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# Creating Change

Working with faith communities to prevent family violence in New Zealand



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“There is no power for change  
greater than a community  
discovering what it cares about.”

Margaret Wheatley



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# It's not OK Campaign



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# “ What do we want to change?”

- increase knowledge and understanding of family violence
- increase peoples' willingness and confidence to give and receive help
- encourage the involvement of family, neighbours and community members
- create a social climate that supports behaviour change
- address the social norms that promote or support the tolerance of family violence



# Development of the Campaign

- **It's not OK - 2007**

defining family violence and what is not OK

- **It is OK to ask for help - 2009**

showing that change is possible and prompting help seeking

- **It is OK to help - 2010**

encouraging people to take effective action when they know about family violence





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# Activities of the campaign

Mass media

Community action

Education/advocacy tools

Communications

Media advocacy

Advice and support (to individuals and groups)

Research and evaluation



# COORDINATED COMMUNITY ACTION TO PREVENT FAMILY VIOLENCE



The scale of the problem in NZ means we need to engage the majority of people to achieve change



# Sports organisations

- Messages in club rooms
- Provide information to players and families
- Training for champions
- Fair play awards
- Non-violence pledges
- Club policies

## What's changed?

- More sportspeople talking about family violence
- Use "its not OK" to condemn any violence
- Reduced tolerance of family & sideline violence
- Clubs report a culture change





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# Businesses and workplaces

Taking a stand against family violence  
Information for workers  
Staff training  
Link with local services  
Workplace policies and procedures

## What's changed

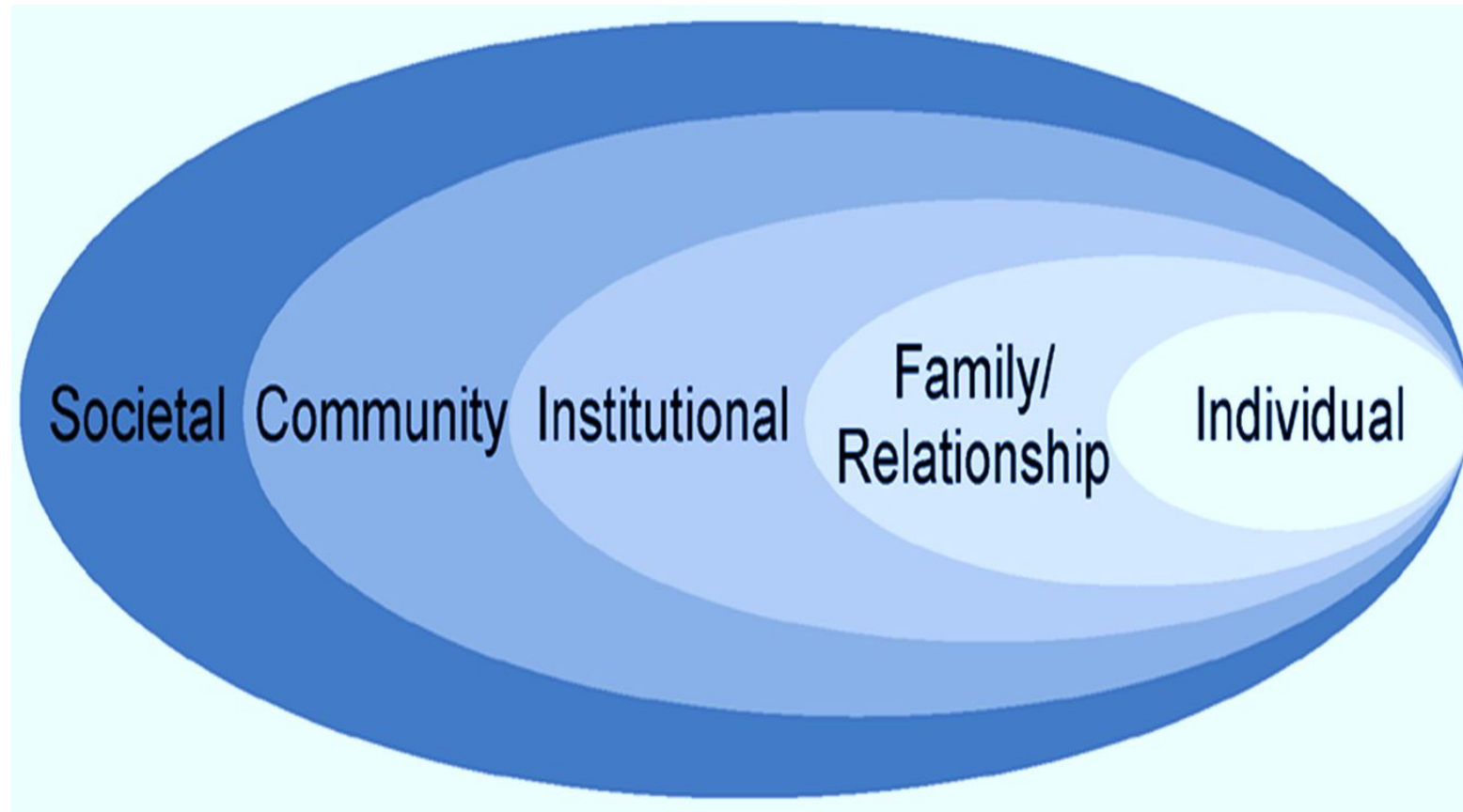
Increased understanding of family violence  
How family violence affects the workplace  
People asking for help  
Businesses seen as socially responsible



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# Changing the whole world

(socio-ecological model)



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# World domination... !



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# “ Some key things

- clear attitude and behaviour change objectives  
what do I need to change?
- audience(s) focus  
who do I need to talk to/why will they care/what am I asking of them?
- reciprocity







# What do we know?

## Helping and influencing

- people want to act, don't know what to do
- people want to seek from family & friends – there when services aren't
  - 10% of people will seek help from services, up to 20% will call police
- Social supports fail where whanau, family, friends and communities
  - tolerate, withdraw or ignore violence
  - blame the victim for the violence





# Helping and influencing

Positive change happens when someone offers effective help

- Every person who made changes had someone on their side who believed in them and supported them
- It appears one person (influencer) 'making a stand' can act as catalyst for change and attract others to join them





# Who's behaviour needs to change?

- Creating a supportive environment
  - making it OK for people to talk about it
  - decreasing tolerance
- Building leadership
- Increasing knowledge and understanding
  - what builds safe, strong families?
  - what is family violence, how do we stop it?
- Supporting people to take action





## Are you keen?

- What are the things that need to change?
- How can you make that happen?
  - barriers and opportunities?
- What help and/or resources do you need?







## Helping services (1/3)

- **Police** – call 111 if someone is in danger, even if you are not sure, report concerns to Police family violence coordinator
- **0800 456 450** – Its not OK phone line, find local services, talk through options
- **CYF – 0508 FAMILY** – talk through options, report concerns about children & youth
- **Family services directory**  
[www.familyservices.govt.nz/directory/](http://www.familyservices.govt.nz/directory/)





## Helping services (2/3)

- **Women's Refuges 0800 REFUGE**– safe house, in-home support, confidential phone line, help with Protection Orders, courts etc
- **Stopping Violence Services** – programmes for people who are violent, & adult or child victims
- **Rape Crisis, sexual abuse service** – information, support, counselling
- **Local family violence service** – information, counselling, advocacy, support





## Helping services (3/3)

- **Jigsaw or other children's services** – help for parents, programmes for children
- **Age Concern** – support services for older people
- **Relationships Aotearoa** – counselling

