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FAMILY AND
COMMUNITY
SERVICES (MSD)

IT'S NOT OK CAMPAIGN: PHASE THREE

• **point**research

IT'S NOT OK CAMPAIGN

PHASE THREE

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Report Prepared for
THERESA POMEROY
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Executive Summary

The Campaign for Action on Family Violence, the “It’s not OK” campaign, is a community-based social marketing initiative that seeks to change the way New Zealanders think and act about family violence.

In 2010 a new phase of the campaign began, looking at the practical things friends, whānau and families can do to keep each other safe. A new set of advertisements, ‘cut-outs’ was commissioned to encourage people to notice when things start to go wrong, and to support people to get the help they need.

This research has been commissioned by Family and Community Services at the New Zealand Ministry of Social Development in order to understand whether, and if so how, attitudes and behaviours relating to the willingness, confidence and capacity to give and/or receive help have been influenced by the cut-out advertisements. In addition, this research aims to understand whether the It’s not OK campaign has helped to support the conditions that encourage help giving and receiving.

The research focussed on asking those who have given or received help or taken action after seeing the advertisements, to describe the dynamics of their actions e.g. what motivated them to take action, and what that help or action looked like. The data were collected using a combination of phone interviews and an online survey.

Overall, the research found that recognition of the It’s Not OK campaign is high, with 89 percent of those (603 of 677 people) who took part in the initial phase of the interviews and online survey indicating they had seen advertising about family violence in which the line “it’s not OK” was said or shown. More than half of these (51% or 307 people) have taken steps or actions (however small) around family violence in their home, whānau/family or community. Much of this action is recent, with eight out of ten indicating their action had been undertaken in the three months prior to the interview or survey (i.e. since the beginning of Phase Three of the campaign).

Overall, respondents belonged to one of four distinct groups:

1. People who are aware of Phase Three of the campaign and have made an effort to raise their own or others’ awareness of family violence (n=127, 41.4% of all respondents).
2. People who are aware of Phase Three of the campaign and have taken action to deal with a family violence situation they were concerned about (n=116, 36.5% of all respondents).
3. People who are aware of the campaign (but do not recognise Phase Three) and have made an effort to raise their own or others’ awareness of family violence (n=30, 9.8% of all respondents).

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4. People who are aware of the campaign (but do not recognise Phase Three) and have taken action to deal with a family violence situation they were concerned about (n=34, 11.1% of all respondents)¹.

The key findings related to each of these groups are as follows:

Phase Three Influencers

- Overall, 127 (53.1%) of respondents who recognised the cardboard cut out advertisements indicated their awareness and knowledge of family violence has increased in the past 12 to 24 months.
- More than half of these (57.4%) had also raised the issue of family violence with their whānau/family, friends and workmates.
- In total, 64.3% of those who raised the issue of family violence with others believed positive change had occurred as a result of their actions, for example families/whānau agreeing to cease physical discipline of children, and friends and acquaintances beginning to seek help for family violence.

Phase Three Helpers

- In total, 116 (48.5%) of respondents who recognised the cardboard cut out advertisements indicated, unprompted, that they had taken action to deal with a situation of family violence in the past three months.
- Most respondents used informal methods of helping, with just over half (54.1%) choosing to talk directly to the individual they were concerned for or about, while just over one-fifth (20.6%) talked to whānau/family or friends of the individual they were concerned for or about.
- Women were more likely to use the help of outside agencies, such as Police (20.3% as compared with 2.7% of males) or Women's Refuge (13.9% of females as compared with 2.7% of males).
- Just over one-fifth of those who took action were victims seeking help (21.7%), with the majority of these being female victims (19.0%). The remainder (78.3%) offered help to others they were concerned about.
- Men were more likely to take action with perpetrators (37.8%) or themselves as perpetrators (16.2%), while women were more likely to take action on behalf of female victims (29.1%).
- Overall, nearly eight out of 10 (77.8%) of those who took action indicated that it either resulted in a positive change (63.7%), or a change that was still in progress but was likely to have a positive outcome (14.1%).
- More than half (56.0%) of all respondents who have viewed the cardboard cut-out advertisements and who have taken action to deal

¹ Previous research (c.f. Metzger and Woodley, 2010) has defined these people as 'influencers' (those who raise awareness around family violence and/or take a stand against family violence in their community) and 'helpers' (those who help in situations where family violence is occurring).

with family violence agree that the campaign has had a reasonably significant to significant effect on their actions. Only 11.4 percent of females and 13.5 percent of males believe the campaign has had no effect. These people were likely to be “helpers” in other areas of their lives.

- On average, four out of 10 (40.1%) of those who took some action to deal with family violence indicated that they still feel uncomfortable talking about or acting on family violence issues. These respondents may be defined as “emerging helpers and help seekers”; people who felt uncomfortable about taking action, *but did so anyway*. Most of these (63.1%) indicate that the campaign had a reasonably significant to significant effect on their actions.

General Campaign Influencers

- Overall, 30 (9.8% of all respondents) were aware of the campaign (but do not recognise Phase Three) and have made an effort to raise their own or others’ awareness of family violence
- Most of these people attend, work or volunteer for organisations which often deal with issues such as family violence and which also work to raise awareness around family violence
- Fifteen respondents (50%) believe that a positive change occurred as a result of their raising awareness of family violence, both for themselves and the people around them.

General Campaign Helpers

- In total, 34 respondents (11.1% of all respondents) who were aware of the campaign (but do not recognise Phase Three) indicated that they had taken some steps or actions in relation to parenting or family violence.
- Women were more likely to have taken action to address a family violence situation or raise awareness than men.
- One in four (40%) men took action with male perpetrators (including themselves), while women were more likely to take action on behalf of male perpetrators (17.6%) or child victims (17.6%).
- Both males and females who took action were most likely to talk directly to the individual they were concerned for or about (48.2%), or talk with the whānau/family or friends of the individual they were concerned for or about (32.5%).
- Overall, 67.6 percent of the respondents who took action indicated that it resulted in a positive change. A further 17 percent indicated that the change was still in progress, whilst 11.7 percent believed their action had had no positive effects.
- Women who have taken action against family violence, and who have only seen phases one and two of the campaign, are more likely to agree that the campaign has had a reasonably significant to significant effect

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on their actions, with exactly half (50%) agreeing that this is the case, compared with just over one-third of men (33.4%).

- Those respondents who indicated the advertisements had a “significant effect” on their actions stated it was because the advertisements had shown them that violence was not OK, that it was OK to ask for or offer help, and that there are resources available for those who need them.

Overall

- Overall, nearly two-thirds of all 307 respondents (64.3%) agree that the campaign makes people feel that it is ok to give or receive help. In addition, the majority agree that the campaign encourages people to provide help and support (59.7%), encourages people to talk about family violence (57.4%), makes them feel that they can do something about family violence (57%), and is increasing our ability and confidence to act (56.4%).
- Similarly, most respondents believe they are comfortable talking about family violence issues (60.3%), they would know what to say if there were to ask someone about family violence they were concerned about (52.5%), they would know what to say if there were to tell someone about family violence they were concerned about (54.1%), and they would know what to do if someone told them about family violence that was affecting them (63%).
- There is considerable support for the campaign, with more than two thirds of respondents (66.5%) choosing to offer a message of support or positive comment on the campaign. The majority of the remainder offered positive comments alongside suggestions for further focus or activities.

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Lastly, we would like to extend our grateful thanks and appreciation to all the people who shared their stories and told us openly and candidly about their experiences.

Disclaimer

All findings and conclusions are those of the authors and are not to be attributed to Family and Community Services at the Ministry of Social Development.

Introduction

Background to the Research

The Campaign for Action on Family Violence, the “It’s not OK” campaign (“the Campaign”), is a community-based social marketing initiative that seeks to change the way New Zealanders think and act about family violence. To create change, the Campaign aims to:

- Use a planned, audience-driven approach to changing behaviour,
- create environments that support desired behaviour rather than just targeting individuals,
- respond to communities’ ideas, knowledge and strengths,
- ground its work and strategic direction in research and continual evaluation.

The goal of the Campaign is to reduce society’s tolerance of family violence and change people’s damaging behaviour within families. The outcomes the Campaign is seeking to achieve are:

- People will be motivated and supported to seek help and/or change their violent behaviours,
- influencers will be motivated and supported to encourage people to change their behaviours,
- communities will provide an environment where family violence is not tolerated and where people feel safe in their homes,
- society will no longer accept family violence, and
- in the long term, reduce the incidence of family violence.

The Campaign takes a positive approach to social change, aiming to inspire opportunities and possibilities for change. It has four core components - mass media, community action, communications and resources, and research and evaluation. The mass media makes family violence visible and relevant for New Zealanders, and has had a significant influence in motivating discussion and change. The mass media works alongside community action, which provides resources and services specific to communities, to achieve change in individuals, families and society.

The Campaign research and evaluation activities indicate that New Zealanders are now more likely to see violence within families as ‘not OK’ and that they want to act if they see violence.

In 2010 a new phase of the campaign began, looking at the practical things friends, whānau/family and families can do to keep each other safe. A new set

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of advertisements, 'cut-outs' was commissioned to encourage people to notice when things start to go wrong, and to support people to get the help they need.²

The focus of this research is to better understand the impact of the 'cut-out' advertising campaign on giving and/or receiving help.

Scope of the Research

The emphasis in the campaign is on 'normalising' receiving and seeking help and mobilising New Zealanders to overcome the barriers to doing so.

Accordingly, the focus of this research is to:

- Understand whether, and if so how, attitudes and behaviours relating to the willingness, confidence and capacity to give and/or receive help have been influenced by the cut-out advertisements.
- Understand whether, and if so how, the It's not OK campaign has helped to support the conditions that encourage help giving and receiving.

In addition to this research, help giving and receiving behaviour has been tracked at a high level in a national survey.³ This project has therefore focused on the finer details of people's stories around giving and receiving help. This has entailed asking those who have given or received help or taken action after seeing the advertisements, to describe the dynamics of their actions e.g. what motivated them to take action, and what that help or action looked like.

In particular this research aims to complement the high level findings in the tracking survey by understanding the stories behind:

1. Obtaining information about family violence;
2. Obtaining information about parenting;
3. Talking to whānau/family, family and friends about violence they were worried about;
4. Calling an 0800 helpline to talk about violence they were worried about;
5. Visiting the website promoted in the It's not OK advertisements;
6. Contacting an organisation, professional or community leader to talk about violence they were worried about, and;
7. The influence of the cut-out campaign, if any, on their attitudes and/or behaviour.

The findings will be designed to inform the campaign team's social change strategy.

² See <http://www.youtube.com/watch?v=9DYTh2IT2To> and http://www.youtube.com/watch?v=QQ_hG3s97U4 to view the cardboard cut out ads.

³ Phoenix Research, 2010

Structure of the Report

The results are presented in three parts. The first relates to respondents who viewed Phase Three of the campaign (the cardboard cut-out advertisements) and took some action as a result. The second is from respondents who have not seen or taken action in response to the cut-out advertisements, but have taken some action as a result of the overall campaign. Lastly, the combined data from both these groups are presented in order to understand overall attitudes to seeking, giving and receiving help for family violence.

Method

Data Collection

The data collection was undertaken in three parts. In total, 307 people took part in either phone interviews or an online survey.

Phone Interviews

A total of 60 interviews were conducted with help givers, victims and perpetrators of family violence who have seen the advertisement and taken some action as a result.

Interviewees were sourced from the national tracking survey, whereby participants who identified themselves as having taken some action as a result of the campaign were asked whether they could be contacted again regarding future surveys.

A sample was chosen to ensure that stories were sourced from a range of age groups, ethnic groups and geographical location.

Specifically, potential interviewees were selected with regard to:

- Ethnicity (Māori, Pasifika, Asian, Other ethnicities) ;
- Age group (including young people and older adults);
- Gender;
- Geographic location (rural, provincial, urban, North Island, South Island).

Note that the stories were not designed to be statistically representative, they were however designed to provide context and a deeper understanding of any changes identified in the tracking survey.

Online survey

The second part of the research comprised an online survey, whereby an online guided feedback form was used to ask people to share their stories. Respondents were asked to share the background to their story, their individual, familial, community and social context, what happened, the barriers they felt to changing their situation or reaching out, what helped them overcome the

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barriers, the influence of the advertisements, what 'shifted' their behaviour and what, if anything, has happened subsequently.

An email was sent out to a panel of 1,000 New Zealanders inviting those who had seen any aspect of the family violence campaign to respond.

The survey was hosted and populated by Buzz Channel, an online survey company⁴.

In addition, MSD put a link to the survey on their website www.areyouok.org.nz to encourage those visiting the website to share their stories. Although these stories have not been used in the research component of the study, they have provided useful background and contextual information against which the research findings have been checked.

Facebook Stories

A page was established on Facebook which allowed people to share their stories and/or participate in the survey. Again, although these stories have not been used in the research component of the study, they have provided useful background and contextual information

Participant considerations

Potential physical harm and/or emotional distress to the respondents was considered, and the following steps were taken to mitigate this.

