

COMMUNITY ACTION TOOLKIT TO

# PREVENT FAMILY VIOLENCE

People who want to help eliminate family violence do not need to be specialists or experts.

It is a mission for all people in every community.

*“New Zealand is praised for many things overseas, including its international peacekeeping, but the country needs to work on achieving peace domestically.*

*We need to focus for a while on the problems at home, and concentrate our world class skills on resolving these issues that are our nightmare in the otherwise beautiful and peace-loving country we live in.”*

Dame Silvia Cartwright in her final address as Governor General, August 2006



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## ACKNOWLEDGEMENTS

This Toolkit is an update of an earlier resource. It draws on an earlier edition produced by the Family Violence Unit of the Social Policy Agency and the Crime Prevention Unit, and the work of the Taskforce for Action on Violence Within Families. It is published by the Family and Community Services of the Ministry of Social Development to establish a process for engaging communities, key sectors and a range of diverse groups:

- in promoting intolerance to violence in families/whānau and
- raising awareness and understanding of the nature, causes and effects of various forms and types of violence in families/whānau (Te Rito – New Zealand Family Violence Prevention Strategy Action Area 13: Public education/awareness).

The Toolkit is an important part of the Taskforce's Campaign for Action on Family Violence, a four year campaign aimed at changing the way New Zealanders think and act about family violence. The campaign is led by the Ministry of Social Development and the Families Commission. Family and Community Services acknowledges the many people around the country who contributed ideas for the original resource and for this updated edition, the groups who trialled the draft Toolkit in communities and those people who offered valuable feedback for this edition.


The Toolkit has been produced with the support of ACC.

VISIT: [www.areyouok.org.nz](http://www.areyouok.org.nz)  
[www.familyservices.govt.nz](http://www.familyservices.govt.nz)  
[www.nzfvc.org.nz/communityaction](http://www.nzfvc.org.nz/communityaction)

### OR WRITE TO:

Family and Community Services, PO Box 1556,  
Wellington for your Community Action to Prevent  
Family Violence Toolkit





**People who want to help with eliminating family violence do not need to be specialists or experts. It is a mission for all people in every community.**

# FAMILY VIOLENCE

**Family violence impacts on everyone in this country whether they are directly involved or not. It is clearly a public issue.**

What happens in families affects our neighbourhoods, schools, workplaces and communities. The results of violence in families spread right through society. As children grow up within, and become accustomed to, an environment of violence new generations of New Zealanders bear the consequences.

Family violence has far-reaching social and economic costs. Violence can undermine and destroy individuals' sense of their own worth and a family's ability to look after and support its members. It can lead to injury, illness, death, and trauma. Lives are wasted and our country is poorer for it in every way.

## **BUT THERE IS HOPE – FAMILY VIOLENCE IS PREVENTABLE**

Changing the attitudes and the behaviours that have allowed family violence to continue is a priority for community action.

Action to prevent, and ultimately eliminate, family violence needs the co-ordinated efforts of committed individuals; community groups; leaders of civic, business and sporting enterprises; government agencies and politicians at local and national levels.

It is work that will take time, patience, courage and positive energy.

It's about everyone playing their part and believing it can be done.

Our reward will be a society where people are safe in and outside their homes. Children will grow up in families that are respectful of each member and the benefits of violence-free family life will nourish future generations. The billions of dollars that now go towards dealing with family violence can be directed to positive programmes that enhance opportunities for enriched and healthy lives.

**We will all be better off.**

**“ . . . New Zealand is praised for many things overseas, including its international peacekeeping, but the country needs to work on the problems at home, and concentrate our world class skills on resolving these issues that are our nightmare in the otherwise beautiful and peace-loving country we live in.”**

**Dame Silvia Cartwright in her final address as Governor General, August 2006**

# WHAT'S THE PROBLEM?

“ As a community we monitor with concern and alarm road deaths and accidents. What we don't hear about so often are the number of families who are devastated by family violence. When we do, we cannot but be shocked by what we hear.

Every year about **10 CHILDREN ARE KILLED** in New Zealand by a member or members of their family.

Between 20 November 2005 and the beginning of January 2006, **SIX WOMEN WERE KILLED** by their partners or former partners. Their deaths left at least **19 CHILDREN WITHOUT A MOTHER.**

During December and January, Police attended nearly **11,000 INCIDENTS** of reported family violence. That's about one incident every eight minutes. More than 6,000 children witnessed this violence. More than **HALF THOSE CHILDREN WERE UNDER 5.”**

From address by Rt Hon. Helen Clark, Prime Minister of New Zealand to the 10th Australasian Conference on Child Abuse and Neglect, Wellington, 15 February 2006.

“ The New Zealand Police tell me that every year they deal with more than **45,000 CALLS** relating to family violence, which involve more than **200,000 PEOPLE.** In the 2002/2003 year the **POLICE ATTENDED 46,682 INCIDENTS OF VIOLENCE.** The Police estimate that almost 55,000 children were present during these incidents. The sad truth is that children are living in increasingly violent family situations.”

From address by Dr Cindy Kiro, New Zealand Children's Commissioner, to the National Network of Stopping Violence Services Conference, Auckland, 21 October 2005.

“ Each day the Courts deal with around **8 CONVICTIONS OF ASSAULT ON WOMEN BY MEN.** Police attend **120 CALLS A DAY** to incidents of family violence. **ONE IN 3 WOMEN** can expect to be subjected to violence by an intimate partner at some point in their lives – many of them are subjected to ongoing physical and psychological abuse and some stay in the relationship for years before seeking help. **THERE ARE AROUND 250 CONVICTIONS FOR ASSAULT ON A CHILD** each year and a further **25 CONVICTIONS FOR CRUELTY TO CHILDREN.** All this demonstrates a culture of violence and our attitude of acceptance, which goes a long way towards explaining why family violence remains a huge problem in our society.”

From address by Dr Rajen Prasad, Chief Commissioner, Families Commission, to the National Network of Stopping Violence Services Conference, Auckland, 21 October 2005.

“ These statistics cannot be taken as definitive of the true level of family violence, what they do show is that **DOMESTIC VIOLENCE IS A PREVALENT AND GROWING FEATURE IN OUR SOCIETY.”** Judge Peter Boshier, Principal Family Court Judge, March 2006.

# WHAT CAN WE DO?

The purpose of this Toolkit is to **INSPIRE IDEAS LEADING TO ACTION** so that communities, in whatever form or state of readiness, can add their voices to the call for family violence to stop.

This is not a how-to-do manual. It does not have specialist information for dealing with incidents of family violence. It does not go step by step through the issues or describe the many views about causes and solutions. It offers an overview and makes the case for communities to take action.

It is geared towards **PREVENTION AND ENGAGING THE WIDER COMMUNITY**. It is a starting point for learning about the big picture – what’s going on, who’s doing what and how everyone can be part of the prevention effort. It will offer a range of options but it won’t dictate what communities should do.

## ideas for using the toolkit

How different communities use the ideas and information depends on who’s involved, what the goal is and how ready community members are to promote prevention. Its focus is on **CHANGING THE ATTITUDES AND BEHAVIOURS** that ignore, excuse, minimise or trivialise the effects of family violence. It promotes the vision of a better, safer future for everyone.

The information is designed to be **ADAPTED, COPIED, DISTRIBUTED AND DISPLAYED** to suit the people involved and the occasion. It outlines some of the work already being undertaken in local communities.

It also encourages innovation, trying new things, involving new groups of people and getting the whole community behind activities that raise awareness, educate, provide solutions and, hopefully, lead to witnessing a decline in the all too common tragedies of family violence.

### # THE KEY MESSAGES ARE:

- **FAMILY VIOLENCE IS PREVENTABLE – ATTITUDES AND BEHAVIOURS CAN CHANGE**
- **PREVENTING FAMILY VIOLENCE IS A PUBLIC ISSUE – IT’S EVERYBODY’S BUSINESS**
- **COMMUNITY ACTION CAN CHANGE THE NATION’S CULTURE OF TOLERANCE TO FAMILY VIOLENCE**

## COMMUNITIES HAVE USED THE TOOLKIT IN VARIOUS WAYS: THEY . . .



- pulled together information for conversation starters, focused discussions and exploration of particular issues with various groups
- prepared press releases, stories and letters for newspapers and radio
- prepared information, planned and launched a six-month-long community awareness campaign
- adapted the presentation and trained people to deliver it in workplaces and to other community organisations
- planned and delivered a series of workplace and community seminars
- adapted the presentation for delivery to specific target groups (church, neighbourhood support groups, iwi committees, health practitioners)
- prepared brochures and handouts for workshops
- sent information to various community organisations to include in newsletters
- made up posters for displays
- used the key messages on letterheads and incorporated them in public statements
- wrote speeches and addresses using information to suit the setting
- extended networks through workshops to discuss ideas about staying informed, working together and continuing to find ways to promote the messages in the community
- made information about the Toolkit available to other groups and organisations and invited their involvement in prevention.

**AS NETWORKS EXTEND AND MORE PREVENTION ADVOCATES BECOME INFORMED AND ACTIVE, THE KEY MESSAGES ARE PROMOTED AND ABSORBED INTO COMMUNITY THINKING. THAT'S WHEN CHANGE WILL COME.**



It is a tragedy to have to admit that one of the major issues confronting New Zealand today is an endemic level of violence against women and children.

**STOPPING THAT VIOLENCE MUST BE ONE OF OUR HIGHEST PRIORITIES.**



Hon. Lianne Dalziel, Minister of Women's Affairs address to Amnesty International NZ, December 6, 2005

# FROM AWARENESS TO A DIFFERENCE

## THE CHANGE PROCESS

### **AWARENESS** *through*



- media
- community activities
- an “unfortunate incident”  
(a death/a serious assault etc.)
- community education/  
information/training

### **LEARNING** *through*



- getting the facts
- analysis of drivers of family  
violence
- exploring attitudes and  
behaviours
- exploring impact on children/  
family/community/society
- change theory

### **ACTION** *through*



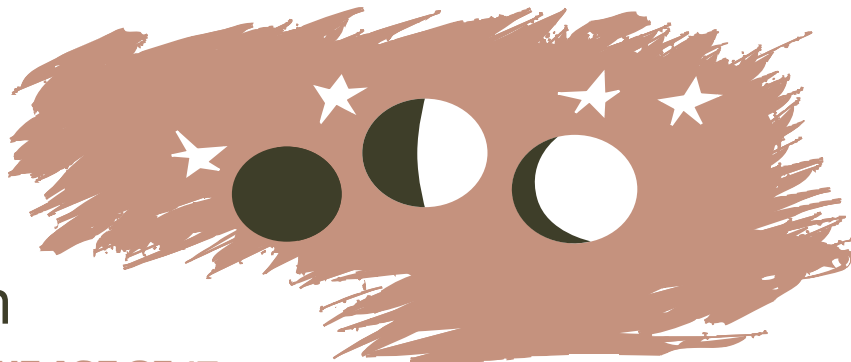
- community collaborations
- co-ordinated approaches
- targeted campaigns/messages
- media advocacy
- visibility at community events

### **CHANGE** *through*

- role models
- raised consciousness
- new perspectives
- community support
- realisation of better life/  
relationships/opportunities

## STATEMENT OF BELIEF

it won't happen  
overnight . . .  
but it will happen



### **“WHEN I STARTED WORK AT THE AGE OF 17**

**EVERYONE IN MY OFFICE SMOKED.** We had ashtrays on our desks. We shared cigarettes and if someone ran out others would keep them supplied. We gave ciggies as gifts for friends and family. We smoked in buses, planes, trains, cars, waiting rooms, living rooms, kitchens and bedrooms. Teachers smoked in the playground – sometimes in the classrooms. Cleaning a room after a party was a frightful, dirty, smelly, ashy ordeal.

We sort of knew it was bad for us but we chose to ignore that. We did not think about non-smokers – they had no voice. We didn't think about the costs to society or the effect on children. Smoking was the thing! That was the late '60s. Attitudes and behaviours have changed.

We know more about the harm caused through smoking now. We know about its effect on smokers, non-smokers, on unborn and infant children and we know about the terrible cost to society through sickness and lives that end too soon from smoking-related diseases.

Attitudes and behaviours have changed through legislation, constraints, events and activities designed to educate people about the consequences of smoking and the benefits of a smokefree life and environment. Fewer people smoke now than in the '60s. It is not a crime but those who choose to smoke are restricted as to where they can do it and they are required to consider the rights of others not to be affected. And they are making a choice to smoke with knowledge of the problems it could cause them. There is support and encouragement for them to quit and the rewards of a smokefree existence are widely promoted.

**Family violence is a crime, yet harmful attitudes and behaviours regarding family violence still appear to be deeply entrenched in our society – like:**

**‘IT’S NOT REALLY SUCH A BIG DEAL – PEOPLE GET OVER IT’**

**‘SHE’S MADE HER BED . . . . .’**

**‘IF SHE DIDN’T LIKE IT SHE’D LEAVE’**

**‘WHAT HAPPENS IN A FAMILY IS NO-ONE ELSE’S BUSINESS’**

**‘THE PEOPLE DOING IT HAVE TO SORT IT OUT THEMSELVES’.**



**There is only one thing more powerful than all the armies of the world – that is an idea whose time has come.”**

**Victor Hugo 1802–1885**

I know, because we have done it with smoking, that attitude and behaviour change regarding family violence is a realistic goal.

It is achievable. Family violence is preventable. It takes some concerted and sustained effort, time and in this case courage and hope. In the words of a famous New Zealander – ‘It won't happen overnight, but it will happen.’ I believe that.”

*from a committed ex-smoker and family violence prevention advocate*



# defining family violence

In law, family violence is known as domestic violence. The definition for domestic violence is specified in the Domestic Violence Act 1995:

**“violence against (a) person by any other person with whom that person is, or has been, in a domestic relationship”.**

It defines domestic violence as more than physical abuse; it includes sexual or psychological abuse. Psychological or emotional abuse includes threats, intimidation, harassment or damage to property. In addition, psychological abuse is committed against a child if that child witnesses the abuse of a person with whom the child has a domestic relationship. A single act of violence or a number of acts that form part of a pattern can be regarded as domestic violence.

## THE ACT COVERS PEOPLE IN MANY DIFFERENT RELATIONSHIPS:

- married couples
- couples in civil unions
- de facto couples
- gay and lesbian couples
- children
- family/whānau
- anyone in a close personal relationship
- flatmates or other people who share accommodation.

## IN NEW ZEALAND FAMILY VIOLENCE IS USUALLY ABOUT:

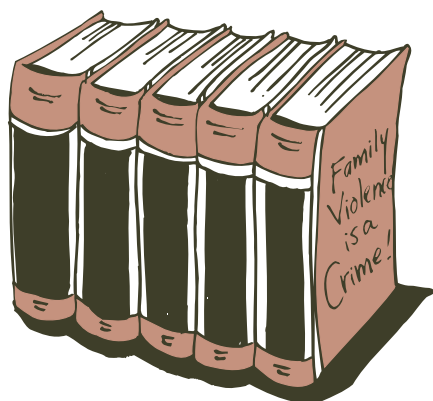
- men assaulting or abusing women (in most cases partners or ex-partners)
- parents or caregivers assaulting or abusing children
- children involved in or witnessing acts of violence in the family.

NOTE: Disagreements and arguments are not necessarily acts of violence or abuse. Isolated incidents of angry behaviour or name-calling which cause hurt feelings are not necessarily psychological abuse. Abuse happens when significant harm is caused by the behaviour. It could be one serious event or a pattern of smaller events.

## SOMETIMES IT IS ABOUT:

- women assaulting or abusing men (in most cases partners or ex-partners and often where both partners are involved in acts of violence)
- older people being assaulted or abused by family members
- same-sex couples being involved in assaults and/or abuse
- young people assaulting or abusing their parents or other family members
- siblings sharing a home and engaged in patterns of physical, psychological or sexual abuse
- members of extended families engaged in patterns of physical, psychological or sexual abuse
- members of shared households assaulting or abusing others
- abusive relationships between couples in a close relationship but not living together.

# the laws: an overview of legislation relevant to family violence



## **THE CRIMES ACT 1961**

- deals with assaults, homicides and property offences (Male Assault Female is particularly relevant)

## **SUMMARY PROCEEDINGS ACT 1957**

- sets conditions of bail for offenders after arrest

## **VICTIMS' RIGHTS ACT 1987**

- deals with information available to victims concerning bail conditions, court proceedings, sentencing and release of the offender
- deals with Victim Impact Reports
- allows for victims to be referred to appropriate support
- provides for protection of information about victims (such as residential address) from disclosure

## **THE DOMESTIC VIOLENCE ACT 1995**

- defines family violence and identifies the groups of people protected
- determines protection and support for victims
- describes how protection orders can be granted
- determines changes, penalties and conditions of referral for offender rehabilitation programmes
- allows property and furniture recovery orders to be granted

## **THE CRIMINAL JUSTICE ACT 1985**

- deals with enforcement action when orders are breached

## **THE CHILDREN, YOUNG PERSONS AND THEIR FAMILIES ACT 1989**

- addresses care and protection of children and young people (up to 17 years old)
- deals with harm, abuse, ill treatment, neglect and deprivation affecting children and young people
- makes the welfare and interests of the child or young person the deciding factor in any decision
- deals with children or young people who have committed offences
- promotes and encourages services to support children, young people and families

## **CARE OF CHILDREN ACT 2004**

- makes the welfare of the child the most important priority
- puts emphasis on the rights of children
- encourages co-operative parenting
- recognises the many types of family arrangements that now exist for looking after children
- provides for more openness in the Family Court's processes
- gives the Court more options when dealing with breaches of Court orders.

