



NEWSLETTER



It's not OK e-news August 2011

It's nearly four years since our first TV ads launched in September 2007. The ads featured well known New Zealanders naming different behaviours, showing that family violence is not just physical, and it's not OK.

The phrase It's not OK quickly became part of the language of New Zealanders. It featured in the news media, in school plays and playgrounds and in communities. Four years later that same message is just as powerful, as our recent community survey shows. Read on for results.

It's not OK Gets Thumbs Up

It's not OK is doing OK according to 100 responses received to an email questionnaire.

Our community partners, family violence networks and community spokespeople round the country were asked "Has the national It's not OK Campaign made it easier for you to undertake family violence prevention activities in your community?"

The resounding answer was yes from 94% of people working in community groups who responded. Here are a couple of their comments:

"It is very powerful when a national body unites the country and says this is a serious national problem and things need to change." (Police)

"Many of the men that have come to our organisation as self referred clients have told me that it was because of the It's not OK adverts. (Stopping Violence Services).

Maori and Pacific People Take Action

More people are taking action as a result of Campaign advertising than ever before – especially Maori and Pacific people.

Our fourth Reach and Retention Survey showed that while one in three New Zealanders are taking some kind of action as a result of the Campaign, the figures are much higher for Maori and Pacific people.

Results showed 44% of Maori and 55% of Pacific people taking action including:

- obtaining information about family violence
- talking to friends/family they were worried about
- calling the 0800 number or contacting an organisation
- visiting the "Are You OK" website
- taking part in a community event.

Training for Fonterra

Family violence training was delivered to 46 staff members at the Fonterra plant in South

Taranaki as part of a developing partnership between Fonterra and the Taranaki Safe Families Trust Family Violence Network.

Fonterra has a workforce of around 1000 people, 70% male. Some staff who participated in the training will become 'go to' people on site for staff members who are experiencing family violence and want help.

Participants came from all sections of the factory. Feedback was positive and Fonterra has asked for further training in the future.

Facebook

Read the latest on the street and in communities on our Facebook page <http://www.facebook.com/ItsNotOK>. Our page is updated daily.

Unitec Quizzes Students

Students at Unitec in Auckland will be able to rate their relationships on a Positive Relationships Quiz distributed on campus during August. Students can find out if their relationship is healthy or not and get help if they are worried about the way they are being treated or the way they are treating someone else.

The quiz is part of a year-long partnership between It's not OK and Unitec to foster positive relationships.

Ordinary Men Extraordinary Stories

A Kapiti Coast project supported by the Campaign is looking for men's stories.

The Whirlwind Project has produced a series of postcards and an album of music to encourage men to talk to each other when they face challenging times in their lives.

Quotes from men, including It's not OK Champions Vic Tamati and Jeremy Eparaima, appear on the postcards, and each man's story can be read at <http://www.whirlwindstories.com/>

The idea of the project is to encourage men to get help early.

Green Paper Launched

A discussion paper on how to prevent child abuse is open for consultation since it was launched by Minister of Social Development Paula Bennett at the end of July.

This will form the basis of a White Paper and Children's Action Plan to address New Zealand's high rate of child abuse.

For more information on how to make a submission go to <http://www.childrensactionplan.govt.nz/>

Fair Play Award

It's not OK is the theme at the New Zealand Rugby League Secondary School Nationals held in Auckland during August.

It's not OK Champions Vic Tamati and Ruben Wiki will be talking to school teams, managers and coaches about family violence. They will also present a Fair Play Award at the end of the week long competition to the player who has shown the best behaviour on and off the field during nationals.

A group of leaders will be selected to take part in a session about role modelling positive

behaviours. More than 400 young players will attend the competition from 16 teams.

For further information contact:

Trish Green (04) 916 3923 email: trish.green010@msd.govt.nz.

To un-subscribe from this newsletter [reply to this email](#).