



## NEWSLETTER



### It's not OK e-news June 2011

Attitudes shifting, Back on air, Join us on Facebook, Creating Change Workshops, Loves Bites pilot, New partners, Supporting Christchurch, New champions, Reaching young people, Media update, Working with universities, Defence Force on board, New resources.

## Signs of Shifting Attitudes

Signs that attitudes towards family violence are shifting showed up when Police released statistics on 1 April 2011. Reported incidents have been on the increase since the It's not OK Campaign began in 2007 as more people ask for help. However latest stats showed that the increase is slowing down, and in some areas reported incidents have dropped, a trend which has been welcomed by all those involved in family violence prevention.

## Back on Air

Our TV ads will be back on air during October, reiterating the Campaign's current message It is OK to Help. The ads depict friends and family as cardboard cutouts. One of them, where a man's colleague questions his behaviour, will feature on an advertising programme in Spain during July after it was chosen as one of the best TV commercials in the world.

## Facebook

Join us on Facebook! Nearly 2000 have already. Find out what we are doing and what's happening round the country at <http://www.facebook.com/ItsNotOK>.

## Creating Change

Eight Creating Change workshops were held in different locations during May and June. These workshops illustrated the many ways that people and organisations can create change in their communities and showcased successful examples the Campaign has supported.

Participants were from community and government organisations, sports groups, church groups and local bodies. A Creating Change Toolkit can be downloaded from [our website](#). Hard copies can be ordered by emailing [areyouok@msd.govt.nz](mailto:areyouok@msd.govt.nz).

## Love Bites

A New Zealand pilot of an Australian safe dating programme called Loves Bites was delivered at Onslow College in Wellington during May. Nine year 12 classes participated in the full day workshop, delivered by teams of teachers, NGOs and Police. The 15 to 17 year olds learned how to recognise unsafe behaviours and what to do if they were worried about their relationship or someone else's.

Police and It's not OK will be looking at how to roll the programme out to other schools.

## Who we are working with

The Campaign is focused on developing partnerships with the business community and local government, often involving the local family violence network.

We are working with Courier Post in Auckland to spread the It's not OK message nationally through their outlets. On a local level many of the community projects we are supporting include partnering with the local business sector. This can be as simple as putting up posters, to developing site-wide policies and campaigns.

We are also working with a number of local bodies including Auckland Council. City and

District Councils all over New Zealand are joining local It's not OK Campaigns, providing leadership from the mayor and access to public spaces where messages can be effectively displayed.

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## Christchurch

Family violence has been on the rise in Christchurch following the big earthquake on 22 February. In response to a request from Christchurch Police we reprinted a brochure specifically developed after the September 2010 earthquake, this was then translated into Arabic, Samoan, Japanese, Korean and Chinese.

We are working with family violence prevention organisations in Christchurch on how to keep the It's not OK message visible so that people ask for help if they are being affected by violence.

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## It's not OK Champions

Vic Tamati continues to travel the country telling his story of becoming violence free. He speaks in schools, prisons, to community organisations and stopping violence programmes, and the news media.

Over the last year two new champions have been speaking on behalf of the Campaign, Rebekah Fayen and Jeremy Eparaima. They have told their stories in the news media and at community events.

Personal stories continue to be a very effective component of the It's not OK Campaign. Send invitations for our speakers to [areyouok@msd.govt.nz](mailto:areyouok@msd.govt.nz).

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## Young People Spread the Message

We are expanding our work with young people, recognising how important it is to change attitudes for the parents of the future.

It's not OK messages and branding had a high profile at the Waka Ama national competition and secondary school competitions. Participants featured in posters distributed in schools nationally showing their support for relationships without violence.

Eight dance crews competed in Stomp Out Violence, an annual dance competition hosted by Harvest Group Trust in Manukau, before an audience of nearly 2000.

Every year this event highlights a major social issue that affects young people and their families. The crews were judged on their performance but also had to show the best understanding of family violence. Family violence will be the focus again in 2012.

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## News Media

Family violence continues to have a high profile in national and local news media.

During April and May Jigsaw Central Lakes ran a comprehensive series of articles about family violence in community newspapers and the Otago Daily Times. The series included articles about types of family violence, people and organisations involved in prevention, personal stories and where to get help. Scenarios will run on local Radio Works stations for the rest of the year.

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## Universities

This year we are working with a number of tertiary institutions. At Unitec in Auckland we are supporting a campus wide campaign including brochures and posters, events, presentations, projects within faculties, Unitec specific resources and a positive relationship campaign in semester two. Unitec has 26,000 students.

The Campaign supported an awareness raising day at Massey University in Palmerston North which included a focus on relationship violence in the campus newspaper.

The New Zealand University Students' Association is conducting a survey to find out attitudes and behaviours towards relationships in the student population. This will be used to develop a strategy for promoting healthy relationships.

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## Defence

We are working with the New Zealand Defence Force to increase understanding o

family violence and encourage defence staff to ask for and offer help. The nation-wide strategy includes training for staff, using a tailored package to be used across the three services – Army, Navy and Airforce.

The aim is to educate those in a position to help people, such as medical and clinical staff, chaplains and community services staff, and also to identify champions within the Defence Force who can continue family violence prevention activities.

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## **New Resources**

We have some new resources available on [our website](#).

Parents Can Be Victims Too is a new brochure based on one developed by the Southland Family Violence Network. It encourages people to ask for help if they are being hurt or intimidated by their children, which is a type of family violence increasingly coming to the attention of Police and family violence services.

A Red Flags Poster showing warning signs that a relationship is becoming dangerous is also available, based on one developed by the Wellington Te Rito group in partnership with Wellington Police and City Council. It was displayed in public toilets, on public transport and in bars.

The Campaign has developed posters for display in Police stations, illustrating the strong partnership between It's not OK and Police, who are on the front line dealing with family violence every day.

A booklet for disabled people and their carers is also available. Titled Domestic Violence and Disabled People, it was produced by disability groups in Auckland with the support of the Campaign.

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## **For further information contact:**

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