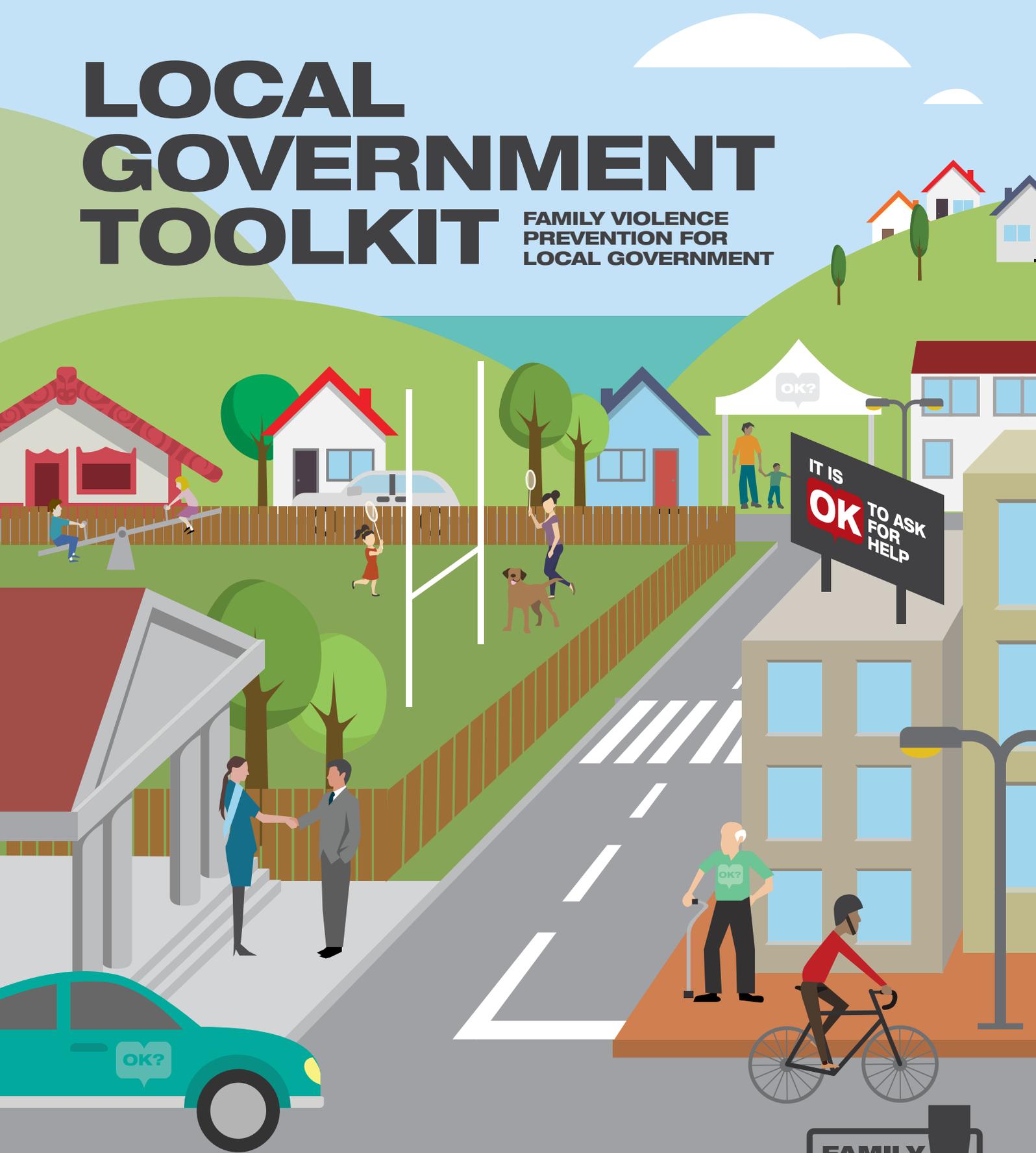


# LOCAL GOVERNMENT TOOLKIT

FAMILY VIOLENCE PREVENTION FOR LOCAL GOVERNMENT



SAFE FAMILIES, THRIVING COMMUNITIES



## Family Violence – It's not OK in our community.

**“  
SUPPORTING  
GOOD MEN TO  
BECOME GREAT  
MEN”**

MAYOR RICHARD KEMPTHORNE  
TASMAN DISTRICT COUNCIL

**MOTUEKA FAMILIES 100%  
LIVING SAFE OK**

Call 0800 456 450 to ask for help

“We look forward to working with you to make your community violence free.

