

Do good better.



Skylight Trust

Travellers Programme
ImpactLab GoodMeasure Report
January 2024

ImpactLab GoodMeasure Report

Wellington, New Zealand

Prepared for:
Skylight Trust

January 2024

ACKNOWLEDGEMENTS

We would like to thank Lesley Brown, Lily Murray, and the Skylight Trust team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.



Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Skylight Trust to learn how this organisation changes lives throughout New Zealand.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

A handwritten signature in black ink, appearing to read 'Bill English'.

Sir Bill English
ImpactLab Chairman

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GoodMeasure Summary

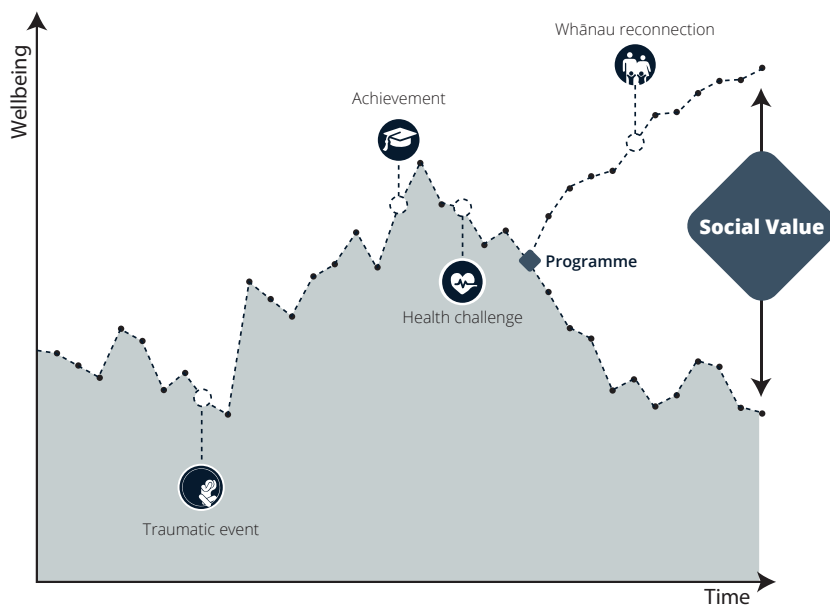
GoodMeasure connects decision makers with information they can act on to grow their social impact. It supports organisations to focus on investment that works for communities so that people can live the lives they choose.

Through the GoodMeasure journey ImpactLab supports our customers to understand their social value and empowers them to further understand their data, people and impact stories.

We use a standardised methodology that draws on publicly available data, academic research, and an organisation's own data, to estimate social value and a social return on investment (SROI).

Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.



Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

GoodMeasure for Skylight Trust

Travellers is a small group, schools-based programme for young people that aims to build their resilience and key life skills.

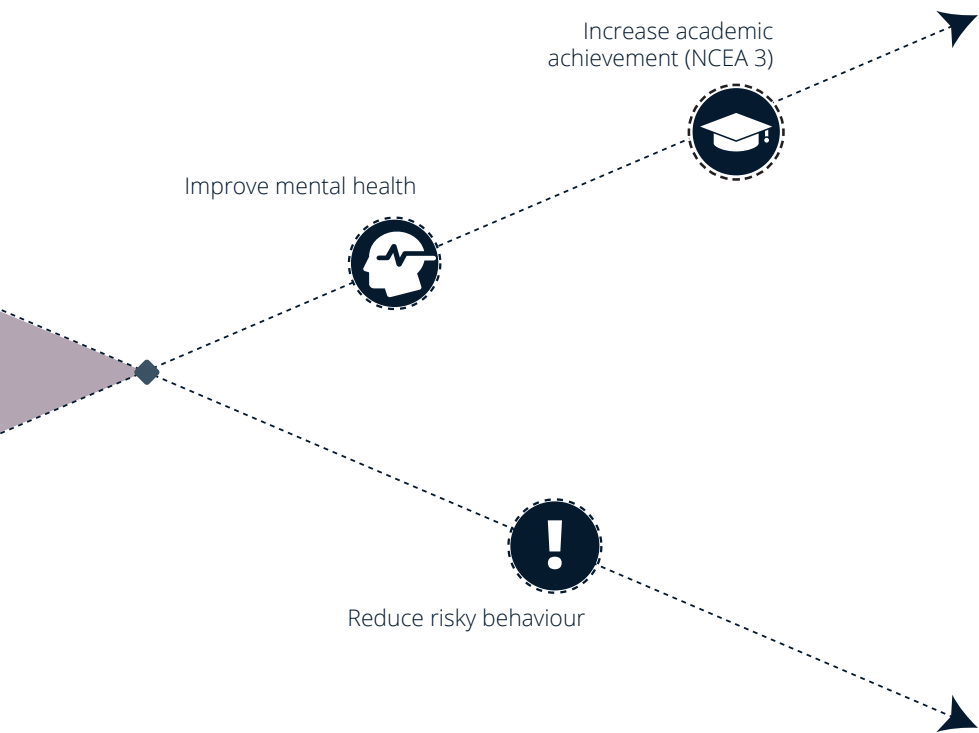
Who does Skylight Trust serve?

