



Social Impact Report

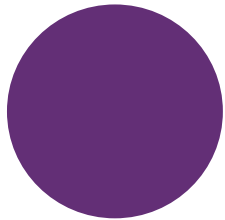
2018/19



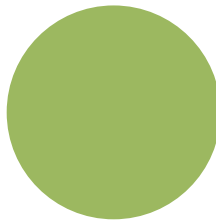
Introduction

In our first social impact report, WHISE highlights the work undertaken to promote, optimise and empower individuals and organisations to realise better outcomes for women throughout the Southern Metropolitan Region (SMR).

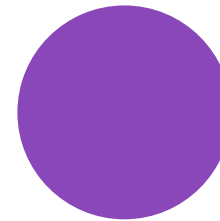
Through evidence-based research and advocacy work, WHISE has worked towards improving the lives of women in the SMR focusing on several key areas. These include:



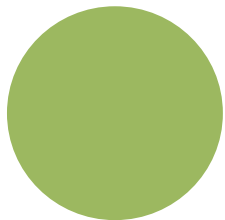
**Sexual &
Reproductive
Health (SRH)**



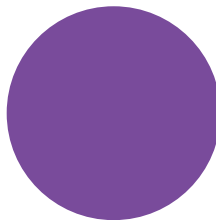
**Prevention of
Violence Against
Women**



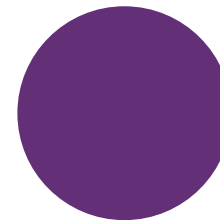
Advocacy



Gender Equity



Partnerships



**Organisational
Capacity
Development**



Our Impact

Social impact is “the social change, both long-term and short-term, that arises as a result of an organisation’s activities” (Ibrisevic, 2019).

The WHISE Social Impact Framework outlines four key areas of impact that WHISE seeks to influence through its work and actions. The framework is available on the WHISE website and was put together in partnership with 180DC and launched in October 2018.



Our Engagement

Our work seeks to improve the knowledge and skills of the many organisations and stakeholders we work alongside and engage with.

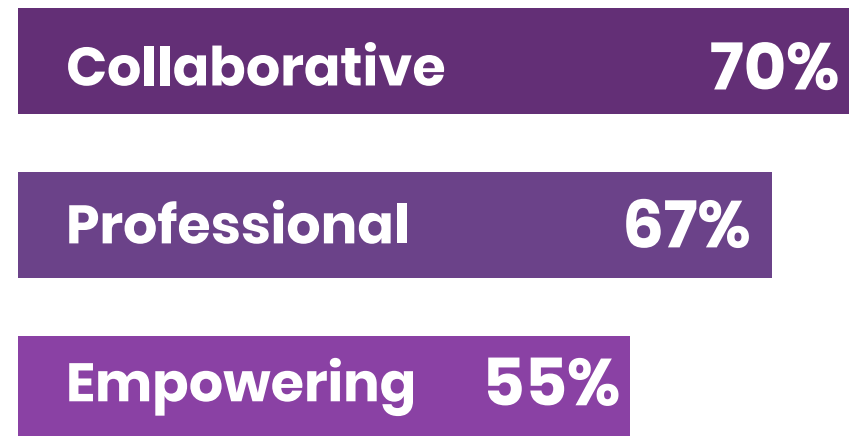


Partners

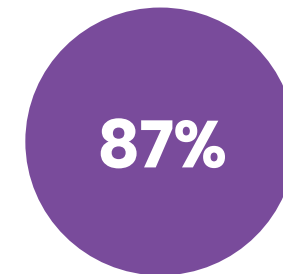


Members

How our stakeholders describe us:



