

ShowCase

It's not OK

Topic: Domestic violence

Organisation: Senate Communications

Location: New Zealand

Dates: 2007 – 2011

Budget: NZ \$14 million over 4 years

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Overview

The Campaign for Action on Family Violence, the It's not OK campaign, is a community-driven effort to reduce family violence in New Zealand. It is about challenging attitudes and behaviour that tolerate any kind of family violence.

Initiated by the Taskforce for Action on Violence Within Families, the campaign is being led by the Ministry of Social Development and the Families Commission, in association with communities. It has three core interrelated elements: community action, communications/mass media and research and evaluation. This involves a range of national and local activities.

Results:

- Improved media reporting of family violence – the message that family violence is 'not OK' is infiltrating news media and popular culture
- One in five people reported taking some action (such as talking with others or seeking help)
- Partner statistics show more people are seeking help for family violence
- Perpetrators are seeking help through the campaign's telephone helpline and website
- Communities are launching their own programmes adopting the 'it's not OK' message

1. BEHAVIOUR

- Reduce the incidence of family violence in New Zealand
- Increase the number of New Zealanders prepared to talk about family violence
- Increase the number of New Zealanders prepared to offer help in family violence situations
- Increase the number of New Zealanders prepared to seek help
- Reduce the media reporting of family violence myths

2. CUSTOMER ORIENTATION

- 37 in-depth interviews with male perpetrators of intimate partner violence, their partners and others around them
- Academic and sector research
- Input from people working in the area of family violence
- Review of previous international and local social marketing campaigns

3. THEORY

- **People and Places:** People do not exist in isolation
- **Community Development Model:** Support communities to develop their own solutions
- **Social Norms Theory:** People's behaviour is influenced by perception of how other members of their social group behave

4. INSIGHT

- New Zealanders had no clear understanding of the nature and scope of family violence
- There was a strongly held belief that it equates to physical violence only
- There was widespread disassociation ('that's not who I am'), justification ('I was provoked') and minimisation ('I never hit her')
- Campaign needed to lead to positive change – not just blaming and exclusion. Led to core message, 'it is OK to ask for help'

5. EXCHANGE

- Male perpetrators did not understand the full range of behaviours constituting family violence
- Media seen to perpetuate the belief that family violence equates to physical violence only
- Men considered violence to be normal, due to violent childhoods
- Shame or stigma in seeking assistance for their violence
- Offer of a positive alternative to violence – hope for a better life, the means to talk about it, the ability to ask for help, and opportunities to change

6. COMPETITION

- Beliefs in traditional masculinity and patriarchal households
- Media preference for covering more controversial or conflict-based angles on domestic violence

7. SEGMENTATION

Intended audiences

- Perpetrators of family violence
- Victims of family violence
- Influencers – those who help create an environment of intolerance for violence and support for violence-free lives
- The 'system' – those involved in education and enforcement around family violence
- Activists

8. METHODS MIX

- Mass media campaign
- Media advocacy
- Popular culture
- Community Action Fund
- Community Action Toolkit
- Telephone helpline
- Website
- Printed resources
- Partnerships, sponsorship initiatives and stakeholder engagement