Family violence is happening in all communities to alarming levels, but mayors and councils can have a strong voice and unique influence in creating change.

I ask mayors and councils across New Zealand to stand up with me and say that family violence is never OK, but that we all have a role in creating vibrant and violence free communities.

By working alongside the national It's not OK campaign and local communities we can create safe and strong neighbourhoods for families.”

*Murray Edridge, DCE,  
Community Investment, Ministry for Social Development*

## **This toolkit gives:**

**1.**

**A summary of  
the campaign**

**3.**

**Tips on how  
to be involved**

**2.**

**Examples  
of local government  
It's not OK initiatives**

**4.**

**Information about what  
the It's not OK team  
can provide.**

1.



**“Saying no to family violence in my community has been easy! Standing alongside our sports clubs, faith leaders, council and schools has inspired so many to stand up and create a safe community together.”**

*Wayne Guppy, Upper Hutt Mayor*

## **The It's not OK campaign**

It's not OK is a community-driven campaign to reduce family violence in New Zealand. Its goal is to change attitudes and behaviours that tolerate any kind of family violence.

The campaign works in partnership with hundreds of communities, with Police, sports clubs, businesses, faith leaders, family violence networks and more, to help people step up and create change in their own communities.

“

“Working with the national campaign team, Orongomai Marae, our local family violence network and other community groups ensured we had the right messages and the right people on board to start making some real change in Upper Hutt. Seeing now how many people are talking about it, marching about it, and wanting to work together to address family violence has been inspiring.”

*Wayne Guppy, Mayor Upper Hutt*

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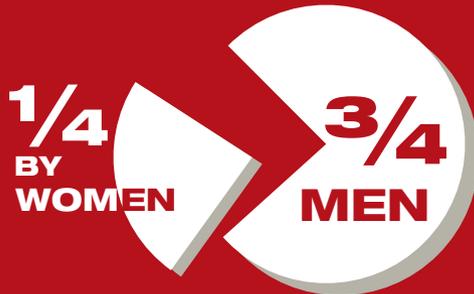
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## **What success is the campaign having?**

Research and evaluation show that the campaign has increased awareness of family violence, and enabled behaviour and attitude changes at the individual, families/whānau and community level. More New Zealanders are seeking help and more people believe they can help others to change.

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## INTIMATE PARTNER VIOLENCE DEATHS ARE PERPETRATED



## ONE IN SEVEN - YOUNG PEOPLE -



REPORT BEING HARMED ON PURPOSE  
BY AN ADULT AT HOME

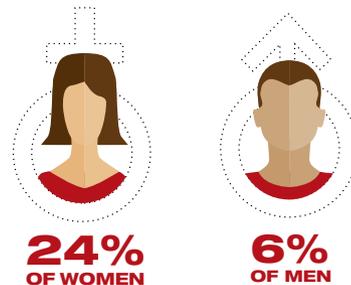
## Family violence

- It happens in all communities.
- People of any age, ethnicity, socio-economic group, gender, faith group, sexuality or age can, and do, experience family violence.
- It includes de facto, dating relationships, same sex-partners, ex-partners, flatmates, siblings, wider whānau such as grandparents, aunts and uncles, and caregivers.
- People hide the violence in their homes due to feeling shame and guilt.

