



Amokura
Family Violence Prevention Consortium

What is Amokura ?

- Comprehensive community change initiative
- Violence prevention & early intervention
- Governed by CEOs of 7 iwi authorities
- Co-ordinator of research, public education & promotion, advocacy & provider development activities
- Lead by small project team based in Whangarei
- Activities cover Taitokerau
- ‘Step Back’ is key part of education and promotion



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What does Amokura mean?

- The amokura is the tail feather of the tawake, a bird that travels far from shore. Traditionally the sight of the amokura signified a safe haven on the horizon.
- Kura means red and represents leadership, responsibility, leading people in a better direction
- Amo means to carry this responsibility
- Represents both promise of safety and that leaders will carry responsibility for working for safety of all in their rohe



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Amokura Purpose

- To provide strategic leadership and co-ordination of early intervention & violence prevention in order to establish whanau environments that are safe & violence free



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Mauri Ora Framework

- Dispel the illusion that violence is normal, acceptable or culturally valid
- Remove the opportunity for violence to take place
- Teach transformative practices



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Social marketing is effective when...

- Target market is clearly identified
- Message is credible and relevant
- Programmes are supported, reinforced & integrated with other strategies e.g. media advocacy, education, community based interventions, strong & well networked providers



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Market Info

- 140,130 people 2001
- 22.2% Maori
- 53% of total Maori pop is under 24
- 19% are this group are parents
- More than 20% live below the poverty line
- Small urban centres, remote rural communities



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Message

- Radio jingles
- Community concerts
- Merchandise
- Provider & community involvement



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Step Back

You claim that you're not violent
Smack only if it's required
Raising your hand don't make you a man
You ain't a man if you smack your love
You ain't a man if you crack your sons
You ain't a mom if you smack your girls
Make up then wake up if that's your world!