



FAMILY VIOLENCE “IT’S NOT OK” IN WAIHI PROJECT

EVALUATION

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1.0 EXECUTIVE SUMMARY

The negative impact of family violence on children and the contribution of alcohol to violence have been identified nationally.

Police statistics between 2007 and 2009 in the Hauraki District Council region showed that a third of family violence cases involved alcohol. In Waihi this increases to half of the family violence incidences involving alcohol.

These statistics promoted the development of the collaborative “It’s Not Ok in Waihi” project aiming to raise awareness of the effect that alcohol-fuelled family violence has on children.

The Waihi Project was a three month multi pronged campaign focusing on the development and dissemination of key messages linking family violence, alcohol and its effect on children. The project used local people to promote local messages and was first to link the two national campaign messages “It’s Not Ok”¹ and “Ease Up on the Drink”².

The evaluation focused on the effectiveness of the campaign and key lessons learnt for the development of similar future campaigns.

The evaluation showed that the Waihi Project achieved its project brief of raising awareness of the effect of family violence, especially where alcohol is involved, on the children in Waihi.

The campaign raised public debate about family violence and its links with alcohol. Having local faces champion the campaign and localised messages was seen as a very positive effect.

The predominant messages gained from the community about the campaign were ‘anti-violence’ and ‘It’s Not OK’, with less reference to both family violence and alcohol together as the message and even less as to the impact on children. Peoples recall of messages could have been influenced as the It’s Not Ok’ campaign message has been around longer than the ‘Ease Up on the Drink’.

¹ Ministry of Social Development campaign “It’s Not Ok”

² Alcohol Advisory Council campaign “Ease Up on the Drink”

The awareness of the effect of family violence on children was not the key message that was gained from the community about the campaign.

The evaluation revealed that the campaign did raise awareness around family violence and its links with alcohol as local social agencies had observed a small increase in referrals during the campaign and for the following two – three months following the campaign.

Clear learning's for future projects have been gained during this campaign and recommendations include:-

- ✿ Identify key stakeholders and involve community from the start of project.
- ✿ Base campaign on local evidence/statistics.
- ✿ Ensure local services have capacity for an increase in clientele due to the raised awareness.
- ✿ Pre test all media material with the target audience.
- ✿ Support local businesses and faces of the campaign throughout with regular contact.
- ✿ Promote an even stronger emphasis on the effect alcohol fuelled family violence, has on children.
- ✿ Promote positive life enhancing messages.
- ✿ Promote action orientated messages.
- ✿ Develop a tool kit for communities interested in developing similar campaigns

2.0 INTRODUCTION

2.1 Background

Hauraki District Council Mayor and staff are passionate about spreading the message that Family Violence is not OK in its region. Council has been a key stakeholder in the Hauraki Family Violence Intervention Network community action project for the past 8 years.

At a Hauraki District Council Better Futures Hauraki Forum local family violence statistics for 2007 – 2009 years were presented. 330 incidents of family violence were recorded by police in Paeroa, Waihi and Ngatea. Alcohol was a factor in about a third of the cases. One hundred and eleven were from Waihi. Half involved alcohol. Demographics of cases were 50% Maori and 50% Pakeha, aged between 20-45, mostly male perpetrators and usually families with children. This created discussion about the effect of alcohol-fuelled family violence on children in Hauraki.

A follow-up stakeholder meeting was called by Hauraki District Council and at this meeting it was decided to develop a three month pilot campaign in Waihi (“The Waihi Project”) to raise local awareness of the links between Alcohol and Family Violence. The overall goal of the Waihi Project was to raise awareness of the effect of alcohol fuelled family violence on children in Waihi.

It was decided to link the Waihi Project pilot with two national campaigns, Ministry of Social Development “*It’s NOT OK*” and Alcohol Advisory Council’s (ALAC) “*Ease Up on the Drink*”. Whilst nationally there are number of similar campaigns focussing separately on alcohol and family violence, the Waihi Project is the first time that these two national campaigns have been bought together as a part of a local community project. The project was funded by Hauraki District Council contestable funding, Ministry of Social Development and Alcohol Advisory Council. A working group was established with key stakeholders.

2.2 Working Group Key Stakeholders

Stakeholders involved in the pilot were:

- Hauraki District Council
- Population Health, Waikato District Health Board
- Hauraki Family Violence Intervention Network
- NZ Police
- Waihi Community Resource Centre

- ✿ It's Not OK
- ✿ ALAC

2.3 Campaign

The Waihi Project ran over three months July, August, and September 2010. Key messages were promoted using key elements:-

Key messages were:

- ✿ Alcohol fuelled family violence harms children
- ✿ Children are safer when you're sober
- ✿ Growing up around violence harms children
- ✿ Children need to feel safe and loved
- ✿ It is OK to ask for help
- ✿ Ease up on the drink

Key elements were:

- ✿ Campaign launch
- ✿ Roadside billboards
- ✿ Local faces of the campaign
- ✿ In store slide show at 2 off licence premises and 2 supermarkets
- ✿ Local newspaper supplements and articles
- ✿ Supporting resources
- ✿ Radio advertising

Awareness of the campaign began with the erection of four billboards around Waihi and a supplement in the local newspaper explaining the campaign, which was published prior to the campaign starting in July. A launch was held in Waihi on the 2nd July. Community representatives were invited to the launch, where the campaign was presented, along with the background to the development of the campaign. The launch also promoted the Local Faces³ of the campaign and the local off licence managers.

Roadside billboards

Four roadside billboards were developed by the working group linking key messages from the It's not ok and Ease up on the drink campaigns. The key

³ Local community people became the campaigns 'Local Faces'

messages (Figure 1) focussed on the effect drinking and family violence has on children.

Four roadside billboards were displayed on roads leading into Waihi.

