

Family violence
prevention for sports
clubs and teams

Not our game





**“Sport has the power to
change the world. It has the
power to unite in a way that
little else does. It speaks
to youth in a language they
understand. Sport can create
hope where once there
was only despair.”**

Nelson Mandela

5	Playing your part
9	Family violence is a serious problem in New Zealand
13	What is family violence?
17	What can you do in your sports club?
23	Who can help?
25	Coaches play an important role
27	How team mates can help
29	Helping from the top
31	How can you help?
35	What have others done?



Sports clubs and organisations play an important part in the lives of New Zealanders and provide a good opportunity to address our country's high rate of family violence.



Playing your part



“We needed to change the culture around the game. The violence, the stigma and the gang affiliations were painting us in a really poor light”

**Counties Manukau Rugby
League Staff**

Doing something about family violence within your club or sporting body acknowledges that we can all have a part to play to ensure that every person in New Zealand lives in a safe, violence-free home.

No matter how big or small your club, there are many things you can do to prevent family violence. Simple actions can send powerful messages out to players, coaches, volunteers, their families, sponsors and the community as a whole that family violence is not OK, that it is OK to ask for help and to help others.

This toolkit contains suggestions about how to increase understanding of family violence and encourage violence-free behaviour in your club, organisation and community.

You can start small or go big. Your club has an opportunity to create a culture that is healthy and respectful, that makes sure everyone understands what is OK and what is not OK, and where to go for help.

You can help people to recognise and safely respond to family violence, and help them to connect with a specialist service that can help.

Whatever you decide to do, help and free resources are available on our website **www.areyouok.org.nz**

We encourage you to connect with a family violence network or organisation in your area. You can find a list of services via our website **www.familyservices.govt.nz**



**No matter how big or small
your club, there are many
things you can do to prevent
family violence.**

An average of 13 women,
10 men, and 9 children are
killed each year as a result
of family violence.



Family violence is a serious problem

Family violence is a serious problem

- » About half of all homicides in NZ are committed by an offender that is identified as family.
- » A family violence investigation was recorded on average every five and a half minutes by NZ Police in 2014.
- » There were 101,981 family violence investigations recorded by NZ Police in 2014.
- » In the four years from 2009 to 2012, an average of 13 women, 10 men, and 9 children were killed each year as a result of family violence.
- » 29 per cent of women and 9 per cent of men have experienced sexual victimisation.
- » Disabled women are between 1.4 and 1.9 times more likely to be victims of violence or abuse than other women.



- » More than 14 per cent of young people report being hit or physically harmed on purpose by an adult at home in the last 12 months.
- » Of young people – 20 per cent of girls and 9 per cent of boys report unwanted sexual touching or being forced to do sexual things.
- » 50 per cent of Intimate Partner Violence deaths occurred at a time of actual or intended separation.
- » 1 in 3 women experience physical and/or sexual abuse from a partner in their lifetime.
- » 76 per cent of recorded assaults against females are committed by an offender that is identified as family.
- » 74 per cent of violent incidents committed by a partner are not reported to Police.
- » In the four years from 2009 to 2012, 76% of intimate partner violence-related deaths were perpetrated by men, 24% were perpetrated by women.
- » It is estimated that between 2-5% of the older population in New Zealand experience some form of elder abuse.
- » Family violence is estimated to cost the country between \$4.1 and \$7 billion each year.
- » 1 in 3 people that recall the “It’s not OK” television advertising took action as a result of the advertising.

References and sources for each of these statistics are available on the statistics page of our website www.areyouok.org.nz

TERITOWELLINGTON.ORG.NZ | 0800 456 450

“STRONG WOMEN ALSO ASK FOR HELP”

BUBBLE O’KILL AND MEAT TRAIN
RICHTER CITY ROLLER DERBY



**FAMILY
VIOLENCE
IT'S NOT OK**

TE RITO
WELLINGTON
**FAMILY
VIOLENCE
NETWORK**

**Absolutely
Positively
Wellington**

Family violence is violence and abuse by one person towards their partner, children, or other family member.



What is family violence?

Family violence is:

violence and abuse by one person towards their partner, children, or other family member.

This includes violence by:

- » partners – married, living together, or ex
- » same sex partners
- » boyfriends or girlfriends
- » parents
- » grandparents
- » older children
- » other whānau or family members or people in a close personal relationship including flatmates and caregivers.

