

Women’s Health East (WHE), with the support of Outer East Primary Care Partnership (OE PCP), held a series of Masterclasses to support the Together For Equality & Respect (TFER) Partnership to use the *Framing Gender Equality Message Guide* in practice. This tip sheet has been developed using messages that participants workshopped over two Masterclass sessions. It is not intended as a standalone resource, but rather as a reference point that illustrates how the Framing Gender Equality Message Guide is used to create a message.

## GENDER IMPACT ASSESSMENTS

**Purpose:** Ensure council staff conduct quality Gender Impact Assessments that support positive change.

**Audience:** Local council staff in metro Melbourne.

**Action:** To attend a training session on conducting Gender Impact Assessments.

**Messenger:** CEO

**Channel:** Internal staff email.

### THE VISION

describes an attractive and relatable vision – a tangible outcome from the desired action.

### TIP #2: Focus on causation not just outcomes

“... naming a program ‘Mums and Bubs’ may reinforce gender stereotypes that lock men and women into outdated and rigid roles...”

### THE CAUSE

explains a key reason why the barrier exists and who is responsible.

We want our services and programs to be inclusive so that everyone in our community can use and enjoy them.

**Currently, some of our services may unintentionally exclude certain people in our community, and reinforce stereotypes which limit people’s opportunities due to their gender.**

For example, naming a program “**Mums and Bubs**” may reinforce **gender stereotypes** that lock men and women into outdated and rigid roles and fails to acknowledge the parenting responsibilities of gender diverse people.

**In the past we haven’t had the tools or dedicated time** to reflect on how our program and service design is making outdated assumptions about people and the roles they might take on because of their gender.

**We have an exciting opportunity** to overcome these challenges by participating in Gender Impact Assessment Training. **This training will build our skills, knowledge and confidence** to address these assumptions and **design our services to be inclusive and beneficial for everyone!**

### THE ACTION

tells the audience what they can do to overcome the barrier.

### Bonus TIP #6: Keep it real

“... everyone in our community can use and enjoy them...”  
– uses real words to illustrate what “inclusive” means and looks like.

### THE BARRIER

stands in the way of the vision, and provides a tangible example.

### WORDS TO USE & LOSE:

Lose “gender inequality” and use instead “gender stereotypes.”

### TIP #4: Be solutions focused

“... participating in Gender Impact Assessment Training... will build our skills, knowledge and confidence to address these assumptions and design our services to be inclusive...”  
– entices the audience to engage with the message!

# FRAMING GENDER EQUALITY: TIP SHEET 1

## ROOM FOR IMPROVEMENT

We want our services and programs to be inclusive so that everyone in our community can use and enjoy them.

Currently, some of our services may unintentionally exclude certain people in our community, and reinforce stereotypes which limit people's opportunities due to their gender. For example, naming a program "Mums and Bubs" may reinforce gender stereotypes that lock men and women into outdated and rigid roles and fails to acknowledge the parenting responsibilities of gender diverse people.

In the past we haven't had the tools or dedicated time to reflect on how our program and service design is making outdated assumptions about people and the roles they might take on because of their gender.

**We have an exciting opportunity to overcome these challenges by participating in Gender Impact Assessment Training. This training will build our skills, knowledge and confidence to address these assumptions and design our services to be inclusive and beneficial for everyone!**

### Bonus TIP #6: Keep it real

The training might not be as "exciting" to others as it is to us. Remember, keep it real and use words that will resonate with your audience.

### THE ACTION

Strengthen the ACTION by giving more context about what a Gender Impact Assessment is. This will help build an ACTION that provides a clear solution to overcome the barrier, a clear role for the audience, and the tools to support them to do what they know is right.

## THE FINAL RESULT

**The introduction of Gender Impact Assessments as part of the Gender Equality Act is an opportunity for us to overcome these challenges and improve the way we work.** That is why we have made Gender Impact Assessment training available to all our staff. **This training will build our skills, knowledge and confidence** at designing and delivering services that are inclusive and beneficial for everyone in our community.

The first sentence uses words that will resonate with the audience, and provides more context about what a Gender Impact Assessment is.

### THE ACTION

Providing more context ensures an ACTION with a clear solution, a clear role for the audience, and the tools they need to do what they know is right.

Thank you to our Masterclass participants for letting us use the messages that they created in training for the development of this tip sheet!