- **Site 1** - Kenny Street, Opposite Silverton Road intersection, Waihi
- **Site 2** - Poppet head site, Seddon Street/Martin Street intersection, Waihi
- **Site 3** - Poppet Head site, Walmsley Road, Waihi
- **Site 4** - 29 Tauranga Road, Waihi

Figure 1: Roadside billboard signs



Local faces of the campaign

Local people representing different sectors of the community were approached by the working group and asked if they were interested in supporting the project, twelve agreed to be Local Faces and became the Waihi Project champions.

A local photographer was approached by the working group to photograph the Local Faces in normal everyday situations in local places either alone or with whānau. The photographer developed a good rapport with the Local Faces and their whānau and in turn became very passionate about the project this ensured the photographs were of an excellent quality. The photographs were then used to develop a slide show with key messages for use in places where alcohol was sold (Figure 2).

Local Faces were given a Waihi Project information packs which included display material and information about the project. The Local faces were asked to use material in displays in their work places and other various places in the Waihi community.

Figure 2: Slide show examples (appendix 1)



In store slide show

Local off licence store managers from Countdown, New World, Liquorland and the Commercial Hotel were approached by the mayor and local police for permission to play the slide show in their store during the three months of the Waihi Project.

The slide show containing slides of Local Faces and key messages was placed in stores and played on a continual basis throughout the campaign.

Managers were given a brief on the campaign and its messages prior to the slide show being in the store.

Banners were made to draw customer's attention to the slide shows on display.

Newspaper

A four page supplement about the Waihi Project was featured in the local Waihi newspaper in the last week of June. The supplement included stories about the campaign, people who were supporting the campaign, statistics, messages and how to get help and local contact details. Off licence store managers were also promoted in the supplement.

Complementary to the supplement there were articles about the campaign and the launch in the Waihi Leader and Hauraki Herald (appendix 2).

Radio Promotion / Radio advertising

Alongside the printed media, the campaign was promoted on three local radio stations; Gold FM, Nga Iwi FM and Coromandel FM, this promotion was in the form of interviews about the campaign.

Gold FM also promoted the campaign with paid commercial coverage over two, two week blocks during the campaign (2nd July – 27th September). Gold FM also asked the Local Faces of the campaign into the studio record commercials (appendix 3). Alongside the commercials Gold FM announcers also did adlib promotions to highlight the campaign.

Supporting resources

A number of additional resources were developed to support the Waihi Project these include a Waihi Social services directory (Figure 3); a comprehensive directory of all services available both locally and nationally that offer support around alcohol and family violence issues (appendix 4).



Figure 3: Social Service Directory

Figure 4: Promotional Bags



'It's not OK' promotional bags (see left) were developed and used at the launch containing printed material about family violence, alcohol and other related pamphlets. The bags were also distributed to the off licences and supermarkets half way through the

campaign to keep up the campaign momentum. In the supermarkets the bags were initially given to customers buying alcohol but over the course of the campaign this changed and the bags were given to all customers.

'It's not Ok in Waihi' posters and flyers were also developed, these were used for community and workplace displays and in the off licences and supermarkets.

3.0 METHOD

3.1 Evaluation goals:-

- ✿ To determine if the project was effective in increasing awareness and understanding around the effect of family violence, especially where alcohol is involved, on the children.
- ✿ To gain learnings from this project to inform the project team and other communities attempting similar initiatives.

3.2 Evaluation objectives:-

- ✿ To determine if awareness is increased about the effect of family violence on children, especially when alcohol involved.
- ✿ To determine if there is an increased understanding of the impact of drinking around children.
- ✿ To determine whether community members have learnt new strategies to keep children safe when adults are drinking.
- ✿ To determine whether there has been an increase in help seeking from local services.

3.3 Evaluative methods used

- ✿ Literature review
 - A summary of literature reviewed on family violence prevalence and alcohol fuelled family violence prevention in New Zealand.
- ✿ Focus groups with Local Faces
 - A focus group was conducted with the campaign champions to gauge the impact of the campaign and community response and the campaigns effectiveness.
 - The discussions were recorded verbatim and key points were also noted on poster size sheets as the discussion progressed. The issue of confidentiality was discussed with the champions and agreement was obtained from them for the discussion to be used in this report as long as individual participants were not identified by name.
- ✿ Community awareness survey
 - Community awareness street surveys were conducted in two locations by members of the working party in the final week of the campaign. These surveys assessed the effectiveness of the campaign and to gauge community response and awareness of the project.

- 100 surveys were conducted at two sites (main street and outside the larger of the two supermarkets) in Waihi on 11th and 15th October with members of the community, aged 17 years and over.
- Approximately one quarter of people approached refused to take part in the survey.
- ✿ Interviews with store managers and local agencies
 - Post campaign interviews with store managers regarding the overall campaign and in store slide show.
- ✿ Survey of campaign committee members
 - Survey of all campaign committee members with regards to campaign involvement; collaboration; highlights; future opportunities.
- ✿ Statistical analysis
 - Pre (police only) and post campaign client referral statistics were collected from key agencies eg: NZ Police, Women’s Refuge, Children and Young Person Service, Waihi Resource Centre linked to the campaign to gauge if there had been an increase in referrals during and post the campaign.
- ✿ Local services listed in the Waihi service directory questionnaire
 - The campaign project was presented at a local Waihi social services community network meeting. At this meeting a questionnaire regarding the campaign was given out. Questionnaires were also sent out via email by the network coordinator to all local service involved in the network.

4.0 EVALUATION FINDINGS

This chapter describes the evaluation findings of the literature review, focus group of the Local Faces, community awareness interviews, store manager interviews, campaign committee survey, document analysis and local services questionnaire. Each evaluation method section contains a summary of key points raised.

4.1 Project Brief

Raise awareness of the effect of family violence, especially where alcohol is involved, on the children (appendix 5).

4.2 Literature Review

A summary of literature review on family violence prevention in New Zealand was undertaken with the following points noted.