Separation is the most dangerous time for victims of violence – women and children are particularly at risk from death and serious violence when a relationship is ending. Having good support is vital.

It's more than just physical

Family violence has many forms, it is not just physical. It includes:

- » **Physical abuse** – hitting, kicking, biting, pushing, strangulation, using weapons.
- » **Psychological abuse** – threats to harm you, themselves or others, name calling, jealousy, put downs, stalking and online stalking, controlling what you say, do and wear.
- » **Sexual abuse** – rape, forced sexual activity, unwanted touching, sexual activity with a child or young person under 16.
- » **Financial abuse** – taking your money, running up debts in your name, checking all receipts.
- » **Neglect** – not providing food, shelter, clothing, leaving children home alone, not getting medical attention.
- » **Spiritual abuse** – abuser does not allow the victim the freedom to follow their own faith or beliefs – all forms of violence attacks the victim's soul or spirit.

Family violence is often hidden

Family violence often happens in the home, or where no one else is around. People who are being abused, and those who commit violence, often feel shame and guilt, so they hide the violence and make excuses. Some violent people can appear charming, polite and loving around other people.

Family violence can happen to anyone

People of any age, ethnicity, socio-economic group, gender, sexuality, or age can and do experience family violence – it is not limited to one particular group.

Know the danger signs

If your partner

- + Threatens you
- + Makes you do what they say
- + Says they'll kill you
- + Goes through your phone
- + Puts their hands around your neck
- + Scares you with words and actions
- + Stalks you
- + Stops you seeing friends and family

It's serious, don't ignore it – get help now



IT IS
OK TO ASK
FOR
HELP

Family Violence
Information Line
0800 456 450
Police 111
areyouok.org.nz

These seven signs are deadly serious.

Danger signs are usually present in the weeks and months before a death but friends and family often miss or ignore them. Each incident or episode may not seem serious on its own.

- » Controlling behaviour
- » Intimidation
- » Threats to kill
- » Strangulation & choking
- » Increasing physical and or sexual violence
- » Violently and constantly jealous – 'owning their partner'
- » Stalking including on social media.

Sports clubs are communities that play an important role in addressing social issues like family violence.



What can you do in your sports club?

A club culture that promotes respectful relationships, accountability, integrity, fair play, sportsmanship, and sanctions against violence can contribute to preventing family violence in the community.

Men especially have a positive role to play in ending family violence through shaping the attitudes and behaviours of children and other men, including peers, colleagues, team mates and friends. The sporting environment is a perfect place to do this. In this section there are some key things that will help promote a safe, family friendly environment.



To Kick Off

Put up posters and display information in your club or organisation or on the field and sidelines.

These resources are free from the It's not OK campaign website **www.areyouok.org.nz**

Start talking with staff and coaches about family violence and what the role of the club might be.

Get a family violence campaign “champion” in on a club night or to your next meeting. Contact the campaign to find out how we can help **www.areyouok.org.nz**

Set up a stall at your next club day with resources about family violence, how to get help, and how to help others from the campaign website **www.areyouok.org.nz**

Get in touch with your local family violence network or service. Most areas have a network of agencies working together to eliminate family violence – they can provide support, information and resources. You can find your local network at **www.familyservices.govt.nz** or contact us on **areyouok@msd.govt.nz** to be put in touch.





Building Momentum

Invite It's not OK or a local family violence network to run a workshop about family violence, its impact and what clubs and sports organisations can do to take the lead.

This can be just for players, coaches or staff or for the whole club, families, sponsors and club partners.

Think about the messages you want to use.

Some examples might be:

- » violence is not our game
- » we all have a role to play in preventing family violence
- » we support violence-free families.

Display messages around the club:

- » logos on club jerseys and training tees
- » posters in the club rooms including bathrooms and changing rooms
- » slogans on club vehicles
- » messages on tickets, website, newsletters, email footers
- » messages in media releases
- » announcements over the PA at games.

Include a statement in the Code of Conduct for all staff about healthy relationships, family violence and sexual violence.

Look at the physical environment of the club – is it family-friendly? Do women and children feel safe?

Think about ways to introduce the promotion of safe, respectful and healthy relationships into training for coaches.

