



## **‘It’s Not OK!’ in Paeroa**

**A local campaign to raise awareness of the effect of alcohol-fuelled family violence on the children of Paeroa**

**EVALUATION - March 2013**

Report written and compiled by social researcher Joy Arthur



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## DISCLAIMER

The researcher has made every reasonable effort to ensure that the information on which the evaluation is based is accurate. The information has been used in good faith and the author will not be liable for any loss or damage arising either directly or indirectly from the supply of this publication.

# 'It's Not OK!' in Paeroa

## EXECUTIVE SUMMARY

This is a report about the Paeroa 'It's Not OK!' family violence primary prevention campaign that ran over a four month period from September 2012 to January 2013. The project focused on raising awareness about the effect of alcohol fuelled family violence on children and facilitating sustainable change in community attitudes using messages from the campaign.

There were 26 local champions promoting campaign messages on billboards, posters and slide-shows, as well as at several community events. Campaign messages also featured in the media and on local radio stations.

### Evaluation methods

Research for this report included a review of current literature on community mobilization and interviews with the campaign organizing committee, the champions and members of the public attending the launch of the campaign. A street survey was conducted toward the end of the campaign period to ascertain community awareness of the campaign, as well as any changes in community attitudes attributable to the campaign messages. Pre and post campaign police callouts to incidents of family violence and the knowledge and use of support services are also examined in the report for indications of a change in community attitudes toward family violence issues.

### Outcomes

- The launch and street surveys revealed raised awareness of family violence issues in the Paeroa Community. A majority of participants displayed a good overall knowledge of campaign messages, particularly those featuring the local champions, and were able to identify where to go for support with family violence issues.
- Reports from the champions and the working party contained anecdotal evidence of local families making significant changes in their attitudes toward family violence.
- There is also evidence of a change from the Collaborative Case Management (FVIARS) Project for Paeroa which reveals a considerable decrease in the number of family violence incidents attended by police post campaign compared with the

## OUTCOMES

Overall, the evaluation of the project reveals an inclusive, culturally sensitive campaign that has successfully used local role models to raise awareness of the effect of alcohol fuelled family violence on those in the community.

There is also evidence of a change from the Collaborative Case Management (FVIARS) Project for

Paeroa which reveals a considerable decrease in the number of family violence incidents attended by police.

same period pre-campaign, as well as fewer family violence callouts involving alcohol.

- Overall, the evaluation of the project reveals an inclusive, culturally sensitive campaign that has successfully used local role models to raise awareness of the effect of alcohol fuelled family violence on those in the community.
- The champions also played a key part in motivating others in the community to make a change in their attitude toward family violence.
- The 'It's Not OK in Paeroa!' campaign is an excellent example of a programme that has used community strengths to meet community needs and one that has the potential to contribute a good deal toward future campaigns.

**Recommendations for use in future campaigns include:**

- Recognizing the importance of the champions' role in this and other projects by developing a tool-kit to assist organizing committees in recruiting, training and supporting them.
- Extending the campaign time-frame to facilitate ongoing support for local activists who wish to 'refresh' campaign messages in the community.

# The 'It's Not OK!' in Paeroa Campaign

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## BACKGROUND

In 2010 a three month project to raise local awareness of the links between alcohol and family violence and the effects of alcohol fuelled family violence on children was run in Waihi in the Hauraki District of the North Island of New Zealand<sup>1</sup>. This project successfully raised awareness about these issues and also stimulated interest in the neighbouring community of Paeroa in having a similar campaign run there. An organizing committee with 24 representatives from stakeholder organizations and social service agencies from Thames and Paeroa developed this interest into a concrete project in early 2012.



Figure : A A Billboard from the 'It's Not OK!' in Paeroa project

The key stake-holders involved in initiating the Paeroa project were the Hauraki District Council, Population Health Waikato District Health Board, Hauraki Family Violence Intervention Network, Paeroa Police, ALAC and the national 'It's Not OK!' campaign team.

The organizing committee or working party's primary focus during the early period of the project was approaching and supporting people from all walks of life who were recognisable faces in the Paeroa community and who were willing to act as champions in the upcoming campaign. These 27 champions<sup>2</sup> took the message that 'Family Violence is Not OK!' to the people of Paeroa using activities within their various interest groups as well as appearing on billboards, posters, on radio and at a family 'Fun Day' in September 2012 to launch what became a 4 month campaign<sup>3</sup>.

### Paeroa Community Profile

Paeroa is situated at the heart of the Hauraki District which extends from Kaiaua on the Firth of Thames to Karangahake and the Kaimai-Coromandel ranges to the east and then north-east to the Pacific Ocean at Whiritoa. It is one of the three largest centres in the Hauraki District and is between an hour to two hours travel from the cities of Auckland, Hamilton and Tauranga. The usually resident population of the Hauraki District was 17,190 at the 2006 Census of Population and Dwellings<sup>4</sup> and Statistics New Zealand estimate that as at June 2011 it had grown to 18,750. The Hauraki District lies within Waikato which is a local government region of the upper North Island of New Zealand ranging from Coromandel in the north to Taupo in the south.

At the 2006 Census the resident population in Paeroa itself was recorded as 3,978 people. Twenty-one point six percent (21.6%) of these people were aged 65 years and over compared with 12.4% of the total Waikato population. The most common ethnic group was European at 69.4% of the total population with the next most common group being Maori at 30.4%.

