

# 8 Appendices

## Media Advocacy Program – Request for an advocate (Public Speaking/Events)

### Organisation details

Organisation Name:

Purpose/mission of Organisation:

Address:

Phone:

### Contact details

Contact Name:

Title:

Phone/Mobile:

Email:

### Event information

Event date and time:

Time of advocacy opportunity:

Location (incl. room, level etc.):

Purpose of event/main themes:

Is this advocacy opportunity linked to any other activity eg. White Ribbon, fund raising project etc.?

Please provide detail about any other presentations at the same event (i.e. presenters, themes):

Please specify equipment available ie laptop, screen etc.:

How many people do you anticipate will attend?

Who is the intended audience for this event/activity (e.g. community, service providers etc.)?

### Event promotion

How are you promoting this event/activity?

Do you agree to provide [*insert name of organisation*] with a copy of any publicity material?

Are you inviting the media or putting out a press release? If yes, do you agree to inform [*insert name of organisation*] of any media? Do you agree to seek approval from [*insert name of organisation*] and the advocate PRIOR to photos/media being organised etc?

## **Advocate support**

Does the organisation plan to offer remuneration/ reimbursement to the advocate?

Are the audience aware that they will be hearing from an advocate?

## **Other**

How did you hear about the [insert name of your program]?

Is there any other relevant information to assist the advocate in preparing for this opportunity?

**Thank you for completing the request for an advocate form. We look forward to working with you on this community advocacy opportunity!**

Please return this form to:

*[Insert Program worker contact details]*

If you have any questions or concerns, please do not hesitate to contact us.

## Survivor Advocate with the *Speaking Out Program* – Position Description

### Summary

<b>Position title</b>	Speaking Out Program Survivor Advocate (Volunteer)
<b>Hours</b>	Casual hours as negotiated with Women's Health East
<b>Reports to</b>	Chief Executive Officer via the Speaking Out Program Coordinator
<b>Location</b>	1/125 George St, Doncaster East, Victoria, 3109

### About Women's Health East

Women's Health East (WHE) is the Women's Health Service for the Eastern Metropolitan Region (EMR) of Melbourne, covering the municipalities of Boroondara, Knox, Manningham, Maroondah, Monash, Whitehorse and Yarra Ranges.

Working within a feminist and human rights framework, WHE addresses the social, political and environmental causes of gender inequities impacting the health and wellbeing of women in the region, through research, advocacy for systemic change, training, and external capacity building. WHE aims to represent all women in the East adopting a non directive approach that is respectful of cultural, political and religious beliefs. All board, staff and volunteers, are expected to work within this philosophy.

Our current priority action areas are Promoting Mental Health - Prevention of Violence against Women, Sexual and Reproductive Health and Gender Equity for Health Outcomes. These priority areas will be subject to ongoing review and change as the organisational strategic directions, and focus change in line with women's health needs in the EMR.

### About the Speaking Out: Media Advocacy to End Family Violence and Sexual Assault Program

The Speaking Out: Media Advocacy to End Family Violence and Sexual Assault Program ensures that the voices of women who have experienced family violence and sexual assault are heard through the media and public events. Led by WHE, in partnership with the Eastern Centre Against Sexual Assault (ECASA) and the Eastern Domestic Violence Service (EDVOS), the program seeks to influence a change in community attitudes and to promote the prevention of violence against women.

Established in 2011, the program's main objectives are:

- To provide opportunities for women who have experienced violence to undertake advocacy;
- To recognise the importance of women's voices and ensure that the voices of survivor advocates are heard;
- To contribute to a more accurate, sensitive and gender equitable public discourse on violence against women;
- To contribute to changing community attitudes and behaviours towards violence against women.

## Volunteer Advocate Position Description

The Volunteer Advocate position is appropriate for women survivors of sexual assault and/or family violence in the EMR. The role involves telling your story and bringing a human face to help stop violence against women. This may involve talking to the media or at public events.

Volunteer Advocates use key messages to tell their story and link it to the broader context of violence against women. In telling their personal story, advocates give clear messages to the media and the public about what violence against women really is and discredit the misinformation that continues to surround this issue. Advocates receive media and public speaking training prior to taking on the role, along with ongoing support from WHE and partner organisations, to ensure advocates have the skills, knowledge and support to speak publicly about their experience.

