

IT'S NOT OK - YEAR IN REVIEW



**FAMILY
VIOLENCE
IT'S NOT OK**



**TO ASK
FOR
HELP**

areyouok.org.nz
0800 456 450

2016 Highlights



COMMUNITY ACTION

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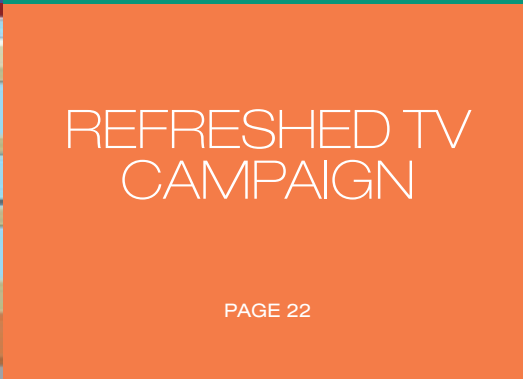
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Introduction

**It's not OK is a national campaign
to change New Zealanders' attitudes
and behaviours towards family violence.**

“

Our vision is a country where everyone knows what family violence is, how to recognise it and what they can do to prevent it.

”

The campaign uses a range of tactics to reach New Zealanders, including:

- » TV advertising
- » community campaigns
- » violence-free champions
- » news media
- » printed resources and merchandise
- » research and evaluation.

New Zealand has high rates of family violence. With one in three women experiencing physical and/or sexual violence from a partner in their lifetime we will all know someone who is affected.

This means we all have the opportunity to be part of stopping violence happening.

It's not OK works in partnership with communities of all kinds – including communities of interest, towns and cities, ethnic groups, workplaces, sports organisations and faith communities.

By mobilising these communities and supporting their work we are enabling all New Zealanders to be part of keeping people safe in their homes.

This Year in Review is a snapshot of our work in 2016.

2016 Summary



RECALL THE IT'S NOT
OK ADVERTISING.



of people who
saw the ads did
**something
as a result**

Facebook post reach of
5.79 million



**61% increase in
Facebook 'Likes'
to 20,923**



>100
**presentations
 & workshops**
 to build support for a violence-free NZ

93%
OF IT'S NOT
OK

partners say the campaign has
 increased their ability to address
 or prevent family violence
 (Campaign Partner Survey 2016)




About
100
 new people
 stood up to
 be champions
 in their
 communities



About **30** communities
 launched new projects

4,820 calls
 to the Family Violence
 Information Line in 2016
 more than 2x the total in 2015





Violence-Free Champions Highlights

The campaign has four violence free champions who share their personal stories of family violence and how it has impacted their lives.

All experienced violence at home as children. Jude Simpson became a victim in her adult relationships and the three men Jeremy Eparaima, Phil Paikea and Vic Tamati became perpetrators of violence towards their own partners and children.

Their stories are a critical part of the It's not OK work. They help people to understand the true impact of violence and the challenges and rewards of choosing a violence free life.

Their audiences are many and varied. We asked each speaker to share their highlights of 2016.



