



MESSAGE FROM MINISTER TURIA

On the 31st August I will be launching two Programmes of Action developed by Māori and Pasifika peoples working in the field of family violence. It is a red letter day in my calendar, for it signals a time when the imperative to address family violence is being led by local solutions and successes.



No-one can be pleased with the data revealing a 12.4% rise in reported family violence in 2008. As a nation we have worn the impacts of physical, psychological, emotional and sexual harm. We must be especially concerned at the enduring effects of violence upon vulnerable populations, such as those dependent on a guardian, including older people, those with disabilities and our children.

While communications campaigns have increased the reporting of violence, it is time for fresh thinking and new approaches to make the difference.

That is why I am looking forward to the launch of the resources *E Tu Whānau Ora* and *Programme of Action for Pacific Peoples*.

Both strategies inspire ownership of the issues and leadership of the solutions. They articulate a vision to create nurturing, strong and vibrant families in the journey towards whānau ora.

This is the time for courage, for optimism, for solidarity. It is a time not just for bold words, but decisive action. It is a time to restore to ourselves our capacity to take control of our futures.

As one of the participants in the E Tu hui challenged "*The solutions are within us. Let us work together with our people.*"

Hon Tariana Turia

Associate Minister of Social Development and Employment.



BRIEFS

It's all OK for Award-winning Campaign

It's been an award-winning time for the *It's not OK* Campaign.

The Campaign has won an international award for excellence in communication, was a finalist in the IPANZ awards for public sector excellence and has won three print awards for its book *It's Time We Started Telling These Stories*.

Gold Quill

The international award is a Gold Quill Award presented by the International Association of Business Communicators (IABC). The 2009 awards attracted nearly 1000 entries from 26 countries and the *It's not OK* Campaign was one of only 41 entries to receive an excellence award. It was also judged among the 'best of the best' of the entries and will feature in the IABC's international magazine, *Communication World*.

Print Awards

It's Time We Started Telling These Stories, a book published by the *It's not OK* Campaign at the end of 2008, won three print awards at the New Zealand Pride in Print awards 2009 for Printlink who printed the book. The book has also been popular with readers and has been reprinted to meet demand. Copies can be ordered by emailing areyouok@msd.govt.nz

Exhibition Tours New Zealand

An exhibition of the artwork used to illustrate *It's Time We Started Telling These Stories* is touring public libraries. There are two versions of the exhibition, one suitable for larger libraries and one for smaller libraries. To find out more about the exhibition please contact Stephanie.edmond002@msd.govt.nz

Vic Tamati Spreads the Word



Vic Tamati, violence free champion for the *It's not OK* Campaign, is available to speak at events and to groups again this year. Vic visited many communities around the country

last year, telling his story of growing up with violence, becoming a perpetrator himself and then becoming violence free. Vic is a compelling speaker and his story has proved to be a motivator for both individuals and communities to stop family violence. If you would like to invite Vic to your community please contact Stephanie.edmond002@msd.govt.nz



**ELDER ABUSE OFTEN GOES UNDETECTED
BECAUSE PEOPLE DON'T KNOW HOW TO
RECOGNISE THE SIGNS.**



TAKE THE TIME... VALUE OLDER PEOPLE

Take the Time...Value Older People is the title of a new booklet about elder abuse, produced by the *It's not OK* Campaign and Age Concern.

The booklet gives basic information about what elder abuse is and some examples of common ways that older people are abused, as well as details of where to go for help.

Elder abuse often goes undetected because people don't know how to recognise the signs. It is also under-reported in the news media, an audit commissioned by the *It's not OK* Campaign found.

The booklet is the third in a series produced by the Campaign on particular aspects of family violence. The first was about men's violence in families, titled *Take a Look...* The second was about how family violence affects children titled



Protecting Children is Everyone's Business.