<sup>1</sup> This campaign is written up in the 'It Not OK in Waihi Project Evaluation', 2011.

<sup>2</sup> The campaign began with 28 champions however one of the original group pulled out of the project in the very early stages due to a prior commitment out of area.

<sup>3</sup> In November 2012, after consultation with many of the champions and local social service agencies, the organizing committee made a decision to extend the campaign from the original three to four months to encompass the Christmas - New Year period when incidents of family violence are traditionally high.

<sup>4</sup> [www.2stats.govt.nz/domino/external/web/commprofiles.nsf/printing/CC71C9111...](http://www.2stats.govt.nz/domino/external/web/commprofiles.nsf/printing/CC71C9111...)

In Paeroa, 44.3% of those aged 15 years and over had no formal qualifications compared with 29.0% for the whole of the Waikato Region. The unemployment rate was high at the time of the census at 7.4% for people aged 15 years and over. The most common occupational group recorded was 'labourer' and the medium income was \$17,500 compared with a medium of \$24,100 for all the Waikato Region.

Despite what appear to be some concerning economic indicators, Paeroa has built a local 'brand' for the town that presents the community in a positive light. It is well known as the home of the 'Lemon and Paeroa' drink and more recently as the 'Antiques Town' of New Zealand. Paeroa also takes advantage of its central location to host national events such as the 'Highland Games and Tattoo' in February each year and the 'Battle of the Streets' motorcycle race. Above all, the local council are extremely proud of the 'Community of the Year' award the town received in 2012 that recognized the hard work and co-operation that have gone into building Paeroa into a positive place to live.



Figure : 2 Paeroa in Eastern Waikato

## Campaign Objectives

The project objectives as defined by the project committee (February 23<sup>rd</sup>, 2012) are as follows:

- Raise awareness of the effect of alcohol fuelled family violence on children in the community
- Increase community knowledge about available support
- Increase access to support
- Increased reporting (not incidence) of family violence
- Facilitate sustainable change in community attitudes utilising messages from 'It's Not OK'.

## Definition of Family Violence

The definition of family violence used throughout this report is taken from the Domestic Violence Act 1995 where it is defined as:

'Violence against (a) person by any other person with whom that person is, or has been in a domestic relationship'.

It defines domestic violence as more than physical abuse; it includes sexual or psychological abuse including threats, intimidation, harassment, or damage to property.



# THE CAMPAIGN

## Campaign Messages

The means used to get campaign messages out to the local community were as follows:

- Four billboards on roads leading into Paeroa
- Posters of the champions featuring a personal statement about family violence<sup>5</sup>
- Slideshows of local champions' posters and messages (in shop windows and the local college)
- Radio advertising and weekly articles and advertisements featuring champions posters in the weekly newspapers
- Both local and national media coverage of the campaign launch at the 'Family Fun Day' on September 23<sup>rd</sup> 2012.

The 4 billboards on the main highways into Paeroa featured different groups of champions and had the following messages:

- Join us to make Paeroa safer for everyone. Family Violence – It's Not OK in Paeroa
- Our communities are safer when we stand together. Family Violence – It's Not OK in Paeroa
- Join us to be violence free in Paeroa. Family Violence – It's Not OK in Paeroa
- Join us to make Paeroa safer for our kids. Family Violence – It's Not OK in Paeroa.

There were 4 slide-shows in business premises in Paeroa composed of a loop of champions' posters. The premises were Caltex Petrol Station, The Hardware Store, The Skate and Leisure Centre and Thirsty Liquor. A slide-show also ran at Paeroa College.

## Progress of the Campaign

### Activities

The campaign activities involving the champions fell into six broad areas that were adapted from the Community Action Wheel used by the national 'It's not OK!' campaign's Sheryl Hann during one of the champion's training sessions. These



Figure : 3 A billboard in the 'It's Not OK!' in Paeroa Campaign



Figure : 4 Sheryl Hann's Community Action Wheel (National 'It's Not OK!' campaign)

<sup>5</sup> The billboards and posters are included in the appendices.

areas were: media involvement, community events and those featuring the Hauraki District Council, local businesses, schools or sports venues. A seventh area evolved during the course of the campaign, this was informal activities where the champions were personally involved or gave support in some practical way.

In most cases the champions themselves selected an area of interest, or one where they already had some involvement, to promote the campaign message. The first six activity areas had at least one contact or 'buddy' from the working committee who acted as liaison with the champions involved, while support for the informal contacts (disclosures, queries etc.) was provided by committee members with social service experience.

The champions' involvement in the activity areas is now detailed. The 'Fun-Day' Launch, while a community event, has special significance for the campaign and is described separately in the section following 'Activities'.

### Media Projects

Activities using this medium included both written and voice media using advertisements, interviews and general publicity to promote the campaigns messages.

A key activity was the weekly talks on family violence on Nga Iwi FM during the course of the campaign by committee member, Rachel Harrison, of the Hauraki Family Violence Intervention Network. The radio station also interviewed many of the champions and promoted their role in local events such as the launch of the campaign.

The campaign launch featured on Maori TV News on Sunday 24<sup>th</sup> September 2012 and on Radio Waatea and Radio Live. Local newspapers also reported the launch of the campaign in The Peninsula Press on September 27<sup>th</sup>, 2012, and twice in The Hauraki Herald, firstly on September 21 and again in the Hauraki District Council News feature on September 28<sup>th</sup>, 2012. On a national level, the Waikato Times ran an article about the launch that included an interview that told the personal story of one of the champions.