## 1 IN 3 WOMEN

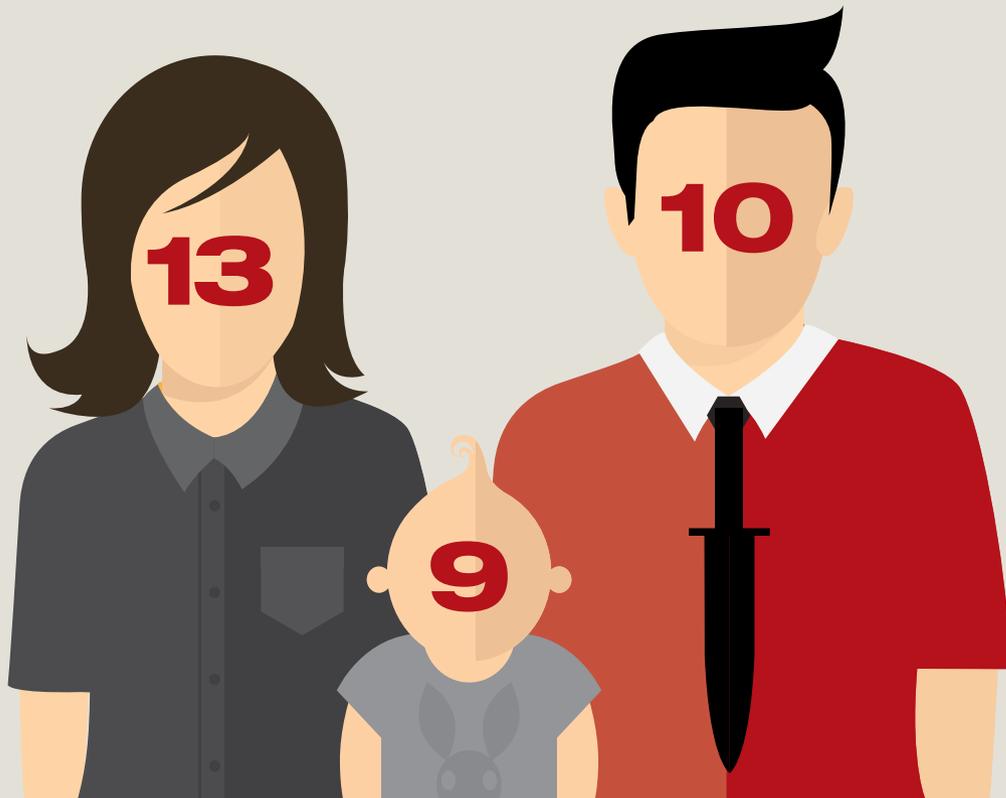


EXPERIENCE PHYSICAL  
AND/OR SEXUAL ABUSE  
FROM A PARTNER IN THEIR LIFETIME



HAVE EXPERIENCED  
ONE OR MORE SEXUAL  
OFFENCES IN THEIR LIFETIME

In New Zealand



**ARE KILLED EVERY YEAR AS  
A RESULT OF FAMILY VIOLENCE**

| [areyouok.org.nz](http://areyouok.org.nz)  
0800 456 450





When we see someone climbing through the neighbour's window we call the Police.



If we see someone knocked over by a car we rush to help and call an ambulance.

But when New Zealanders see someone hurting someone in their family we are not quick to act.

We hesitate, we wonder... "should I get involved?"

"Is it my business?"

"Is it serious enough?"

*Murray Edridge, DCE, Community Investment,  
Ministry for Social Development*



## Family violence impacts on everyone in the community

Children who grow up in violence will have their learning, development and future outcomes negatively affected.

Experiencing family violence impacts on all aspects of an adult's life, from their ability to work and parent well, to being able to contribute to their community.

Families and neighbourhoods thrive when a community is safe and violence free.

The estimated cost of family violence to New Zealand society is billions of dollars every year. This includes the cost to families, the health and justice systems, workplaces and local economies.