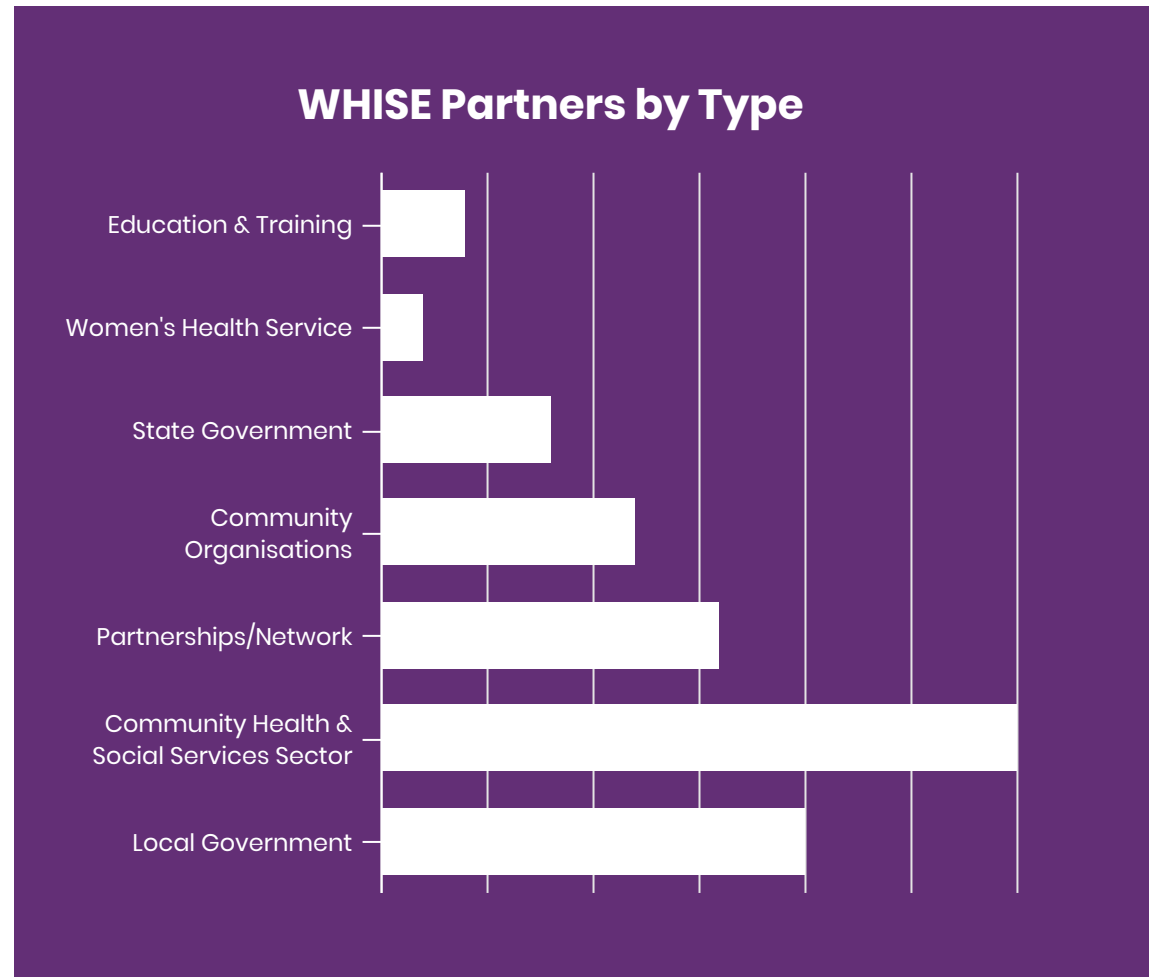
Quality of WHISE work:



