



## IT'S **NOT** OK IN MANIAPOTO

**Billboards, motorbikes, art and a Garden Ramble gave maximum impact to White Ribbon week in Maniapoto this year.**

The Maniapoto Family Violence Intervention Network (MFVIN) focused a range of activities on the week to really bring home the message that Family Violence is not OK in the North King Country.

Billboards have been put up in Te Kuiti and Otorohanga.

The Super Maori Fullas and Patriots roared into town on Wednesday 23 November, gathering local riders including MFVIN coordinator Sally King and her husband.

The 50 strong group of riders was welcomed with a powhiri by local high school students before the riders shared their own stories of growing up in violent homes.

MFVIN ran a media campaign during the week in the local newspaper and the It's not OK Campaign's exhibition It's Time We Started Telling These Stories showed at local libraries.

Male community leaders showed their support for the white ribbon message by signing a white ribbon banner. They included Sir Colin Meads, Rt Hon Jim Bolger, school teachers, kaumatua and Police senior sergeants.

A white ribbon card was dropped in the mailbox of every household in Te Kuiti, Otorohanga and outlying communities, over 5000 homes.

"We know that family violence in rural communities often gets swept under the carpet with many women unlikely to reach out to agencies for help so we made sure that all of our projects focused on both changing the environment and empowering families, friends and employers to respond effectively," said Ms King.



More than 300 people attended a Garden Ramble held over the weekend following White Ribbon Day. Sixteen local gardens were open to the public.

“We partnered with a local women’s garden group The Violet Ladies who are aiming to get the message out that family violence happens across ethnicities and socio-economic backgrounds,” MFVIN Coordinator Sally King said.

“The members of the group have spoken out in the community about how little help they felt was available to them when they were leaving violent relationships.

“It’s real community development,” she said. “It speaks volumes when community members want to be part of the solution. It really shows how far we’ve come and our team is excited at the changes in attitude that we are seeing.

“We also secured a wide range of artists who sold their wares and made a donation to the kaupapa. All funds raised will be distributed by the MFVIN and include the installation of a purpose built playground at our local refuge.”

MFVIN activities will continue into the new year, with a focus on How to Help, in line with the It’s not OK Campaign’s current focus nationally.

“Our intervention network was only formed at the beginning of 2009 but it has strengthened the ability that we all had in our individual practice and we have achieved a lot in almost two years,” said Ms King.

“Being able to connect to other networks nationwide is also invaluable. Together we are able to see a real difference, and this week we have seen this in action as our community has got right in behind the message.”



“ I DIDN'T KNOW WHAT ELSE TO DO SO I SAID I'D TAKE THE CHILDREN FOR AN HOUR OR TWO. ”

## MAKE CHRISTMAS A TIME OF CHEER NOT FEAR

**Family violence escalates at Christmas and New Year with Police seeing more incidents and offences than at any other time.**

Financial stress, alcohol and pressure to spend more than people can afford are some of the contributing factors that result in Christmas being remembered for all the wrong reasons.

The It's not OK Campaign wants everyone to help make this Christmas a safe one by offering a little help to those in need. It might be the best Christmas present you give – and it doesn't have to cost anything.

There are some practical things you can do to help families where there's family violence. It's about noticing and taking violence seriously and offering practical help. Any little thing you do can make a difference:

- give support **not** advice – take the kids for a few hours
- listen without judging – a quiet cup of tea away from the chaos
- challenge the behaviour not the person
- tell the victim it's not their fault.

### What to think about before getting involved:

- never put the victim's or your own safety at risk
- if someone is in danger, or you think someone could be harmed, call Police on 111
- choose a quiet time to start the conversation
- people need support to make decisions in their own time. It's important to go at their pace
- if children are being hurt they need safe adults to step in and take charge of their safety. They need to be able to tell adults they can trust what is happening to them.

It is OK to Help. For more information, visit the Family Violence it's not OK website [www.areyouok.org.nz](http://www.areyouok.org.nz)

“ I DECIDED TO KEEP ON SAYING HELLO AND ASKING HOW SHE WAS EVEN THOUGH SHE DIDN'T SAY MUCH. I HAD A FEELING SOMETHING WAS GOING ON AND SHE MIGHT NEED ME ONE DAY. ”

## **IT'S NOT OK CHAMPION**

### **HIGHLY RATED**

**Presentations by It's not OK Champion Vic Tamati are powerful and effective, a case study evaluation shows.**

Vic featured in It's not OK TV ads launched in February 2008. He and two other men told their personal stories of change.

Since then Vic has been travelling the country on behalf of the Campaign, sharing his story of becoming violence free.

The Campaign commissioned a case study evaluation of Vic's presentations in high schools, to find out what messages pupils were taking away from his story and how they felt about his presentation style.