# who does what?

## GOVERNMENT

### **ACCIDENT COMPENSATION CORPORATION** **[www.acc.co.nz](http://www.acc.co.nz)**

A state-owned corporation that administers New Zealand's accident compensation scheme to provide personal injury cover for all New Zealand citizens, residents and temporary visitors. ACC responds to claims for injuries suffered through domestic violence and sexual abuse. Also promotes and funds family violence injury prevention education programmes.

### **DEPARTMENT OF CORRECTIONS** **[www.corrections.govt.nz](http://www.corrections.govt.nz)**

The Department of Corrections manages prison sentences, and non custodial sentences such as periodic detention, community service and supervision. It provides support for the Parole Board and District Prisons Boards and information to the courts. Its primary goal is to reduce re-offending.

### **FAMILIES COMMISSION** *Komihana a Whānau* **[www.familiescommission.govt.nz](http://www.familiescommission.govt.nz)**

An autonomous organisation funded by and accountable to Government. Advocates for New Zealand families and promotes their interests to Government and community. A commitment to reducing family violence is a key priority.

### **MINISTRY OF JUSTICE** **[www.justice.govt.nz](http://www.justice.govt.nz)**

Administers legislation and provides services to contribute to safer communities and a fairer, more credible and effective justice system:

- develops policy
- supports the court system
- works with communities to enhance safety and wellbeing.

### **THE DISTRICT COURT** **[www.justice.govt.nz/courts/district\\_court.html](http://www.justice.govt.nz/courts/district_court.html)**

Currently 66 District Courts throughout New Zealand covering minor offences and also some trials for serious offences, such as rape and assault. Deals with family violence-related offences and breaches of protection orders.

### **THE FAMILY COURT** **[www.justice.govt.nz/family/what-familycourt-does](http://www.justice.govt.nz/family/what-familycourt-does)**

The 58 Family Courts throughout New Zealand aim to help people sort out their own problems by way of counselling, conciliation and mediation. Responsible for issuing Protection Orders and referring respondents to approved stopping violence programmes. Provides free support programmes for adult victims and children under the Domestic Violence Act. Deals with issues of parental separation and the day to day care of children as well as care and protection issues for children and young people.

### **MINISTRY OF SOCIAL DEVELOPMENT** **[www.msd.govt.nz](http://www.msd.govt.nz)** Convenes the Taskforce for Action on Violence within Families which advises the Family Violence Ministerial Team on how to make

improvements to the way family violence is addressed and how to eliminate family violence in New Zealand.

### **INCLUDES: CHILD, YOUTH AND FAMILY (CYF)** **[www.cyf.govt.nz](http://www.cyf.govt.nz)**

Service of the Ministry of Social Development. CYF provides social work services in relation to the care and protection of children and young people, youth justice services, adoption information and community organisation funding. Receives notifications of child abuse or suspected abuse. Delivers *Everyday Communities* in partnership with communities to raise awareness and work on solutions to family violence.

### **FAMILY AND COMMUNITY SERVICES (FACS)** **[www.familyservices.govt.nz](http://www.familyservices.govt.nz)**

Service of the Ministry of Social Development. Provides leadership and co-ordination of services and programmes that support families.

### **THE NATIONAL DIRECTORY** **[www.familyservices.govt.nz/directory](http://www.familyservices.govt.nz/directory)**

Provides a comprehensive nationwide listing of support and social service providers. Agencies approved to provide family violence services and programmes are identified in the Directory.

### **WORK AND INCOME** **[www.workandincome.govt.nz](http://www.workandincome.govt.nz)**

Service of the Ministry of Social Development with regional offices and service centres nationwide. Pays income support on behalf of the Government. Delivers the Family Violence Intervention Programme (FVIP) available to any Work and Income clients affected by family violence. Case managers can provide clients with information about local family violence support services or stopping violence services so they can find support.

### **NZ POLICE** **[www.police.govt.nz](http://www.police.govt.nz)**

New Zealand Police is the lead agency responsible for reducing crime and enhancing community safety. Police provide services 24 hours a day, 365 days a year and operate from more than 400 community-based police stations. Involved in crime prevention as well as responding to crime. The Police respond to family violence-related incidents and breaches of Protection Orders.

### **OFFICE OF THE CHILDREN'S COMMISSIONER**

Manaakitia A Tatou Tamariki

### **[www.occ.org.nz](http://www.occ.org.nz)**

An independent authority that promotes children's and young people's wellbeing through advocacy, consultation, research and investigations/monitoring. The Commissioner can inquire into any matter affecting children and young people in any service or organisation and investigate the actions of CYF.

# who does what? *continued*

## NON GOVERNMENT

### **AGE CONCERN NZ**

He Manaakitanga Kaumatua

[www.ageconcern.org.nz](http://www.ageconcern.org.nz)

A not-for-profit, charitable organisation, dedicated to working for the rights and wellbeing of older people, koroua and kuia. A federation of local Age Concern Councils, which provide information and services in cities and most major provincial centres around the country. Aims to improve wellbeing of older people and provides services and information to assist dealing with elder abuse and neglect.

### **BARNARDOS**

[www.barnardos.org.nz](http://www.barnardos.org.nz)

Barnardos works within the community to provide a range of care, education and support services for children and their families. Provides free approved children's support programmes under the Domestic Violence Act and supervised contact services.

### **CITIZENS ADVICE BUREAU**

[www.cab.org.nz](http://www.cab.org.nz)

Provides free information and advice about all sorts of problems or questions. Likely to know about current support services in the community.

### **COMMUNITY LAW CENTRES**

[www.communitylaw.org.nz](http://www.communitylaw.org.nz)

The Coalition of Community Law Centres of Aotearoa Inc is an organisation established to promote community legal services, participatory justice, community development and to help meet the "unmet legal needs" of communities throughout Aotearoa. The website is designed to give members of the public access to legal information and resources to help them to meet their own legal needs.

### **DOCTORS FOR SEXUAL ABUSE CARE (DSAC)**

[www.dsac.org.nz](http://www.dsac.org.nz)

Doctors for Sexual Abuse Care (DSAC) is a professional organisation of doctors from many disciplines whose prime focus is education and support of medical practitioners to ensure maintenance of internationally recognised standards of best practice in the medical and forensic management of sexual assault. Dedicated to ensuring that skilled medical care and specialist medical knowledge is available to people who are sexually abused or assaulted.

### **FAMILY PLANNING ASSOCIATION**

[www.fpanz.org.nz](http://www.fpanz.org.nz)

Promotes a positive view of sexuality and provides information about reproductive and sexual health through clinical services, education, training, research and, in particular, works with young people to make choices about safe and healthy relationships.

### **JIGSAW**

(formerly CAPS – Child Abuse Protection Services)

[www.jigsaw.org.nz](http://www.jigsaw.org.nz)

Umbrella organisation for regional groups working to prevent child abuse by providing counselling, home based support, parenting education, advocacy and referrals. Member agencies provide support programmes for family violence victims.

### **NATIONAL COLLECTIVE OF INDEPENDENT WOMEN'S REFUGES**

[www.womensrefuge.org.nz](http://www.womensrefuge.org.nz)

Has 24-hour crisis lines. Provide immediate assistance to women and children needing protection from family violence including accommodation, advocacy, counselling, further referrals.

### **NATIONAL NETWORK OF STOPPING VIOLENCE SERVICES (NNSVS)**

Te Kupenga Whakaoti Mahi Patunga

[www.nnsvs.org.nz](http://www.nnsvs.org.nz)

Network of community organisations working to end men's violence to women and children. Member agencies deliver offender programmes and support as well as advocacy and programmes for adult and child victims of family violence.

### **NEW ZEALAND FAMILY VIOLENCE CLEARINGHOUSE**

[www.nzfvc.org.nz](http://www.nzfvc.org.nz)

Collects, collates and disseminates family violence research and information gathered from a variety of sources including academic researchers, government departments and non-governmental organisations. Identifies knowledge gaps to guide future research programmes on family violence and produces a regular newsletter.

### **RELATIONSHIP SERVICES**

Whakawhanaungatanga

[www.relate.org.nz](http://www.relate.org.nz)

Promotes healthy relationships. Offers counselling and relationship support to couples and families. Provides stopping violence programmes for offenders and support programmes for adult victims.

### **UNICEF NZ**

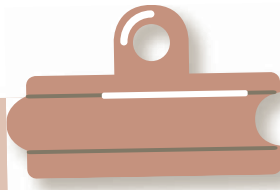
[www.unicef.org.nz](http://www.unicef.org.nz)

An international organisation under the auspices of the United Nations to lobby and advocate for the wellbeing of children worldwide. Has a role in protecting children from violence, exploitation, abuse and discrimination.

### **VICTIM SUPPORT SERVICE**

[www.victimsupport.org.nz](http://www.victimsupport.org.nz)

Provides 24-hour emotional support, personal advocacy and information to all people affected by crime and trauma throughout New Zealand.



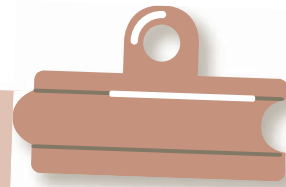
## **CAMPAIGN FOR ACTION ON FAMILY VIOLENCE**

**[www.areyouok.org.nz](http://www.areyouok.org.nz)**

The campaign is helping to increase New Zealanders' awareness and understanding of family violence and promote changes in behaviour to reduce the incidence of family violence.

An 0800 Family Violence Information Line provides support, information and access to services to help people understand the impact of family violence and how they can make changes in their lives. The 0800 line (0800 456 450) operates from 9am-11pm, seven days a week.

A campaign website [www.areyouok.org.nz](http://www.areyouok.org.nz) provides information about family violence, including support for those experiencing family violence. There is information about how to get involved in the campaign and links to many government and non-government websites which have a connection to family violence.



## **FOR INFORMATION ABOUT FAMILY VIOLENCE SUPPORT SERVICES IN YOUR AREA USE THE FACS NATIONAL DIRECTORY.**

**[www.familyservices.govt.nz/directory](http://www.familyservices.govt.nz/directory)**

The National Directory can be accessed through the Family and Community Services website. Use the menu to access Family Violence, or use the "key words" option and press go.

The Family and Community Services National Directory shows which family violence service providers have been approved by the Ministry of Justice and/or Child, Youth and Family (CYF).

Over 1,000 approved family violence service providers are listed.

The Directory is regularly updated and designed so that local information can be printed and made into a hard copy resource.

To provide information about a service to the Directory, go to [www.familyservices.govt.nz/directory](http://www.familyservices.govt.nz/directory)

# why does family violence happen?

Family violence is a complex problem with many interrelated causes. It often results from different factors working together. The risk of family violence can be increased by:

- individual factors, like drug and alcohol abuse, low income, chronic and severe stress, witnessing or experiencing violence as a child and poor social skills
- family/relationship factors, like partner or marital conflict, economic stress, marital instability
- community factors, like weak community sanctions against family violence, poverty, lack of support for families
- social factors, like social norms that tolerate and support family violence
- gender norms, where people believe they have ownership or control of other people. These norms operate at all levels: between individuals, in the family, in the community and in society.

## what we know

We know that family violence occurs between family members of all cultures, classes, backgrounds and socio-economic circumstances. It covers a broad range of damaging and controlling behaviours. These are usually of a physical, sexual and/or psychological nature, and typically involve fear and intimidation.

### research tells us that:

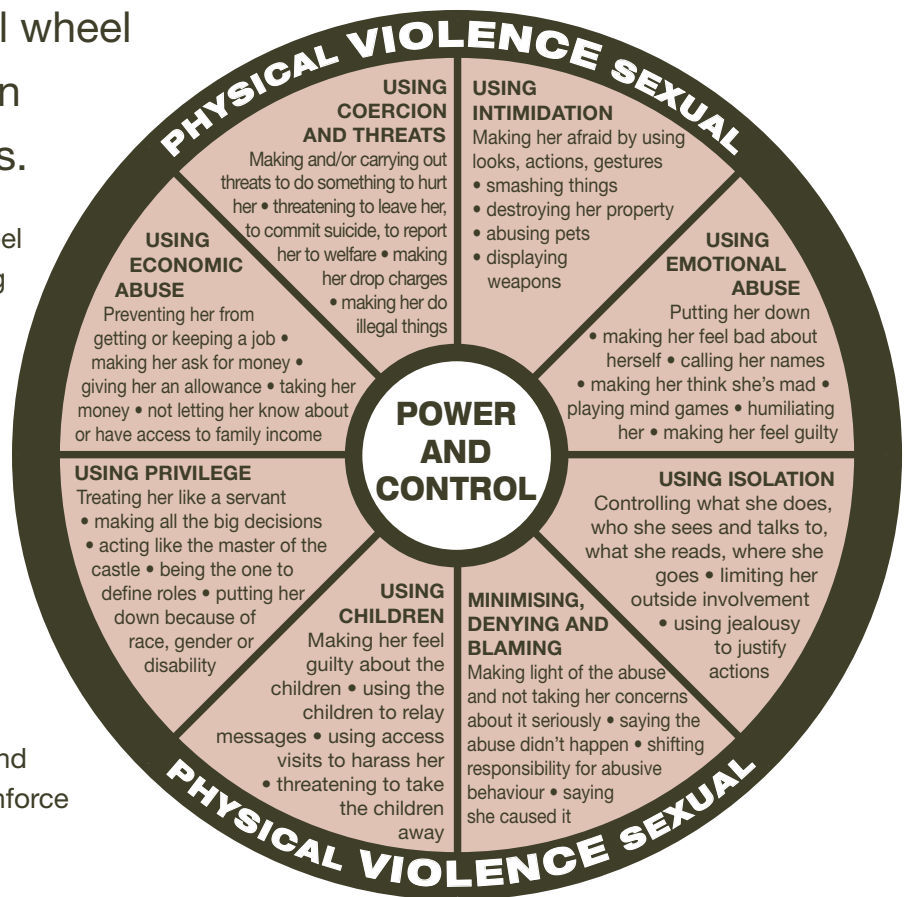
- perpetrators of the most severe and lethal cases of family violence are predominantly male; the victims of these cases are predominantly women and children
- children under the age of one are at greatest risk of being killed, with both mothers and fathers equally represented as perpetrators
- the risk of a child homicide diminishes with the age of the child
- the most common forms of elder abuse and neglect are psychological and financial abuse, and the majority of abusers are family members
- men who abuse their partners are more likely to abuse their children
- violence is often a deliberate act, used by perpetrators as a means of asserting domination, power and control over others.



The power and control wheel is often used to explain violence within families.

Where the power and control wheel is most helpful is in understanding violence in intimate partner situations, usually between men and women, but also in same-sex relationships.

The wheel illustrates the factors that characterise such violent relationships. It shows that power and control are maintained through various tactics. Physical and sexual violence at the rim are often used to keep the other psychological and emotional tactics in place and reinforce the system which keeps control.

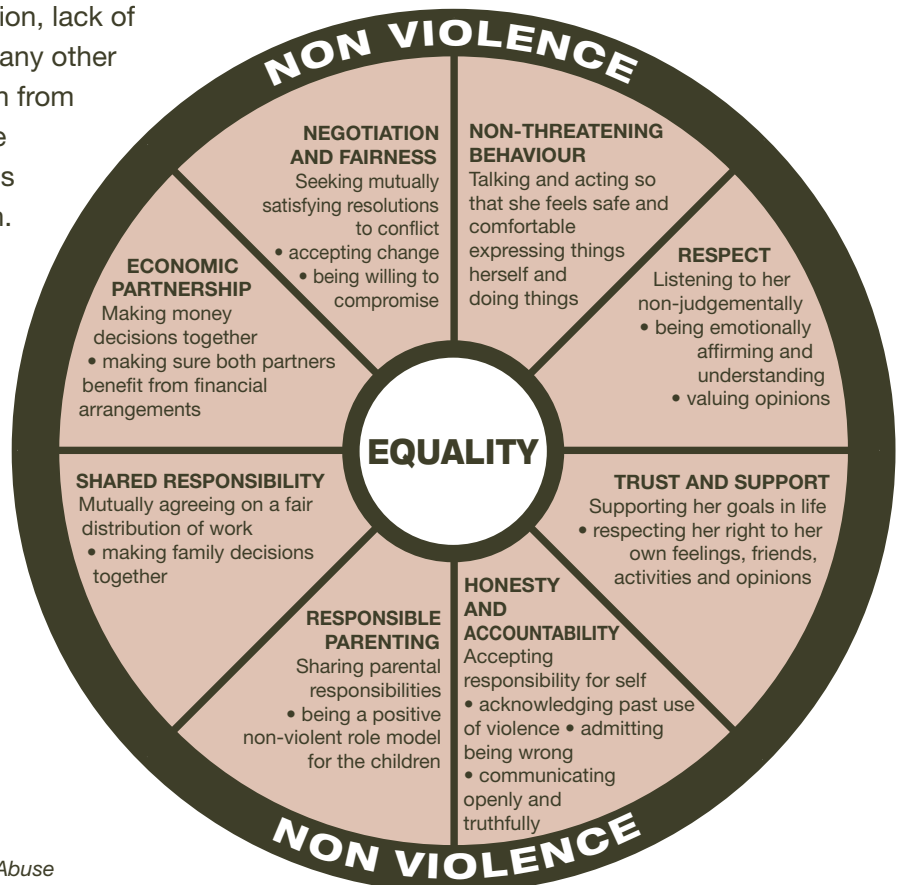


#### It doesn't fit all situations

For example, in some cases, elder abuse or child abuse occurs because of intense frustration, lack of support and lack of knowledge of any other way to deal with stress, rather than from an explicit desire to control. Some child abuse happens where there is undiagnosed postnatal depression. Some happens because parents strongly believe that physical discipline is the best or only way to teach children how to behave in a socially responsible way. Nor does the wheel explain what happens in relationships characterised by mutual violence.