High or Very High

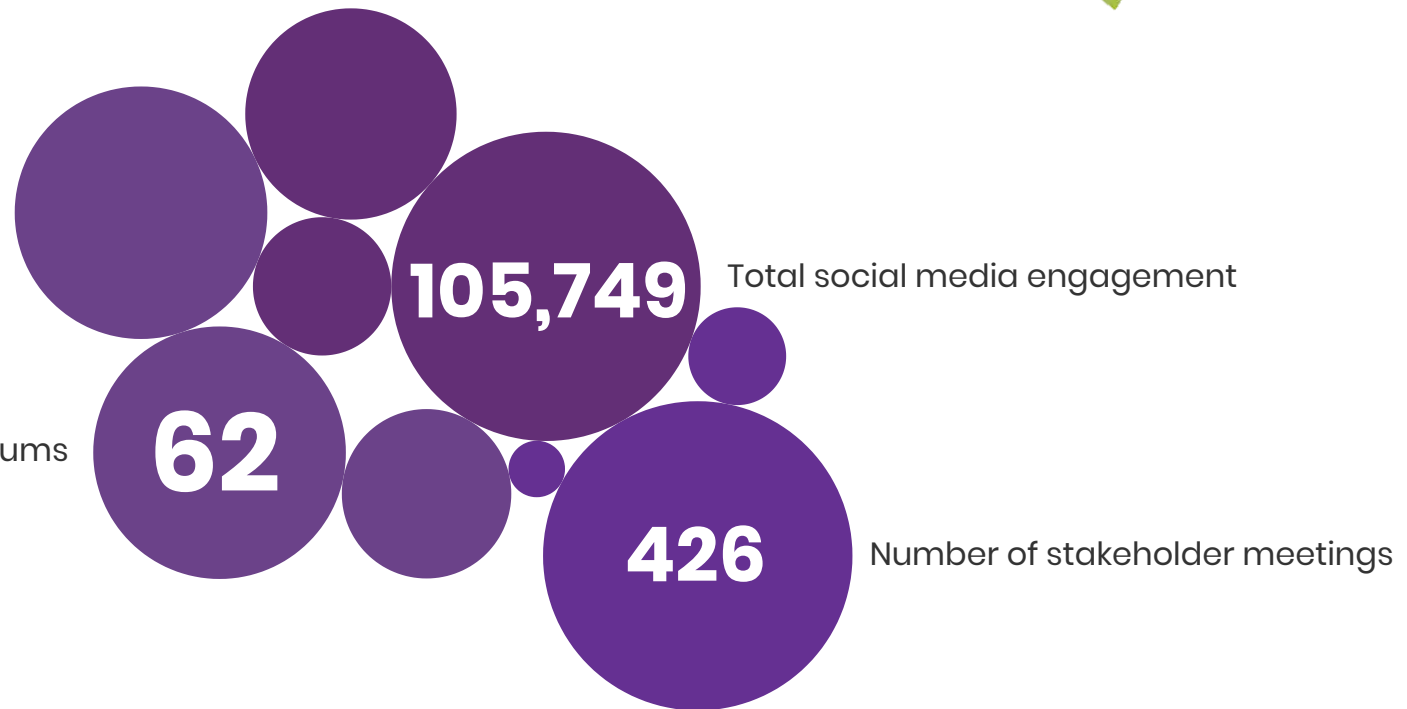
Our Engagement

We work with organisations from a diverse range of settings



Our Engagement

We communicate and build partnerships in many ways



Number of events and forums attended

62

105,749

Total social media engagement

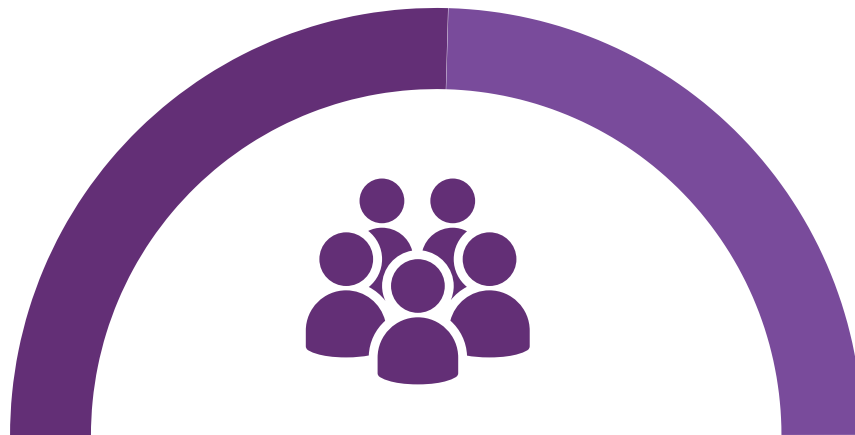
426

Number of stakeholder meetings



Our Engagement

Our community profiles and who we work with.

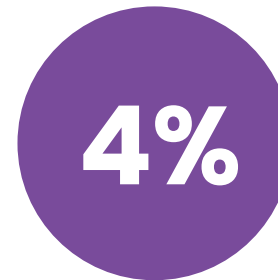


728,777 Total female population
in region

1,300,000 Total population in
region



Estimated % of **females**
impacted across all WHISE
activity 2018-2019



Estimated % of **population**
impacted across all WHISE
activity 2018-2019

Productivity

The impact of limiting funds to the work of primary prevention and health promotion in general has serious implications.

The World Health Organization (WHO) estimates that approximately **"95% of maternal deaths could be averted in low-income or lower-middle-income countries"** if investment in women's and children's health was increased by just **\$5 per person** (Stenberg, et al., 2014)

"Australia spends less on prevention and public health services than most other OECD countries, ranking the lowest third in 2010-11"

Australian Institute of Health and Welfare, 2014

Productivity



\$1.12
Investment
(core funding)
provided per
female in SMR

105
Members

7
FTE Staff

46
Partners


Calculations based annual funding for WHISE from Victorian Government for Victorian Women's Health Program/ Total Females in Region



Building Capacity of the Regional Prevention Workforce

WHISE has designed and facilitated various **forums** and **workshops** to help build the capacity of the regional prevention workforce.