Travellers serves small groups of 8-10 students identified as most at risk through a confidential online Student Wellness Survey.

What does Skylight Trust do?

Travellers supports young people to identify, develop and access the resources and skills they need to travel through life successfully, through eight weekly 60-90-minute sessions.

What outcomes does Skylight Trust aim to create?



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Improve academic achievement (NCEA L3)
- Reduce risky behaviour

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

- Increase confidence
- Increase help-seeking behaviours
- Increase wellbeing
- Improve self-esteem
- Improve resilience
- Improve peer relations
- Improve emotion identification and regulation
- Improve problem-solving skills and school engagement
- Reduce bullying

Skylight Trust 's impact



Social value definition

Social value generated for each participant	\$2,563
Measurable benefits as proportion of programme cost	330%
Cost of the programme per participant	\$77

When we take into account the operating costs of Skylight Trust, we can calculate the social return on investment that is generated for every dollar in the programme.





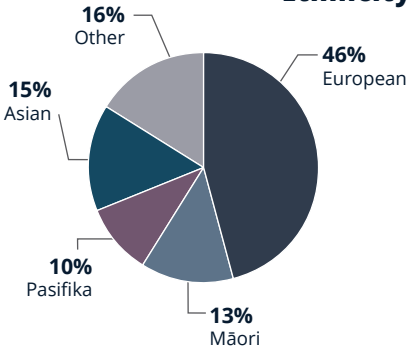
Participants

Participants	Travellers
Starting	4407
Engaging	441
Engagement rate	10%

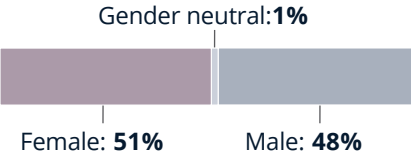
Starting definition: Surveyed students who were identified as potentially benefiting from further support and engagement with the programme. I.e., Students ranked into High and Medium Risk groups.

Engaging definition: Students who received a certificate of completion (by completing at least 6/8 sessions).

Ethnicity



Gender



Skylight Trust's people

The Travellers Programme, a mental health resilience building programme, strives to empower students in years 7-10 (primarily in year 9) who are transitioning from intermediate to high school by focusing on cultivating resilience and key life skills, aligning with the broader mission of fostering emotional well-being.

The students in this age group face rapid changes, from new schools to shifting friendships and family issues, making them susceptible to various challenges. Recognising the need for tailored support, the Travellers Programme intervenes with a unique 8-week programme that combines psychoeducation and skill-building activities. The intervention addresses the complex challenges of change, loss, and transition, enhancing the students' coping mechanisms and overall well-being.

The programme employs a small-group format with 60-90-minute weekly sessions, incorporating games, activities, and a life map exercise. This life map, a key element, functions as a resource throughout the programme, facilitating reflection on significant life experiences. The programme's unique strength lies in its seamless integration into the school curriculum, ensuring accessibility and alignment while educating young people on essential life skills.

The primary objectives of the Travellers Programme include resilience, improved coping skills, and enhanced emotional intelligence among participants. The programme aspires to equip young individuals with the tools and mindset necessary to face life's challenges with confidence by fostering a sense of ownership over their learning. Travellers aims to have a lasting positive impact on the mental well-being of students, preparing them effectively for future transitions and challenges.

The change journey

Travellers is an innovative in-schools small group programme for young people that aims to build their resilience and key life skills.

School training

Schools are presented with information covering the advantages of Travellers, the current state of mental well-being in New Zealand schools, contract specifics, and service offerings.

Upon deciding to implement the Travellers programme, schools formalise their commitment by signing a partnership agreement with Skylight. Subsequently, they designate 2-6 staff members to participate in facilitator training workshops and oversee the programmes execution within the school.