#### The equality wheel

A useful counter-view to show how alternatives to power and control can work in a healthy relationship.



Credit: Power and Control Wheel, Domestic Abuse Intervention Project, Duluth.



# A COMMUNITY ACTION MODEL

## **SOCIAL SERVICE PROVIDERS**

- Design and deliver services which are responsive to victims of family violence
- Design and deliver services which support perpetrators of violence to change
- Design and deliver services that support families to become violence-free
- All providers recognise their responsibility towards the elimination of violence – not just those working directly in the area. This could include training staff to understand family violence and recognise and support victims and referring perpetrators to appropriate agencies
- Agencies work together to support families experiencing violence

## **HEALTH**

- Develop and use effective ways to identify family violence
- Provide referral, education, and support services to victims and perpetrators of family violence
- Follow reporting protocols for family violence

## **JUSTICE (INCLUDING POLICE)**

- Regularly publicise relevant statistics on incidents of family violence
- Use methods of intervention that don't rely on the victim's involvement
- Take action on complaints and enforce compliance with law
- Make it easy to get and enforce protection orders

## **EDUCATION**

- Educate teachers to recognise and respond to students affected by violence
- Teach violence prevention, conflict resolution and the value of healthy relationships
- Acknowledge gender bias and teach equal rights

## **CHURCH**

- Speak out against family violence
- Be aware of issues of family violence and be prepared to support couples in premarital and pastoral counselling
- Oppose the use of biblical or theological justification for family violence

## **MEDIA**

- Give family violence a high profile, acknowledging the damage to women and children
- Use factual, non-sensational, language to describe incidents
- Report on projects that promote non-violence
- Provide background information about the high incidence and cost of family violence and the impact on communities

## **EMPLOYERS**

- Develop policies to make workplaces non-violent
- Provide advocacy, support and job security to victims
- Support employees who exhibit anger or bullying behaviour at work to change

## **GOVERNMENT**

**In addition to the actions under Health, Justice and Education above, Government Agencies:**

- Administer legislation relating to family violence
- Fund and build capacity of agencies that support victims and behaviour change for perpetrators
- Fund violence prevention programmes
- Encourage and resource community responsibility and development



# A SUGGESTED PRESENTATION

(adapt and amend to suit)

download from:

<http://www.nzfvc.org.nz/communityaction/docs/part01/presentation1.ppt>

A suggested introduction for community groups to become involved with community action to prevent family violence. Some basic information and ideas.

**62,470** incidents attended by Police in 2005 – **121 family violence-related murders** recorded between 2000 and 2004. **This included 56 women, 26 men and 39 children.** Refuges and other supports for victims as well as groups working to change perpetrator behaviour and services helping children are severely stretched. The impact for the people directly affected is devastating. The effects can carry on to the next generation and spread into the community – into schools, neighbourhoods and workplaces. The human, social and economic costs are huge.

Family violence is preventable. It does not need to happen. It is a public issue – not a private matter between the people directly affected – and we are all affected. Communities taking action can change the culture of tolerance and engage the whole community in taking responsibility for changing attitudes and behaviours that allow the problem to continue and escalate.

The nation spends a considerable amount on family violence through various central government, non-government and community channels . . . approx \$35m per year directly. That does not include costs for Police callouts, ongoing injury/health treatment, courts, corrections, absenteeism, loss of potential through death, trauma, psychological damage, related violence etc – conservative estimate almost \$2 billion per year.

## SLIDE 1

**WHO CARES ABOUT FAMILY VIOLENCE?**

**COMMUNITY ACTION TO PREVENT FAMILY VIOLENCE**

**FAMILY VIOLENCE IT'S NOT OK**

## SLIDE 2

**WHAT'S THE PROBLEM?**

**SCALE:** escalating statistics

**SERVICES:** stretched to cope

**IMPACT:** immediate (victim, offender, children, family, community)  
generational (learned)  
society (culture of shame, acceptance, tolerance)

**COSTS:** economic (estimated up to \$2b+pa)  
social (deaths, injuries, family breakdown, mental health etc.)

**FAMILY VIOLENCE IT'S NOT OK**

## SLIDE 3

**SOLUTION MESSAGES**

- Family violence is preventable
- It is everyone's business
- Community action can change attitudes and behaviours

**FAMILY VIOLENCE IT'S NOT OK**

## SLIDE 4

**CENTRAL GOVERNMENT**

- **Response service** (eg Police, refuges, courts, health services, ACC, counselling, housing, emergency benefits etc)
- **Information resources** (eg FV Clearinghouse, research)
- **Community initiatives** (eg injury prevention programmes, collaboration costs, community education, Work and Income family violence intervention)

**FAMILY VIOLENCE IT'S NOT OK**

## SLIDE 5

### COMMUNITY

Coordinate community resources to:

- **Make informed responses** to issues/incidents of family violence
- **Mobilise to change attitudes** and behaviours that condone, excuse or minimise family violence
- **Support people** directly involved to change behaviour and remain violence-free



Communities can change focus to prevent – not simply respond to – incidents of family violence. Having motivation and resources to make informed responses to family violence can help victims and perpetrators to understand that family violence is not normal or acceptable. Promote the position that it is the business of the whole community to bring about change in thinking and behaviour so that family violence is universally treated as unacceptable.

## SLIDE 6

### RESOURCES

- **Leadership** people who care, are prepared to support change, are there for the long haul
- **Information** community knowledge, Toolkit, research, FV Clearinghouse
- **Media** relationships and effective use
- **Community motivation** wanting a better future, safer society
- **Funds** always an issue but achievable



Communities are rich in resources for social change – generally lead the way, unfettered by government protocols, restraints.

Can take more direct action. Community leadership can be mobilised, coordinated to inform and attract people to support change. Many sources of information – locally and centrally. Media is powerful for shaping attitudes and promoting desirable behaviours.

Funds – role of government and community leadership to ensure adequate funding.

## SLIDE 7

### THE RESULTS

- Families live productive, healthy lives
- Less gender conflict – better relationships – women, men and children live well together
- Less threat of violence in wider community and society
- Decrease in injuries, murders, mental ill health, drug, alcohol abuse and suicide figures
- Costs reduced for police, hospitals, courts, correction and helping services
- More families remain intact and children raised with positive parenting principles
- Better, brighter, safer, happier futures for everyone

When family violence is eliminated – everyone is better off. Women and children feel safer. So do older family members, teenagers and siblings. Better relationships are fostered. Communities are safer – less potential for violence in the schools and on the streets. People are healthier. Costs currently going to deal with the aftermath of violence are reduced – more resources can go into productive endeavours. The generational cycle of family violence is broken – children are brought up in loving, caring homes. Abuse is not tolerated. People learn to deal with frustration and anger in ways that do not involve violence. Society looks forward to the future with less fear of violence.

## SLIDE 8

### WHO CARES?

- **We do . . . making a difference depends on us all through:**
- **Awareness**
- **Learning**
- **Action**
- **Change**



**AWARENESS:** media, community activities, a tragic incident, community education/information/training.

**LEARNING:** getting facts, understanding the contributors to family violence, gender issues and the power and control model, sharing stories and experiences, exploring attitudes and behaviours, acknowledging impact, change theory.

**ACTION:** community collaborations, coordinated approaches, targeted campaigns, media advocacy, visibility at community events.

**CHANGE:** role models, new information, raised consciousness, community support, realisation of better life/relationships/opportunities.

# FIND SUPPORTERS . . .

## “ PERSONAL APPROACH: PHONE

Hi there. This is Elizabeth from Violence Free Visionaries, a collaboration set up to help change attitudes and behaviours regarding family violence. We know this is something you are concerned about, (*explain how you know*). We want to get some action going in the community – so would you like to . . .

- come to a meeting to talk things over
- help us with a plan
- contribute an article
- get a group going in your workplace
- take part in a debate/public forum
- receive some more information
- contribute a meeting space/advertisement/stall/help with something
- whatever . . .

That’s fantastic – working together gives us hope that we can really make a difference.

Thanks heaps . . . . we’ll see you on Sunday at 2 then!”

“ I’LL BRING IT UP AT THE NEIGHBOURHOOD SUPPORT GROUP ”

“ I’LL HAVE A CHAT WITH A COUPLE OF THE PRE-SCHOOL PARENTS ”

“ THE SCHOOL COUNSELLOR WILL PROBABLY WANT TO COME ”

“ I’LL DO THE POSTERS AND ORGANISE THE MEETING VENUE ”

## PUBLIC APPROACH: POSTERS/ADVERTISEMENTS/LEAFLETS

BE BOLD

WHO

WHAT

WHY

WHERE & WHEN

CONTACT

**WHO CARES ABOUT FAMILY VIOLENCE? YOU?**

**THEN JOIN VIOLENCE FREE VISIONARIES FOR A (DISCUSSION/MEETING/SEMINAR) ON COMMUNITY ACTION FOR CHANGE**

**Violence Free Visionaries believe that:**

- family violence is preventable
- preventing family violence is everyone’s business
- working together for violence-free communities is the best approach

Join us for a public meeting on (date and time) at (venue) to hear more. Chaired by (name) (mayor/local dignitary/role model/celebrity)

For more information call Elizabeth on . . . ( number)

# GETTING IT TOGETHER

In his *Handbook for the Positive Revolution* (1991) Dr Edward De Bono says

“There is no law of nature that says that energy and working hard must produce a forward or beneficial effect. Energy will only produce an effect when it is co-ordinated and organised towards action.”

The more people and groups co-operate and work together to achieve a common vision, the greater the likelihood of success. A truism, but totally relevant for community action to change attitudes and behaviours regarding family violence.

Many groups are already working with families experiencing violence. Many others are deeply concerned about the issue and want to work towards prevention.

A small core of people who share a vision of violence-free family life can build a community-wide alliance. They can come from many sectors of the community – not just the sector already working with family violence responses.

Some people will need to learn more about the issue, and think about the part they can play, before they can make a decision to become involved.

An early network of strong relationships will help to build a long-term commitment to find solutions.

## **There are many ways to initiate community action, such as:**

- establishing a collaboration of interested individuals and organisations
- one organisation leading an initiative and working in partnership with other groups on aspects of their work, eg an iwi group or a local service provider
- a national organisation developing a programme that is rolled out through local branches, eg Federated Farmers or the Maori Women's Welfare League
- setting up a steering group (or core committee/ task force establishment group) to work on a plan to involve others in the community
- an individual or group of people taking the lead and organising a one-off event such as a public meeting, rally or other awareness-raising event
- using media – such as newspaper articles, letters to the editor, radio interviews to express the violence-free family vision and enlist support for action.

**“Never doubt that a thoughtful group of committed citizens can change the world. Indeed it is the only thing that ever has.”**

Margaret Mead

**COLLABORATION: CO-OPERATE/JOIN FORCES/  
CO-PRODUCE/PARTICIPATE/TEAM UP/WORK  
TOGETHER/PARTNERSHIP/ALLIANCE**

A collaboration is a small but powerful starting point.

A collaboration of committed individuals and organisations is a way to bring people together to share a vision, develop goals and strategies and pool resources for action.

Collaboration is more than having meetings with lots of people. A successful collaboration will have clear structures with responsibilities and accountabilities well defined to reach common goals.

It's helpful to have a written statement of agreement so everyone is clear about the vision. It need not be long and complicated.

**An example:**

**Waitakere Wellbeing Collaboration Project**  
is online at [www.waitakere.govt.nz/OurPar/collabproj.asp#charterinclusion](http://www.waitakere.govt.nz/OurPar/collabproj.asp#charterinclusion)

**AND, LIKE ANY GROUP WORKING TOGETHER  
IT HELPS TO HAVE:**

- open communication between members
- a shared philosophy and common goals
- time and process to build relationships within the collaboration
- an inclusive and welcoming culture
- time to plan and agree direction
- clear definitions of roles and responsibilities
- ability to handle conflict in a constructive way
- shared decision making (consensus)
- shared understanding about protocols and procedures for working together.



**EMAIL OR LETTER**

*Dear (Mayor/President/  
Leader)*

I am involved with a collaboration of people and groups in our community who want to prevent family violence.

We know that bringing people together to work to change attitudes and behaviours that allow family violence to continue is a good starting point.

I attach some information about who is involved and what ideas we are considering. We'd like to meet with you and talk over plans and ideas.

*(Suggest time and place).*

We look forward to meeting with you and sharing our vision for a violence-free community.

# USEFUL SKILLS FOR COMMUNITY ACTION

**#** **[\*** **L** networking is a powerful tool for achieving social change.

Networking goes on all the time in every community through workplaces, neighbourhoods, family, friends, church, marae, sport, etc.

Pulling together and using the collective energy of a strong network makes tough tasks a lot easier.

Decide to network

Use every letter you write

Every conversation you have

Every meeting you attend

To express your fundamental beliefs and dreams

Affirm to others the vision of the world you want

Network through thought

Network through action

Network through love

Network through the spirit

You are the centre of a network

You are the centre of the world

You are a free, immensely powerful source

Of life and goodness

Affirm it, Spread it, Radiate it

Think day and night about it

And you will see a miracle happen:

The greatness of your own life.

In a world of big powers, media, and monopolies

But of four and a half billion individuals

Networking is the new freedom

The new democracy

A new form of happiness

Robert Muller – United Nations

## NETWORKING

**Sharing information, resources, contacts, ideas and celebrations with others who have a similar vision helps to strengthen any initiative.**

Formal networks meeting regularly are often the driving force of community initiatives to change attitudes and behaviours.

There are no rules about networking – it's natural, potent and amazingly simple.

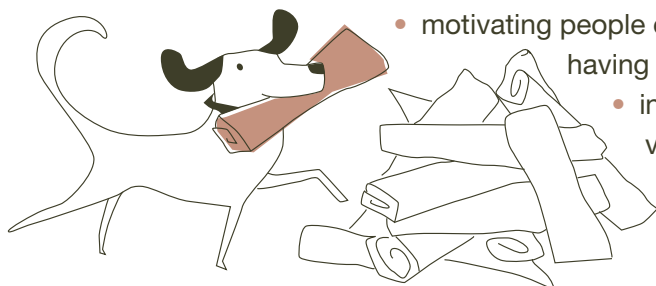
It's about being mentally active, alert to possibilities, open to new contacts and ideas.