The booklet defines elder abuse as:

- it's actions which harm and distress older people
- it's lack of care, or neglect, by people close to an older person
- it's not just physical violence or using force like pushing, slapping
- it's using older people's money without consent
- it's controlling who they see, who they talk to, where they go
- it's taking decisions out of their hands
- it's treating them like children
- it's name calling and put downs
- it's keeping them at home, denying them the care they need
- it's locking them in their room so they don't wander.

Elder abuse is a universal problem, it is not limited to any one gender, religion, cultural, ethnic or income group.

The new booklet can be ordered from the Campaign website at www.areyouok.org.nz/resources.php

“ THE PBRFU IS SPREADING THE VIOLENCE-FREE MESSAGE DURING SCHOOL AND COMMUNITY VISITS. ”

NEVER TOO YOUNG TO GET THE MESSAGE

They may be young but the Aranui Eagles have already got the message that family violence is not OK.

The young league players were presented with *It's not OK* mouth guards and drink bottles at the beginning of the season by their manager Cherie Irwin.

The boys are aged from four to seven years old and are all playing league for the first time this season. The team has already notched up a few wins and according to Cherie, there is tremendous support for the boys with mums, dads, cousins, uncles, aunties, grandparents and all sorts on the sidelines supporting the Saturday games.

Cherie says Aranui is a 'hot spot' for family violence so it made sense for the Aranui Community Trust to sponsor the mouthguards and drink bottles for all the teams at the Aranui Eagles Rugby League Club as they have the highest participation rate of youth and young adults in the area.

This is one of the many strategies that the Trust has implemented to raise awareness of family violence.

And not quite so young but producing some equally good role models is the Poverty Bay Rugby Football Union. The management and players are working with Tairawhiti Men Against Violence, and TAIN (Tairawhiti Abuse Intervention Network) to increase awareness and understanding of family violence within the rugby community.



They have produced their own mini booklet featuring messages from some of the club's role models and including contact numbers for local services. The PBRFU is spreading the violence-free message during school and community visits and *It's not OK* also gets a mention in their regular column in the Gisborne Herald.

Off the field but on the court there is continued support for the Campaign from the Breakers Basketball and the Pulse Netball teams. The Campaign is providing the Breakers community coaches with core information on family violence and what to do if someone discloses violence, or needs more information about getting help.

This information will be useful when the players speak in schools and at community events about their support for the *It's not OK* Campaign.

The Campaign is working in partnership with Women's Refuge raising awareness and understanding through the Pulse team. The team recently met Kelly, a survivor of family violence, who talked about her experiences. The players wear the *It's not OK* message on their uniform and also promote the Campaign during community and school visits.



YES FOR TAIOHI MOREHU

The *It's not OK* Campaign's Taiohi Morehu rangatahi leadership project is breaking new ground with their work being recognised under the Youth Enterprise Scheme (YES).

Taiohi Morehu engages young Māori and Pacific people and their whānau in the *It's not OK* Campaign.

Participants are identified through their secondary schools for their leadership qualities and ability to influence their peers.

Heretaunga College in Upper Hutt is the first school in the country to partner with the Taiohi Morehu and the YES programme which means that the knowledge and skills they learn through Taiohi Morehu can earn them YES credits.

Students passed their first assessment in May 2009 which required them to develop and present a business plan to a panel from Enterprise NZ.

They are now developing their first resource, a DVD that will give information and strategies to overcome bullying in schools. The DVD has been funded through the Upper City Council and will be launched this month.

The students were invited to present at a Family Works Conference in June, and have received invitations to present their strategies in communities throughout NZ.

The Taiohi Morehu project helps rangatahi to understand and learn from traditional Māori practices that enhance mauri, mana and matauranga (wellness, leadership and knowledge) and promote zero tolerance to violence.

The Campaign is working with the Ministry of Education, Upper Hutt City Council, Orongomai Marae and other agencies to develop a model for the Taiohi Morehu/YES partnership which could be used in other schools.