Figure : 5 Articles in local media

There was also coverage of the launch on the web on Scoop, Voxy and in the New Zealand Family Violence Clearinghouse and 'It's Not OK!' E-News as well as on numerous individual Facebook Pages<sup>6</sup>.

Post launch, there were short weekly articles accompanied by posters of the various champions in the local newspaper, The Hauraki Herald. The topic of several of these weekly articles was informed by feedback from the champions or general public who had an area of family violence that concerned them specifically or impacted on a member of their extended family. The presentation of the articles and posters was adjusted after feedback from the committee and the public on the effectiveness of the

<sup>6</sup> Scoop at <http://community.scoop.co.nz/2012/09/locals-front-family-violence-campaign/>, Voxy at [www.voxy.co.nz/national/locals-front-family-violence-campaign/5/135313](http://www.voxy.co.nz/national/locals-front-family-violence-campaign/5/135313), NZ Family Violence Clearinghouse <http://nzfvc.org.nz/?q=node/764>, It's Not OK E-News [www.familyservices.govt.nz/directory-help/its-not-ok-e-news-july-2012.html](http://www.familyservices.govt.nz/directory-help/its-not-ok-e-news-july-2012.html).

various layouts and size of the posters so that by mid-November the posters were more prominent as were the logos at the foot of the articles. Topics for the articles included: Alcohol and Children, Psychological Abuse and Making a change within your Family. A full page spread of champions' posters and a message wishing everyone a safe and happy Christmas also featured in the Hauraki Herald just prior to Christmas.

The national office of the 'It's Not OK' violence prevention network placed a slide-show of the champions' posters on 'You Tube'<sup>7</sup> and also filmed the wind-up celebration of the campaign to make a DVD publicizing the work of local communities on family violence prevention campaigns.



Figure : 6 Christmas message in the Hauraki Herald (21 December 2012)

### Community Events

This area covers community activities where the campaign messages were featured or where champions were present representing the campaign. Some of these activities involved just one other organization, such as Positive Paeroa or the Paeroa Community Support Trust, while others were major community events like the Fireworks Display in November and the Santa Parade. At all these events, and at the launch of the campaign, champions and committee members arranged displays of campaign handouts and giveaways and frequently a quiz on the campaign and support available in the community with a fruit basket prize.

Two of the champions mentored a youth group<sup>8</sup> that regularly set up displays outside the local supermarket and ran raffles to fund identifying material raising awareness about the groups stand on family violence. Among other activities, the group distributed drink bottles featuring both the campaign and their own logo to various sports venues as well as taking part in the launch of the campaign.

<sup>7</sup> <http://www.youtube.com/watch?v=wsWXaWeBLw>

<sup>8</sup> The group is known as 'It Takes One' and consists of young people raising awareness about family violence prevention.

'It Takes One' also had a float in the Santa Parade that was a focal point for the champions who walked behind the float in the parade distributing various campaign resources. These resources included apples with the message, 'Look after me – I bruise easily' on them, magnets with miniature posters of the champions, family violence branded fans and stickers. The participation of the champions in the Santa parade encouraged other members of the public to join in and show their support for the campaign by walking behind the float with them.

### **The District Council**

The Hauraki District Council provided both practical and moral support for the campaign right from its inception.

The Mayor and several councillors were involved either as champions or working party members. The progress of the campaign, the resources and messages from it have been regularly reported in the Hauraki District Council news page in the local newspaper and on the Council's website throughout the project. As well, posters of the champions were prominently displayed in council offices, libraries, and on the council website<sup>9</sup>.

Key local body members were also involved in lobbying to limit liquor outlets in Paeroa by initiating a policy change at national level. The 'It's Not OK!' in Paeroa working group made submissions stressing the harmful effects of increasing the number of liquor outlets including research on the association between alcohol abuse and family violence.

### **Business and Workplaces**

Slide-shows with campaign messages have been running continually during the campaign in 4 local shops and a wide range of businesses also displayed posters of the champions in their shop windows.

A committee member addressed the 'Paeroa Business After 5' (BA5) meeting and champions spoke to several local service organizations. The spokespeople for the campaign explained the project and discussed the statistics about family violence as well as the successes of the project to date.

The local supermarket was also approached by a champion and a committee member with the suggestion that the display of alcohol in the shop be moved to a more discreet area, particularly away from the selection of cereals. The reasoning behind this was that the cereals were likely to draw the attention of many of the families shopping there and that the close proximity of the alcohol was a source of temptation for those struggling with alcohol addiction. Ongoing work is continuing with the manager of the supermarket.

### **Schools**

The champions who attended Paeroa College were innovative in their approach to promoting campaign messages and had a high profile as a consequence. A slide-show ran in the college hall throughout the campaign that featured their posters and messages and reference was made to their role in the school



Figure : 7 Apples distributed at the Santa Parade



Figure : 8 Emilie and Vicky from Paeroa College

<sup>9</sup> <http://www.hauraki-dc.govt.nz/community/NotOK.htm>

newsletter. The college champions were also interviewed for Ngai Iwi FM.

