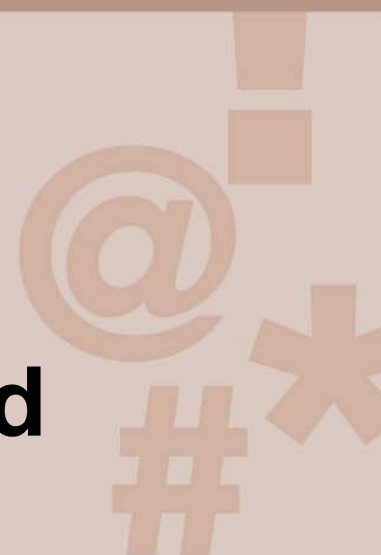


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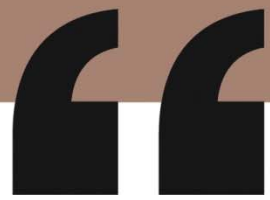
# Creating Change to prevent family violence in New Zealand



Sheryl Hann  
Ministry of Social Development  
New Zealand

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

”



# It's not OK campaign



Mass media

Community-led initiatives

Building capacity for communities and champions to lead change

Media advocacy

Social change tools

Communications and resources

Research and evaluation



# “ Staged approach

## **It's not OK – 2007**

Defining family violence and what is not OK

## **It is OK to ask for help – 2008**

Showing that change is possible and help is available

## **It is OK to help – 2010**

Encouraging friends and family to take action









# Impact of It is OK to help

- More people are seeking help, more readily, earlier than usual
- Reporting to Police doubled - 50,000 calls for service before the campaign, just under 100,000 now
- More neighbours, grandparents and others reporting family violence
- More men self-referring to programmes
- Refuges report women seeking help younger and earlier
- Support the work of people in the sector
- More stories about family violence in the media



