



## NEWSLETTER

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

Campaign recognised, Sports project wins, Palmy students on radio, Christmas messages, How to help workshops, Unitec mosaic, Bronze Effie, New partnerships.

## Recognition for It's not OK

The It's not OK Campaign has been recognised as a leading example of effective behaviour change in the international journal Trauma, Violence and Abuse.

A recently published article compared New Zealand's campaign with 15 others targeting perpetrators of partner violence in English-speaking countries.

The authors looked at the stages of behaviour change for people becoming violence free. They said It's not OK provides information and resources which can help people at all steps along the way - from not realising they have a problem, to wanting to change, to trying to maintain a violence free lifestyle.

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## Sports Project Wins Award

NZ Rugby League in partnership with It's not OK has won an inaugural award for innovation in school sport. The award is for a project at the Secondary Schools Rugby League Tournament held in Auckland in August.

There were 16 schools and 400 players participating. The It's not OK message was carried throughout the tournament both on and off the field, and included a fair play award at the end of the week long event.

The new award recognises sporting initiatives that add value to students' experience outside of the game.

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## Palmerston North says It's not OK

High school students in Palmerston North are turning Campaign messages into radio scripts as part of the city's own It's not OK Campaign. Working in teams of four, students submitted 79 scripts which have been whittled down to the top five.

The winning script will be professionally recorded by the Edge radio station and used as part of the Palmy campaign. Winning team members will each receive an iPad2 and musician Tiki Taane will play a private concert at their school.

The top five scripts are all fantastic - this is one of them:

Hello my name's Family Violence.  
You might of seen me once or twice.  
You might not of interfered because you were too scared.  
I'm nasty, mad, physical and DESTRUCTIVE!  
BUT the one thing I'm not is okay!  
The sooner New Zealand stand up to me the safer we will all be!  
Family Violence Is NOT OKAY!!

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## It's not **OK** at Christmas

Our Christmas messages this year will be built around making this festive season more than 'OK'.

We will be providing suggestions on how to be an OK friend and what actions friends, family and neighbours can take to help others have a more than OK Christmas.

Family violence escalates at Christmas time with Police seeing more incidents and offences than at any other time.

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## How to Help Workshop

A workshop on how to help people in family violence situations has been piloted in Nelson.

The workshop has been developed in response to requests for more explicit information about how friends, family and neighbours can offer help when they are concerned for someone they know.

Feedback to the workshop was positive. After another trial in Kaikoura, the workshop will be provided to family violence networks and prevention organisations to deliver in their own communities.

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## Unitec

Over 400 Unitec staff and students have shown their support for the It's not OK Campaign by creating a photo mosaic, spelling out R U OK?

Photos were submitted by staff and students as part of Unitec's campus wide It's not OK Campaign. Check out the mosaic on Unitec's Facebook page.

How to get help is being promoted alongside the mosaic, on posters at Unitec's three campuses and on a mouse pad distributed to staff.

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## Bronze Effie

The It's not OK Campaign picked up a bronze award at the 2011 Effies Awards, which recognise effectiveness in marketing and communications for everything from selling beer and chocolate to addressing family violence and depression.

There were eight golds, nine silvers and 16 bronzes given in total, chosen from 200 finalists. The judges acknowledged the impact of the Campaign's third phase of advertising despite only having five weeks' worth of advertising.

This year, more than 150 judges from the advertising, marketing and research professions spent almost 1000 hours reviewing entries.

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## New Partnerships

Several new communities have joined It's not OK. Waimarino, which includes Ohakune and Raetihi is developing a local campaign which includes a presence at local events.

Several local men wearing It's not OK t shirts ran a stall at centenary celebrations this month and had three people ask for support afterwards.

Paeroa and Ngatea are running a local family violence campaign. Huntly, Ngaruawahia and Raglan, Oamaru and Kaikoura have all hosted Vic Tamati this month as a first step to starting a local conversation on family violence prevention.

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