

# **COMMUNITY STUDY SUMMARY REPORT**

**THE CAMPAIGN FOR ACTION  
ON FAMILY VIOLENCE**

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# EXECUTIVE SUMMARY

The Campaign for Action on Family Violence (the Campaign) is a community-based social marketing initiative that seeks to change the way New Zealanders think and act about family violence. The Campaign, which was established in 2007, takes a positive approach to social change, aiming to inspire opportunities and possibilities for change. It has four core components – mass media, community action, communications and resources, and research and evaluation.

The Community Study on which this paper reports is one aspect of the Campaign's research and evaluation programme. The Community Study investigated the impact of the Campaign's mass media television advertising in four New Zealand communities – Christchurch, Porirua, Te Tairāwhiti (Gisborne) and Waitakere. The Community Study, undertaken between July and December 2008, was designed to explore the community context into which the Campaign was launched, and determine if and how the Campaign is making a difference to awareness, discussion and action on family violence.

## APPROACH

To maximise community engagement and build evaluation capacity in these communities, a contract researcher responsible for the Community Study engaged community researchers to assist with the data collection and analysis. The research team gathered data from members of the public and providers and users of family violence services. They did this through a range of methods, including: short 'intercept' interviews conducted in public places, such as shopping malls; in-depth interviews with members of the public, service users and providers; a telephone survey of service providers; and a small number of individual and group interviews with service providers.

The four communities were selected to include a diversity of characteristics in order to reflect findings from the Community Study that would be relevant across New Zealand. Within the four communities are significant populations of Māori, Pacific peoples, and Asian immigrants; poorer socio-economic communities and wealthier ones, and rural and urban environments.

Individual community reports have also been prepared by the researchers. This report draws together the findings of each community study and attempts to distil the impacts of the Campaign in a community context.

## IMPACT OF THE CAMPAIGN

### REACH OF THE CAMPAIGN

Almost all members of the public who participated in the intercept interviews were aware of the mass media television advertising 'It's not OK' campaign, which was run during 2007 to 2009. In most communities, over three-quarters of interviewees mentioned the Campaign television advertisements without being prompted, and virtually everyone else recalled them when prompted.

Many of those interviewed were able to recall the details of the advertisements and described the power of seeing people tell their stories (second phase of advertising - 'Stories of Positive Change'). The aspect that stood out for a lot of people was the authenticity of using real men rather than actors to tell stories of positive change. It was felt that, rather than telling people what to do, the men shared how they had responded and changed, which made the advertisements positive, affirming and empowering.

## **MESSAGES FROM THE CAMPAIGN**

Overwhelmingly, the message that had achieved the greatest penetration with members of the public relating to family violence was 'it's not okay'.

People took several other messages from the Campaign, including:

- it's okay to get involved
- it's okay to talk
- seek help
- help is available
- people can change.

## **CHANGES INFLUENCED BY THE CAMPAIGN**

In each community, there was a range of family violence-related activities in place before the mass media campaign began. Porirua and Te Tairāwhiti had strong family violence prevention networks in place, Christchurch and Waitakere had city councils that were providing leadership against family violence and that had supported several initiatives designed to raise awareness and encourage action. It is apparent from the research that members of the public, service users and providers did not always clearly distinguish the Campaign activities from other family violence-related initiatives in their communities. For this reason, it is difficult to establish conclusive links between changes in awareness, attitudes and actions and the Campaign; however, it is important to note that the Campaign was designed to mesh with (and create a supportive environment for) existing and new community action.

The majority of those who participated in the intercept interviews indicated that, since the launch of the Campaign, the community is more aware of family violence and people are talking more about the issue. Members of the public were more likely than service providers or users to attribute increased awareness of family violence to the mass media campaign.

Those with greater in-depth knowledge of family violence, either as providers or service users, were more likely to identify other community initiatives or local tragedies as being influential on changes in community awareness, attitudes and actions to family violence.

Over half of the public intercept interviewees felt there was more community discussion about family violence compared with 18 months previously. Many said they had had at least one conversation about family violence over this period. Although people indicated other things had contributed to the increase in discussion and awareness, they thought the Campaign advertisements were the main trigger for this.

There is evidence that attitudes among many people in the community have shifted towards recognising family violence as a community rather than a private issue. Between a quarter and a half of the intercept interviewees in each community said they think differently about family violence now compared with 18 months previously, which they attributed primarily to discussion with friends and family/whānau, than to the Campaign.

Some service users expressed relief that the Campaign is influencing public attitudes in such a way that family violence is no longer seen as a private matter; victims can ask for help, and neighbours and friends are more likely to feel they can intervene if they are concerned for someone. Communities are moving towards seeing family violence as their issue.

Some service users and others who had experienced family violence reported the Campaign had not been the trigger for them taking action against the violence (many had taken action prior to the Campaign), but it had given them the confidence they had made the right decisions. Some perpetrators said the Campaign had directly influenced their behaviour, and other service users thought they might have taken action to end the violence sooner if the Campaign had been running while they were still in a violent relationship.

Service providers in all communities noted an increase in demand for their services. They attributed this mainly to the profile given to family violence through the mass media campaign. The increase in demand suggests people were prompted or encouraged to take action by what they saw or what others said to them. Providers also reported people seeking help with family violence issues earlier than they had before the Campaign. In the view of service providers, the increased demand for family violence services thought to have resulted from the Campaign had not been adequately anticipated or resourced.

## **HOW COMMUNITIES SUPPORT THE CAMPAIGN**

In all communities, the impact of the mass media component of the Campaign could not be completely distinguished from the Campaign's community action and other prevention activities. This was seen widely as a strength in that the Campaign built on what was already in place, and its impact was sustained beyond the mass media campaign by family violence networks and services.

Service providers reported the Campaign was most successful in reducing family violence where there was a prompt and effective response to those seeking help for family violence issues, however, for this to continue, adequate resourcing will be required. Ensuring the availability of accessible and effective services is a key way communities can support the Campaign's objectives.

All four communities had active family violence networks. Service providers believed collaboration and co-ordination between providers and others, such as local councils and government agencies, enabled the most effective response to family violence issues. Effective information sharing and collaboration aligned efforts and energies, identified gaps in services, reduced duplication and encouraged professional development and training. Strong provider networks also positioned communities to be able to respond to government policy and initiatives in the family violence area.

## **HOW THE CAMPAIGN SUPPORTS COMMUNITIES**

Providers recognised that the Campaign has strengthened family violence prevention efforts in communities, and most service providers saw the Campaign as enhancing the work they were doing already.

The national Campaign provided a context and language that local media could use. An important aspect of the family violence prevention response in communities was the part played by local media in keeping the profile of family violence high and promoting options for accessing help.

Service users focused on the importance of services being available to those who need help with family violence issues. They were strongly of the view that the Campaign could make a powerful contribution in alerting people on where to go for help.

As well as supporting victims and perpetrators to take action, the Campaign has galvanised the support of family/whānau, friends and neighbours by promoting the 'It's not OK' message, encouraging people to make family violence their business, and legitimising taking action if people are concerned about someone's safety.

## **BARRIERS TO THE CAMPAIGN**

Service providers noted the Campaign had increased the demand for services in a way that had not been anticipated and for which providers were not prepared or resourced. They felt a campaign that encouraged people to take action and seek help was somewhat weakened if the help people needed was not available and readily accessible. The cost of services also came as a surprise to some people who were motivated to seek help.

Additionally, providers noted a shortage in services equipped to address the issues of children growing up in, and young people emerging from, violent situations. Ethnically diverse communities spoke of the need for services that could respond to different cultures, because reducing family violence effectively required an understanding of how such violence was perceived, triggered and addressed within each culture.

## **FURTHER DEVELOPMENT**

There was strong support for the Campaign to be continued. While it was seen to have had a great effect, there was a clear sense that further work was required – family violence is an area that needs a long-term approach and support. Continuation of the Campaign will ensure the momentum of social change can be maintained.

### **Television advertisements and supporting media**

The most frequently expressed suggestion from participant groups in each of the communities was that people wanted to see an increased range of people and situations in the television advertisements, including women and young people, victims as well as perpetrators, older people and from ethnicities other than Māori and Pacific peoples.

Interview participants wanted to see more emphasis on offering alternatives to violent behaviour. The Campaign message of 'It's not OK' has reached people, but it leaves the question, 'what *is* okay'?

The use of local people in local campaigns was strongly endorsed in the communities where this had been a feature. People respond powerfully to those they see as being part of their community, and this approach should be used as much as possible.

Participants reported that further information on how to get help would be a good next step. Few of those who participated in the research recalled the 0800 number and website details. Likewise, participants suggested advertisements where partners and families verify that men have changed could increase credibility and affirm the message that people really can change.

It was also suggested the Campaign continue to explore ways of reaching people from other cultures.