For more information contact
Sally.ryedunn001@msd.govt.nz

MAKING IT **OK** TO GIVE AND RECEIVE HELP

How people can give - and receive - help to prevent child abuse is one strand of the *It's not OK* Campaign work in 2009.

The project is looking at how people can help or intervene in situations before they get serious.

“In the words of one of the people we talked to, it’s all about taking the old-fashioned concept of neighbourly connection, via the giving and receiving of help, and applying it to modern life,” Sarah Scott, project manager said.

Sarah and Sally Christie from Jigsaw Family Services have been looking at ways to make it OK to give and receive help.

“Focussing on the helpful things that all of us can do to support parents and help prevent child abuse, we’ve been initiating conversations, workshops and focus groups about the ‘how to’ of giving and receiving help,” Sally said.

“Most discussions about stopping child abuse relate to situations where abuse has already happened. The work we are doing is about helping

people to notice and act when things are starting to go wrong and before children are harmed.

“We’ve spoken to a huge range of people, everyone from midwives to early childhood people to parents”, says Sarah. “It made us realise that most of us have been on both sides of the fence at some stage in our lives– at times as the person offering help and other times as the recipients of support.”

As a result of this work, Sally and Sarah have put together a tip sheet containing ideas and strategies for giving and receiving help. It’s currently being tried out with various groups before being incorporated into other Campaign resources.

If you have any ideas about making it OK to give and receive help, please contact sally@jigsaw.org.nz or sarah.scott016@msd.govt.nz

MESSAGE IN THE SAND A WINNER

When Donna Sullivan and her kids entered a sand sculpture competition recently, they wanted to spread a message as well as have some fun.



Donna Sullivan with her daughter Briana and son Graydon and their sand sculpture TV saying: Violence breaks families into pieces. It's not OK.

Donna scribbled down a design showing a TV playing a family violence, *It's not OK* ad. It featured a puzzle representing a family, broken into pieces due to family violence.

Donna was joined by her daughter, Briana, 14, son Graydon, 11, and her mum and dad, Hazel and Barry who all got to work making their telly in the sand.

The end result was a real winner with lots of people stopping to comment and the family picking up some prizes for their efforts.

It was the second time Donna has used a family violence theme in the sand sculpture competition. Last year she designed a sand fist hitting a sign that said OK, with a cross through it.

The competition was part of a Family Fun Day organised by Taranaki Safer Communities.

CHINESE WEBSITE LAUNCHED

A new website in Mandarin and Cantonese is bringing the *It's not OK* message to the Chinese community across New Zealand.

The website and a DVD were launched in May by the Chinese Mental Health Consultation Services Trust in Auckland. They provide information about family violence.

They have been funded by the *It's not OK* Community Action Fund (CAF).

CAF project manager Cristy Trewartha praised the passion and commitment of the small team who have made this happen.

“Family violence is not an ethnic specific problem but the solutions are and this organisation is doing a fantastic job of developing solutions to family violence in the Chinese community in Auckland.”

The website is at www.cmh.org.nz. English pages will be added.

The Chinese Mental Health Consultation Services Trust ran TV and newspaper campaigns with earlier CAF funding.

WAREHOUSE PARENTS DOING OK

“What do you want your children to remember about you?” was the question for men at the Warehouse North Island Distribution Centre (DC) in South Auckland recently.

The question was asked by Alfred Ngaro, one of the faces from the *It's not OK* campaign.

Alfred is also a SKIP parent educator and runs community-based parenting projects in Auckland. In September last year he facilitated work-based discussions about being a dad with dads at the DC, as part of a joint project between SKIP, The Warehouse and DIY Fathers.

These sessions led to dads sharing their stories and photos for a booklet which was distributed free throughout Warehouse stores to celebrate Fathers Day 2008.

The project was so successful the Warehouse extended it to include follow-up parenting sessions for the 150 men working at the DC. The sessions ran during June and were facilitated by Alfred Ngaro and SKIP parent educator Vicky Ellison.

