

**MEDIA RELEASE**

---

**DATE**

Wednesday 27 November 2024

**United Way Glenelg Announces Funding for Baby Makes 3 Program During 16 Days of Activism Against Gender-Based Violence**

United Way Glenelg is proud to announce funding for Portland District Health to bring the evidence-based Baby Makes 3 program to the Glenelg Shire. This announcement coincides with the 16 Days of Activism Against Gender-Based Violence, an international campaign dedicated to ending gender-based violence, raising awareness, and fostering a culture of equality and safety.

Baby Makes 3 is a unique health promotion and social change initiative designed to promote gender equality in parenting. The program addresses traditional gender norms and expectations during the transition to parenthood, encouraging shared parenting responsibilities and fostering healthier relationships. Maternal child health and midwifery staff will undertake training in February 2025, with the program rolling out soon after.

The 16 Days of Activism, which runs from 25 November (International Day for the Elimination of Violence Against Women) to 10 December (Human Rights Day), calls on individuals and organisations worldwide to raise awareness and take action to prevent violence against women and girls. The campaign's theme for 2024 is "UNITE! Activism to End Violence Against Women & Girls," promoting solidarity and collaboration across communities, governments, and organisations.

Lynda Smith, from Portland District Health, expressed gratitude for the funding as it will provide vital support to new parents across the Shire, shaping attitudes and challenging outdated gender expectations of parenting.

"Huge thanks to United Way Glenelg Community Fund and to the staff who contribute to Workplace Giving campaigns, as well as individual and company donors throughout Glenelg."

"Your generosity will allow Portland District Health maternal child health and midwifery staff to undertake training in the unique, evidence-based Baby Makes 3 initiative. This program

Baby Makes 3 complements the 16 Days of Activism campaign by addressing the root causes of gender inequality, which is a key driver of violence against women and girls. The program supports new parents directly and equips perinatal services to embed gender equality principles, practices, and structures in their care.

Nicole Carr, Executive Officer of United Way Glenelg, emphasised the significance of the timing that announcing this funding during the 16 Days of Activism highlights the importance of initiatives like Baby Makes 3 in promoting equality and fostering cultural change.

"By challenging outdated gender norms, this program lays the groundwork for healthier, more equitable relationships, benefiting families and the wider community."

---

## United Way Glenelg | Media Release



“United Way Glenelg is excited to support this transformative initiative, ensuring that new parents in the Shire have access to programs that build equality, strengthen family connections, and contribute to broader social change.”

For more information on the 16 Days of Activism campaign, visit UN Women's website <https://www.unwomen.org/en/get-involved/16-days-of-activism>

For details on the Baby Makes 3 program or to learn about supporting initiatives like this through Workplace Giving, please contact:

Nicole Carr

Executive Officer, United Way Glenelg

Phone: 0410 513 305 Email: [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

*Photo L-R: Maddi Cram, Health Promotion Practitioner, Nicole Carr, Executive Officer United Way Glenelg, Alicia Humphries, Clinical Midwife Specialist, Maternal Child Health Nurse, Leanne Moore, Acting Maternity Services Coordinator.*

[End of Media Release]

---