## **Services**

The need for accessible local services is paramount and particularly challenging for rural communities. As well as increasing the capacity of existing family violence services, providers talked about the need for a wider range of services, including individual and group therapeutic services, services for men and specialised services for children. They also emphasised the need for primary prevention services, such as living without violence education programmes within schools, and parenting skills development.

## **Communities**

Providers suggested communities could address family violence more effectively if there were further informal opportunities for people to discuss relationship issues and to develop better communication, problem-solving and conflict-resolution skills, and if there was information available locally on where to get support for family violence issues.

## **CONCLUSION**

The Campaign, supported by a range of other community responses already in place, appears to be challenging community beliefs about family violence being a private matter and an individual responsibility. Participants said clearly that family violence 'is not okay', and, for many, turning a blind eye to family violence is also no longer acceptable. The Campaign has expanded people's understanding of what constitutes family violence and given them the language to talk about it.

There is evidence the Campaign has prompted or affirmed help-seeking, and has given people permission to act on concerns they may have about others by checking whether people are okay, or by seeking help or advice from a third party.

The Community Study suggests that, to date, the Campaign has been successful in raising awareness and understanding of family violence, increasing discussion of the issues among family/whānau and friends, and prompting action. There is widespread support for the Campaign to continue and be developed further.

# INTRODUCTION

## CAMPAIGN FOR ACTION ON FAMILY VIOLENCE

The Campaign for Action on Family Violence (the Campaign) is a community-based social marketing initiative that seeks to change the way New Zealanders think and act about family violence.

To create change, the Campaign:

- uses a carefully planned, audience-driven approach to changing behaviour
- creates environments that support desired behaviour rather than targeting individuals
- responds to communities' ideas, knowledge and strengths
- is grounded in good research and continual evaluation.

The goal of the Campaign is to reduce society's tolerance of family violence and change people's damaging behaviour within families. The outcomes the Campaign seeks to achieve are that:

- people are motivated and supported to seek help and/or change their violent behaviours
- influencers are motivated and supported to encourage people to change their behaviours
- communities are providing an environment where family violence is not tolerated and people feel safe in their homes
- society no longer accepts family violence
- the incidence of family violence is reduced in the long term.

The Campaign takes a positive approach to social change, aiming to inspire opportunities and possibilities for change. It is not about blaming or shaming. It has four core components – mass media, community action, communications and resources, and research and evaluation.

The mass media television campaign aims to make family violence visible and relevant for New Zealanders, and to create a supportive environment for community-based social marketing strategies. To date, two sets of television advertisements have been developed.

The first phase of advertisements ('Social Norms') featured local celebrities and ordinary New Zealanders, men and women, voicing short messages about what is not okay. These included:

- 'It's not OK to teach your kids that violence is the way to get what you want'
- 'It's not OK to blame the drink'
- 'It's not OK to punch a hole in the wall to show your wife who's boss'.

The Social Norms phase concluded with a positive message, 'family violence – It's not OK ... but it is OK to ask for help'.

The second phase of advertisements ('Stories of Positive Change'), aired six months later, featured four men (not actors) telling their personal stories. Three talked about how they stopped being violent after many years of abusing partners and families and the fourth talked about how he influenced a friend to 'man up' and stop being abusive to his partner.

## **COMMUNITY STUDY**

The Community Study is one aspect of the Campaign's research and evaluation strategy. It investigated the impacts of the Campaign in four New Zealand communities – Christchurch, Porirua, Te Tairāwhiti (Gisborne) and Waitakere.

The Community Study was designed to:

- attribute change to specific components of the Campaign
- understand the social context for particular communities
- monitor the impact of the Campaign on local services
- support the development of the Campaign by providing information on barriers to, and facilitators of, change in specific communities.

The four communities were chosen from a list of territorial local authorities based on advice from a non-governmental organisation (NGO) consortium, which included the National Collective of Independent Women's Refuges, the National Network of Stopping Violence Services and Jigsaw. The communities were selected to include a diversity of characteristics in order to reflect findings from the Community Study that would be relevant across New Zealand. The four communities comprised significant populations of Māori, Pacific peoples, and Asian immigrants; poorer socio-economic communities and wealthier ones, and rural and urban environments. Appendix 2 contains an ethnic and socio-economic profile of the four communities.

The Community Study was designed to explore the community context into which the Campaign was launched, as well as determining if and in what way the Campaign was and is making a difference.

It was anticipated the Campaign might trigger change in several domains. In particular, the Community Study examined four main areas of change, which included talking about family violence, seeking help, intervening and service demand.

## **METHOD**

In each community, a local contract researcher was responsible for the Community Study. To maximise community engagement and build evaluation capacity in the communities, each contract researcher engaged community researchers to assist with the data collection and analysis. The community researchers worked in the local community or had practitioner backgrounds in family violence. In addition, they all had thorough knowledge of their community and were well connected to it.

## **PARTICIPANTS**

The Community Study sought to understand the impacts of the Campaign on members of the public, providers of services to victims and perpetrators and on people who had experience of family violence and who had used family violence services.

### **Public**

In most communities, the views of members of the public were gathered through a method known as 'intercept interviews' (see below). Each community completed around 60 intercept interviews and those who gave them were invited to participate in in-depth interviews until a sample of six in-depth interviews with members of the public had been achieved. In one community, the method was adapted slightly and intercept interviews were supplemented by whanaungatanga interviews (see Waitakere community report). Appendix 1 contains a demographic profile of intercept and in-depth interview participants.

### **Service providers**

A telephone survey of between 24 and 44 service providers was conducted in each community. In consultation with local networks, six service providers were selected for in-depth interviews. Service providers' views were gathered through individual interviews and in some cases group interviews with several staff.

### **Service users**

Service users were referred to the Community Study team by service providers who participated in the research. Six service users were interviewed in depth in each community. Appendix 1 contains demographic details of service users who participated in the interviews.

## **DATA COLLECTION METHODS**

Data for the study was gathered through the following methods.

1. Telephone surveys. These were conducted with family violence service providers in each of the communities by a staff member of the Centre for Social Research and Evaluation in the Ministry of Social Development. The telephone survey canvassed service providers' views on the trends in family violence incidence and prevention efforts in their community. The telephone survey was completed before the in-depth interviews and in all communities except Waitakere; the in-depth interview participants were selected from those providers who participated in the telephone interviews.
2. Intercept interviews. This is a technique drawn from market research whereby an interviewer stands in a public place, such as shopping mall, and asks passers-by if they are prepared to participate in a short, on-the-spot interview. Contract and community researchers approached members of the public with a request to participate in short interviews on the street. The focus of the intercept interviews was on people's awareness of the mass media television campaign, any messages they could recall from the Campaign and their views on whether family violence was being discussed more openly than before the Campaign. Following the intercept interview, participants were asked if they would be willing to participate in an in-depth interview.
3. In-depth interviews. These were completed with service providers, service users and members of the public (drawn from the intercept interviewees) with the contract researcher and at least one of the community researchers present. Service users and members of the public were asked in the in-depth interviews to talk about their own life experiences and views on family violence. Interviews ranged in length from 30 minutes to over two hours.
4. Group interviews. These were completed when several people in an organisation wanted to be involved in the interviews. The in-depth interview guide was used as a basis (and adapted) for group interviews.

## **DATA COLLECTION TIMING**

Data collection was undertaken at slightly different times in each community. The first community in which data was collected was Porirua (July-September 2008), followed by Te Tairāwhiti (August-October 2008), Christchurch (August-December 2008) and finally Waitakere (September-December 2008).

The television advertisements began in September 2007 and ran initially for 11 weeks. Another 11-week block started in February 2008. This second set was supported by three week-long bursts of advertising in July 2008, December 2008 and January 2009.

## **THIS REPORT**

Individual community reports have been prepared by the researchers. This report draws together the findings of each community study and attempts to distil the impacts of the Campaign in a community context.

Section 2 examines the impact of the Campaign on awareness, discussion, attitudes and actions. It comments on factors that have supported the Campaign and those that have impeded it. It also collates suggestions for the development of the Campaign that have been made by those involved in the Community Study.

Section 3 provides a short summary of findings from each community.

# IMPACT OF THE CAMPAIGN

## REACH OF THE CAMPAIGN

Almost all members of the public who participated in the intercept interviews were aware of the mass media television advertising. In most communities, over three-quarters of interviewees mentioned the Campaign television advertisements without being prompted, and almost all the others recalled them when prompted.

Many of those interviewed were able to recall the details of the advertisements and described the power of seeing people tell their stories (second phase of advertising – ‘Stories of Positive Change’). The aspect that stood out for a lot of people was the authenticity of using real men rather than actors to tell stories of positive change. It was felt that, rather than telling people what to do, the men shared how they had responded and changed, which made the advertisements positive, affirming and empowering.

Those ads with the men who have been violent. I thought to myself, that is so strong. Even though they’ve done this – they can go on national TV and say ‘this is available’. I’d love to see our men who have been through a healing process tell their story locally. (Member of the public)

## MESSAGES RECALLED

Overwhelmingly, the message that had achieved the greatest penetration with members of the public relating to family violence was ‘it’s not OK’.

