

6 Working With Advocates

6.1 Advocate recruitment

Advocate recruitment should be tailored to the needs of your program – your local environment, program structure, organisational capacity and partnerships. Creating a safe and supportive environment and earning the confidence of potential participants is essential.

6.1.1 Eligibility and target groups

Before starting recruitment, you need to establish eligibility criteria. Your organisation's focus and purpose will influence who you recruit (see [Section 5: Program planning](#)). For example, you may decide to work with women with disabilities who have experienced violence.

Your organisation may have geographic boundaries that require advocates to live in your catchment.

Media Advocacy Programs require participants who do not have barriers to speaking out publicly about personal experiences of violence and for whom the consequences of speaking out will not create an unacceptable threat to their safety or wellbeing.

For these reasons, it is important to develop eligibility criteria.

Eligibility criteria may include:

- being over 18 years of age
- being in a position, both physically and emotionally, to safely engage in media advocacy
- not engaged in ongoing legal matters related to the experience/s of violence
- being ready to go public and be recognised as a survivor of men's violence against women
- having established support networks and links to services to assist with managing the potential impacts of media advocacy
- able to attend all three media advocacy training days.

Participation in a Media Advocacy Program is not advisable for women who have current involvement with the legal system as speaking publicly could compromise court proceedings and be in contempt of court, potentially affecting the outcome of a court hearing.

There is also the risk that your organisation is seen to be attempting to influence the case. Women involved in legal matters should be directed to seek advice from their legal representative before considering participation in a Media Advocacy Program.

This section provides important information on how to recruit, support and maintain the safety and wellbeing of advocates participating in a Media Advocacy Program. Many of these features are non-negotiable and advocates should be made aware of this, such as development of a safety plan in consultation with the program worker, the worker's attendance at events with the advocate and review of the advocate's speech.

6.1.2 Recruitment and screening processes

Once you have established your target population and eligibility criteria you will need to recruit participants. This is where your partnerships will be helpful. See [Section 4: Is media advocacy for you.](#)

If your organisation is not a local family violence or sexual assault service, a partnership with one is recommended as they will have a good knowledge of how prepared their clients might be to participate. You will also know that the women are linked in to services that can provide them with support.

Other recruitment strategies could include:

- targeted mailouts
- brochures or posters
- electronic and internet media such as television, radio, website, email and social media
- newsletters
- referrals from relevant professionals
- working with relevant organisations, programs or groups to promote the program.

It is important to have a clear understanding of how many participants your program can accommodate. The *Voices for Change Training Manual* recommends a maximum of 12 participants for training and no fewer than eight, to run group activities effectively. Once your program is established, you may run additional training and continue to grow your advocate base.

Helpful materials at the recruitment stage include:

- an overview of the program (aims and objectives)
- information about what is involved in being an advocate
- information about the training (dates, location, content)
- an Expression of Interest form (an example is provided as part of this guide).

You will need to assign a contact person for recruitment who can answer any questions or enquiries. This is most likely your program worker.

A **four step recruitment and screening process** should be followed and involves:



It is important that women who express interest understand that it is not until these four steps are completed that they become a part of the program, as not all women will progress through all four steps.

Step 1: Expression of Interest



The Expression of Interest form prompts women to provide information on their interest in media advocacy, their experience of violence or abuse, their support and their involvement in legal proceedings. It is important to be clear whether everyone who expresses interest will be interviewed or not. The form needs to be submitted prior to an interview. It is also important to specify who will have access to the completed Expression of Interest form and how privacy will be protected.

Step 2: Interview



This works as an orientation and screening process and is an opportunity for the applicant and organisation to see whether media advocacy is the right fit. It is also an opportunity to present and discuss media advocacy, the program and the advocate role. As the interview is exploring sensitive information about experiences of violence and abuse, there is the potential for advocates to experience strong emotions. The interview must be undertaken by, or in partnership with, an organisation that provides direct services to women experiencing violence.

Step 3: Advocate training program



Following the interview, all applicants will need to be contacted. Not all applicants will be accepted into advocate training. Some applicants may opt out during the recruitment process and it is likely that some applicants are in a vulnerable emotional state and perhaps not yet ready for media advocacy, or that the messages the participant is seeking to promote are not in line with the program or the organisation's values. The confirmation process is best conducted by the same workers who carried out the interview.