## GATHERING INFORMATION . . .

Information gathering has a practical benefit for:

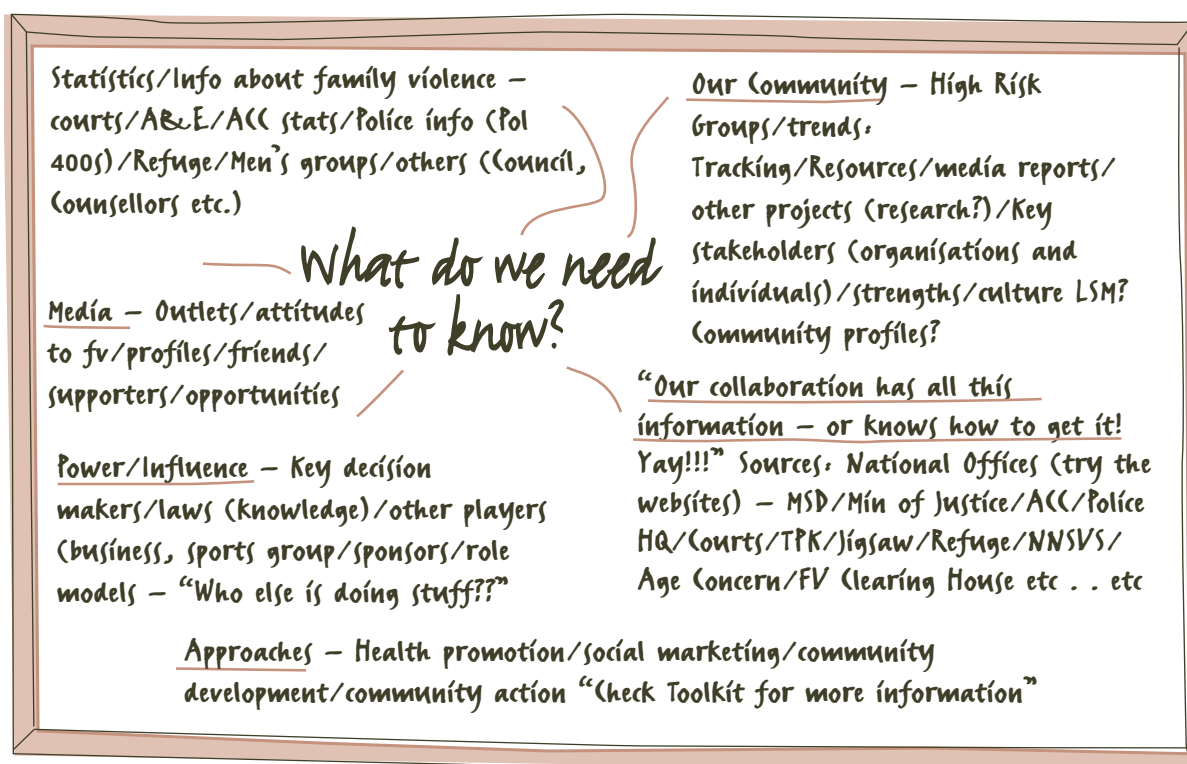
- determining which family violence issues are most serious for priority attention
- motivating people once they learn the impact that family violence is having within their community
- involving stakeholders beyond the usual family violence sector (eg, business, religious and learning institutions)
- assessing the readiness and resources in the community for attitude and behaviour change
- providing a basis to measure the success of the community action.



**Information gathering is an ongoing activity for changing attitudes and behaviours.**

Newspaper clippings, magazine articles, letters, conversations, speeches, lectures, judgements – any reference to family violence and its effects/impact in a community can be a source of information.

**Make notes, keep files, gather it all in.** Sometimes the most unlikely source of informal information gathering brings new thinking and can be a fresh marker for the road to attitude and behaviour change.



Knowing about the nature and extent of family violence and related problems in the community and in the wider population and about the attitudes of people living in the community is key to effective community action. Gathering information about what happens in a community and what people think can be done in a simple and informal way or through an extensive research project if resources allow. (There could be someone who wants to take it on as a university assignment.)



## SURVEYS

A community survey can encourage local people to discuss concerns about family violence and inspire hope and energy for solutions.

First-rate advice about conducting a major, large-scale survey always pays off.

It's an area fraught with complexity and needs careful planning and completion.

At best a survey is a source of rich and useful information to provide useful baseline data for planning action.

At worst it is a lengthy, demanding and expensive exercise that can bring confusion, disappointment and prove quite futile.

### The key elements of any survey are:

- what information is needed, from whom, about what
- how information will be gathered and analysed
- what is learned (the findings or results)
- how the findings can be applied to achieve the goal.

However, smaller-scale written questionnaire-type surveys to get ideas and gauge reaction to changing attitudes and behaviours can be very helpful – and can give people a chance to say things they might never express aloud!

## FEEDBACK

Inviting feedback and making it easy for people to provide it is a great information source. People love giving opinions, telling stories, offering ideas.

Contact numbers on brochures, a presence at public events, places to meet and talk, media (particularly radio talkback) all provide opportunities for community members to give feedback and add to the store of information about attitudes and behaviours in your community.



## FOCUS GROUPS

Focus groups are useful to find out the views of a particular group.

They can also be used to get feedback on activities and to pre-test ideas or resources.

A successful focus group gives people the opportunity to interact, share and discuss ideas. It is not about bringing people together to debate opposing points of view.

Again, reliable advice from someone with knowledge and experience of how to get the best from focus groups will pay huge dividends and save many hours and probably many \$\$\$s.

## REVIEWING LITERATURE

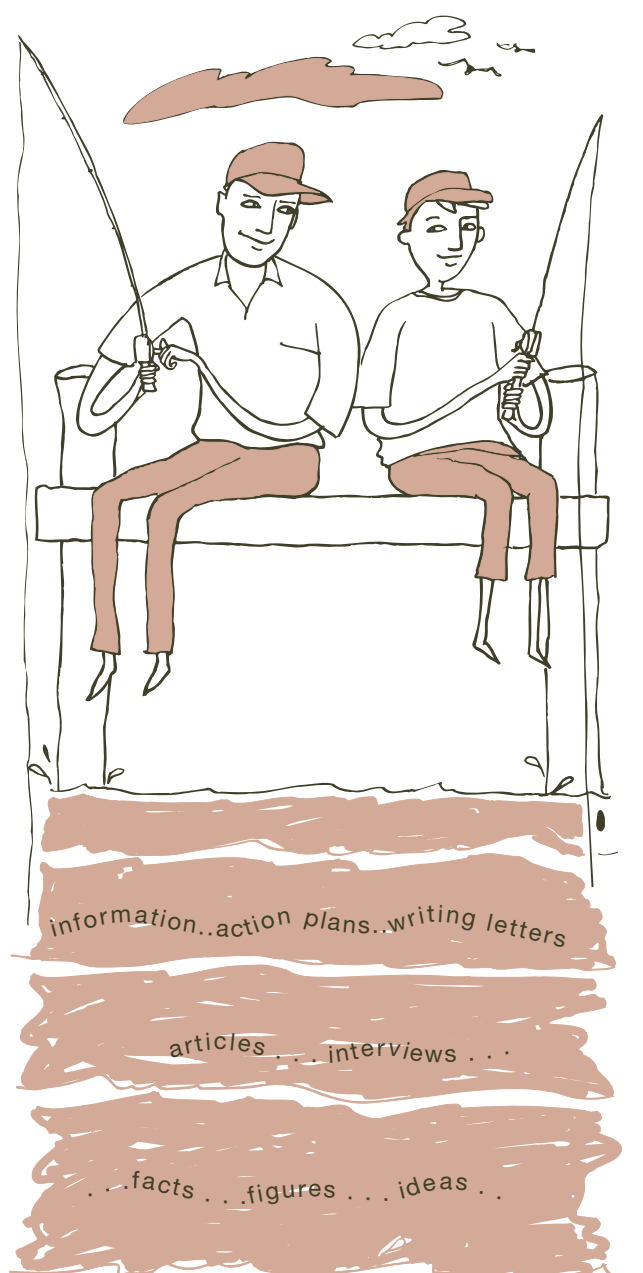
Official reports, academic and other research studies and newspaper and magazine articles that relate to family violence can be a rich source of information. Reports that relate to YOUR community will be especially valuable.

The reports help to establish a picture of family violence issues locally and nationally and identify target populations and make projections about their needs. The information is available to the public and free of charge. This is generally the cheapest method of information gathering.



## USING INFORMATION

- Look for patterns or trends that emerge.
- Prepare reports for key stakeholders, interested community leaders, agencies, groups and individuals.
- Generate ideas about how to change attitudes and behaviours within the community, using what you have learned.
- Develop action plans based on the information.
- Develop media plans for articles, letter writing and interviews.
- Develop resources with local facts, figures and ideas.



### SOME DOCUMENTS TO START WITH:

- This Toolkit – *Community Action Toolkit to Prevent Family Violence*
- *The First Report – Taskforce for Action on Violence Within Families*  
MSD 2006  
[www.msd.govt.nz](http://www.msd.govt.nz)
- *Te Rito: New Zealand Family Violence Prevention Strategy*,  
MSD 2003  
[www.msd.govt.nz/work-areas/families-whanau/te-rito](http://www.msd.govt.nz/work-areas/families-whanau/te-rito)
- *Beyond Zero Tolerance*  
Families Commission 2005  
[www.familiescommission.govt.nz](http://www.familiescommission.govt.nz)
- *Action Plan for Public Education/ Awareness*  
MSD 2005:  
[www.familyservices.govt.nz](http://www.familyservices.govt.nz)
- *Te Awatea Review*  
Newsletter of Te Awatea Violence Research Centre  
[www.vrc.Canterbury.ac.nz](http://www.vrc.Canterbury.ac.nz)
- *New Zealand Health Strategy DHB Toolkit Interpersonal Violence 2001*  
[www.moh.govt.nz](http://www.moh.govt.nz)

Further information can be found on the website: [www.areyouok.org.nz](http://www.areyouok.org.nz)

## ORGANISING SEMINARS . . .

**THE AIM OF A FAMILY VIOLENCE AWARENESS SEMINAR IS TO BRING ATTENTION TO FAMILY VIOLENCE AND TO PROMOTE THE ATTITUDE AND BEHAVIOUR CHANGE MESSAGE. IT'S A TASTER TO GIVE PARTICIPANTS INFORMATION, IDEAS AND, HOPEFULLY, INSPIRATION ABOUT THE PART THEY CAN PLAY IN ATTITUDE AND BEHAVIOUR CHANGE TO ACHIEVE A SOCIETY WHERE FAMILY VIOLENCE IS NO LONGER TOLERATED.**

### A SUGGESTED FORMAT

- Introduction to the collaboration, its vision etc
- Introduction to topic – family violence in this community (a few facts and figures)
- The nature of family violence/the effects on family members/effects on children and future generations/on community/society
- Prevention messages/attitude and behaviour change
- Specific issues for group – rural, disabilities, older people, cultural, professional, same-sex couples etc
- Group responses – questions, comments, further information needs, ongoing involvement, action plan
- Community resources – identify existing support agencies and roles
- Handout information – including list of community support services and ideas

### AS A GUIDE:

- About one-and-a-half to two hours is reasonable as an opener to the topic
- Just enough information – not overload
- Stick to the important and essential points – not too much detail (that can be in printed handouts)
- Local stories, stats and information
- A variety of presentation methods – short lecture with OHPs, Power Point or posters to illustrate points, role plays, video, panel discussion, opportunities to explore specific issues through group discussions, case studies, dilemmas, mock tests and personal testimonies
- Plenty of time for discussion, questions and comments
- Written information for participants to take away (include contact numbers for local support agencies and groups)
- List of people attending with contact details

### MEMO TO ALL STAFF

#### **RE: WORKPLACE SEMINAR: FAMILY VIOLENCE AWARENESS**

Elizabeth Starling from Violence Free Visionaries will present a seminar for all staff from 2pm – 3.30pm next Thursday and Friday. This is our opportunity to learn about family violence in our community, the impact on our work, what is being done and how we can help to change the situation. Please choose one of the two sessions – it is important that all staff attend. Knowing how to prevent family violence is our business.

## . . . AND MEETINGS

### **WHO CARES ABOUT FAMILY VIOLENCE?**

### **WANT TO KNOW MORE?**

**WHAT'S GOING ON IN OUR COMMUNITY?**

**WHY DOES IT MATTER?**

**WHAT ARE THE ISSUES?**

**COME TO A PUBLIC MEETING ON . . . . AT THE TOWN HALL**

Supported by the Mayor in the interests of a violence-free future for our community

For further information contact Graham Good at the CAB, phone . . . . or Irihapeti Lamb at the Community Resource Centre, phone . . .

**VIOLENCE FREE VISIONARIES: WE CAN MAKE A DIFFERENCE**

. . . or it could be a smaller scale discussion type meeting in a workplace, a service organisation, a learning institution, a community setting (like a neighbourhood meeting), a marae, a church . . . anywhere for people to become more aware, learn more, consider action and be part of the change scenario.

*This is what we've got so far*

### **DRAFT AGENDA FOR PUBLIC MEETING**

**Violence Free Visionaries**

*Any comments?*

*The supermarket is donating all the kai for supper! Just needs someone to collect it and serve it. Is this a good role for your group??*

### **COMMUNITY ACTION on FAMILY VIOLENCE**

*Day & Date/Time/Venue*

**Open meeting – Karakia/blessing/acknowledgment of kaupapa**

**Welcome & introduction to topic (5 minutes)**

**The mayor or community leader? The vicar? Big sporting hero?**

**Musical item, drama or video presentation about family violence local group (10 minutes)**

**Overview – nature and effects of family violence in our community – facts, figures, stories: Violence Free Visionaries Collaboration (20 minutes)**

**The case for attitude and behaviour change: everyone's business, opinion leader/dignitary (10 minutes)**

**Refreshments and networking opportunity (20 minutes)**

**Suggested actions – working groups draft plans (20 minutes)**

**Community responses: opportunities for involvement – facilitated discussion (30 minutes)**

**Ongoing plans: suggestions from participants (15 minutes)**

**Next steps and affirming community strengths (5 minutes)**

**Close meeting**

*Get contact details of everyone who attends*

draft letter to organisations, community groups, agencies and businesses

“**EVERYONE CAN DO SOMETHING - THE RIGHT WORDS AT THE RIGHT TIME CAN MAKE THE DIFFERENCE**”

Address

Date

Dear (*Whoever*)

**ACTION TO PREVENT FAMILY VIOLENCE IN OUR COMMUNITY: Changing Attitudes and Behaviours**

Family violence is a killer. It is very costly and the effects are felt in every corner of our society.

Changing attitudes and behaviours regarding family violence and how it is perceived is a priority for action in our community. It is everyone's business.

The Violence Free Visionaries (VfV) Collaboration is a group within this community that wants to work towards eliminating family violence through changing the attitudes and behaviours that make it possible for it to continue.

We have information and ideas and we have the energy to make a difference. We are willing to assist other people and groups to play their part in family violence prevention.

We can provide you with:

- speakers for a meeting or facilitators for group discussions
- an Awareness Seminar to alert your members to the nature of family violence and identify further information or training needs
- training so that your workers/members can identify family violence and work out responses
- written information for your newsletter or magazine about family violence prevention
- help with a plan of action for your family, organisation or business

We will contact you in the next two weeks to arrange a meeting to discuss the best way for (*your group/organisation/agency*) to play a part in family violence prevention.

If you have any queries in the meantime please contact . . .

Yours faithfully

# A COMMUNITY ACTION PLAN

A successful action plan begins with a:

**GOAL** (describing the desired achievement) eg, “to motivate all sectors of our community to be active in changing attitudes and behaviours regarding family violence”.

Realistic and achievable is the key. Keep in mind that attitude and behaviour change is a complex and long-term goal.

and is backed up by:

**OBJECTIVES** (specific, measurable and with a timeframe – see example next page). No detail yet, just some broad statements of agreement about what you will do and why you are doing it.

**AND**

**ACTIONS** what will actually be done to meet the objectives.

**AND**

**ACTIVITIES AND MEASURES**

details of activities, numbers and timing.

A suggested template with ideas for an action plan follows.

It's one approach of many.

Adapt it any way to suit the purpose of your action team.

# THE ACTION PLAN

<b>PURPOSE:</b> To develop a plan for changing attitudes and behaviours regarding tolerance of family violence in our community				
<b>PEOPLE:</b> VFF collaboration/family violence programme providers/counsellors/media reps/others				
<b>GOAL :</b> To motivate all sectors of our community to be active in changing attitudes and behaviours regarding family violence				
<b>Objectives:</b> <i>What we want to achieve</i>	<b>Actions</b> <i>What we will do</i>	<b>Activities and measures</b> <i>How we will do it</i>	<b>Timing</b> <i>Completed by</i>	<b>Success indicators</b>
1. To enlist wide community support for attitude and behaviour change	<ul style="list-style-type: none"> <li>– identify and contact key stakeholders</li> <li>– provide information, offer seminars</li> <li>– use media advocates</li> </ul>	<ul style="list-style-type: none"> <li>– 20 key stakeholder groups contacted and informed</li> <li>– family violence seminars provided to 5 organisations</li> <li>– 2 media articles published</li> </ul>	December	<ul style="list-style-type: none"> <li>– stakeholder participation in further activities</li> <li>– seminars generate action in organisations</li> <li>– positive feedback on media articles</li> </ul>
2. To collaborate in a variety of community activities directed to achieve attitude and behaviour change	<ul style="list-style-type: none"> <li>– involve stakeholders in plan for activities</li> <li>– participate in scheduled community events</li> </ul>	<ul style="list-style-type: none"> <li>– 3 collaborative community events/ activities delivered</li> <li>– presence at 4 community events</li> </ul>	December	<ul style="list-style-type: none"> <li>– collaborative events attract wide community interest</li> <li>– invitations to community events received</li> </ul>
3. To increase opportunities for community members to be involved in attitude and behaviour change activities	<ul style="list-style-type: none"> <li>– provide information, ideas, inspiration for groups, organisations, agencies, individuals to be involved</li> </ul>	<ul style="list-style-type: none"> <li>– open forum with community leaders</li> <li>– “ideas bank” co-ordinated and shared</li> </ul>	December	<ul style="list-style-type: none"> <li>– community leadership takes initiative in family violence prevention</li> <li>– “ideas bank” well supported and utilised by wider community</li> </ul>
4. To increase the number of community members who are knowledgeable about the attitudes and behaviours that can prevent family violence	<ul style="list-style-type: none"> <li>– provide information</li> <li>– use media</li> <li>– stimulate informed debate</li> <li>– hold seminars to engage business, sport and civic leaders</li> </ul>	<ul style="list-style-type: none"> <li>– 1 information pamphlet distributed throughout the community</li> <li>– Toolkit promoted and available for use with community groups</li> <li>– radio interviews/ newspaper articles/ letters to editor</li> <li>– 1 debate with invited speakers</li> <li>– 3 seminars for target groups</li> </ul>	June	<ul style="list-style-type: none"> <li>– positive feedback/ response to pamphlet</li> <li>– Toolkit well utilised and further developed</li> <li>– wider community contributes with informed response to letters/ interviews/debates</li> <li>– requests for further seminars</li> </ul>

# PUTTING A PLAN INTO ACTION

## WAYS TO GO

**A high profile launch** to get attention – a celebrity or civic leader may agree to be involved and promote attitude and behaviour change.