The Campaign has contributed towards raising awareness of family violence in the community and been successful in spreading a strong message that ‘it’s not OK’ and people should seek help if they are in a situation where it is occurring.

Now you hear a lot of people in the community saying ‘violence is not OK’ and its not just social services people saying it. (Service provider)

I think its strength is that it stops the silence. It makes violence public and also says it’s not acceptable. I can hear my father’s story in the ads. (Service user)

Other messages that members of the public reported they took from the television advertisements included:

- it’s okay to get involved
- it’s okay to be proactive
- it’s okay to talk if it’s happening to you
- help is available
- seek help
- people can change
- friends can make a difference
- adult violence affects children.

Many members of the public and service users also mentioned the advertising campaign sponsored by the Alcohol Advisory Council of New Zealand, which graphically profiled violence fuelled by alcohol. In at least one community these advertisements were more readily recalled by service users than the Campaign advertisements.

## **INFLUENCE OF THE CAMPAIGN**

In each community there was a range of family violence-related activities in place before the mass media television campaign began. Porirua and Te Tairāwhiti already had strong family violence prevention networks, Christchurch and Waitakere had city councils that were providing leadership against family violence and that had supported a range of initiatives designed to raise awareness and encourage action.

In one community, three high-profile family violence murders had occurred over a short time and the response to them from local media was a major influence on public awareness and attitudes. In another community, a strong local campaign raising awareness of the need to stand against family violence had recently been completed.

It is apparent from the research that members of the public, service users and providers did not always clearly distinguish the Campaign from other family violence-related initiatives in their communities and, for this reason, it is difficult to establish a conclusive link between changes in awareness, talking, attitudes and actions, and specific aspects of the Campaign. However, it is possible to say how the Campaign is contributing to change in the communities.

## **AWARENESS**

The majority of those who participated in the intercept interviews indicated that, since the Campaign had commenced, the community is more aware of family violence and people are talking more about the issue, although somewhat fewer people thought their own attitudes towards family violence had changed.

The TV ads have had an impact. Family violence awareness is out there now and people are being influenced by the TV adverts, in particular the 'It's not OK' adverts, seeking help and speaking up. (Member of the public)

Everyone I talk to knows about the ['It's not OK'] TV ads. (Member of the public)

The Campaign messages have absolutely had traction and the ads seem to be working. (Service provider)

Members of the public were more likely than service providers or users to attribute the increased awareness of family violence to the mass media advertising.

The ad campaign is the biggest influencer. (Member of the public)

The Campaign is lifting the profile of family violence. (Member of the public)

The Campaign is providing social pressure. (Member of the public)

Those with in-depth knowledge of family violence, either as providers or service users, were more likely to identify community action or local tragedies as being influential on changes in community awareness, attitudes and actions to family violence.

## **TALKING**

Over half of the intercept interviewees felt there was more community discussion about family violence compared with 18 months previously. Many said they had had at least one conversation about family violence over this period, and a number had had several conversations. Although people indicated other things had contributed to the increase in discussion and awareness, they thought the Campaign advertisements were the main trigger for the increase.

People are saying 'let someone know, don't keep it a secret'.

Workmates are talking about it.

The community is talking more about hitting kids.

Several people interviewed for the research commented that a strength of the Campaign is it not only makes it okay to talk about family violence, it gives people the language to do so.

## **ATTITUDES**

There was evidence that attitudes among many people in the community have shifted towards recognising family violence as a community rather than private issue. Members of the public and service users who were interviewed in depth reflected that when they were younger it was very much 'behind closed doors', and an issue a family dealt with privately. Because of the increased publicity and growing intolerance of violence, especially against children, it was now being regarded as more of a community issue.

If the Campaign was designed to only to prevent it happening it was probably off the mark.

If it was designed to produce a huge new volume of awareness and get some sort of social change going on, then it has been successful. (Service provider)

Between a quarter and a half of the intercept interviewees in each community said they were thinking differently about family violence, compared with 18 months previously. Many others indicated they were already aware of the issues before the mass media campaign began. Respondents felt the main influences on their thinking about family violence were friends and family/whānau, then the Campaign.

Some service users expressed relief that the Campaign is influencing public attitudes in such a way that family violence is no longer seen as a private matter; victims can ask for help and neighbours and friends are more likely to feel they can intervene if they are concerned for someone. Communities are moving towards seeing family violence as their issue.

I think the 'It's not OK' Campaign helped people realise that there are services they can go to for help. It's not hidden. It's out in view now. (Service user)

Now I say to a girl on our street 'Are you OK?', because she's got a few problems. (Service user)

## **MOTIVATIONS**

Members of the public and service users reported being strongly influenced by realising the impact that violence has on children and understood the need for change in order to prevent violence recurring in the next generation.

For many service users, the impact of the violence on their children was a prime motivator for seeking help. Some women said it took a while to realise the long-term impact the violence had on children, including the effect of psychological violence.

All I want is it to be finished. I can block a lot of it out but my kids can't. You don't actually realise the impact it has on the kids until they start talking to you about it all. (Service user)

Service providers also identified the desire to change for the sake of children as a prime motivator for people seeking help.

People are learning that conflict is not good for their children. The amount of referrals we have had for children in that situation is incredible. Parents will ring up and say 'My child is not coping in this situation and we need help'. (Service provider)

Service users spoke of the support they had received from family violence services that had strengthened their motivation for change.

It's not just programmes [at the Women's Refuge] – you get love. They are my family. The staff have got the biggest heart – you just feel it. They're my whānau now. The programmes are good for women and children – they help. (Service user)

I had to find different ways of doing things but I didn't know how – so they gave me ideas and I put them into my way of doing it. There need to be a number of options for people, not just telling us how to do it. (Service user)

The motivation of ensuring family/whānau wellbeing was also mentioned.

Family violence is not acceptable and we shouldn't be doing things that hurt other people and their whānau. Things like whānaungatanga and manaakitanga, those are things that are positive. (Service user)

## **ACTIONS**

Since the launch of the Campaign (September 2007), up to a quarter of respondents reported they had done something about trying to stop some aspect of family violence they were concerned about, and about half of those said that the Campaign advertising was an influential factor in their decision to take action.

Some service users and others who had experience of family violence reported that the Campaign had not been the trigger for them to take action against the violence (many had done so prior to the Campaign), but it had given them the confidence they were on the right track and that calling a halt to the violence was the right thing to do.

The family violence advertising is a great idea, as it helps me reinforce my belief in myself and that what I am doing is right – not only for me but my children. (Service user)

Some perpetrators said the Campaign had directly influenced their behaviour.

The ads make me stop and think about my actions, to think about what I am doing. I talk about it now instead of punching. (Service user)

Others thought the Campaign would have made a difference to them had it been run while they were still in a violent relationship.

If the Campaign was around when I was in a violent situation - then definitely I wouldn't have ended up in a violent relationship. (Service user)

Service providers in all communities noted an increase in demand for their services. They attributed this mainly to the profile given to family violence through the mass media television campaign. The increase in demand suggests people were prompted or encouraged to take action by what they saw or what others said to them. Providers also reported people seeking help with family violence issues earlier than they had before the Campaign.

After the local incidents in 2006 I was absolutely flabbergasted at the number of people who were coming in and said they knew someone who needed help. Then, after the Campaign was launched, there were several times I had feedback from people who had taken account of what the Campaign was saying and they realised it was okay to ask for help and that was why they were here. (Service provider)

More clients are coming in. I am presuming it's because of the ads. (Service provider)

Clients talk about the ads. (Service provider)

Service providers in all communities reported increased collaboration as they endeavoured to meet the growth in demand for services, and for a wider range of services.

## UNFORESEEN IMPACTS

The Community Study identified a few unforeseen impacts of the Campaign.

In the view of service providers, the increased demand for family violence services thought to have resulted from the Campaign had not been adequately anticipated or resourced.

There was confusion between the Ministry of Social Development's Campaign Response Fund and the Community Action Fund,<sup>1</sup> with some providers reporting difficulties in understanding how and when to apply for funding.

While the Campaign had done well in raising awareness of family violence and encouraging discussion and action, providers and others believed that people still do not know where and how to get help with family violence issues. There was concern the Campaign may have raised expectations that help was at hand without being clear enough about how to access that help. It is apparent from the Community Study that the 0800 number and website are not well known or widely used; this was noted by all participant groups.

## HOW COMMUNITIES SUPPORT THE CAMPAIGN

In all communities, the impact of the mass media component of the Campaign could not be completely distinguished from community action and other prevention activities. This was widely seen to be a strength in that the Campaign built on what was already in place and its impact was sustained beyond the mass media campaign by family violence networks and services.