Results were very positive. Participants gave Vic's presentations a score of 8 out of 10.



All students interviewed recalled three core messages:

- violence is not OK
- change is possible
- it is OK to ask for help.

#### **Comments included:**

**“HE GOT THE SCHOOL TALKING. WE ALL WENT AWAY AND TALKED ABOUT THE PRESENTATION.”**

**“WE UNDERSTOOD AND TOOK IT SERIOUSLY AND RESPECTED WHAT VIC HAD TO SAY BECAUSE IT WAS REAL.”**

Police, staff and students all reported more people asking for help following Vic's presentation, for themselves or for others.

The evaluation was done by the Crime and Justice Research Centre at Victoria University, Wellington. A summary is in the Resources section of the Campaign website at [www.areyouok.org.nz](http://www.areyouok.org.nz)

If you would like Vic to come to your community, please email [areyouok@msd.govt.nz](mailto:areyouok@msd.govt.nz)



**BECAUSE FAMILY VIOLENCE HAS BEEN KEPT BEHIND CLOSED DOORS FOR SO LONG, EVENTS WHICH GIVE IT VISIBILITY AND ENCOURAGE PEOPLE TO ASK FOR HELP ARE SO IMPORTANT.**



## **IT'S NOT OK WITH A SAUSAGE**

**Staff at Taylor Preston meatworks just north of Wellington got the message that Family Violence is not OK with a free sausage recently.**

Occupational Health Nurse at the works Sandy Collett organised an It's not OK sausage sizzle to raise awareness about family violence.

This was the first time the It's not OK Campaign has partnered with a local business for an on site event.

The sausage sizzle was held at the changeover of shifts in the afternoon. It's not OK Champion Vic Tamati, former league player Rob Piva, meatworks staff and members of the It's not OK Team mingled with workers and handed out information.

Ms Collett says a number of staff have asked for help or supported others to get help since.

"If we helped just one person, it was worth it," she said.

It's not OK was the talk of the trip home on buses provided by the company to transport workers to and from the site.

Campaign spokesperson Trish Green said events like this give a serious message in a light hearted way.

"Because family violence has been kept behind closed doors for so long, events which give it visibility and encourage people to ask for help are so important.



"We congratulate Taylor Preston for taking this initiative. Workplaces do have a role to play in preventing family violence," she said.

Statistics show that one in three women will experience physical or sexual violence from their partner in their lifetime, so most workplaces have staff who are directly affected she said.

Taylor Preston is considering ways to build on this successful event.

## NEW PROGRAMME FOCUSES ON **YOUNG MEN**

**Family Planning aims to mobilise young men to prevent violence against women with its new programme *It's about Mana*.**

The strengths based programme has positive, action-based messages that promote men as strong, caring and respectful.

“Family Planning wants to encourage all young men to explore notions of masculinity,” Chief Executive Jackie Edmond said.

“Masculinity includes showing respect, love, tenderness and standing up for what they believe in and for others. There are many ways to be strong and to express strength,” she said.

“A significant element of *It's about Mana* encourages young men to question traditional male values – ideas such as that real men are always in control, have uncontrollable sex drives, deserve a certain entitlement or respect, and that women are objects.

“If young men are involved in discussions that show that most men don't use or condone violence towards women, this will make it harder for violent individuals to justify it as normal behaviour.

“The programme also gives examples of behaviour that is achievable – such as how to be a good partner and an ethical bystander.”

Young men often feel like they're a problem and many campaigns focus on what not to do, she said.

*It's about Mana* provides a range of resources such as group activities, teaching materials, messages and key discussion prompts as well as a series of five posters.

A Facebook page encourages young men to post a comment, photos or video.

**“ A SIGNIFICANT ELEMENT OF IT'S ABOUT MANA ENCOURAGES YOUNG MEN TO QUESTION TRADITIONAL MALE VALUES... ”**

**“ FAMILY PLANNING WANTS TO ENCOURAGE ALL YOUNG MEN TO EXPLORE NOTIONS OF MASCULINITY. ”**

“Young men want to engage in conversations about sex and sexuality – they just don’t always know how to start or how to start appropriately,” Ms Edmond said.

“Biological knowledge is important, but building self-assurance and confidence around sexual topics will open a world of discussion.”

For more information go to [www.familyplanning.org.nz](http://www.familyplanning.org.nz) or [www.theword.org.nz](http://www.theword.org.nz) or become a fan on Facebook.





**IN OUR CHURCH COMMUNITY HERE IN TAURANGA FAMILY VIOLENCE IS AN ISSUE - NOT OUT IN THE OPEN, BEHIND CLOSED DOORS.**



## **T SHIRTS GET PEOPLE TALKING**

**It's not OK t shirts have proved to be a silent but effective way to get people talking about family violence at one Tauranga church.**

Raewynne Tawa knew that family violence was a serious issue in her local community, through her job at Family Works Northern.