Fanslow (2005) notes that there is a shortage of interventions that have been rigorously evaluated in New Zealand and internationally.

Davies et al (2003) as quoted in Fanslow (2005) states “that campaigns that raise awareness of the effects and extent of violence against women and children, can contribute to high levels of public and political debate”. Davies also states that “some public awareness campaigns have increased reports of family violence, however, they can risk endangering women and children’s safety, if requests for help are not responded to promptly and appropriately. Services must be resourced to meet increased demand. This is particularly complex in rural communities where there may be additional issues of physical and socio-cultural isolation, lack of anonymity and a lack of specialised services”.

Davies et al believes that mass media public education or awareness-raising campaigns alone will be of little help for those most vulnerable. Public education seems to be most effective if focused on promoting positive life-enhancing, action-orientated messages, rather than more general prevention messages or those that focus on the negative. Changes are most likely to occur when the target audience perceives immediate and personal benefit to changing their behaviour.

A review of national and international prevention programmes linking alcohol and family violence was undertaken; the following is a summary of these.

A 2008 Czech Republic prevention campaign (prevention beer mug, n.d.) called “the prevention beer mug”. This campaign involved posters and beer mugs (Figure 5) with a women’s face on it with the statement “please don’t lose control over your drinking”. The campaign was developed due to data that showed that Czech Republic men consume the most beer in all of Europe. It was noted that, the beer changes many of



them into aggressors upon arriving home. In order to stop this domestic alco-violence the marketer redesigned beer mugs to warn its beer drinkers not to lose control over their drinking. No evaluation was found.

Figure 5: Czech Republic campaign

Links to alcohol fuelled domestic violence during sport events was a precursor to a 2010 campaign in the UK during the soccer world cup (Football linked to increase in domestic violence n.d). The campaign had UK police forces undertaking initiatives in

the prevention of domestic violence, with many forces identifying potential offenders and warning them beforehand. At the same time, an awareness campaign is in place urging victims, or those who fear they might be victims, to come forward and report abuse.

In Scotland, a similar campaign was mounted, in which supporters of local soccer teams were contacted by text prior to events and warned about the alcohol and family violence issues. Neither of the above campaigns were evaluated.

In late 2006 a north Queensland Building Safer Communities Action Team and a local Rugby League Club (Normanton) jointly partnered and launched the highly successful campaign 'Domestic Violence - It's Not Our Game'. The aim of the project was to reduce the incidence of domestic and family violence in the local community, by creating positive role models in the community. The Rugby Club took on the slogan 'Domestic Violence - It's Not Our Game' and agreed to become role models for the community. The penalty for team members who participated in domestic violence was exclusion initially from games and ultimately from the team if the behaviour continued. They ran a social-marketing campaign, incorporating television commercials, car stickers, banners, and advertisements on the players' jerseys, all featuring the slogan. The campaign's purpose was to create a culture in which domestic and family violence is not the accepted norm. The campaign had led to a real cultural shift in attitudes to domestic violence and big drops in domestic violence incidents in the community. Through the project, the Normanton community is clearly saying that domestic and family violence is neither normal nor acceptable behaviour.

The project won two awards at the 2009 National Awards for Local Government and they were the overall winner of the 2008 National Crime and Violence Prevention Award.

It has been replicated by four rugby teams in NSW and one in New Zealand, along with an Australian rules team in Victoria and one in the Northern Territory.

In 2007 the Tauranga safe city undertook a collaborative project (Blow the whistle on violence n.d.) focusing on the links between sporting events, alcohol and family violence "Blow the whistle on violence". This campaign targeted the Rugby World Cup with the message blow the whistle on family violence. The campaign ran for five weeks and featured family friendly images set in a rugby context, and coincided with the launch of the national Its Not OK campaign. Resources were developed and

distributed to rugby clubs, sports bars and pubs, gyms, sports retailers in the western Bay of Plenty.

The "Blow the whistle on violence" project received first prize at the New Zealand Community Safety and Injury Prevention Awards in 2008, for an emerging community safety/and/or injury prevention initiative or programme.

4.2.1 Summary

- Very few prevention campaigns are evaluated in New Zealand and internationally.
- Awareness campaigns increase impact on social services
- Awareness campaigns create community and political debate
- Public education and awareness campaigns alone will be of little help for those most vulnerable.
- Public education is effective if focused on promoting positive life-enhancing, action-orientated messages.
- Majority of alcohol/family violence awareness campaigns reviewed were linked to sport.

4.3 Local Faces focus group

At the conclusion of the Waihi Project an invitation was extended to all twelve Local Faces to take part in a discussion group evaluating the impact of the campaign. Five champions, and one partner, attended the focus group and a further three champions responded to the discussion questions via e-mail.

The focus group discussions were grouped into three sections:-

1. The impact that participating in the campaign had on the Local Faces and their immediate friends and family;
2. Their perception of the
 - a. impact of the campaign on the wider community;
 - b. campaigns effectiveness.

The focus group discussion was recorded and with the returned questionnaires from the Local Faces unable to attend the focus group, these were analysed by key words and phrases as well as by common themes (appendix 6).

4.3.1. The impact that participating in the Waihi Project had on the Local Faces and their immediate friends and family:-

The majority of the Local Faces were in agreement that participating in the campaign had been a positive experience for them personally. In most cases they felt that this was a 'worthwhile' cause and that their participation, however limited, was a step toward making some important changes in the local culture.

Most of the Local Faces with partners had discussed the role with them before accepting it. One of the partners commented that taking part had broadened their understanding of campaign issues that they both had prior to being involved.

Almost all the Local Faces agreed that taking part had extended their understanding of the issues that the campaign stood for. The key phrase that described the experience for a majority of the champions was 'increased awareness' and for others an opportunity to increase their general knowledge about family violence and alcohol abuse in a way that could prove useful to others.