These events have enabled the discussion of key issues within specific areas of expertise including **SRH, gender equity** and the **prevention of violence against women**. Our work seeks to support the regional prevention workforce to achieve **meaningful change** in a variety of settings and environments.



Building Capacity of the Regional Prevention Workforce

‘Let’s talk about Good Health Down South:
A Sexual and Reproductive Health Forum’ 28 May 2019

60 attended



“ *The speakers were very knowledgeable and showed great passion*

“ *The forum was very broad and helpful on a professional and personal level*

“ *This was a great way to get people talking about sexual and reproductive health*

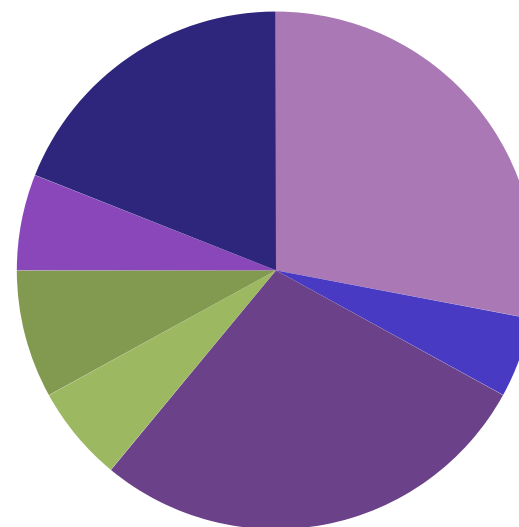


Building Capacity of the Regional Prevention Workforce

'Preventing Violence Together: Community Forum' 8 May 2019

34 attendees

Breakdown of workforce/organisation type



● Not for Profit ● CALD ● Local Govt ● Community Health ● Primary Care Partnership
● Hospital ● Other

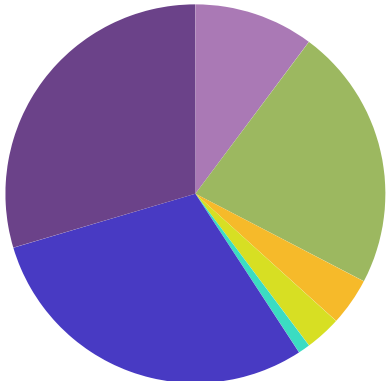
Building Capacity of the Regional Prevention Workforce

'Preventing Violence Together: Community Forum' 8 May 2019

34 attended



Breakdown of which population groups attendees work with



- Children & young people
- LGBTIQA community
- CALD communities
- Faith communities
- People with disabilities
- Whole of population
- Other

Building Capacity of the Regional Prevention Workforce

'Creating Respect Together' 26 June 2019

32 attended



“ *The break out sessions and topics discussed. I thought it was really important to discuss prevention in multicultural communities. The panelists were fantastic. I also thought the workplaces session was of high standard too* ”

“ *Very well organised, ran well to time. Duration of the event was great, didn't feel too overloaded.* ”

“ *The presenters were well selected and I learnt a lot from them; it was a good networking opportunity with others in the sector.* ”

“ *Slido - a great way to interact and get opinions whilst hearing from the experts. Dr Flood is our hero!* ”

Empowering Partners to Implement Gender Equality

Gender Equity

- gender equality
- social construction of gender
- masculine and feminine ideology
- exploring intersectionality

Family Violence

- unconscious bias
- gendered nature of violence and the drivers of violence
- actions to prevent and respond to VAW
- bystander training
- exploration of primary prevention


Org Culture & Change

- confidence in using gender equity tools or processes
- advocating for gender-aware planning, program and service delivery within workplace settings



Empowering Partners to Implement Gender Equality

WHISE acknowledges that **gender equality** can only be achieved through a multi-faceted approach where not only are **gender norms and attitudes challenged** but where organisational and cultural change is also pursued.

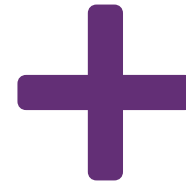


Empowering Partners to Implement Gender Equality

1890
Training
participants



1170
Training
hours
delivered



11
organisations
supported
through
gender equity
audits



Primary Prevention Capability Building





Promoting optimal sexual & reproductive health

Optimal sexual and reproductive health can only be realised through an open and honest dialogue. WHISE has sought to highlight the significance of sexual and reproductive health for all women regardless of age, ethnicity or socio-economic status. Our work has stressed the role of **access, equity** and **health literacy** and how these intersect in achieving optimal health outcomes.