# It's not OK reach and retention research 2011

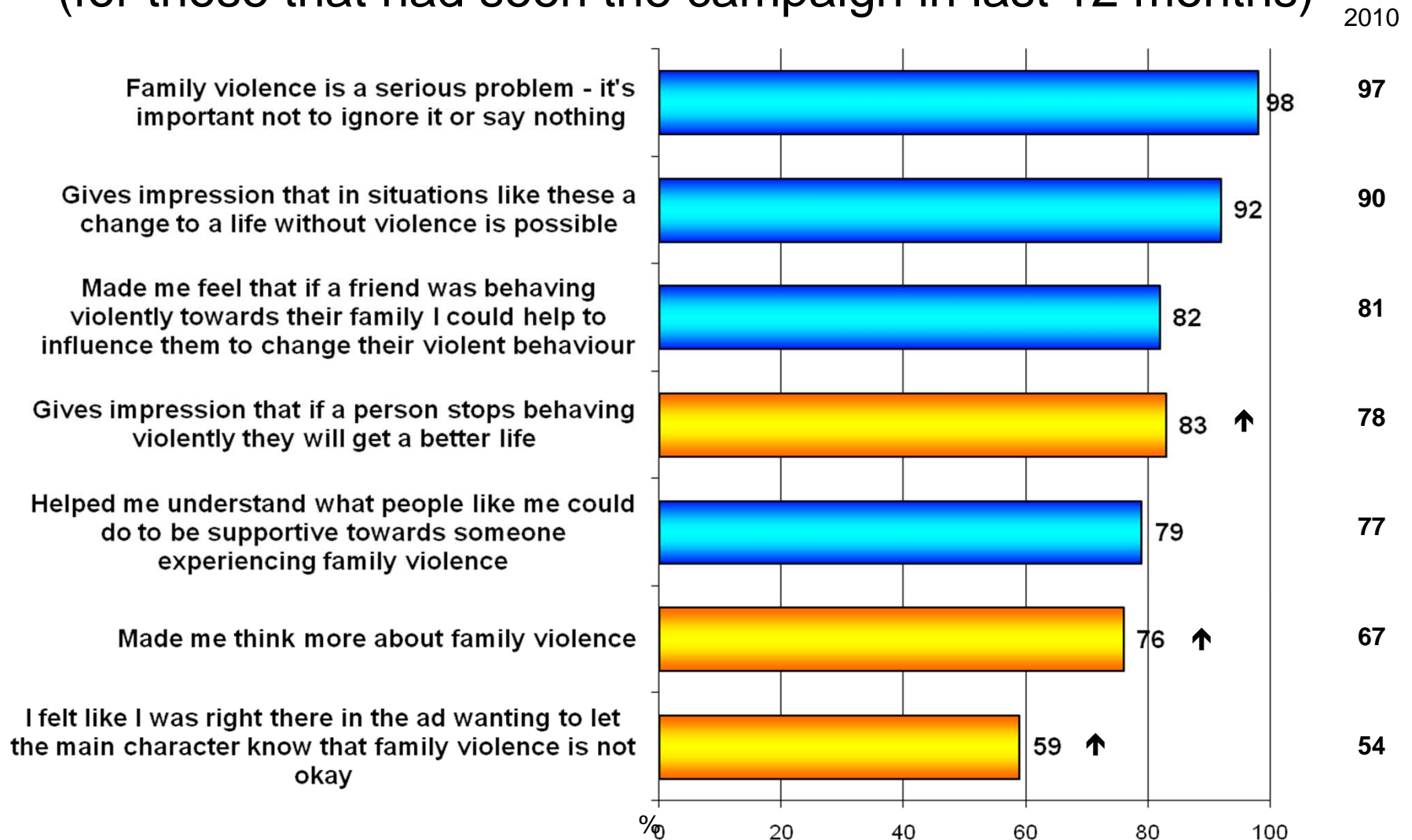
Q: "WHAT DO YOU THINK THE ADVERTISING IS TRYING TO TELL PEOPLE?"	TOTAL CAMPAIGN September 2008	TOTAL CAMPAIGN November 2010	TOTAL CAMPAIGN November 2011
	%	%	%
Violence is not okay/ not acceptable	95	91	95
Violence is wrong under any circumstances/ wrong to abuse people ever (i.e. no justification)	19	11	12
A call to action – total: Talk/ speak out/ get involved if suspect/ support	-	51	66 
Talk/speak out about violence/speak up/ okay to speak out/ don't be afraid to speak out/ report it/ take stand against	19	29	48 
Get involved if you suspect/ support/help people in situation	-	35	43 
Help is available/ agencies there to help/ where to go for help/ number to call/ okay to ask for help	21	35	35
Seek help	21	24	21
It's okay to ask for help	10	11	7 
Fear is stopping people from speaking up or seeking help	-	8	4

 Denotes significantly **higher**     Denotes significantly **lower** compared with 2010

Base: Those seen advertising in last 12 months

# Percentage who agree with statements in 2011

(for those that had seen the campaign in last 12 months)