**“ I AM PROUD  
WHEN I TRAVEL  
AROUND THE COUNTRY  
AND SEE ‘LOCAL  
CHAMPIONS’  
ON BILLBOARDS PROMOTING  
‘IT’S NOT OK  
IN OUR TOWN’  
MESSAGES AND I HOPE THAT THIS TOOLKIT  
WILL ASSIST IN SPEEDING  
UP THE CAMPAIGN  
IN YOUR TOWN! ”**

*John Tregidga,  
Mayor Hauraki District Council.*



*Tony Kokshoorn,  
Mayor Greymouth*

## Local Government can create change

Between 2007 - 2015, 28 councils and mayors across New Zealand stood alongside their communities to say that family violence is not OK, but that it is OK to ask for help, and to help others in their community.

Mayors and councils can be highly influential in leading and initiating family violence prevention efforts. Their voices as leaders are strong and respected across businesses, schools, community organisations as well as with families.

“When the Police came to me with increasingly alarming family violence statistics I listened to their concerns about my own community. I knew something had to be done. As a mayor I was in a unique position to help raise the profile of family violence and its effects; so I did.”

*John Tregidga, Mayor Hauraki District Council*

#### **Mayors and councillors can:**

- be on local campaign posters and billboards
- speak out at council and community events
- create a town-wide message on being violence free
- be trained to be a local champion
- work with the local family violence network, Police, schools and others
- get the local community board or youth councils involved.

#### **Council chief executives and staff can:**

- embed family violence measures into the council's wellbeing policy
- be trained as workplace champions
- include preventing family violence in the council's community safety strategy
- raise awareness throughout council facilities with posters, badges, t-shirts and more.

**For more ideas check out the business page on  
[www.areyouok.org.nz](http://www.areyouok.org.nz)**

## 2.



## Examples of successful initiatives

## 1

### New Plymouth District Council

New Plymouth District Council wanted a safe and productive council where staff could recognise signs of family violence and respond appropriately.

To spread the word they put up It's not OK posters and placed resources in new staff packs. Fridge magnets were given away.

An in-council family violence prevention programme was developed and its wellness policy updated, with an action plan to guide the changes.

Suitable staff were identified to be in-house champions of family violence prevention - 'go to' people for staff experiencing violence. The champions were trained to 'recognise, respond and refer'.

New Plymouth District Council also partnered with local businesses including Fonterra, Sport Taranaki and the YMCA to develop workplace programmes, with the support of the local family violence network Taranaki Safe Families.

### Local campaign

The council partnered with Taranaki Safe Families on a six-week media campaign. Local family violence messages were distributed through radio, posters and banners down the main street.

Libraries gave away over 5000 bookmarks.

Four well-known local champions, including the mayor, featured on local posters, street banners and bookmarks.

### Evaluation

Evaluation of the New Plymouth campaign showed it was a successful vehicle for wide reaching behaviour and attitude change. People felt it was now more acceptable to get involved in preventing family violence.

"We used one of the district's mayors on a billboard. This was really successful as he was recognised by everyone in the community." It's not OK Campaign Community Evaluation Project.

**TARANAKI WHERE FAMILY VIOLENCE IS NOT OK!**

IT IS OK TO ASK FOR HELP

0800 456 450  
www.oneyouok.org.nz

Betty Leung Vance Fossils Peter Tomment Colleen Tuuta

**WE SUPPORT A COMMUNITY THAT IS FREE OF FAMILY VIOLENCE**

WITH TERRY SPOONER/EDGE

IT IS OK TO ASK FOR HELP

**Wayne Guppy**  
Mayor of Upper Hutt City

**FAMILY VIOLENCE IT'S NOT OK**

**0800 456 450**  
[www.oneyouok.org.nz](http://www.oneyouok.org.nz)

A GREAT PLACE TO LIVE  
UPPER HUTT CITY  
UPPER HUTT CITY COUNCIL

## 2 Upper Hutt City Council

Upper Hutt City Council has been involved in family violence prevention since 2009. This has included billboards featuring well-known locals such as Cory Jane and Frankie Stevens and supporting family violence prevention events.

The Defence Force based at Trentham in Upper Hutt joined the local campaign, developing their own billboards and posters featuring champions from each of the three services within the NZ Defence Force.

Posters and brochures were distributed to personnel and online information about family violence warning signs was made available.