But I do think the local stuff and workers who are really proactive also have helped because it's in your face, people see them and people associate agencies with these resources.  
(Service provider)

Service providers reported the Campaign was most successful in reducing family violence where there was a prompt and effective response to those seeking help for family violence issues, however, for this to continue, adequate resourcing will be required. As well as core funding, providers valued access to funds for one-off projects that targeted particular communities or aspects of the family violence issue.

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<sup>1</sup> The Campaign Response Fund was a fund (in two rounds) to support organisations experiencing a significant increase in referrals due to the Campaign. It was available at the beginning of the Campaign for **service provision**. The Campaign Response Fund was not part of the Campaign itself but administered by Ministry of Social Development.

The Community Action Fund is part of the Campaign. It funds community action/family violence **prevention** projects. The purpose of the Community Action Fund is to:

- ensure the objectives and messages of the national campaign are echoed, made relevant and acted on in local communities
- build community ownership of and commitment to the prevention of family violence and support local change
- encourage community organisations to work collaboratively to prevent family violence.

All the communities had active family violence networks. Service providers believed that collaboration and co-ordination between providers and others, such as local councils and government agencies, enabled the most effective response to family violence issues. Effective information sharing and collaboration aligned efforts and energies, identified gaps in services, reduced duplication and encouraged professional development and training. Strong provider networks also positioned communities to be able to respond to government policy and initiatives in the family violence area.

## **HOW THE CAMPAIGN SUPPORTS COMMUNITIES**

Providers recognised that the Campaign has strengthened family violence prevention efforts, as well as the networks.

In this community, because everyone networks so well and the information is shared around the different agencies – I really think there is a message that is getting through to the general population and through the Campaign as well. The Campaign has given the issue more recognition, that has given [the network] more power. (Service provider)

We think the local Campaign has had more impact than the national one – but the national Campaign has certainly backed up the local one. (Service provider)

The Campaign provided a context and language that local media could use. An important aspect of the family violence prevention response in some communities was the local media keeping the profile of family violence high and promoting options for accessing help. Sadly, media involvement was often promoted by local, tragic family-violence situations. In those communities where local media were actively contributing, members of the public identified them as a source of messages about family violence.

The strongest player in all of this has been the [local paper]. They kept the kaupapa alive, they covered it a responsible way without sensationalising and they provided resources for our group to come together and a forum for the community to dialogue with itself. (Service provider)

Service users focused on the importance of services being available to those who need help with family violence issues. They were strongly of the view that the Campaign could make a powerful contribution in alerting people on where to go for help.

As well as supporting victims and perpetrators to take action, the Campaign was also attributed with galvanising the support of family/whānau, friends and neighbours by promoting the 'It's not OK' message, encouraging people to make family violence their business, and legitimising taking action if people were concerned about someone's safety.

## **BARRIERS TO THE CAMPAIGN**

Service providers reported a few significant barriers as having a maximum impact on the Campaign. Primarily, their concern was that the Campaign had increased the demand for services in a way that had not been anticipated and for which providers were not prepared or resourced. They felt a campaign that encouraged people to take action and seek help was somewhat weakened if the help people needed was not available and readily accessible. The cost of services came as a surprise to some people who were motivated to seek help.

Additionally, providers noted a shortage in services equipped to address the issues of children growing up in, and young people emerging from, violent situations. Ethnically diverse communities spoke of the need for services that could respond to different cultures, because reducing family violence effectively requires an understanding of how such violence is perceived, triggered and addressed within each culture.

Providers reported they would have appreciated further preparation for the impact the Campaign would have on them. Those who had accessed media training found it valuable but, for several reasons, many had not been able to take up the training when it was offered.

Cynicism among people who had been working in the family violence area for some time was identified as a barrier to the impact of the Campaign in at least two of the communities.

Service providers believed the Campaign would be less likely to have an impact where victims of violence are socially or geographically isolated, where victims do not know where to go for help, where family violence is one issue among many others (particularly alcohol and drugs) and where a lack of understanding remains about what is and isn't okay.

## **FURTHER DEVELOPMENT**

The Community Study sought suggestions for the future development of the Campaign. Ideas included ways to strengthen the television advertising component of the Campaign, ways to support providers in delivering services to address family violence and ideas for other ways communities could strengthen their response to family violence.

### **MASS MEDIA**

There was strong support for the mass media campaign to be continued. While it was seen to have had a great effect, there was a clear sense of further need and building on what has been achieved.

#### **Increased diversity**

The most frequently expressed suggestion in all communities was that there was a greater range of people and situations used in the television advertisements. Interviewees wanted to see and hear the stories of women and young people, of victims as well as perpetrators, of older people and from ethnicities other than Māori and Pacific peoples.

### **What is okay?**

The Campaign message of 'It's not OK' has reached people, but it leaves the question of 'what is okay? Participants felt further emphasis could be placed on positive ways of interacting and problem solving, to give alternatives to violence.

### **Keep it local**

The use of local people in local campaigns was strongly endorsed in the communities where this had been a feature. People respond powerfully to those they see as being part of their community and participants said this should be used as much as possible.

### **How to get help**

Further information on how to get help would be a good next step. Very few of those who participated in the Community Study recalled the 0800 number and website details.

### **Other perspectives**

Advertisements where partners and families are verifying that men have changed their behaviour would provide further credibility. It would also affirm the message that people really can change.

## **SERVICES**

The need for accessible local services is seen as paramount, and particularly challenging for rural communities. Providers reported that they are working in increasingly challenging circumstances with a growing demand for their services but no matching increase in resources. This was the situation for all providers, but those in the NGO sector appeared to be more affected than those in statutory agencies.

As well as increasing the capacity of existing family violence services, providers talked about the need for a wider range of services, including individual and group therapeutic services, services for men and specialised services for children. They also emphasised the need for preventative services, such as living without violence education programmes within schools, and parenting skills development.

## **COMMUNITIES**

Providers suggested that communities could address family violence more effectively if there were further informal opportunities for people to discuss relationship issues and to develop better communication, problem-solving and conflict-resolution skills, and if there were ways to make information available locally on where to get support for family violence issues.

# COMMUNITY SUMMARIES

## CHRISTCHURCH

### CONTEXT

Christchurch is the largest city in the South Island, with a population of 348,435, three-quarters of whom are Pākehā/NZ European. Māori and Asian peoples each make up almost 8 per cent of Christchurch's population and Pacific peoples 3 per cent (2006 Census). Socio-economically, Christchurch is mixed and includes communities ranging from poor to wealthy. There is a growing population of migrant and refugee people in Christchurch.

The Christchurch City Council has developed the Safer Christchurch Strategy, of which family violence is an important area of focus. Until recently, Safer Christchurch funded the Canterbury Abuse Intervention Project, a long-established network of government agencies and NGOs focused on preventing and reducing family violence.

Igniting Change – act to prevent family violence, a local social marketing campaign, was launched in September 2007 and is led by the Christchurch Women's Refuge with the support of the Council. Christchurch also has several small family violence prevention networks consisting of two or three NGOs working together, sometimes with a statutory agency, and co-operating to provide a holistic approach for clients.

### IMPACT OF THE CAMPAIGN ON THE PUBLIC

When asked what they had seen or heard about family violence over the past 18 months, 88 per cent of participants recalled the Campaign advertisements. The two most frequently recalled advertisements in Christchurch were those with Vic Tamati (72%) and George Ashby (64%).

The message most frequently recalled from the advertisements was 'It's not OK' (74%). Other messages Christchurch people remembered were 'seek help' (62%), and 'men can change their violent behaviour' (60%). The latter is a key Campaign message and was not recalled as often by those in other communities.

In Christchurch, 62 per cent of survey participants thought the community was more aware of family violence than 18 months previously. Nearly the same proportion (64%) noted an increase in talk about family violence. Just over a third of participants thought the Campaign advertisements were the reason for the increased awareness and discussion in the community, and most believed they were also responsible for the increased media coverage around family violence.

Nearly half of the intercept interviewees thought the community was doing more about family violence than 18 months before. The main reasons were thought to be greater awareness and knowledge, family violence being less acceptable and people thinking more about their wider community. A few participants thought that women would be more willing to report family violence than they would have before the Campaign.

Only a quarter (26%) of participants said they thought differently about family violence than they had 18 months previously. The main differences were related to having an increased awareness and understanding of family violence and to thinking about it more.

I now know more and challenge some of my beliefs.

The top three influences on participants' thinking about family violence were the television advertisements (32%), family (16%), and personal experience (self or other) (14%).

Fourteen per cent of participants said they had taken some kind of action about family violence since the launch of the campaign. Three people took action on their own behalf and four took action for friends and extended family members. Their actions included:

- contacting an organisation or community leader
- talking to family and friends
- seeking information
- other actions.

None of the members of the public interviewed on the street had contacted the 0800 number.

## **IMPACT ON SERVICE USERS**

The people interviewed who had experience of family violence often emphasised the importance of the support they received from family/whānau, friends, neighbours and community workers.