It is vital to consider how you will manage this process and support those applicants who do not become part of the program. For example, it may be important to link applicants back into support services.

For those applicants who become part of your program, you will need to include information about the training and what to expect. Program eligibility must be restricted to those applicants who can commit to the entire training program.

Step 4: Post training meeting



Once participants have completed the training, the final step is to meet with each woman and have a discussion about whether the program is the right fit for them, from both the point of view of the advocate and your organisation.

Due to the thorough screening process undertaken before the training, it is likely that most women will be suitable. It is possible however that some women may decide at this point that they are not ready to become an advocate, or the program worker may feel that the woman's expectations do not fit with the program. While this is unlikely, it is important to consider this possibility in your planning and ensure that these women are linked back into support.

The program worker will meet with advocates to explore their expectations, concerns and readiness. The questions below will assist this process. There is no right answer to these questions.

Questions for potential advocates

- Am I ready to tell my story?
- Is it safe for me to share my story publicly?
- Are there any ongoing risks posed by the person who abused me?
- Do I really want to share my story or am I feeling that I should?
- Are there people in my life who need to be aware of my decision to share my story publicly?
- How might my children or family feel about my decision to speak out? What might the impacts of this decision be for them?
- How might my community feel about and react to my decision to speak out? How might this response impact me?
- What would happen if someone I know, who doesn't already know I survived violence, hears me speak?
- What if my children, boss, colleagues or family members found out this way about my experiences?
- What if I am triggered when telling my story?
- What if someone reacts negatively or judgmentally to my story?
- What if I'm not happy with how my story is reported or responded to?
- How will I manage the emotions associated with sharing my story publicly?
- What information am I ready to share and what information do I want to keep private?
- What would happen if information I wanted to keep private about my experience was made public (eg uncovered by a journalist or shared by someone who knows me)?
- Am I involved in any ongoing legal proceedings that may be jeopardised by speaking out publicly?
- Are there any potential legal consequences from sharing my story?

The program worker will document this conversation as part of a safety plan, which will be regularly revisited and reviewed. Together, the advocate and program worker will decide the best approach to safety planning.

This meeting is also an opportunity to orient the advocate to your organisation, their role as an advocate, their rights and responsibilities and any relevant organisational policies or procedures. It is recommended that a number of formal processes are completed at this stage to ensure safety of advocates and to establish a clear and mutual understanding of the media advocacy process between the organisation and the advocate.

Forms to use in formalising the advocate position

Position description

Sets out the roles and responsibilities of an advocate and the roles and responsibilities of the organisation. See sample position description which is provided as part of this guide.

Volunteer application form

For applicants to formalise their interest in becoming advocates and to ensure important information about advocates is collected and stored. By becoming volunteers of your organisation, advocates have an official role, their work is recognised and they are covered by organisational policies and insurance. Each organisation needs to ensure that they have volunteer policies and procedures and that their insurance has adequate volunteer coverage.

Consent form

For advocates to confirm whether they provide permission for their image, voice and/or name to be reproduced in material or publications relating to media advocacy. This is a clear way to establish individual advocate boundaries and preferences and a vital step in the safety planning process. See sample consent form provided.

Police check

This is recommended to minimise risk to the organisation however it may or may not be necessary depending on your organisational policies and volunteer application procedures.

A personal profile

For applicants to indicate what they are interested in speaking about or sharing as an advocate. You may decide to make this form optional as not all advocates will be comfortable writing about or sharing personal and sensitive information in this way. However it is a useful way to gauge readiness for media advocacy as well as understanding how applicants wish to tell their story, what topics are relevant to them and how they would like to approach media advocacy. It can also assist in matching advocates to advocacy requests. See sample personal profile provided.

Setting clear advocate expectations

Every advocate will have their own approach to media advocacy, their own goals, values and messages they want to promote and their own expectations and understandings about the work they are doing. There is the potential for advocates and organisations to find that their understandings, values and expectations differ.

It is very important that, from the outset, the organisation clearly communicates the advocate role, the aims of media advocacy, the values and philosophy of the program and the expectations and limitations of being an advocate. From recruitment, through the training and then into the process of becoming an advocate, establishing a shared understanding of media advocacy and the advocate role is essential.

This will assist in making sure that conflicts of interest or different understandings or expectations can be readily identified and resolved. An advocate position description and an organisational induction will help to develop shared understandings, expectations and the responsibilities of the advocate and organisation.