Leading from the Front

Have the club president or chairperson release a club statement on family violence, safe relationships and strong family values.

Develop a process to be followed if a player, coach or parent discloses, or you suspect, that they are living with or using violence.

Use open days and club days to promote family violence prevention messages and resources.

Run workshops and arrange presentations which help people to understand family violence and create champions for change.

Share it with your sponsors – let them know that you expect them to be violence free too. Talk to them about the positive changes in your club or team.

Train bar staff to identify and intervene in situations where there is a risk of physical or sexual assault.

Take action on sideline behaviour to ensure it's safe and respectful. An example of a video developed by one of the campaign's partners, called "Don't be an Egg", can be found at **www.youtube.com/watch?v=p9yt6e3BqBE**

Develop your own posters or mini booklet about family violence, featuring people from your club – talk to the It's not OK team about how to do this.

Think about other ways you might open your clubrooms up to organisations that can provide services to your community, for example running parenting programmes in your clubrooms.

Think about how alcohol use is promoted at the club and whether this impacts on people's behaviour and safety during and after games.



A Healthy Club Checklist

Take incidents of violence seriously

Encourage and promote healthy relationships between all members and their families

Arrange whānau/family events where people can get to know each other

Establish drug and alcohol free sidelines

Develop a code of conduct that includes a pledge to be violence-free

Encourage senior club members to set a good example – young players look up to them

Create a responsible drinking culture – this could mean free soft drinks for sober drivers, saying ‘enough’ if someone is intoxicated and organising a club taxi service

Make any kind of sexual harassment from verbal comments to unwanted touching unacceptable

Have a good balance of women and men from the board through to coaches and club staff

Know where to go for help, so you can let others know

Know what to do if you suspect a child is unsafe at home

Create a culture of helping, equipping club members with basic skills to help anyone affected by family violence

Create an environment where family violence is not tolerated, but where people can ask for help. If you have screens use them to promote positive messages

Make sure you’re signed up to receive the It’s not OK campaign newsletter and like “It’s not OK” on Facebook to stay connected.

Coaches play
an important role.

How team mates can help.

Helping from the top.



Who can help?

“I truly believe that, outside a parent, a coach can have as much or more impact than anyone on a young person and with great power comes great responsibility.”

Pat Rigsby, American fitness entrepreneur and author.

“A fraction of the kids you coach will go on to professional sporting success, but the vast majority of the kids you teach will go on to be mothers, fathers and partners.”

Joe Eherman, a former NFL player and Founder of Coaching for America.

Coaches play an important role

Coaches play a key role in the lives of young people. Some international coaching programmes incorporate information on healthy relationships.

As a coach you could make it a priority to:

- » develop strong relationships with your athletes
- » be an adult they can trust and talk to
- » teach them about sportsmanship, fair play and winning with dignity
- » use respectful communication
- » avoid statements that normalise violence or reinforce gender stereotypes, like “you throw like a girl”
- » take action if you have concerns.

If you are a coach, consider taking part in “Coaching for Change” a no-cost and interactive online training that provides examples of how to recognise and address issues of sexual harassment, sexual abuse, teen dating violence and family violence. It can be found at **www.menaspeacemakers.org/coachingforchange**

“Family violence is a big issue for every New Zealander not just those directly involved. It is something that each of us can do something about – looking out for our kids has to be your priority.”

Jenny May Coffin, New Zealand sports broadcaster.

“When I saw my mate yelling at his partner I decided to man up – I took him aside and said there’s got to be a better way. The good thing is he got help and we are still mates today.”

Alfred Ngaro

“Jai looks to us as an example of what a strong relationship looks like. It’s important we get it right for him.”

**All Black and Chief Co-Captain
Liam Messam**

How team mates can help

Teams can be like families – if someone is using violence, everyone may be affected. It's important not to ignore it.

If you're worried about someone in your team, take it seriously and start a conversation.

We know from research that people living with family violence want the violence to stop and that they want help from friends, colleagues, team mates and family first. These people are often the first to know that something is not right at home.

Being able to offer support is an important first step. You don't need to be a social worker to help someone.

For more ideas on what to say or do – have a look on our website **www.areyouok.org.nz** or in the **How can you Help?** brochure.