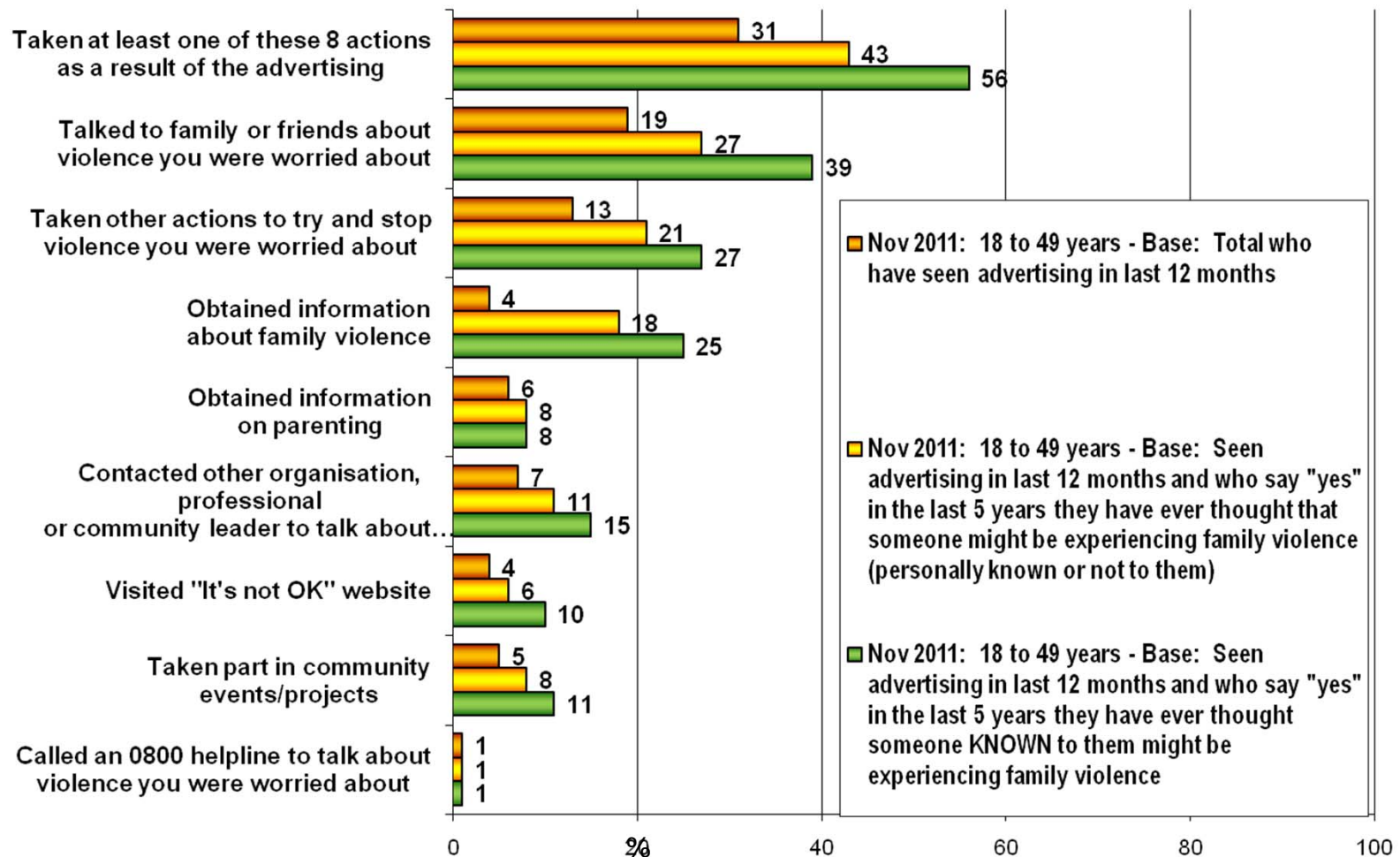


↑ Significant increase

↓ Significant decrease compared with 2010



**Q: "Have you done any of the following as a result of the "It's not OK" advertising?"**  
*(including those who know or are aware of someone experiencing family violence)*





## Emerging Helper or Propensity to Act:

- 11% reported taking action for the first time ever
- 4 out of 10 people who took some kind of action felt reluctant to act but did it anyway





