



## 'It's not OK' Campaign Community Evaluation Project

# CASE STUDY 7: TAUPŌ

Taupō has a longstanding commitment to violence prevention and intervention campaigns. Initially this arose in 2004 with the development of the Violence Intervention Network, a loose collective of family violence related agencies across Taupō, Turangi and Mangakino. As an outcome of a three-day meeting in 2004, a zero tolerance to violence accord was agreed by all participating agencies. Despite the initial accord, the collective was unable to gain traction until funding was secured for a Coordinator in 2007. This coincided with the advent of FVIARS and the launch of the 'It's not OK' Campaign in 2008.

## INTERVENTIONS

The following specific Campaign related interventions were developed and implemented in the community.

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### KEY INTERVENTIONS

**Awareness raising** – branding, billboards (localised with community representatives), resources, whistles, newspaper advertising, advertising on a taxi, wheelie bins, editorials, radio, the use of social media, posters, balloons, sports logos, relationship quiz in the media and having a presence at community events. Importantly the resources were viewed as indispensable.

*The resources are amazing. (Taupō, Social service provider #4)*

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**Targeting employers** – representatives of the Violence Intervention Network have worked alongside larger local employers to raise family violence awareness and support employers to develop and implement non-violence policies and mechanisms to support staff experiencing family violence.

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**Programme development and behaviour change** – the Violence Intervention Network identified the need to develop programmes to assist those wanting to end family violence. Three programmes were developed. Importantly, participants stated that programme development was directly linked to the Campaign and best understood as a secondary outcome of the Campaign's initial awareness raising phase. The first initiative is Tāne Ora, a voluntary men's programme for those aged 16-years and over. The programme is inclusive of men who are not currently parenting children. Tāne Ora was developed at the request of the community, for a longer programme to specifically support "Living without Violence". Tāne Ora assists in helping participants to gain in-depth and therapeutic insight, which leads to the transformation of anger and violent behaviours of the past, present and future. Tāne Ora works with the strengths of Tāne / men and concentrates on wellness, maintenance and sustainability strategies. The second initiative is the Mana Tāne programme that began in 2012. The program was designed to address the issue of violence within the family. The aim is to strengthen the mana of men so they can be better fathers and partners. The program covers understanding where they have come from and the impact of their own upbringing on them today. The programme challenges behaviours and beliefs around the role of men and women and the impact violence has on their children. Mana Tāne teaches nonviolent ways to manage children's behaviour and skills on effective ways to communicate with partners. The program also covers understanding where violent behaviour comes from, triggers, behaviour management techniques and where to get further support in this area. There is a lot of focus

on changing attitudes and beliefs around such behaviour. This programme is for fathers. The Mana Tāne program runs alongside the Mana Wāhine program which is a similar program for women. Couples who attend the programmes have reported that it has benefited them greatly, in that they both have the same information. Both the Mana Tāne and Mana Wāhine programmes are of six-week duration. Participants are required to be at least 18-years and must be a parent.

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**How you can help workshops** – workshops in local communities (Taupō and Turangi). Advertised in newspapers. Also have offered the workshop to workplaces. Resources have been provided to work places.

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**Sharing stories of change** – Vic Tamati and Jude Simpson presented their stories as perpetrators and victims of family violence, respectively. These presentations were regarded as transformational, resulting in a variety of community members identifying with the presenters and seeking assistance.

## IDENTIFIED IMPACTS

Participants stressed that impacts arising out of the Campaign have been incremental and generally occurred on a small scale. These changes, however, have been appreciated as they qualitatively demonstrate a major shift in cultural attitudes and behaviours associated with non-violence.

*Everything links back to the Campaign. (Taupō, Social service provider #1)*

### 1. Increased awareness

All participants stated that the national 'It's not OK' Campaign has resulted in a high degree of awareness and knowledge of family violence.

*People realise there is an issue. (Taupō, Social service provider #1)*

*There is an extremely strong brand recognition. (Taupō, local government representative #7)*

Further, key Campaign messages were reported as having become entrenched within the various communities. This was evidenced by the adoption of Campaign messages, within common vernacular, across multiple levels of the various communities. For instance, multiple reports were provided of families and children using the term 'It's not OK' in reference to violent and / or bullying behaviours.

*The Campaign has provided communities with a shorthand to cover a range of behaviours. (Taupō, Social service provider #3)*

*I was at one of the local schools last week and I overheard one of the kids saying, "No, it's not OK". (Taupō, Social service provider #5)*

*Kids are saying, 'It's not OK'. (Taupō, Social service provider #6)*

*It comes out in areas that don't explicitly have anything to do with the Campaign. For instance during Youth Week we had all these young people saying, "Be the change" and saying "No to family violence". (Taupō, Social service provider #1)*

Further, participants provided multiple references to an increased understanding of family violence and an increased incidence of children, families and social service providers engaging in family violence discussions. Importantly, these discussions increased knowledge and the perceived freedom to discuss family violence was linked directly to the national Campaign and the various complementary local initiatives.