During the parenting sessions the DC dads were asked to think about their own personal 'Daddy Stylz'. Were they 'Rock', 'Paper' or 'Tree'? 'The Rock' style is very strict, gives lots of orders, has heaps of rules and very little room for any negotiation. 'The Paper' style is characterised by the lack of limits and boundaries. The third style of parenting



is 'The Tree' which represents being solid and grounded but with the ability to be flexible.

“As well as talking about ‘Daddy Stylz’ we got the guys to think about where most of their influence and support for their role as dads comes from. This exercise showed that their own families and personal experience influence how they are as dads,” said Alfred.

“It is so impressive that the Warehouse is doing something to help promote a positive family life. It was awesome to be able to create the space for guys to talk about being a dad with other dads and see them getting ideas from each other.”

“ IT WAS GOOD TO LEARN HOW TO SHOW AND EXPRESS FEELINGS LIKE HOW TO TELL YOUR CHILD YOU ARE PROUD OF THEM. ”



The dads who took part had this to say:

“I have been a dad for a long time but now I realise I have to give more.”

“It was good to learn how to show and express feelings like how to tell your child you are proud of them.”

“Attending these DC Dads sessions made us all realise the effect we have on our children and how we can alter the way our kids grow up.”

“It was great to think about how as a father we can look for ways to improve and better ourselves.”

And, DC Mums are not missing out – they also attended sessions in June to share their ideas

and experiences of motherhood. Their stories and photos will become a resource for other New Zealand mums and will be launched later this year.

SKIP is a partnership initiative between government and communities that promotes positive parenting. SKIP works to develop collaborative projects to give parents the information and skills they need to build strong relationships with their children.

To find out more about SKIP visit:

www.familyservices.govt.nz/skip

To find out more about the Warehouse DC Dads part two or the DC Mums project please contact Victoria Parsons at **Victoria.parsons007@msd.govt.nz**

MAYORS SAY IT'S **NOT** OK

Mayors from around New Zealand gathered in Waitakere in April to discuss ways they can help reduce and prevent family violence in their communities.

About 90 people attended the forum and 20 councils were represented by their Mayor, councillors or staff. Local Government New Zealand President Lawrence Yule and Chief Executive Eugene Bowen also participated in the forum.

The forum was hosted by Waitakere Mayor Bob Harvey and Deputy Mayor Penny Hulse and was organised in partnership with the *It's not OK* Campaign.

Its purpose was to:

- encourage new councils to get involved in family violence prevention
- support, motivate and inspire councils which are already involved
- share what is happening round the country with other councils.

As a result of the forum, family violence prevention was on the agenda for the Local Government NZ annual conference in July.

The *It's not OK* Campaign has identified Mayors and councils as well placed to provide leadership in their communities on preventing family violence.

“Where local government is involved, this has strengthened community projects. The leadership shown by Mayors gives local activity a high profile,” Campaign spokesperson Gael Surgenor said.

The programme included presentations from four communities – Rotorua, Waitakere, Hamilton and Gisborne – as well as Auckland University researcher Janet Fanslow. These presentations demonstrated the important role councils can play in preventing family violence.

A toolkit to help facilitate local government engagement in family violence prevention is being developed by the Campaign, for more information please contact **Cristy.Trewartha001@msd.govt.nz**

STAND UP FOR **SAFE** FAMILIES

Two community buses will carry family violence prevention messages around the Far North for the next year.



The messages 'Stand Up for Safe Families' and 'Cherish our Elders' were developed in consultation with the local community, who made it clear they did not want a stern finger-pointing message.

At the launch of the bus signs on Friday 12 June Senior Citizens Minister and local MP John Carter endorsed this decision.

"The buses invoke a positive message – to cherish our elders, to stand up for safe families, and that's how it needs to be," he said.

The two 18-seater buses also help address transport problems on the outskirts of the Far North town of Kaitaia.

