



'It's not OK' Campaign Community Evaluation Project

CASE STUDY 2: GISBORNE

Gisborne has a longstanding commitment to violence prevention and intervention. Initially this arose in 1994 with the development of the Tairawhiti Abuse Intervention Network (TAIN). The Network was solidified with the advent of Te Rito funding, securing a coordinator, the implementation of the Family Violence Interagency Response System (FVIARS) and a case management response to family violence that has witnessed an integrated and committed response from a large number of statutory and community-based agencies. Importantly, participants traced the area's continued commitment to non-violence to a number of high profile family violence related incidents that shocked the community in 2006.

Rather than a community wide sense of ownership or a deep sense of community infiltration cited by the other participating case study cites, Gisborne participants described the Campaign as providing much needed resources and branding across the wider community.

With a focus on case management, the issue for our community is not that family violence is not OK, people now know it is not OK. That is why we have such high reporting. So the response of organisations is to deal with the volume of reports by focusing on interagency case management. So the Campaign has released them of that responsibility because they are doing a better job than we ever could with our individual budgets. (Gisborne, Social service provider #2)

Further, the Campaign was cited as providing a vital framework to guide and unify interagency responsiveness to family violence and underscored organisations' individual family responsiveness. In this sense, as the national Campaign grew in its impetus, agencies were forced to review their family violence responsiveness.

The Campaign marries up with our profession. It has forced our agencies to address family violence and formalise responses in policy, training and practice. (Gisborne, Social service provider #1)

'It's not OK' is pervasive. The resources, the thinking, the language is integrated into everything that we do. (Gisborne, Social service provider #2)

On one level, because of a focus on interagency case management the same level of community-wide Campaign responsiveness was not greatly evident in Gisborne.

We have concentrated so much on case management that our grassroots connection has waned. (Gisborne, Social service provider #1)

I've notice that case management has become a primary focus and networking has taken a back step. (Gisborne, Social service provider #2)

Rather, participants drew attention to the shared understandings surrounding non-violence as a 'huge' success as it meant they were positioned to better engage with individuals, families and community members. The Campaign was described as providing a foundation upon which social service providers could build their interactions with clients, family / whānau and / or community members. Because the Campaign had led to a community understanding of family violence, providers reported no longer needing to educate people about core family violence concepts and, as a result, were better positioned to respond to individual and family needs. Importantly, participants stressed that without the Campaign's existence, their work in the non-violence arena would have been greatly hindered.

The Campaign slogans are so well known within the community that saying something like 'It's not OK' is a great precursor to starting a discussion about family violence or abuse in general. (Gisborne, Social service provider #2)

It should, however, be noted that, in comparison to other case study sites no community wide Campaign was carried out in Gisborne. Rather, the various initiatives can be appreciated as discrete projects that occurred outside of an overarching strategy.

INTERVENTIONS

The following specific Campaign related interventions were developed and implemented in the community.

KEY INTERVENTIONS

Awareness raising – resources, whistles, newspaper advertising, editorials, radio advertising, the use of social media, posters, balloons, sports logos and events (e.g. Pacific Island Day). Importantly the resources were viewed as indispensable. In particular, localised resources were highly valued.

The pictures of different people in the Campaign normalises violence and says that everyone is subject to family violence. (Gisborne, Social service provider #1)

Community workshops – a series of 'It's not OK' workshops were carried out to raise community awareness about family violence.

Sharing stories of change – Vic Tamati and Jude Simpson presented their stories as perpetrators and victims of family violence, respectively. These presentations were regarded as transformational, resulting in a variety of community members identifying with the presenters and seeking assistance, as well as providing a basis to launch the Loves-Me-Not school initiative.

Vic has been great in reaching our boys and men. He spoke at our 'Dad & Me' project. He engaged with the young people at school. His presentation has had a huge impact. (Gisborne, Tauawhi representative #1)

We had Jude Simpson here and we organised for 30 women who most frequently come to police attention to meet with Jude and listen to her story. (Gisborne, Police representative #1)

Loves-Me-Not – the Loves-Me-Not school-based programme was ran in the local high school. The programme focuses on healthy relationships as opposed to unhealthy or controlling ones. The programme is delivered to year 12 students by three facilitators trained by the police. The facilitators comprise a teacher, a police officer and a representative of a non-governmental organisation working in the field of family violence prevention. Loves-Me-Not covers a full school day.

In May we ran the first Loves-Me-Not programme. The students were engaged and we got excellent feedback. It was a huge success. Three students came forward and disclosed. (Gisborne, Police representative #1)

IDENTIFIED IMPACTS

Participants unanimously agreed that awareness of family violence had greatly increased because of the Campaign and evidenced this with increased police reporting, a decreased threshold of reporting and an extension of those who report. Further, the Campaign was cited as providing a common language, at a community and provider level, which has proven invaluable when relating to individuals, families and clients.

1. Increased awareness

All participants asserted that the national 'It's not OK' Campaign has resulted in a high degree of awareness and knowledge of family violence.