A group of champions, including the college representatives and Rachel Harrison from the committee, spoke to an assembly in October to familiarize students with people that they could approach with any concerns about family violence and to initiate an ongoing mentoring programme. The college champions were also active in placing campaign posters in every classroom, arranging a mufti day for white ribbon day and arranging for the 'It's Not OK!' logo to be put on school uniforms.

Primary school children were not forgotten either. Several of the champions visited primary schools in the area during the campaign to distribute resources and talk about the project. As well, committee members arranged a display, gave away white ribbons and white ribbon cookies, and conducted a quiz at the 'Children's Climb' up Mount Karangahake in November. Several of the champions also completed the climb with the 100 children and 70 adults who attended.



Figure : 9 Champions at the Karangahake Mountain Climb

Further participation with school children by a champion included working with a kapahaka group to write a haka about preventing domestic violence for the two day kapahaka competition in Thames in October 2012.

### Sports

Champions with connections to local sports teams talked about the campaign message at sporting events and made it visible at these venues with flags, goal post protectors and handouts. An adult netball team's bibs were also printed with the campaign message.

Posters were distributed to sporting clubs with permanent premises such as local bowling clubs, netball, tennis and squash clubs as well as at grounds where touch rugby is played. The campaign logo has also been placed on drink bottles distributed to various sports groups.



Figure : 10 Rino was one of the champions involved in local sports

### Informal Activities

Another aspect of the role played by the champions in the campaign involved several of them engaging in public discussions in local media and with other families in the community about changes they had made in their own lives. Some champions talked about making changes in their households that included more respectful communication and taking time to cool down if they get angry.<sup>10</sup>

The working party minutes for the campaign from October 2012 note that a social service agency in the area had received positive feedback from clients who identified with local champions and who were asking, 'How can I get to where they are now?' The process of change was not always an easy one for the champions and several of them were able to demonstrate that 'it is OK to ask for help' with family and extended family violence issues when these occurred during the campaign.

<sup>10</sup> Hauraki Herald, November 9, 2012

Some champions had also been approached to act in a supportive role by members of the public experiencing family violence. The champions who had been involved in this way reported more than a dozen instances where they were able to refer a family or individual to a support agency and on many of these occasions also offer immediate assistance such as transport or temporary shelter.

One champion noted that since the posters had been distributed she had frequently been approached on the street with enquiries about the campaign and another observed that the campaign had prompted work place discussions about where to access support for those experiencing family violence.

### **Ongoing Activities**

At the meeting in December members of the working party reported enthusiasm from the champions group and supportive members of the Paeroa community for an extension of the campaign activities in the town past the initial wind-up date in mid-December. The activities that were to be investigated for continuation were the slide-shows in the school and business premises, the initiation of a 'drop-in' centre staffed by champions, an ongoing support group and family violence prevention promotions at the college, and the collation of the champions posters and the articles that appeared in the local paper during the campaign into a booklet to be made available to social service organizations.

### **Fun Day launch**

The campaign opened with a 'Community Fun Day' at the Paeroa domain on Sunday the 23<sup>rd</sup> of September, 2012. The day featured free activities, games, food and music as well as stalls from a variety of support groups ranging from Hauraki Maori Trust Board, Te Korowai 'Like Minds Like Mine' and CAPS (Child Abuse Prevention Services), Community Drug and Alcohol services Waikato DHB, to VETEL (Valley Education Training Enterprises Limited) and the Paeroa Community Support Trust. The games and activities included three legged races, gumboot throwing, face painting and a bouncy castle. An estimated 1,000 to 1500 people attended the Fun Day which introduced the champions and gave them the opportunity to mingle with the crowd. The organising committee asked local services to use a game or activity to engage the with public at the Fun Day. This was seen as a way to better connect the community with the people behind the helping services.



Figure : 11 Flier advertising the launch of the campaign

The champions reported feedback on the Fun Day which included positive comments about the music, food and activities as well as observations about the way in which the day was received by the community:

*'A lot of [positive] feedback came from my family and friends about the day and about the organization that went into putting the day together'.*

*'My observation on the day was what a great day to see so many different people from our town. Some that never attend [these things] and are on the receiving end of family violence or dishing it out. It was great to see those people taking a big interest in the day not just standing there and enjoying the*

*music but reading pamphlets and also talking to the agencies and amongst themselves about our messages’.*

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Figure : 12 Pictures from the Paeroa Community Fun Day

### **Champions’ training**

The training and support of the champions was a key part of the project and extended over a 10 month period, with 5 trainings prior to the launch of the campaign. Each of the training evenings built on a previous skill set for the champions and encouraged personal development as well as resourcing them for the activities discussed in the previous section. All champion’s trainings were held at the Hauraki District Council Chambers.

#### ***Schedule of champions’ training***

The first training on March 1st, 2012 involved both the working party members and the champions. It was facilitated by Sheryl Hann and Jessica Trask from the National ‘It’s Not OK!’ campaign team and featured a DVD discussing the impact of family violence as well as looking at previous campaigns throughout New Zealand.

This training also began the process of ‘brain storming’ possible activities for the Paeroa campaign. The ‘brain storming’ resulted in broad areas of interest where members felt that they could contribute<sup>11</sup> and prospective dates and venues for community events.

The second training evening on March 29<sup>th</sup>, 2012 was targeted more directly at the champions and focused on how to deal with confidentiality in regard to a disclosure of family violence. A basic resource kit was made available to each person attending with booklets and handouts for them to refer to or distribute in the community.