- Before the interview took place, interviewers checked with the respondent that it was a convenient and safe time to participate. Respondents were advised that they could discontinue the interview at any time should they feel any discomfort or unease.
- All respondents were given the details of local support agencies to contact afterward should any issues arise. At the end of the interview respondents were asked if they felt OK to finish the interview and if they were currently safe. Respondents were also reminded that they were able to contact the interviewers to discuss any issues or to withdraw their interview after the interview has taken place.
- The online survey carried written instructions/advice identical to the above.

Data Analysis

The phone and online questionnaires were matched so that the data could be more easily collated and compared.

⁴ The survey was augmented by respondents from Buzzchannel's on-line panel to ensure a wider cross-section of views (i.e. those who have not accessed a service or website, and who do not participate in telephone polls).

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The data analysis process was an iterative one, whereby themes and patterns were progressively arrived at by repeating rounds of analysis on qualitative data obtained from the interviews and stories.

During this process, stories and examples were selected to highlight the themes and patterns and to illustrate the findings.

About the Respondents

A total of 677 people responded to the initial online survey or phone interview.

Respondents were asked whether over the past three years, since the campaign started, they had taken any steps or actions, however small to:

- Help themselves or someone else living in an emotionally unsafe, abusive or physically violent situation, or
- Help themselves or someone to change the way they act towards family members, or
- Do something about family violence or parenting in general (i.e. whether they had downloaded information, talked about the campaign, written a letter to the editor, talked to someone about anger, aggression or violence they were worried about, requested information, or taken any steps to change things, again however small, at work, home or in the community.

Those that had not seen either features of the cut-outs campaign, earlier aspects of the campaign or not taken action were filtered out.

A total of 307 respondents completed the survey.

There was a gender skew. Over half (63.2%) of the respondents were female.

In terms of ethnicity, New Zealand Europeans were slightly under-represented, and Maori and Pasifika slightly over-represented in the survey results.

Figure 1: Ethnicity of respondents

	Numbers	% of responses	Total NZ (2006 Census)
NZ European	162	45.0 %	67.6 %
Maori	79	21.9 %	14.6 %
Pasifika	56	15.6 %	6.5 %
Asian	22	6.1 %	6.6 %
Other (Please specify):	38	10.6 %	11.0 %
Prefer not to answer	3	0.8 %	

n=306

Respondents were most likely to be aged 25-44 years old; however other age groups between 20-59 years and 65 years+ are also well represented.

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Figure 2: Age group of respondents

	Numbers	% of responses
Under 20 years	10	3.3
20-24 years	18	5.9
25-29 years	37	12.1
30-34 years	40	13.1
35-39 years	44	14.4
40-44 years	37	12.1
45-49 years	31	10.1
50-54 years	26	8.5
55-59 years	27	8.8
60-64 years	12	3.9
65 years +	22	7.2
Prefer not to answer	2	0.7

n=306

The respondents lived throughout New Zealand. Those in Auckland and Wellington were slightly over represented.

Figure 3: Respondents place of residence

	Numbers	% of responses	Total NZ % of Responses
Northland	9	3.0	3.7
Auckland	126	41.7	32.4
Waikato	24	7.9	9.5
Bay of Plenty	15	5.0	6.4
Gisborne/Hawkes Bay	13	4.3	4.8
Taranaki	7	2.3	2.6
Manawatu-Wanganui	12	4.0	5.5
Wellington	47	15.6	11.1
Nelson/Tasman/Marlborough/We st Coast	4	1.3	0.8
Canterbury	29	9.6	13.0
Otago	7	2.3	4.8
Southland	3	1.0	2.3
Other (Please specify):	3	1.0	
Prefer not to answer	3	1.0	

n=302

Although over half lived in the city, over one-quarter lived in a town and a further ten percent lived in a rural area.

Figure 4: Geographic location

	Numbers	% of responses
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Rural area	31	10.2
Town	88	28.9
City	179	58.9
Prefer not to answer	6	2.0

n=304

The respondents were asked their household income. The respondents were from a range of household incomes. The median weekly household income in New Zealand in June 2010 was \$1236, or around \$64,000 per year⁵. Around 42% of the respondents had a household income of less than \$60,000 per year.

	Numbers	% of responses
Under \$20,000	21	6.9
\$20,000 - \$39,999	41	13.4
\$40,000 - \$59,999	65	21.2
\$60,000 - \$79,999	37	12.1
\$80,000 - \$99,999	25	8.2
\$100,000 - 119,999	32	10.5
\$120,000 or more	29	9.5
Prefer not to answer	56	18.3

n=306

⁵ Statistics New Zealand, June 2010.

Findings and Discussion

Recognition of the It's Not OK campaign is high. In total, 603 of the 677 people (89.0%) who took part in the initial (beginning) phase of the interviews and online survey indicated they had seen advertising about family violence, in which the line 'It's not OK' was said or shown.

More than half of those respondents who have seen the campaign (50.9% or 307 participants) have taken steps or actions (however small) to:

- Help themselves or someone else living in an emotionally unsafe, abusive or physically violent situation;
- Help themselves or someone to change the way they act towards family members,
- Do something about family violence or parenting in general (i.e. downloaded information, talked about the campaign, written a letter to the editor, talked to someone about anger, aggression or violence they are worried about, requested information, or taken any steps to change things) either at work, home or in the community⁶.

Phase Three (cardboard cut-out) advertisements

Of the 113 (36.8%) male and 194 (63.2%) female respondents who indicated they had taken some action related to family violence, nearly eight out of 10, or 79.2 percent had seen one of the Phase Three (cardboard cut-out) advertisements.

Prompted responses⁷

Over half of the respondents (52.8%) who had seen the cardboard cut-out advertisements had mentioned or talked about the advertisement, either while watching it or later. Women were slightly more likely to talk about the advertisement than men (56.2% and 46.2% respectively).

Although the sample is small, Pasifika and Māori respondents were more likely to have talked about the cut-out advertisements than NZ European respondents.

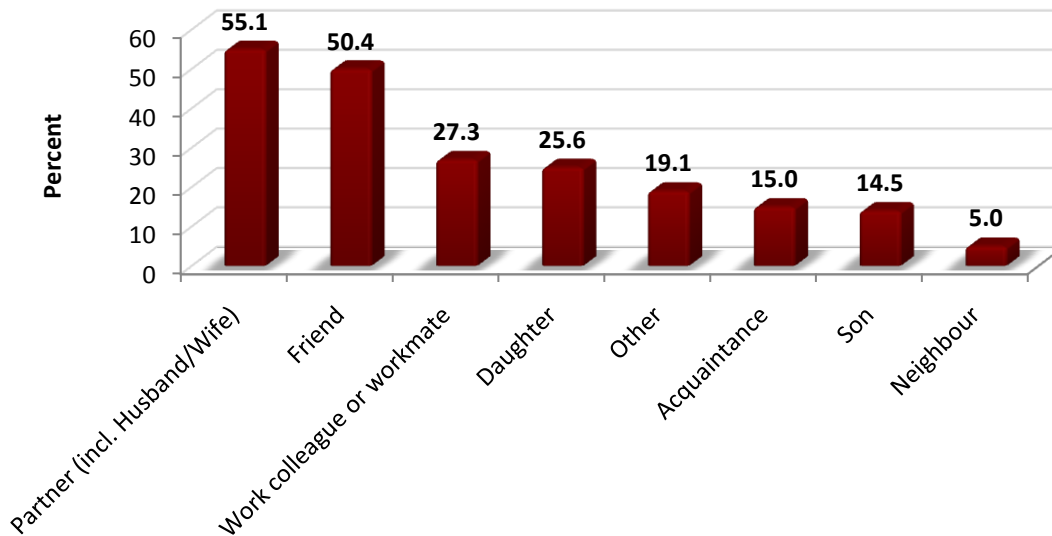
⁶ Those participants who indicated "no" to having taken any steps or actions were filtered out of the survey and interview process. The following findings therefore relate to the remaining 307 participants.

⁷ Multiple choice checkboxes were used to gain information from participants. These data are presented as prompted responses. In addition to the prompted responses, participants were asked to describe what actions they had taken. These answers allow a more in-depth understanding of the motivation behind the types of actions undertaken, the actual form the actions took, and any intended or unintended consequences. These data are presented as unprompted responses.

Findings and Discussion

Respondents were most likely to talk about the cardboard cut-out advertisements with their partner, including their husband or wife (55.1%), or a friend (50.4%). They were least likely to talk to neighbours (5.0%).

Figure 5: Who respondents talked to about the cardboard cut-out advertisements



n=129

“Other” people respondents spoke with were mostly close family members, such as siblings, aunties, nieces, or daughters/sons-in-law.

Although the sample is too small to draw robust conclusions, New Zealand European respondents were more likely to have spoken to their partner or spouse than those from other ethnic groups

When asked what they talked about, 47.2 percent indicated that they initiated general discussion around the advertisements, for example around what to do if they knew someone in that situation and what are the best ways to help. At least five parents used the advertisements to raise awareness among their children about how they should expect to be treated in a relationship.

“ We talked about how easy it is to be like the cardboard cut-outs and really have no real interaction with the person who is hurting.”
Female, Māori/NZ European aged 50-54

“ [We were] reflecting on how it's good to see those things advertised on TV. It happen(ed) a lot when we were younger - and still today. There were a few of us talking about it. And we talk now about it every so often...”
Female, Māori, aged 20-24

“ Just talked with 6year old daughter that we don't do things like that

Findings and Discussion

to each other but there are people out there who suffer violence within the family or from family members

Female, aged 35-39

Twenty respondents (15.6%) talked about how realistic and effective the advertisements were.

“ [We talked about] how this is such a real ad, that people who are being abused, don't reach out...however it just takes one person to ask if they are “ok”, and sometimes that is all they need to know that someone does care or will just listen...

Female, Māori, aged 40-44

“ That lady is like me, that is just how I feel every day. Made me feel like they understood (the ad makers) that obviously lots of people are going through the same thing

Female, NZ European, aged 25-29

Eleven people (8.5%) used the advertisements as a means with which to introduce their own experiences to either ask for help, get confirmation of their behaviour or to illustrate to those with whom they were speaking what was acceptable and unacceptable behaviour.

“ It was more to my son about how he should treat his kids and girlfriend/wife when he grows up. I used to be like that, in regards to it was easier to yell and smack than try and talk it through. I just don't want him to do the same mistake as I did.

Male, Pasifika, aged 35-39

“ [I] explained to my husband that is why I asked him to leave, I had lost my self esteem and wanted to feel like a woman. Talked to my children that it was Ok to Talk about shameful things that happened and not to lie or deny their feelings

Female, NZ European, aged 55-59

“ I talked to my friend about me being in a similar situation but I was minimising it at the time because it wasn't that bad.

Female, Māori, aged 40-44

Ten respondents (7.8%) used the advertisements as a conversation starter in order to sound out family members who they were concerned about, whilst a further six (4.6%) used them in a professional capacity in order to get clients to talk about their personal experience with family violence.

Findings and Discussion

“ Let them know we were there for them when they were ready to talk. Told them it was not okay what was happening and for their own sake needed to get help.

Female, NZ European, aged 55-59

“ I talked about this particular advert as it was pertinent to the person; they were going through a situation themselves. And I mentioned the advert, saying that if they wanted to talk I was willing to listen and help out if I could. I was aware of what they were going through, and when the advert came on it was perfect timing as we were there together

Female, Māori, aged 45-49

Seven respondents (5.4%) talked with others about how *unrealistic* they thought the advertisements were. Three of these were opposed to the advertisements because of what they perceived to be gender stereotyping (e.g. male perpetrators and female victims), whilst the remaining four (3.1%) felt that the scenarios were unlikely to unfold in the manner in which they were portrayed in the advertisements.