**A community-wide event** to bring families and other community members together to stimulate, educate, motivate and agitate for change in attitudes and behaviours.

**Media** – get the media on side to support activities by promoting events, knowledgeable reporting and printing articles, photos etc.

**A march, a rally, a conference, a forum, a demonstration, a debate, a symposium, a religious service** – anything that gets the message out about action to change attitudes and behaviours regarding family violence.

**Use events that are happening in the community** as an opportunity to have a presence eg field days, community info days.

**Have plenty of information available** about activities, services and further plans with contact names and numbers.

**Make opportunities** for other people and groups to become involved – use offers of help and have tasks to involve willing helpers ready as soon as possible.

**Make it sustainable** – offer ideas for more activities and for what people can do themselves in their own families, their corners of the community and specific cultural settings – as employers, coaches, teachers, health workers, leaders etc.

## RESOURCES

Using what is already available makes sense and avoids constantly reinventing the wheel. Many groups around the country develop and distribute family violence prevention resources.

The Campaign for Action on Family Violence has resources and a website.

**Phone 0800 456 450** or go to **[www.areyouok.org.nz](http://www.areyouok.org.nz)**

Visit the New Zealand Family Violence Clearinghouse **[www.nzfvc.org.nz](http://www.nzfvc.org.nz)** for more resources.

Some of the information in this Toolkit will be useful.

It's fine to cut and paste and use it to suit local needs.

- The Ministry of Health publication *National Guideline for Health Education Resource Development in New Zealand* is an excellent guide to resource development. It can be found on the Ministry of Health website **[www.moh.govt.nz](http://www.moh.govt.nz)**



## **SOME ACTIVITIES TO INCLUDE IN YOUR ACTION PLAN TO ENCOURAGE INVOLVEMENT AND SUPPORT**

- Public meetings/forums/seminars/workshops to raise awareness and discuss community action to change attitudes and behaviours (a large public event or a series of events for different sectors of the community).
- Major community awareness and action campaign focused on changing attitudes and behaviour to prevent family violence.
- Seminars targeted to different sectors of the community (professionals, community health and family service workers, schools, youth groups and youth workers, social workers, religious leaders, counsellors, employers, etc) to identify further involvement and information needs.
- Meeting with and getting to know key people from your local media. (The media is a powerful tool that can increase the reach and success of your project).
- Specialist speakers, trainers and informants speaking at public meetings, through the media or running workshops for selected target groups.
- Information sent to agencies and organisations inviting them to join in planned activities. (You could use information from this Toolkit to organise in-service or volunteer training or information sessions).
- Approaches to civic leaders, religious leaders, kaumatua and community leaders to raise awareness and encourage involvement and support.
- Meetings with health, justice, legal, welfare and education professionals to raise awareness and discuss information needs.
- Identifying support in the community for people who want to change their behaviour and developing a publicity campaign to encourage people to attend.



# TO RAISE AWARENESS AND PROVIDE INFORMATION

- Circulars to all households conveying some information (ask for space in a local advertising circular).
- Radio talkback or community news programmes – one-off or a regular feature to talk about attitude and behaviour change and different aspects of family violence prevention.
- Newspaper articles or letters to the editor, a published statement about attitude and behaviour change, family violence prevention messages signed by community leaders, opinion leaders or local celebrities.
- Stickers, posters and pamphlets in many places with reminder messages eg:
  - **Kids need safe families**
  - **Stand up for safe families**
  - **Family violence is OUT**
  - **Family violence = Damage. Get Help**
- Information stalls at local gatherings, for example: shows, sports functions, festivals, expos.
- Monitor your local media and challenge reporting which supports myths about family violence by providing facts and real life examples of the effects of family violence.
- Provide the media with fact sheets and be proactive about promoting attitude and behaviour change (See media section in the Toolkit).
- Drama and music groups creating and performing to convey messages about attitudes and behaviours and about preventing family violence.
- Bookshops and libraries displaying books and posters about family violence and attitude and behaviour change.

## TO ENCOURAGE ONGOING LEARNING

- Prepare advice for community groups, professionals, family service workers and others about the Toolkit, inviting them to access information for attitude and behaviour change.
- Create a media profile with regular news releases and articles. Inform the media of any events and activities centred on attitude and behaviour change for family violence prevention in your community.
- Develop a list of resource people available for training or educating groups about attitude and behaviour change for family violence prevention.
- Plan regular training of trainers to work on attitude and behaviour change for prevention.
- Keep up to date with new information and add ideas to the Toolkit as they become available.



## TO ENCOURAGE ACTION

- Suggest ways for individuals and different groups of people to be involved (eg Family Days, competitions, art shows etc).
- Be inclusive – accept all comers who share your vision and philosophy for change.
- Help people to identify the contribution they could make – everyone can do something.
- Promote the benefits of action for change – the vision of a violence-free society.
- Give plenty of notice about planned activities so others can contribute ideas and resources.
- Acknowledge and celebrate successes.
- Monitor change, collect stories of hope and spread good news.

# “HEY – THE MAYOR ASKED ME TO DRAFT A SPEECH – WHAT DO YOU THINK – HE MAY CHANGE BITS OF IT BUT THIS IS A START.”

I am proud to be the Mayor of . . . [insert your town].

I am proud of its people and of the way that we work together to make this a special place to live. It's a great place to live. Most of us live good lives here and we enjoy the benefits of living in a town where there is a strong sense of community and people care for one another.

But there is a side of it that I am not quite so proud of.

Recently members of the Violence Free Visionaries collaboration approached me to tell me about their work and to impress on me the urgency of giving attention to preventing family violence in our community.

When they told me that [. .] women were hospitalised through violent attacks by their partners last year, and that [. .] more had contacted our local refuge for fear of their safety, and that child protection agencies dealt with [. .] cases of child abuse or neglect last year, I was, like you are now, appalled and very upset.

It is a tragedy of our times that we live in a beautiful place but family violence impacts so dramatically on our community. That we have a refuge that is overflowing, that the courts deal with over [. .] cases each year of men who cruelly attack their partners and that so many children are not safe in their homes with parents who love, treasure and nurture them. Our teenagers are growing up learning that violence is the answer.

But it is heartening to me, and I hope to you, that there are people in this community who care about that and are prepared to do something about it. The Violence Free Visionaries Collaboration is committed to changing the attitudes and the behaviours that allow this terrible situation to continue in our community. They are ordinary people who live in this community, like you and me, but what they are committed to achieving is extraordinary. It can change the face of our community to make it a place where every family lives well, in safety, and we all enjoy lives free of violence. It needs you and me to be prepared to challenge our own thinking and our attitudes about how we are with our own families, our neighbours and our colleagues and to learn new ways to support each other.

I'm up for it – I'll give it a go. I know there is new information here that I can take away and look at.

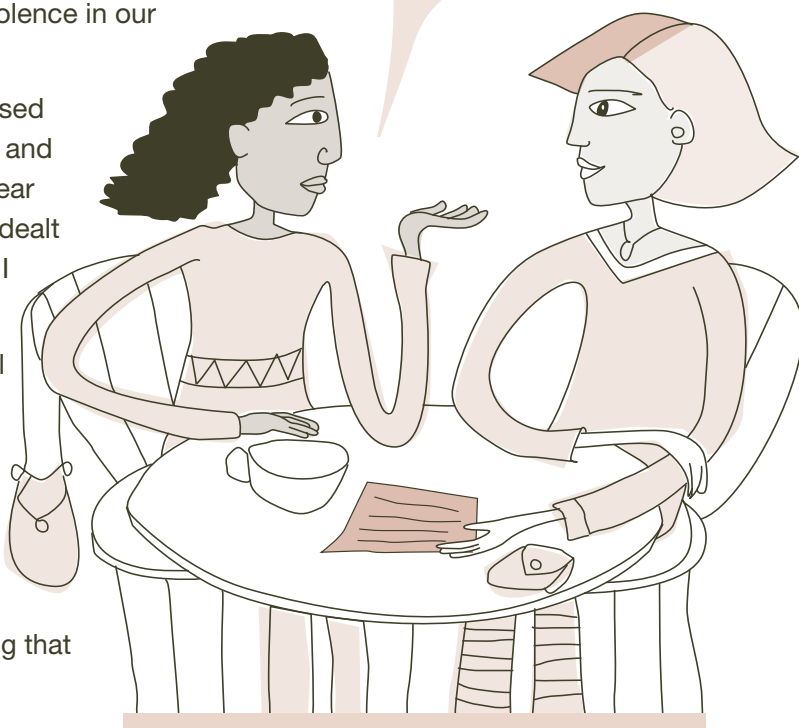
I urge you to support Violence Free Visionaries in their activities – they are looking towards a happier, safer, and better life for all of us. I commend their work and I commend all of you who will support them through learning and helping to change this community for the better.

“What did you think of the Mayor's speech?”

“It was pretty hard hitting but he's right – we've got to do something. I worry about my sister – her boyfriend's really aggressive, he gives her and the kids a really hard time.”

“Well, let's go and see what sort of information they've got . . . can't do any harm to find out.”

“OK – it's a start – and it might help me to help her. Right now I don't know what to do.”



## FACILITATION

a facilitator's job is to make it easy for  
a group to be successful

**Facilitate = to make easy or more convenient.**

From: *The Zen of Groups*, by Dale Hunter, Anne Bailey and Bill Taylor 1996

Facilitation is a process that assists the progress of group planning and decision making. It needs a certain level of skill and understanding of group dynamics.

There's training available in facilitation skills at all sorts of places. Training could be available locally (REAPs, evening classes, community work training courses, short courses at universities or polytechs etc) and there are plenty of books to help.



One of the crucial components of today's leadership is facilitating collaboration which is fundamental in creating team/group spirit, achieving first-rate results, getting the best from team-based working and in general improving and supporting the process of change.

Skilled facilitation is a leader's ability to enable and empower a team or group to achieve professional and organisational goals, encourage better working relationships and to create effective and excellent meetings. It has the potential to increase participation, energy and performance, and develop a proactive empowered workforce.”

University of Auckland short course descriptor 2006

## SAFETY

Learning from and building on community action experience is an ongoing process and family violence is a challenging topic. Community action should never put victims or vulnerable people at risk. Most victims are women and children – their safety should always be paramount. Always be aware of this.

Facilitators of meetings, seminars or discussions where family violence is the topic need to be experienced in managing diverse and sometimes contradictory views. They will need skills to:

- **make judgements about the readiness of the group to engage with the topic and adapt the depth of information/analysis to fit the occasion**
- **support the group and/or individuals through what may be an “awareness crisis” where strong feelings may surface and be expressed**

- **manage the intensely personal and emotional responses to the topic by some people who may be reacting to the impact of family violence in their own lives**
- **assure participants that ongoing support is available and know where to access it (make sure there's a list of relevant local support agencies on hand)**
- **be aware of and alert to risky situations and have knowledge to ensure victim safety**
- **acknowledge the right to express differing opinions but ensure there is no collusion to excuse violence.**

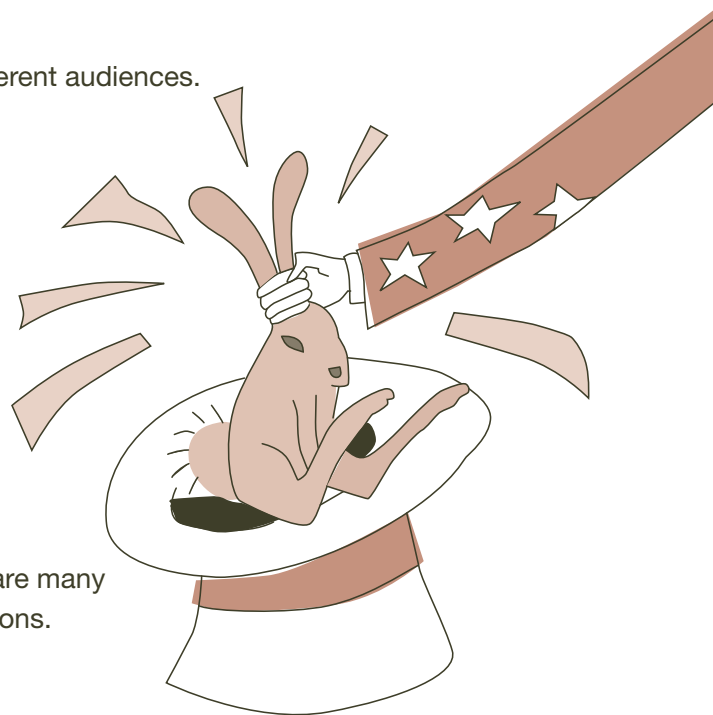
## PRESENTATION SKILLS

Presentation skills are much the same despite the different audiences.

**Rules are:**

- **know your audience**
- **know what you want to achieve**
- **be well prepared**
- **be concise**
- **be interesting**
- **be yourself**

Again there is likely to be training available and there are many books about making powerful and effective presentations.



## LOBBYING

**This is the process of trying to influence decision-makers in favour of a specific cause.**

Using personal contacts, public pressure or political action to persuade lets public officials and influencers know what the issues are, what is expected of them and where to get more information. It's useful to keep them in the information loop with regular, fresh news about what's happening in their constituency and what they can do to advance the cause.

# MEDIA KNOW-HOW

The media is powerful for shaping public attitudes.

Using local media can raise awareness about family violence, its impact, effect and how change can occur.

Media stories can motivate communities and bring supporters for change into community action.

## Media outlets need news every day

Messages and information presented in a ready-to-use media format are most likely to get noticed.

Emphasising the news value of a message is the recipe for effective media coverage.

**If it's news, they want it – now!**

## KNOW THE LOCAL MEDIA

### daily newspapers

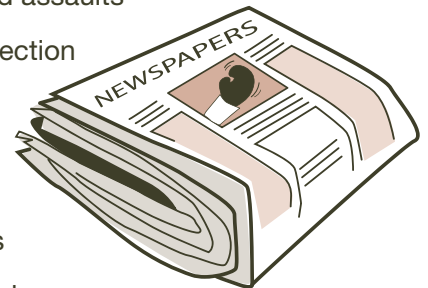
Daily newspapers want fresh news. By tomorrow what's happening today will be old news.

Knowing and fitting in with a daily newspaper's deadlines makes it more likely that a story will be published.

(Morning dailies have a deadline the night before. Afternoon dailies have early to mid-morning deadlines).

Dailies want 'hard' news, that is, events that impact on local readers, for example:

- domestic deaths and assaults
- statistics about protection orders
- family violence arrests in your area
- demand for services
- the results of research or a survey
- a visit or speech by a notable person
- community prevention plans
- community action activities.

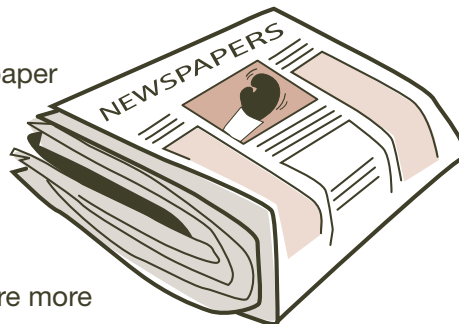


One or two days a week there may be space for feature articles which look at issues in more depth, such as local trends in family violence or an increase in the use of weapons or cruelty to pets.

Most dailies will have a reporter responsible for reporting family violence issues. They could be a social issues reporter, police or crime reporter or a health reporter.

## community newspapers

In each locality there will be at least one community newspaper delivered free to every household. They rely heavily on contributions from individuals and organisations in their readership community as the staff is usually small (just an editor and one or two reporters).



Community newspapers are usually published weekly so are more interested in “soft” news which doesn’t go out of date after one day. It might be forthcoming events, profiles of people, information about activities and human interest stories.

Specialist media sources are often targeted to particular audiences such as ethnic, gay, lesbian, youth etc.

