



My Story My Time

Ruah Community Services

The Starting Point - Voices for Change





The Starting Point - Voices for Change

- Our Watch funded Ruah to establish a media advocacy program to address violence against women
- Program ran from July 2018 – June 2019
- Media advocacy was designed to empower women who have experienced violence to share their stories with the public through the media and other community advocacy engagements
- Program trained and supported women in advocacy role – assisting them to understand their experiences in the context of a society wide, preventable issue
- Ruah trained 12 women with lived experience of FDV:
 - 3 days media and spokesperson training
 - 83% training completion rate
 - 82% (n-11) left the training with more information about FDV
 - 82% (n-11) now know more about the myths and misconceptions about FDV
 - Advocates rated their confidence to speak out on average as 8/10 after the training

Why?



- Violence against women is serious, prevalent and driven by gender inequality
 - Research has found gender inequality is the most consistent predictors of violence against women:
 - condoning of violence against women
 - men's control of decision-making and limits to women's independence
 - rigid gender roles and identities
 - male peer relations that emphasize aggression and disrespect towards women
- (Based on Our Watch's Change the Story Framework)*
- To prevent violence against women, we need to address these drivers to stop it from occurring in the first place. Addressing these drivers of violence was the focus of Voices for Change
 - Media advocacy aims to use media, public speaking and public awareness raising activities to reach the broader community and promote systemic change
 - Key to the project was challenging dominant narratives around domestic violence to present it as a serious and systemic social problem that is preventable

Outcomes





Outcomes

After just three months:

➤ Media

- 6 advocates engaged with media, including via:
 - ✓ TV and online – The Couch
 - ✓ Radio – 6PR, SM Noongar Radio; RTR 89.7fm
 - ✓ Newspapers – The Sunday Times and Fremantle Herald
 - ✓ 9 articles published

➤ Social media

- Roundtable to End Domestic Violence promoted across Facebook, LinkedIn and Twitter – 5,197 followers and estimated reach of 57,565 people
- Video from the Roundtable featuring an advocate, Kat, reached 13,222 people – including a higher percentage of male viewers (23%) compared to the average (13%)

➤ Advocate feedback

- Advocates acknowledged the relationships they built with the other advocates
- They reporting feeling “not alone”, connected with “like-minded people” and having “hope for change”



Outcomes

“It was extremely powerful listening to other women's stories. We cried together, and laughed together.”

“I made life-long friends through the process and realised I was not a failure, victim or less worthy of my own life than anyone else.”

Azelene, FDV Advocate

My Story My Time

- Voices for Change advocates connect with Ruah
- Ruah creates advocacy program, My Story My Time, to continue connections and positive outlines
- Program integrated into 'BAU'
- Ruah and advocates seek ways to broaden our impact toward ending violence against women.
- My Story My Time advocates generously:
 - Support Ruah advocacy, including providing faces and stories to FDV and what Ruah aims to address
 - Contribute experiences to new business models for corporate organisations
 - Work with corporate organisations on their internal programs and initiatives toward addressing FDV
 - Support State Government and related FDV campaigns, including the #16Days
 - Work with Ruah on our operating model, policies and procedures
 - Explore approaches to supporting the lived experience and how this can impact on systemic change toward ending FDV

My Story My Time



Champo Ngweshe

My Story My Time Advocate



“Most cultures believe a woman has to build a home,
so if the relationship breaks down,
then it’s a woman’s fault.”

Nicola Coleman

My Story My Time Advocate



“Do you
ALWAYS
feel safe
around your
partner/family/friends?”

My Journey



My Journey



BROKEN TO BRILLIANT

Our Mission

Domestic Violence Survivors mentoring fellow survivors creating a new chapter in their lives.

Who do we work with?

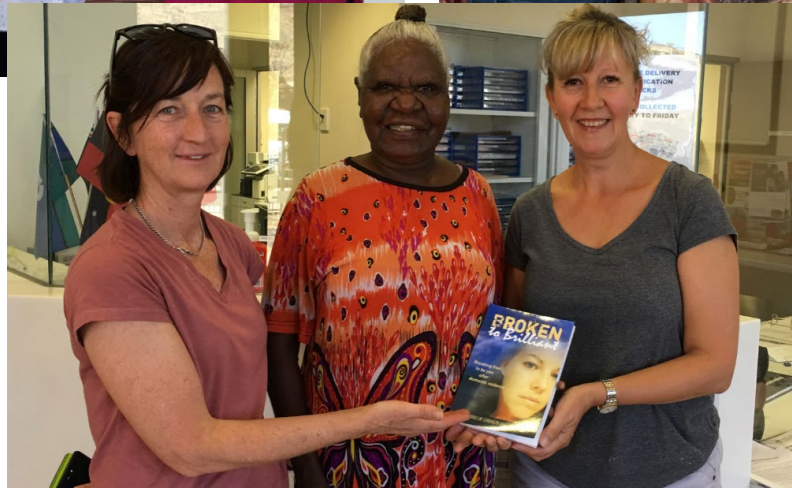
Broken to Brilliant works with survivors after the initial crisis and immediate resettlement time.

During their journey of recovery, we empower survivors to rebuild their new chapter in life.

Our Goal

Broken to Brilliant's goal is to reduce the long-term impact of domestic violence by increasing financial independence, decreasing distress, increasing opportunities through education, life-skills training, and social support networks and supporting the rebuilding efforts of those who have experienced domestic violence.

My Journey



My Journey



BROKEN TO BRILLIANT

Stories of strength and success





My Story My Time

To learn more about the program, contact Ruah:

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