

**What does Rotary SAFE Families AMBASSADOR status mean for Rotary Clubs?**

**SAFE = Stopping Abuse in Families Everywhere**

That Ambassadors acknowledge and contribute to the Prevention of family abuse:

1. Raise awareness of family abuse
2. Help prevent family abuse
3. Provide hope to victims or possible victims of family abuse including:
	1. Women
	2. Elderly
	3. Youth
	4. Children
	5. Men

Ambassadors to take advantage of opportunities in their Club by:

* Public awareness campaigns, showing the films to community
* Speaking out about Rotary SAFE Families : Stopping Abuse in Families Everywhere
* Informing and enabling people to act in support of those faced with abuse
* providing printed information, social media to showcase et al.
* Informing friends, colleagues, family, workplace of prevention and referral methods around abuse
* Reducing stigma attached to this “taboo” topic and reporting of abuse
* Talking to corporate, government and non-government organisations
* Sharing stories with media and broader community
* Sensitising people to the traumatic increasing dimension of abuse and the necessity for change: **“Abuse is Not the Norm”**
* Showing pride in being a Rotary SAFE Families’ Ambassador.

Rotary SAFE Families’ Ambassadors, speak out openly, provide messages of hope and encouragement to raise awareness of the traumatic problem of violence both in Australia and worldwide. Replace with the importance and need for healthy, respectful relationships.

Ambassadors shatter stereotypes, myths, and stigma, helping the public to see the realities of family abuse while being a leader in providing real hope and support for change.

Rotary SAFE Families’ Ambassadors commit to continued family abuse education, awareness and advocacy and provide a “voice” to **S**topping **A**buse in **F**amilies **E**verywhere.

**How does my Club become a Rotary SAFE Families Ambassador Club?**

**To become a successful Rotary SAFE Families Ambassador Club:**

1. Contact Rotary Melbourne – [editor@rotaryclubofmelbourne.org.au](editor%40rotaryclubofmelbourne.org.au)
2. We will provide you with an MOU to sign as your Club’s pledge to promote Rotary SAFE Families for two years;
3. Your Club will be expected to view both Rotary SAFE Family Videos and initiate a broad discussion with your members about the issues raised in the videos;
4. Your Club will be provided with:
	1. SAFE Families logo enabling your Club name to be added to logo;
	2. Rotary SAFE Families Ambassador Certificate for your website and/or any promotional materials;
	3. access to films and promotions and regular updates;
	4. Your Club’s name on SAFE Families webpage Honour Roll;
	5. Information on other family abuse projects you might be supporting on SAFE Families wepage.
5. Your Club will be expected to:
	1. Be willing to speak out and spread the message on prevention and support for victims of abuse;
	2. Promote Rotary SAFE Families on your website and in your local community where and when possible.
6. The Rotary SAFE Families webpage will name your Club as part of the Ambassador program.

**All Ambassador Clubs will receive:**

1. Opportunity to have a Guest Speaker at an online meeting to inform your Members about SAFE Families initiative;
2. Regular updates.

Remember, SAFE Families is not about pushing the horrific stories of abuse; it is not a “blame game” but a “change game”, speaking about this “taboo” subject, and is focused on the “3 RRR’s”:

1. **Recognise** – the signs, behaviours and culture that drive abuse

2. **Raise** – your voice and call it out safely

3. **Refer** – for support

Films are available online for you to use: [https://rotaryclubofmelbourne.org.au/rotarysafefamilies](https://rotaryclubofmelbourne.org.au/rotarysafefamilies%20)

Rotary SAFE Families benefits all Australians including our Indigenous communities, Females, Males, Children, Youth, Families, by providing ability to identify violence, be fully informed and able to refer/provide support for victims or possible victims of abuse.

**Contact Dorothy Gilmour, Rotary Melbourne** at [editor@rotarymelbourne.org.au](editor%40rotarymelbourne.org.au)

The simple steps to be taken to be an Ambassador Club will be provided.

View the following link for a short promo - Rotary SAFE Families:

[https://youtu.be/cr-Sjf4rJQY](https://youtu.be/cr-Sjf4rJQY%20)

