

# Case study of the Ambassador Program: University of Wollongong

In 2016, two researchers from the University of Wollongong conducted a case study of the Ambassador Program to evaluate why men are motivated to become Ambassadors, including how they get involved in violence prevention activities, and the challenges they face in advocating to end violence against women. 296 Ambassadors completed an online survey and 86 participated in in-depth interviews.

## Motivations for becoming an Ambassador:

- 76% wanted to make a difference in their community
- 70% felt a moral obligation to become an Ambassador
- 54% heard stories related to men's violence against women and 43% learned statistics related to men's violence against women
- 30.7% of Ambassadors noted that becoming a better Father was a positive experience of the White Ribbon Ambassador Program

**"As a father of two young daughters I was horrified by the statistics of violence against women in our community and internationally. I wanted to lend my support and to try and change attitudes so that all women were able to live in a community free from violence"**

INTERVIEW PARTICIPANT

**"I do have more conversations with work colleagues, both women and men"** INTERVIEW PARTICIPANT

**"I am no longer reticent about speaking up or committing myself to stopping violence against anyone"** INTERVIEW PARTICIPANT

## How the Ambassador program changes men

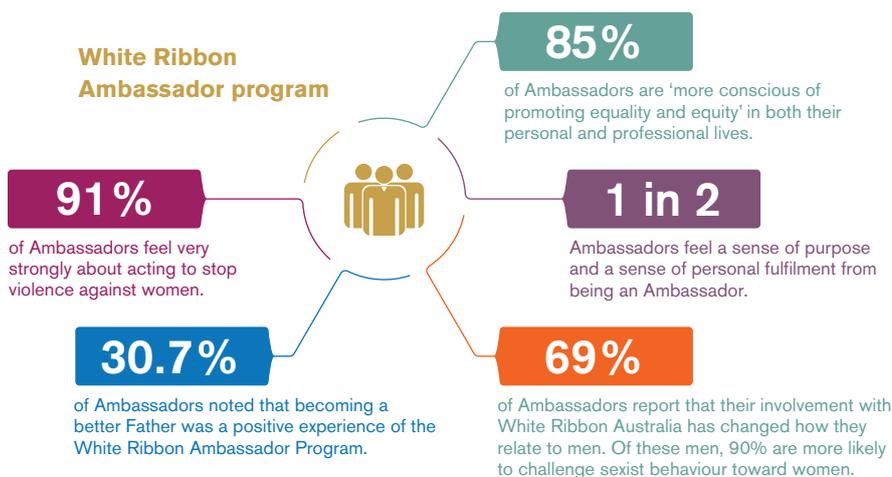
- 75% of men feel the Ambassador program has increased their knowledge of men's violence against women
- 85% are 'more conscious of promoting equality and equity' in both their personal and professional lives
- 69% report that their involvement with White Ribbon Australia has changed how they relate to men. Of these men, 90% are more likely to challenge sexist behaviour toward women
- 1 in 2 Ambassadors feel a sense of purpose and a sense of personal fulfilment from being an Ambassador

## Survey of Ambassador knowledge and attitudes: More Strategic

In December 2016 to January 2017, White Ribbon supporters, including Ambassadors, were surveyed by More Strategic on a range of issues, including their knowledge and attitudes to men's violence against women. 529 Ambassadors completed the survey.

Key findings of the research include:

- 80% of Ambassadors strongly agree that stopping men's violence against women starts with men changing their behaviour vs 69% non-Ambassadors
- 91% of Ambassadors feel very strongly about acting to stop violence against women
- Ambassadors had a greater awareness of the extent of men's violence against women than non-Ambassadors
- Ambassadors are more likely and confident to assist a person experiencing violence than non-Ambassadors
- 43% had acted as a spokesperson for White Ribbon vs 12% of non-Ambassadors
- Ambassadors have a lower tolerance for sexually explicit jokes, sexist jokes and sexist language than non-Ambassadors



[www.whiteribbon.org.au/stop-violence-against-women/what-white-ribbon-does/research-social-impact/](http://www.whiteribbon.org.au/stop-violence-against-women/what-white-ribbon-does/research-social-impact/)