The workshop sessions consist of an initial 2-day training period, followed by additional sessions after the programme's implementation. These training sessions, facilitated by skilled Skylight trainers, delve into the theories supporting youth engagement in the Travellers programme. The training also includes a comprehensive explanation of the programme methods and rationale, familiarising staff with resources and the online survey questionnaire.

During the facilitator training, each participant receives a Travellers kit containing all the necessary resources to effectively deliver the programme. Materials to replenish these kits can be easily ordered through Skylight, encompassing student Travellers diaries, sets of stickers, and pamphlets for students, schools, and parents.

As part of the programme, schools are linked with a dedicated counsellor to further support mental well-being initiatives.

Student wellness survey and traveller's groups

Once a school is signed up and the staff are trained in the Travellers curriculum, teachers will invite their cohort of students from Year 7-10 to take part in the wellbeing survey.

Students take the wellbeing survey and are ranked across four groups; High Group, Medium Group, Low Group, and Not Ranked Group. These groups are used to aid teachers in the selection process for Travellers groups.

Survey results will be sent to the trained Travellers facilitators at the school. They will use them to:

- identify students who may benefit from participation in the school's Travellers programme.
- understand the overall emotional well-being of the surveyed student cohort.
- identify students who may be most at risk.
- compare data with other groups or years within the school.

Each group, consisting of 8-10 year 9 students, is facilitated by two trained school staff members.

Students are invited to a 1-1 conversation to chat about the programme. They are briefed on the programme's core focus, which centres on fostering resilience and strengthening support connections by:

- exploring their change, loss and transition experiences
- finding how to navigate through future difficult life situations in safe and adaptive ways
- learning how they can use their thoughts and feelings to positively influence how they cope and respond
- making them aware of supportive environments.

Travellers' sessions

Travellers empowers young individuals to identify, develop, and access the necessary resources for their life journey, conveyed through a structured series of 8 key sessions run during class time at school.

These sessions are designed to be enjoyable, interactive, and educational, focusing on crucial life themes summarised in 8 modules focused on:

- life maps
- self-esteem
- emotions
- cognitive/thoughts
- fun, laughter, and relaxation
- support networks
- strategies for life

Throughout the programme progression, each participant's life is formatted into a visual in their Travellers diary, utilising symbols, stickers, words, or statements to express feelings and thoughts in various situations. This platform empowers young people to understand and communicate their situations and consequential needs.

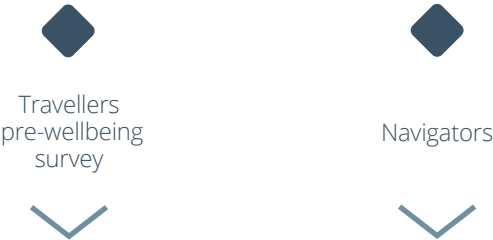
Support is readily available during this process, assisting participants in addressing specific situations. For more serious issues, individuals can be referred to the programme's counsellor.

The overarching metaphor of the journey serves as the key link connecting all sessions and activities, providing cohesion and continuity throughout the programme.

Outcomes map

The outcomes that Skylight Trust aims to achieve and how these are reflected in the GoodMeasure calculation.

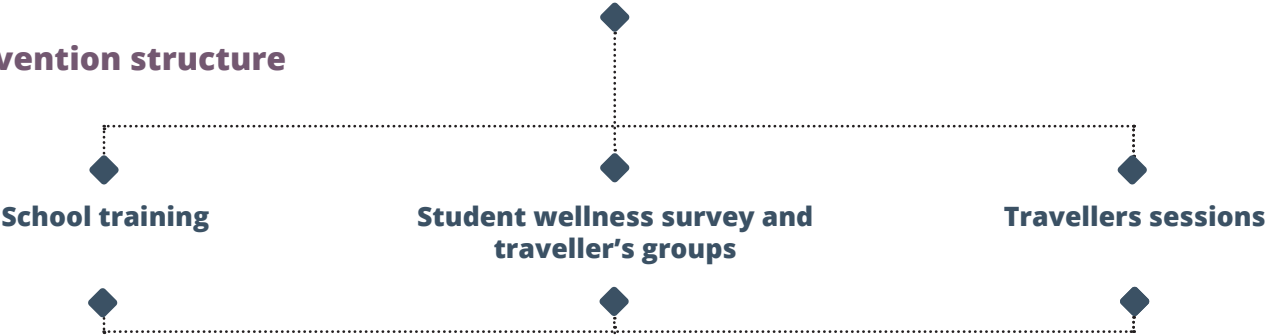
Referral channels



Client description

The Travellers programme strives to empower New Zealand students in year 7-10 (primarily year 9) during their transition from intermediate to high school.

