



# Social Impact Valuation Statement

This statement certifies the social impact of the Healthy Masculinities - Webinar program delivered by Women's Health in the South East, calculated using the Australian Social Value Bank. The values used in this Cost Benefit Analysis have been derived using the Wellbeing Valuation method from data gathered through the HILDA (Household, Income and Labour Dynamics in Australia) and Journeys Home surveys.

**Program name:** Healthy Masculinities - Webinar

**Description of program:** WHISE delivered a webinar on 15th April "Healthier Masculinities and Values-Based Messaging: In Theory and in Practice " with 55 participants. Healthier masculinities are characterised by equality and respect, non-violence, reflection and self-awareness, emotional expression and vulnerability, and accountability. The webinar attended by partners within the Southern Metropolitan Region (SMR) focused on Values-Based Messaging and practical application of a healthier masculinities approach to engaging men and boys in violence prevention. We welcomed back Dr Flood, who this time shared his experience of being involved in a research piece with VicHealth and Common Cause Australia, into values-based messaging, healthier masculinities and the creation of practical tools for practitioners. Benjamin Brewin from Eastern Health then followed in sharing Eastern Health's experiences of working to effectively engage men and boys in this work in sports settings. As primary prevention engaging with boys and men to promote healthy masculinity will decrease less unhealthy, violent and risky behaviours associated with harmful masculine stereotypes e.g. less violence against women, less risky drinking, more help-seeking.

The program ran until 30 Apr 2020 and the total number of participants was 55. The following outcomes were achieved as a result of the program:

**Outcome name:** Improved self esteem/ confidence

**Outcome description:** This outcome shows the social impact of participants having improved self/esteem and a higher level of confidence, in a range of scenarios.

**Assumptions:** Our work seeks to support the regional prevention workforce to achieve meaningful change in a variety of settings and environments. Our Social Impact Report (SIR) 2018/19 estimates the total male population in our region as being around 44% of the total 1.3M , so there is potential for a wider reach than only the direct participants being influenced. However this valuation is for the increased knowledge and peer discussions for the direct participants and the outcome of "Improved self esteem/confidence" has been selected as the one for the direct participants, as the webinar attendance would provide additional knowledge of both theoretical and practical applications of improved healthy masculinity in their primary prevention work. We are assuming that 100% of participants achieve increased self esteem/confidence from attending the webinar.

**Benefits lasted:** 12 months.

The number of people achieving the outcomes during or after the intervention are described in the table below:

| Number of people | Number of beneficiaries who...   |
|------------------|----------------------------------|
|                  | Improved self esteem/ confidence |

**Number of beneficiaries who...**

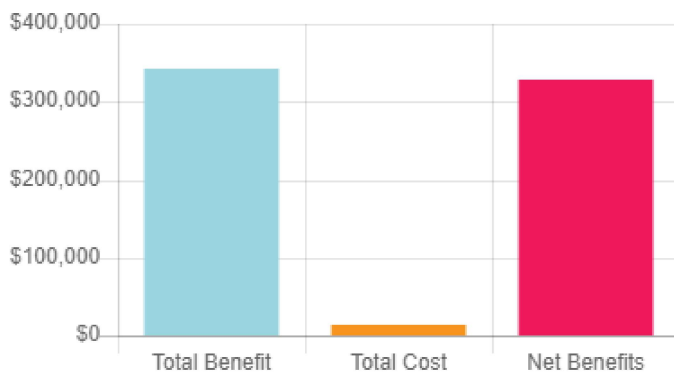
| <b>Number of people</b>                 | <b>Improved self esteem/ confidence</b> |
|---|---|
| <b>Living in a Capital City</b>         | <b>55</b>                               |
| <b>Living outside of a Capital City</b> | <b>0</b>                                |

Total number of participants: 55

The total cost of the program is \$14,747. This has been adjusted to account for opportunity cost and optimism bias.

**Assumptions:** Prevention of Violence Against Women (PVAW) costs are recorded for staff costs, direct costs and indirect overhead allocations. Healthy Masculinities Value Based Messaging assumes 50% of salary (\$9,428). \$271 direct costs and indirect (\$1,681) costs recorded for both March and April, due to Covid restrictions additional direct costs such as travel and accommodation were not incurred.

The key results of the program are presented below:



The net benefits of the program are \$328,455. This represents a benefit cost ratio of 23.27. The net benefit per participant is \$5,972.

By downloading this statement I, Denise Paxinos, of Women's Health in the South East, confirm that this Social Impact Valuation Statement is, to the best of my knowledge, a true and accurate record of the social impact of this program, and that the relevant rules of application have been followed.

The values used in these calculations, provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises ([www.asvb.com.au](http://www.asvb.com.au)). They have been produced by Simerica, using best practice methodology for policy evaluation. These values are used under licence # [bY3VQ8] expiry date: [2021-06-26 14:24:16]