“ I commented that it was highly unlikely that someone would approach someone else about violence and that the violent person was unlikely to take it that well

Female, Channel Islander, aged 50-54

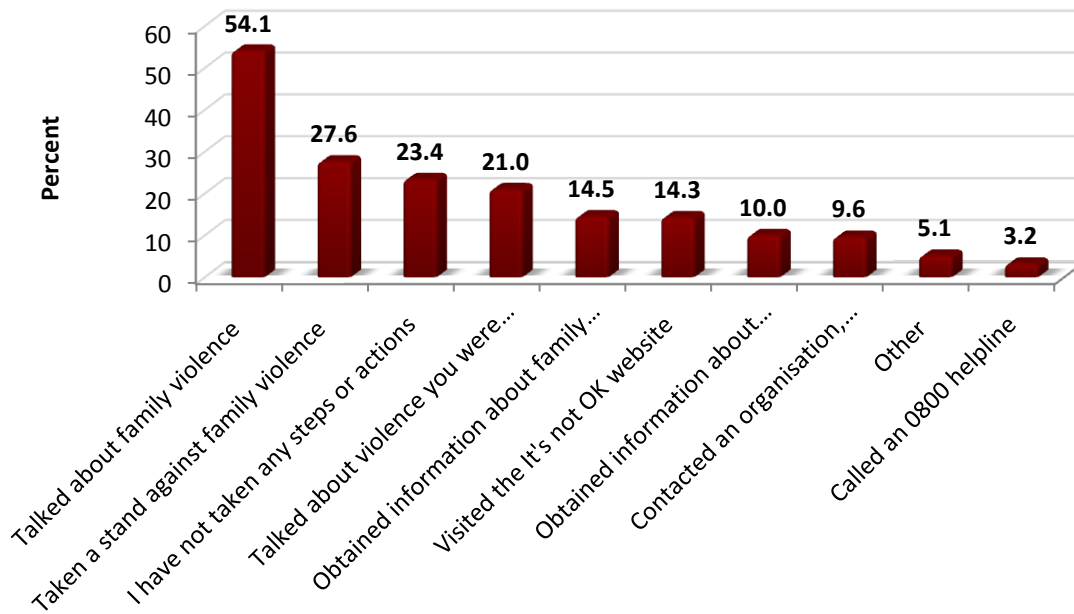
A number of respondents indicated that they had taken some action in relation to family violence or parenting over the past three months⁸. More than one-quarter (27.6%) indicated that they had taken a stand against family violence in their family, workplace or community, whilst one-fifth (21.0%) had talked to family, whānau/family or friends about violence they were worried about.

A further 14.5 percent had obtained information about family violence, or had visited the It's Not OK website (14.3%). Ten percent had obtained information about parenting, and nine percent had been in contact with an organisation, professional or community leader to talk about violence they were worried about. Seven respondents had called a 0800 helpline (3.2%).

⁸ Respondents were able to tick more than one option, therefore totals may add up to more than 100%.

Findings and Discussion

Figure 6: Since watching the cardboard cut-out advertisements, i.e. over the last three months or so, have you taken any of the following steps or actions, however small, in relation to parenting or family violence?



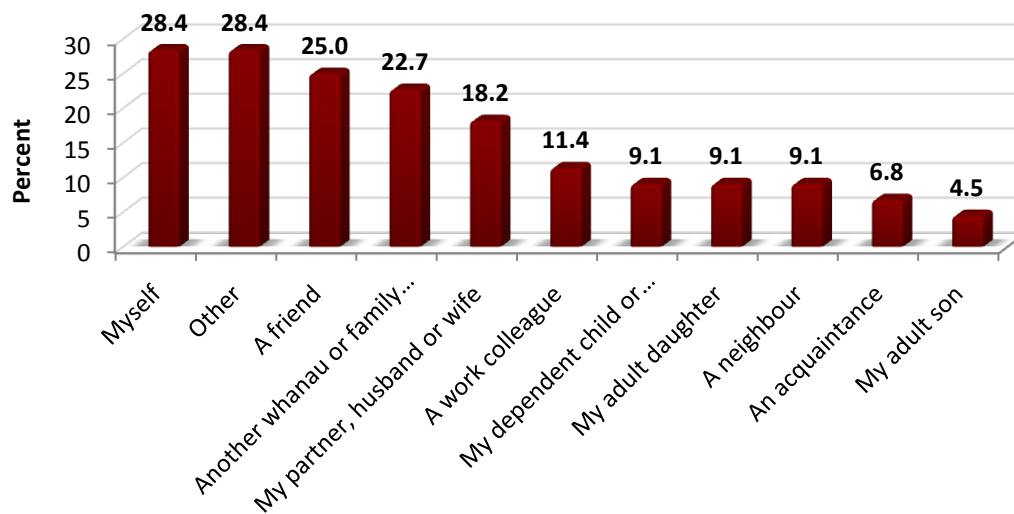
n=243

Respondents were most likely to act on behalf of themselves (28.4%), a friend (25.0%), or a family member (22.7%).

"Other" people respondents acted on behalf of included clients, students, families at kindergarten and play centre and church acquaintances.

Findings and Discussion

Figure 7: Who respondents took steps or actions on behalf of



n=88

Although the sample is small, NZ European respondents were most likely to have taken action on their own behalf. Maori and Pasifika were more likely to have taken action on behalf of other whānau/family members, including children and adult sons and daughters than NZ European or Asian respondents.

Unprompted responses

In general, approximately three-quarters of the respondents who recognised the cardboard cut-out advertisements and indicated they had taken some action chose to elaborate on the action they took.

These respondents were split into a further two groups, those who had taken action to raise awareness around family violence (in general), and those who took action to deal with a present or recent (e.g. in the past three months) family violence situation.

Raising awareness (Influencers)

Overall, 127 respondents who recognised the cardboard cut out advertisements indicated their awareness and knowledge of family violence has increased in the past 12 to 24 months. Of these, 73 also indicated that they raised the issue of family violence with their whānau/family, friends and workmates.

Of those who chose to comment on what led them to talk about family violence with others, 69.8% (n=51) said they had done so in order to raise awareness of family violence as well as to articulate their position as a person who is opposed to family violence.

“ [I] reinforced with kids that physically hurting each other is not ok and in our family we don't hurt each other.

Female, Māori/NZ European, aged 35-39

Findings and Discussion

“ I said to friends and work colleagues that we should all be more aware of violence as it takes many forms and can intrude on many varied lifestyles.

Female, NZ European, aged 50-54

At least 15 people (20.5%) were motivated by personal experience, in that they had experienced family violence at some time in the past, and wanted to share that experience with others. These respondents used their experience as a basis for discussion with others about what is, and isn't OK within families.

“ I grew up in a violent family and wanted my child to know that she is safe... [We] talked about the violence I suffered and what impact it had on me. Then reassured my child that she is safe as we don't use violence in our home, we talk and discuss issues.

Female, aged 35-39

“ [I] grew up with family violence, [I] don't have it in my own family [but] know firsthand the effects...[we talked about] the effects on others, taking ownership of your issues and understanding and recognising the negative effects and wanting a better life for our children

Male, Māori, aged 50-54

“ When growing up, I was in an abusive home... I knew that my neighbours and friends knew but did not say anything...if only one person had said something my childhood would have been very different...I firstly told my husband and my 2 closet friends about my childhood. With my friend's help, found some counselling. Now we regularly donate to charities to help others get out of bad situations.

Female, European South African, aged 30-34

“ [I wanted] to be an example for others to follow. I did seminars about my violence and also TV interviews

Male, Māori, aged 40-44

“ [As a child] I recall visiting an aunt in Northland and we had lots of whānau around. All the adults were leaving the lounge and one particular uncle was just sitting in a chair. As my aunt started to leave the room she told all us children that we were not to remain in a room alone with this uncle because it was unsafe for us. I learnt from that, that as a whānau we can be transparent and safe.

Female, Māori/NZ European, aged 40-44

Seventeen people (23.2%) work to raise awareness about family violence or act on behalf of others in a professional capacity, either as someone who works directly in the field of family violence, or others such as teachers, counsellors etc.

Findings and Discussion

“ I received some information about children 'at risk' and contacted CYFS and a counselling service. Supported children/teenagers at school, worked with parents, put counselling in place (on-going), kept ongoing contact with CYFS.

Female, NZ European, aged 55-59

“ I do it every day - in parenting engagement, for work. That is how we live our life anyway. So, I'm always proactive. It's within my professional capacity and personal philosophy.

Female, Māori, aged 30-34

“ The organisation I work for provides a wide range of services and providing an anger management programme is one of those services.

Male, Māori, aged 50-54

In total, 47 respondents (64.3%) noticed a change as a result of their actions.

“ I have seen a slight decrease in the incidents of domestic violence in my practice

Male, aged 40-44

“ [An acquaintance] has been opening up a little more and the trust between us is growing. Although she hasn't admitted to physical violence, she is weighing up her options

Female, Māori/Pasifika, aged 25-29

“ I started dealing with my past that I had buried for so long to survive. I am now much happier and stronger. I often talk to my friends and colleagues about things like the ads to keep reminding women that abuse no matter in what form is not ok.

Female, European South African, aged 30-34

“ We are a close knit family now and all of us are protective of the kids. I was thinking we have to protect the kids. I probably wouldn't have had the conversation if the ads were not on...

Male, NZ European/Pasifika, aged 20-24

Action to deal with family violence (Helpers)

In total, one-third (36.5%) of respondents (n=116) indicated, unprompted, that they had taken action to deal with a situation of family violence in the past three months.

Women were slightly more likely to have taken action (39.2% of all female respondents), than men (31.9% of all male respondents).

The open-ended answers provided by respondents who had taken action against family violence were further analysed in order to determine who they had taken

Findings and Discussion

action on behalf of, the types of action taken, how they felt about taking action, and whether any change had resulted from their intervention.

Men were more likely to take action with perpetrators or themselves as perpetrators, while women were more likely to take action on behalf of female victims or themselves as victims. One in ten men (6 males or 10.8%) who took action indicated that their action involved a female perpetrator, whilst only two women (2.5%) indicated that this was the case.

Women were more likely than men to act on behalf of child victims.

Figure 8: Action is related to... (Cardboard cut-out respondents)

	Male (n)	Male % (as a percent of male respondents taking action – cut-outs)	Male % (as a percent of all male respondents)	Female (n)	Female (as a percent of female respondents taking action – cut-outs)	Female % (as a percent of all female respondents)
Self (as perpetrator)	6	16.2	5.3	4	5.1	2.1
Self (as victim)	1	2.7	0.9	15	19.0	7.7
Male perpetrator	10	27.0	8.8	7	8.9	3.6
Female perpetrator	4	10.8	3.5	2	2.5	1.0
Perpetrator (not stated)	4	10.8	3.5	2	2.5	1.0
Child victim/s	1	2.7	0.9	6	7.6	3.1
Male victim	1	2.7	0.9	2	2.5	1.0
Female victim	4	10.8	3.5	23	29.1	11.9
Victim/s (not stated)	3	8.1	2.7	9	11.4	4.6
Other	1	2.7	0.9	1	1.3	0.5
Not stated	8	21.6	7.1	1	1.3	0.5
Three or more of the above	1	2.7	0.9	4	5.1	2.1

Males n= 37, females n=79

Note: Some people took action on behalf of two people, therefore the totals add up to more than 100%

Respondents were most likely to talk directly to the individual they were concerned for or about (54.1%), with almost equal percentages of males and females indicating this was the case. Women, however, were far more likely to contact outside agencies such as Police (20.3% as compared with 2.7% of males) or Women's Refuge (13.9% of females as compared with 2.7% of males).

Figure 9: Types of action taken

	Male (n)	Male % (as a	Male % (as a	Female (n)	Female (as a	Female (as a
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Findings and Discussion

		percent of male respondents taking action – cut-outs)	percent of all male respondents)		percent of female respondents taking action – cut-outs)	percent of all female respondents)
Talked to individual they were concerned for/about	20	54.1	17.7	43	54.4	22.2
Talked to whānau/family or friends of individual they were concerned for/about	9	24.3	8.0	15	19.0	7.7
Contacted Police	1	2.7	0.9	16	20.3	8.2
Contacted Women’s Refuge	1	2.7	0.9	11	13.9	5.7
Contacted another agency	5	13.5	4.4	17	21.5	8.8
Physical action (e.g. restraint, leaving)	1	2.7	0.9	6	7.6	3.1
Changed own behaviour	7	18.9	6.2	1	1.3	0.5
Other	3	8.1	2.7	5	6.3	2.6

Males n= 37, females n= 79

Note: Some people took more than one action, therefore the totals add up to more than 100%

Those people who talked directly to the individuals they were concerned for or about appeared to use an approach based on empathy and understanding. Some recorded details from the advertisements (e.g. the 0800 number or URL) and gave them to the people they were helping with a suggestion they checked them out. Many of those who dealt with perpetrators did so by pointing out the consequences of their actions.

“ [I] let my friend know I was there for them, suggested some small things they could do and some places that might be able to help.
Female, NZ European, aged 55-59

“ [We] talked about how often he spoiled the day or night.
Male, European/Pasifika, aged 50-54

“ [I] tell them it’s not ok when they do something to the kids
Male, Pasifika, aged 30-34

“ I told her to check the ads out and that she's a victim but that unlike the cut-outs WE CARE ABOUT HER and we'll back her up 100%.
Female, NZ European/Pasifika, aged 30-34

“ [I] told them how it affects the relationships around them and their own life
Male, Pasifika, aged under 20

Findings and Discussion

Most of those who talked to family and friends indicated that this was in order to gather support or get a 'second opinion' as to whether there was reason to be concerned.

“ After saying how 'in your face' the ad made violent relationships seem I said [to a mutual friend] I felt my friend was in danger and had she noticed any changes. The mutual friend was also worried and arranged to have coffee with her and made a tentative enquiry that was at first rejected but eventually accepted.

Female, NZ European, aged 45-49

“ I just talked to friends about it in an attempt to get support in dealing with it in myself.

Female, NZ European, aged 20-24

“ [We had a family] meeting to stop the abuse

Male, Māori, aged 55-59

Most of those who changed their own behaviour spoke about relying on the ongoing support of others to help them manage these changes. While two people out of eight sought professional help, the remaining six relied on support from whānau/family and friends.