## Responsibilities of the Volunteer Advocate

- To provide accurate information, to the best of their ability, about violence against women when acting as a Volunteer Advocate;
- To liaise with WHE Speaking Out Coordinator in the preparation of speeches/media;
- To attend scheduled media interviews, public speaking engagements and other commitments as agreed or to provide adequate notice of inability to attend;
- To be alert to potential conflicts of interest and to alert WHE to any potential conflicts of interest;
- To respect the privacy and confidentiality of others and to abide by the WHE Code of Conduct and the WHE Privacy Policy;
- To act in accordance with all WHE Occupational Health and Safety policies and procedures;
- To complete a Police Check in line with WHE Volunteer Policy;
- To at all times treat WHE staff and volunteers with courtesy and respect.

## Responsibilities of WHE

- To provide media and public speaking training to all Volunteer Advocates prior to any advocacy engagement;
- To provide training and information on the evidence-base and on feminist and human-rights frameworks relevant to violence against women and its prevention;
- To adequately prepare and support Volunteer Advocates to engage with the media or speak publicly about their experiences of violence;
- To provide ongoing support to Volunteer Advocates who actively engage with Speaking Out;
- To provide access to debriefing to Volunteer Advocates who actively engage with Speaking Out;
- To protect the confidentiality and privacy of Volunteer Advocates at all times;
- To act as the intermediary between Volunteer Advocates and the media or event organisers;
- To cover travel and out-of-pocket expenses incurred by Volunteer Advocates when participating in advocacy opportunities where appropriate and in accordance with WHE policy;
- To at all times treat Volunteer Advocates with courtesy and respect.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## MEDIA ADVOCACY CONSENT FORM

I am comfortable and give permission for my:

Image YES / NO

Voice YES / NO

Name\* YES / NO

**\*Please specify your name preference:** (eg. full name / first name only / pseudonym / other)

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To be used for the purposes of media advocacy.

I \_\_\_\_\_ of

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(insert address)

do give my permission for my **image, voice, name as specified above** (delete as applicable) to be reproduced in publicity material or publications associated with the *[insert name of Program]*. I understand that my picture may also appear and my voice may be used in a wide variety of media not under the control of the organisations involved in the program, including but not limited to publications of *[insert name of Program]*, on the internet, and in public media (television, print).

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Witnessed: \_\_\_\_\_ Date: \_\_\_\_\_

[illegible]

## Evaluation Questions for Event /Community Advocacy Organisers

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### Event Organiser Details:

Name:

Position:

Organisation:

### Event Details:

Name:

Date of event:

Purpose of event:

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### Questions

1. Was the process of booking an advocate and engaging with this program clear and simple?
2. Do you have any suggestions in regard to how this process could be improved?
3. Why did you chose to have an advocate speak at your event?
4. What worked best about having an advocate speak at your event?
5. Was there anything that didn't work well about having an advocate speak at your event?
6. What feedback (if any) have you received in response to using an advocate at your event?
7. Did the presentation address themes identified in your initial request for an advocate to speak?
8. Did the presentation touch on any of the following topics:
  - Highlight facts about prevalence, the nature of gendered violence and the impact that it can have on women and the wider community?
  - Help dispel myths and stereotypes around violence against women?
  - Challenge common understandings about the issue?
  - Make the link between gender equality and violence against women?
  - Highlight the underlying causes of violence against women and how targeting these can lead to prevention?
9. What do you think was the major impact of involving an advocate in your event?
10. Would you use an advocate again and recommend one to other organisations?
11. Do you have any further comments that you would like to make in regard to the Media Advocacy Program?

**Thank you for your feedback!**



## Expression of Interest

### Media Advocacy Training - Preventing Sexual Assault

*We recognize that much of the following information is both personal and sensitive. The following information will assist us in the effective delivery of the media advocacy training. You do not have to answer all of the following questions.*

*Women's Health East is committed to ensuring that your information is confidential. If you would like more information about our Privacy Policy, please contact us (details below).*

## Contact details

Name:

Address:

Phone/Mobile:

Email:

## Emergency contact

Name:

Relationship to you:

Phone/Mobile:

## Background information

Age group (please bold or circle):      18-24    25-34    35-44    45-54    55-64    65+

How would you describe your cultural background?

