



Family violence – A key issue for Kiwis, Campaign plans for 2010, new resources, research, media work and campaign feedback.
January 2010

Family violence - most important issue for New Zealanders

A recent Nielsen survey of New Zealanders found that the single most important issue respondents thought New Zealand needed to deal with now and into the future is reducing family violence – well ahead of other important issues including getting people to stop smoking, reducing the road toll and reducing the impact of climate change. About three out of four people, 74%, said they would like to see increased effort put into reducing family violence.

One of the key objectives of our Campaign was to begin a national conversation about family violence, to get people talking and taking action. Building on the work carried out by the family violence sector in communities throughout New Zealand, we have all helped to generate that conversation and now look forward to taking the next step, with a new phase of the campaign.

Where to next

The campaign momentum is as strong as ever. We receive many unsolicited reports from people who want to get involved and from people who have seen changes brought about as a result of the campaign. The campaign has provided a national perspective of what's happening right across the country to prevent family violence - and that's important for putting people in touch with each other, sharing ideas, supporting people, advising and helping them with whatever work they are involved in.

This year we move into a new phase of the campaign, looking at the practical things families can do to keep each other safe. Our research and feedback tells us that people want to help families in trouble but they don't know how. The campaign will be helping families, whanau, friends, workmates and neighbours to take action. It's about giving and receiving help, about noticing when things start to go wrong and supporting people to get the help they need.

We are also working alongside the E Tu Whanau Ora programme of action which emphasises the importance and benefits of loving, caring and being with whanau. This includes messages that place emphasis on what positive things whanau can do to make a difference.

Research

Research about seeking, giving and receiving help has been carried out to help us understand the barriers and motivators in families and communities. This research will be available in the near future.

Resources update

We are updating and developing new resources to meet the growing demand.

A booklet on elder abuse, *Take the Time – Value Older People*, produced last year, has already been reprinted and is now available at rest homes throughout New Zealand. The campaign team also worked with SKIP and Amokura, the Northland based family violence prevention consortium, to produce *Aroha in Action: A Resource for Whanau*, a booklet that talks about what whanau can do to protect and nurture mokopuna.

Coming shortly, we will have a series of six posters and a leaflet for employers about what they can do to help prevent family violence. This will be accompanied with an online business toolkit.

We are working on a local government package, a new booklet about how to keep children safe and secure and a resource providing practical tips about how people can safely intervene in family violence situations. We are also producing an updated Community Action Toolkit to support CAF projects and others working to embed family violence prevention in their communities.

The campaign team is working with an Auckland based domestic violence disability network to produce a booklet addressing domestic violence for people with disabilities and those around them.

So much has happened since the campaign started that we are updating the www.areyouok.org.nz website to include more of the stories, research, photos and information we have gathered since the campaign began.

Campaign Champions

Our campaign champions, including Vic Tamati, George Ashby, Alfred Ngaro, Brian Gardner and Tremain Mikaere are in great demand. Their personal stories are inspirational and provide encouraging messages about what is possible.

Feedback like this from a family violence coordinator is typical: "When we recently went to talk to high school boys, we said we worked in the family violence network, and they looked at us blankly. So we said 'you know, the It's not OK stuff' and then they got it." The coordinator said the boys associated the Campaign with Vic Tamati – and said his story was amazing. The Coordinator also noticed that after the school presentation, one of the students had emailed a question to Vic on the campaign website.

Community Action Fund

The Campaign's Community Action Fund has now distributed 147 grants in four rounds of funding. The fourth round attracted a record number of applications with more proposals from outside the family violence sector. The fund allows communities to develop and lead work that is relevant for their local needs and the campaign team has seen a growing diversity, depth and quality of projects.

Partnerships

In 2010 we will continue to work with national family violence prevention partners and continue to build relationships with local councils, business, sports and youth groups. The relationships with non-family violence related organisations are vital to reaching new audiences. Councils such as Waitakere, Hauraki and Hamilton continue to support the campaign in their family violence prevention work and Kapiti, Upper Hutt and Manukau councils are now also starting to work with the campaign team.

More Media

The media continues to provide positive coverage of the campaign and stories about family violence prevention. Our media advocacy work is highly effective, providing training for local spokespeople and encouraging responsible media coverage. Three Hawke's Bay community newspapers are currently running a family violence campaign, featuring stories every week until February 2010. We hope that more newspapers will run similar campaigns.

As a result of work with the NZ Prison Fellowship, the campaign ads are being shown to some prison inmates as part of a trial for a closed circuit TV channel for prisons.

The campaign has also worked with New Zealand Police to produce a media handbook for detectives to encourage them to speak out about family violence prevention when they are working on family violence crimes.

Feedback

Workshops with family violence network members, organised by the campaign, have proved highly valuable and family violence network coordinators have been meeting regionally with their colleagues to share information and good practice. At a recent hui in Taupo the network coordinators expressed their continued support for the It's not OK Campaign. One said "We can't do our jobs without the Campaign. It builds momentum in communities and gets many more people on side." Another said "The Campaign means our work is framed up by a national consciousness. When I speak to people at the local A&P show, they know what I am talking about because of the TV ads."

Your Feedback

We welcome feedback about the campaign and would like to receive your comments and information about any events or projects we may not know about. Please drop us a line via the campaign website at www.areyouok.org.nz.

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