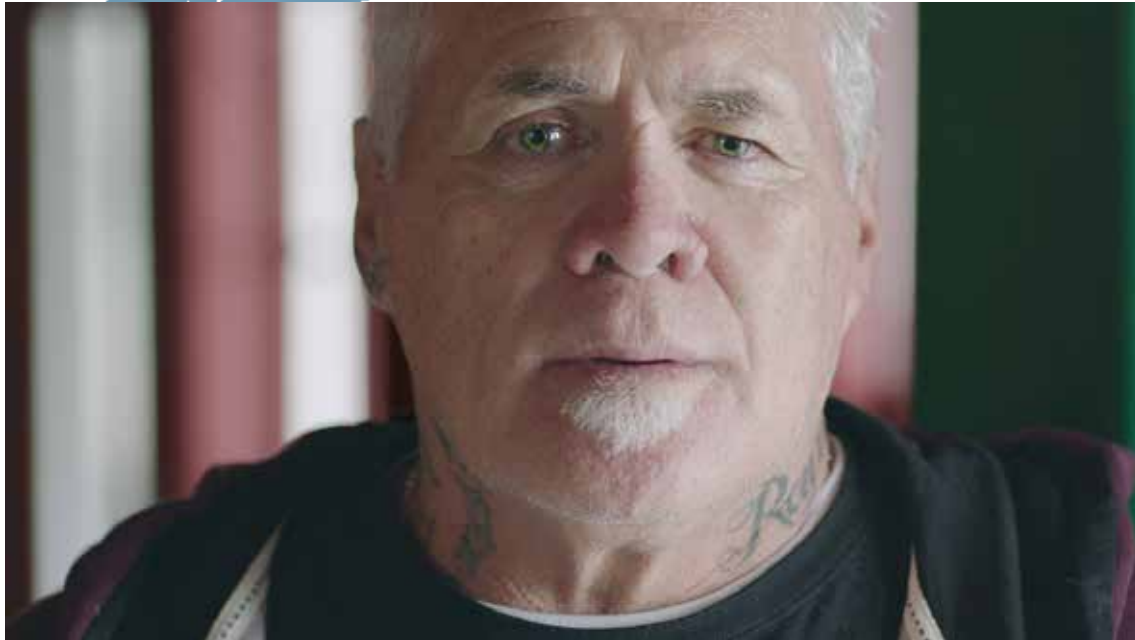
Jude Simpson

A highlight for me in 2016 was taking the It's not OK message into work environments and wrapping it up in education and training with Work and Income and Child Youth and Family staff. It has been so well received and has taken participants to another level of understanding of this major social issue. It's been absolutely heart-warming to see people inspired and motivated to do all they can to help those suffering at the hands of abusers – and also supporting and helping perpetrators to get the help they need. No perpetrators, no victims!



Jeremy Eparaima

When I'm talking to groups to give them an insight into the world of domestic violence and particularly men who are trapped in using violence, the highlight is always when – whatever size audience I'm talking to – I see the light go on for at least one of them. It helps them to start changes in their personal behaviour or helps those working to prevent violence to broaden their understanding of those whose lives have been entrenched in family violence.



Phil Paikea

The whole of 2016 was amazing, from the Call to Men hui to the community presentations, and not forgetting the many times I was able to help individuals and couples through Facebook and in person. I am absolutely encouraged and excited when men actually get it that their violence is not getting them anywhere – it may get them what they want, ‘total control and compliance through fear and intimidation’ momentarily, but at the cost of losing their family and freedom.



Vic Tamati

My highlights for 2016 were:

- » speaking to 2500 military personnel at the Linton and Burnham Military Camps
- » filming the refreshed It's not OK campaign ads
- » A Call to Men hui where men returned to their communities and established campaign projects and men's groups
- » presentations to ACC staff across the country
- » speaking and sharing with around 700 Counties Manukau Police staff.

Community Action

It's not OK supported community action in a range of different settings including towns and cities, sports clubs, workplaces, council housing and community centres.



The NZ Crime and Safety Survey 2014 showed that 76% of people affected by family violence seek help from people they know rather than services.

Community campaigns are very much a partnership where It's not OK provides funding and social change expertise but the strategy and delivery are owned and developed by the people from each community. In this way, each campaign is tailored to the community it belongs to. They are all different but can learn from and support each other.

The goal is for each of those communities to build a culture where violence is not tolerated and individuals are encouraged and able to get help early.

The following are some examples.



Campaign organisers feel that serious family violence incidents have reduced as people feel able to get help earlier.

Te Puke

The Te Puke community campaign is notable for its reach across all sectors of the town.

Businesses, faith communities, sports groups, politicians, health professionals, teachers, lawyers, musicians, iwi and everyday individuals have all participated in the campaign – giving it tremendous visibility across the community.

Champions range in age from 15 to 70.

It was launched in March 2016 with a march. One witness described how positively people responded to the event:

“People were asking ‘what’s this about?’ as the march wound through the town. When they found out, many decided to join in. Cars were driving past tooting their horns, people were cheering and one shop owner said he was going to shut up the shop and join in once he knew what it was about.

“The march concluded with a family fun day attended by around 1000 people.”

Te Puke followed the community champions campaign model developed by the national It’s not OK campaign, whereby everyday people from a community become ‘go to’ people for those affected by violence at home.

The idea is for everyone in a particular community to know at least one of the champions.



Hurunui

Communities in Hurunui, north of Christchurch, joined together for a 'Walk the Hurunui' event during March 2016.

Over a month walkers, including the mayor and deputy mayor of Hurunui, visited many schools and communities with the message that family violence and bullying are not OK but it is OK to ask for help.

People came and went throughout the walk with the core group swelling as it arrived in each town.

The walkers stopped at different places, including schools and community centres, with some schools joining the march into town.

The entire Leithfield School welcomed about 20 walkers with the school waiata. The mayor spoke about looking out for each other and the symbolism of the harakeke – having a community around you to support you. Two students and the mayor planted a harakeke at the school entrance.

Aranui

In June It's not OK supported an evening for dads and their kids at the Aranui Community Trust in Christchurch to promote good parenting.