## **2. Attitude change and increased prosocial behaviours**

The Campaign was discussed as having provided a vehicle for wide-reaching attitude and behaviour change.

### **Decreased antisocial behaviour**

Within prison, those who had attended Vic Tamati presentations had reported gaining insight into their history of family violence and a resolve to refrain from violence. This acknowledgement coincided with requests for assistance, and the prison authorities requesting that the police provide information to inmates on protection orders. Youth who had participated in one of Vic Tamati's presentations were described as having experienced insights into family violence. Further, and perhaps more importantly, feedback provided by youth over the last year highlighted a determination to end negative cycles of intergenerational dysfunction. In addition, families, regarded as intergenerationally dysfunctional, and at-risk of continued family violence, reported an increased awareness of family violence and had taken actions to refrain from family violence and adopt positive family dynamics.

### **Changes to organisational culture**

Multiple reports were provided of local organisations that had developed and implemented family violence policies, including child protection policies and safety plans, into daily operations. Most cited examples included the Taupō Family Centre and Anamata CAFÉ. In addition, the Campaign was directly linked to a small but growing movement of community based family violence interventions. Specifically, individuals discussed situations where they or another party had intervened in family violence situations.

*I attended a How to Help workshop. It was invaluable in showing me that I could help without being victimised. As a result of the workshop, it encouraged me to encourage neighbours to be aware of children involved in family violence. I made friends with my neighbour's child. I knew there was something not quite right with the family. One day, the mother left the family and the child had nowhere to go, his father was still at work. Well, because of the connection I had developed with the child, he felt comfortable enough to come to my house and ask me*

*to help. I was able to ring his father and he came home from work. (Taupō, Social service provider #3)*

### **3. Community responsiveness and ownership**

Community responsiveness and ownership were cited as a primary source of evidence that the Campaign has had a major community impact. Responsiveness and ownership were discussed in relation to a variety of businesses that had sponsored local Campaign initiatives, school and local prison engagement, support provided to a local chapter of the Mongrel Mob, organisations developing and implementing family violence policies, local church involvement and, finally, the development of non-violence social service programmes.

#### **Local businesses**

Local business responsiveness and ownership was most commonly discussed in relation to the local newspaper, a local tourism centre, the local cinema and Tennon, a large local employer. Further, community ownership was discussed in relation to a local taxi car owner who had placed the 'It's not OK' logo on his taxi and a local tourism information distributor who distributed 'It's not OK' brochures at a significantly subsidised cost.

*It's been amazing. Effectively the taxi is a billboard. (Taupō, Social service provider #1)*

Responsiveness and ownership was also discussed in reference to local employers. Employers had contributed funds to the local initiative and / or had identified specific staff members who might benefit from attending one of the local non-violence programmes. On these occasions, employees received paid leave to attend.

#### **Young people**

The Campaign was believed to have contributed to local schools having a greater appreciation and understanding of school bullying. Further, rather than labelling children as difficult, increased knowledge of family violence arising from the Campaign was cited as a major contributor to teachers' growing appreciation that conduct related issues can be a symptom of family violence. This appreciation was linked to a holistic appreciation of the student and efforts to work with families.

*Since the Campaign some schools have acknowledged that bullying is a problem in their schools and they have come to us to ask for help. (Taupō, Social service provider #4)*

*Some of the local colleges have accessed the 'It's not OK' Campaign resources. (Taupō, Family violence coordinator)*

*Through the Campaign, some of the schools have developed a better understanding of the impacts of family violence. Where once they might have responded punitively to young kids causing trouble now, more and more teachers are seeing a link between kids causing trouble and problems in the home. (Taupō, Social service provider #9)*

The local prison, Rangipo, permitted Vic Tamati to access and present to inmates. The provision of access was regarded as a significant indication of a community body appreciation of the importance and prevalence of family violence.

### **Developing men's and women's programmes**

A growing appreciation of the prevalence of family violence led to community representatives developing a series of non-violence referral programmes: Tāne Ora, Mana Tāne and Mana Wāhine (see Key Interventions table above).

### **Community engagement**

The Campaign was attributed with engaging a wide range of community stakeholders in family violence discussions. Churches were noted for being supportive. This was evidenced by the provision of venues, at no charge, for meetings and workshops and a variety of churches accessing 'It's not OK' resources. Of special note, participants attributed engagement with the local Mongrel Mob chapter, having proactively approached the local Family Violence Coordinator for assistance with family violence and drug use amongst their members, as an indication of increased family violence awareness and responsiveness arising from the 'It's not OK' Campaign.

## **4. Statutory intervention**

Police participants reported increased family violence notifications, lower thresholds for the reporting family violence related behaviours (an increase in minor offences being reported) and an increase in those coming forward with a first time notification. Further, an increase in strangers reporting a family violence incident was noted.

*If we look at the bigger picture, our attendance at the level of verbal conflict means that we have stopped the incident escalating. (Taupō, Police representative #1)*

Further, participants linked an increase in self-referrals directly to the increased awareness arising from the Campaign. This was especially noted in relation to self-referrals to general parenting programmes.