The women's ministry at her local Seventh Day Adventist Church were talking about joining an international church based campaign 'End it Now' against genital mutilation.

Raewynne thought it would be good to also do something more relevant to local women.

"In our church community here in Tauranga family violence is an issue – not out in the open, behind closed doors.

"We hadn't talked about family violence before at church. My husband and I and seven other church members decided to wear our *It's not OK* t shirts to church on the first Saturday of every month."

They've worn the t shirts for the last six months and know of two families who have asked for help as a result.

"If we've changed one person's life then it has been a success," she said.

A few eyebrows were raised when the t shirts first appeared, Raewynne said.

"I think some people were a bit taken aback at first but they've now accepted it. Everyone has embraced it."

About 300 people attend the church in Tauranga.

For White Ribbon Day the group wore White Ribbon t shirts, handed out white ribbons to adults and wrist bands to young people to reinforce the message that violence towards women is not OK.



## POSTER NAMES RED FLAGS

Posters showing 'red flag' behaviours have been distributed in public toilets, bars and on public transport in Wellington.

The posters have been developed jointly by Wellington Police and the local Te Rito collaborative, based on the 12 red flags Police use to determine the risk of homicide to a victim.

"We are naming the warning signs to help people recognise when they, or someone they know, is in danger," Inspector Karen Smith said.

"Often people do notice controlling and abusive behaviour, but don't realise how serious it is until someone is assaulted or killed."

Te Rito Coordinator Susie Colien-Reid said the sooner people get help the better.

"We want people to contact Police or services if they see these behaviours. It is not OK for people to feel frightened of their partner.

"We wanted them up in public toilets where a woman is alone and would have time to read the poster and jot down a phone number," she said.

Feedback from pubs has been very supportive, with one offering to get frames specially made so the posters would be protected.

They will be displayed in Police Stations, pubs, on Wellington trains, at ACC and DHB sites and possibly movie theatres.

The Red Flags Relationships poster campaign was launched directly after White Ribbon Day to maintain momentum about the need to keep women safe through the Christmas and holiday time when family violence peaks.

It was printed by Wellington City Council and the design was funded by the It's not OK Campaign.

The poster can be adapted for use in other communities by changing the phone numbers. If you are interested in using the poster or would like copies of the Wellington poster please email [areyouok@msd.govt.nz](mailto:areyouok@msd.govt.nz)



# IT'S NOT OK THE WEST COAST WAY

Businesses in Hokitika came up with a suite of slogans with a unique West Coast flavour for White Ribbon Day this year.

## FAMILY VIOLENCE SUCKS

from a local farmer milking his cow

## BATTER YOUR FISH NOT YOUR FAMILIES

from the Fish and Chip Shop owner

## WHY THE FORK WOULD YOU HIT SOMEBODY WHO LOVES YOU

from a local forklift driver

Posters featuring local people speaking out against family violence were displayed in local shops. The caption for each photo came from the people themselves.

Other White Ribbon events were cancelled this year as a result of the mining disaster which claimed 29 lives in the district.

However Te Rito Coordinator Ned Tauwhare said there had been a lot of interest and commitment from local businesses and organizations to White Ribbon this year, with one business saying 'we really want to participate - what can we do?'"

The posters were printed by the district council.





...DISASTERS CAN BE TOUGH ON RELATIONSHIPS BUT RESORTING TO VIOLENCE IS NEVER OK.



## QUAKE STRESS NO EXCUSE FOR VIOLENCE

Domestic violence soared following the Canterbury earthquake and the It's not OK Campaign played a small part in what became a nationwide effort of assistance.

Within days of the big shake, there was a 53 percent increase in reported cases of family violence. Christchurch Police wanted to get messages out quickly about what people could do and where they could go for help.

The Campaign team produced a special booklet, including messages and contact details for agencies.

The key message was that disasters can be tough on relationships but resorting to violence is never OK.

Police distributed 22,000 copies of the booklet through about 45 social services and community organisations in the earthquake affected areas.

Police reported excellent feedback from the community.





**WE ASK THEM TO EXAMINE HOW THINGS HAVE GOT TO THIS POINT AND WHAT THEY NEED TO DO TO FIX IT.**



## **MALE ROOM PROVIDES SUPPORT FOR MEN**

**The Male Room in Nelson has added one night's free accommodation to the support services it provides for men.**

Men who have been served with a Police Safety Order (PSO) can get a voucher for one night's accommodation at a local motel so they can collect their thoughts and consider what to do next.

