to conduct a 4-month Mentored Practicum by putting the acquired MEL knowledge & skills into practice within the participants’ NGOs

- achieve change at service and/or organizational levels
Mentored Practicum - sharing

Prof. Mooly Wong Mei Ching
Assistant Professor
Department of Social Work,
The Chinese University of Hong Kong

Mr. Freddy Law Wai Hung
Executive Director & Innovation Consultant
Education for Good CIC Ltd.
Pitching competition
Pitching Competition

5 teams receiving **Outstanding Award** per year

Winners will be **sponsored to showcase** their good practices at **internationally renowned conferences**
Online Knowledge Hub
Online Knowledge Hub - Aims

Assist all users from the NGO worker community in:

- Understanding the functions and tools of MEL
- Identifying clients’ problems and needs
- Strengthening service delivery
- Showcasing good evidence-based practices
Online Knowledge Hub
## Courses for Public & Participants

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aim</strong></td>
<td>basic MEL knowledge</td>
<td>basic + advanced MEL knowledge</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>4 videos</td>
<td>8 videos</td>
</tr>
</tbody>
</table>

- Service Development & Monitoring
- Resource & Planning Management
- Media & Communications
- Program Evaluation & Impact Assessment

**Areas covered**
Courses for Public
Courses for Participants

1. Service Development and Monitoring
   2 items

2. Resource and Planning Management
   2 items

3. Media and Communications
   2 items

4. Program Evaluation and Impact Assessment
   2 items
Web-based Audio Visual Learning Materials

Aim
Consolidate the understanding of participants

Features
10 scenario-based video clips
Web-based Audio Visual Learning Materials

Use this page to learn and see web-based audio visual learning materials from various sources. The materials are designed to be used as part of the training process.
Outcome/Impact Indicator Bank

**Aim**
Share assessment tools for conducting program monitoring and evaluation

**Features**
100 assessment tools and user guides in PDF/ Word format in Chinese/ English

Levels & Areas covered
Web page
Outcome/Impact Indicator Bank

**Areas covered**

- Poverty, social disadvantage & social protection
- Family & child welfares services
- Medical social services
- Services for people with disabilities
- Services for elders
- Services for young people
- Services for offenders & drug abusers
- General

**Levels**

- **Individual level**
  (e.g. self-esteem, self-efficacy, subjective wellbeing)

- **Interpersonal level**
  (e.g. social connectedness, perceived social support)

- **Community level**
  (e.g. social capital, respect for diversity, cross-sector collaboration)
### Outcome / Impact Indicator Bank

<table>
<thead>
<tr>
<th>Individual Level</th>
<th>Interpersonal Level</th>
<th>Community Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty, Social Disadvantage, and Social Exclusion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family and Child Welfare Services</td>
<td></td>
<td></td>
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<tr>
<td>Medical Social Services</td>
<td></td>
<td></td>
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<tr>
<td>Services for People with Disabilities</td>
<td></td>
<td></td>
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<tr>
<td>Services for Elders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services for Young People</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance for Offenders and Drug Users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td></td>
<td></td>
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</table>
Samples - Outcome/Impact Indicator Bank