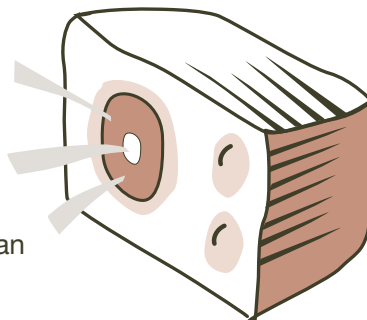
A community newspaper’s deadline will usually be one or more days before publication day.

Advance planning will help get free publicity for community events.

## radio

Radio is the most immediate of all media outlets.

It is always first with the news and can update it hourly – or instantly.



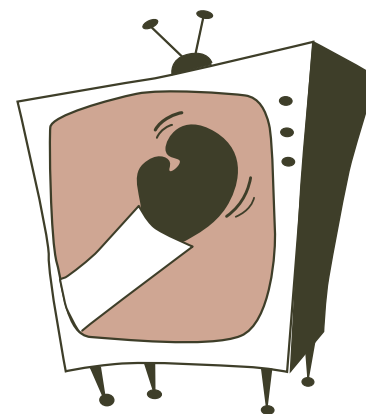
The formula for radio bulletins is short, sharp news and stories.

Radio reporters want quotes that are easy to understand and make a point quickly and succinctly (the 20-second soundbite).

Some radio programmes use a documentary or magazine style to look at issues in more depth.

Radio New Zealand has a network of reporters nationwide and there are many local radio stations in each region.

Radio New Zealand National radio likes big news events such as deaths and abductions but there are many community stations interested in publicising local events and initiatives and talking to local people about local issues.

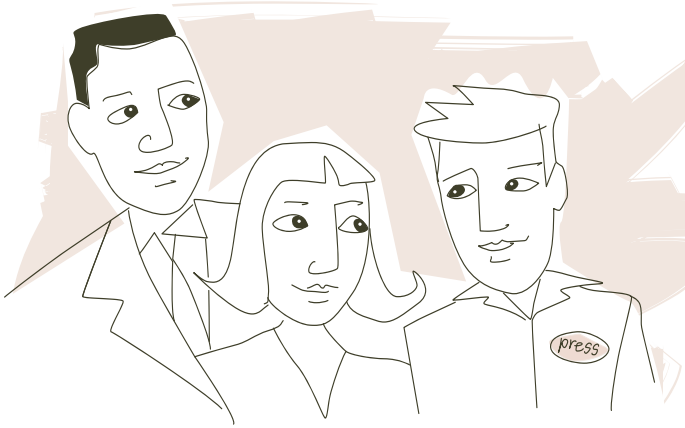


## television

Television tells the news with pictures and can bring a story to life with live interviews. Television reporters look for stories with drama that can be told with interviews and pictures, such as those with ambulances, armed offenders, smashed cars, graphic injuries, live interviews at the scene.

Television documentaries look at a topic in depth. This could be a story about a person affected by violence or an issue such as protection orders and how effective they are.





## ESTABLISHING RELATIONSHIPS

Good relationships with media personnel in local outlets increase opportunities for publicity. Reporters need to know people to approach for information and comment and trust them to provide interesting and accurate information. Invite media people to events and occasions. Let them know well beforehand about what's coming up. Keep them informed. Ask for their ideas about the best ways to get stories published.

## THE RIGHT FORMAT

There are a number of different ways to get information to the media. Human interest stories are popular – people talking about their own experiences. A person who can clearly articulate a family violence story first hand makes more appealing news than a mere report. Messages and information need to be reduced to the essential, salient points. If it's too complex it won't work.

**Press release:** a statement from an organisation provided to the media outlet. It gives basic information for a news story – what, where, when, who, why, how. It must give a contact name and number so the reporter can get more information. No more than a page of simple, direct information. Quotes from a spokesperson are good. Use email – usually in the phone book.

**News tip:** a phone call to a media outlet to let them know about something newsworthy. Reporters often call their contacts to get news and ideas.

**Photo opportunity:** anything that makes a good photo. Newspapers love them. Reporters like suggestions for photos to make a story more interesting.

**Press conference:** an opportunity for media personnel from each outlet to gather to hear about a newsworthy event.

**Interview:** discussion or comment on something newsworthy. A press release or news tip might lead to an interview, for example a visiting family violence expert interviewed on radio and by a newspaper.

**Press kit:** a press kit – a package of relevant items – provides a lot of information in one package. Useful for conferences, hui, street appeals etc. Gives lots of options for media follow-up so each can use different angles.

**Letters to the editor:** anyone can write to a publication's editor and be strongly opinionated about an issue. Such letters are widely read and can stimulate discussion and debate. Short and to the point (200 words), but colourful, is ideal.

**Responding to news events:** using local events as a platform, for example, if family violence is news (a death or new Police statistics) community organisations can lever off the coverage to get their own message about family violence noticed. A key role for community action is to monitor local media to capitalise on opportunities to respond.

**Newsletters:** Sending newsletters to local media. They can pick up story ideas this way and call for further information.

## TIPS

- always give accurate information – take the time to check
- always call reporters back straight away, they work to tight deadlines
- only say what can be reported, never go off the record
- use facts, statistics and figures whenever you can
- the spokesperson needs to be available at the end of a cellphone, anytime
- keep the message simple, succinct and impactful
- monitor the media and keep clippings relevant to the mission and the community action

**This media release for White Ribbon Day achieved wide exposure. It's a good example of an effective use of media.** Some media outlets called on their local family violence networks for a local story.

**From media release – 23 November 2005**

# men have to stop killing their loved ones

**Strong words in the headline grab attention.**

Men have to stop using violence if we are to reduce New Zealand's appalling domestic violence statistics, a leading violence prevention agency says.

**A strong introductory statement keeps the reporter reading.**

Reported statistics show that men are the perpetrators of 95% of family violence in New Zealand yet it hardly rates a mention in the public arena, Brian Gardner, National Network of Stopping Violence Services national manager said.

**Statistics give authenticity.**

"We have deaths from around the world on our televisions and radios every day and we condemn these as acts of violence while women and children are murdered by men in our own backyard and they are little mentioned and quickly forgotten".

Another woman died this week in Auckland in a domestic related murder.

**Tied in with other news event.**

"It's men who are doing the bashing and killing in our homes. It's men who have to change their behaviour."

Mr Gardner has joined with other men for White Ribbon Day to speak about the benefits for them and their families of learning not to use violence.

"Men who are violent can change, and make a better life for themselves and their families.

"The benefits for me of learning to be non-violent have been huge – I have better relationships with my kids and my partner, I can live without the shame and stress of keeping the violence a secret."

**People talking about their own experiences are a media winner.**

Phil Paikea, an ex gang-member who works with men and adolescent boys to help them to stop using violence, said giving up violence had completely turned his life around.

"I was a very violent man, but I'm not now. My wife is still with me and my children and I are close."

Mr Gardner said New Zealand men should be ashamed of New Zealand's high rate of domestic violence.

"One person dies every 12

and a half days at the hands of a family member. Most of them are women and children. Every one of them is someone's daughter, mother, friend or workmate."

**More statistics highlight the seriousness of the problem.**

Latest statistics show that in 2003 and 2002 41.5 % of murders were domestic violence-related, most of the victims were women and children.

National Network of Stopping Violence Services is the umbrella organisation for agencies working to prevent family violence. They run programmes for men who want to change their behaviour and learn to stop using violence against family members.

**Describing organisation gives credibility.**

Not a Minute More – White Ribbon Day is the largest effort by men across the world, working in partnership with women, to end men's violence against women.

**Gives background.**

For further information please contact: [Name, position, phone]  
*Contact names and numbers essential*



# letters to the editor get messages through the media for free!

## LETTERS

**THE RATES OF CHILD ABUSE IN NEW ZEALAND ARE SHOCKING,** but the most horrifying fact is that parents are responsible for a large number of child deaths.

A review of child homicides between 1991 and 2000 found that the children most at risk are under one year old, and that in most cases they were killed by a parent. Of the children in the study most weren't known to child protection services, but they were known to schools, doctors, family members and community support groups.

The need for these groups to talk to each other is obvious. Communities know about the people who live within them, and they often know the support that is needed to avoid the terrible statistics we are faced with.

In my view we all have a responsibility to support parents, to give young mothers a break, to recognise signs of stress and lend a hand. We also have a responsibility to speak up if a child is being damaged in any way. Parenting isn't easy and the more isolated and alone parents are the more children are at risk.

**Sarah Foote**

*Coalition of Children's Community Action Groups*

expose it!

send a clear message!

– it needs to stop!

well done Sarah!  
Points made clearly and succinctly – 200 words. Reasons for your views and ideal alternative well expressed!



## MODELS AND THEORIES OF CHANGE

Community action aims to create long-term and sustainable change with individuals and groups.

Energy and resources in communities can be linked in many ways to encourage wide participation and local focus to address the issues and find solutions.

Community action organisers work closely with key community stakeholders, eg territorial local authorities, public health units, Police, church groups, iwi, family violence prevention advocates, district health boards and social service/change groups.

**There are several theories and models of change that can be applied for community action.**

Most projects, programmes, or campaigns use a combination. Many borrow from each other.

Awareness of some common models may help with planning and selecting the most suitable approaches for various community initiatives. Descriptions of these models are on the following pages.

Further information on each is accessible through websites and workshops.

# SOCIAL MARKETING

Social marketing takes the concepts of commercial marketing and applies them to a social or health issue.

Examples of social marketing campaigns in New Zealand are the road safety campaigns, which carefully target those drivers most at risk of harm through their attitudes and behaviour around drinking and driving; and the Smokefree campaigns which use multi-level strategies to encourage people to stop smoking.

Social marketing is based on two key concepts, as outlined below.

**Audience focus – understanding the audience and what their attitudes are and what would motivate them to change, for example:**

- you could find out that some mothers who smoke are concerned about the effect smoke has on their children
- you could find there is a group of men who are concerned about the effects of violence on their children

Offering a perceived benefit to audiences, for example:

- the benefit to a mother stopping smoking would be healthy children
- the benefit to a dad stopping hitting his partner will be that his children aren't damaged by his behaviour.

**The challenge of social marketing is to establish what will be perceived as a benefit by the audience you are trying to reach.**

In other words why should they bother to change?

A social marketing campaign has four phases:

- 1 Research and strategy development.
- 2 Developing and pretesting concepts, messages and materials.
- 3 Implementation.
- 4 Evaluating effectiveness and making refinements.

Social marketing is most successful when the strategy is based on thorough audience research.

## **Audience segmentation**

People have different attitudes, different behaviour, varying access to different resources and services and go to different places. Audience segmentation groups people who share certain attributes, to increase the likelihood of their recognising the benefit of changing attitudes and behaviours.

Segmentation can be through demographics, geographics, psychographic (attitudes and beliefs), or psycho-behavioural (why people do certain things), and effective messages can be designed with the purpose of appealing to a certain segment of the audience.

Edu-tainment programmes combine educational messages with entertainment to reach audiences and change behaviour. Information on these and other issues around planning, communication, strategy and social marketing is on the following websites:

**[www.comminit.com](http://www.comminit.com)**

**[www.socialmarketing.co.nz](http://www.socialmarketing.co.nz)** has links to a range of websites.



## COMMUNITY DEVELOPMENT

A process where people in communities manage and are active in change for the long term by working together strengthening social ties and setting goals that are aligned with the particular community culture and resources available.

**Community development might happen through:**

- an incident in the community that heightens attention
- a group or individual campaigning or demonstrating to gauge the level of concern in the community
- interested people getting together to discuss issues, exchange information and identify skills needed for action
- letters or articles in local papers or radio interviews
- a working party/steering group being formed
- a specific opportunity for bringing the community together around an issue
- spokespeople for the issue/working party publicising action to increase support
- a public meeting/a speaker/an event/etc.

## HEALTH PROMOTION

Aims to enable people to increase control over and improve their health and wellbeing through long-term social change programmes in communities.

It recognises economic and social conditions that impact on communities and that attitude and behaviour change may take many years (eg anti-smoking legislation and attitude change).

### Te Pae Mahutonga: a model for Māori health promotion

(Durie 1999)

Brings together the elements of modern health promotion in a cohesive manner under the constellation known in English as the Southern Cross.

Te Pae Mahutonga identifies two prerequisites for health promotion:  
Nga Manukura (Leadership)  
Te Mana Whakahaere (Autonomy).

Durie identifies four key tasks of health promotion: Mauriora (access to the Māori world), Waiora (environmental protection), Toiora (healthy lifestyles) and Te Oranga (participation in society).

This model offers consideration of the wider parameters of health promotion and the challenges to the health promotion workforce to address these in a way that is relevant for Māori and all New Zealanders.

### The Health Belief Model

This is based on understanding of people's readiness to act and the reasons for their inaction. Communicating information about risks and about the benefits of action to change the knowledge, attitudes and intentions of various groups is central to the model.

#### Social learning theory

This builds a target audience's confidence to change their behaviour through opportunities for learning in groups, through observation and role modelling.

#### Behavioural reinforcement theory

This emphasises the rewards of desirable and punishments of undesirable behaviour.

#### Precede-Proceed

Extensive evaluation of the particular social environment is undertaken as the basis for developing programme strategy. Accepts that change is usually undertaken voluntarily and involves a thorough planning process based on research of environmental conditions.

# INJURY PREVENTION

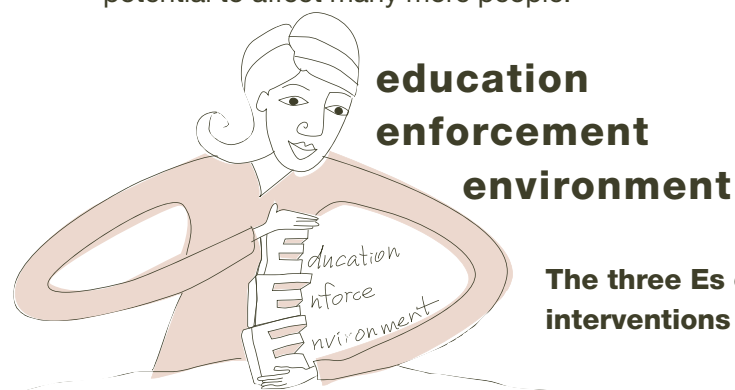
Injury prevention practice is guided by a number of models to support communities in taking effective action, the two most common being the Spectrum of Prevention and the three E's of Prevention.

## The Spectrum of Prevention

The Spectrum of Prevention is a framework that helps to develop and structure comprehensive injury prevention initiatives. It comprises six inter-related action levels:

- 1 strengthening individual knowledge and skills
- 2 promoting community education
- 3 educating providers
- 4 fostering coalitions and networks
- 5 changing organisational practices
- 6 influencing policy and legislation.

Moving to higher levels in the spectrum offers potential to affect many more people.



**education  
enforcement  
environment**

**The three Es of Prevention look at three key types of interventions that can be used in communities.**

**Education** attempts to initiate behavioural changes by informing a target group about potential hazards, explaining risks and encouraging people to adopt safer behaviour.

It can inform policy makers about issues and influence social attitudes and tolerance for certain behaviours (eg, harm caused by smoking to change behaviour of smokers and non-smokers).

**Enforcement** attempts to reduce dangerous behaviours through legislation and its enforcement. Legislation can target behaviours by individuals, organisations and local governments. Education plays a key role in informing people of their responsibilities under the laws (eg, smoking not permitted in bars, restaurants etc).

## The Ottawa Charter for Health Promotion

The Ottawa Charter for Health Promotion (WHO 1986) is widely acknowledged in Aotearoa New Zealand as the founding document of health promotion. The Charter presents three key principles for health promotion:

**advocate** – making conditions favourable through advocacy for good health

**enable** – reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential

**mediate** – coordinating action between the different agencies and interest groups committed to improving health.

### The Ottawa Charter identified five key areas for action in health promotion:

- Building healthy public policy
- Creating supportive environments
- Strengthening community action
- Developing personal skills
- Reorienting health services.

**Environmental** interventions make changes to the environment or product design (engineering) to automatically protect everyone. This is sometimes called a passive or automatic intervention because it requires no work on the part of the individual (eg costs of and restrictions on sale of cigarettes, warnings on packs etc).

**The most effective prevention strategies combine tactics from each of these categories.**

# EVALUATION

Information adapted from *Evaluation for Community Groups* National Resource Centre for Adult Education and Community Learning, Wellington, 1996

Evaluation is the process used to decide whether a programme or particular part of a programme or campaign has achieved what it set out to do. Evaluation should always be a component of planning.

There are four main reasons for evaluation:



- 1.** Evaluations provide useful information on whether the project is running according to plan, whether it is within budget and whether it has achieved its goals and objectives.
- 2.** By identifying strengths and weaknesses, the programme can be modified and adapted for better results.
- 3.** Information from evaluations of a number of projects provides understanding of family violence and practical strategies for prevention.
- 4.** Opportunities to replicate or transplant programmes to other areas may be discovered.