"One is a workers' bus, picking up people and taking them home through the week. The other is a shoppers' bus that is used by a

lot of older people. Both buses help in an area where public transport is almost non-existent," Mr Carter said.

Minister Carter took a ride on the new bus to pick up residents from Ahipara before launching the bus signs at a function at the Community Business and Environment Centre, Kaitaia, to mark World Elder Abuse Awareness Day on 15 June.

"World Elder Abuse Awareness Day is a timely reminder that we should value our older people and cherish the knowledge, skills and experience they can share with us," said Minister Carter.

The new bus signs are a joint initiative between Work and Income Whangarei, the *It's not OK* Campaign and Age Concern.

NELSON TEENAGERS **SPEAK** OUT AGAINST FAMILY VIOLENCE

With the slogan ‘Domestic Violence - Not our Generation’ two Nelson teenagers have founded a group by students for students to take a stand against family violence.

Nelson College students Johny O’Donnell and Amani Waenga have set up SAVE (Students Against Violence) with the long term goal to establish SAVE groups all round New Zealand.

“Together we can make a difference,” Johny said.

“The reason we did this was most campaigns come from adults but we wanted to do something from youth for youth,” Johny said.

SAVE has 20 members and the majority are men, which is pleasing, Johny said.

SAVE is running a local campaign DONT STAND FOR IT with posters, get help cards and banners, in partnership with the Nelson Tasman Te Rito Network. The get help cards have been developed specifically for young people.

Their website has been designed as a hub for all youth: www.savemovement.org/default.html

“We find that the response from groups of young people is not always positive, they feel they have to stay staunch, but a lot people come to us on a personal level and ask for more information.

“We give everybody the card we’ve developed about family violence and where to go for help and a wristband.”

“Nelson College has been really supportive.”

SAVE invited former perpetrator Tremain Makaere to speak to about 60 students at Nelson College as well as to SAVE members, he had a huge impact and really brought home the reality of family violence, Johny said.

“After Tremain spoke at Nelson College the students at the school really got behind SAVE with a number showing interest in joining.”

Tremain’s story features in the Campaign book It’s Time We Started Telling These Stories.

Nelson Girls pupils Emma Matthews and Becki Lake have joined SAVE. They made their own contribution to stopping family violence with an award winning DVD they made last year, titled ‘Torn’, which is being shown in Nelson high schools through SAVE.

SAVE is running a campaign on the child discipline referendum, working closely with Nelson Youth Council and working together with Barnardos on workshops with school students who will develop a DVD to be used in schools.

“We had a meeting about the referendum and realised that we are not very happy that we have had no input. Our campaign is from a youth perspective but targeting parents and voters, saying that youth and young people want a law that protects them.

“

OUR CAMPAIGN IS FROM A YOUTH PERSPECTIVE BUT TARGETING PARENTS AND VOTERS, SAYING THAT YOUTH AND YOUNG PEOPLE WANT A LAW THAT PROTECTS THEM.

”

“We have also been working with Labour List MP Maryan Street and Nelson City Council Deputy Mayor Rachel Reese who have both endorsed what we are doing,” Johny said.

Nelson Tasman Te Rito Co-ordinator Gayle Helm praised the young people behind SAVE.

“I think they are awesome. I am in awe of them because it is amazing for people in their age group to make a stand like this. Here is this

group of young men who are out there doing something so positive for their peers. The Te Rito Network is proud to have them as members and support them any way we can.

“We’ve had lots of stories about young people picking up the youth cards and putting them in their pockets, so we know they are getting the message,” Gayle said.

AND ON THE **INSIDE...**

Murals on the walls of Nelson Police cells give food for thought to offenders spending a night locked up.



Local Police Family Violence Co-ordinator Ian Langridge came up with the idea, and worked with the Nelson Tasman Te Rito Network to make it happen.

The two murals were painted by local art student Jamie Noble as part of his portfolio and were funded through the Nelson *It's not OK* Community Action Fund project.