Nevertheless, as advocates develop their skills and confidence in media advocacy, they may take these skills in their own direction. Advocates may begin to organise their own advocacy opportunities. This is to be celebrated! However, you should ensure that boundaries about when advocates are speaking as part of your Media Advocacy Program, and when they are speaking independently, are well understood and agreed upon by both parties.

Similarly, you may find that advocates apply their media advocacy skills to create a platform for issues that diverge from your organisational values, for example advocates may promote their business or organisation, or promote a particular route to healing from violence. Reflecting on how you want to approach these situations and anticipating the potential for different approaches to and understandings of the advocate role are important considerations when establishing a Media Advocacy Program.

Taking the time to agree upon boundaries to the role and to develop a common understanding of when advocates are speaking as part of the Media Advocacy Program will help avoid confusion.

6.2 Supporting advocates

The provision of appropriate, individualised support to advocates is essential to a successful Media Advocacy Program. Support for the physical and emotional safety and wellbeing of advocates should underpin every stage of media advocacy; from recruitment, participation in training, to deciding to move on from the program.

The demands of media advocacy are always changing and every advocate is unique. Every advocacy opportunity will be different, as will every advocate's situation. Advocates will each have varying hopes and expectations. They may wish to share their story and experiences in order to raise community awareness about men's violence against women. They may wish to speak out about gaps and challenges to the family violence or legal systems or ways in which we can create a society where the next generation of women do not have to experience violence. They may wish to share ways in which they have managed to remove themselves from a violent situation.

It is important when working with advocates to acknowledge women as the experts in their lives and their situation. Media Advocacy Program workers should take the approach that each woman is best placed to make decisions about what her key messages will be and what she needs to stay safe.

Therefore, what is involved in supporting advocates may vary from advocate to advocate and over time, and program workers need to be responsive to changing circumstances.

Creating regular opportunities for feedback is important to make sure that advocates feel appropriately supported and to identify opportunities to improve support mechanisms.

6.2.1 Safety and support planning

Deciding to become an advocate is an intensely personal choice. Speaking out about experiences of violence and abuse can provoke strong emotional and physical responses. While many advocates describe feeling strong and empowered after telling their story publicly, some describe feeling emotionally vulnerable after speaking out.

Creating a safe, supportive environment for advocates and processes that protect and promote their physical and emotional safety is of central importance to a successful Media Advocacy Program.

Planning for media advocacy opportunities is a continual process between the program worker and the advocate. Every media advocacy opportunity is different and advocates' situations are constantly changing, therefore ensuring the safety and wellbeing of advocates involves an ongoing conversation between worker and advocate.

It is the program worker's responsibility to ensure that safety planning occurs and is discussed for every advocacy engagement. While the worker may need to discuss some organisational responsibilities and considerations, it is also important that the safety planning process supports the empowerment of the advocate by adhering to the safety planning principles in the 'Key safety principles' box below.

Organisational responsibility lies in working with advocates to ascertain and discuss their needs and concerns, to prompt consideration of any concerns the advocate may not have considered, and develop strategies to support and maintain advocate safety and effectiveness throughout their participation in a Media Advocacy Program.

Key safety principles

The following principles create an important foundation for any Media Advocacy Program and will help program workers and organisations to create a safe and supportive environment for advocates.

- Accept advocates are the experts in their own lives, including in their experiences of violence, in defining their role as advocates and in keeping themselves safe.
- Honour and respect the autonomy and self-determination of advocates.
- Ensure advocates are in control of the process as much as possible.
- Respect and protect the privacy and confidentiality of advocates at all times.
- Always provide a way out and specify how the advocate can leave a situation or decline an opportunity. Advocates must always be able to say no and/or exit a situation if they feel unsafe or uncertain about an opportunity.