## Project information

What is your interest in the Media Advocacy Project?

What key messages about your experience as a survivor of sexual violence would you like to get across?

## Background information

What relationship did the perpetrator have to you? (i.e. partner, father, family member, carer etc.)

How long is it since the assault?

Do you have any ongoing support and/or counseling services in place?

Are you involved in any current legal proceedings?

### Additional information

Are you currently working or studying?

Have you had any media and/or public speaking experience?

What are your expectations of your participation in the Media Advocacy Program?

Do you have any limitations on being able to make media comment? (NOTE: An alias can be used and no image, if required. This will be discussed further in training.)

### Availability and transport

Training will be held on 27 June, 4 July and 11 July 2014 from 9:30am-4pm. Are you available to attend all three days?\*

☐ Yes

☐ No

*\*Only those who can attend training will be considered for a place.*

**Transport:** We are located at 1/125 George Street, Doncaster East on the 279 bus route.

Ample free parking is available.

**Disability access:** The premises are wheelchair accessible.

### What happens next?

Women's Health East will forward all expressions of interest to the Eastern Centre Against Sexual Assault (ECASA) who will then contact you to arrange a time for interview. The interview is an informal conversation and an opportunity to discuss the program, for us to meet you and for you to meet us. After the interview process, ECASA will confirm with you whether you have a place in the program. As there are limited places available not all those who express interest will be offered a place.

**Thank you for completing this expression of interest!**

Please return this form to Kate Gibson at Women's Health East by **5pm, Wednesday 4 June 2014**.

If you have any questions or concerns, please do not hesitate to contact Kate Gibson at Women's Health East on **9851 3700** or [kgibson@whe.org.au](mailto:kgibson@whe.org.au) or at 1/125 George Street, Doncaster East, 3109.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_



**Women's Health East**  
Investing in Equality and Wellbeing for Women

and partners



# SPEAKING OUT

## Media Advocacy to end Family Violence and Sexual Assault

The **Speaking Out** Program provides an opportunity for the community to hear from women who have experienced sexual assault and/or family violence.

Women who have experienced violence are supported to share their own stories, provide insight into how we prevent violence against women and highlight the need for systemic change. Advocates can contribute to, influence and inform the conversation about violence against women in many ways including (but not limited to):

- Public Speaking & Events
- Media Interviews (print, television or radio)
- Committee Participation
- Meetings with Politicians
- Involvement in Campaigns

To find out more or to book an advocate contact Kate at Women's Health East on 9851 3700, 0405 606 545 or [kgibson@whe.org.au](mailto:kgibson@whe.org.au)

**WWW.WHE.ORG.AU**



Women's Health East acknowledges the support of the Victorian Government

**12 November 2014**

**For immediate release**

1/125 George Street  
Doncaster East, VIC 3109

**E** [health@whe.org.au](mailto:health@whe.org.au)

**P** (03) 9851 3700

**F** (03) 9848 3160

[www.whe.org.au](http://www.whe.org.au)

ABN 72 895 788 372

## **Speaking out to end violence against women**

One in three Australian women experience physical violence in their lifetime. One in five Australian women have experienced sexual violence since the age of 15 years. The statistics are horrific – but they don't have to be that way.

Women across the East are speaking out to end violence against women in our community. The women, who have themselves experienced violence, are advocates in Women's Health East's Eastern Media Advocacy Program, which has trained the women to work with the media and speak to the public about violence against women and its prevention.

The Program provides an opportunity for the community to hear from women who have experienced sexual assault and family violence and to learn about the role we can all play in ending violence against women in our community. Advocates can share not just their own stories of survival but insight and expertise on how we can prevent violence against women.

The key message that the Program seeks to promote is that violence against women is *preventable* by targeting the underlying causes of violence against women. "Evidence shows that gender equality is key to preventing violence against women," says Women's Health East CEO Kristine Olaris. "The Program draws on the strength and expertise of women who have experienced violence to talk to the media and community about how they can help end to violence against women."

Kate, a participant in the Program says "To hear from survivors, to really hear what we have to say, is to recognise that things need to change. It is to learn where we have gone wrong, as individuals, as families, as communities and cultures and systems. It is to accept that we are not doing enough and that it is time all of us stepped up to take responsibility for creating a culture of equality, respect and safety for all."