### Faith leaders

In 2014 Mayor Wayne Guppy built on previous initiatives by leading a Mayor's Forum for Faith Leaders. This was a call to local faith leaders to attend workshops and on-going discussions to explore how they could get involved in preventing family violence within their own faith communities.

Participants heard from local services, Police and Children's Commissioner Dr Russell Wills.

### How Can You Help?

Upper Hutt City Council worked with the national campaign team to create an online How Can You Help? Tool designed to support students, organisations, and residents to be effective helpers for people experiencing family violence.

The city's on-going efforts to share the message that family violence is not OK and how to help, have spread throughout the Upper Hutt community. This has made it easier for people to talk about family violence, and to run violence-free community events.



“Already having a strong working relationship with our local family violence intervention network sped up the process. Together with other key agencies we pioneered a new style of message which went on to be successfully used and improved in subsequent campaigns.”

*John Tregidga, Mayor Hauraki District Council*

### 3 Hauraki District Council

Hauraki Mayor John Tregidga has long taken a stand against family violence in his region.

The mayor and council initially worked alongside their local family violence intervention network and local services to commit to a violence-free Hauraki.

The council developed and endorsed a Domestic Violence Policy which commits the council to taking an active role in saying domestic violence is unacceptable throughout the district. The policy also commits the council to working with local agencies to raise awareness of family violence, its impacts on individuals and families, and to work together to find ways to reduce violence.

#### Local solutions

The Hauraki towns of Waihi and Paeroa have developed local It's not OK campaigns, with the support of the local council and mayor.

In Waihi the campaign was focused on the link between alcohol and family violence and how this impacts on children.

#### Local messages were used including:

- Kids are safer when you're sober
- Can't remember last night? Your kids will.

These appeared on billboards at the entrance to the town and were reinforced with radio ads, information in the local newspaper and a video played in local liquor shops and supermarkets.

A local campaign was launched in Paeroa with a family fun day. It was supported by the mayor and council as well as government agencies and included billboards, posters and radio ads featuring 27 local champions and their individual messages.

Messages also appeared on drink bottles and netball bibs. A video was made of the Paeroa campaign, it can be viewed at

[youtube.com/itsnotOKcampaign](https://www.youtube.com/itsnotOKcampaign)



## 4 Clutha District Council

Mayor Bryan Cadogan has used his profile to raise awareness about family violence, what it is and that it is OK to ask for help.

He features along with others in a local It's not OK Campaign in the Clutha district. He appears on a poster wearing his mayoral chain with the message.

### Silence is violence's best friend

It's not OK national violence free champion Vic Tamati visited Clutha and shared his story of becoming violence free at a range of venues. Mayor Cadogan hosted Vic at the council so staff and councillors could hear his inspirational story of change.

### Local campaigns

Supporting local campaigns is an easy but powerful step for mayors and councils to take.

Local campaigns help create vibrant and safe communities. Locals who front them can influence how people think about and respond to family violence in their own networks.

External evaluation of local campaigns has shown they are changing attitudes towards family violence and supporting positive behaviour changes.

