## **Gandel Philanthropy Project: Youth Ambassador Pilot Program**

## **Program Logic**

Goal

Twenty young men become positive role models and advocates to drive sustainable social change in their communities around the issue of men's violence against women

Long-term outcomes

invited to apply to become official White **Ribbon Ambassadors** and continue their work within their communities

Increased

awareness of

Participants are

Sustainable attitudinal, cultural and behavioural change

Participants are empowered as active bystanders and agents of change

Participants are equipped with the tools, knowledge and strategies to affect cultural change

Community capacity building in the primary prevention of men's violence against women

Medium-term outcomes

strategic development

Resource and

and experiencing White Ribbon and safe, healthy and the Ambassador respectful Program within relationships local communities

Participants learn

Awareness of what constitutes safe bystander action

Increased use of White Ribbon campaign resources amongst younger community

**Enhanced community** participation in culturally relevant and meaningful prevention initiatives

Short-term outcomes

Increased agerelated diversity within the White Ribbon Supporter cohort

Increased awareness of the issue of men's violence against women

Increased understanding of active bystander strategies

localised videos and online content developed through collaboration with the NE Committee and White Ribbon schools

Age-relevant and

Identify volunteering opportunities and pathways for the young men to support relevant and local community activations

**Activities** 

Recruit 20 young men between the ages 16 to 25

Provide training on 'Understanding men's violence against women

Provide a workshop session on what it means to be a safe bystander

Support the development of young people led resources and information

Consult with local stakeholders and services who will act as satellites and provide training upon project commencement

Inputs

White Ribbon Australia resources White Ribbon Staff Ambassadors/Advocates/Supporters White Ribbon Schools Local community organisations White Ribbon North East Victorian Committee **Gandel Philanthropy funding** 12 month timeframe