Almost all the Local Faces had heard comments about their role in the campaign from various sources close to them including extended family, friends, fellow club members and workmates. A small number of the champions did not initially feel comfortable in the role of 'figurehead', being 'out front' so as to speak. This feeling 'settled down' for most of them as the campaign progressed as they received positive feedback from family, friends, and workmates.

Not all workmates held the same view as the Local Faces about family violence although the Local Faces visibility in the campaign provided the catalyst for robust discussion and the opportunity for a champion to distribute campaign literature at the workplace.

4.3.2 Perception of the impact of the Waihi Project on the wider community:-

The majority of the Local Faces had heard people in the wider community commenting about the campaign and around half recalled situations where the comments were positive and affirming for the champions.

Comments Local Faces had heard in the wider community praised the messages on the billboards, the quality of the photography and the usefulness of the campaign handouts.

One of the Local Faces reported that a comment had been made that the campaign should feature 'P' rather than alcohol as this was a significant problem in the Waihi area. Another Local Face observed that feedback from the community indicated that the meaning of the messages on the billboards could be clearer.

None of the Local Faces had been the recipient of any personal confidences but had heard comments about the campaign and the messages used that were mostly supportive.

Several of the champions felt that there were noticeable changes in the community at large since the campaign began. These were associated with an increased awareness of the issues raised by the campaign. One champion reported that a telephone call asking for help with family violence was prompted by the campaign and another was able to make an association between an enquiry at her work and the campaign.

Other champions pointed out though that it is difficult to accurately measure the impact of the campaign. This group was less sure that awareness translated directly into reduced incidents of family violence in the community.

The champions were more united in their opinion about the use of local people to promote the campaign messages. Just about all the champions felt that this was 'a good idea' and that local people related better to local faces. One champion commented, 'It works well in this community because people know each other and because it is a small town'.

4.3.3 Perception of the Waihi Project's effectiveness:-

The majority of the champions felt that the key messages and modes of delivery were a major strength of the campaign. The messages were described as, '*Strong messages with those beautiful pictures*', and '*There was a message in the [family] photos*'. The campaign messages were also described as 'positive' and 'encouraging'.

Other strengths that were identified by the champions were the use of media, in particular the local radio station, in delivering the messages, a positive council who '*got behind the campaign*' and '*a great team*' of people putting the campaign together. The working party team were described as '*nice people*' with a high level of understanding of the campaign issues.

The campaign was seen as having got off to a very positive start by the Local Faces however around a half of them felt that this impetus had been difficult to maintain throughout the course of the campaign. One local face suggested that there was ‘*a lull in the middle*’ and another felt that there needed to be better media coverage of campaign closure and a report on campaign successes.

There were also concerns about organizational matters. A local face pointed out that some storeowners/managers had misunderstood the campaign message as a family violence message only. It was also raised that the screens were not well placed in the stores. Another would like to have seen social service agencies given more opportunity to organise staff to respond to enquiries generated by the campaign.

A further issue raised by the local faces was not so much seen as a weakness of the campaign but rather as a means of assisting local faces in future campaigns. One local face pointed out that there was ‘*some pressure*’ involved in taking part in the campaign. Another agreed that figure-heads were likely to be criticized by those who did not understand that they were there ‘*to help not to judge*’. The local faces suggested that, ‘*It would be good for someone on the campaign team to be there to support the champions throughout the campaign*’.

Local faces were asked about the importance having local faces placed on the success of the campaign; several local faces wondered if the campaign had reached people with ‘the real problems’. While another suggested that in future campaigns local faces should be chosen from among those with a high profile in the community to make it more likely that the message was listened to. All the local faces agreed that they would participate in a similar campaign again. One local face pointed out that they would be prepared to do more and that this was an extremely important issue.

The local faces were asked to describe how their community would look if all the aims of the campaign were met. Many believed that the community would be more open and supportive with strong happy families and that this situation would be ongoing. Some felt that people would seek help more readily and that family violence and alcohol consumption would decrease.

A majority of the local faces suggested that the road to this type of community was through strengthening the family unit as well as having agencies ready to listen to and support our families and youth.

4.3.4 Summary

The champions felt that:-

- There was a high level of commitment and enthusiasm for the aims of the campaign on the part of the champions contributing to the discussion.
- The champions understood the importance of their role as local faces of the campaign and were prepared to participate in a similar campaign again.
- Most champions had ideas about ways that the impact of the campaign could be strengthened; these included a more even delivery of campaign messages and a wind-up on a par with the initial launch.
- Ongoing support needs to be available to champions through out the course of any future campaign.
- A way forward for the community was one where families received more support with the issue of family violence and where the level of awareness raised by the campaign was ongoing.

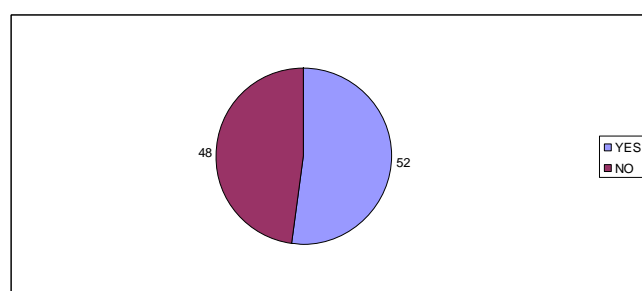
4.4 Community awareness survey

4.4.1. Campaign awareness

Community awareness street surveys were conducted in two sites (main street and outside the larger of the two supermarkets) by members of the working party in the final week of the campaign. These surveys assessed the effectiveness of the campaign and to gauge community response and awareness of the project. Approximately one quarter of people approached refused to take part in the survey.

One hundred surveys were conducted in Waihi on 11th and 15th October with members of the community, aged 17 years and over. The interviewers began by asking if the respondent had seen or heard any messages about family violence and alcohol in Waihi over the past few months.