Everyone is now seeing family violence as a huge issue. You can completely trace this awareness back to the 'It's not OK' Campaign. (Gisborne, Social service provider #1)

People are pretty much aware that family violence is not OK. (Gisborne, Social service provider #3)

Further, key Campaign messages were reported as having become entrenched. This was evidenced by the use of Campaign messages, as common vernacular, across multiple levels of the community. Multiple reports were provided of players, their families and children using the term 'It's not OK' in reference to violent and / or bullying behaviours.

You hear people repeating the slogan, 'It's not OK, but it's OK to ask for help'. (Gisborne, Social service provider #1)

People will say things about the 'It's not OK' advertisements. The Campaign slogans have become a catch phrase. People will say things in their conversations that shows that they know about the Campaign. (Gisborne, Social service provider #2)

The Campaign has got into people's language. It's really helped them internalise a complicated situation. (Gisborne, Social service provider #4)

Participants provided multiple references to an increased understanding of family violence and an increased incidence of children, families and social service providers engaging in family violence discussions. Importantly, increased knowledge and the perceived freedom to discuss family violence were linked directly to the national Campaign.

2. Community responsiveness and ownership

Across the case study sites, community responsiveness and ownership was as cited as a primary source of evidence that the Campaign has had a major community impact. Some indications of community responsiveness and ownership were identified. First, local businesses had supported the local Campaign by demonstrating a willingness to be associated with non-violence. Three posters were developed, one poster for each of the three businesses: “Seal the deal and stop the cycle” (Fulton Hogan), “Family violence goes against our grain” (Corson’s Grain) and “Our news can be hard hitting – we’re not” (Gisborne Herald). Next, local sports clubs were reported to have adapted codes of conduct to include violence free policies and develop sideline behaviour policies. Finally, a sense of community ownership was discussed in reference to a greater number of non-violence specialist agencies that had demonstrated an interest and commitment to the eradication of family violence.

We have been able to engage more people outside a network of agencies out there who do not work specifically in the family violence arena. (Gisborne, Social service provider #3)

3. Attitude change and increased prosocial behaviours

The national and local Campaigns were reported to have led to some changes in the wider community and some workplaces’ organisational culture.

Changes in wider community culture

The Campaign was discussed as having provided a vehicle for wide reaching attitude and behaviour change, and having led to changes in pervasive negative attitudes and family violence related behaviours in the community.

The ‘It’s not OK’ Campaign has reinforced the view that something needs to be done. It’s made ordinary people like me feel brave enough to tackle family violence in public meetings. (Gisborne, Social service provider #1)

Inspired to intervene

A small but growing movement of community-based family violence interventions were linked directly to the Campaign. Specifically, individuals discussed situations in which they or another party had intervened in family violence situations.

The ‘It’s not OK’ Campaign has given me strength in my community worker role. You know, I have taken the pledge and I take it very seriously and I will intervene. The Campaign has helped me and I have reported a number of incidents to the police. I find it amazing that kids know that I have reported their parents but they come back and talk to me the next day. (Gisborne, Tauawhi representative #4)

Changes to organisational culture

Significant shifts in organisational culture were reported by a number of participating organisations. While the Campaign may have lacked a shared community response to the eradication of family

violence, there was considerable evidence of individual agencies having been inspired by the Campaign and, as a consequence, developing tailored family violence strategies and responses. This is significant as many participants reported having felt isolated in their family violence-related work: having worked to combat family violence outside of the existence of specific family violence policies or procedures.

The Campaign has provided a focus that we didn't have before. When we looked at it we realised it fits so well. (Gisborne, Social service provider #1)

At the hospital, the CEO comes to the start of the family violence training. He stands and endorses the programme. (Gisborne, Social service provider #2)

The Campaign has supported our thinking and our roles. It validates our think and supports us. (Gisborne, Social service provider #3)

Other changes

It is noteworthy that in other case sites, indications of decreased antisocial behaviour were reported. In Gisborne, however, rather than a decrease in antisocial behaviour there were some indications of growing attitude and behaviour change were identified in regards to victims of family violence.

Jude Simpson's presentation had a huge impact on 30 women most frequently coming to police attention because of family violence. She had a massive impact on them. After talking to Jude they realised they had to face the problem and a lot of them took positive steps to change their situation. Many of these women's attitudes changed. (Gisborne, Police representative #1)

4. Statutory intervention

Police participants reported increased family violence notifications, lower thresholds for the reporting family violence related behaviours (an increase in minor offences being reported) and an increase in those coming forward with a first time notification. Further, an increase in strangers reporting a family violence incident was noted.

We have definitely seen an increase in family violence notifications but perhaps more significantly, the threshold for reporting has decreased. (Gisborne, Police representative #2)

Neighbours are ringing the police and reporting concern about their neighbours. And they are ringing earlier rather than later. (Gisborne, Social service provider #1)

CRITICAL SUCCESS FACTORS

Participants were asked to identify critical success factors integral to the local Campaign's success. The importance of the national Campaign and the role of community champions were identified as central to the local Campaign's success.

1. The national 'It's not OK' Campaign

Within a context of stretched resources, participants cited the national Campaign as a critical success factor.