“We did this as part of creating a changing culture with our perpetrators, giving them time when they are in that confined area on remand to think about the consequences of their actions,” Sergeant Langridge said.

“We’ve had positive feedback from prisoners and staff, and the Te Rito Network.”

He would like to take the idea further with messages on the walls of Court cells and on prison vans.

“We’d like the last thing prisoners see as they leave the van to be *It's not OK* to hurt children or something similar.

“The whole idea is to reinforce that message that family violence is not OK.”

RECORD NUMBER OF COMMUNITY PROJECTS FUNDED

A further 49 community projects have been funded through the *It's not OK* Campaign's Community Action Fund.

A record number of 132 applications were received.

The newly funded projects will receive just over \$1m between them and brings the total of projects funded through the Community Action Fund to 146.

The successful applications include 33 organisations which haven't been funded before.

Applications for this round were notable for their diversity and quality, CAF project manager Cristy Trewartha said.

"We were pleased to see more applications from outside the family violence sector this time. This shows that family violence is becoming everybody's business."

The final selection shows a good mix of projects both geographically and culturally. Successful applicants include 14 Māori community projects, four Pacific projects and five projects working with refugee and migrant communities. Two projects within disability communities were also funded.

The Community Action Fund is a key strand of the *It's not OK* Campaign and has enabled communities to develop prevention projects tailored to their local environment.

"For this round we encouraged projects around elder and child abuse prevention and we did get a good range which reflected this," Ms Trewartha said.

For more information please contact Cristy. Trewartha001@msd.govt.nz

“ WE WERE PLEASED TO SEE MORE APPLICATIONS FROM OUTSIDE THE FAMILY VIOLENCE SECTOR THIS TIME. THIS SHOWS THAT FAMILY VIOLENCE IS BECOMING EVERYBODY'S BUSINESS. ”

The successful applicants are listed below.

Ethiopian Sport & Cultural Club	Te Kahui Tautoru Social Services
Peer Health Development Trust	Wellington Pacific Bible College
Wairarapa Family Violence Network	Te Hauora o Ngati Haua Trust
Age Concern Wairoa Incorporated	Mangere East Community Learning Centre
The Whangarei Everyday Communities Working Party	ChangeMakers Refugee Forum
Chinese Mental Health Consultation Services Charitable Trust	The Family Centre
Nurturing the Future Trust	Te Hiringa Hauora Matauranga – Iwi Social Services
Te Ora Hou Hawkes Bay	Te Roopu Awhina Ki Porirua
OUTline NZ	Rape Prevention Education
Auckland Deaf Society	Dannevirke Family Services
Tauranga Safe City	Ki a Ora Ngatiwai Health Trust
Disability Coalition Against Violence	Te Wheke Atawhai
Chinese New Settlers Services Trust	Waitomo Papakainga Development Society Incorporated
One Double Five Community House	Tongariro Whānau Support Trust
Pacific Island Safety & Prevention Project	Aranui Community Trust Incorporated Society
To'utupu Tonga Trust (Tongan Youth Trust)	Tairawhiti Abuse Intervention Network
Rape and Abuse Support Centre Southland	Fale Pasifika o Aoraki Trust Society Incorporated
Taupo Violence Intervention Network	Te Atatu Tu Tangata Incorporated Society
Invercargill/ Southland Family Violence Focus Group	Kahungunu Ki Wairarapa
Pahiatua Community Services Trust	Age Concern Otago
Atea Maioha Trust	Hamilton City Council
Te Roopu Tautoko Ki Te Tonga	King Street Artworks
Auckland Refugee Community Coalition	Tairawhiti Men Against Violence
Living Without Violence Waiheke	Orongomai Marae Community Centre Trust
	Nelson Tasman Te Rito Family Violence Network



Copies of earlier issues of Te Rito News are available: we have listed below the articles appearing in each issue.

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Thousands of New Zealanders Stop for New Zealand's Biggest Morning Tea

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