

Media Release

The Hon Ros Spence MP
Minister for Prevention of Family Violence
Minister for Community Sport
Minister for Suburban Development



Saturday, 13 May 2023

SUPPORTING NEW PARENTS IN PIVOTAL LIFE STAGE

The Andrews Labor Government is investing \$1.5 million to help two organisations deliver programs to new parents to shape long-term attitudes on parenting and gender roles.

Minister for Prevention of Family Violence Ros Spence today visited community health organisation healthAbility in Eltham to announce funding of \$1.2 million for Baby Makes 3, an innovative, evidence-based program for new parents, delivered across more than 40 health services in Victoria.

Funded by the Labor Government since 2017, Baby Makes 3 has been adapted to support the diversity of Victorian families including those from regional and rural backgrounds, culturally and linguistically diverse communities, rainbow families and Aboriginal and Torres Strait Island families.

The program builds mutual understanding, appreciation and respect among first-time parents and supports the capacity of local governments, maternal and child health and maternity services to promote gender equality and challenge traditional gender stereotypes.

In 2022, the program won VicHealth's prestigious Outstanding Health Promotion Award for making a tangible difference in improving Victorians' health and quality of life.

The Labor Government will also provide Playgroup Victoria with \$360,000 over two years for the family violence prevention program, All Come Out to Play!, which engages children, parents and early years educators in a fun and interactive session that explores concepts of gender equality in a developmentally appropriate way.

The period during pregnancy and immediately post-birth are times when there is an increased risk of family violence. Antenatal care provides an opportunity to ask women about exposure to violence.

Quotes attributable to Minister for Prevention of Family Violence Ros Spence

"I'm delighted to support these terrific programs which help young parents when a new baby is born, giving them helpful tools to deal with the challenges they'll face."

"It's a joyous time and we want to help all new parents as they begin parenthood."

Quote attributable to Member for Eltham Vicki Ward

"Baby Makes 3 is an important program supporting new dads to be the best they can be. I welcome this fantastic grant from the Andrews Labor Government, supporting HealthAbility to continue strengthening new families."