Service users reported it had taken a long time for them to seek help from either family/whānau, friends or agencies for the violence perpetrated by their partners. Some women talked about violence becoming so much a part of their life they were just trying to cope day to day. Most had been isolated from family/whānau and friends by their partners and found it difficult to tell anyone about their experience.

Many service users said the wellbeing of their children, and the realisation of the long-term impacts the violence was having on them, was a motivator for seeking help.

All I want is it to be finished. I can block a lot of it out but my kids can't. You don't actually realise the impact it has on the kids until they start talking to you about it all.

Then the next generation, which is me, doesn't like that kind of upbringing – the harshness, the coldness, the roughness in the family, so I teach my children something totally different.

Most service users had accessed services before the Campaign commenced, so it had not prompted any of them to seek help. While service users had got to the point of seeking help when they feared for their own safety or that of their children many did not know where to get it and were unaware of the extent of support that was available to them.

In Christchurch, as in other communities, while people picked up the 'It's not OK' message, many had not noticed the 0800 number and website in the television advertisements so were not accessing the support provided through these avenues as much as they could have been. One woman had taken note of the 'It's not OK' website advertised on the back of the bus, which she looked up for further information.

## **IMPACT ON SERVICE PROVIDERS**

Providers noted an increase in reporting and enquiries by family/whānau, friends and neighbours – indicating a move towards understanding family violence as a community issue rather than as a private matter.

Providers also indicated they were receiving more enquiries from perpetrators seeking help and advice than they had before the Campaign. All service providers noted an increase in service demand, which they attributed to several factors – including increased awareness and less tolerance of family violence due to the Campaign television advertisements and high-profile cases in the media.

Service providers thought collaboration in Christchurch had improved over the past five years and attributed this to a range of interagency initiatives. Several providers also noted that Police responsiveness to family violence had improved and collaboration was working well.

The creation of Family Safety Teams has brought a lot more collaboration between Police, us and Women's Refuge. We work together to provide intervention and support that is needed.

There had been a shift for some providers over the past 18 months towards a more holistic approach when working with families experiencing violence. Some providers noted that working collaboratively with other providers was a way of addressing the increased service demand and growing waiting lists. Working collaboratively allowed providers to share resources and cope better with higher workloads.

Other providers thought that policy and structural changes put into effect by government over the previous few years were having an impact on service providers and their users. Examples include the Child, Youth and Family permanency policy, strengthening of the Domestic Violence Act 1995 and the repeal of section 59 of the Crimes Act 1961.

Most service providers saw the Campaign as enhancing the work they were already doing.

## **SUMMARY**

Christchurch had recently launched a local social marketing campaign, *Igniting Change*. It was hard for some participants to distinguish the national mass media campaign from the local initiative (there was alignment in messaging and branding).

In Christchurch, the Campaign contributed towards a raised awareness of family violence and was successful in spreading the 'It's not OK' message. At a personal level, this appears to have led to an increase in people seeking help and advice for themselves or on behalf of others. At a community level, there appears to be a growing understanding that family violence is unacceptable and addressing it is a community responsibility.

The Campaign did not have a big impact on the service users interviewed in Christchurch. Most thought the Campaign had been effective in raising awareness, but their overriding concern was that the services required by those experiencing family violence needed to be strengthened.

Family violence service providers reported a significant increase in demand. Providers attributed this to the Campaign, along with changes in legislation and policy, and a marked increase in interagency collaboration and family violence prevention networks.

## **PORIRUA**

### **CONTEXT**

Porirua City has a population of 48,546, 65 per cent of whom identify as Pākehā/NZ European, 21 per cent as Māori, 27 per cent as Pacific peoples and five per cent as Asian (2006 Census).<sup>2</sup> Porirua has a mix of wealthier and much poorer areas, with 47 per cent of the population living in socio-economically advantaged communities, 43 per cent in disadvantaged communities and only nine per cent in middle-income communities (2006 Census). The poorer communities are concentrated in Porirua East, from which most family violence service providers operate.

The Porirua Community Family Violence Prevention Network started in 1999 and was designed to improve information sharing and collaboration among services addressing family violence. Over time, the Network has grown and has been significantly strengthened by the employment of a co-ordinator. The Network is currently a cornerstone of proactive, collaborative practice in Porirua.

As well as a strong family violence network, Porirua hosts many local family violence prevention initiatives, including Strong Pacific Families (SPF). SPF was originally set up by government in several communities across New Zealand. At the end of the project, the Porirua community took on SPF as their own and, with the support of funding from various sources, including the Community Action Fund, it is still going strong.

### **IMPACT ON THE PUBLIC**

When asked what they had heard about family violence in the past 18 months nearly 90 per cent of those interviewed mentioned the Campaign television advertisements, in particular those featuring Vic Tamati (60%) and George Ashby (40%).

The key messages taken from the advertisements were 'It's not OK' and 'seek help'. Other things that stood out for participants were the prevalence of family violence, the types of violence, the use of the message in the community, and the hope and choices available to those in violent situations.

About two-thirds of intercept interviewees felt there was more community discussion about family violence compared with 18 months before. About one-third of interviewees mentioned having had a conversation about family violence over this period, around one-fifth had discussed family violence once or twice in the past 18 months and one-tenth had discussed it more frequently than this during the same period.

Members of the public attributed the increased talk about family violence largely to the mass media campaign. Respondents felt the main influences on their own thinking about family violence were friends and family/whānau, then the Campaign.

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<sup>2</sup> Totals to more than 100 per cent because people can specify more than one ethnicity.

## **IMPACT ON SERVICE USERS**

The key themes that arose from the interviews with service users were:

- the Campaign affirms service users in their personal changes and in their willingness to talk about their experiences to help others
- the community is much less tolerant of family violence today compared with 10 to 20 years ago
- family violence is no longer seen as a private issue but a community responsibility.

Five of the six service users were willing to discuss family violence with close friends and family/whānau members and some were doing this already. These service users felt the Campaign had affirmed them in their personal changes and in their willingness to help stop violence through discussion with others.

Three of the six felt it was easier for them to discuss family violence with others because the Campaign had brought family violence into the open. People mentioned feeling more comfortable talking about family violence, because the advertising campaign had increased community awareness and challenged community acceptance of family violence.

A distinction made by service users and others is that family violence is not just physical violence. People generally are clear that violence is wrong and should not be tolerated, and that the purpose of the Campaign and other initiatives is to increase our understanding about the different types of violence, including psychological abuse.

There was a strong sense of being able to speak out against family violence among the service users and members of the public who were interviewed. People mentioned feeling less apprehensive, more empowered and able to talk to family/whānau and friends than before the Campaign. They felt there was a much better awareness in the community and less tolerance of violence than when they were children.

## **IMPACT ON SERVICE PROVIDERS**

The Family Violence Prevention Network in Porirua was a strong provider network before the Campaign and is considered to have been further strengthened by the Campaign activity. Providers in Porirua did not fully distinguish Campaign activity from other Network events and initiatives.

Service providers agreed that community awareness and understanding of family violence had increased and been maintained over the previous 18 months. This was attributed to Network training events and the work of the Te Rito co-ordinator, as well as to the Campaign. There is now:

- a realisation that family violence is not just physical violence
- a view that family violence is wrong and should not be tolerated
- a belief that family violence is a government priority.

Providers noted that while the community is generally talking about family violence more openly than before the Campaign, and the 'It's not OK' message is widely used, Māori and Pacific communities remain reluctant to talk openly about family violence, because, in these cultures, it is regarded as a private and embarrassing matter.

Service demand was a key concern for providers. Demand had increased since the Campaign started, putting a strain on services and those providing them.

Providers appreciated the media training offered early in the Campaign, saying it had allowed them to be more confident and proactive in their dealings with the news media. However, smaller organisations had found it difficult to free up staff to attend the training while still covering their day-to-day work.

Overall, providers thought services and outcomes for service users have improved because of enhanced collaboration and improved interagency support, relationships and trust amongst providers in Porirua. They felt that others have improved confidence in, and are more confident about, their work and the Campaign has served to help validate what they do and values them for doing it.

Community Action Fund events (for example, some White Ribbon day and Strong Pacific Families events) - which are funded by the Campaign – are popular in Porirua as they give the Campaign community relevance and increase the mandate for the work of community family violence providers.

## **SUMMARY**

Porirua has the Family Violence Prevention Network that provides strong leadership in family violence-related activities in the community. Providers believe that the Network has been strengthened by, and contributed to the success of, the Campaign.

The Campaign was considered to be a major contributor to an increase in community awareness and discussion about family violence. For the service users interviewed, the Campaign affirmed the personal changes they had made, and, in their experience, the community is much less tolerant of family violence today compared with 10 to 20 years previously. Service users and others spoke of feeling less apprehensive and more empowered to speak out against family violence to family/whānau and friends than before the Campaign.

Providers were unable to separate the impact of the Campaign from the development and initiatives of the Family Violence Prevention Network. Service demand was a key concern for providers, who said that demand for services had increased since the Campaign had begun, and this had put a lot of strain on services and those providing them.

