



21 July 2015

It's not OK is Working!

This report, the It's not OK Community Evaluation Project, shows that the It's not OK Campaign is reaching into the hearts and minds of New Zealand families and communities.

In encouraging communities to challenge themselves and their tolerance for family violence, the evaluation shows the campaign has encouraged people to seek help earlier, helped break the cycle of intergenerational violence within some families, and reduced bullying in schools and sideline abuse in a sport previously fraught with violence.

The community has changed. The community challenges one another. Families are challenging families. It's a good sport now. It's not a dangerous one anymore. (Counties Manukau Rugby League, Club president #1)

It's the background to everything we do. 'It's not OK' has laid a groundwork that we have built upon. It's no longer possible to separate our non-violence work from the Campaign. (Levin, Social service provider #1)

X came from a family where DV was rife in the family, a lot of the family started reaching out for help. A whole lot of factors brought it about. One of the grandmothers saw what they had created and went out and started looking for help. It resulted in less call outs and the severity of the calls out has decreased. (Ohakune, Police representative)

The Campaign for Action on Family Violence, the It's not OK Campaign (the campaign), was launched by the Prime Minister in September 2007.

In 2014, the Ministry of Social Development wanted to gain an in-depth understanding of how the campaign has supported change to address and prevent family violence within communities. This follows earlier research into the impact of the campaign.

Kaitiaki Research and Evaluation Ltd was commissioned to evaluate community-led It's not OK campaigns in the following seven communities: Gisborne, Levin / Horowhenua, Taupō, Counties Manukau Rugby League, New Plymouth, Ohakune and Paeroa.

The evaluation found that the local campaigns had:

- increased awareness and message infiltration
- increased willingness to discuss family violence
- inspired people to intervene
- led to young people changing their behaviour
- led to changes to organisational culture
- developed a sense of community ownership
- led to an increase in family violence reports to Police and lower thresholds for people reporting.

We help New Zealanders to help themselves to be safe, strong and independent

Ko ta mātou he whakamana tangata kia tū haumarū, kia tū kaha, kia tū motuhake

The critical success factors in common across the seven communities show how the campaign has supported change. They were identified as:

- the national It's not OK media campaign
- support and resourcing from the national It's not OK campaign
- local leadership
- a dedicated local campaign coordinator
- community awareness of family violent incidents
- local champions.

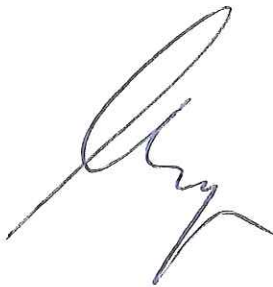
The national campaign and the campaign team were seen as critical in providing expertise, funding and resources to the projects. Local projects could also leverage off the national media campaign advertising and messages.

The national campaign team's partnership approach in encouraging local ownership and leadership of the campaign, local messages and the development of local champions was also seen as a factor of success.

While the changes have been incremental, we're clearly making progress in embedding the "It's not OK" messages.

This work in encouraging non-violent behavioural change takes a long-term commitment, and we congratulate our community partners for their courage in taking up the challenge.

I invite you to download the It's not OK Community Evaluation Project report from <http://www.areyouok.org.nz/resources/research-and-evaluation/>



Murray Edridge,
Deputy Chief Executive,
Community Investment,
Ministry of Social Development