A number of factors need to be taken into account and explored with each advocate:

- **Naming**
Does the advocate want to use their own name or do they want to remain anonymous? If using their own name, is it first name only or is their full name ok?
- **Image**
Is the advocate happy to have their image published and/or recorded?
- **Voice**
Is the advocate happy to have their voice recorded?
- **Medium**
Is the advocate happy to participate in all forms of media advocacy (online, print, television, radio, public events) or are there some she would like to avoid?
- **Contact**
Does the advocate have preferred methods of contact? Which methods of contact are safe and confidential for the advocate? Is it okay to leave phone messages?
- **Location**
Are there particular locations which the advocate does not want to speak or be published in? Advocates must be made aware that print media articles are often also published online, so geographical reach can often not be controlled.
- **Risks**
Are there known risks to safety the advocate is aware of and that need to be managed?
- **Privacy**
Is there information the advocate wants to protect?
- **Family and children**
Are there people the advocate needs to protect from the possible consequences of speaking out?
- **Community**
How might the community respond to the advocate speaking out and how might this impact the advocate?
- **Legal matters**
Is the advocate involved in any ongoing legal matters that may be jeopardised by participation in media advocacy?
- **Supports**
Does the advocate have support networks in place to help them manage the potential impacts of media advocacy?

Strategies the program worker can employ to ensure advocates maintain control of the process include:

- Never disclose an advocate's details. Where third parties wish to contact an advocate, their contact details are collected and passed on to the advocate, along with the necessary information. It is then up to the advocate to determine how she contacts the third party and how the program worker can support her to do so. For more information on this, see [Section 7: Creating and managing media advocacy opportunities](#).
- Never assume what an advocate needs to feel safe. Always ask.
- Provide advocates with enough information and time to make an informed decision about which opportunities they take up. Never put advocates on the spot for a decision.
- Always ask advocates where they would like to set the parameters on their participation.
- Ensure that advocates are aware that opportunities are always optional.
- Ensure that advocates are aware that they are never in this process alone.
- Liaise with those engaging an advocate to ensure they are aware of the steps they can take to engage safely and sensitively with advocates.

6.2.2 Support to prepare for media advocacy opportunities

The program worker's role is to receive all requests for advocates to share their story and find out as much information as they can about an opportunity before contacting advocates. This is vital to enable the advocate to make an informed decision about whether they will accept or decline the request. For more information see [Section 7: Creating and managing media advocacy opportunities](#).

Once a media advocacy opportunity has been accepted by an advocate, the program worker will help ensure she feels equipped, safe and supported. This may involve support with draft speeches, developing and practising key messages, preparing for an interview and/or practising interviews or speeches.

It is also a chance to work with the advocate to consider how best to contribute to the program's aims of preventing violence against women. It is not the place of the program worker to tell the advocate what to say, but preparation often involves jointly drafting and refining key messages. Experienced advocates may need little support to prepare, however it is still expected that they discuss their preparation with the program worker for feedback and consider how they can tell their stories effectively, safely and in ways that will help create change.

The program worker will also talk to the advocate about what she will need on the day of the presentation and discuss safety and support. Together they will make a plan that includes travel to the event, what to do during the event and how to handle anything unexpected. The program worker should also explore with the advocate how she anticipates taking care of herself after the event.

Other considerations in preparing for a media advocacy opportunity

- Does the program have a budget to cover out-of-pocket expenses incurred by advocates, such as travel, parking, child care and meals?
- Does the organisation engaging the advocate have a budget? Are they paying other speakers or participants? Will they be offering any payment to advocates?
- How will you ensure that the contribution and expertise of advocates is recognised? What steps can you take to ensure this happens?

It is also important to reassure advocates that they can say no to any opportunity, and on a case-by-case basis.

6.2.3 Support during media advocacy opportunities

The program worker should attend media advocacy opportunities as a support to the physical and emotional safety of the advocate, and to ensure the advocate is in control of her participation as much as possible. The program worker is also a liaison and will act as an intermediary between the advocate and the media or event organisers, the public and other people present, where desired by the advocate.

If the program worker is unable to attend, it is important that a representative who is known to the advocate attends and is aware of the safety plan and other preparations that have been put in place.

The role of the program worker during the media advocacy engagement is to be decided in consultation with the advocate. No two advocates and no two media advocacy opportunities are exactly the same. See the 'Supporting advocates during media advocacy engagements' box below for tasks the program worker may undertake to support the advocate.

Not all media advocacy engagements will go as expected, and occasionally, the agreed plan may need to change. For example, a situation may arise where the worker feels that the advocate's health and welfare is at risk, such as an unreasonable question from an interviewer or audience member, an aggressive response to an advocate from an interviewer or audience member or repeated questions an advocate does not want to answer. The worker may feel a need to step in to support the advocate and interrupt in order to manage the situation and deflect attention from the advocate. This should be planned with advocates as a possible, but unlikely, scenario.