Providers believed that services and outcomes for service users had improved in Porirua over the previous 18 months because of enhanced collaboration and improved interagency support, relationships and trust amongst providers. They reported that the Campaign has served to help validate what they do and values them for doing it.

## **TE TAIRAWHITI**

### **CONTEXT**

The overall Tairawhiti region has a population of 44,463, with 41,922 people living in Gisborne City itself. The population comprises 51 per cent Pākehā/NZ European, 44 per cent Māori, 3 per cent Pacific peoples and two per cent Asian (2006 Census). The district includes the small rural communities of Tolaga Bay (831 people), Tokomaru Bay (447), Ruatoria (753) and Te Karaka (546).

Te Tairawhiti is the most sparsely populated area of the North Island, with a population density of 5.5 people per square kilometre. In comparison, neighbouring regions Bay of Plenty and Hawke's Bay have 18 and 10 people per square kilometre, respectively. Te Tairawhiti is a poor community when compared with New Zealand as a whole. Almost half of the population lives in communities that are ranked among the poorest 20 per cent of communities in the country. Te Tairawhiti has the lowest number of telephone landlines per capita in New Zealand and one of the highest rates of Police-recorded family violence.

At the end of 2006, the Tairawhiti region was shocked by three tragic family violence incidents. Three men attempted to kill their partners – two succeeded – and all three men killed themselves at the same time. Two of these incidents occurred on the same day, about one month after the first event. These tragic events motivated many individuals and organisations in the community to take action and provoked a range of responses designed to prevent further family violence tragedy in the region.

Te Tairawhiti has a proactive family violence network - the Tairawhiti Abuse Intervention Network. A unique and positive feature of Te Tairawhiti is the way in which services work together and local media is involved in family violence prevention work. Once a week there is a page in the local paper detailing social services in the area, and the community radio station also raises the profile of family violence and gives information about services.

### **IMPACT ON THE PUBLIC**

Just over 80 per cent of the intercept interviewees had seen the Campaign television advertisements and 47 per cent had also heard radio advertisements about family violence over the past 18 months (radio advertisements are a local initiative). About half of those named the 'It's not OK' Campaign slogan spontaneously and a high proportion of others remembered the slogan when prompted. In contrast to other communities, the most frequently recalled advertisement was the one featuring George Ashby, with 63 per cent of participants mentioning it. Forty per cent of participants recalled Vic Tamati's advertisement.

Half of the respondents had noticed increased media coverage since the launch of the Campaign and 40 per cent had heard of the Tairawhiti Abuse Intervention Network. A quarter were also aware of other family violence-related initiatives, such as White Ribbon Day, new Police positions dedicated to family violence and Everyday Communities initiatives such as Children's Day.

Almost two-thirds of the intercept interviewees believed the community was talking more about family violence than 18 months previously.

People are saying 'let someone know, don't keep it a secret'.

The reason for increased awareness was attributed to:

- national media stories of extreme cases of family violence, particularly those involving children (59%)
- the national mass media television campaign (28%)
- Te Tairāwhiti partner murder-suicides in 2006 (19%)
- government action and new legislation (13%).

Half of those interviewed said they now thought differently about family violence than before the Campaign commenced.

I have more tools to deal with family violence now - and I sought personal counselling for myself.

Members of the public said that family violence is no longer a hidden issue - it is okay to talk about now. People are also more willing to call the Police and report incidents in their neighbourhoods. One participant had started taking responsibility for what is happening in their neighbourhood.

Now we know that when we ring Police it gets recorded, and we phone because we know if you can build up a case through the record of multiple call-outs then someone might be able to stop it. If it happens again we'll ring again, because we know eventually something will happen.

## **IMPACT ON SERVICE USERS**

All seven of the service users interviewed had been victims of family violence as either children or adults. Two of the seven were also perpetrators who had subsequently stopped their abusive behaviour. At least three of the interviewees still faced significant family violence issues.

Three weeks ago my ex-partner was strung out on P and came over and stuck a knife to my throat. My 12-year-old-son had a piece of wood in one hand and a phone in the other. He said to his siblings 'What am I going to do?' After 10 seconds they said he had to ring the cops - he couldn't hit Dad.

Most of the interviewees had experienced violence within their immediate families as children, along with traumatic experiences of rejection (such as being dropped off by their mother at Social Welfare because the child reminded the mother of the child's father).

Most had exposure to gangs in their teenage years; some had partners in a gang and others had family/whānau or neighbours connected to a gang.

Service users were unanimous in their support for the Campaign, and the advertisements in particular.

If the campaign was around when I was in a violent situation – then definitely I wouldn't have ended up in a violent relationship.

It's like the whole nation knows because it's out there – back in my day it was only talked about in places like [the Women's] Refuge – it's taken a long time to get to where we are today. It's more 'out there' than ever before.

I have two friends through [the Women's] Refuge and they have done the 360 degree change. Those ads got to them. I was talking to one of them and I asked, 'How did you realise you were wrong?' and he goes, 'Well, it wasn't her going to [the Women's] Refuge, it was watching on TV, the old Māori man saying the first thing he had to do was apologise to his kids.' And that's when he came to [the Women's] Refuge with her to ask how he could go about helping himself to help his kids and his Mrs, so they wouldn't have to go back into a [Women's] Refuge. He'd done a total 360 and he's got a job now and he's happy. I'd never seen them happy before.

## **IMPACT ON SERVICE PROVIDERS**

Providers believed the three murder-suicides at the end of 2006 had a huge effect on the local community and its awareness, thinking and action about family violence. This had been a major driver for change, leading to the establishment of Tairāwhiti Men Against Violence.

There wasn't any particular policy or legislation happening around that time that we were aware of. In some ways, the launch of the Campaign was good timing coming straight after the local tragedies.

Two of us took the initiative to organise a coordinated response to the tragedies and organised a public meeting for men. We thought, 'Let's do it and let's see what happens'. We didn't have an agenda but there was a lot of passion in the room with 40-odd guys – we wanted to change the world.

The local newspaper, the *Gisborne Herald*, was also influential - ensuring that what had happened stayed in the forefront of people's minds.

The strongest player in all of this has been the *Gisborne Herald*. They kept the kaupapa alive, they covered it in a responsible way without sensationalising and they provided resources for our group to come together and a forum for the community to dialogue with itself.

The *Gisborne Herald* had not demonstrated any particular interest in family violence before the incidents, but has since taken a stand on the issue, something that providers say is a key factor in raising the awareness of the community and keeping momentum alive.

Our attitude before the 2006 incidents was 'another day, another assault' but after we saw the tragic results of family violence, we made a decision and a concerted effort to take a stand on the issue. (*Gisborne Herald*)

Service providers in Te Tairāwhiti generally believe the Campaign is making a positive impact on their community. However, they are of the view that deeper work, to change entrenched behaviour, needs to be done at the community level. While providers have said the Campaign supports what they are doing, they believe local initiatives, some of which are funded by the Campaign, have had a stronger impact in their community than the national mass media campaign.

We think the local campaign has had more impact than the national one – but the national Campaign has certainly backed up the local one.

Providers reported an increase in talk and help-seeking around the time of the Campaign and after the murder-suicide incidents.

The biggest single influence on family violence was the local incidents, but the next biggest influence was the national Campaign. I have heard people say 'It's not OK' and they are people way outside these circles. So the message is out there - even my daughters talk about it.

In Te Tairāwhiti, providers were also feeling the strain of demand for their services.

Some agencies don't come to the collaborative case management meetings because they just can't take any more clients.

Providers noted all initiatives need to be well resourced, but that this is not currently the case for local campaigns. In efforts to use any funds wisely, NGOs are prioritising counselling over other services for those experiencing violence in the home.

Several providers commented on the improvement in Police responses to family violence - particularly in terms of the timeliness and quality of report writing and providing information to victims' lawyers.

## **SUMMARY**

Te Tairāwhiti was rocked by three family violence murder-suicides within a month at the end of 2006. This galvanised the community into action and, with the support of the Tairāwhiti Abuse Intervention Network, Te Tairāwhiti Men Against Violence was formed. The two groups have organised a range of community awareness-raising events and developed strong relationships with supportive local media. The extent of activity around family violence over the Campaign period makes it difficult to distinguish the impact of the Campaign from that of local activity.

Members of the public in Te Tairāwhiti were well aware of the national mass media campaign and familiar with its messages at the time of the survey. Many people reported the community was talking more about family violence and that attitudes had changed - there was much less acceptance of violence than before the Campaign. Service users interviewed were supportive of the Campaign and, although it had not been the trigger for them to seek help, they firmly believed it would have supported them to address the violence in their lives earlier had it been around when they needed it. Providers endorsed the Campaign and considered it one influence, among others, on the change in the way family violence is now viewed in Te Tairāwhiti.