A short film was produced showcasing some of the dads who, regardless of their upbringing, have decided to bring their children up free from violence. To watch the film check out the Aranui Facebook page @AranuiCTIS

Later in November over 100 people gathered at Ripene Ma Reserve to reflect on how family violence affects the community and to pay their respects to community members who have lost their lives to family violence.

The Aranui community wanted to promote the message that they will not tolerate family violence and that together change is possible.





Wellington City Council housing

Wellington City Council is the first to run an It's not OK champions project across its housing complexes.

In March 2016 a group of residents from the different complexes were trained as It's not OK champions. They learned what family violence is, what help is available and how to respond safely to fellow residents approaching them for help.

A highlight of the training was hearing Vic Tamati's story of growing up in a violent home, becoming a perpetrator himself, and how he became violence free. The champions were moved and motivated by Vic's story.

The project was officially launched in September and the champions soon found themselves in demand.

One champion spoke of a fellow tenant who others suspected was being controlled and abused by her

husband, and had very little contact with other tenants. The champion has gone on to form a relationship with this woman who is now attending community events and connecting with her neighbours. Through this relationship the champion has become a trusted person for her to turn to, and learn more about family violence and what support is available for her.

Many of the champions report now being able to intervene earlier than previously – and safely – when they are seeing or hearing family violence disputes within the complex.

Champions have found they are often approached for support and information when wearing their It's not OK t-shirts.



He Tauaa Rugby League Club

He Tauaa Rugby League in Invercargill was named 2016 New Zealand Rugby League (NZRL) Grassroots Club of the Year, largely in recognition of their efforts off the field as an It's not OK champion club.

The club is the region's NZRL Champion Club as part of the More Than Just a Game partnership between government agencies and NZRL.

It was nominated for the award by NZRL Southern Zone general manager Steve Martin.

"The members of the club decided that the message was a compelling one and one that struck a chord with them. Having signed on to the programme they set about taking ownership of the way that they as a club wanted to deliver the message and their support of the campaign, to its members and the wider community.

"With innovative posters, their own tent at games and family days amongst other actions, they spread the It's not OK message and truly showed that for them rugby league is more than just a game, Steve said.

He Tauaa committee member Chris Perriam was heavily involved and said they "jumped at the chance" to push the It's not OK message.

"A lot of us have been in that situation where we've seen family violence, and not just family violence but violence as a whole. We thought we would try to lead the charge in spreading the message."

Club life member Francis Wharepapa felt the club of the year honour was not just a boost for He Tauaa but for rugby league in Southland as well.



Listening to you

**For the second time the
It's not OK team interviewed
community champions from
local It's not OK campaigns
and produced a suite of
videos of their reflections
and experiences.**

“

***To be saying to people
'come on, one in three', this
is not a minor issue it's
a major issue.***

”



Community champions are everyday people who front local campaigns and provide a gentle pathway to getting help from services. They encourage people to get help early.

Key impacts were giving visibility to family violence and getting people talking about it. Many of the champions had been asked for help, especially those in workplaces where people could come for other reasons such as the Kiwi House in Otorohanga and the Z Petrol stations in Bay of Plenty.

The champions placed a high value on hearing It's not OK speakers such as Vic Tamati and Jude Simpson tell their personal stories. Many felt better equipped with statistics and information about family violence dynamics so they could challenge myths and ideas held by people they interact with.

You can watch community champions talking about being a champion on our YouTube channel.
youtube.com/ItsnotOKcampaign

The champions talked about the local campaigns making family violence everybody's business and their shock at realising that it happened in their town too – and even to people they know but who had never talked about it.

“I think I was approached first by somebody before the programme had officially been launched and they'd heard on the grapevine that I was a champion, and they had questions about how to help their daughter, and in the car park at work, that's where it really hit home for me. I was like 'oh my goodness' there is a real role here to play for people like myself.”

“

To actually be armed with the stats and facts

”

Resources

**Two new toolkits
were produced by
the campaign in 2016.**



All campaign resources and merchandise were reviewed in 2016. As a result some resources have been discontinued, while others will undergo a re-vamp during 2017.

Two new toolkits were added to the campaign kete:

- » Local Government Toolkit
- » Champions Campaigns Toolkit



The Local Government Toolkit

The Local Government Toolkit supports local governments to play a key role in preventing family violence in their community. Councils can give great visibility to the issue of family violence and take leadership on creating safe and vibrant communities that are safe inside homes as well as outside.

Both resources are available from the campaign website at areyouok.org.nz



The Champions Campaigns Toolkit

The Champions Campaigns Toolkit provides guidelines to any group or organisation wanting to develop a local It's not OK campaign.

All campaign resources and merchandise were reviewed in 2016, marking nine years since It's not OK launched.