Figure 6: Awareness of campaign



Forty-eight percent respondents answered no to this question with a small number also commenting that they didn't often come into Waihi.

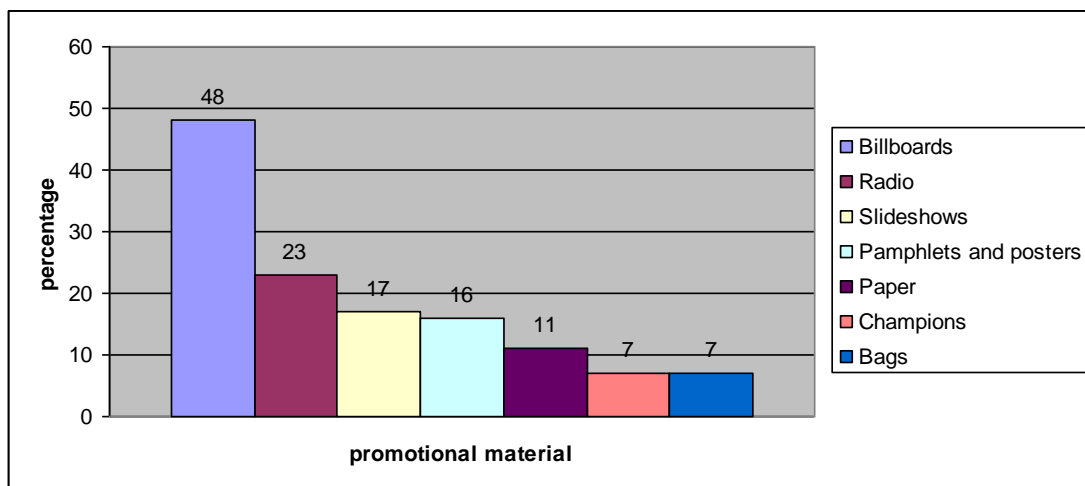
Fifty-two percent respondents answered yes to the first question and went on to complete the questions (appendix 7).

When respondents were asked had they seen or heard the campaign messages the most readily identified were the four billboards with a half of the respondents mentioning that they had seen one or several around town. The most frequently identified billboard was the one in close proximity to the largest Supermarket in Waihi.

The local radio advertisements were identified as conveying the campaign message by 23 percent of respondents.

Seventeen percent of the respondents recalled the in store slide-shows, pamphlets and/ or poster and the feature in the local newspaper. A small amount (7%) of respondents mentioned personally knowing one of the campaign champions. A further seven percent mentioned the promotional bags.

Figure 7: Promotional Material Awareness



Respondents were also asked about the key messages of the campaign; 59 percent identified the campaign as either an ‘anti-violence’, family violence or by name as ‘It’s Not OK’. A further five percent of respondents felt that the messages focused on alcohol abuse although these respondents did not use a campaign slogan to describe this. Twenty seven percent of respondents saw the campaign as being about family violence and alcohol together and less than eight percent were unclear as to what the messages were.

4.4.2 Community awareness of campaign

Respondents were asked if they had heard anyone in the community talking about the campaign. Only twenty seven percent of respondents answered this question,

and those that did answer, it was more from a personalised view. Comments such as *"It does make me think, my god, those poor women! But why don't they leave". "I've just taken a protection order"*. When asked where they had heard people talking about the campaign it was mostly in a work or a school situation.

4.4.3 Campaign Impact

Twenty five percent of respondents did not answer when asked whether they thought the campaign had changed anyone's thinking about drinking and family violence. The remaining respondents had a mixed response. Thirty four percent did not know if the campaign would have changed anyone's thinking. Thirteen percent did not think anyone would have changed their thinking, one respondent commented that *"People who are not doing it (drinking heavily) would agree but people who are doing it don't believe it (message). They blow it off"*. Several respondents also pointed out that there was a culture of alcohol abuse and family violence existing in Waihi that would be difficult to change.

Twenty seven percent of respondents were more optimistic about the impact of the campaign with many making positive comments such as *'Good campaign. It must affect everybody consciously or unconsciously'* and *'It's now talked about instead of hidden'*. This last comment was echoed several times with respondents agreeing that at the very least the campaign alerted people where to go to access help.

4.4.4 Summary

- Half of the 100 respondents who agreed to answer the questionnaire were aware of the campaign.
- The respondents who had seen or heard a campaign message most frequently identified the billboards as the means of conveying that message followed most closely by television and radio messages.
- A majority of respondents identified the messages as locally based although the national "It's Not OK" campaign was also well known.
- The predominant messages from the campaign were 'anti-violence' and 'It's Not OK', with a smaller number of respondents identifying both family violence and alcohol together as the message.
- Twenty seven percent of respondents were optimistic about the impact of the campaign, many of these respondents suggested that the campaign had succeeded by publicising the issues and where to go for help.

- Several respondents who were optimistic about the success of the campaign felt that it had raised important issues.
- Some respondents did not believe the campaign had changed anyone's thinking and they felt there is a deep seated culture in Waihi which will take time to change.

4.5 Store manager interviews

The off licence store managers involved in the campaign were interviewed over the phone at the completion of the campaign (appendix 8). The managers were asked questions related to their involvement with the campaign; customer observations to the slide show; staff reaction to the campaign; the perceived effect of using local people to promote messages for the campaign; and interest in being a part of such a campaign in the future.

4.5.1 Involvement in campaign

The majority of managers when asked about their involvement in the campaign said they were happy to be a part of the project and that they were involved because they were approached by the Mayor and local police.

There were a variety of responses from each store as to their involvement in the campaign. All spoke of the TV with the slide show being in their store, some spoke of displaying posters and having flyers on the counter. Only one manager spoke of the 'It's Not Ok' promotional bags. He stated that there seemed to be a stigma to the bags and the staff were not comfortable giving them out as customers felt that they were being targeted because they were buying alcohol, because of this it was decided to give bags to all customers. He also noted that he had not seen one bag return to the store to be reused.

