



# Social Impact Valuation Statement

This statement certifies the social impact of the Super Heroes - Sexual Health Campaign 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:** Super Heroes - Sexual Health Campaign

**Description of program:** In September 2019, the Good Health Down South partnership, led by WHISE showcased the superpowers of four passionate women who advocate for and work in sexual and reproductive health. Superheroes of Sexual and Reproductive Health is part of a larger social media campaign that Women's Health Services across Victoria have participated in. Throughout the week, we profiled each of our superheroes as well as shared important information and dispelled myths about sexually transmitted infections, contraception, abortion, endometriosis, polycystic ovary syndrome (PCOS) and other sexual health concerns. The campaign marks two internationally significant days - World Contraception Day and International Safe Abortion Day and forms part of the Southern Metropolitan Region's Sexual and Reproductive Health Strategy. From a primary prevention and health promotion perspective these campaigns raise awareness of SRH and aims to encourage women in the southern region to take action to support their own health and well-being. The campaign encouraged safe sex practices, knowledge of STI testing and access to services. WHISE encouraged the community to get behind this campaign by accessing the social media toolkit, sharing and using the hashtags: #SuperheroesofSRH #SRHWeek2019

The program ran until 30 Jun 2020 and the total number of participants was 192. 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 health promotion campaign seeks to build knowledge across the Southern Metro Region about sexual and reproductive health and the importance of access to services health literacy and raise awareness of safe and respectful sexual practices through a number of platforms. The campaign also sought to highlight the skills and commitment of the SRH workforce in the region. The campaign was mainly delivered through social media through custom designed collateral and values based messaging. This was the first collaborative campaign for the GHDS partnership. It was an opportunity to highlight the work of key workers in the region. Overall, the campaign was seen as a success, engagement for the WHISE platforms was higher than the usual average. For the purposes of this impact evaluation we have calculated impact based upon: \*\*180 Twitter engagements and \*\*11 members of the Community of Practice involved in designing and developing the campaign PLUS 1 member from the Community (outside of the COP) that was part of the campaign Totalling 192 equivalent direct participants who would potentially benefit in their work to have strong and celebrated role models, which for the sake of this impact statement we are stating has the same value as achieving an outcome of "improved self-esteem. This we believe would be provided beyond a 12 months duration. We do note that there is the potential for a significant and broader impact of the campaign based on

the total reach to SMR community through WHISE and partners distribution of campaign as borne out by the following social media stats, however these have not been included in the social impact evaluation as it is difficult to prove a direct linkage. • Twitter: 12, 027 impressions • Facebook: 19, 233 reach • Instagram: 25 likes

**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	192
Living outside of a Capital City	0

Total number of participants: 192

The total cost of the program is \$14,235. This has been adjusted to account for opportunity cost and optimism bias.

**Assumptions:** Sexual and Reproductive Health (SRH) costs are recorded for staff costs, direct costs and indirect overhead allocations. Sexual Heroes - Sexual Health Campaign forum assumes 10% of salary and indirect costs recorded for FY 20 due to Covid restrictions additional direct costs such as travel and accommodation were not incurred. Salary and on costs (\$8,665), direct costs (\$129) and overhead costs (\$2,189) have all subsequently been adjusted for opportunity cost and optimism bias.

The key results of the program are presented below:



The net benefits of the program are \$1,183,852. This represents a benefit cost ratio of 84.16. The net benefit per participant is \$6,166.

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). 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]