There are lots of different ways to evaluate a project. Early in the planning process it is useful to think about what method (or combination of methods) is suitable. This can then be built into the development of the programme or campaign.

Before selecting a method and designing a suitable format, it is important to clarify the reasons behind any evaluation exercises and how the information will be used.

**Information gathered from evaluation can:**

- check for success or areas where the plan is not working
- indicate quality of process, information or delivery
- indicate involvement or participation by community, sponsors, staff, consultants, clients, etc
- add to the group and community learning
- add to the group process and understanding.

**Evaluation can be used to:**

- help with future planning
- provide new or better ideas
- assist with promoting and endorsing the programme or campaign
- assist in networking and further developing good relationships
- provide information about costs and savings
- improve the programme or activity
- attract funding and support
- create good publicity
- aid accountability.

**There are three main types of evaluation.**

**1 Formative evaluation** focuses on the processes involved in a project. It is used to adjust and improve the project throughout its development. Formative evaluation is a method of judging the worth of a programme while the programme activities are forming or happening.

**2 Process evaluation** records what the programme consisted of, how it was delivered and examines how and why it delivered certain results. Information is gathered during the life of the project and analysed at the conclusion. Process evaluation is usually done in combination with another method.

**3 Outcome evaluation** assesses the effects and whether the objectives have been achieved.

All of these evaluation methods can be used together and are not exclusive of each other.

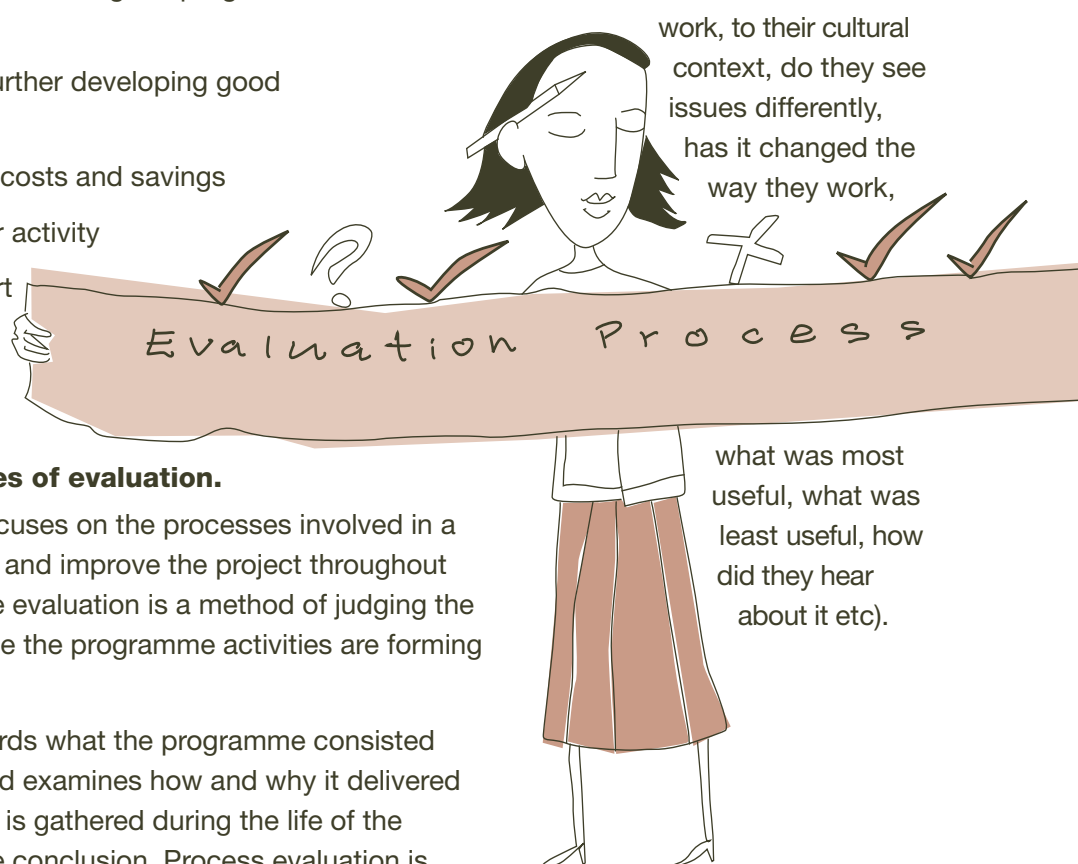
**Evaluation will include the collection of:**

**Quantitative data** – gathering information in the form of numbers. (How many events and activities took place, how many people were involved in each and in total, how many different organisations and agencies took part, how many men, women, Māori, non-Māori etc).

**Qualitative information**

– acknowledges the restrictions of quantitative data (which is purely about numbers) and gathers other kinds of information to help assess whether the programme or campaign was worthwhile and to what degree it achieved its aims or objectives. It helps to assess the quality of the programme or campaign (who were the participants, what did they represent, did they gain new insights, did they understand the ideas, was the information relevant to their

work, to their cultural context, do they see issues differently, has it changed the way they work,



what was most useful, what was least useful, how did they hear about it etc).

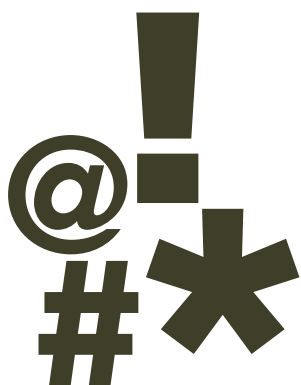


## PLANNING AN EVALUATION WILL TAKE INTO CONSIDERATION:

- the purpose of the evaluation (what specific information you want)
- ethical considerations (confidentiality, protection of identity etc)
- the interested parties involved and their needs (funders, providers, sponsors, participants, specific groups, etc)
- who will conduct the evaluation (internal process or external independent evaluator)
- timeframes for each phase of the evaluation
- costs and other resources involved (equipment, vehicles, meeting places, etc)
- consultation with people involved in designing and/or organising and delivering the programme or campaign
- methods to be used
- personnel required to carry out the evaluation
- reporting and presentation format
- use/distribution of the information for maximum effect or benefit.

## DEPENDING ON THE PURPOSE OF THE EVALUATION, THE TIME AND RESOURCES AVAILABLE, METHODS MIGHT INCLUDE ONE OR MORE OF THE FOLLOWING:

- **Quantifiable information:** collection of facts and figures.
- **Performance indicators:** setting indicators at the beginning of a programme or campaign to clarify what is being measured, setting out and agreeing on the indicators of success.
- **Evaluation portfolio:** a collection of information recording impressions of the campaign or programme. These could include press cuttings, letters of commendation or concern and submissions. This is useful to complement other data but not enough on its own.
- **Action research:** evaluating programmes or campaigns during planning and development. This involves an ongoing group process to devise methods and activities to gather and assess information. The data is fed back into the programme to assist in its development. Usually requires a group leader with knowledge of the method to facilitate the process.
- **Surveys:** questionnaires designed for a specific purpose and used for telephone or postal surveys or participant feedback. Face-to-face interviews are usually less structured and use an interview schedule to gather the required information. Good design and structure are vital for a credible result.
- **Focus groups:** groups of people who have a common interest in the subject are brought together for a structured discussion to give wide-ranging or specific information about the programme or campaign.
- **Recording day-to-day comment:** acknowledging and recording the informal feedback process through which people at all levels of involvement give their impressions or opinions of programmes or campaigns.



# COMMUNITY ACTION CASE STUDIES

**CAIP Card – a cost-effective community resource. CAIP (Canterbury Abuse Intervention Project) is a network of community organisations and government agencies collaborating to eliminate family violence through public education and promotions, submissions on family violence issues and advocacy on behalf of member agencies.**

In 2002 CAIP identified a need for a resource showing the family violence services available locally. The idea came from a CAIP member who had seen a successful local resource at a family violence forum in Australia. “We didn’t want a big pamphlet. We wanted something that would fit discreetly into a handbag or pocket and not alert anyone else to the subject matter.”

The CAIP card *Changing Attitudes Changing Lives* was produced based on the Australian resource which folds down to wallet size. The concept was developed by a working group and funded with a grant from Christchurch City Council. Pictures and captions illustrate domestic violence, promote violence-free relationships and list local family violence services.

The card was designed to be easy and cost effective to produce different versions in the same print run.

Printing costs become cheaper as the number printed increases, but big print runs are usually beyond the means and needs of community organisations. “We found that we could design the card so that the details of local service providers could be varied with just one plate-change by the printer. This made the print run much more cost-effective because for a small extra charge we can bring in other regions or translations so one print run can meet the needs of more than one local group.” A Dunedin version was produced which listed the local providers for six different regions in and around Dunedin city. A Māori version was also produced and a Pasifika one is planned.

The Ministry of Social Development has reprinted the card as part of the Family Violence Intervention Programme (FVIP) delivered through

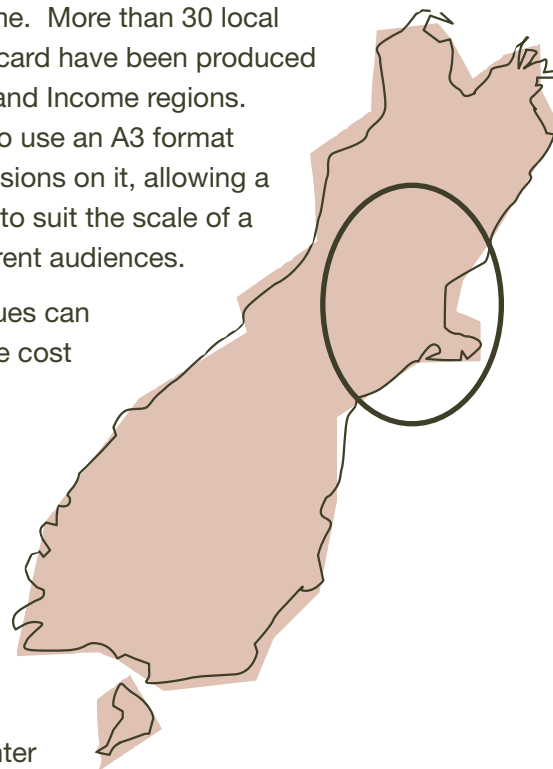
Work and Income. More than 30 local versions of the card have been produced for all 11 Work and Income regions. Printers can also use an A3 format with four A4 versions on it, allowing a mix of versions to suit the scale of a number of different audiences.

“These techniques can really reduce the cost for community organisations of producing their own resource, by collaborating with other regions or ethnic groups. Talk to your printer – find out what’s possible.”

Positive feedback has been received about the CAIP card both in the local community and through early evaluation of the FVIP. The size, colour and use of pictures are popular.

**For copies of the card email: [violencefree@familyservices.govt.nz](mailto:violencefree@familyservices.govt.nz)**

**CAIP also has a portable display on family violence which travels up and down the South Island.**



## RACHEL'S STORY . . .

Rachel is a lawyer in a small North Island town. When she is approached by someone who faces charges involving violence, either in the community or the family, she has one response. She shows them a list of counsellors and tells them. “Pick one, pick any one and make a time to go and see them. I am prepared to help you when you can take responsibility for your behaviour and consider its impact on yourself and your victims. When you do that I will talk to you about how we can deal with the charge.”

Her experience is that a large number of the defendants do take the opportunity to reflect on what brought them to the situation and to acknowledge their responsibility. “It’s simple, it’s meaningful and it gives the message that violence, whatever the circumstances, can not be tolerated and that if a person acknowledges the issue and is genuine about changing their attitude, there is help and support for them.”

## ESTABLISHING A COLLABORATIVE NETWORK

Tairawhiti Abuse Intervention Network (TAIN) established a collaborative network in 2003 in response to the Aplin Report (the report by the Office of the Children's Commissioner into the deaths of two sisters, murdered at their home in Masterton in 2001) and the unacceptably high levels of violence in the Gisborne community.

**“We were simply working in silos and reacting to events. We had already been attending regular meetings for the past 10 years; mostly we were heads down and noses to the grindstone.”**

Police, Women's Refuge, CYF and Victim Support had been meeting monthly but realised they were having little impact on the level of violence in the community, particularly intergenerational and repeat family violence. The amount of violence was alarming and they wanted more community involvement.

In 2004 TAIN employed a co-ordinator to develop a collaborative strategy with funding from the Te Rito Community Collaboration Fund. The co-ordinator visited every human service organisation in Gisborne and invited them to join TAIN.

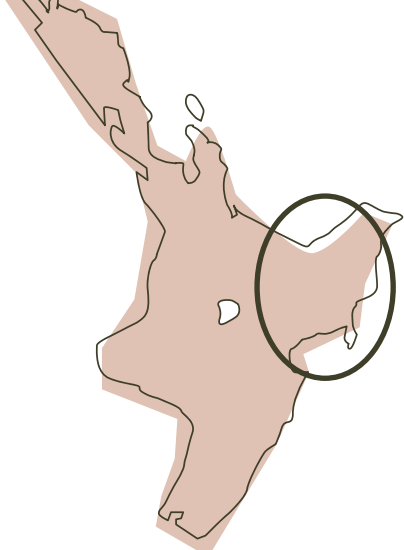
**A Memorandum of Understanding ensures that members can talk about cases openly and safely.**

The Memorandum is based on a commitment and the goodwill of the membership which agrees:

- to enhance the safety, support and restoration of family violence survivors and to comply with all relevant acts and legislation
- to ensure and enhance mutual co-operation and assistance in respect of support and services to survivors of family violence
- that the network shall provide a framework for action under which local initiatives can be developed and implemented
- that the network will respect existing family violence service providers whether or not they are members of TAIN and not superimpose the network's initiatives upon them
- that the network will provide a venue for government and non-governmental agencies to share information within the bounds of relevant legislation and that such information only be used to address family violence in the community using an interagency approach
- to review this agreement annually
- that any member may revoke its membership.

Weekly meetings involving practitioners from 17 agencies agree on the management of family violence Police reports. They are Women's Refuge, Men Working for Change, CYF, Police, Presbyterian Support Services, Probation Services, Pacific Island Community Trust, Age Concern, Strengthening Families, Māori Women's Welfare League, Ngati Porou Hauora, counsellors, SF Tairawhiti and Te Kupenga (mental health consumers)

Services, Community Law Centre, Youth Workers and Iwi Social Services. TAIN members meet monthly to stay informed and engaged with local agencies, events and information. There are now 30 member agencies and TAIN has extended to Ruatoria and Wairoa. A newsletter is distributed every six weeks. It has local articles of interest, TAIN members' service profiles, activities, political updates, up-coming events and resource information.



A range of activities aims to increase community ownership of attitude and behaviour change to reduce family violence:

- family violence awareness training
- developing domestic violence protocols
- newspaper articles
- submissions
- letters
- participating in local events
- attending tertiary education classes
- supporting Work and Income family violence response co-ordinators
- training local health professionals
- facilitating community meetings.

A Christmas 2005 campaign encouraged community members to call for early help. As a result many more neighbours, family, friends and children contacted Police, and Women's Refuge workers made 150 contacts with women over the Christmas and New Year break.

## Taking Action – Amokura

The Amokura Family Violence Prevention Project is led by a consortium comprising the chief executives of seven iwi authorities in Te Tai Tokerau (Northland). Their vision is a safe and secure whānau environment that is violence-free.

In 2005 Amokura launched its “Step Back” violence prevention brand, which uses hip hop music to promote non-violence.

The brand invites people to “step back and think” before acting and to take responsibility for the choices they make. The message is conveyed through radio jingles, family concerts and merchandise.

Step Back concerts are free, with high profile bands performing, and are promoted as days for whānau and community to relax and enjoy together.

Gold coin buses provide transport to the concerts.

Radio jingles developed for the Step Back campaign are played on local radio stations.

The jingles promote non-violence and challenge the illusion that violence is normal, acceptable and culturally valid:



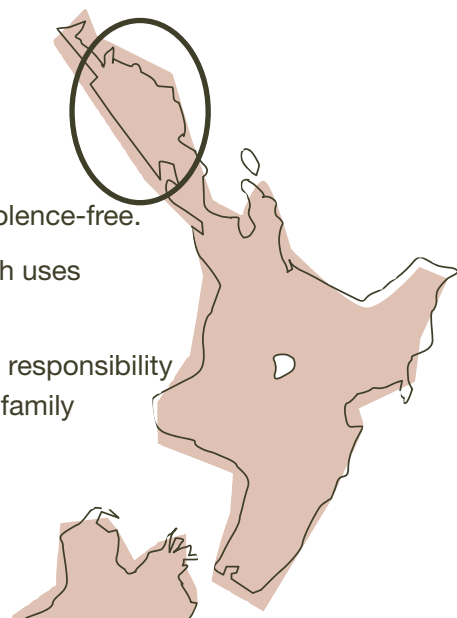
**“ RAISING YOUR HAND DON'T MAKE  
YOU A MAN  
  
YOU AIN'T A MAN IF YOU SMACK  
YOUR LOVE  
  
FAMILY VIOLENCE IS NOT THE WAY  
MAKE YOUR FAMILY NUMBER ONE ”**

The Step Back concept is whānau-focused and is being enthusiastically taken up by Māori and by both urban and rural communities.