4.5.2 Customer observations of slide show

When asked if they had observed, or had been told of any reaction by customers to the slide show there was a mixed response. One manager said in his store there had been very little interest in the slide show and there had been no comments made re the campaign. Another stated that some people could not see the connection why the slide shows were in a liquor store "some people saw the campaign as being an antiviolenace campaign only". Others said that the information was informative and that some people stood watching the slide show to see if they recognised any of the faces. One manager felt the TV was in the wrong location.

4.5.3 Staff reaction to the campaign

Staff reaction to the campaign was mixed; some had not had feedback from customers; one store noted that the campaign had helped staff realise the resources that were available to them. It was noted that there is “*still stigma in the community*”. The campaign helped management direct people for help. One manager commented that, “*some people are not ready to support the cause yet*”.

4.5.4 The effect of using local people and messages for the campaign

Most store managers felt it was good using locals and the messages were simple but informative. One store manager said “*it was good the campaign was not from a distance*”. It was also felt that it was great that the billboard messages linked to the slide show. The store managers stated that they had not heard any negative comments with regards to using locals in the promotion.

4.5.5 Interest in being a part of such a campaign in the future.

All store managers felt they would be happy to be a part of such a campaign again. One store manager suggested that the campaign may be of shorter duration if repeated.

4.5.6 Summary

- Good response to the slideshow and posters.
- Store managers felt their staff were supportive of campaign.
- Store managers felt that there is still considerable stigma about family violence in the community.
- Customers were interested in seeing locals in the slide show.
- All store managers showed interest in being a part of such a campaign again.

4.6 The Waihi Project committee survey

The campaign committee were sent a survey (appendix 9) via email. The survey was completed by the majority of the committee. Questions included their role in the campaign; highlights; anything that could have been done differently; whether collaboration had strengthened the project; learnings from the project; could this project be duplicated; interest in being involved if rolled out in the greater region.

4.6.1. Role in the campaign

The campaign committee respondents had a variety of roles throughout the project. The project team took on roles as needed during the development of the project. “*We all just pitched in and helped where we had connections*”. National campaign

representatives acted as advisors and supported the campaign through its planning, implementation and evaluation phases. This support was by way of writing and critiquing media material, obtaining resources, and also financial support for the overall project and towards the evaluation.

4.6.2 Highlights

All the campaign committee respondents had more than one highlight in relation to the project; from being involved in the whole campaign to working collaboratively across sectors, working with the champions of the campaign, receiving referrals due to the campaign and receiving guidance and support from national campaign providers (It's not OK and ALAC).

Other highlights included; the successful and applauded launch of the campaign, successful funding from national groups, the way the committee's expertise and skills were utilised throughout the project, the way the store managers got involved with the project and seeing the difference the campaign made to people's lives.

4.6.3 What could have been done differently

One of the purposes of the Waihi Project was to establish the feasibility of similar campaigns.

All the respondents were happy with the overall impact of the campaign, however, they highlighted a number of areas of improvement, and these were themed as follows:-

Campaign statistics

Being able to compare pre and post campaign statistics with key agencies was highlighted as an improvement for the campaign. The campaign was based on police information in relation to family violence statistics. It was felt that pre and post statistics from other agencies would have added strength to the campaign.

Stakeholders' involvement

Consulting and involving key stakeholders in projects is the key to their success. Some respondents felt that there was a very organic process in development of the campaign and while in some ways this was great it also created some problems. *"If we had known the size of the campaign in the beginning we would have consulted differently with the Waihi Community"*.

Others believed key agencies such as the local counselling services, and other core family violence services needed to be consulted with regards to campaign commencement dates as this impacted on their available resources and could have caused delays in clients accessing services.

Campaign promotional material

Combining two national campaigns into one local campaign was a big undertaking. Respondents were extremely appreciative of the technical expertise and practical advice offered by the national campaign partners and they believe that this helped create quality publications and campaign material.

It is crucial to pre test any promotional material used in campaigns and respondents commented on the need to pre test the billboards, as when they were printed and displayed the colours were too neutral and the print was not large enough to stand out. Also the placement of billboards needed to be where other billboards would not overpower or compete for space with them.

It was also highlighted that campaign material needed to be distributed in a number of different forms as the local paper insert did not reach all those it intended to reach.

Promotional shopping bags needed to be given to every customer not just those who are buying alcohol as part of a general awareness raising promotion.

Also identified was need to formalise local media arrangements and not to rely on verbal agreements.

Communication

Communication is vital for the success of any project/programme or campaign. Respondents highlighted that there needed to be a clearer process of communicating with the wider Waihi sector and this should not be reliant on one person.

It was felt that there needed to more time spent raising the awareness and informing staff at the four outlets of the campaign, including continual support throughout the campaign.

Supporting the Local Faces throughout the campaign was also highlighted as an improvement for future campaigns.

More publicity at the conclusion on the project was highlighted as a potential improvement.

Community consultation

All respondents felt there was a need to consult more widely with the Waihi community; this would include better representation of the community in the working group.

A clear process for feeding back to the wider community including who, how and when, needs to be included in future campaign developments.

It was also felt that the project group needed to work more closely with A&D providers.

General comments

Explore possibilities of further involvement of the Local Faces post the campaign.

Ensure evaluation processes are included throughout the project.

