



MAYORS SAY IT'S NOT OK

MEDIA GUIDELINES

FEBRUARY 2010



SPEAK OUT IN THE MEDIA

- Mayors can be influential spokespeople on family violence.
- Mayors can use their public profile and strong community networks to take leadership on the issue of family violence.
- Much of the violence in communities across New Zealand has its roots in violent homes. Safer homes make safer communities.
- The way reporters write their stories is influenced by the people they go to for comment. Mayors can have a significant impact on the way their community thinks about and responds to the problem of family violence.

WHAT YOU CAN DO

- Speak out in the media
- Get to know local family violence prevention networks
- Develop partnerships with sports and business leaders in your community
- Front local family violence campaigns
- Front community events
- Consider ways to support family violence prevention work by providing Council resources such as printing or photocopying
- Hold a local forum on family violence
- Link Council websites to family violence prevention websites
- Display the It's not OK message in everyday spaces in your community such as pools and libraries



KEY MESSAGES

- Safe families make safe communities
- Family violence is not OK but it is OK to ask for help
- Family violence affects us all
- Family violence is a serious problem in New Zealand/our community
- Family violence happens everywhere
- We all have a role to play in preventing family violence
- Family violence scars children for life





MEDIA OPPORTUNITIES

- White Ribbon Day 25 November
- Police crime statistics released twice a year on 1 April and 1 October
- Mothers Day/Fathers Day
- Children's Day
- Christmas – family violence increases at this time
- Santa Parades
- Local incidents of serious assault or murder
- Local cases going to court
- Events held by the local family violence network

Here are some examples from New Zealand communities:

- Slogans on rubbish bags (Waitakere)
- Family violence prevention messages on buses (Christchurch)
- Street flags (Nelson/West Coast/Motueka)
- Violence free supermarkets (Masterton/Kapiti Coast)
- Slogans on letterboxes (Northland)

1/2 Nearly half of all homicides in New Zealand are family violence.

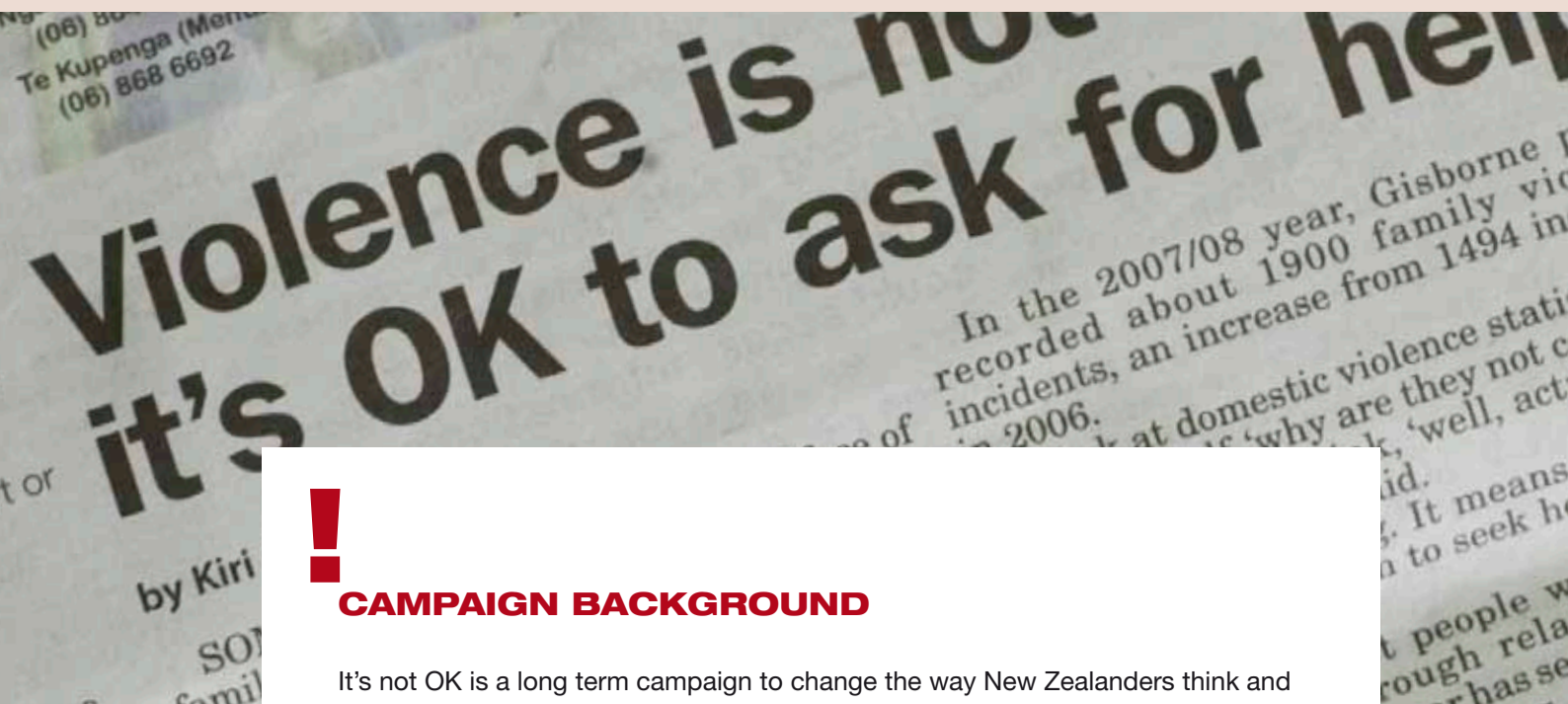
1/2 Around half all violent crime is family violence (kidnapping and abductions, grievous assaults, serious assaults).

3 On average 14 women, 10 children and six men are killed by a member of their family every year.

7 Police attend around 200 family violence incidents a day – one every seven minutes.

18% Police estimate only 18% of family violence incidents are reported.

\$ Family violence costs New Zealand up to \$5.8 billion per year (Susanne Snively 1994). In today's figures that means family violence costs us all up to \$8 billion a year.



CAMPAIGN BACKGROUND

It's not OK is a long term campaign to change the way New Zealanders think and act about family violence. It is being led by the Ministry of Social Development and the Families Commission, working with community organisations throughout New Zealand.

The Campaign uses a range of methods to influence community attitudes towards family violence. These include television ads, printed resources, funding community projects and partnering with other sectors and organisations such as sporting organisations and businesses.

The Campaign has worked closely with the news media to ensure that family violence is treated seriously and reported accurately.

The Campaign's family violence information phone line at **0800 456 450** links callers to services in their community.

The Campaign website at <http://www.areyouok.org.nz/> has information about family violence, what it is, where to get help and updates on Campaign initiatives.

The NZ Family Violence Clearinghouse website at <http://www.nzfvc.org.nz/> is the national centre for information and research about family violence.