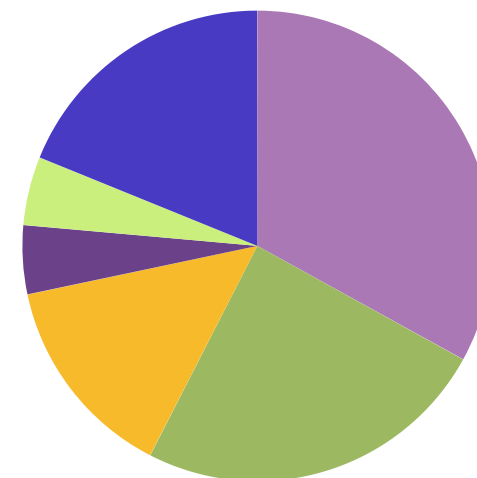
Good Health Down South: SRH Strategy



2018 saw the development of the WHISE Sexual Reproductive Health Strategy, 'Good Health Down South'. The strategy, 'Good Health Down South' sought to bring key stakeholders together to strengthen partnerships, build knowledge and enhance a greater understanding of sexual and reproductive health.

Promoting Optimal Sexual & Reproductive Health

Good Health Down South
received endorsements from:



- Local Government
- Community Health Service
- Primary Care Partnership
- Health Network
- Department of Education & Training
- Health Service

Promoting Optimal Sexual & Reproductive Health



Promoting Optimal Sexual & Reproductive Health



“ I really enjoyed this training, I was engaged the whole time and found it very interesting. I am a lot more confident in this area now.”

“ Great to be able to learn **correct terminology** and how to change your spoken language with regards to gender, sexuality, etc.”

Comments from sexuality and respectful relationships professional development to youth workers across the SMR

“ I think the collaboration of the CoP is very valuable to ensure information is received and understood across a wide range of areas, to ensure the strategy is most effective”

“ Very valuable! The CoP has **encouraged a platform for positive and vigorous discussion** between key stakeholders to apply to desired key improvement outcomes”


Comments from members of the Good Health Down South Community of Practice



Women & Girls are Free From Gender-based Violence Through Primary Prevention

16 Days of Activism Against Gender-Based Violence is a global campaign dedicated to **raising awareness about the impact of violence, particularly on women**. WHISE and its various partners have actively promoted and facilitated this campaign for a number of years. This campaign is an excellent example of how primary prevention can help raise awareness and shift attitudes. In 2018, the focus of the campaign was **bystander action**.

Central to the 16 Days of Activism campaign is collateral to promote the campaign messages. This year, WHISE enlisted a local female artist to design the visuals for the collateral listed here.



Women & Girls are Free From Gender-based Violence Through Primary Prevention



Coffee cups distributed



Cafes participating



Keep cups distributed



Women & Girls are Free From Gender-based Violence Through Primary Prevention



Campaign social media reach



Reach to cafe customers in SMR



Women & Girls are Free From Gender-based Violence Through Primary Prevention



“The coffee cups were definitely [effective]. We normally use plain white cups so these ones stood out.”

“People noticed the orange cups and asked about it. The message was clear on the cups”

“People looked at the cups because they were different to the ones we use.”