This training also firmed-up the proposed activities discussed previously and appointed a ‘buddy’ or mentor from the working party for each of the activity groups. Provision was also made at the meeting for working party members to write anonymous questions about family violence issues and identify any specific training that they would find useful.

The third meeting was to brief the champions on the arrangements for the photographs for the campaign. This involved both individual photos for the posters and group photos for the billboards.

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<sup>11</sup> These activities have been discussed in more detail in the previous section.

The development of the champion's individual messages about family violence began in May. Trish Green, from the National 'It's Not OK!' Campaign, facilitated this meeting and the group reviewed examples of messages from the Waihi campaign as well as discussing ideas of their own.

The June meeting featured several speakers on various aspects of family violence. Nick Young of Waikato DHB Population Health spoke on the role of alcohol in family violence, and the Hauraki Family Violence Intervention Network Collaborative Case Management Project Co-ordinator, Debbz Murray, presented on the effects of family violence on children.

The champions had indicated earlier that they were also interested in hearing from those who had lived with family violence. The next two speakers explained how their lives had been impacted by family violence and how they had gone on to make significant changes for themselves and their families.

The purpose of the August meeting was twofold. Firstly, to provide clarity around the champions' role in the project and in particular their understanding of the processes involved in dealing with disclosures and referrals. The evening was also used to prepare the champions for interacting with the media and for their role in the 'Fun Day' launching the campaign.

Running alongside these trainings between May and September was the photography of the champions both individually and in small groups for use on posters and billboards around Paeroa. The development of the messages to go on the posters and billboards also continued across this timeframe, mostly by email, but also during discussion time at the meetings.

The final meeting for the champions prior to the launch was held in early September to record their personal messages for use on local radio stations and to finalise their role on the Fun Day.

The October 18<sup>th</sup> meeting of champions focused on feedback from the Fun Day launch with champions relating positive comments about the day from those who attended. The various activity groups also met to plan ongoing promotion of the campaign including participation in two major community events, the Fireworks Display in November and the Christmas Santa Parade.

There was a further meeting to support the champions' activities in November and to finalize planning for White Ribbon Day and the champions' role in the Christmas Parade.

The champions' last meeting was on January 20<sup>th</sup>, 2013, at Paeroa College. This meeting took the form of a Focus Group. The group were given topic areas to discuss and their responses were recorded as part of the evaluation.

The Focus Group was incorporated into a celebration marking the end of the campaign and was attended by some 70 friends and family as well as more than half of the champions. During the evening the champions were presented with certificates recognizing their participation in the campaign and the gathering was addressed by the Mayor of Paeroa and Trish Green from the national 'It's Not OK!' campaign.



## **EVALUATION**

### **Evaluation Objectives**

- To determine if the campaign was effective in raising awareness of the effect of alcohol fuelled family violence on children in the Paeroa community
- To ascertain whether 'It's Not OK!' campaign messages have facilitated any change in community attitudes toward alcohol fuelled family violence
- To determine if community knowledge about the support available to address these issues has increased
- To determine if access to and use of support has increased during the period of the campaign

### **Evaluative Methods Used**

#### **Literature review**

- A review of literature on national and international community based family violence campaigns, particularly those using champions, is included.

#### **Surveys, focus group and researcher's notes relating to champions**

- The 27 champions or local faces of the campaign were surveyed at the beginning of their training for this role to ascertain a baseline of information. A further 6 interviews sampling champions progress in the role were conducted at a mid-way point in the training. Sixteen of the champions also took part in a Focus Group at the completion of the three month campaign. Reference will also be made in the evaluation to notes taken by the researcher during the champions training sessions.

#### **Fun-Day launch satisfaction surveys**

- Thirty interviews were conducted with visitors to the Fun Day. Participants were asked for their impressions of the day and whether they recalled any campaign messages or support services that had been present. They were also asked how aware they thought people in Paeroa were about family violence and alcohol abuse.

#### **Interviews regarding slide-shows in business premises**

- These interviews were conducted toward the end of the campaign with store owners or managers to ascertain community reaction to the slide-show displays.

#### **Community awareness survey**

- Street surveys were conducted in the main street of Paeroa in December 2012. These surveys assessed the local level of awareness about campaign messages, whether there had been any observable change in attitudes toward family violence and community knowledge of support services.

## **Survey of working party committee members**

- Working party members were surveyed with regard to their involvement in the campaign and their impressions of its effectiveness in raising community awareness of campaign messages.

## **Statistical analysis**

- Pre and post campaign client statistics from key service providers working in the family violence field are used to contrast the incidence level of family violence in Paeroa and the number of clients seeking support with these issues.

## **Evaluation Findings**

### **Literature review**

In the past, society's response to family violence has been largely centred on providing services to individuals and families already impacted by domestic violence however there is now a growing focus world-wide on proactive strategies of prevention. Primary among these strategies is community mobilization<sup>12</sup>.

### **Community mobilization**

Community mobilization aims to break new ground in the primary prevention of partner violence; that is to say, to stop violence before it starts. It sets out to do this by developing campaigns that combine education and entertainment to foster alternative social norms that support respect, safety and non-violence<sup>13</sup>. Community mobilization targets as many layers of a community as possible by alternating between, or combining, the media with communication materials and grassroots activism with advocacy to spread campaign messages.