“ [I] spoke [to my wife] about being a tag team (swapping if we felt we were being too pushed) and taking out time in the evening to relax together...simmer and defuse

Male, NZ European, aged 35-39

“ [My husband and I] talked about how scared I am of being like my step father & ways we can stop our kids from witnessing the fights that me & my partner use to have. If me &/or my partner feel any signs that we could end up arguing we ring his parents to come pick up the kids so we can try & sit down & talk or we leave it until we get to counselling.

Female, Māori, aged 25-29

“ I spoke to my wife and kids about it; I got some material from a cousin of mine who works for [a government agency]. Just in regards to anger management, what the kids are going through and how to be a better dad.

Male, Pasifika, aged 35-39

Overall, nearly eight out of 10 (77.8%) of those who took action indicated that it either resulted in a positive change (63.7%), or a change that was still in progress but was likely to have a positive outcome (14.1%).

Findings and Discussion

“ I am really happy to say that she was able to find the strength with support from her family to leave the violent relationship for good.
Female, NZ European, aged 55-59

“ I have my confidence, self esteem and self respect back and now feel like a woman!!!!
Female, NZ European, aged 55-59

“ I am a lot stronger and am able to read the signs of a potentially abusive future partner
Female, NZ European, aged 25-29

“ I feel like a big burden has been lifted off my shoulders. It feels like I no longer carry the guilt of being an abusive mother to my sons and I no longer give myself that label. I am much happier within myself.
Female, Pasifika, aged 45-49

Only 14.1% of respondents believed their actions had not contributed towards a positive outcome. In all but one of these cases it appears there had been no change to the situation, rather than a negative outcome (e.g. someone being harmed further)⁹.

“ Sadly no she kept saying she would do something but she never left him 2yrs later and she was still there, saying the same things and just kept to herself and didn't make any new friends
Female, NZ European, aged 40-44

“ No, sadly this still continues... We have tried to help her but i think she's scared. I personally feel like I've failed...because nothing is being done about this!
Female, Pasifika, aged 25-29

Only one respondent – a male victim of female violence – stated that the situation had got worse. His action (calling a male helpline and following their advice), had led to “legal complications”. He commented:

“ Men & boys are also victims of family violence and should be treated with respect. [We] need to have some laws to protect men, as laws are biased to women. Maybe start up an organisation to support Men (Men phone helpline is not worth it). Probably some more men counsellors in place to identify the issue and raise awareness
Male, Asian, aged 35-39

⁹ Eight percent of respondents did not state if there was any change

Findings and Discussion

Respondents were asked how they felt about taking the actions they did. A minority of respondents chose to answer this question, with women more likely to elaborate on how they felt than men.

Responses to this question appear to be entirely dependent on the outcome of the action. Those respondents who reported that their action had a positive outcome were more likely to feel positive about the experience. In particular, those who had taken action on behalf of themselves (which led to a positive outcome) were most likely to comment on their feelings about the experience.

“ Initially I was scared but now I feel empowered. It is an incredible feeling to realise that you are not worthless...
Female, NZ European/Pasifika, aged 30-34

“ I feel different, much happier and more content.
Male, Māori, aged 20-24

“ Embarrassed at first, now I am empowered
Male, NZ European/Pasifika, aged 30-34

“ I feel much better for it, a lot happier in the home for it. It's been like a pebble in a pond reaction, where there is movement everywhere from that one action.
Male, Pasifika, aged 35-39

Similarly, some of those who helped others reported that they felt “good” about the experience and were glad to have been able to do something. Others, however, particularly where there had been no change in a situation, admitted to feeling “hopeless” and “helpless”.

At least two female respondents reported feeling let down by agencies or authorities who had become involved in the situation.

“ I regret calling the police, because I feel that I have been punished for doing the right thing. I am not allowed contact with my husband, even 3 months later, and there has been no help for him to help him change his behaviour... People who experience family violence shouldn't be made to feel like they are being punished for seeking help
Female, NZ European, aged 20-24

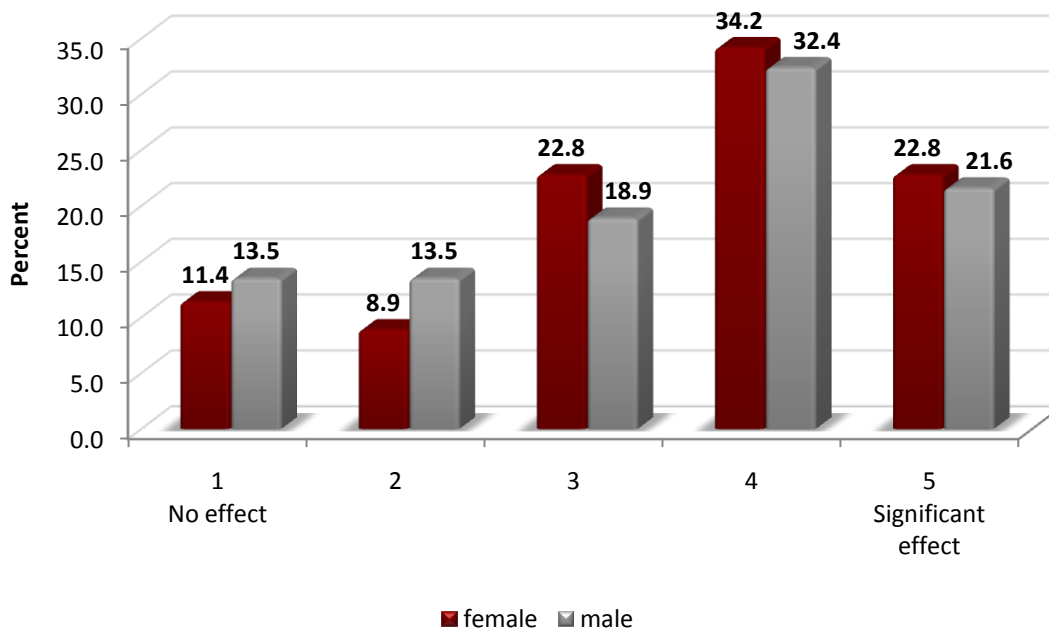
“ It was a good feeling talking to the family but didn't get too much support from Child, Youth and Family and that was disappointing
Female, NZ European, aged 25-29

Findings and Discussion

Influence of the campaign on actions taken

More than half (56.0%) of all respondents who have viewed the cardboard cut-out advertisements and who have taken action to deal with family violence agree that the campaign has had a reasonably significant to significant effect on their actions.

Figure 10: To what extent has the campaign influenced your actions (1=no effect, 5=significant effect) (Respondents who have taken action (cut-outs)).



n=112

Those who indicated that the campaign had no effect on their actions were likely to be people who are “helpers” in other areas of their lives, are comfortable with helping and/or who have some understanding or personal history of family violence, and are therefore more likely to know how to help. Two female respondents indicated that the advertisements had no effect because they were “in denial” about their or others situations.

“ I have always known what to do if someone is in an abusive relationship or is harming another person
Female, Canadian, aged 60-64

“ Violence has never been acceptable in my close or extended family in any shape or form so the campaign has not made any difference to us
Male, NZ European, aged 60-64

“ I would have acted exactly the same with or without having seen the campaign because I was brought up to help people if they need and want help. I do think the campaign is great though and may encourage some people to help who might not have done so

Findings and Discussion

otherwise.

Female, NZ European, aged 55-59

“ I remember seeing the ad on TV but refused to believe that person was me

Female, NZ European/ Pasifika, aged 35-39

For those respondents who indicated the advertisements had a “significant effect” on their actions, most stated it was because the advertisements had shown them that violence was not OK, and that it was OK to ask for or offer help. Some victims and perpetrators who sought help appeared to have an emotional response to the advertisements which predicated their help seeking:

“ I was going through anger issues...I felt sorry for the mother of my child, and my child. It hurt so much when I would watch the ads.”

Male, Māori, aged 20-24

“ Those ads get right into you. You might say it’s not that bad and all the rest of it but it is and those ads hit where it hurts.

Female, Māori, aged 40-44

“ When you live in that situation minimising and pretending it’s not happening becomes second nature. Initially the advertisements were a constant and regular reminder that the abuse was there and now they are a reminder how far I’ve come.

Female, NZ European, aged 40-44

“ ... every time something bad happened to me or within our relationship all I could hear in my head was 'it's not ok, this is not ok' It's like a mantra that worked its way into my subconscious...

Female, NZ European, aged 25-29

Many of those who helped others believed the advertisements gave them motivation. A minority of these also stated that the advertisements also gave them information and guidelines as to how to help.

“ It really focussed on not ignoring what is going on around you. You CAN make a difference.

Female, NZ European, aged 45-49

“ Having been in the know as it were I knew the signs and yet hadn’t wanted to 'get involved' but after seeing the adverts it was like a wakeup call, if I don’t do anything they may not get another chance she/he may not survive another beating.

Female, Māori, aged 45-49

Findings and Discussion

“ When I was younger I thought that is how everything was meant to be. [Now I know it’s] not an option.
Male, Māori, aged 35-39

“ if I hadn't seen the campaign I wouldn't have done much, [it] made me want to step in
Male, Pasifika, aged under 20

“ If it wasn't for the ads I wouldn't have been able to speak out to my sister in law. It brought the problem out in the open.
Female, Pasifika, aged 40-44

“ I wouldn't have done it if I hadn't seen the ads, but the ads gave me a starting point and gave me guidelines.
Female, NZ European/Pasifika, aged 45-49

Emerging helpers and help seekers

Interestingly, many of those who took some action to deal with family violence indicated that they still feel uncomfortable talking about or acting on family violence issues. Overall, one-third (33.6%) of the 116 respondents who indicated (unprompted) that they took action against family violence felt only slightly comfortable or not at all comfortable talking about family violence issues, and four in ten (43.1%) believe that they would not necessarily know what to say if they were to *ask* someone about family violence they were concerned with. Similarly, 39.6% would not necessarily know what to say if they were to *tell* someone about family violence they were concerned with (figure 12).

These respondents may be defined as “emerging helpers and help seekers”. Overall, they total (on average) 40.1 percent of those respondents who indicated (unprompted) that they took action against family violence¹⁰.

It appears that emerging helpers and help seekers do not feel particularly comfortable talking about family violence, and are even less likely to know what to say or do, *but have taken steps anyway*. Moreover, these groups are most likely to attribute their behaviour (or changes in their behaviour) to the campaign, with at least two thirds of emerging helpers and help seekers (63.1%) indicating that the campaign has had a reasonably significant to significant effect on their actions.

Figure 11: To what extent do you agree with the following (percentage of all respondents who have taken action against family violence (unprompted))

Male %	Not at all		Male %	A little	
	Female %	Total		Female %	Total

¹⁰ Emerging helpers are people who are not typically helpers, or those who previously would not have sought help for themselves, whereas emerging help seekers are defined as those who are or have been aware they need help, and have sought help after being prompted by the campaign.

Findings and Discussion

I feel comfortable talking about family violence issues	8.1	3.8	5.2	27.0	29.1	28.4
I would know what to say if I were to ask someone about family violence I was concerned with	8.1	2.5	4.3	45.9	35.4	38.8
I would know what to say if I were to tell someone about family violence I was concerned with	8.1	1.3	3.4	37.8	35.4	36.2
I would know what to do if someone told me about family violence that was affecting them	0.0	0.0	0.0	2.7	2.5	2.6

n=112

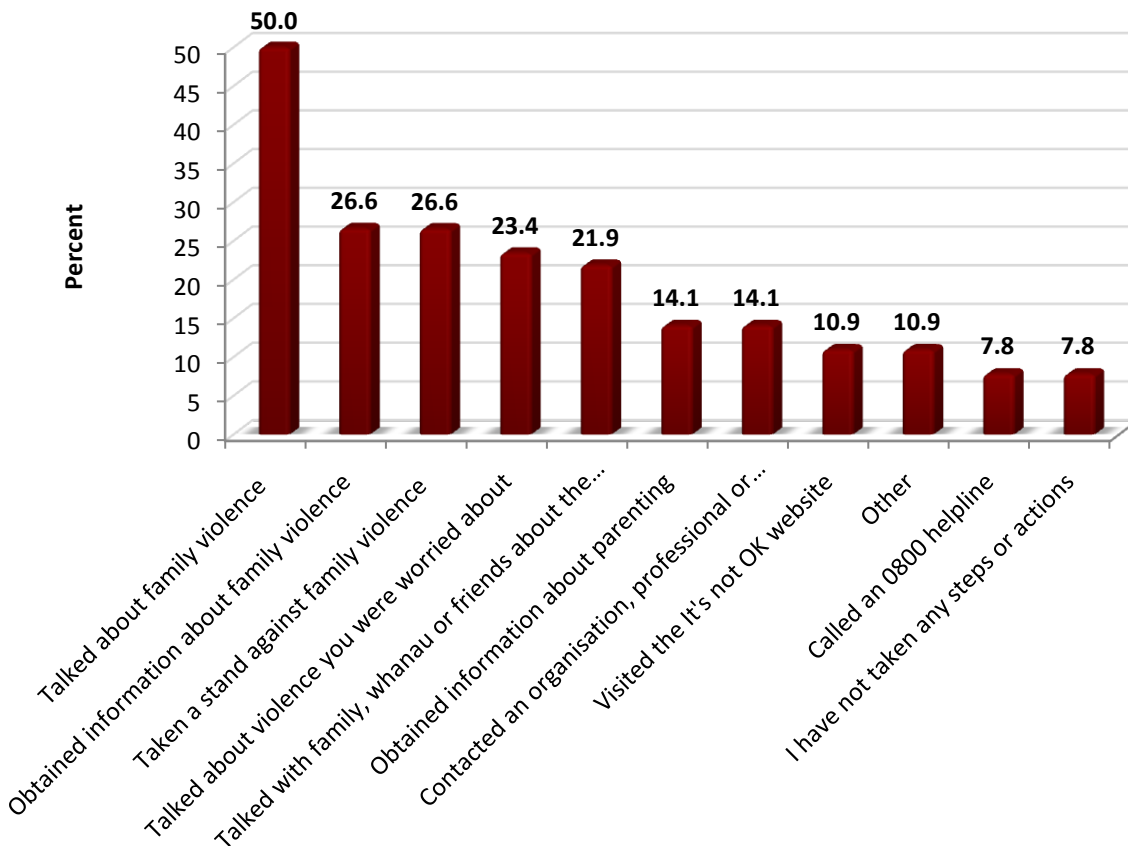
Campaign (general)

In total, 64 respondents (20.8%) indicated that they did not recognise the cardboard cut-out advertisements, but that they were aware of the campaign in general, and had taken some action against family violence.