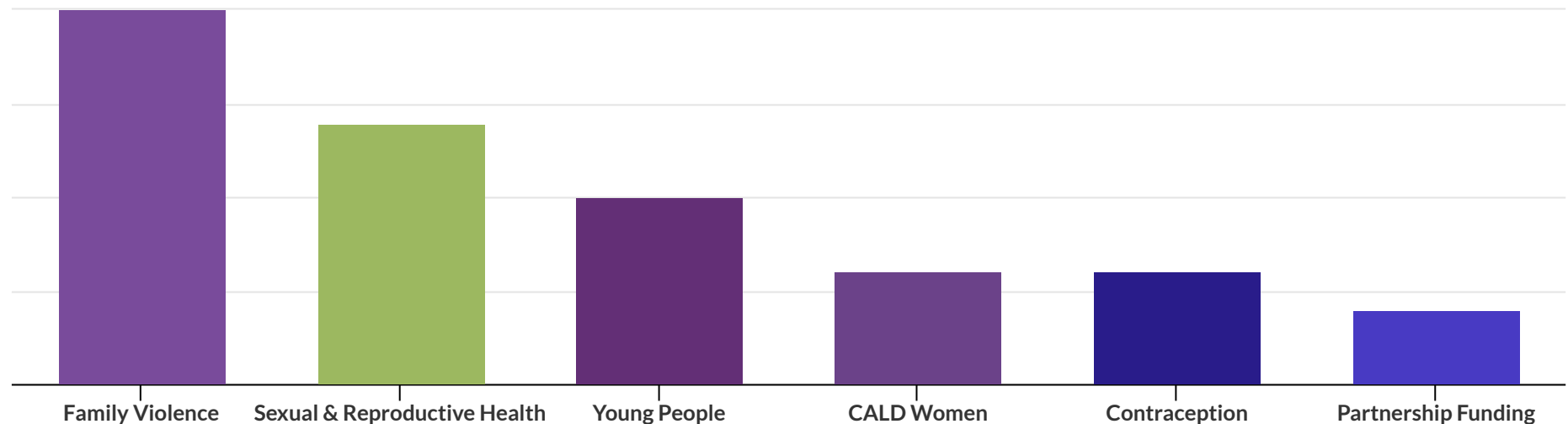
“100% - got a lot of feedback. The table cards helped a lot - letting customers know what it was all about. It started good conversation.”

Feedback from Café owners through WHISE and Partners 16 Days of Activism Campaign



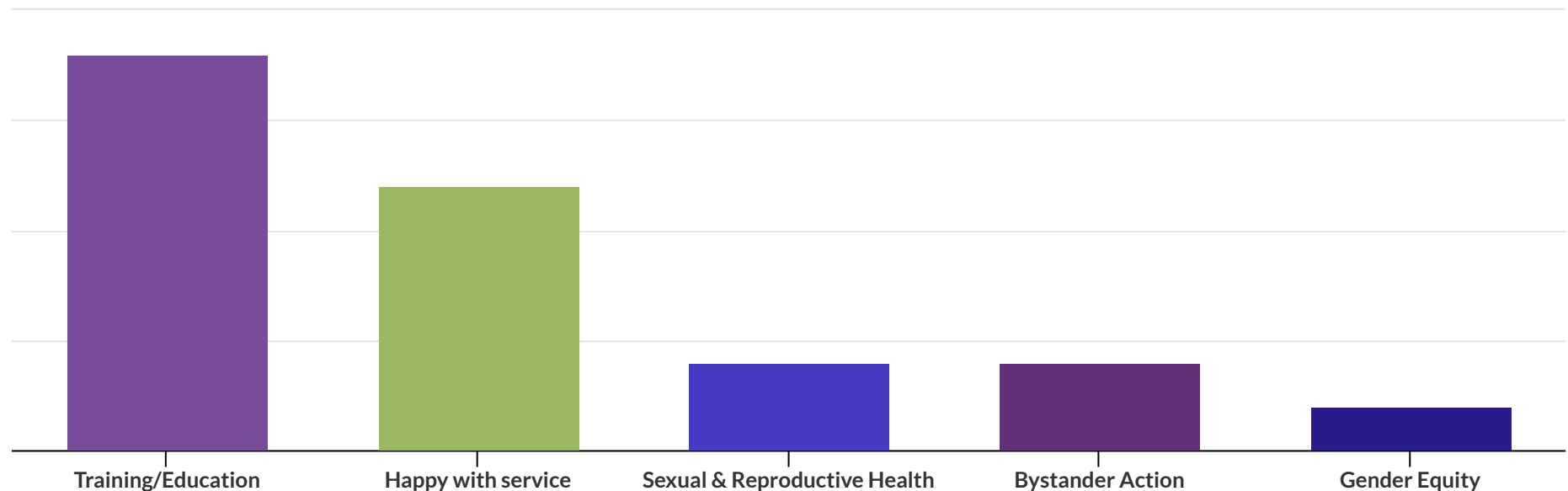
The Future: Direction and Priorities

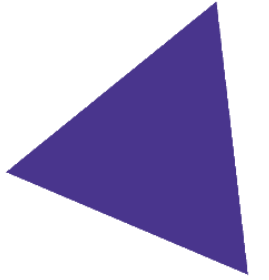
As an organisation that values collaboration and partnership, WHISE sought feedback from stakeholders about what priorities WHISE should work on over the next 12 to 18 Months...



The Future: Direction and Priorities

Specific areas of capacity or capability building (including training) our stakeholders think WHISE should be providing





Social Impact Report 2018/19

