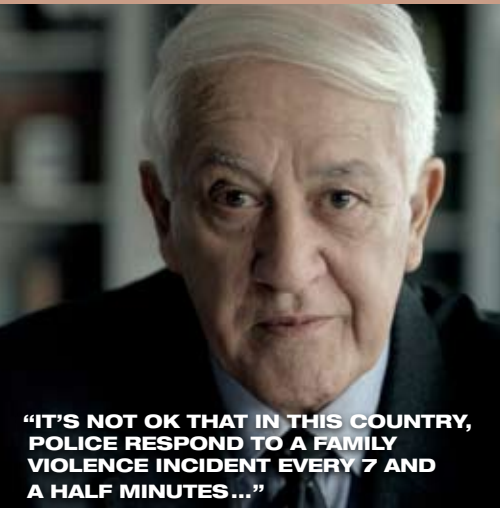




"IT'S NOT OK THAT EVERY YEAR, ON AVERAGE, 14 NEW ZEALAND WOMEN, 6 MEN AND 10 CHILDREN ARE KILLED BY A MEMBER OF THEIR OWN FAMILY ..."



"IT'S NOT OK THAT IN THIS COUNTRY, POLICE RESPOND TO A FAMILY VIOLENCE INCIDENT EVERY 7 AND A HALF MINUTES..."

FAMILY VIOLENCE

ARE YOU OK WITH THIS?

NEW ZEALAND HAS A SHAMEFUL RECORD OF FAMILY VIOLENCE.

- Half of all murders are domestic violence related.
- On average, 14 women – 6 men – and 10 children are killed by a member of their family every year.
- Police deal with more than 70,000 family violence calls a year – and those are only the cases that are reported.

The Campaign for Action on Family Violence aims to change the way New Zealanders think and act about family violence.

What happens in families affects our neighbourhoods, schools, workplaces and communities. It has far reaching and devastating social and economic costs.

The campaign will increase awareness and understanding of family violence and promote changes in behaviour to reduce the incidence of family violence.

It will build on the work that's already being done in communities throughout New Zealand.

- A Community Action Fund provides financial support for community-led activities, recognising that local communities know what works best for them.

- TV advertisements will support community projects at a national level, leading with a message that: family violence is not ok – but it is ok to ask for help.
- An 0800 Family Violence Information Line (0800 456 450) provides self-help information and connects people to services where appropriate. It is available seven days a week, from 9am-11pm, with an after-hours message redirecting callers in the case of an emergency.
- The campaign website plays an important part in mobilising New Zealanders. It contains information for personal change for people who are violent and people who influence them, as well as information for community engagement and for media.
- A Community Action Toolkit provides practical information about how to get involved in community action. Other resources are also available through the 0800 number, website and community organisations.
- A research and evaluation programme will inform ongoing development of the campaign.



“IT IS **OK
TO ASK FOR HELP.”**



New Zealand has a shameful record of domestic violence.

CAMPAIGN MESSAGES

- Family violence is a serious problem affecting many New Zealand families
- Communities across New Zealand are coming together to say that family violence is not OK
- We can **all** do something to help prevent family violence.

CAMPAIGN BACKGROUND

The Campaign for Action on Family Violence is a major initiative of the Taskforce for Action on Violence within Families which advises the government on family violence issues.

The campaign is being led by the Ministry of Social Development and the Families Commission, in association with communities. It is supported by ACC, the Ministry of Health and the New Zealand Police.

The 0800 number and website will be available from 9 September, 2007 to coincide with the screening of the first TV advertisements.

The Family Violence Information Line:

0800 456 450

The Campaign for Action on Family Violence website:

www.areyouok.org.nz

If you want more information about the Campaign for Action on Family Violence, email the Campaign team at

areyouok@msd.govt.nz