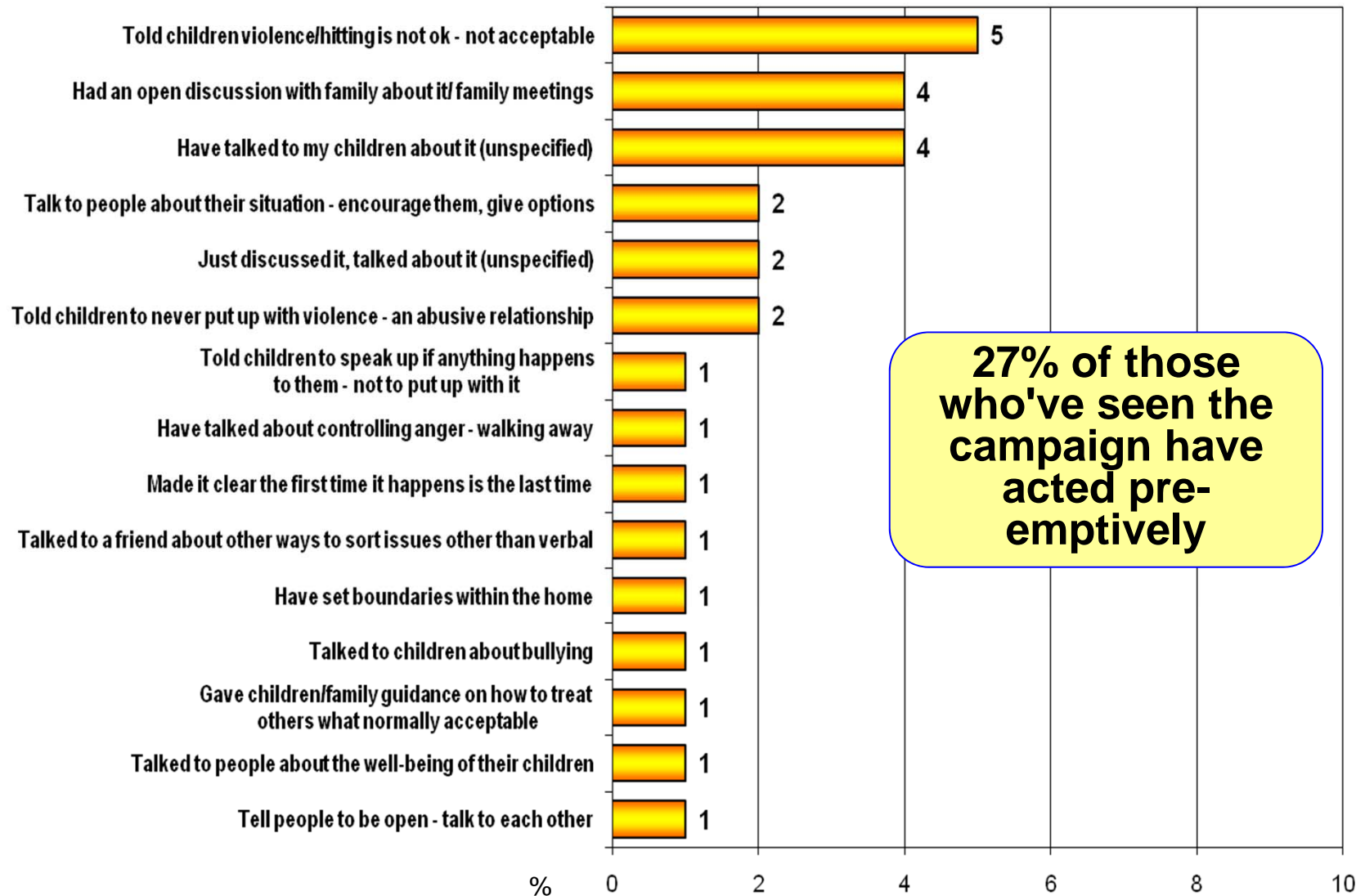
56% of people took action who saw advertising in last 12 months and thought someone known to them in the past 5 years might have been experiencing family violence.



## Emerging Helper or Propensity to Act:

- 11% reported taking action for the first time ever
- 4 out of 10 people who took some kind of action felt reluctant to act but did it anyway