Prompted responses

Half of those (50.0%) who are aware of the It's Not OK campaign and who indicated they had taken some action in relation to parenting or family violence over the past three years had talked about family violence with family, friends or workmates. Over one-quarter (26.6%) had obtained information about family violence, or had taken a stand against family violence in their family, workplace or community (26.6%).

Figure 12: Since the It's not OK campaign began, i.e. over the last three years, have you taken any of the following steps or actions, however small, in relation to parenting or family violence? (General campaign respondents)

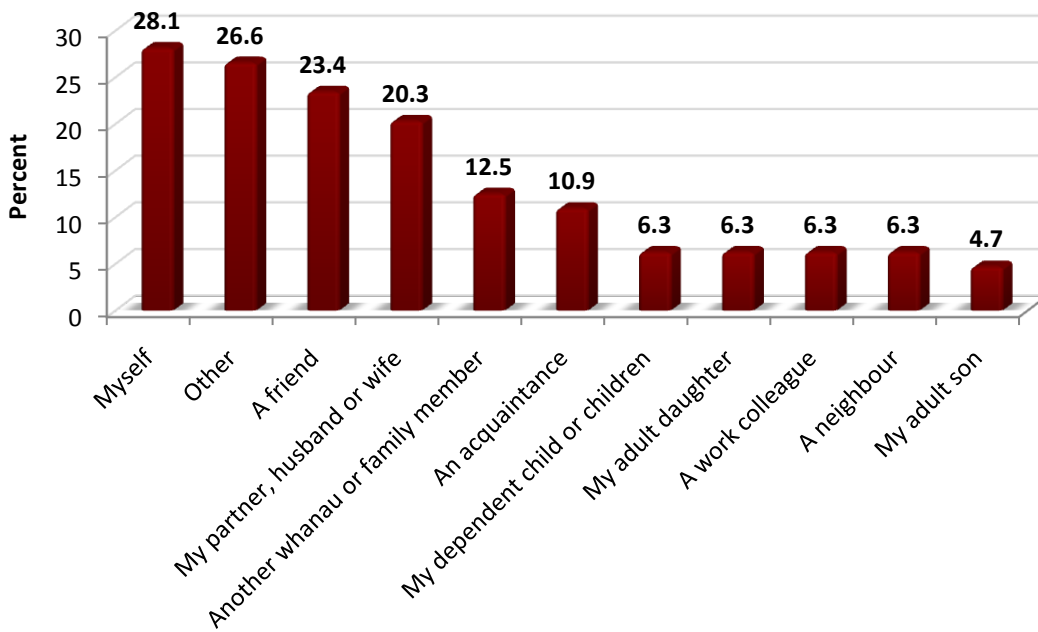


n=64

Most of those who talked to others or took some steps or actions did it on behalf of themselves (28.1%), a friend (23.4%), or their partner, husband or wife (20.3%). People classified as "other" whom respondents took action on behalf of included clients, students, church members or people who attended their place of work (e.g. play centre).

Findings and Discussion

Figure 13: Who were you talking to, or taking these steps or actions on behalf of?



n=64

Note: respondents may have taken action on behalf of more than one person, therefore totals will add up to more than 100%

Unprompted responses

Overall, 53 of 64 respondents chose to elaborate further on their actions.

Raising awareness (Influencers)

Overall, 37.7% of those who were aware of the It's Not OK campaign and who elaborated on their actions indicated that theirs or others awareness of family violence has increased over the past three years.

Most of these people attend, work or volunteer for organisations which often deal with issues such as family violence and which also work to raise awareness around family violence (e.g. social worker, teacher, church volunteer).

“ Our minister presented a presentation he had prepared and we as a church discussed the ideas and experiences around the issue.
Male, Pasifika, aged 25-29

“ I sourced some of the supporting resources and we placed them in prominent places in the adult spaces around the Kindergarten. They've been amazing conversation starters with our families. I've had at least 2 conversations with whānau about the campaign and we've shared our experiences around family violence.
Female, NZ European, aged 30-34

Findings and Discussion

“ I am concerned with the well-being of families. I sometimes attend seminars and meetings that teach us, voluntary workers, the ways that we can offer help to families who are in trouble.

Female, Asian, aged 34-39

“ When I audit Abuse and Neglect Policy I promote the inclusion of resources from the Are you OK website. I give out copies of the resources to Support Workers I tutor. When training or talking with colleagues I talk about some of my experiences i.e. being put in a freezer...having all my phone calls and mail scrutinised by a partner, ... partner monitoring all my movements, having a knife pulled on me etc. By talking about the actual situations allows others the opportunity to identify situations they are in.

Female, NZ European/Māori, aged 45-49

Four people (13.3%) talked about being inspired by campaign materials, such as television advertising, billboards or other materials. Two people (6.6%) are advocates for non-violence, another two (6.6%) were inspired by current events to seek more information (e.g. Kahui murders), and two (6.6%) were motivated to use their personal experience in order to help others.

“ I kicked the culture of domestic violence some ten years ago... I grew up in a very violent home and then married the same situation... [now] I tell my whānau that if I get a whiff of domestic violence I will remove the children if any, for a start so that we can concentrate on the adults and get things sorted. I also discuss healthy living as opposed to domestic violence quite freely (some people do get sick of it but they hear me). I totally support your campaign and use my social media profiles to get your messages further.

Female, Māori/European, aged 40-44

Fifteen respondents (50%) believe that a positive change occurred as a result of their raising awareness of family violence, both for themselves and the people around them.

“ There's more awareness and people that I know are starting to change their family operations, relationships and lifestyle

Male, Pasifika, aged 25-29

“ Many youth [with whom I work] have broken the cycle of family violence and have a better understanding of how negatively family violence can affect not only themselves, but many others.

Female, NZ European, aged 35-39

Findings and Discussion

“ I have been able to talk more about my experience as it has been more acceptable to discuss these issues; people are not quite so judgemental about the victim although people still find it hard to understand why women go back into these situations when they could just get out. That takes some explaining.

Female, NZ European, Māori, aged 45-49

“ ...we are more aware of helping people if and when we think they need it

Female, Pasifika, aged 60-64

“ As a learning community, we acknowledge family violence and share the messages with children and whānau... It was pretty scary to be the one to raise the issue with my colleagues, but I believe in the message, and I particularly like the gentle yet unyielding way that the campaign frames the message that it is not ok.... I absolutely believe that family violence is not ok, but prior to the campaign I had struggled to know how to act on this.

Female, NZ European, aged 30-34

“ Safety and protection has been increased and members of the family are becoming aware that they have venues to seek help from.

Female, Asian, aged 35-39

The four people (7.5%) who believed that discussing family violence had made no difference stated that while their stance had provoked some thought and discussion, it had not influenced action – largely because they believed no one in their close circles was a victim or perpetrator of family violence. The remainder of respondents did not state if there was a change or not.

Action (Helpers)

Overall, 34 respondents (11.1%) indicated (unprompted) that they had taken some steps or actions in relation to parenting or family violence. Of the 27 respondents who chose to elaborate on the action they took, men indicated they were more likely to take action with either male perpetrators (including themselves), or female victims while women were more likely to take action on behalf of male perpetrators or child victims..

Women were more likely to have taken action to address a family violence situation or raise awareness than men.

Findings and Discussion

Figure 14: Action is related to... (General campaign respondents)

	Male (n)	Male % (as a percent of male respond ents taking action - general)	Male % (as a percent of all male respond ents)	Female (n)	Female (as a percent of female respond ents taking action - general)	Female % (as a percent of all female respond ents)
Self (as perpetrator)	2	20.0	1.8	0	0.0	0.0
Self (as victim)	0	0.0	0.0	2	11.8	1.0
Male perpetrator	2	20.0	1.8	3	17.6	1.5
Perpetrator (not stated)	0	0.0	0.0	1	5.9	0.5
Child victim/s	0	0.0	0.0	3	17.6	1.5
Female victim	2	20.0	1.8	2	11.8	1.0
Victim/s (not stated)	1	10.0	0.9	2	11.8	1.0
Other	1	10.0	0.9	1	5.9	0.5
Not stated	1	10.0	0.9	2	11.8	1.0
Three or more of the above	1	10.0	0.9	1	5.9	0.5

Males n= 10, females n=17

Both males and females who took action were most likely to talk directly to the individual they were concerned for or about, or talk with the whānau/family or friends of the individual they were concerned for or about.

Figure 15: Types of action taken (General campaign respondents)

	Male (n)	Male % (as a percent of respond ents taking action)	Male % (as a percent of all male respond ents)	Female (n)	Female (as a percent of respond ents taking action)	Female % (as a percent of all female respond ents)
Talked to individual they were concerned for/about	5	50.0	4.4	8	47.1	4.1
Talked to whānau/family or friends of individual they were concerned for/about	3	30.0	2.7	6	35.3	3.1
Contacted Police	0	0.0	0.0	2	11.8	1.0
Contacted Women's Refuge	0	0.0	0.0	0	0.0	0.0
Contacted another agency	2	20.0	1.8	2	11.8	1.0
Physical action (e.g. restraint, leaving)	0	0.0	0.0	3	17.6	1.5
Changed own behaviour	4	40.0	3.5	0	0.0	0.0

Findings and Discussion

Other	3	30.0	2.7	3	17.6	1.5
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Males n= 10, females n=17

Note: Some people took more than one action, therefore the totals add up to more than 100%

Many of those who provided help for others indicated that they had sought help from other people, including friends, colleagues or outside agencies to deal with the situation.

“ [I] have spoken to several female friends who have been physically bullied by their partners and a couple of blokes are frequently verbally bullied and put down by their female partners. Behaviour I would not have challenged years ago.

Male, NZ European, aged 55-59

“ [Someone came to me, so I] went to the It's not ok site and read information. [I] rung and talked to someone about the issue.

Female, Pasifika, aged under 20

“ no biggie, I just got my close family together for a meeting so we could approach my brother in law together, we all felt he could be more positive in his interaction with his kids - rather than use verbal abuse

Male, NZ European, aged 35-39

Those who sought help for themselves also indicated they had relied on help and assistance from others.

“ When I had the realisation that the situation was actually abusive I spoke with a work colleague about it, which gave me the strength to confront my partner

Female, NZ European, aged 50-54

“ At home I talk to my kids, if there is something that someone is not happy about then tell me, I'm there for them. I've got three teenagers and 9yr old, their father die four years ago. It's hard to bring up kids by one parent. The other thing I did, I stop screaming at them when I'm angry. I never raise my voice again and I love my kids very much no matter what they do.

Female, Pasifika, aged 45-49

“ Sat down and talked to my wife about the situation, negotiated a set of 'rules of conduct' that we could both adhere to, and began to action them.

Male, European, aged 35-39

“ I called the Police

Female, European/Māori/Pasifika, aged 30-34

Findings and Discussion

“ I was in a physically and emotionally abusive relationship myself so it was very relevant to me...I shared what was happening with my friends and professionals and they made me realise it wasn't my fault and that I shouldn't put up with it

Female, NZ European, aged 25-29

Overall, 67.6 percent of the respondents who took action indicated that it resulted in a positive change. A further 17 percent indicated that the change was still in progress, whilst 11.7 percent believed their action had had no positive effects. One person did not state whether or not their action had resulted in change.

