



Curtin University

KEEP WATCH AMBASSADOR PROGRAM ROYAL LIFE SAVING SOCIETY WA 2022 EVALUATION REPORT

COLLABORATION FOR EVIDENCE, RESEARCH & IMPACT IN PUBLIC HEALTH

KEEP WATCH PARENT AMBASSADOR REVIEW

WHAT WE DID



PARENT
AMBASSADORS



RLSSWA
REPRESENTATIVES

RESEARCH PURPOSE

- Explore the impact of Ambassador stories
- Identify how the Keep Watch Parent Ambassador Program may be improved

WHAT WE FOUND



LIVED
EXPERIENCE

AMBASSADORS DISCUSSED

- The drowning event
- After event: hospital & inquests
- Effect on relationships & mental health
- Ambassador experience

There was a lot of, and there's still a lot of unanswered questions that are still unanswered today - A1



MOTIVATION
& BENEFITS

MOTIVATION

- Make a difference
- Child's memory
- Give & receive support
- Deal with grief
- Align with respected organisation

... it [involvement in the Program] wills me to get up and keep going and keep talking about it - A3

BENEFITS

- Satisfaction
- Extrinsic value
- Building networks
- Influence RLSSWA effectiveness



SOCIAL
SUPPORT

SUPPORT FROM RLSSWA STAFF & OTHER AMBASSADORS

- EMOTIONAL - affection, encouragement, listening
- INFORMATIONAL - advice & feedback
- SOCIAL - promote belonging
- ESTEEM - validation
- TANGIBLE - resources

She's [another parent ambassador] been very outspoken, and very forward in, you know, how she approaches things... [she's] been amazing - A4



AMPLIFY
VALUE

MORE INVOLVED AND MORE CONNECTED

- Ambassadors are interested in enhancing their participation across not only the program but the organisation

Ambassadors want to be involved, be kept up to date and understand the Program - A5

RECOMMENDATIONS



1
ORIENTATION
KIT



2
AMBASSADOR
HUB



3
MEDIA
TRAINING



4
EXTEND
RELATIONSHIPS



5
COMMUNICATE
ABOUT
PROGRAMS



6
LEADERSHIP &
ADVOCACY
TRAINING



7
HIGHLIGHT
EVIDENCE



8
INVOLVEMENT
BEHIND THE
SCENES



9
SMALL
GROUP
OPPORTUNITIES



10
SHOWCASE
PROGRAMS

RECOMMENDATIONS

The following recommendations are made based on the combined findings of parent ambassadors and organisational interviews. Introducing these strategies can ensure the Program builds enough structure to allow ambassadors to get the most out of their interaction with RLSSWA whilst allowing for the flexibility and personal relationships that are so important to the Program's historical and current success.

1. Develop an **orientation kit** which outlines RLSSWA structure and supports to ensure Ambassadors are aware of the scope of work done by RLSSWA and the Keep Watch Program. This resource will ensure they have the documents to refer to when ready and not overwhelm ambassadors at their initial introduction to the Program.
2. Consider the development of an **ambassador hub** within the organisational intranet which could also include opportunities for regular communication, building a sense of community and social support.
3. Offer **media training** to ambassadors to ensure they feel comfortable sharing their stories.
4. Work on **extending relationships** between ambassadors and a range of RLSSWA staff to negate negative consequences if staff are away or move on.
5. Develop a **regular formal interaction** with ambassadors to ensure they are **kept abreast of program direction and opportunities**. This may ensure they are more aware of each other and provide opportunities for ambassadors to know each other. This should utilise contemporary strategies in **co-creation** for community involvement.
6. Provide opportunities for ambassadors to **undertake training** in leadership, advocacy and governance.
7. Provide opportunities for ambassadors to **observe the work of RLSSWA** and get involved in behind-the-scenes aspects of program delivery both within Keep Watch and across the organisation.

Contact

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