



Learnings from the evaluation of a  
sex worker support project  
2010-2015

# About Magenta

## Magenta is a project of SHQ

- Peer support
- Safe sex shop
- Outreach service
- Health and safety resources
- Needle and Syringe Program
- Sexual Health Screening



# History of Evaluation at Magenta

- 2010 - 2015
  - Why do regular service evaluation?



# History of Evaluation at Magenta

Year	Evaluation activity undertaken
2010	Client satisfaction survey: paper based (n=33) – 5 questions
2011	No internal survey completed (LASH study undertaken)
2012	Client satisfaction survey: paper based (n=73) – 18 questions
2013	Client satisfaction survey: paper based (n=78) – 39 questions
2014	Qualitative service evaluation: in-depth interviews (n=38)
2015	Client satisfaction survey: (n=84) 15 online and 69 on paper – 18 questions



# Topics covered



- Magenta Services
- Workers
- Industry
- Related Factors

# Challenges faced



- Gaining trust / legitimacy:
  - Amongst sex workers
  - Amongst educators
- Discretion and anonymity
- Reaching workers
- Language barriers
- Environmental constraints
- Time constraints
- Staff turnover

# What has worked well



- Peer Review of Instruments
- Research assistants;
  - Multilingual
  - Peer
  - Training
- Offering incentives
- Being flexible
- Ease and convenience

# Translating findings into practice

- Successes
- Challenges





# Where to next?

- Alternative evaluation options
  - Greater reach
  - Languages
  - Piloting
- Protective factors