“ I now have a fantastic relationship with my loved ones, they are no longer walking on eggshells and trust me that I will not hurt them anymore

Male, NZ European, aged 45-49

“ He could see that we had all noticed his interactions with his kids - and that we did not approve, but also that we were all there to help him change for the better.

Male, NZ European, aged 35-39

“ My whānau know that I have nil tolerance for domestic violence and that I will act. People also know that I am approachable about domestic violence, friends contact me about friends and I support them to contact relevant services.

Female, Māori/NZ European, aged 40-44

“ I was able to grow my confidence - have less physical injuries - slowly start to increase my self esteem and actually begin to live life instead of being too busy being afraid to put a hair out of place... I have now completed my qualification and have never looked back on the decision I made following the introduction of the its not okay campaign

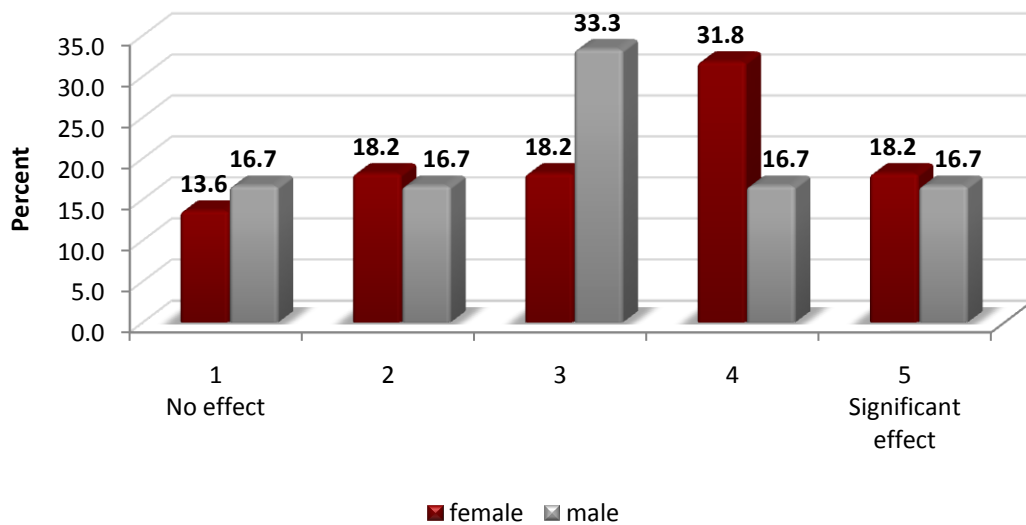
Female, NZ European/Pasifika, aged 30-34

Influence of the campaign on actions taken

Women who have taken action against family violence, and who have only seen phases one and two of the campaign, are more likely to agree that the campaign has had a reasonably significant to significant effect on their actions, with exactly half agreeing that this is the case, compared with just over one-third of men.

Findings and Discussion

Figure 16: To what extent has the campaign influenced your actions (1=no effect, 5= significant effect) (Respondents who have taken action (General campaign)).



n=34

As seen with the help-givers who had viewed the cardboard cut-out advertisements, most of those for whom the campaign had little or no influence on their actions were likely to have helped regardless of the advertising.

“ It makes no difference to me, I would still help no matter what
Female, NZ European, aged 30-34

“ Would have done it anyway I think
Female, NZ European, aged 35-39

“ Good ads. Just not the reason I act on these matters
Male, NZ European, aged 30-34

“ Highlighted certain aspects a little, but had no major bearing on the actions that I took.
Male, NZ European, aged 40-44

“ I would react against violence myself anyway, without advertising although it did help to 'prod' me into being more proactive
Female, NZ European, aged 55-59

For those respondents who indicated the advertisements had a “significant effect” on their actions, most stated it was because the advertisements had shown them that violence was not OK, that it was OK to ask for or offer help, and that there are resources available for those who need them.

“ the knowledge that there is support available really helped our whole family group

Findings and Discussion

Male, NZ European, aged 35-39

“ I am more inclined to speak out. Much more inclined to approach someone who is a friend, family member or colleague. More likely to offer help to a stranger.

Male, NZ European, aged 55-59

“ The ads have really been awesome as it shows everyone that it is not Ok and that no-one has to put up with it

Female, Māori/Pasifika/European, aged 30-34

“ [The ads] helped me take a stand in saying that 'it's not alright' for the action that he took

Female, Māori, aged 50-54

“ It gave me the courage to step in regardless of what your relationship is to the perpetrator.

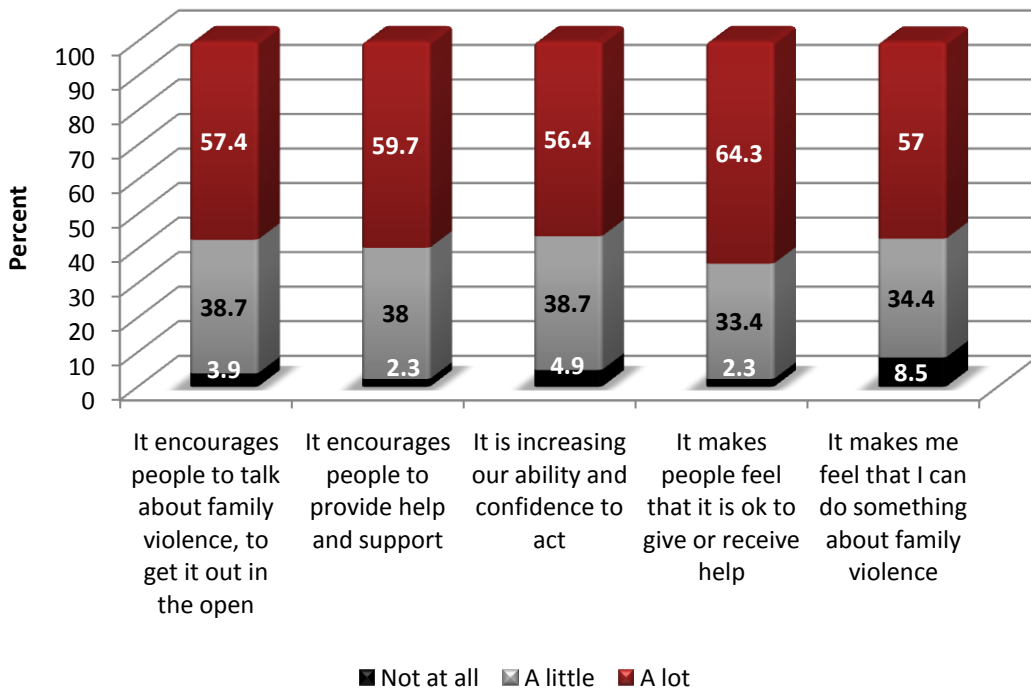
Female, NZ European, aged over 65

All respondents

Effects of the Campaign

Nearly two-thirds of all 307 respondents (64.3%) agree that, overall, the campaign makes people feel that it is ok to give or receive help. In addition, the majority agree that the campaign encourages people to provide help and support (59.7%), encourages people to talk about family violence (57.4%), makes them feel that they can do something about family violence (57%), and is increasing our ability and confidence to act (56.4%).

Figure 17: To what extent to you agree with the following?

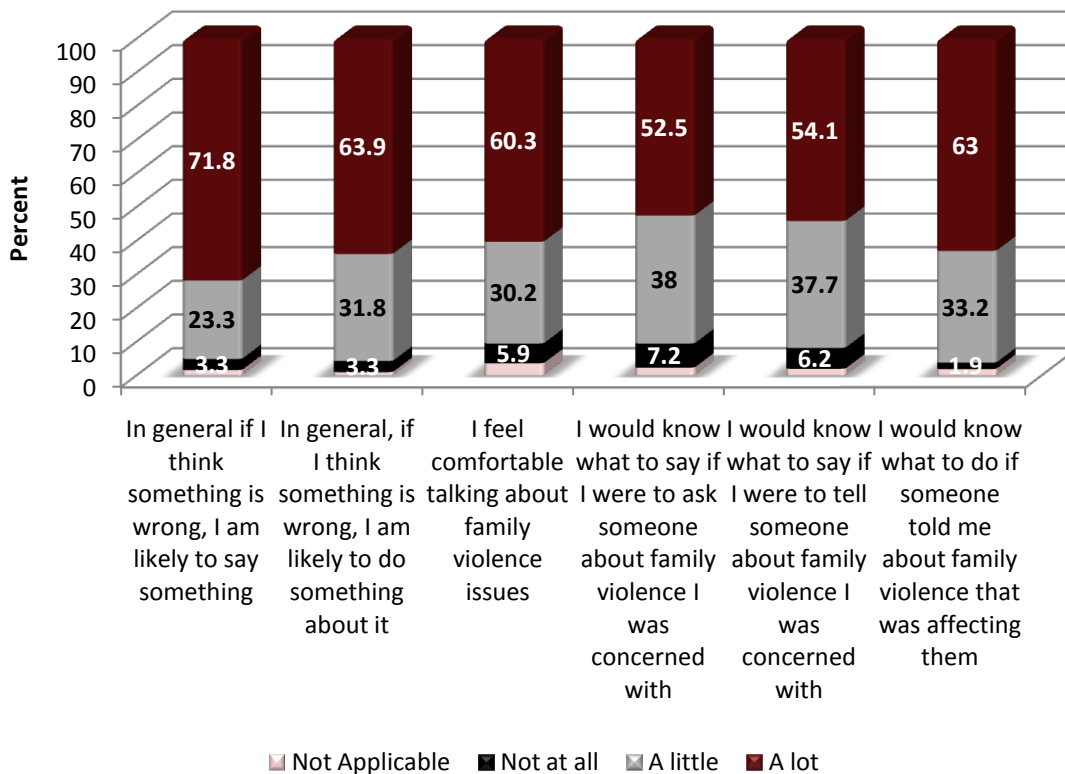


n=305

Similarly, most respondents believe they are comfortable talking about family violence issues (60.3%), they would know what to say if there were to ask someone about family violence they were concerned about (52.5%), they would know what to say if there were to tell someone about family violence they were concerned about (54.1%), and they would know what to do if someone told them about family violence that was affecting them (63%).

Findings and Discussion

Figure 18: To what extent to you agree with the following?



n=305

General comments

Respondents were asked for their general comments on any aspect of the campaign. In total, 194 respondents (or 63.2%) chose to leave a final comment.

Overall, the majority of responses were positive, with 66.5% of those who chose to comment offering positive comments on the campaign¹¹.

“ This campaign is one of the most significant campaigns I can think of. It addresses a profoundly important issue in a way that creates opportunities for victims and perpetrators alike to make positive change, and to encourage 'average' Kiwis to support each other.

Female, NZ European, aged 30-34 years

“ I really liked the key phrase 'it's not OK'. I think the simple straight messages are effective.

Female, NZ European, aged 45-49 years

“ Having suffered from family violence those ads showed me that there is a lot of help and support out there and women from all walks of life are affected by it. Keep up the ads. If one woman can pick up the phone and ask for help then it's worked. Those ads are

¹¹ For a full list of all comments, please see Appendix X

Findings and Discussion

real and believable.

Female, Māori, aged 40-44 years

“ Brilliant. I think it has sparked off giving me the power to change my life

Female, NZ European, aged 25-29 years

“ People in the community are talking about the ads. My mum is 85 years old and when she goes to her group they talk about the elderly and violence. The ads are good.

Female, Pasifika, aged 40-44 years

Only two percent of respondents chose to leave an overtly negative comment. Generally, these people regarded the campaign as “weak” and unlikely to elicit any positive change. It should be noted that there is a small but vehement minority (6 respondents or 1.9%) who are opposed to the stereotyping of males as perpetrators and females as victims. From their comments, it appears that most of these are victims of violence and are upset at being portrayed as perpetrators. The following comments are typical of this group:

“ Stop the gender stereo typing. Until we recognise female initiated DV for what it is, we will never break the cycle of violence.

Male, NZ European, aged 45-49 years

“ The message being sent to my children is confusing...they are told men are violent and find this confusing with how I behave towards them...

Male, NZ European/Maori, aged 40-44 years

Just over one-fifth (22.2%) of respondents suggested further action or scope for the campaign. In particular, these respondents wanted the advertisements to include more diversity in terms of gender (e.g. an acknowledgement of female violence), age (e.g. the inclusion of children victims of family violence) and ethnicity¹². Others wanted more examples of how to actually approach people to ask for or offer help and any follow-up actions needed. Some also wanted information and advice on possible negative outcomes and how to deal with these.

“ We must remember that there is a fair bit of female on male violence and it is important we let men know it is Not OK to be a victim of violence from their female partners

Female, NZ European, aged 40-44 years

¹² This was slightly problematic, in that comments were almost equally divided between those who felt having a Pakeha victim/perpetrator (cut-out ads) was unrealistic and didn't relate to the target audience, and those who felt that violence in Pakeha families is yet to be addressed by the campaign.