The community mobilization process is based on a theoretical understanding of how change happens. The Ecological model is frequently drawn on to provide a framework for this process. This model demonstrates how the various levels of society (individual, relationship, community and the national bodies that influence policy or social climate)<sup>14</sup> influence one another. An example of this from the individual and relationship to the community level is an increased understanding of family violence at the individual level leading to the development of non-violent norms within a relationship and family, which in turn leads family members to take part in a campaign promoting the benefits of living free from violence in the community.

### **Grassroots activism**

A way to put the ecological model into practise is by using individuals with a high level of awareness and commitment to non-violent family relationships as peer supporters or 'champions'<sup>15</sup> to provide the catalyst for change in a community. The peer support model has been used worldwide in HIV Aids

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<sup>12</sup> Batistich, Christina. 'Breaking the Silence: A critical analysis of integrating a community level intervention model within a domestic violence public awareness campaign in New Zealand', A thesis, Auckland University of Technology 2004.

<sup>13</sup> Michau, Lori. 'Community Mobilization: Preventing Partner Violence by Changing Social Norms' Expert Group Meeting Bangkok, Thailand, 2012 .

<sup>14</sup> World Health Organization 2004, 'Preventing Violence and Health: A guide to implementing the recommendations of the World report on violence and health', p 4.

<sup>15</sup> World Health Organization 2007 'Primary Prevention of intimate partner violence and sexual violence: Background paper for WHO Expert Meeting', May 2 – 3.

prevention campaigns, healthy eating and parenting programmes as well as in school based bullying and sexual assault prevention campaigns aimed at adolescents and youth<sup>16</sup>.

Although a growing research base suggests that whatever shape peer support takes it is beneficial, actually measuring the specific effects can be difficult given the range of other influences and community wide interventions also in play during a campaign. New Zealand studies with a strong qualitative component provide the most useful information about the way in which peer support works to achieve change in a community.

A recent New Zealand study of peer support within a domestic violence context<sup>17</sup> emphasizes that peer support is key to the unique nature of the campaign and ultimately to its effectiveness. This study suggests that it is the lived experience of the peer supporters which attracts and influences others in the community to take a stand against domestic violence. The Te Aroha Noa community service in Palmerston North, New Zealand,<sup>18</sup> also ran a programme to address family violence that used both peer support and social marketing. The rationale behind this programme grew out of the belief that although social marketing might create awareness, the depth of information and support that work with individuals provided was essential to create the impetus for change.

### ***Messages in the media***

Public health campaigns have traditionally used the media to market change for the public good. An excellent example is the ALAC national social marketing campaign, 'Ease Up on the Drink' launched in 2004<sup>19</sup>.

An Australian researcher (Braaf, R. 2012),<sup>20</sup> presents the argument that the association between alcohol abuse and domestic violence makes these issues natural partners in a marketing campaign<sup>21</sup>. A well-documented<sup>22</sup> overlap between domestic violence, alcohol misuse and the risk of child maltreatment, neglect and injury has also been targeted in social marketing campaigns<sup>23</sup> (Horsfall et al, 2010).

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<sup>16</sup> [www.cachampionsforchange.cdph.ca.gov/en/Champions.php](http://www.cachampionsforchange.cdph.ca.gov/en/Champions.php), [www.flinders.edu.au/School of Medicine>SACHRU>Publications](http://www.flinders.edu.au/School_of_Medicine/SACHRU/Publications), [www.bacchusnetwork.org/advisor-peer-education-effectiveness.html](http://www.bacchusnetwork.org/advisor-peer-education-effectiveness.html), [www.nyu.edu/...>Leadership Opportunities>Peer Leaders](http://www.nyu.edu/...>Leadership Opportunities>Peer Leaders).

<sup>17</sup> Campbell, L. Dr, 'Peer Support: Reframing the Journey from lived experience of domestic violence', Christchurch Women's Refuge, 2012.

<sup>18</sup> Sanders J et al., 'Community responses to violence: the Violence Free Community Project', Massey University Palmerston North, 2012.

<sup>19</sup> [www.alac.org.nz/activities-services/campaigns-communication-work/ease-drink](http://www.alac.org.nz/activities-services/campaigns-communication-work/ease-drink).

<sup>20</sup> Braaf, R. Dr 'Elephant in the Room: Responding to Alcohol Misuse and Domestic Violence', Issues Paper July, No.24, Australian Domestic and Family Violence Clearinghouse, 2012.

<sup>21</sup> This argument is disputed by some agencies concerned that the association between violence and alcohol reduces perpetrator responsibility for their violence. This argument can also be followed on these sites; [www1.umn.edu/humanrts/svaw/domestic/link/alcohol.htm](http://www1.umn.edu/humanrts/svaw/domestic/link/alcohol.htm), [www2.potsdam.edu/hansondj/Controversies/1090863351htm1](http://www2.potsdam.edu/hansondj/Controversies/1090863351htm1).

<sup>22</sup> [www.aifs.gov.au/nch/pubs/issues16/issues16.html](http://www.aifs.gov.au/nch/pubs/issues16/issues16.html), [www.childware.gov/pubs/.../domesticviolence/domesticviolenceb.c...](http://www.childware.gov/pubs/.../domesticviolence/domesticviolenceb.c...), [www.who.int/violence\\_injury\\_prevention/violence/.../fs\\_child.pdf](http://www.who.int/violence_injury_prevention/violence/.../fs_child.pdf).