"Men do not normally have as good a networking system as women. Often they are isolated and may not have anywhere to go or the money to pay for somewhere to stay," Male Room Manager Philip Chapman said.

"We give them a bed for the first night to consider their options. The goal is to diffuse the situation and give them a breathing space.

"Alongside that is a 24 hour crisis line so they can phone anytime of the day or night, and a debrief session before they return home.

"We talk about 'How did you get to where you are? What needs to happen when you go home?'

"The fact is you are going to go back in two days or five days. Does the potential for conflict still exist?

"We ask them to examine how things have got to this point and what they need to do to fix it."

The Male Room pays for the accommodation. Police are supportive of the initiative and part of plans to expand it to Takaka.

Other services offered by the Male Room include support after separation (about 90% of their work), support for men who have been physically and sexually abused, or who have fathering issues and support for mothers raising teenage boys.

Clients are referred to the Male Room by other agencies.

For more information email [pchapman@ts.co.nz](mailto:pchapman@ts.co.nz)

## **ANGER CHANGE FOR FATHERS**

**The Anger Change for Mothers programme has been adapted for fathers, recognising that fathers are much more involved with parenting than in the past.**

The programme has been operating for mothers for 20 years.

“Fathers are much more involved in parenting these days, be it solo, shared, step parenting or in the nuclear family situation,” spokesperson Lois Mouldey said.

“Much more is expected of them and many will be aware that the relationships with one or other of their children could be better too.”

Training of facilitators is now open to male therapists in Jigsaw member agencies who would like to work with fathers who are being ‘triggered’ by the behaviour of one or other of their children and whom they parent in ways they feel bad about.

The programme is always run by two experienced therapists who have attended the training both as participant and therapist. It is expected that the initial groups for fathers would be run by a male and female therapist.

Currently the training is once a year over two three day sessions and an annual gathering of group facilitators is also offered. The training for 2011 will be over six days in April and May in Auckland.

For more information please contact Fay Lilian 09 8157364 or [fay.lil@xtra.co.nz](mailto:fay.lil@xtra.co.nz) or Lois Mouldey 09 4388852 or [lois@jigsawnorth.org.nz](mailto:lois@jigsawnorth.org.nz)



**MUCH MORE IS EXPECTED OF THEM AND MANY WILL BE AWARE THAT THE RELATIONSHIPS WITH ONE OR OTHER OF THEIR CHILDREN COULD BE BETTER TOO.**



## FAMILIES SIGN UP TO CHARTER

**More than 2000 homes in South Canterbury have been issued with a Family Charter Magnet, showing they support positive family relationships.**

The initiative is being rolled out by Te Rito South Canterbury, mainly through local schools.

A total of 2280 magnets have been issued since September 2010, a fifth of the target goal of reaching all pupils in South Canterbury schools.

Six primary schools, one high school and a young parents course at the YMCA have all participated.

Members of Te Rito present the concept to schools at assembly and hand out magnets showing house rules.

The idea is to promote positive relationships and behaviour by displaying the charter.

Pupils are also asked to discuss what their family's rules are.

"We were interested in some of the personal house rules that families use, it has been a real privilege reading the responses that have been returned," Te Rito community educator Christine Akurangi said.

"There were general rules like 'no fighting' 'no swearing', but also some humorous ones. The remote control features regularly:

**"DAD HAS CONTROL OF THE REMOTE BUT MUM HAS CONTROL OF DAD."**

Ms Akurangi said the goal of the project is to give a simple message visibility. School principals have been very supportive, she said.



## CARDBOARD CUT-OUTS SUPPORT WHITE RIBBON

**Cardboard cut-outs from It's not OK TV ads supported White Ribbon activities at Auckland DHB this year.**

The cut-outs were placed around the DHB atrium along with nine-floor high giant white ribbons, pamphlets and posters on display for staff.

The day kicked off with a presentation about the success of the ADHB partner abuse screening programme. Children's Commissioner John Angus then spoke about ways to address child abuse.

Five staff were presented with awards for their commitment to violence prevention within ADHB.

Family Life Education Pasefika (FLEP) gave a performance. FLEP is a health education provider running programmes in schools, tertiary institutions, community groups, churches and prisons, using music, art, dance and drama.

"FLEP sang with such passion that staff and patients from nine floors were seen listening at windows and singing along. The atrium took on a real 'party' atmosphere," spokesperson Kathy Lowe said.

"Safer Homes in NZ Every Day (Shine) is our lead community agency and we couldn't do this work without them, they were there also.

"ADHB has a portion of the giant white ribbon that the Families Commission is sending around New Zealand to be signed and then sewn into one giant ribbon. Staff were able to sign that on the day."

Displays were mounted and white ribbons were handed out in other areas of Auckland hospital, Starship and at the Greenlane Clinical Centre.





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

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