Findings and Discussion

“ Stop the gender stereo typing. Until we recognise female initiated DV for what it is, we will never break the cycle of violence.
Male, NZ European, 45-49 years

“ Maybe more information for people that can see that something is not right, but are not sure 'what to say', without feeling like they are being intrusive and poking their noses in. As a woman, I would like to be supportive of other woman, but sometimes am unsure what to say exactly.
Female, NZ European, aged 40-44 years

“ More connection to the younger generation, the 40+ bracket are not targeted with these campaigns. They need to be targeted more. It doesn't reach the older generation. Also, the portrayal is of a European victim. Whereas the target audience is actually Maori and Pacific. Although, I can understand this due to the level of violence in the European families.
Female, Māori, aged 30-34 years

“ I think there should be more 'it's not ok' ads. I think they are brilliant. There should be more info for young parents. Info coming home with kids from school. Talking about school about family violence.
Female, Pasifika, aged 35-39 years

Conclusion

The results suggest that significant capacity exists in the community around help giving and receiving behaviour and that this potential is being unleashed.

Phase Three of the campaign appears to have been successful in raising awareness around giving and receiving help for family violence. More than half of those who have seen the cardboard cut-out advertisements indicate they have talked about the advertisement with others. *Four out of 10 respondents who have seen Phase Three of the campaign have offered, asked for or received help for family violence.* More than three quarters of these believe that the campaign has had a moderate to significant effect on their actions¹³. Many commented that the campaign was the trigger for a conversation, or provided them with the support they needed to take action.

The cut-outs campaign may also be encouraging behaviour change around help seeking and help giving. It appears that a new group of helpers is emerging. One-third of those who have taken some action to deal with a family violence situation indicated they do not feel particularly comfortable talking about family violence, and are even less likely to know what to say or do, *but have taken steps anyway.* Most of these “emerging helpers and help seekers” attribute their actions to the influence of the campaign, and the Phase Three advertisements in particular. It appears that the campaign has given this group in particular “social permission” to talk about family violence and take steps to address it¹⁴.

Whilst the Phase Three advertisements encourage help giving and help seeking, they do not prescribe how that help should be given or sought. As a result, the help giving and receiving actions described by respondents are uniquely suited to each situation and are based on the best judgement of the help giver or seeker, their knowledge of the situation and their understanding of the likely outcomes. Nearly eight out of 10 of those who took action, indicated that it has either resulted in a positive change or a change that is still in progress but is likely to have a positive outcome¹⁵.

Approximately one-fifth of respondents had not seen the Phase Three advertisements, but had nevertheless taken some action as a result of the

¹³ In total, 77.5% of respondents who have taken some action to deal with a family violence situation they are concerned about indicated on a five-point scale that the campaign has had a “3” or higher influence on their actions, where 1 is no effect and 5 is significant effect.

¹⁴ It was noted by the researchers during the research process that emerging helpers and help seekers were more likely to have answered the online survey (in their own time) than to agree to take part in a telephone interview. Conversely, those people who identified themselves as “helpers” were more likely to agree to take part in a telephone interview. Whilst this is purely speculative, it does suggest that future research should incorporate mixed methods such as these.

¹⁵ It is noted that this is the perspective of the respondent and the outcome has not been checked with those who gave or received help.

Conclusion

general campaign, with more than half of these indicating they have taken action to deal with a family violence situation they were concerned about.

It appears that, in general, help seeking and help giving is not an individual act. Many of those who sought or offered help relied on help and assistance from others. Some organised family or whānau meetings to discuss theirs or other's behaviour, others conferred with friends, workmates and family before deciding on the right course of action, while people concerned about their own behaviour talked about relying on others to help them implement and maintain their behaviour changes. Moreover, many of those seeking or offering help (or assisting in the process) spoke about feeling supported or assisted by the messages in the campaign which in turn validated their action.

Both the Phase Three advertisements and the general campaign enjoy considerable support from respondents, with most agreeing that the campaign encourages people to talk about family violence, encourages people to provide help and support, and is increasing our confidence and ability to act. More than two thirds of those who submitted a final comment offered their support and appreciation.

Appendix One

Open-ended comments

Do you have any comments you would like to make about the It's not OK campaign or family violence in general?

Positive Comments (General)

It's taken a long time to fully come to the surface but now thank goodness something can be officially done about it. It is not left to the community in small locations to do something about it can be done with all agencies helping hurrah

873574

It's great and effective! They should be played on air more often; children need to be aware that it's not ok too.

872734

Think awareness is being raised by the campaign but needs to continue as there is always someone new who is affected and needs to be aware that help is available

872819

It's getting the message out there, giving victims the power to deal with it

872886

Keep up the good work!

872951

Keep it going

873128

Keep up the good work!

873237

It's great that it's out in the open and there are experts who have knowledge to share which they have done so willingly in our hui that are held regularly. People needn't suffer in silence any more or be embarrassed about these types of situations. The more aware that we are the more we can help our fellow countryman.

873244

It's a very good campaign, grabs attention and gets the message across quick and efficiently on TV

873405

Has been a good campaign to get the message out there and start people thinking about reporting violent situations.

873466

Keep it up. You can never send out your message enough.

Appendix One

	873560
It's a good idea to have these sorts of campaigns and get it out in the open	888419
This campaign is one of the most significant campaigns I can think of. It addresses a profoundly important issue in a way that creates opportunities for victims and perpetrators alike to make positive change, and to encourage 'average' Kiwis to support with each other.	888975
I think it's a GREAT CAMPAIGN.	892154
It's a smart campaign, an eye-opener to the majority of us in the society and a head start to curbing violence within the family.	892522
Keep it up, the more it is discussed hopefully the walls will come down and people will be urged to act or urged to leave those situations...	872747
I think it's a great campaign, unfortunately by the time the violent person realises what they've done to their family a lot of damage has already been done. Hence the reason to not allow this kind of behaviour to continue anywhere you can see it happening.	872795
I think it's been fabulous at getting the issue into the public - raising everyday awareness of it	872888
Good campaign	872916
family violence is a thing of the past and it's good to see something being done to open people's minds about it	872955
Please keep the campaign going. In my job (Deputy Principal in both rural and urban schools) I see it a lot. There is a huge amount of secrecy about it and insufficient support for those brave enough to speak out.	872958
It's about time this was brought out in the open	872987
It's a great campaign	873139
Good campaign	

Appendix One

873170

I think it is a great campaign and if it encourages even one person to take action to leave a violent relationship or help someone else then it is well worth the money. Is it government funded' If not then I think it should be because hopefully it would pay for itself with not having to spend so much money on patching people up after violent events.

873215

No matter whether people are getting bored with the adverts, keep them going, there will be one woman somewhere who needs to know, she doesn't have to put up with violence, no matter how much she has been brainwashed into believing that it is all her fault, there will come a time when she will say, ENOUGH IS ENOUGH and she needs someone to reach out to.

873216

Great to see the advertisements

873274

Well presented. To the point

873288

I think it is a great to encourage people to come forward and ask for help, I would be very sad to think that someone I knew was in this situation.

873338

I think any awareness of this problem is a good thing, and as stated previously if only something could be done to help the women have greater self esteem and not choose another abusive partner

873369

I believe that it is exceptional to know that information about domestic violence is made available for those who are in need of help.

873440

I really support the campaign and think it is very well made.

873446

Keep up the good work with the advertisements and also make more people aware its not ok to be in a abusive relationship at all

873479

It's good

873504

Keep up the good work - if it helps even one person it's worth it

873535

I think they are effective advertisements and highlight a significant issue in our society that has long lasting effects.

873740

Appendix One

Thank-you for the ads. It brings things to light.	873866
It's a good campaign	873912
I really liked the key phrase 'it's not OK'. I think the simple straight messages are effective.	874314
I think it's great and should keep going with the campaign there are still a lot of women and kids out there that need help because once someone leaves a violent home another is entering one!	874317
Good job!	875483
It's good that they've put the ads on. The brochures are pretty cool. Most ads, you ignore, but that one you actually watch it to see what happens. And family violence, well, I heard that it actually gets worse - so the earlier you report it, the better. but it's so embarrassing. It's also good that there's more support for what most people thinks minimal. There's different degrees - but even the small stuff, people should feel that they can get help. Especially that verbal stuff - it sticks. You start believing what they say, and you just want to - stay inside, and not see anyone. It's controlling. No one should ever control anyone!	877143
Feels many people don't have any idea of what to do, and that the ads are great in this regard.	884628
The campaign [has] been very good. The cardboard ads and the celebrities fronting the campaigns have been very good in particular	888435
Some (not all) of the ads can feel a little patronising. But it's still good to have them.	889058
I like the it's not ok ad - it gives faces to actions. Shows true emotion. I can relate to the characters and feel very genuine	890316
I don't think family violence is right. Ads are great and gets the words out there	890348
I think it helped the boy come to me. Everything starts with the family and if parents could spend more time with their children it would really help. Family is very important.	890386

Appendix One

It is helpful in that it demonstrates behaviours which are abusive and not acceptable.
892156

Keep it going...
872751

It's a great thing to have on television for everyone. It may even make the culprits think twice about violence if they are aware that their victims have support places and people they can go to.
872883

I think the campaign is very good and hope that it is achieving good results.
872887

I think it is a brilliant idea and i fully support and encourage it.
872918

The campaign should have been brought to the public's notice years ago. Thank goodness it is no longer OK to abuse. And men who abuse are more looked down on now than looked up to.
872981

Well presented and easy to understand
873046

It's a good campaign and it has my family's support.
873060

I think the cut outs are an awesome ad and makes people think.
873119

Just good to see the message being promoted.
873122

It's a great campaign
873346

Having suffered from family violence those ads showed me that there is alot of help and support out there and women from all walks of life are affected by it. Keep up the ads. If one women can pick up the phone and ask for help then its worked. Those ads are real and believable.
873361

A great start to the long term goal of making family violence open to everyone in a way that is non-threatening but clear with the message that it's not ok to hurt people and the widespread effect family violence has and that it goes on for years and affects generations.
873373

Thank you for these advertisements. They're awesome.
873460

Appendix One

- It is not okay and any help or information easily accessible for people to find is a good thing. 873498
- Was a great campaign - loved the celebrity and normal nzer advertising. 873573
- I agree with the campaign's message and believe that it constantly and impactfully brought to our collective attention the message it did. 874014
- Keep the message going. Get the message into the kindies, gangs, have them in the pubs, the posters I mean. 874174
- Kia kaha koutou!! He kaupapa tino māharo rawa atu tā nei! xo 876134
- Family violence is not OK and you need to do something about it and encourage people to get help. Very happy with the campaign 888465
- I don't think people even realize the horrible patterns they are living in and the campaign opens up the possibility that abuse is happening. There are courses to help and I wish people knew about them. 888885
- Said earlier:) Great job! 888886
- If you save just one woman and /or her children, the whole campaign has been worthwhile 888900
- We were a typical white middle class family doing well financially with 3 teenage children. We often did not fit the typical stereotypical ideal of family violence/abuse. This has often been a disservice in many ways but the ads certainly give a more global perspective which can help. The affect of abuse on children strikes at the heart of mothers whose families live in abusive relationships it seems to be a common encouraging factor in taking steps to make change. 889003
- It's great having Family violence out in the open encouraging people to seek help and talk. Keep it up 'The White Ribbon Campaign' becoming more prominent in NZ as unfortunately Children live what they Learn and need great role models to CHANGE 889027
- Brilliant I think it has sparked off giving me the power to change my life 889046

Appendix One

The campaign is brilliant - continue as you have been and it will further make a difference in the country.	889398
People in the community are talking about the ads. My mum is 85 years old and when she goes to her group they talk about the elderly and violence. The ads are good.	890336
Campaign is out in the public domain which is great	890343
It is a good campaign. My community is more aware of it. In general people are more confident to talk about it. In the pacific islands it is acceptable, but since coming to NZ we are now fully aware of how violent one could be and we know there needs to be boundaries. The violence needs to stop!	890362
Great that it's out there. It brings out discussion, allowing young people in violent environments to speak out. I had nothing like that when I was a teenager so I didn't get a chance to say anything.	891024
Keep the ads playing in national tv	892461
About time something is done as far too many people are being affected by this...	894490
I love it.	895426
Overall, I think the campaign's a good thing. Awareness of it and helpful sites to check out is real good, especially for people who are around it but aren't sure how to help :)	895567
It's a great campaign - keep up the good work.	896099
I hope it achieves its mission	873350
I think they are good ads that can be right on the button sometimes	873502
Bring it back - keep it in the community!	872860
Goods ads	873062

Appendix One

Get and give all the help you can	873192
Good ads especially the one with the young guy holding the baby.	873197
Keep up the good work!	873220
Keep up the good work -	873254
The campaign is awesome and keep up the good work of pushing ' its not ok'	891851
The ads and campaign are a great initiative. Even if it does make family violence completely disappear, I believe it would help touch at least a few families out there, and even that would make the campaign more than worth while	872895
I strongly believe that this campaign is helping to bring more action & awareness to family violence.....Keep it up	873007
Keep the campaign out there	873065
I hope it carries on and gets more coverage to help people that are experiencing it, it is a big problem in society and affects all of us in one way or another	873092
Keep showing them, & come up with new approaches etc.	873113
Good campaign - keep doing it	873166
I am all for it. So much has been swept under the carpet for som many years that now a lot of it is surfacing. However, it has been going on for generations and that 'monkey see, monkey do' attitude has to be erased before society will really get on top of it	873167
KEEP IT GOING	873172
It appears to be a good campaign for those that need it	873205
Keep it up if it saves a family it's worth it	873229