## **WAITAKERE**

### **CONTEXT**

Waitakere City is New Zealand's fifth largest city, with an annual growth of around two per cent. At the time of the 2006 Census, the population in Waitakere was 186,444. Waitakere has a young demographic profile, with a quarter of the population being under the age of 15 and a third under the age of 20. Waitakere City has a diverse ethnic makeup, with 59 per cent of people identifying as Pākehā/NZ European, 13 per cent as Māori, 15 per cent as Pacific peoples and 16 per cent as Asian (2006 Census). Waitakere is also an immigrant community, with 34 per cent of its population having been born overseas.

A Mayoral Taskforce on Family Violence, jointly chaired by Waitakere Mayor Bob Harvey and co-leader of the Māori Party Dr Pita Sharples, was launched in Waitakere around the time the mass media television campaign commenced. The Mayoral Taskforce initiated a local campaign, supported as part of the Campaign's local government strategy. The local campaign uses billboards and newspaper advertisements featuring local television and sporting personalities along with national Campaign messages and branding. Waitakere City Council has also established two family violence call to action programmes as part of the Waitakere Wellbeing Collaboration project. Waitakere has a range of smaller networks working co-operatively to provide a holistic approach for clients. As with Christchurch, these networks consist of two or three NGOs working together, sometimes with a statutory organisation.

Waitakere is one of four pilot sites in which family violence cases are held on a specific day in the courts. The Family Violence Court in Waitakere has recently been evaluated.

The researchers in Waitakere came from a kaupapa Māori background and at an early meeting it was agreed they could adapt the way they conducted the intercept interviews, incorporating a whanaungatanga approach.

### **IMPACT ON THE PUBLIC**

Participants affirmed that the mass media television campaign has increased their awareness of family violence, along with other topical media items, including the Tony Veitch story, which was covered both on television and in local and national newspapers. Eighty-six per cent of those interviewed believed the community was more aware of family violence at the time of interview than they were 18 months before.

More Kōrero – more people saying 'It's not OK'.

The local campaign billboards were the form of media most often recalled by respondents after the Campaign television advertisements, which, as in other communities, were strongly recalled by members of the public.

The 'It's not OK' slogan was recalled by a high proportion of participants, and nearly 40 per cent said they were using the slogan. However, many had missed the 0800 number and website details also included in the advertisements.

Over half of those interviewed in Waitakere thought the community was talking about family violence more than before the Campaign, and attributed this to the television advertisements as well as to news media coverage. Thirty-eight per cent of people believed the Campaign had helped to get family violence out in the open, making it a more acceptable topic to discuss and providing the language to use when talking about it.

Just over a third of intercept interviewees had taken some kind of action on family violence in the 18 months prior to the interview (with just under two-thirds not taking any action). About half of all participants in the intercept interviews did not know where to get help if they were in a family violence situation or worried about family violence (such as calling the 0800 helpline or making contact with another organisation, professional or community leader).

When asked about what or who had influenced their thinking, talking or action around family violence, the responses were as follows:

- 31% had been influenced by their own experiences or those of others
- 29% were influenced by family/whānau
- 18% were influenced by friends
- 16% were influenced by the Campaign
- 6% were influenced by other sources.

A much higher proportion of participants said they were thinking and talking more about family violence than those who said they had taken any action.

## **IMPACT ON SERVICE USERS**

All service users were aware of the Campaign and recalled the advertisements without prompting.

I think the campaign has worked because it is straight up. If it's not directly impacting on the person who is abusing others, then it impacts on their friends. Their friends and family see it and so that is a way of getting the message across.

Service users interviewed for the Community Study had already made a choice to change before the Campaign started, however, many felt the Campaign advertisements had affirmed their choices and the actions they were taking.

... Change came because I did not want to live like that anymore ... I became aware that I did not have to live like that ... I wanted a better life for my son than the one we were living ...

My mother and step-Dad have always been there, wanting me to have a better life. The family violence advertising came after I made my first move, but it's good to see it out there.

Service users spoke extensively to the research team about their stories, including the key motivators for their decisions to change. Most said that wanting a better life for their children was what motivated them to change, as well as wanting to honour relationships with family/whānau.

I hated living like that, the violence, just wanted it to stop. My Dad was not as bad as J and I did not want D to grow up with a father who behaved so badly. I saw the look on D's face when he witnessed the last fight ... that broke my heart ... I remembered how I felt as a child.

## **IMPACT ON SERVICE PROVIDERS**

Of the service providers interviewed, all said the Campaign had increased community awareness around family violence. Many felt the ground had been prepared because of the repeal of section 59 of the Crimes Act 1961, which had raised community awareness of family violence as an issue. While providers thought community awareness of family violence had increased prior to the Campaign, they believed the Campaign had helped take it to the next stage of discussion and, in some cases, action.

... I think the community was doing a lot, there was a lot of press - there was a lot of publicity around domestic violence and society was already getting on a bit of a roll about it not [being] acceptable ... But this Campaign kicked the whole awareness thing in the arse and gave it a good surge...

Providers agreed the publicity had been good for the anti-violence message in Waitakere, but thought further work was needed to enhance and refine the Campaign messages.

It's OK for men to smack [the] shit out of men on the sports field and you're a bloody hero. There's still that in our culture and that sucks. The media very much sensationalise that type of boxing, David Tua and all that - you know - and people love it. So are we, saying 'it's not OK for men to hit women and it is OK for men to hit men?' To me, I thought we were saying 'violence is not OK' ... so there's a mixed message there. On one hand you're saying 'don't do it' and on the other 'don't not'.

Providers thought there was already a lot of good work happening in Waitakere in the family violence area, and while the Campaign helped to push things along, it was not necessarily the main driver for change.

... 'It's not OK' is something that gives you more momentum and motivation to do something, that we thought would work and it does, it reaches out to a lot of the population who might not otherwise take any interest.

Most providers agreed the Campaign has a really simple message, and the Campaign resources are very useful. Providers regularly use the hard copy resources with their clients. A provider focus group:

- liked the fact there were men giving very strong messages to men, and deemed this an appropriate and much needed shift
- liked the cross-cultural aspect of the Campaign
- thought the posters were very clear and the pamphlets of good value
- said the Campaign had no effect on their work, other than contributing promotional material to resources they already had (although they did cite increased service demand as an issue)
- felt the Campaign was speaking directly to the men/abusers.

Almost all providers talked about the increase in service demand, which had grown steadily over the past 18 months, and some expressed concerns about being able to cope with the demand without further resourcing. They would like to see the need for additional funding addressed.

Providers also spoke of the work they would like to do within their organisations to meet the increased demand for their services, much of it based around preventative and bicultural work.

We're developing more and more along the prevention continuum, rather than the normal day where the guys we've got are already in trouble for family violence. We'd like to do some more work on the preventative side, so that's what our focus will be in the next year or two.

The need for collaboration was a strong theme with all providers, with some wanting to work more closely with other agencies than they feel able to at present. Providers thought the Ministry of Social Development's Te Rito family violence prevention strategy had set the stage for collaboration, but had been 'diluted' in Waitakere.

A recurring theme from providers in Waitakere was the lack of preparation for the impact of the Campaign prior to it starting. Some providers said they would have liked to have been consulted during the Campaign's development and had an opportunity to better prepare for the increased service demand and other effects of the Campaign. Providers also stressed that the Campaign needs to be viewed within the context of what else has been happening in the community around family violence prevention.

## **SUMMARY**

As with other communities, the public interviews in Waitakere revealed a high level of awareness of the mass media campaign and a strong retention of key messages. Although most reported that the Campaign had not caused them to think differently about family violence, more people in Waitakere than in the other communities said they had taken action in relation to family violence in the previous 18 months.

Service users and others who had experience of family violence reported that, although many of them had taken action against the violence prior to the Campaign, it had affirmed they were on the correct track and their decision to call a halt to the violence was right.

Service providers said the ground had been prepared for the Campaign because of the repeal of section 59 of the Crimes Act 1961, which had raised community awareness of family violence. Providers thought the Campaign helped take the community beyond awareness to discussion and, in some cases, action, and providers had utilised campaign resources and messaging in their work. Almost all providers talked about the steady increase in service demand over the past 18 months, and expressed concerns about a lack of preparedness before the Campaign launch, as well as coping with increased demand without further resourcing.

## CONCLUSION

The findings of the Community Study suggest the Campaign for Action on Family Violence has been effective in raising community awareness and understanding of family violence, promoting discussion of the issues among family/whānau and friends, and prompting people to take action.

In each community, the Campaign – along with existing or campaign-supported community action - appears to be challenging community beliefs about family violence being a private matter and an individual responsibility. Participants clearly felt family violence is not okay, and turning a blind eye to it is no longer acceptable. The Campaign has expanded people's understanding of what constitutes family violence, and given them the language to talk about it.

There is evidence the Campaign has given people permission to intervene, such as through checking if people, whose safety they are concerned about, are okay, or seeking help or advice from a third party. Increased service demand in all four communities suggests the Campaign has also prompted people to seek help for their own or others' violence.