Focus groups were held and interviews with organisations that use campaigns resources to ensure that resources are appropriate and useful. Some resources have been discontinued as a result, while others will be re-developed.

New Projects



Mike McRoberts

“ **The more we can do to
talk about it and prevent
it the better.** ”

TV advertising

It's not OK launched refreshed TV ads in May 2016. They featured a mix of well-known and everyday New Zealanders and were based around the messages:

“It's not OK to say she was asking for it...but it is OK to ask for help.”

“It's not OK to control your family with threats...but it is OK to ask for help.”

The ads also highlight controlling behaviours such as telling someone what to wear, who to see and going through their phone or Facebook page.

Mike McRoberts is a newsreader for TV3.

“My brother is in charge of a rugby team that has got involved with It's not OK so I was already hearing about campaign work around the country. I guess as a reporter I have seen the horror of domestic violence.”

“ I wanted to be part of this campaign because I have lost my own child to domestic violence and if this can help save one more life that is why I am doing this. ”



There's also the fact that I'm Māori and Māori are over-represented in the domestic abuse stats. It is heart-breaking. I hope that this message gets through and can help someone from becoming another statistic.

The more we can do to talk about it and prevent it the better."

Karen Edwards' daughter Ashlee Edwards' was murdered by her partner in 2012.

"Never stay silent. Reach out to friends and support them. Help yourself or anyone that you know is at risk."



Danger Signs

A new project on Danger Signs was launched at the end of 2016. It’s not OK was asked by the Death Review Committee to increase New Zealanders’ understanding of signs that a woman is in danger of being killed by her partner.

Often friends and family see the danger signs but do not realise they are serious until it is too late, although they may have noticed a change in the victim’s personality:

- » “She was different around him”
- » “She couldn’t make any decisions”
- » “She became quiet and withdrawn”.

Eight videos featuring real people who have lost a family member in a domestic violence murder were produced along with a brochure, posters and information on social media. Check out our website for more information or to watch the videos.

areyouok.org.nz/family-violence/the-danger-signs

The printed resources urge people to take action if they see or know about them happening to someone they know.

Know the danger signs

If your partner

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

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

FAMILY VIOLENCE
IT'S NOT OK

IT IS OK TO ASK FOR HELP

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



Men leading change

Supporting violent men to seek help has been a key theme of It's not OK since TV ads featuring former perpetrators were launched in 2008.

Violence-free champion Vic Tamati has been leading campaign efforts to build a network of violence-free men across New Zealand who can help other men to become and stay violence free.

It's not OK has supported a number of men's hui since 2012, two of them in 2016 in Gore and Mangere.

The hui bring together men that want to be a part of the solution to family violence. Any man can attend. The hui encourage honesty, openness, communication and sharing of experiences and provide a safe forum for participants to explore their own behaviour and attitudes.

Each hui featured guest speakers including national It's not OK campaign champions Vic Tamati, Phil Paikea and Jeremy Eparaima, White Ribbon Ambassadors Richie Hardcore, Mark Longley and David White, and well-known New Zealanders like Ruben Wiki and Alfred Ngaro.

For many in attendance, this was the first time that they had shared their experience as survivors and perpetrators of family violence and sexual violence, and openly discussed masculinity and what it means to be a man.

“ I wish I had this for me 20 years ago...there were no avenues for people like me, who had been perpetrated against, to go to. It was all held internally. And I let it out through my mouth and my fists. This forum has allowed me to try and express the true me. ”
(Attendee, Gore)

“ This is the third hui I've been to. For the guys who went, it was life changing. The reason we are here again is you can achieve what would take a year to achieve in a group or through therapy, you can achieve in a weekend. ”
(Counsellor, Gore)

“ I came for a reason, and I loved every minute of it...it's been so eye-opening that I'm not alone. ”
(Attendee, Gore)

“ Hearing the stories of other men has given them confidence to share their stories. It's actually given them permission to share their stories, in a safe place. And people have taken notice. ”
(Phil Paikea)



The year ahead

In 2017 It's not OK will be deepening and expanding its work with men and with communities.

Vic Tamati will be leading development of a men's network to enable men to live violence free lives with support from other men. This will involve more men's hui and more violence-free champions who can mentor others.

There will be a focus in 2017 on partnering with sectors who can help clients and customers who are affected by family violence. This builds on a successful project with hairdressers who were already identifying clients affected by violence but weren't sure how to respond.



A pilot will be run in several libraries as part of this strand of work.

The campaign will deepen its work with faith communities and in workplaces and support local It's not OK campaigns across the country including Greymouth/ Hokitika, Cambridge, Tokoroa, Te Kuiti and Wellington.



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New Zealand Government

ISBN 978-0-947513-84-9