Intervention structure



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Improve academic achievement (NCEA L3)
- Reduce risky behaviour

Additional outcomes

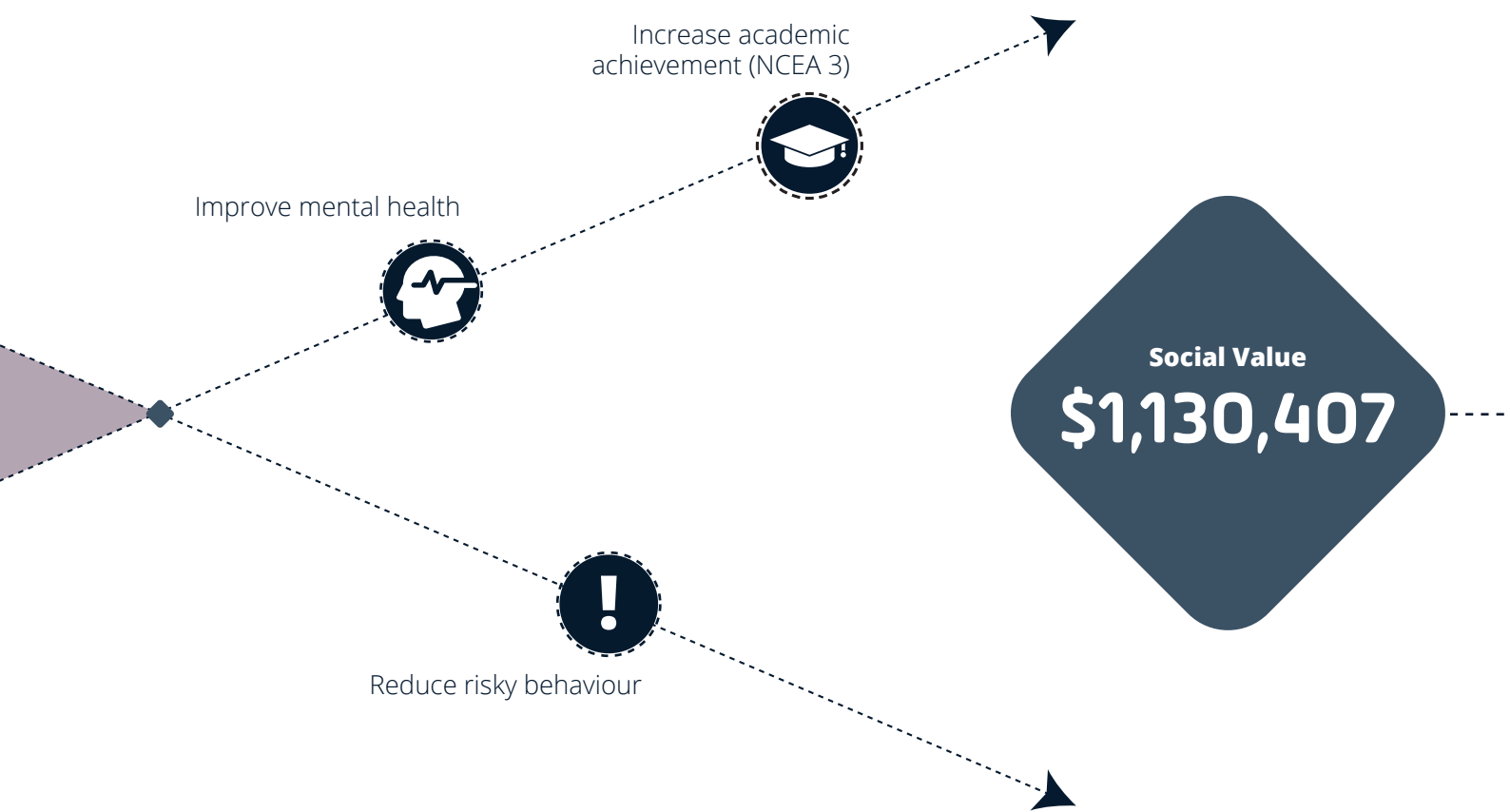
These outcomes do not directly contribute to this year's social value calculations.

- Increase confidence
- Increase help-seeking behaviours
- Increase wellbeing
- Improve self-esteem
- Improve resilience
- Improve peer relations
- Improve emotion identification and regulation
- Improve problem-solving skills and school engagement
- Reduce bullying

GoodMeasure results summary

Every year, The Travellers Programme delivers \$1,130,407 of measurable good to society in New Zealand.