<sup>23</sup> Horsfall B., L. Bromfield and M. McDonald, 'Are Social Marketing Campaigns Effective in Preventing Child Abuse and Neglect?', National Child Protection Clearinghouse, Issue No. 32, 2010.

### ***Comparing media and grassroots strategies***

An Australian National Child Protection Clearinghouse issues paper (Horsfall et al, 2010) examined 21 campaigns that used the media to target child maltreatment and compared their general characteristics<sup>24</sup>. Nine of the campaigns were also implemented with community level strategies with the two most common approaches being a link to government social policy or activities to build community capacity. The examples of community capacity building mentioned in the paper are the 'Accentuate the Positive' parenting campaign in Western Australia which established parent information resource centres in community shopping areas, and the 'It's Not OK!' family violence prevention campaign in New Zealand which works with whole communities to respond to family violence.

Only 12 of the campaigns had evidence of impact and/or outcome evaluations that demonstrated some capacity to positively affect people's awareness, knowledge, attitudes and behaviours. The authors used these evaluations to deduce that a social marketing campaign alone is unlikely to bring about a reduction in the actual prevalence of child maltreatment. One of the primary keys to a programme's success in this regard was identified as the importance of pairing social marketing with a community component. This integration recognises that attitudes and behaviours are complex and that they are unlikely to change in isolation.

### ***Strategies for success***

Which strategies then, are essential to the success of community mobilization campaigns?

Horsfall et al's (2010) study of child maltreatment social marketing campaigns developed several key strategies for optimising the success of future campaigns. These include:

- Assessing the needs of the target community
- The use of a strong theoretical framework by the campaign team
- Pairing mass media with a community level strategy
- Aligning campaigns with support services in the community

The Te Aroha Noa family violence prevention project suggests the following strategies are core building blocks for successful community mobilization projects:

- Creating a strong relational foundation at an early stage of the project that recognizes synergies<sup>25</sup> both inside the project and between the project and the community
- Building a team with an honest commitment to the overall kaupapa of the project
- Involving local people as community consultants or people with special wisdom about the issue who are ready to learn ways to facilitate change in the community.

The New Zealand, 'It's Not OK!' national campaign to address family violence also numbers a strong connection with a range of community members and collaboration with the wider community among the key features of successful community action projects<sup>26</sup>. Other key features are:

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<sup>24</sup> The characteristics examined were: campaign types, target audience, content, evaluation type, duration and funding.

<sup>25</sup> Synergies are connections that are mutually beneficial.

- The project is developed to fit a previously defined target audience in their everyday places
- The project team have developed a mutually beneficial relationship with media agencies
- The project uses existing networks to attract resources from the local community
- The team reflects on project development in an ongoing manner and works continuously to develop skills relevant to the project
- The project uses resources and logos from the national campaign to generate local buy-in.

In summary, the overlapping factors in these strategies are the strong community connections and networks utilized in the projects, the credibility and ongoing learning of the project team and the use of local resources to facilitate change. Although the media plays a role in increasing public awareness, the strategies that count in both these summaries are those that focus on interpersonal communication at a community level.

### **Layout of the Analysis**

The methods of evaluation described earlier in this section are used to ascertain whether the aims of the campaign have been met. These methods take the form of various surveys and draw on the knowledge of the groups involved in conducting the campaign as well as the experience of the target audience.

The groups involved in the campaign are the champions and the organizing committee<sup>27</sup>. The remaining surveys seek the opinion of the community at large and are analysed under a 'Community' heading. The champions and the committee surveys are examined in three sections;

- the first refers to aspects of their role;
- the second section discusses their involvement with, and opinion of, the success of awareness raising and attitudinal change in the community; and
- the third section examines the group's vision for the future and their learning from the campaign.

The surveys discussed under the 'Community' heading address the aims of the campaign directly. The community section looks at evidence assessing the success of awareness raising, attitudinal change and knowledge of support agencies among the Paeroa community. There is also reference to the statistical evidence determining if reported incidents of family violence have changed post campaign and whether the use of support has increased during this period.

### **Champion's Motivation, Involvement in Awareness Raising and Vision for the Future**

Members of the champions' group were interviewed on three separate occasions during the campaign. The first of these was a survey administered at an explanatory meeting with representatives from the

<sup>26</sup>Campaign for Action on Family Violence, 'Creating Change: For People Working to Prevent Family Violence in New Zealand', Family and Community Services, Ministry of Social Development, Wellington, 2012. [www.areyouok.org.nz](http://www.areyouok.org.nz).

<sup>27</sup> Also referred to as the Project Working Party.

national 'It's Not OK!' campaign some 5 months prior to the local launch. The champions made up the predominate number of the 28 members attending this training<sup>28</sup>. The second occasion was at the beginning of the campaign proper and involved a self-selected sample of 6 champions who discussed their involvement in the campaign with the researcher. The final contact took the form of a focus group that was held in January 2013 at a closing ceremony for the campaign and involved 16 of the champions.

A full account of the surveys and a record of the focus group proceedings are available in the appendices of this report. The following section discusses the motivation, awareness and vision of the champions across all of these contacts to determine how their participation has contributed toward meeting the campaign objectives. The identification of key-words or phrases was used to track these issues across the various surveys and focus group notes and, in some instances, the researcher's notes taken during observation of the champions training sessions are also referred to.