## 3.

## Tips on how to be involved

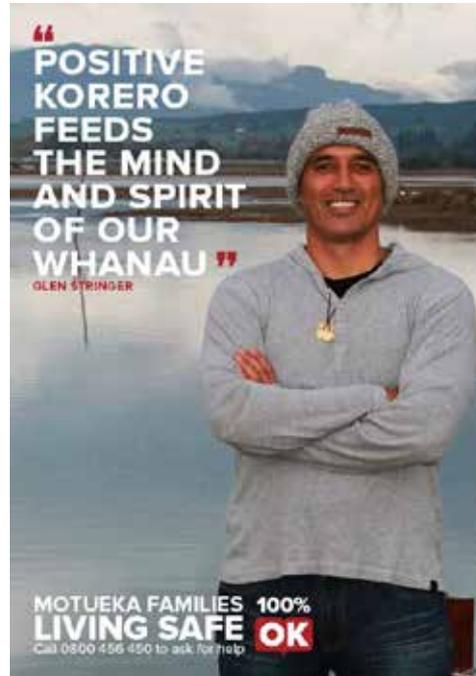
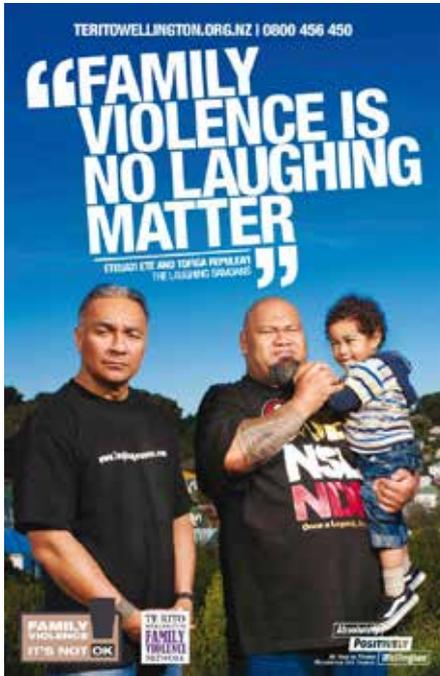


### Time for action!

Here are some steps you can take to get family violence community action going in your community

- Order free It's not OK resources (posters, booklets, t-shirts, badges) to hand out at community events.
- Talk to your local family violence network about how to support or develop local prevention efforts.
- Do a quick assessment of where your community is at, a street survey can be a great way to measure this and find out
  - what messages people need to hear
  - what is the best way to reach them.
- Develop a message that can be used by the mayor, councillors and council staff when talking at events and through communication channels.
- Appear on billboards and posters as part of a local It's not OK campaign.
- Use any news media opportunities to talk about family violence prevention.
- Allow council facilities to be used for free for violence-free messages.





## In your workplace

- Update the council's wellbeing policy so it supports staff experiencing family violence
- Have the mayor, councillors and other staff members become workplace champions
- Offer the national campaign's How to Help workshop to staff
- Display It's not OK resources.

The national It's not OK team can help with developing ideas and action plans, workshops, training and project funding.

## Whole community

Connect with all the different subgroups in your community

- refugee and migrant communities
- schools and young people
- sports teams
- performers
- rural communities
- everyday men.

“From the outset Council had support from our local police and social/health agencies and this was imperative. We wanted a message tailored to our community and we wanted it to be in your face.”

*John Tregidga, Mayor  
Hauraki District Council*



## Keeping momentum

In the long term we want to encourage communities to continue efforts to prevent family violence beyond the life of events and campaigns. Here are some ideas:

- Check in with key stakeholders regularly and continue working together.
- Reflect and evaluate
  - What's worked?
  - What hasn't?
  - How do we move forward together?
- Celebrate successes and work with your community's strengths.
- Keep spreading localised messages at every chance - social media, local newspapers, in house communications, mayoral speeches, wearing badges and t-shirts.
- Deliver refresher training every year or two for community and workplace champions.
- Keep talking to faith groups, businesses, clubs, and schools about being involved, your campaign will be richer for its diversity.

**Check out the Creating Change Toolkit on [areyouok.org.nz](http://areyouok.org.nz) for tips on reporting and evaluation.**




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“There was no doubt in my mind that our aim matched that of the It’s not OK campaign so we asked them to join us in getting a targeted message to our local community – we wanted people to know “It is not OK in our town”.

*John Tregidga, Mayor  
Hauraki District Council*

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### Support from the It's not OK team

The national It's not OK team is based at the Ministry of Social Development in Wellington. We are keen to support family violence prevention in your community.

We can provide free resources and training, links to other prevention efforts and free speakers who tell their own stories of leaving a violent life behind.

As well as this toolkit, we have produced toolkits to support work with sports communities and developing local campaigns. Research and evaluation results are also on the website.



[areyouok.org.nz](http://areyouok.org.nz)



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[youtube.com/user/ItsnotOKcampaign](https://youtube.com/user/ItsnotOKcampaign)

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FOR  
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New Zealand Government

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