Those who have experienced family violence and sought help with it reported they have observed a change in the community's awareness of family violence. They said the Campaign affirmed their decision to seek help and, had it been around when they were immersed in violence, they believe it would have made it easier for them to seek help sooner.

Service providers welcome the additional attention the Campaign has brought to the issue of family violence and are keen to respond to those seeking help for themselves or others. However, providers are limited by their resource constraints and are anxious the Campaign does not create expectations of assistance that cannot be met.

The Community Study indicates there are opportunities to build on the early successes of the Campaign, which has increased awareness about, knowledge of and discussion around family violence, and prompted action. Suggestions for the future direction and development of the Campaign include: increasing the reach of the Campaign (including women's as well as men's stories, and a greater diversity of ages, cultures and perspectives); showing what is okay (positive, constructive alternatives to violence); better promotion of sources of information and help; and ensuring that sufficient, effective and accessible services are in place to respond to any increase in service demand.

# **APPENDICES**

## **1. DEMOGRAPHICS**

- Demographics of service user and public in-depth interview participants
- Demographics of intercept interview participants

## **2. ETHNIC AND SOCIO-ECONOMIC PROFILES**

- Ethnic composition across communities
- Socio-economic profile across communities

# APPENDIX 1 DEMOGRAPHICS

## DEMOGRAPHICS OF SERVICE USER AND PUBLIC IN-DEPTH INTERVIEW PARTICIPANTS

Community	Age	Gender	Ethnicity
<b>Waitakere</b>			
Service users	20-25 yrs: 1 25-30 yrs: 2 35-40 yrs: 1 40-45 yrs: 1	Female: 5	Pākehā/NZ European: 2 Samoan: 1 Māori: 2
Public in depth interviews	18-20 yrs: 1 20-25 yrs: 1 25-30 yrs: 1 30-35 yrs: 1 35-40 yrs: 1 40-45 yrs: 1	Female: 5 Male: 1	Samoan/Pākehā/ Māori: 1 Tuvalu: 1 Māori: 3 Korean: 1
<b>Porirua</b>			
Service users	25-29 yrs: 1 30-39 yrs: 4 40-49 yrs: 1	Female: 2 Male: 4	Pākehā/NZ European: 1 Samoan: 2 Māori: 3
Public in-depth interviews	18-24 yrs: 2 30-39 yrs: 2 40-49 yrs: 1 50-59 yrs: 1	Female: 3 Male: 3	Pākehā/NZ European: 1 Fijian: 1 Māori: 4
<b>Te Tairāwhiti</b>			
Service users	25-29 yrs: 1 30-39 yrs: 1 40-49 yrs: 3 50-59 yrs: 2	Female: 6 Male: 1	Pākehā/NZ European: 2 Māori: 5
General public	30-39 yrs: 2 40-49 yrs: 2 50-59 yrs: 2	Female: 3 Male: 3	Pākehā/NZ European: 1 Māori: 5
<b>Christchurch</b>			
Service users	30-39 yrs: 4 40-49 yrs: 2 50-59 yrs: 1	Female: 7	Pākehā/NZ European: 4 Māori: 3
General public	20-25 yrs: 1 25-30 yrs: 2 30-35 yrs: 1 40-49 yrs: 1	Female: 3 Male: 2	Pākehā/NZ European: 5

## DEMOGRAPHICS OF INTERCEPT INTERVIEW PARTICIPANTS

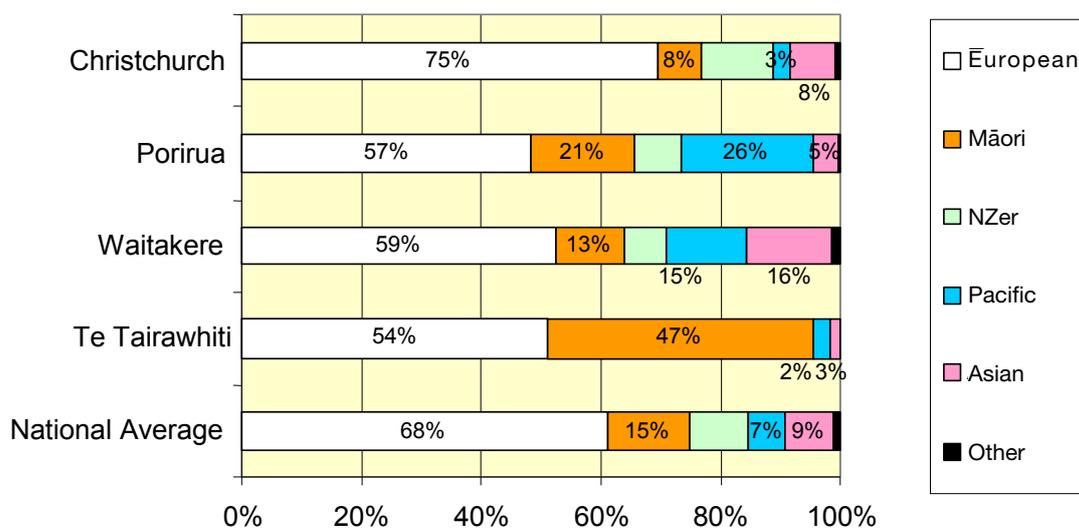
Demographic	Group	Number
Gender	Male	109
	Female	115
	Not recorded	9
TOTAL		233
Age	18-24 years	33
	25-29 years	25
	30-39 years	52
	40-49 years	45
	50-59 years	40
	60-69 years	16
	70+	13
	Not given	9
Ethnicity	New Zealand Māori	77
	Cook Island Māori	5
	Pacific Island	28
	Asian	7
	Pākehā/NZ European	62
	New Zealander	40
	Other/not specified	14

## APPENDIX 2 ETHNIC AND SOCIO-ECONOMIC PROFILES

### ETHNIC COMPOSITION ACROSS COMMUNITIES

Figure 1 shows the ethnic make up of each of the four communities selected for the Community Study, and how they compare with the overall composition of New Zealand. With the exception of Christchurch, the communities all have a higher representation of non-European cultures. Almost half of the Te Tairāwhiti (Gisborne) population is Māori and more than a quarter of those living in Porirua are Pacific peoples. Waitakere is the most multi-cultural of the four communities, comprising 13 per cent Māori, 15 per cent Pacific peoples and 16 per cent Asian peoples. These figures are based on the 2006 Census of Population and Dwellings, Statistics New Zealand.

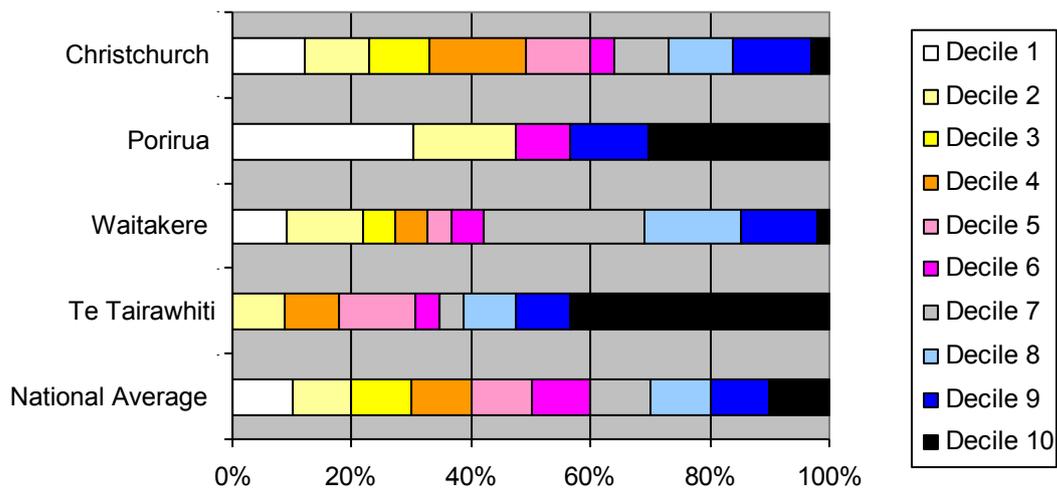
**Figure 1: Ethnic composition across communities, 2006 Census of Population and Dwellings, Statistics New Zealand**



## SOCIO-ECONOMIC PROFILE ACROSS COMMUNITIES

The population of Christchurch is the most evenly distributed across the socio-economic spectrum. Porirua has an unusual bi-modal distribution, with 90 per cent of its population split between the poorest and wealthiest communities. Waitakere has a smaller proportion at each end of the socio-economic scale, with most of the community in between. Over 40 per cent of the Tairawhiti population is in Decile 10, being at the poorest end of the scale (see Figure 2).

**Figure 2: Socio-economic profile across communities, 2006 Census of Population and Dwellings, Statistics New Zealand**



Please note, in Figure 2, Decile 1 represents those at the wealthiest end of the scale and Decile 10 those at the poorest.



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