To speak with an advocate contact Women's Health East on 9851 3700.

–Ends –

**Media enquiries: Kate Gibson, Health Promotion Officer, 9851 3700**  
**Kate Gibson and advocates from the Eastern Media Advocacy program, are available for interview.**

Women's Health East acknowledges the support of the Victorian Government



# Women's Health East

Investing in Equality and Wellbeing for Women

1/125 George Street  
Doncaster East, VIC 3109

**E** [health@whe.org.au](mailto:health@whe.org.au)

**P** (03) 9851 3700

**F** (03) 9848 3160

[www.whe.org.au](http://www.whe.org.au)

ABN 72 895 788 372

## Links and further information

- To find out more about the Eastern Media Advocacy Program, visit [www.whe.org.au](http://www.whe.org.au)
- Download the Women's Health East 'Violence against women' Fact sheet for more information on this important issue: <http://www.whe.org.au/newsite/documents/2012-12-13%20Violence%20Against%20Women%20Fact%20Sheet-%20new%20logo.pdf>
- Please includes s link to 1800 Respect on your media article. 1800 Respect is a National counseling helpline, providing information and support on sexual assault and domestic violence 24/7. <https://www.1800respect.org.au/>

## Personal Profile for Advocates

Occasionally Women's Health East may be contacted by a journalist or presenter looking for a particular angle on a sexual assault story eg a particular relationship between survivor and perpetrator, or an assault that occurred recently/a long time ago, or someone who has/hasn't reported/been through the legal system.

Sometimes we may be contacted regarding a speaking opportunity at a specific forum. This might mean that it is useful to know if there are advocates with a connection to this area/event/group.

Women who have experienced sexual assault may have things in common, but the key messages which we want to promote will be informed by the very individual experiences of women who have survived violence.

Some additional information may help us ensure that you are comfortable with some of the topics/forums which may arise and ensure that media and public speaking opportunities for advocates can be responded to effectively and appropriately.

## Your wellbeing and safeguards

Please bear in mind that this is about providing details that you feel comfortable talking about generally and publicly. It is about only providing information that allows you to stay in control and keep yourself safe – avoiding themes that may act as triggers.

## Completing this form

***All of the following questions are optional.***

***It is not a requirement to complete this form in order to become an advocate, however if you can provide us with some information about yourself, your experience of surviving sexual violence and the topics you are comfortable discussing, this will assist us to match you to appropriate advocacy opportunities.***

***Please only answer the questions you feel comfortable answering and with only as much information as you wish to provide. All information provided is confidential.***

***Women's Health East is committed to ensuring that your information is confidential. If you would like more information about our Privacy Policy, please contact us.***

***Please read all questions through quickly first to get a feel for the topics.***

**1. Your name:**

**2. Where have you lived?**

*Sometimes we receive requests for advocates to speak about services or issues affecting a particular area. This information will help us match advocates to appropriate opportunities*

Timeframe (approximately)	Area (eg Eastern suburbs of Melbourne)	Please indicate if the area was Remote, Rural, or Urban

**3. Are there any geographical areas you do not wish to attend events or be involved in media? If yes, please list below:**

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**4. Which agencies did you attend following the assault and how was your experience with those agencies?**

*eg CASA, police, legal services, GPs, other services.*

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**5. Did you disclose to friends and/or family following the assault, and how did this impact on your experience?**

*eg. I disclosed to my mum shortly after the assault. She believed me and helped me to contact CASA.*

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**6. If relevant, please provide a few brief details in relation to any contact with police.**

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**7. Did you have contact with the legal system? If yes, please briefly describe your experience/s.**

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**8. What other areas of your life have been impacted on since the assault?**

*eg. I was a teacher and worked hard with the children in my school to promote happy, healthy relationships and families. I hid what happened to me well.*

*eg. I worked in a supermarket with a lot of other young mums, the girls at work knew something had happened and were very supportive of me.*

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**9. Were there any community or support groups available to you following the assault? If yes, did you connect with a group, and how helpful was this group?**

*eg. I joined a support group for survivors. This helped me to feel less isolated and to accept that I was not responsible for the assault.*

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**10. Status of Perpetrator?**

*Without going into detail, but to help us keep you safe, can you please tell us if the perpetrator is dead or alive, living interstate or overseas, far from you or still in your community. Is there any current legal action taking place?*

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**11. Challenges that still lie ahead?**

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**12. Things you have achieved?**

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### 13. Ambitions or goals for short and/or long term?