From “Ensuring safe sport for children” – Sport NZ

1

Preventing those who have been identified as causing harm to children from having contact with children in your sport

2

Removing and/or minimising any risks of, and opportunities for, harm to children

3

Identifying and stopping inappropriate behaviour if it occurs

4

Providing support to children and their families should a child be harmed



Helping from the top

Sports leaders are uniquely placed to show leadership on family violence. The values and policies of a club or team will influence the behaviour of its members.

Alcohol

Alcohol is not the cause of violence, but it makes it worse. Police estimate between 50 and 70% of their work is associated with alcohol.

Clubs can help reduce alcohol-related harm. Think about how to create a safer environment where drinking doesn't become the focus of your club, or an excuse for violence. More information on preventing and reducing alcohol related harm can be found at **www.alcohol.org.nz**

Safe adults working with kids

Children and adults are most likely to be sexually abused by someone that is known to them – someone in their family, friend group, church, workplace or sports club.

People who abuse children are difficult to detect. Child sexual abusers go to great lengths to gain access to children. Some clubs have developed processes to help ensure that only safe adults work with children and young people. This can include:

- » a vetting process before the appointment of paid and volunteer staff (including parent coaches)
- » routine Police check of staff and volunteers
- » signed agreements about acceptable behaviour
- » a club policy that outlines safe respectful behaviour
- » a club culture encouraging people to speak up about any concerning behaviour.

Information on developing recruitment checklists, questions to ask in interviews, and screening and vetting processes including Police checks is available in Safe Sport for Children Guide from Sport NZ or on their website **www.sportnz.org.nz**

An example of a child protection policy developed by Pedal Ready and BikeNZ can be found at **www.pedalready.org.nz/wp-content/uploads/2012/10/PR-Child-Protection-Policy-.pdf**

**If a child tells you, or you suspect,
that they are a victim of family violence,
contact the Police (111) or
The Ministry for Vulnerable Children,
Oranga Tamariki (0508 326 459)**



It's hard to know what
to do when you know,
or suspect – that a
friend, team-mate or
family member is living
with violence.



How can you help?

**You may ask yourself
“how do I know what is the
right thing to do?” or “should
I say something or mind
my own business?”**

**The sooner you reach
out to someone living with
family violence the sooner
they can get help.**

**What you do and say
can make a difference.**

**The only wrong thing that you
can do, is to do nothing.**

How to help people who are violent

Be sure to challenge the violence not the person.

SAY CAN I HELP?

- do you need to talk?
- it's not OK your kids are scared of you
- I don't like the way you talk to your partner
- there's got to be a better way mate.

DO FIND OUT ABOUT FAMILY VIOLENCE

- let them know violence is not OK and help is available
- find out what help is available
- offer to go with them to get help.

How to help people who are victims of violence

- » Give support not advice
- » Listen
- » Take violence seriously
- » Don't tell them what to do
- » Let them make their own decisions however long it takes
- » BUT call 111 if someone is in danger.

SAY ARE YOU OK?

- is someone hurting you?
- are you scared to go home?
- is there anything I can do?
- do you feel safe at home?
- it's not your fault someone is hurting you
- when you're ready I'm here
- it's not OK that you are being hurt.

DO KEEP IN TOUCH

- call to say Hi
- offer to babysit
- listen
- be there
- keep the door open
- offer a safe place to go
- help make a safety plan
- find out about family violence.

Places to get help

Police 111

(For non-urgent matters talk to the Police family violence coordinator at your local station).

It's not OK family violence information line

0800 456 450

www.areyouok.org.nz

The Ministry for Vulnerable Children, Oranga Tamariki

0508 326 459 or email contact@mvcot.govt.nz

www.mvcot.govt.nz

(You can call Oranga Tamariki and speak with social workers without giving them any personal details about you or the child).

Women's Refuge

0800 REFUGE

www.refuge.org.nz

Shine domestic abuse service

0508 744 633

www.2shine.org.nz

Stopping Violence Services

www.nnsvs.org.nz

Rape Crisis or sexual abuse services

(Check the White Pages or call the It's not OK info line).

Barnardos

0800 4 PARENT (0800 472 7368)

www.barnardos.org.nz

Age Concern

www.ageconcern.org.nz

Counties Manukau Rugby
League, Upper Hutt
Rams Rugby Club, Josiah
Natzke & The Ulalei
Pacific Rugby Sevens



What have others done?