Appendix One

It is, unfortunately, essential	873231
I think it is great to see men stand up and say sorry and not just walk away and saying things 'like she was asking for it', not my fault!	873342
I think it gave people an appropriate awareness of what could be happening in their community.	873404
That this type of advertising needs to continue so that the message is deeply ingrained in society that people do not have to put up with violence and that the best way of dealing with it is by getting involved rather than keeping it hidden. The main thing is keep up the advertising so there is no forgetting the message.	873469
More advertising of this calibre	873609
I think it's sad when we were growing up that family violence and getting bullied was a way of life and that we were powerless to do anything about it thank god (no matter what name the almighty goes by) for progress	876049
It's really good for the kids to learn and to understand that it's not OK	888404
The ads are good. They get the message across.	890350
Good work, much needed and a worthy campaign	872781
Keep the issues high in the public eye and say it is still ok to step in and help out without being violent	872811
I'm grateful that it runs and such issues are not swept under the mat. I've seen the damage family violence can cause but thanks to campaigns like this I've seen how much can be done to help. I'm very interested in getting involved with / working for such campaigns or organizations too. Feel free to contact me if there's any opportunity for me to help. jamzchambo@gmail.com	872929
I think it is a positive move to bring this matter into the spotlight	872984
Great to bring it out of the shadows	872996

Appendix One

i think it is a very worthwhile project one can only hope that the persons responsible will take notice of it, or more to the point their friends will bring it to their notice.
873016

There should be more such campaigns!
873048

Hope it works, and curbs our ridiculous levels of FV
873116

it is a great campaign because it makes people talk about things .
873236

Bold, brave, and extremely effective. Big ups to the men fronting up on it and being honest!
873356

It needs to be talked about and brought into the open.
873377

Keep it going for as long as you can...because it's not short term easy fix...needs to be kept going and going as it takes generations to change
873388

i think it's a good campaign that gets people aware of these issues
873399

Keep up the good work, and it's always better to have real life people on those ads with their testimonies. Just makes it that more realistic.
873806

Keep up the campaign
888421

Excellent campaign
888446

None, good campaign, keep it
891910

It's a battle we have to commit to every day, huge problem that costs us in so many different ways
895021

Suggestions for further action/focus/scope

Focus on female violence

We must remember that there is a fair bit of female on male violence and it is important we let men know it is Not OK to be a victim of violence from their female partners.

Appendix One

895572

Need to focus on verbal abuse by women towards men and children. The two men I approached (I believe - gut feeling) have lashed out following constant verbal put downs. Possibly should focus on two aspects. One partner not doing it and the other partner seeking help and find solutions other than physical.

872798

Could have more focus on woman being the dominant factor (it's not always a male who is the problem), focus on the mental degradation (it's not always physical; some violence can be through being made to feel unwanted, unloved).

873564

Stop the gender stereo typing. Until we recognise female initiated DV for what it is, we will never break the cycle of violence.

872885

The White ribbon campaign acts against the message that ALL violence is unacceptable.

872937

Need to change focus from Gender and shouldn't be stereotype. Men & boys are also victim of family violence and should be treated with respect. Need to have some laws to protect men, as laws are biased to women. May be start up an organisation to support Men (Men phone helpline is not worth it). Probably some more men counsellors in place to identify the issue and raise awareness

889390

Why does this campaign present only male violence'

895528

Focus on education

Men need to be educated at a younger age about violence, forget compulsory French and tech or whatever they have at high school now and have a compulsory anti-violence counselling course or something similar or let all males spend the night (or 4)in prison as a lesson

889946

It does not tell people exactly who to contact as often they are too embarrassed to talk to someone they know

872900

Maybe more information for people that can see that something is not right, but are not sure 'what to say', without feeling like they are being intrusive and poking their noses in. As a woman, I would like to be supportive of other woman, but sometimes am unsure what to say exactly.

873458

Appendix One

I think that people need to be more educated about the psychological effects. Mind games and other psychological factors should be addressed more in these campaigns.

888454

Good intention, necessary message, however, not educational enough, and solution not quite as simple as made out to be. Victims are well aware of that. May draw attention to the issue, however dealing with it and getting away from violence is a minefield of its own. Need education about what happens once this is reported, what will happen, who is involved, what abuse actually is, etc. Need good resources to back it up. Needs to be worth the risk of sharing and casting light onto one's personal circumstances, so as to not aggravate the aggressor and leave the woman exposed to further violence with no definite way out. Therefore ad needs to show consequences of sharing, who to share with, why, what to say if someone does share, most people would not have a clue where to turn next if someone did share with them. If NZ Police had a branch going out educating the general public with this stuff, perhaps it would cut down the incidents of violence. Soon as that position comes available, I will be the first applicant to go out and teach it!!

895561

I believe that the campaign should also advocate for the individuals, families, extended families and the Community to take action against violence.

873565

Focus on children

Maybe touch more on child violence also, and show good outcomes of situations where the person being abused gets out of the violent relationship.

889384

Include violence against children in the 'it's not ok' ads - to raise family awareness about violence

890326

I think smacking children should be included as family violence especially since Family First wants to re-introduce the violence against children again.

873371

It's not ok for the kids.

891044

Advertise to the people, family violence and hitting the kids is not ok

888383

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Include more diversity

I think we need to increase the awareness around all areas and all ethnicities. It happens in homes where you never think it would occur and people need to speak out on whether they have a suspicion or not. Nine times out of ten it ends up being what they suspected and a lot of the times we tend to hold back cause we don't want to have that family or person embarrassed or get in trouble but that's the only way that they will learn.

872947

Promoting more of real life examples to show it is real and not a figment of someone else

873327

It needs to cover all people, races and ages, as well as both sexes.

873463

More connection to the younger generation, the 40+ bracket are not targeted with these campaigns. They need to be targeted more. It doesn't reach the older generation. Also, the portrayal is of a European victim. Whereas the target audience is actually Maori and Pacific. Although, I can understand this due to the level of violence in the European families.

876457

Very good campaigns, should repeat them to keep it in the public as reminders, and keep ads interesting and keep role models to anchor it. Also - keep quite a range of those abused e.g. partners, children, elderly, and physical and financial abuse.

891008

I think its effective, but is it really reaching the right people?

872737

Focus on resourcing /additional resources

Publish an 0800 number to dial for anyone who feels there is someone of concern and advertise it everywhere possible. News media, TV, radio, even nightclubs/casinos etc.

873859

I haven't seen any posters at my doctors which I'd expect to. Just in terms of getting the advertising out there. A seminar would be nice, especially for where to get help. Not just for those in the violence but for others on how to help.

877828

Would like to see both newer ads, and ads on tv more often. Feels as if with more time, people will become more and more comfortable with the idea of either turning to others for help, or helping sufferers out.

884237

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I reckon they should keep doing new ads to help more people. They should do something more interesting. Men think that they're tough, that they're hard but deep inside they're actually crying but they don't want to show it, they try and hide it. Keep doing the ads, they're helpful.

890680

There should be more support to help violent people to change their behaviour. People who experience family violence shouldn't be made to feel like they are being punished for seeking help.

895011

In addition to advertising, the authorities. Both national and local must ensure that Police, CYFS and NGSs are very adequately staffed and funded.

872921

We need more of the same with positive follow up, if the system allowed people who have been victims of this environment first hand to work within the system instead of those with tertiary qualifications but no first hand experience there would be bigger positive outcomes, maybe they could work together, having a Maori background would also be of benefit, being able to walk the walk and talk the talk on the same level would be a huge help, yes this is a topic i know so well and is passionate about, I also believe with the right resources and personal the problems can be drastically reduced

873367

Other

I would like to suggest to increase our awareness and prevent cruelty and violence for personal safety and community safety. To all the victims please speak up. Break the silence end the violence.

872920

I think that the Government should make it compulsory for all youth/young teenagers to do Parenting Programmes and Anger Management classes to be able to help themselves and how they deal with each other and their children, before and after their pregnancy. Actually it should be made compulsory for all parent's to do this, I think it would help immensely!

873066

Perpetrators of family violence should be named and shamed no matter their position in the community

873250

Needs way more people to step up and speak out

873420

There need to be much more severe deterrents in place. Alcohol abuse and drug abuse seems to be treated as a 'poor thing he couldn't help himself--or herself' that

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is such nonsense--they made the choice to use drugs/alcohol and should be held accountable.

872821

The government should pass a bill that will give a heavier punishment to those are committing family violence esp. towards kids.

889402

I think there should be more 'it's not ok' ads. I think they are brilliant. There should be more info for young parents. Info coming home with kids from school. Talking in school about family violence.

890391

Try to make it realistic; just don't influence others to get involve on an opposite view about the campaign. Normally, this is a personal matter that a lot of people are concerned about because of the sensitivity of the topic.

891759

While it is a great campaign, it is a little soft in my opinion. Almost hollow. Why not consider making them more graphic' Similar to LTSA ads, showing the gruesome and ugly and despicable outcome from domestic violence.

872877

Not graphic enough

873398

It would be good to see more IT'S NOT OK TO BULLY... fast track to suicide... Kia Ora.

875050

Other comments

I don't know if there's ever any easy answer because sometimes taking action makes things worse. It can depend on the timing and what action you take. I'd be a little bit vague if they start taking action. Sometimes it doesn't always work and taking action can make things worse. There's just no easy answer to it. I've been to the cops with a split lip and they said it was outside their jurisdiction so to go away and that's really disheartening. Perhaps their attitude has changed because of public opinion because my violence happened about 15 years ago so I hope now they'd get a better response.

888842

Because this is a government organisation they prefer not to deal with people that are from ACC. Why is that?

872786

To make any difference attitudes must change. There is too much violence in TV, video games and films, so that our children are growing up believing it to be the norm. There is too much emphasis on rights but not responsibility, instant needs but not outcomes. Drug-ridden so called 'pop stars' and some entertainers are

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idolised in the media. Young people need more boundaries and less freedom. It is possible to bring up well-balanced kids without going overboard with restrictions, but attention to their personalities and giving love - even when it hurts! Anybody responds if they feel they're valued.

872946

To fully understand family violence you have to experience it. Organisations that support victims of family violence often have volunteers and paid staff who have which is what makes them successful. If we could match the commitment of these people with funding to match it may be more effective. The "It's not okay" campaign is a good start but the violence problem here in New Zealand is going to take a lot more... the only way to beat it is to tackle it head on. That's what I did....

888921

Intergenerational habits are hard to stop, but it can be done

873073

Would love the opportunity to share my personal journey one day! \Kia kaha

888935

My only concern is that in my experience... Police, lawyers, advisors, legislation etc all seem to be on different pages. There needs to be some centralised guidelines that ALL of these organisations need to follow so that conflicting messages aren't sent to victims - in which case they may be left feeling helpless and resign themselves to their situations, or perpetrators who then get the message that what they are doing is acceptable on some level

894537

Sometimes it just needs a tip of the iceberg to spur people into action and to have someone in certain govt depts. able to pick the signs and pursue in a professional manner can often change the lives of many people.

872787

Family Violence underpins almost all, if not all, crime in this country. It's time for all of us to get involved with eradicating it.

873426

Children are a gift, the sooner people realise that the better the world will be.

873604

Four weeks ago we were in a much higher fiscal bracket. So having money didn't stop the verbal abuse. Thank you to all the agencies that support stopping violence

874146

I think it's too weak to really be worth the funds spent on it.

872963

Campaigns are only as good as the deliverer, they need to have passion to make a difference

872961

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It created the impression that all men are going to be violent and hide it as best they can

873368

I would like to promote the great work that Real steps trust does, I have attended Stopping violence services but found the depth that the real step trust went into was far more superior and led to the ultimate change in myself

875886

I watch TV for entertainment and to be informed. The adverts are an opportunity to put the TV on mute (because TV plays adverts at an increased volume) and go make a cuppa tea, finish that suduko, quickly browse the net, read the paper, chat to others, discuss the TV program we're watching. Most times, adverts, due to their very nature have de-sensitised me to issues of importance and relevance. How often do I need to see the inside of a smokers lungs, the conversation with a dead person in a car accident, the child being hurled into a wall by a drunk at a party - 'a man abuse his family while cardboard cut-outs watch on' .. how many times' .. before I mentally and physically switch off!

872914

I don't think it would make much direct difference to those who are engaging in such violence. It may be having an effect on those who can now say something to the perpetrators

872939

Very important issue, but unless John Key's government stops marginalising poorer people, victimising beneficiaries and treating people convicted of crime as sub-human and unless it also increases early childhood education and support, I can't see things improving in a hurry.

872967