Amokura has a provider development and training strand and has been able to fund some projects by providers in other communities in Northland.

**# THE DOCTOR SPEAKS OUT**  
**“WITHIN OUR FAMILY WE’VE BEEN ABLE  
TO STOP THE CYCLE.”**

**DR PAT NGATA, EAST COAST GP WHO  
ATTENDED A STOPPING VIOLENCE  
PROGRAMME AND TOOK ACTION FOR  
CHANGE WHEN HE RECOGNISED THAT  
HIS BEHAVIOUR TOWARDS HIS FAMILY  
REFLECTED THE VIOLENT PATTERNS OF  
HIS OWN UPBRINGING.**



## Wairarapa: rise above it

# WE CAN BEAT VIOLENCE

### HIKITIA TE WHANAU KI RUNGA – Raise the Whānau to new realities

Violence Free Wairarapa began this campaign as a direct result of many tragedies involving children in their communities.

Initially the community reacted to these terrible events by looking for someone to blame – the perpetrators, social services, government. The outrage expressed in the community was the catalyst for bringing people together to develop a long-term, broad-based and structured campaign.

A series of community meetings involving residents, businesses, churches, government and non-government agencies resulted in a Steering Group being established. Local mayors, family violence providers, Safer Community Councils, health and social services were represented.

Co-ordination was the responsibility of the Masterton and Southern Wairarapa Safer Community Councils.

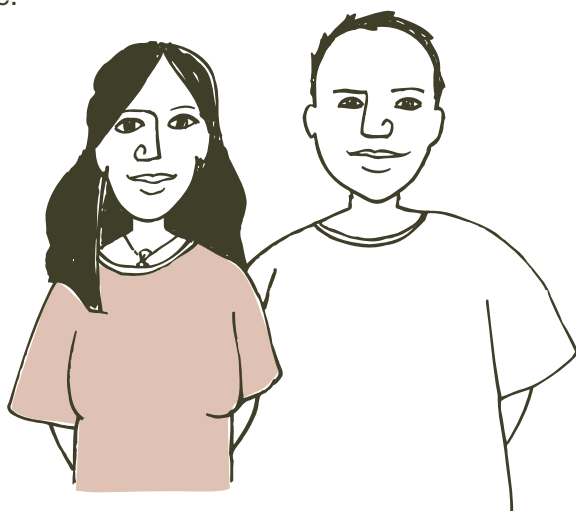
The group developed four key principles and ideas for its strategic direction:

**Partnerships:** Seeking to strengthen the many positive relationships between different layers of the community.

**Changing attitudes:** Getting the whole community to realise that violence is not an answer to any problems.

**Improving wellbeing:** Seeking to increase the sense of belonging within our community and to improve the quality of life for everyone.

**Improving co-ordination:** Agencies and groups providing services within the community, working together as much as possible.



### Achievements to date include:

- The development of a campaign charter ([www.vfw.org.nz/Reports/VFWCharter.pdf](http://www.vfw.org.nz/Reports/VFWCharter.pdf)) adopted by many local organisations, groups and agencies
- The launch of Kindness Day promoting positive human relationships
- Increased co-ordination and collaboration between agencies and community groups
- Formal partnerships between the Police and Women's Refuge
- Increased involvement of local authorities and civic leaders
- Media campaigns
- Community activities eg, White Ribbon Day, family days etc

### An evaluation of the VFW Campaign can be found on

[www.vfw.org.nz/reports/Reports/Evaluation/20May/2022003-May2004.doc](http://www.vfw.org.nz/reports/Reports/Evaluation/20May/2022003-May2004.doc)

or find further information on [www.vfw.org.nz](http://www.vfw.org.nz)

## UN Peacekeepers

# WE WANTED TO GET THE MESSAGE INTO HOMES WITHOUT BEING IN YOUR FACE ABOUT IT

This is a community strategy for non-violence developed by Waitomo Papakainga in Kaitaia, a social services agency established in 1990.

The strategy is called UN (Up North) Peacekeepers.

### Features are:

- a calendar using local people's images and their words about non-violence, published in 2005
- people pledging to be non-violent and the pledge being published in the local paper
- a colouring competition with children having one adult member of their family completing it with them
- a message about non-violence with their colouring-in entry
- cash prizes
- role models from the local community advocating for the strategy
- T-shirts and caps with the UN Peacekeepers logo.

Local businesses were used exclusively for production of the calendars. In this way the message for non-violence spread subliminally through the community.

### **To receive a calendar people needed to commit to one thing they could do in their community or in their family to make a difference.**

The calendars were promoted at local events such as kapa haka competitions, school events, Matariki celebrations and through schools and training institutions – but anyone wanting a calendar still had to make a pledge about something they would do to make a difference. Organisers originally wanted to identify high-profile New Zealanders who were from the Far North but decided instead to use local people who make a positive contribution to their community.

The colouring competition was run in six local schools.

Entries had to be accompanied by one idea for a violence-free community. The prize money was awarded to whanau in order to get families participating. One of the winners was a seven-year-old boy who, with his father wrote a poem, set out here.

Three of the participating schools have run flow-on activities so the message stays alive.

UN Peacekeepers attended events in the regions throughout 2006.

### **HOW TO STOP VIOLENCE IN OUR COMMUNITY**

*A poem by Marc and Calem Curreen*

Like meningitis and the flu,  
Violence is an illness too.  
It spreads through our society,  
Bringing pain and misery.  
With all disease we know for sure,  
Prevention's better than a cure.  
So to stop it we first need to know,  
Where does it start? How does it grow?  
From the time that we are born,  
Who we are begins to form,  
At home is where we start to learn,  
How we all should act in turn.  
The example of our fathers and  
mothers,  
Affects how we relate to others,  
How well we view the world elsewhere,  
Depends on family atmosphere.  
If we see our elders rant and rave,  
Then that's just how we'll behave,  
If violence is all we've known,  
We'll just repeat what we've been  
shown.  
To know that anger is no way  
To deal with conflict day to day,  
We look to where we always do,  
Mum and Dad, we look to you.



# MIND YOUR LANGUAGE

*a lesson learnt by Bernie, a father of five*

**“** I consider myself a non-violent person and would never knowingly collude with family violence or any other form of violence. But the other day I talked with some friends about how we unwittingly spread the message that violence is part and parcel of how we interact with our families.

One of the men had called out to his son who was ‘acting out’ and said ‘Cut it out or you’ll get a boot up the arse’ . . . and that started us.

He knew and we knew and the boy knew that he would never hurt his son that way – but we all recognised the violence implied in his words.

We all talked about the things we’ve said to our kids when we’ve been heated like . . .

**‘Get a move on or you’ll get what’s coming to you!’**

**‘A good clip across the ear will sort you out’**

**‘Are you looking for a hiding??’ (stupid question)**

**‘A good smack never did anyone any harm’  
(so what’s a ‘good’ smack??)**

**‘You won’t know what’s hit you when I get hold of you!’**

**‘You’ll get it . . .’**

**‘Shut yer mouth or I’ll shut it for you!’**

**. . . and what we heard when we were young**

**‘I’ll thrash you within an inch of your life’**

**‘Do you want a knuckle sandwich/bunch of fives?’**

**‘I’ll knock yer block off’ or ‘I’ll bang yer ruddy heads together’**

**‘This will hurt me more than it hurts you.’ (yeah right!)**

**‘I’m doing this for your own good’ (??)**

**and those old rhymes**

**‘See my finger, see my thumb, see my fist and here it comes’**

**‘A pinch and a punch for the first of the month’  
. . . and there are probably more.**

These might be flippant comments, they might be only threats, but they definitely reflect a violent way of thinking.

It certainly made us all much more aware of our tolerance of violence as a way of controlling behaviour in our families.

We all agreed that we need to watch our language in future!”



# SCENARIO ABOUT FAMILY VIOLENCE

**This story can be used in several ways for creating awareness of some of the issues in family violence or for exploring ideas and attitudes in more depth.**

The point is to have a sense of what the impact of such an incident might be and examine a range of ideas about it. It might be useful to encourage people to think about the immediate impact and the short and longer term effects on everyone involved.

Expand the story. Add new characters. Go into the future. Develop new scenarios.

## **In awareness seminars or talks to groups**

Role play – have the characters tell their stories then invite participants to comment on the positions of each.

Discuss the different viewpoints of each character on the incident and identify points such as justifying, minimising, victim blaming.

Ask what attitudes and behaviours does each character reflect?

## **In training sessions**

Groups can take positions of the various characters and talk about particular perspectives on the incident. How did they see it? What signals indicate the different views? Who do they think is to blame?

Give one story to each of three people. Conduct a mock interview with each character to get information about the incident. Ask them to say what happened. Identify any differences in their views of the situation and discuss why this might be.

Several small groups could work out what the position might be with different characters in a week's time – or a month's time – or a year's time or even in the distant future.

Try re-working the story with a similar beginning set a year later when there has been some action in the community. How might the characters behave differently?

**Group discussions or role plays could develop some options for action and explore ideas about changing attitudes and behaviours.**

**Role play is a useful tool to build understanding and generate discussion. The person leading a role play must be well prepared and have skills to:**

- direct the characters safely – have a structure for taking on and taking off the roles (eg, a prop, item of clothing, name tag etc)
- give clear instructions about what is expected of the people involved in role play and those observing it
- ensure that all participants are emotionally protected and supported through issues that may have personal impact
- make sure that role play does not go on too long
- facilitate discussion following the role play and ensure comments are about the roles – not the people playing them
- use the role play effectively for understanding different perspectives on the situation and explore implications for everyone involved
- at the conclusion of the exercise, engage the group in an activity that puts distance between the role play/discussion and moving on to new activities (eg, stop for a cuppa, energiser, song break or do something unrelated to the themes of the role play).

## SCENARIO

### SOMETHING BAD IS GOING ON NEXT DOOR . . .

**“That young couple next door have been at it again.** It’s the second time this week,” said Joan to her husband John at dinner on Wednesday night.

“What’s that? What do you mean?” said John.

“Well I heard her yelling so I looked out the back to see what was happening – she was pushing the kids out in to the yard and telling them to stay out there. He was shouting and I think he grabbed her and pulled her back inside. I could hear her yelling and it sounded like glass breaking and then he came and yelled at the kids to get inside and a little while later he stormed out the front door and jumped in to his truck and took off with them.”

“You need to keep out of there,” said John. “It’s their business and they don’t need you poking your nose into their family affairs.”

Joan sighed. “I was worried, she seems so shy and she doesn’t talk to any of the neighbours. And those kids are a real handful. I know what that’s like.”

**“Just let it alone will you”** said John. “It’s nothing to do with us. Now, how about getting my cup of tea. I want to watch the news. I’ve had a hard day.” A hour or so later an ambulance came to the house next door

and then the Police arrived. There were three Police cars and they roped off the house.

“Stay away,” said John. “We don’t want to be involved.” The Police came over and spoke to Joan and asked her if she’d heard anything next door.

“Oh yes,” she said, “there was quite a bit of yelling and some glass breaking and it seemed like a fight. It’s not the first time but it’s nothing to do with us – we keep our noses out of other people’s business.”

“Well,” said the young Police officer, “I’m sorry to tell you that there’s been a serious assault next door and the mother has been taken to A&E – we don’t know if she’ll pull through. You may have to give evidence in court.” “Oh dear,” said Joan. “John won’t like that. He doesn’t like me interfering in other people’s affairs.”

“Well, I wish you had interfered earlier and let us know,” said the cop. “We might have been able to stop this happening. As it is, we have a serious situation and three children may lose their mother.”

“Oh dear,” said Joan again. “Oh dear. Oh dear. Oh dear.” And then she began to cry.

#### JOHN’S VIEW

John was tired. He was near retirement age and couldn’t wait until he could spend his days boating and fishing. He deserved a break – he’d worked for years and provided well for his wife and four kids. All grown up now, gone and off his hands.

He sat down to eat. Joan started talking about the couple that had moved in next door a month or so ago. Something about them yelling at each other – he wasn’t listening that closely. She always had a story about something or other going on in the neighbourhood and he wasn’t that interested. His view was that people should just

be able to get on with their lives and other people needed to mind their own business. So he told her. “Just stay out of it,” he ordered. “You’ve got no business interfering with them. They’ll sort it out themselves. Everyone does.” And that was the end of that.

Later when the Police came to talk he told them that he knew nothing and neither did Joan. “We keep ourselves to ourselves,” he said. “What goes on next door is nothing to do with us.”

“Well,” said the young cop. “There’s been a terrible assault next door and we don’t know if she’ll survive it.” “Oh hell,” thought John. “That will bring bad publicity to the neighbourhood.”

## **THE VICTIM SUPPORT WORKER CAME TO SPEAK WITH JOAN**

"It's terrible for you, Joan," said Alice from Victim Support. "An incident like that in the neighbourhood makes everyone feel bad. And the Police tell me you heard something?"

"I've had a headache ever since," said Joan, "and I keep on crying. I wonder if I could have done something. I've seen her around the shops but I haven't got to know her – she seems shy and so I kept my distance. But when I was young with four kids I really liked the neighbours being around. It helped that I knew they were there if anything happened – but those old ways seem to be dying away."

"I think that friendly neighbourhoods are one of the best things for keeping families and communities safe," said Alice. "Knowing who's around and that there's help out there can make a huge difference. Do you think I should call a meeting of people in the street to talk about what's happened and see if we can stop it happening again?"

"Oh I don't know," said Joan. "I don't think John will want me involved. He's dead against me getting involved with our neighbours."

"Well, that might need to change," said Alice. "While this type of thing goes on we're all at risk. We have to work together in our communities to stop crime and violence. It's everyone's business. Knowing the people who live around us is a good way to start. It can be a great strategy for protecting people and our property. If he sees it like that it could help him to change his ideas."

"Well you're right," said Joan. "I agree that we have to do something. We could have the meeting at the library maybe. Shall I ask them about it today?"



## **THE POLICE TALKED TO ALICE**

"I'm pretty sure the woman next door knew about them," said Paul, the young officer who had arrived at the house first. "I spoke with her but she didn't want to tell us much. Her old man was against either of them talking with us."

Paul was pretty gutted by what he'd found at the house. It was his fourth family violence call that week. He'd talked with the children and was still thinking about them. He had boys of his own – aged two and four.

"I think you're right," said Alice. "She's very upset and frightened. But she agrees that the neighbourhood needs to meet and talk about what to do."

## **JOAN SPOKE TO KATE THE NEIGHBOUR ON THE OTHER SIDE**

"It's terrible. She's 32 and it seems like she's very badly hurt. She got pushed into a glass door and her chest was cut open. Then he grabbed the kids and went to his mother. His sister came around and found her and got the ambulance. It makes me sick – but she's a funny person, not very friendly. I don't know what we could have done."

"Maybe we should have called around after we heard that shouting last week," said Kate. "Or maybe we could have told someone else, or got her some information . . . or something . . . I wish we'd done something. Her oldest boy goes to school with mine – I can't sleep for thinking about what will happen to them all now. And I have to talk to my kids about it too."

## **AT THE MEETING THE PEOPLE IN THE NEIGHBOURHOOD CONSIDERED:**

- what could anyone have done to (perhaps) prevent the incident
- what could they do now
- what are the likely effects on their neighbourhood – immediately and longer term
- what do they want for their neighbourhood and community
- where can they start.

## NOTES

[illegible]



# AWFUL FACTS ABOUT FAMILY VIOLENCE

10

TEN CHILDREN KILLED  
EACH YEAR BY A FAMILY  
MEMBER

6

SIX MEN KILLED BY A  
FAMILY MEMBER EACH YEAR

14

FOURTEEN WOMEN  
KILLED BY A FAMILY  
MEMBER EACH YEAR

#

55,000 CHILDREN  
AFFECTED

\*

250 CONVICTIONS FOR  
ASSAULT ON A CHILD  
EACH YEAR

!

MORE THAN 70,000  
CALLS TO POLICE IN  
A YEAR

COSTS ARE BORNE  
BY FAMILIES,  
COMMUNITIES,  
GOVERNMENT  
AND SOCIETY

[

EACH DAY THE COURTS  
DEAL WITH AROUND  
8 CONVICTIONS OF  
ASSAULT ON WOMEN  
BY MEN

IT'S A GRIM SITUATION BUT WHEN ENOUGH  
PEOPLE CARE AND TAKE ACTION, THE  
SITUATION CAN CHANGE

VISIT: [www.areyouok.org.nz](http://www.areyouok.org.nz) [www.familyservices.govt.nz](http://www.familyservices.govt.nz) and  
[www.nzfvc.org.nz/communityaction](http://www.nzfvc.org.nz/communityaction)

OR WRITE TO: Family and Community Services, PO Box 1556, Wellington, for your  
Community Action to Prevent Family Violence Toolkit



**COMMUNITY ACTION TOOLKIT TO  
PREVENT FAMILY VIOLENCE**

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