“One change I have noticed is a decrease of abuse directed towards referees. Referees are reporting that they are not getting the same level of abuse.”

“We needed to change the culture around the game. The violence, the stigma and the gang affiliations were painting us in a really poor light.”

Counties Manukau Rugby League

Counties Manukau Rugby League zone comprises 12 clubs stretching from Otahuhu in the north, to Tuakau in the south, with around 8000 members.

The zone's partnership with It's not OK began in 2010, prompted by growing acknowledgement among staff and members of the negative perception of Rugby League as a sport as well as problematic behaviours in the clubs including violence, alcohol use and sport-related intimidation.

These behaviours were a direct reflection of home environments. The zone believed that they could influence the behaviour of members through their involvement in Rugby League, leading to a positive change at home.

Players, supporters and their families had a strong sense of belonging to their local Rugby League club, which made the clubs a perfect platform to launch family violence prevention activities.



Knowing about family violence and the It's not OK campaign

At first the zone worked to raise awareness about family violence and its impacts on families and communities. The It's not OK logo appeared on t-shirts, billboards, banners and in newsletters.

Workshops were delivered to players, coaches and managers, messages were broadcast over the PA system. Fair play awards were introduced, rewarding respectful, non-violent behaviour. The zone's theme song 'Lean on Me' was recorded and aired at community hui and on local radio.

The branding and awareness raising was seen as more than just words: "The banners are the first point of contact when people turn up on a Saturday. It's so much more than a banner. It has been a powerful message in terms of behaviour."

Code of conduct

The clubs' codes of conduct were adapted to include violence-free policies. This included a policy making it clear that negative sideline behaviour would not be tolerated at any of the clubs in the Counties Manukau zone.

A sideline abuse strategy

Clubs gave bibs to the home and visiting teams every match day. The vests entrusted the wearer with the responsibility to monitor and police their own people to ensure appropriate sideline behaviour. These were often worn by injured players, team management or well-known people in the club.

"The bibs for both home and visiting spectators have created ambassadors. Supporters look after their own people. They know they are taking responsibility for their own behaviour. They tell parents to pull their heads in."

“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.”

Sharing stories of change

It’s not OK campaign champion Vic Tamati shared his story of becoming violence free at each of the 12 clubs. The presentations were transformational, with a number of players and members identifying with Vic and his story. The talks resulted in most of those attending taking a pledge to be family violence-free and/or seek help to change their behaviour.

Support is now provided by the zone for men to become violence-free through a free stopping violence programme one night a week at the clubrooms.

Early childhood playgroups

Pre and after school care clubs were established for club families in Papatoetoe, Mangere East and Otara, to encourage positive parenting and safe homes.

“Initially we saw there was a need for something because the carparks were full of parents waiting for their boys who were training. They [the parents] are living the way they were brought up. We discovered these mothers didn’t realise how they could be involved in the child’s learning. They didn’t have an understanding of behaviour management and how to keep their kids well...[They are] people who avoid social services because of a fear of people finding out how they live. Because of Rugby League, there is a sense of belonging when they are at the club...This is really important because we provide a non-threatening environment. They are happy to engage with us.”

What helped?

Leaders and influencers within the clubs, plus the support of the national It's not OK campaign, have been critical to the success of family violence prevention efforts along with a deep-seated desire to improve the image of Rugby League.

The manager of Counties Manukau Rugby League identified the need for culture change across the region. Club-level leaders, generally chairs of club committees, acknowledged the need and embraced the changes driven by the manager.

The It's not OK campaign was described as providing a vital framework for staff and clubs to follow and use to build their efforts in improving the game's image and culture, along with Vic Tamati's ability to connect with men at each of the 12 clubs.

What changed?

There has been an increase in the awareness of family violence and a positive shift in Rugby League culture across the zone.

"You hear "It's not OK" on the field, on the sidelines and in day-to-day conversations."

There has also been a shift in culture in the wider community. Schools and other community groups have reported positive effects from the local campaign. They have asked Counties Manukau Rugby League to play a bigger part in the prevention of family violence throughout the entire community.

"Now we have schools ringing us and asking us to come into schools. They asked me to MC at school galas because they want the whole school to have these messages" says General Manager Kasey King.