## **CRITICAL SUCCESS FACTORS**

Participants were asked to identify critical success factors integral to the local Campaign's success. Critical success factors included: the importance of having a dedicated coordinator, the national 'It's not OK' Campaign and the support provided by the national 'It's not OK' Campaign team,

### **1. Dedicated coordinator**

The Violence Intervention Network Coordinator's role, with a single preventative Campaign focus, was identified as critical to the Campaign's success as the Coordinator was able to solely focus on community engagement, planning and local Campaign implementation.

*Our Coordinator has been able to work across communities, make connections and drive the Campaign. (Taupō, Social service provider #6)*

Further, while the Violence Intervention Network provided an important structure to launch and support the local Campaign, the Violence Intervention Network Coordinator was reported to drive local initiatives. The Coordinator provided much needed coordination, community consultation and energy across the initiatives.

## **2. The national 'It's not OK' Campaign**

The national Campaign was regarded as a critical success factor. Firstly, the Campaign was regarded as a critical success factor as awareness of the national Campaign provided a much needed understanding across the community, which facilitated initial engagement and planning discussions.

*The Campaign has been good to anchor our local Campaign. So what we have seen happening nationally we have brought down to a local level. It gives some continuity. It is also a message that everyone recognises. I wouldn't do TV advertising. It wouldn't be in my budget. If it was restricted to a local level only it wouldn't have the same impact. (Taupō, Social service provider #1)*

Next, the Campaign was seen as hugely successful because it consistently encouraged communities to develop their own non-violence, Campaign related, strategies and build upon consistent national messages at a local level.

*The Campaign has encouraged communities to own the issue and develop their own strategies. (Taupō, Social service provider #3)*

In this sense, the 'It's not OK' Campaign was described as providing a vital framework to guide the area's family violence prevention and intervention strategies.

*The 'It's not OK' Campaign has been foundational. The national Campaign has given us a framework to build upon. (Taupō, Social service provider #2)*

*If it wasn't for the Campaign I would hate to think where we would be. (Taupō, Social service provider #1)*

Campaign merchandise and resources were highly regarded on two levels. Firstly, participants acknowledged that time and resource constraints precluded their ability to have developed their own resources. In this sense, Campaign resources were highly appreciated as they removed burden from communities to develop their own resources whilst providing an opportunity to provide a local stamp on the national Campaign merchandise and resources.

Secondly, the resources were regarded as successful because of their single focused messaging, the ability for multiple agencies to use resources, the continuity of messaging over time and the resources' wide ranging target audiences.

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*The support from the Campaign around our bigger projects has been invaluable. I went to them for funding for the billboard Campaign. And we have been able to carry that on at a local level. When I've needed extra resources, like a project we did with the Safe Kids Coalition, we were able to put Campaign resources in over 1000 children's bag. (Taupō, Family violence coordinator)*

*The resources. It would be hard for us to create those at the local level. (Taupō, Social service provider #8)*

The Campaign was reported to have been embraced, nationally and locally, because of the clarity and tone of its' messaging.

*The TV ads were hard-hitting and appropriate. (Taupō, Social service provider #1)*

*The key messages are simple and clear. (Taupō, Social service provider #3)*

*The messaging is not preachy. (Taupō, Social service provider #4)*

Resourcing was also discussed in relation to Vic Tamati. Special note was made of Vic's role in connecting with men, raising family violence awareness and leading and supporting men through attitudinal and behavioural change. Participants furthered that the role of champions, such as Vic Tamati, is a vital first step in attitude and behaviour change.

### **3. Support provided by the national 'It's not OK' team**

The Campaign team was lauded for their provision of advice and support. Especially appreciated was the provision of strategic advice and the focus the Campaign team brought to local initiatives. The team was also appreciated for advice and work around ways to ensure consistent Campaign messaging.

*At times we found ourselves struggling. The team gave us the confidence to focus on key messages and run with it. (Taupō, Family violence coordinator)*

Within a context of low operational budgets, participants cited the national Campaign's provision of financial assistance and Campaign merchandise and resources as critically important. Funding enabled community-wide collaboration, often occurring over significant distances. Participants acknowledged that without this funding, opportunities would have been lost to link local initiatives with the national 'It's not OK' Campaign branding which would have severely hindered audience resonance and uptake. As such, the dual national and local branding meant that a non-violence call to action occurred at a local level. Finally, linked to Campaign resourcing, the Campaign's provision of Vic Tamati provided community members with a human face. This contact was described as actualising non-violence messages that, until Vic's presentation, had generally been generally restricted to media, billboards and posters.

## **BARRIERS TO ON-GOING SUCCESS**

Insufficient funding was raised as a primary barrier to the Campaign's on-going success. This barrier was understood within an environment of intergenerational violence and family dysfunction that will require long-term support to achieve the required changes. As such, funding was identified as requirement to the development and implementation of strategies to achieve significant shifts in culture.

Next, a lack of assurance surrounding the Family Violence Coordinator position was raised as a barrier. Intermittent funding was associated with an inability to plan long-term.



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