Supporting advocates during media advocacy engagements

- Travel to the media advocacy opportunity with the advocate.
- Know the parking situation and ensure the advocate has access to a safe and convenient parking space.
- Introduce the advocate to all relevant people.
- Orient the advocate to the venue – entrances, exits, toilets, where they will be sitting or speaking, where audience will be.
- Ensure the advocate has access to what they require for their presentation – a projector, lectern, glass of water, an interpreter etc.
- Plan for a code word or signal that can be used during the event to alert the support person that the advocate wants help or is feeling overwhelmed or concerned.
- Stay close by and/or in the line of sight of the advocate.
- Take relevant resources, such as information about family violence or sexual assault services.
- Have a backup copy of the advocate's speech, notes or other preparation.
- Manage difficult situations, for example intervene in response to difficult audience members, unexpected photos or disclosures from the audience.
- Respond to anyone seeking help, referrals and/or information in response to the advocate's presentation.
- Prevent photos or recordings being taken of the advocate (where required).
- Ensure a swift exit from the media advocacy opportunity, if the advocate desires.

Handling disclosures

Where an advocate is addressing a community group or the general public directly, it is vital to consider the possibility of other women sharing their own experiences of violence.

They might approach the advocate after the event or come forward within their own community for the first time. It is important to discuss this possibility with the advocate and how best to manage it. Handling disclosures is covered in Day 1 of advocate training.

It is also worth discussing this with the organisers of the advocacy opportunity so that they have considered how they will respond. Ensuring you have a supply of resources about where and how women experiencing violence can seek support for taking to advocacy opportunities is valuable, as well as ensuring this information is mentioned in the presentation.

6.2.4 Support after advocacy opportunities

Many advocates describe feeling strong and empowered after telling their story publicly, however some advocates also describe feeling emotionally vulnerable and exhausted after speaking out. Be prepared for strong responses and the potential for feelings of vulnerability.

After each advocacy engagement the program worker should check in with the advocate. This is a chance to debrief about the opportunity, to find out how the advocate is feeling and to feed into the safety planning process.

This is also a chance to find out whether the advocate would like any extra support. It is highly recommended that the Media Advocacy Program provides or has a relationship in place with an organisation that provides timely counselling and support services to advocates. Where an advocate would like access to extra support beyond what the program worker or their own support networks can provide, having prompt access to a counselling service with expertise in supporting women who have experienced violence is essential.

The program worker should also check in a few days later to see how the advocate is going and pass on any feedback or evaluation received from the media advocacy opportunity. This is also an opportunity to ensure the advocate has copies of any materials, publications or media coverage generated from the media advocacy opportunity and is aware of any feedback or outcomes that emerged.

Strategies to support advocates after each media advocacy opportunity

- Make sure there is a safe, comfortable, quiet place to head to after the media advocacy opportunity.
- Informally debrief with the advocate about how she is feeling.
- Provide positive feedback.
- Acknowledge what the advocate has achieved by speaking out and the courage it took.
- Offer the advocate something to eat or drink.
- Check the advocate gets safely to their car or transport.
- Confirm the advocate's plans for afterwards. How will she look after herself? Does her plan need to change? Is there a support person available to her today? What can you do to support her?
- Check in as to whether the advocate would like extra support such as professional counselling or debriefing. If so, ensure this is organised.
- Ensure the advocate has someone to call later on for support if needed.

6.2.5 Safety for specific populations

While safety is a vital consideration for all women considering media advocacy, some women encounter different or additional risks or threats to their safety and wellbeing. These may include women from rural communities, immigrant and refugee women, Aboriginal and Torres Strait Islander women, women with a disability, and trans women.

For example, women from smaller rural communities may be more easily identifiable, other community members may react negatively to the advocate's decision to speak out, or the perpetrator may inadvertently be identified through the story. Working with advocates from rural communities will require consideration of specific safety concerns. [See Section 5.1.2.2.](#)

Similarly for immigrant and refugee women or Aboriginal and Torres Strait Islander communities, thinking through the impacts for their community, and for themselves in terms of their relationship to their community, are important.