The Upper Hutt Rams Rugby Club

The Upper Hutt Rams Rugby Club, 30 minutes north of Wellington, has a membership of over 600 and a number of teams covering all grades.

The club once served half of the local rugby playing community with Rimutaka Rugby Club, but in 2014 the clubs merged. The community has a high incidence of family violence but also a City Council dedicated to reducing and preventing violence.

The Rams first teamed up with It's not OK for the 2012 Rugby season.



Learning about family violence and the It's not OK campaign

The club began by putting up posters in the clubrooms and sharing It's not OK messages in after match speeches and on their website and Facebook page.

“Being involved with It's not OK has made us realise that the club has a serious responsibility to look after our members particularly with the Netball Club using the clubrooms. To that effect we have hired security to ensure the environment is made as safe as possible on Saturday nights” says club Secretary, Wayne Radovic.

In 2014 the Club took their involvement a step further, having It's not OK present to the Club's Board and young players on how to help team-mates, friends and family that may be affected by family violence. A presentation on how family and friends can help, developed by Upper Hutt City Council, was used.

**“Being involved with It's not OK
has made us realise that the
club has a serious responsibility
to look after our members
particularly with the Netball Club
using the clubrooms”**

An It's not OK award was introduced to acknowledge leadership and commitment to the Club's values and It's not OK champion Vic Tamati told his personal story of becoming violence free to the Club membership.

What has changed?

There has been an increase in after-match attendance at the clubrooms, now that they have been made more inviting to women and children.

The club accepts that it is their responsibility to ensure their club members and their families are safe at the clubrooms and at home – violence in particular is taken very seriously. “We have moved away from giving drinks as our Player of the Day award.”

What helped?

Commitment to family violence prevention from the top level of the club administration has been critical to success. The project has been supported by the chairperson of the day – for example, all other clubs in Wellington received a letter from the chairperson of the Rams about appropriate sideline behaviour after an incident involving a spectator happened in Wellington.

The It's not OK campaign has been an important part of the project.

“[their] support to us and assistance in delivering this project has been crucial to its success – and we believe it is successful as we look to infect our wider Upper Hutt community with the principles of the campaign”.

Josiah Natzke

Josiah Natzke is the New Zealand 125cc open class National Motocross champion. At age 15 he committed to helping address family violence in New Zealand.

On a flight to Sydney in 2013, Josiah and his father Chris sat next to It's not OK campaign champion Vic Tamati and recognised him from his TV ad.

"I sat next to Vic on a plane trip and got talking and he told me his story and I was interested, I knew there was a way I could reach some more people in my sport."

Josiah started by learning about family violence, what it is and how it impacts on New Zealanders. He brainstormed with the It's not OK team some ways he could spread the message that family violence is not OK but it is OK to ask for help.

Josiah wears It's not OK on his helmet which has become a conversation starter. He often talks to people after races about the campaign and family violence.

“I sat next to Vic on a plane trip and got talking and he told me his story and I was interested, I knew there was a way I could reach some more people in my sport.”



The Ulalei Pacific Rugby Sevens

The Ulalei Pacific Rugby Sevens has embedded family violence prevention into their annual tournament in Wellington since 2011.

The message that family violence is not OK but it is OK to ask for help is broadcast throughout the tournament during the games commentary, along with statistics and basic information about different types of family violence.

Information is also broadcast on Wellington Samoan Radio alongside advertising for the Sevens.

It's not OK resources are distributed to spectators and violence-free champions Vic Tamati and Lua Maynard mingle with the crowd.

Sixteen teams participate in the tournament over two days, the weekend before the national Sevens Tournament. It's not OK cardboard fans keep spectators cool while providing the It's not OK website and phone line details at the same time.

"This was a simple but effective way to get our message across," Vic Tamati said.

A workshop for team managers on family violence was added to the programme in 2015, delivered by Vic and Lua.

Ulalei organizer Masunu Tuisia said "This is the perfect setting for raising awareness about family violence. Families from many different Pacific Islands attend the tournament, it's a captive audience in a family setting – it's a good way to get the message across."

**FAMILY
VIOLENCE
IT'S NOT OK** | **IT IS
OK
TO ASK
FOR
HELP**

| areyouok.org.nz
0800 456 450



New Zealand Government

ISBN 978-0-478-32387-0