The Travellers Programme’s real-world value is even greater than this, as some outcomes such as increased confidence cannot yet be directly quantified with available data.

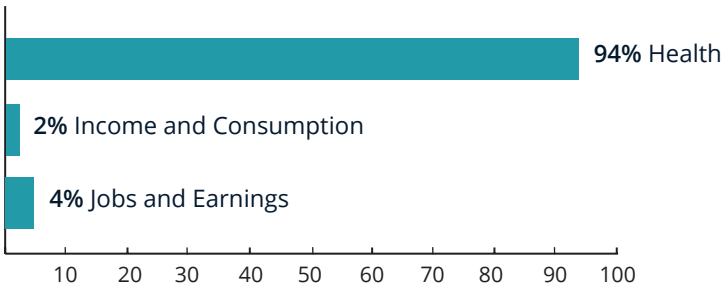


Social value breakdown

The Travellers Programme creates social value across different aspects of people’s lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of wellbeing.

Social value by domain (%)



When we consider the operating costs of Skylight Trust, we can calculate the social return on investment that is generated for every dollar that is invested in the programme.

Social value generated for each participant:	\$2,563
Measurable benefits as proportion of programme cost:	330%
Cost of the programme per participant:	\$77



This means that every dollar invested in Skylight Trust's Travellers Programme delivers **\$3.30** of measurable good to New Zealand.

(01 July 2022 – 30 June 2023)

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

Definitions

Jobs and Earnings:
Freedom from unemployment

Income and Consumption:
People's disposable income

Health: People's mental and physical health

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

◆ Programme Targeting

- The programme is delivered to students at key transitional schooling periods, such as the move from primary to secondary schooling.
- The programme tailors mental health and wellbeing education to areas of risk for young adolescents, including the transition from primary to secondary schooling, burnout, relationships with family and friends, and romantic relationships.

◆ Programme Delivery

- The programme delivers mental health education through activities that are interactive, engaging, and accessible. It ensures that these activities are varied and will appeal to different populations, such as students from different cultural and socioeconomic backgrounds and genders.
- The programme promotes awareness and acceptance, creating an environment where participants feel less judged and more comfortable seeking support.
- The programme incorporates elements of interpersonal skills training, emotional regulation, mindfulness, problem-solving, assertiveness training, and stress management.
- The programme is integrated into the school's curriculum and is delivered on a regular schedule. It is delivered for a minimum of 10 weeks but ideally spans two terms for maximum impact.
- The programme is delivered yearly to partner schools to embed the principles within the community, enabling lasting behavioural change among students.

◆ Emotional and Social Learning

- The programme connects students to their strengths, feelings, and values, helping them to develop confidence in who they are and understand they always have a choice in any situation and that the outcome will be influenced by the course of action they decide to take.
- The programme instils a sense of responsibility and accountability in students, encouraging them to take ownership of their actions and choices.
- The programme cultivates positive relationships and social skills, teaching students effective verbal and non-verbal communication strategies.
- The programme encourages students to put these skills into practice through situational role play, and scenario-based learning. This interactive action-based style of delivery provides children with valuable opportunities to practice new and important skills, build confidence and engage in learning.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focusing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

- Agnafors, Sara., et al.** "Mental Health and Academic Performance: A Study on Selection and Causation Effects from Childhood to Early Adulthood", *Social Psychiatry and Psychiatric Epidemiology*, vol. 56, 2021, pp. 857-866.
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- Whitley, Jessica., et al.** "Promoting Mental Health Literacy Among Educators: Critical in School-Based Prevention and Intervention", *Canadian Journal of School Psychology*, vol. 28, no. 1, 2012, pp. 56-70.
- Wylie, Sarah, Mark Turner, and Ria Schroder.** *Evaluation of Travellers Programme 2016*. Skylight Trust, The Collaborative Trust for Research and Training in Youth Health and Development.

Appendix

Note:

Data and percentages throughout this report may have been rounded.

About ImpactLab

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Contact us



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Key Terms

Below is a list of definitions of key terms contained in this report.

Amount invested	Programmes	Attribution
The dollar amount that has been invested in a specific programme, in New Zealand dollars.	The services delivered by the provider for the amount invested.	Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.
Cost per person	Social ROI	Disclaimer
The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).	This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.	This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/ organisation) for our services, including the applicable terms and conditions.
Domain	Social Value	We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.
Population		
The group of people supported by the programme, in terms of age, gender, and ethnicity.		

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.



Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.

