



# Social Impact Valuation Statement

This statement certifies the social impact of the Stand Up for Equality and Respect (City of Casey) 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:** Stand Up for Equality and Respect (City of Casey)

**Description of program:** Delivery of capacity and capability program on bystander action and gender equity. There were two strategic goals: A. To raise community awareness about prevention of violence and the powerful role bystanders can play towards ending sexism and gender inequality; and B. To build the capacity of the City of Casey so that their program could be sustained and delivered on an ongoing basis by Council for Council. Women's Health in the South East (WHISE) was contracted by the City of Casey to deliver this bystander program between August and November 2019. Secondary benefits to this program are generated by the positive impact that the capacity building has on the confidence and understanding that individuals can take to prevent violence against women in the community. This program impacts and creates positive change to the wellbeing of all women in the region across the longer term. As part of the City of Casey commitment and strategy to reducing family violence and creating equity in our community Stand Up for Equality and Respect: An Active Bystander Program provided the opportunity of knowing how we can all make a difference and step up to act against violence. It was in effect the central component of the whole strategy in as much as the other capacity building components were built around supporting the success of this session. Over three and a half hours, the interactive face-to-face program gave participants a safe space to discuss and understand:

- What has changed in the family violence and gender space since the last round of people including sharing the latest statistics and evidence on family violence in our community
- What the key drivers to family violence are and, how we can actively contribute to reducing family violence and calling poor behaviours out
- How Council and community with our shared values, and practices make a difference to preventing family violence

The active bystander program was based upon the framework as defined by Bibb Latané and John M. Darley (1970). This framework has a good history of practice and evidence, and is a helpful approach for adult learners to identify, explore and develop their own bystander action to abusive behaviours. The framework:

- Is simple to step through
- Provides a very clear process that Casey employees and community can use to help them reflect on their own actions as a bystander
- Is valuable to get conversations going among peers on what is supportive to being a positive bystander, and what hinders being a positive bystander
- Can be utilized and applied to a range of settings and contexts

The model was also chosen as the content is available in the public domain, and has had been regularly reviewed by researchers from across the primary prevention sector. From that point of view, it provides organisations and workers with a valuable resource and body of knowledge, which they can continue to work with beyond the intervention that any external contractor may deliver. The goals of the highly interactive three and a half hour session (as advised to participants) were:

1. To know what it means to be an active bystander
2. To provide an opportunity for people to understand the drivers of family violence and violence against women and the role that gender equality plays in reducing violence against women
3. To develop knowledge and confidence that provides them with the capacity to be an active bystander in the City of Casey.

The program ran until 29 Nov 2019 and the total number of participants was 511. 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:** The program was delivered to 161 participants (107 women, 54 men), over 12 training sessions (9 sessions for staff and three for communities). In addition, 350 (330 women, 20 men) staff from the Child, Youth and Family team participated in part 1 of the training, and will complete part 2, where they will focus on applying active bystander strategies using relevant case studies. As a primary health promotion activity we can demonstrate through evaluation a direct primary benefit to the direct participants. WHISE undertook pre and post program evaluation that sought to understand the responses to the training quality and used NCAS rubrics from ANROWS (Australian National Research Organisation on Women's Safety) . The combination of the two was a way that the evaluation could seek to establish the impact of the training both in terms of the learner's experience, and how it impacted attitudes and knowledge about gender equity, bystander action and prevention of family violence (including the drivers). In summary the evaluations indicated an increase in the knowledge of the driver and forms of Family Violence Using the program evaluation as supporting evidence , this outcome was chosen as the social impact of participants having improved self/esteem and a higher level of confidence, in a range of scenarios but most particularly their work roles where they would now have improved knowledge and understanding of how to be active bystanders. It has been assumed that the benefits lasted for 12 months, this is an estimate based on the fact that WHISE partnered with the City of Casey to deliver a multi-level capacity building strategy across whole of council , and therefore the participants would have access to Champions of Change, Senior Leadership Support, Internal Bystander Coaches as well as peer active bystanders. The approach included "train the trainer" elements cascaded across different levels of the initiative. In addition to this, it sought to develop leadership within the City of Casey to support stronger sustainability of the strategy beyond the training itself. Whilst we believe the training and knowledge received would be beyond 12 months we consider this to be a conservative estimate.

**Benefits lasted:** 12 months.

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

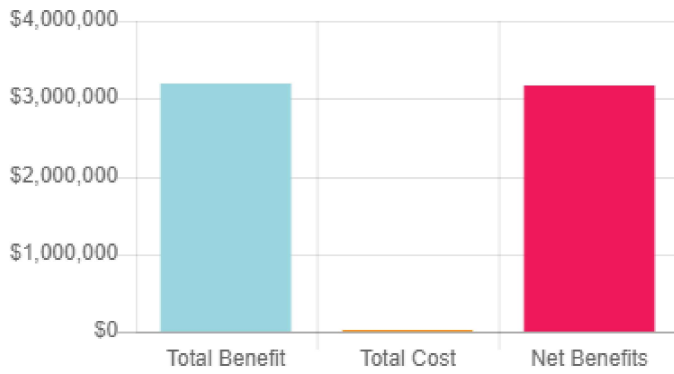
Number of people	Number of beneficiaries who...
	Improved self esteem/ confidence
Living in a Capital City	511
Living outside of a Capital City	0

Total number of participants: 511

The total cost of the program is \$19,440. This has been adjusted to account for opportunity cost and optimism bias.

**Assumptions:** Covering 100 hours x 2 hours of design, production and delivery time of WHISE Health Promotion and staff (\$14,371) plus overheads (\$629), the full program cost before adjustment for optimism bias and deadweight factors was \$15,000.

The key results of the program are presented below:



The net benefits of the program are \$3,169,220. This represents a benefit cost ratio of 164.03. The net benefit per participant is \$6,202.

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 Simetrica, using best practice methodology for policy evaluation. These values are used under licence # [bY3VQ8] expiry date: [2021-06-26 14:24:16]