# How people acted pre-emptively

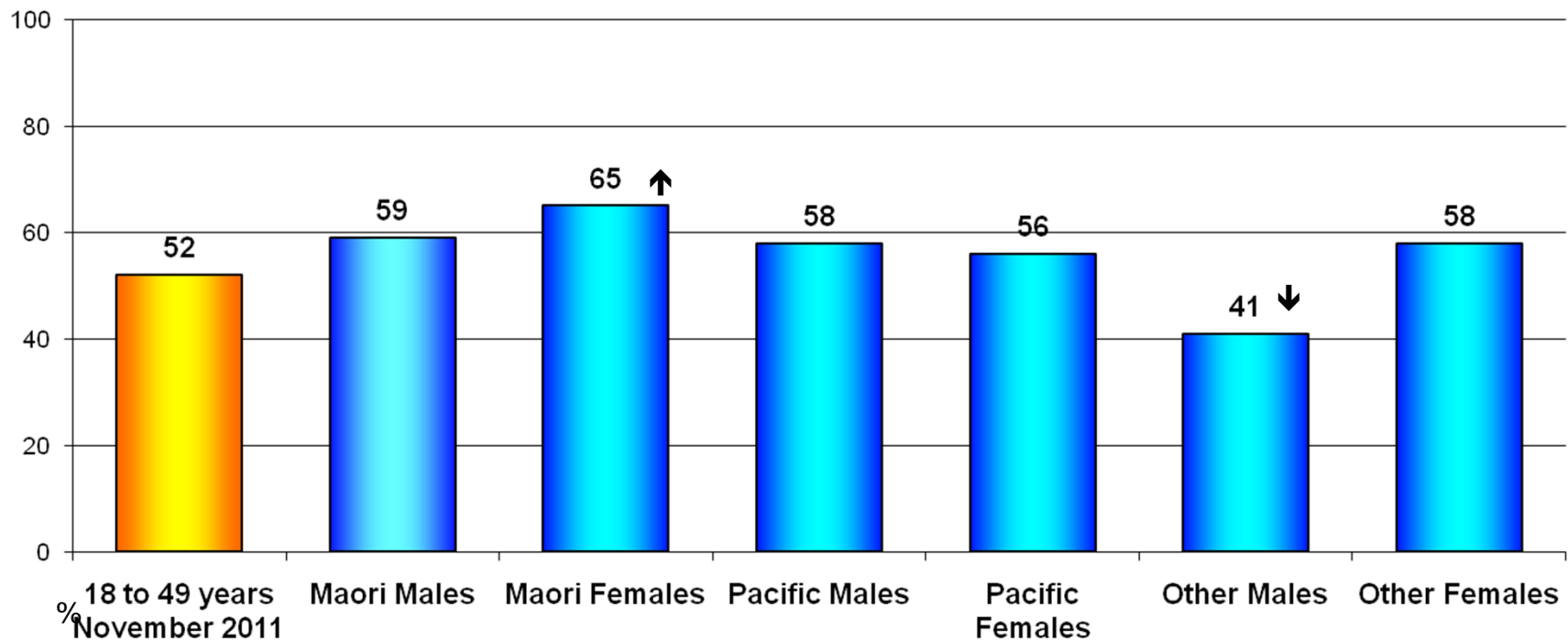


Base: Seen advertising in last 12 months

# Combined questions

Q: "Have you done any of the following (list of 8 actions) as a result of the "It's not OK" advertising?"

Q: "(Apart from trying to stop violence that is **ALREADY** happening), have you done anything as a result of the ads to help educate your family, or others, **BEFORE** there is any violence, so that their life will not be affected by family violence?"



↑ Denotes significantly **higher**      ↓ Denotes significantly **lower** than Nov 2011 total sample

Base: Seen advertising in last 12 months

# Comments from partners



“As a result of the campaign, there is an openness to discuss the issue of family violence that was not there before...it has provided a great ‘opener’ for conversations which then allows for deeper conversations to develop”

Community Support Agency Worker



“I have loved the TV campaigns as they invoke conversations around the table. It has helped people feel reassured that it is OK to dial 111 when someone is being harmed, as we always think someone else will do it”

Work and Income Family Violence Response Coordinator



“Because of the campaign, practitioners feel validated in enquiring and responding [to family violence]...it has been a real game-changer”

General Practitioner



“The campaign has given people language to talk about family violence”

Family Violence Network Coordinator



“It’s not OK has broken ground for local initiatives by creating a platform that we can build on. The level of public awareness has improved greatly as a direct result of consistent messaging”

Community Support Agency Worker

“

# What we've learnt

Be positive, inspiring

Telling stories

Champions

Be open to new partners

Flexibility

Research, constant observation

Audience focus

Let go – be led by local people

Light touch support







## It's not OK Campaign



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



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It'snotOK



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