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### 14. Key Themes

This is based on issues and topics covered during the media advocacy training – please indicate the themes which you feel comfortable speaking about as an advocate.

Key Themes	Yes or No
Sexual Assault	
Family Violence	
Violence Against Women (more broadly)	
Prevention	
Community Attitudes	
Courts and the legal system	
Impacts on Children	
Bystander Action	
Other	

**Thank you for completing this profile.**

## Sample evaluation framework

	Evaluation Methods	Example for MA program	Comments
<b>Goal</b> The long term change the Program is designed to achieve	Outcome evaluation  Answers the question: Did we bring about the change described in the goal?	To influence public policy by reframing public discourse on violence against women, its causes and strategies for prevention.  Does the public policy environment now include discussion on prevention and is it informed by the voices of women who have experienced violence?	This may never be measured at the Program level, as there will probably be many other things going on outside the context of this program that will also contribute to achieving this goal.
<b>Objectives</b> Smaller changes the Program hopes to effect, contributing towards the long term change described in the goal.	Impact evaluation  Answers the question: Did we bring about the change described in the objective?	<b>Objective:</b> By [insert date] the Media Advocacy Program has generated [insert number] public speaking / community advocacy opportunities involving [insert number] of advocates.  Measured by: Audit of records of program activities at timeline  <b>Objective:</b> As a result of participating in the Media Advocacy Program, advocates report: <ul style="list-style-type: none"> <li>• Benefits to self-confidence and self-esteem</li> <li>• Improved media advocacy skills</li> <li>• Increased confidence to advocate for the prevention of violence against women</li> </ul>	Is measured at the Program level.  Measures change.  If you are finding that the objectives are too difficult to measure then they may be too ambitious and you should probably consider redrafting the objectives.  It is important to consider how the objectives will be measured at the time of planning.

		<p>Measured by:</p> <ul style="list-style-type: none"> <li>• Survey/questionnaire</li> <li>• 1:1 Interviews</li> <li>• Focus groups</li> </ul> <p>Conducted pre and post training and at regular intervals throughout the program</p> <ul style="list-style-type: none"> <li>• Exit interviews</li> <li>• Questionnaire</li> </ul> <p>Conducted with any participants who choose not to continue in the program</p>	
<p><b>Strategies</b></p> <p>What you will do to bring about the changes described in the objectives?</p>	<p>Process evaluation</p> <p>Answers the questions: Did we implement the Strategy as planned?</p> <p>Were there any unintended benefits or challenges?</p>	<p><b>Strategy</b></p> <p>Engaging with partners</p> <ul style="list-style-type: none"> <li>• Did we engage partners as anticipated?</li> <li>• Do we have a shared understanding of the determinants of violence against women and the purpose of the program?</li> </ul> <p>Measured by</p> <ul style="list-style-type: none"> <li>• Steering Group reflections</li> <li>• Survey using a partnerships analysis tool</li> <li>• Review of minutes of steering Group meeting minutes</li> </ul> <p><b>Strategy</b></p> <p>Facilitate an advocate training program.</p>	<p>Note that not all participant feedback needs to be</p>

		<p>Did you get people attending the program as anticipated?</p> <p>Measured by</p> <ul style="list-style-type: none"> <li>• Attendance review</li> <li>• Profile of participants matching with expectations e.g. if you were hoping to include women from a range of cultural backgrounds did this eventuate?</li> </ul> <p>Did the program run as intended?</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>• Facilitator observations and reflections</li> <li>• Participant feedback</li> </ul> <p>Did the content of the program make sense to participants?</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>• Post training surveys</li> </ul> <p><b>Strategy</b></p> <p>Establish contact with local journalists.</p> <ul style="list-style-type: none"> <li>• Have we engaged with all the relevant journalists as per the Program plan?</li> </ul> <p>Measured by</p> <ul style="list-style-type: none"> <li>• Review of program records</li> <li>• Analysis of articles reported</li> </ul>	<p>collected via formal methods. Informal discussion over morning tea or lunch or comments at the end of the day is important to record as well as the information gathered via more formal mechanisms such as interview or survey.</p>
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