Advocates from these communities or populations may encounter an additional layer of fear and stigma related to societal views about their identities and/or communities. Working with advocates to consider what this means for them and their decision to speak out and what supports would be beneficial in negotiating and managing any foreseeable impacts is vital. This may necessitate building relationships with organisations and support services engaged with these communities.

In safety planning, the same key principles apply: follow the advocate's lead and honour them as the experts in their situation and how best to manage it. It is also important for workers to think through what practical supports they can put in place to assist advocates, for example ensuring accessibility for advocates with a disability, interpreters for advocates for whom English is a second language, linking in to community organisations who may be able to provide specialised support and assistance to advocates and/or the program worker in supporting the advocate.

6.2.6 Support through recognition

Sharing personal stories of surviving violence can take an emotional toll on advocates as well as have real world costs such as time off work, child care, time taken to prepare for and attend the event, and travel costs. Finding ways to recognise, and where possible recompense, the costs and contributions made by advocates are important for organisations to consider.

This may be through your program budget and/or through support from people or organisations engaging an advocate. At a minimum, ensure that out of pocket costs are covered. Refer to [Section 5: Program planning](#) for ideas on how to do this.

Your organisation should also ensure that it acknowledges and recognises the contribution and expertise of advocates. Communicating to people enquiring about advocates that they are experts can be one way to validate the work advocates do. Similarly, taking the time after each media advocacy opportunity to thank advocates, to appreciate and affirm what they have just done and the courage, determination and hard work that it takes, is simple but important to remember.

6.2.7 Fostering an advocate community

Supporting advocates is not limited to before, during and after media advocacy opportunities. The program worker has a role in providing regular communication and engagement with advocates. This might include a regular newsletter that shares achievements of advocates and new resources, information and developments in the prevention of violence against women.

Opportunities for advocates to come together as a group for peer learning, to exchange advocacy experiences, ideas and resources and to support each other is another important way of developing an advocate community.

Planning regular opportunities for advocates to develop and practise their skills and broaden their knowledge is also an important support. Refresher training in public speaking skills, access to relevant professional development, up-to-date data, statistics and research, and opportunities to hear from professionals or experts in the areas of prevention, the media or media advocacy are equally important support mechanisms.

Inviting advocates to public events where another advocate is delivering a speech, and where they might hear from others presenting on violence against women, can help advocates update their knowledge, and develop confidence. It can also be beneficial for the advocate delivering the speech to have a familiar face in the audience, and someone with understanding of the advocate role. Before making advocates aware of such events you should first check that the advocate who is speaking is comfortable with this.

6.2.8 Moving on from media advocacy

Media advocacy can play an important role in recovery for women who become advocates. Some advocates describe their involvement in media advocacy as being 'for life'¹. For others, media advocacy will be one stage in their recovery and therefore, at a certain point, they may choose to end their participation in the program.

While in most situations the decision to leave will be made by the advocate, there may be situations where the organisation may need to initiate a conversation with an advocate about their ongoing role with the program. This may be when the advocate's messages are no longer in line with those of the organisation or the program, or when the advocate's circumstances have changed such that it is no longer safe or appropriate for her to continue, for example when new legal proceedings occur.

Some women may choose to leave the program if advocacy opportunities lessen. Unfortunately, once an advocate's story has been heard by particular audiences, media and event organisers often wish to hear from someone 'new'. This is a reality of media advocacy work, and it is very important to be up front about this with advocates in the training. You should make advocates aware that other types of advocacy opportunities will still be available, such as providing feedback to consultations or meeting with politicians.

It is important to have processes in place to manage a situation of an advocate moving on, and to provide support to her. This should include linking the woman back into her support services, or making her aware of other volunteer opportunities outside of media advocacy. It is worthwhile to include a feedback process such as an exit interview or survey in your processes.

Ideally, moving on from the program would occur in a planned and collaborative manner, regardless of whether the decision to end involvement with the program was initiated by the advocate or the organisation. It is important to consider whether it will be possible for the advocate to re-enter the program, if they want to, and provide this information to them.

Organisations should consider how they will recognise the contribution and achievements of advocates leaving the program. Ways to do this could include a farewell event such as a morning tea with other program participants, an acknowledgement and thank you letter, a certificate or a gift.

References

- 1 Patrick, R & Kyle, A 2014, *Eastern Media Advocacy Project Evaluation Report*, Women's Health East, Melbourne, Australia.