4.6.4 Feasibility of the project being duplicated

All respondents felt that the project could be duplicated in other communities with the following comments:

- ✿ *It is vital to have community 'buy in' and ownership of the project.*
- ✿ *There is a need to have current local data regarding family violence statistics and referral rates at the beginning of the project.*
- ✿ *Sufficient funding to ensure that the project can be the best it can be.*
- ✿ *Community consultation from the beginning.*
- ✿ *Lessons learnt would be of interest to others looking to implement the campaign including templates for promotional material and media.*
- ✿ *A definition of roles and responsibilities for project team including shared objectives and outcomes for the project.*
- ✿ *An idea of the costs involved and the time allocated for the campaign.*
- ✿ *The messaging could be used again, and therefore not so much assistance from the national providers would be necessary to re-run.*

- ☀ Ask questions first - *Is this a key problem for this community? How do we know? If not, what is the key issue and how can the Waihi Project be adapted to suit this community?*

4.6.5 Interest in involvement in similar projects if rolled out in the region.

All respondents expressed interest in being involved in similar projects in the region however some could not offer the same level of commitment and future involvement would be dependent on their current workload.

4.6.6 General comments

The respondents were asked to make general comments about the campaign and the committee, these are as follows:-

- ☀ *Our working party was awesome, but I feel that it would not have been possible to achieve the campaign if it had not been for the expert knowledge and help given to us by the It's Not Ok team.*
- ☀ *I think the project team did an excellent job negotiating the difference between alcohol causing violence and alcohol contributing to increased violence. As many people think that alcohol causes violence most family violence prevention groups have avoided the issue altogether, the Waihi project is a great example of working with the complexity of these two issues.*
- ☀ *It was an excellent project for the It's not OK campaign. It has already been picked up as a model for Taupo where a similar campaign is being planned.*
- ☀ *It is difficult to measure the effectiveness of a project such as this with the wider population but what has been significant is the positive effect the project has had on those closely related to it, the working group, the Local Faces and the staff of the four establishments used. I guess the message is to personally involve as many people as possible.*
- ☀ *This was a great trial. There are things that could have been done better but we learned a lot and this has tremendous potential for other districts but we must always make sure that this it is relevant and the best message for a particular community. In other words, don't just roll this out again without looking at the specifics of the community going into.*
- ☀ *It was a pleasure being involved with the campaign*
- ☀ *It is great to see two 'local faces' have now joined the Hauraki Family Violence Network since their involvement in the campaign.*

4.6.7 Summary

- It is essential to have key stakeholders involvement from the beginning.
- Community buy in and ownership key to success.
- Clear communication plan.
- Pre test all media material (billboards, flyers, posters).
- Support business and campaign faces throughout the campaign.
- Clear roles and responsibilities of the campaign committee.
- Pre and post campaign statistics collected.
- Further role out in other communities to be based on evidence.

4.7 Statistical analysis

Pre campaign statistics with regards to family violence incidents from the police were obtained at the beginning of the project. The incidents of family violence recorded by police in Paeroa, Waihi and Ngatea were 330 for the period of 2007 - 2009. In these cases alcohol was a factor in about a third of the cases. Waihi specific family violence statistics for the same period was 111 and half of these involve alcohol. The police now have improved processes for collecting family violence incidence statistics.

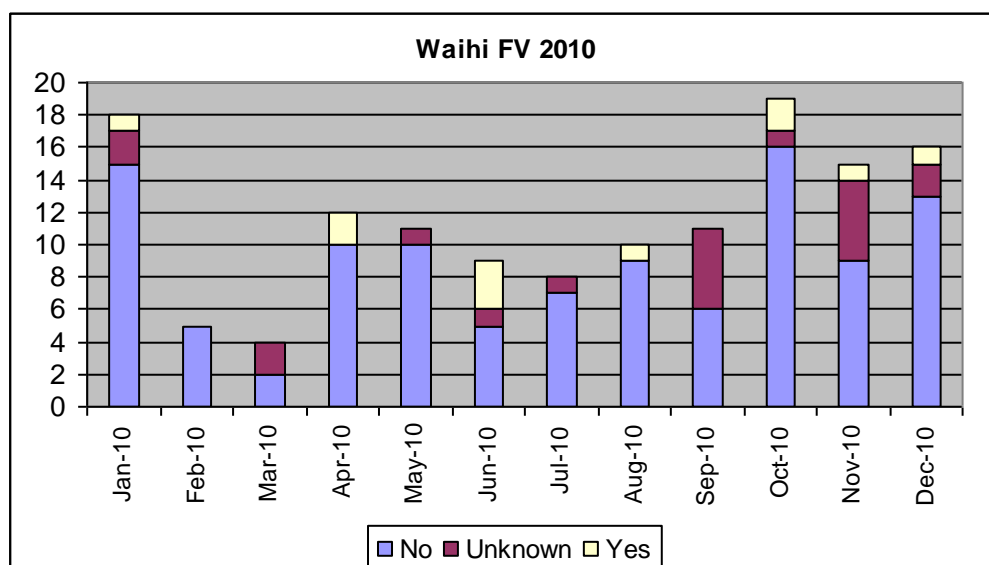
Post campaign client referral statistics were collected from key agencies linked to the campaign eg: NZ Police, Women's Refuge, Children and Young Person Service, Waihi Resource Centre.

All agencies were contacted via email or phone and asked if their client family violence referrals had increased during or post the campaign.

Women's Refuge - stated that their referrals had not increased during the campaign. However there has been slight increase in self referrals from the Waihi area during November, December and January. This is over and above the normal increase during the Christmas and holiday period. They believed that this was connected to the campaign.

Waihi Resource Centre – had three referrals during the campaign period.

NZ Police – the following graph shows there was 138 family violence incidences during 2010, of these 11 (8%) involved alcohol, however 14% were unknown if alcohol was involved.



Children and Young Person Service – stated that they have noticed a consistently higher rate of referrals from the Waihi area in the past three months.

4.8 Local services questionnaire

At the completion of the campaign an update of the project to date was presented at a local Waihi social services community network meeting. At this meeting a questionnaire (appendix 11) regarding the campaign was given out to those who attended who were asked to complete and return to Hauraki Family violence coordinator. The questionnaire was also sent the whole network via email by the network coordinator.

The questionnaire covered campaign involvement, community awareness, the impact of using local people, and strengths and weaknesses.