The Campaign is the critical success factor. It has kept the awareness of family violence consistently in everyone's mind. (Gisborne, Social service provider #2)

2. Support provided by the national 'It's not OK' team

The national Campaign team was lauded for their provision of advice, support and financial assistance. Especially appreciated was the provision of strategic advice and focus the Campaign team brought to local initiatives. In addition, participants praised the Campaign for enabling responses to be locally developed.

The team has provided an inordinate amount of advice. They have run workshops here and have really held our hand by always being willing to either visit or provide advice by phone or email. (Gisborne, Social service provider #5)

Funding support for projects and funding for resourcing. The whole team has been here running workshops. (Gisborne, Social service provider #2)

The provision of 'It's not OK' Campaign resourcing was highly valued. While the funding was relatively small, it was greatly appreciated given the various agencies' low operational budgets and time it would have taken for resources to be developed locally. Participants stressed that the existence of non-violence resources had greatly enhanced their ability to respond to individual, family and community needs.

Funding of projects has been so helpful. Our budgets are so tight. (Gisborne, Social service provider #1)

I appreciate the tangible support like funding because they believe we will use it wisely. (Gisborne, Social service provider #3)

The awareness related activities would not have been possible without this funding. Participants acknowledged that, without funding, opportunities would have been lost to link local initiatives with the national 'It's not OK' Campaign branding. This would have severely hindered audience resonance and uptake. As such, the complementary national and local branding meant that a non-violence call to action occurred at a local level.

Linked to Campaign resourcing, the Campaign's provision of Vic Tamati provided community members with a human face. This contact was described as actualising non-violence messages that, until Vic's presentation, had generally been generally restricted to media, billboards and posters. Further, these connections were regarded as vital first step in attitude and behaviour change. Without this support, participants strongly believed the local Campaign would have faltered.

We were able to link the national Campaign with Vic's messaging and the guys off television. (Gisborne, Social service provider #2)

Outside of advice, support and financial assistance, the national 'It's not OK' team was greatly appreciated given that the long established non-violence network, while fully committed to the eradication of violence, was seen as responding to violence through case management and service delivery. This focus was described as providing little energy or time for family violence prevention activities. Within this context, the national 'It's not OK' team were described as leaders for change; inspiring prevention activities and providing support and strategic guidance.

Organisations are so stretched in terms of capacity and resources the Campaign has given them the ability to focus solely on intervention and know that they are providing awareness raising by constantly developing the message in a way that we never could. (Gisborne, Social service provider #1)

3. Champions

From the perspective of men who have been perpetrators of family violence, the role of community champions, such as Vic Tamati, was essential. It was hearing the accounts of former perpetrators that led to major attitudinal changes.

The biggest thing with the Campaign is the champions. The champions give people someone to look up to. Men can connect to someone who looks the same with the same upbringing. If someone is from the system then they aren't open to suggestions. (Gisborne, Tauawhi representative #2)

Hearing someone's story has switched the light on for a lot of our men. (Gisborne, Tauawhi representative #3)

BARRIERS TO ON-GOING SUCCESS

Lacking a dedicated person to drive the local Campaign was identified as a primary barrier to the Campaign's on-going success. This barrier can be understood within a pre-existing focus on family violence case management that has precluded a collective preventative response.

We haven't had a TAIN Coordinator who has been able to focus on the Campaign. Our previous coordinator was based in the police station. In hindsight this wasn't a good decision as he got involved in police issues. (Gisborne, Social service provider #1)

We haven't been proactive in the network because we have been really busy. (Gisborne, Social service provider #3)

We haven't had barriers from the community we just haven't been able to meet. (Gisborne, Social service provider #5)

A scarcity of adequate services was also raised. Importantly, participants acknowledged that the Campaign has resulted in increased awareness and referrals for support and intervention. However, an on-going dilemma has been a lack of adequate referral services.

The Campaign has raised awareness and encouraged people to ask for help but where can you go? (Gisborne, Social service provider #1)

A lack of services was discussed in terms of a lack of funded and sustainable men's programmes and a lack of comprehensive support for women. This was especially frustrating given increased family violence notifications have not coincided with increased service related funding.

Family violence reports have increased by fifty per cent but the amount of social service funding has remained stagnant. (Gisborne, Social service provider #3)

While Tauawhi Men's Centre was highly regarded, a lack of funding has meant that the Centre has not been able to develop an adequate service response. Further, significant concern was raised surrounding waiting times to access alcohol and other drug (AOD) related services.

There isn't a comprehensive support mechanism for women. (Gisborne, Social service provider #1)

There is a need for perpetrator focused programmes. If you do work with perpetrators you will remove the need. Court ordered counselling is about ticking the box. (Gisborne, Social service provider #4)

There are a lot of services in Gisborne but there is little quality service. The drill down, long-term programme is not there. (Gisborne, Social service provider #5)

There are very few services funded specifically for family violence. Services are funded only for a component but there is not a specialised wrap around service. (Social service provider #2)

There is a five to six week waiting list to get into an AOD [alcohol and other drug] programme. This is terrible. There is such a strong link between AOD and family violence. When someone realises they have an issue we need to be able to refer them for immediate help. A five or six week wait equates to a missed opportunity. (Gisborne, Social service provider #1)



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