<table>
<thead>
<tr>
<th>Items of the Hong Kong Altruism Index</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In the previous month, did you offer your seat on a public vehicle to a stranger who needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. In the past year, did you volunteer work for a charity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. In the past year, you did volunteer work organized by your school or company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. In the past year, you did give money to a charity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. In the past year, you helped your colleague or fellow student to take care of someone in need or pets for free</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. In the past year, you helped someone handling emotional problems (e.g., listening to or advising on important issues)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. In the past year, you gave money directly to a stranger who needed it</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. In the past year, you gave food or clothes directly to poor people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. In your lifetime, you donated blood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. In your lifetime, you signed an organ or bone marrow donation form</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>香港助人指數 (The Hong Kong Altruism Index) 的項目</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 在過去的一個月裡，你是否曾坐公共交通工具時讓座給有需要的陌生人</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 在過去的一年裡，你曾經在慈善機構做義務工作</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. 在過去的一年裡，你曾參加學校或公司組織的義務服務</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. 在過去的一年裡，你曾捐錢給予慈善機構</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. 在過去的一年裡，你曾免費幫助鄰里或同事 / 同學照顧有需要照顧的人或寵物</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. 在過去的一年裡，你曾經為人提供情緒支援 (例如聆聽他/她的困難或提供一些意見)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. 在過去的一年裡，你曾把金錢直接給予有需要的陌生人</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. 在過去的一年裡，你曾直接贈送食物或衣服給貧窮人士</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. 在過去的一年裡，你曾捐血</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. 在過去的一年裡，你曾簽署器官或骨髓捐贈的文件</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Samples - Outcome/Impact Indicator Bank

### Description of the Hong Kong Altruism Index

<table>
<thead>
<tr>
<th>Function</th>
<th>Promoting citizenship, prosociality, benefits to society, and personal growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance</td>
<td>caring society, religion, social contract, socialization</td>
</tr>
<tr>
<td>Target</td>
<td>Anyone</td>
</tr>
<tr>
<td>Respondent</td>
<td>Anyone</td>
</tr>
<tr>
<td>Feature</td>
<td>10 yes/no items</td>
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<tr>
<td>Reliability</td>
<td>783</td>
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</table>

**References**


### Scoring of the Hong Kong Altruism Index

<table>
<thead>
<tr>
<th>Response</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score for Items 1 - 10</td>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

**Scale score: average of item scores**

- 70-100: Appreciation
- 30-70: Some concern for promotion
- 0-30: Great concern for promotion

### 香港助人指數 (The Hong Kong Altruism Index) 的描述

<table>
<thead>
<tr>
<th>項目</th>
<th>是</th>
<th>否</th>
</tr>
</thead>
<tbody>
<tr>
<td>項目 1-10 的分數</td>
<td>100</td>
<td>0</td>
</tr>
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</table>

**參考**

Best Practices Sharing

**Aim**
Share the *award-winning MEL projects* in final pitching events

**Features**
10 *videos* and 2 *live broadcasts*
Best Practices Sharing
Online Community of Practices (OCOP)

Aims
Exchange MEL ideas and project experiences from different perspectives; share available resources; build OCOP networks and find new collaborators

Features
Online sharing space, including 8 field specific OCOPs
For instance:
- Youth
- Elderly
- Family
- Rehabilitation

Web page
Online Community of Practices (OCOP)
Training Schedule & Enrollment

- Schedule
- Target participants & Enrollment criteria
- Open for application
- Q&A
Schedule 1st Year

The 1st Year:

13 Apr 2019
Opening Ceremony cum Symposium

Recruitment of the 1st Round of 120 Participants

May – Jul 2019
Training and Mentorship Programme

Sep 2019 – Feb 2020

May – Jul 2019

5 Outstanding Awards out of 30 Pitching Teams
1st Round of Pitching

Mar 2020
Schedule 2nd and 3rd Year

The 2nd & 3rd Years:

Training and Mentorship Programme

- Apr – Jun 2020: Recruitment of the 2nd Round of 120 Participants
- Sep 2020 – Feb 2021: 2nd Round of Pitching
- Mar 2021: 5 Outstanding Awards out of 30 Pitching Teams
- Oct – Nov 2021: Press Conference and International Conference
Target Participants & Enrollment Criteria

- NGOs, social enterprises and related organizations:
  - Team Leaders
  - Frontline Social Workers
  - Supervising Officers

- One project team (1-4 persons) from each NGO
Open for Application

- Contact person: Ms. Ng Hau Wan
- Email: hwng@cuhk.edu.hk
- Tel. no.: 3943 7508

Online Application Form
Thank you!

Q&A