Unfortunately due to the time of the request being during December the response from the local services was very poor with only one service completing the questionnaire.

Their response was positive; they had been involved with the campaign by sharing printed material with clients and display such material in their office. They got involved because of their commitment to clients and keeping up to date with what is available. They could not recall any comments from the community about the

campaign, and had not noticed anyone behaving differently since the campaign. They noted that it was great having local people and localised messages as part of the campaign and believed a strength was have information on local contacts for clients. If campaign continued or was rolled out elsewhere they were happy to be involved.

5.0 DISCUSSION

The “It’s Not Ok in Waihi” Project was a collaborative project between Hauraki District Council; Population Health, Waikato District Health Board; Hauraki Family Violence Intervention Network; NZ Police; Waihi Community Resource Centre; ‘It’s Not OK’ representatives and an ALAC representative.

The “It’s Not Ok in Waihi” project was one of the first nationally to focus on the links between alcohol and family violence and to use two key national campaigns to do this. Previous campaigns internationally and nationally linking these messages have been focussed on sport.

The project’s brief was *“To raise awareness of the effect that alcohol fuelled domestic violence within Waihi specifically has on the children in that community”*.

The evaluation goals were:-

- ✿ *To determine if the project was effective in increasing awareness and understanding of the impact of alcohol around family violence.*
- ✿ *To gain learnings from this project to inform the project team and other communities attempting similar initiatives.*

The evaluation objectives were:-

- ✿ *To determine if awareness is increased about the effect of family violence on children, especially when alcohol involved.*
- ✿ *To determine if there is an increased understanding of the impact of drinking around children.*
- ✿ *To determine whether community members have learnt new strategies to keep children safe when adults are drinking.*
- ✿ *To determine whether there has been an increase in help seeking from local services.*

The discussion is based on the information gathered in the evaluation and is linked to the project brief, evaluation goals and objectives.

5.1 Achieving the project brief

Overall the Waihi Project achieved the project brief of raising awareness of the effect of family violence, especially where alcohol is involved, on the children in Waihi.

5.2 Achieving the evaluation goals

5.2.1 Determine if the project was effective in increasing awareness and understanding of the impact of alcohol around family violence.

The campaign raised public debate about family violence and its links with alcohol. Having local faces champion the campaign and localised messages was seen as a very positive effect.

The predominant messages gained from the community about the campaign were 'anti-violence' and 'It's Not OK', with less reference to both family violence and alcohol together as the message and even less as to the impact on children. Peoples recall of messages could have been influenced as the 'It's Not Ok' campaign message has been around longer than the 'Ease Up on the Drink'.

5.2.2 Gain learning's from this project to inform the project team and other communities attempting similar initiatives.

Clear learning's for future projects have been gained during this campaign. Findings from the evaluation showed:-

- It is essential to have key stakeholders involved from the beginning.
- Social services have the capacity for increased referrals.
- Clear messages of where to go for help.
- Community buy in and ownership is the key to success.
- Clear communication plan is really valuable.
- Pre test all media material (billboards, flyers, posters).
- Support businesses and campaign faces throughout the campaign.
- Clearly define roles and responsibilities of the campaign committee.
- Pre and post campaign statistics collected.
- Further role out is based on evidence.

If rolling out in other communities the evidence suggests that public education is most effective if focused on promoting positive life-enhancing, action-orientated messages, rather than more general prevention messages or those that focus on the negative. Changes are most likely to occur when those most at risk perceive an immediate and personal benefit to changing their behaviour. The evidence also

suggests that mass media public education or awareness-raising campaigns alone will be of little help for those most vulnerable.

5.3 Achieving the evaluation objectives

5.3.1 To determine if:-

- ✿ *Awareness is increased about the effect of family violence on children, especially when alcohol involved.*
- ✿ *There was an increased understanding of the impact of drinking around children.*
- ✿ *Whether community members have learnt new strategies to keep children safe when adults are drinking.*

The evaluation showed that the awareness of the effect of family violence on children was not the key message that was gained from the community about the campaign. Future campaigns need to promote a stronger emphasis on the effect alcohol fuelled family violence, has on children.

5.3.2 To determine whether there has been an increase in help seeking from local services.

The evaluation revealed that the campaign did raise awareness around family violence and its links with alcohol and this was evident in specific referrals to community agencies that were linked to the campaign. Local agencies questioned had observed a small increase in referrals during the campaign and for the following two – three months following the campaign.

For future campaigns Davies (2003) states that services must be resourced to meet increased demand. This is particularly complex in rural communities where there may be additional issues of physical and socio-cultural isolation, lack of anonymity and a lack of specialised services.

Davies (2003) also states that “some public awareness campaigns have increased reports of family violence, however, they can risk endangering women and children’s safety, if requests for help are not responded to promptly and appropriately.

6.0 RECOMMENDATIONS

Based on the evaluation findings from this evaluation, the following recommendations need to be consider if there is to be any further roll out of a similar campaign in other communities:-

- ✿ Identify key stakeholders and involve community from the start of project.
- ✿ Base campaign on local evidence/statistics.
- ✿ Ensure local services have capacity for an increase in clientele due to the raised awareness.
- ✿ Pre test all media material with audience.
- ✿ Support local businesses and faces of the campaign throughout.
- ✿ Promote a stronger emphasis on the effect alcohol fuelled family violence, has on children.
- ✿ Promote positive life enhancing messages.
- ✿ Promote action orientated messages.
- ✿ Develop a tool kit for communities interested in organising similar campaigns

7.0 REFERENCES

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8.0 APPENDIX (separate document)

1. Slide show
2. Newspaper media articles and supplement
3. Radio advertising brief
4. Waihi Social Services Directory
5. Project and communications plan
6. Focus groups questions and commentary
7. Street interview questions and commentary
8. Store Managers questions
9. Waihi Project committee questions
10. Social services questionnaire