## Motivation

### *Investment in the campaign*

There are repeated references by a majority of the champions across their contacts with the researcher to their involvement in local networks of friends and family and their participation in various voluntary groups and community activities in Paeroa. In many instances, champions referred to the way in which this involvement translated to investment in the campaign as a natural course of events or 'common sense'. The researcher's record of a training evening in June 2012 notes the following comment from a champion;

*'If you want the best for Paeroa, as a community, then the campaign is a good idea. This [the campaign] can only do good things for us'.*

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This commitment was also reflected in many of the messages on the champions' posters, for example;

'Everyone in our beautiful community deserves to feel safe'.

Several of the champions also attributed the campaign with realizing their initial hopes for the community to become more of a cohesive whole. This was a highlight for some champions with one likening the relationships within the various groups working on the campaign with a similar sense of 'pulling together' in the community at large.

This champion's comment emphasized the importance of these positive relationships;

*'I think that we have made a town that cares and makes people feel a part of the community. This campaign has gone a step further and that is a bonus'.*

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Figure13 : Champion Lara Beisly's poster

<sup>28</sup> These interested parties were made up of a small number of stakeholders and community members involved in initiating the project who were now part of an organizing group, champions who were members of the organizing group or working party and other champions who had been recruited by the working party.

Several of the champions saw the launch of the campaign or 'Fun Day' as an example of a community activity that brought people together in a healthy and happy way with the added bonus of easily absorbed campaign messages.

A lesser number of champions also linked their involvement in the campaign to their lived experience of a faith or belief system that sought to make positive changes in the lives of those experiencing family violence. Although this was mentioned more often in relation to awareness, there was also a further motivation to get involved in the campaign which related to a personal experience of family violence that had occurred within extended family circles.

## **Awareness**

### ***Personal change and community awareness***

A number of the champions related how their own background experience of family violence had contributed to their awareness of the issue. The researcher's record of a champions training in June 2012 notes the following comment;

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*'When it was happening [family violence] I couldn't recognize what was happening to me. I couldn't see how I could make a change. Now I know I have to speak to it for others'.*

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This training included two accounts from survivors of family violence and was considered to be the highlight of the training sessions by many of the champions. Most champions acknowledged that their awareness of family violence, in its various forms, was raised by the training sessions and some made changes in the way they related to those close to them as a consequence.

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*'It's the best step we've taken as a family. I had a good family before, now I have a great family! We have good discussions. We didn't think before we acted before, now it's different'.*

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Others in the group viewed personal change as a 'work in progress'.

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*'I had to explain [to my child] we were going for progress not perfection! We have a happy home because of it [campaign], though we're not perfect'.*

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Many of the champions agreed that making visible changes in their own behaviour had encouraged others in the community to approach them in the hope that they too could change their family circumstances.

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*'I've had some families come up to me and say that we are living in family violence and we want to change it. They invited me to be a mediator'.*

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The champions who were interviewed were fairly evenly divided between those whose experience of the campaign was of being involved on a personal level, and those who acted as a conduit for campaign messages. This quotation is typical of the experience of those champions who were personally involved.

*'I've had people I don't know approach me and lots of people [approach me] I know are living with domestic violence. Now it's a weekly thing, connecting with people'.*

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Many of the cases where personal involvement occurred were facilitated by a cultural understanding of the appropriate way to provide support and as such were part of the expectations that this group of champions held about their role right from the start of the campaign. Those champions who were less involved with members of the public with family violence issues reported that their role seemed to 'break the ice' when they were introduced to a group and stimulate conversation about campaign issues with peers or business colleagues. Many had been acknowledged on the street and positive comments made about the campaign.

## **Vision**

### ***Review and looking ahead***

The champions as a whole were clear from the very first survey about the aims of the campaign with most expressing these as either 'anti-violence' or raising awareness about 'alcohol fuelled family violence' in Paeroa. A few also included addressing the impact of family violence on children in their understanding of the aims. Many of the champions interviewed part way through the campaign linked these earlier understandings with their role in spearheading change as a more complete expression of the aims.

The final meeting revealed a high level of consensus among the group about the success of the campaign in meeting these aims and in encouraging behavioural change in the community. Some of the champions felt that this was happening primarily through more open communication on the topic, while others suggested that the champions themselves were acting as role models and playing a key role in demonstrating how change could be made.

Members of the focus group also identified the champion training evenings, and the support they received there, as key to the success of the campaign. In particular, several of the group found the self-care aspects of the training helped them maintain their equilibrium in the face of confidences entrusted to them in their role as champion.

*'The emotional side is hard to harbour. They [people who approach you] trust you to keep confidence. The tools we learnt at the training really helped'.*

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Resources distributed at the trainings, such as the drink bottles, magnets, netball bibs and tee-shirts, were seen as important ways to get the campaign message out in the community. The champions also identified the various community activities they had been involved with as a group, such as the 'Fun Day' launch and the Christmas Parade, as highlights of the campaign.

Along with the emotional and practical resourcing they received during the trainings, the champions also appreciated the support that their families had provided. Discussion during the focus group highlighted 'the heavy load'<sup>29</sup> some partners carried assuming sole parenting during busier parts of the

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<sup>29</sup> An expression used by one of the champions describing the impact of his absence from home on his partner.



campaign. Several of the champions pointed out that they would have been unable to carry out the role without the support of their families.

A large portion of the focus group was happy that the campaign had succeeded in raising awareness about family violence issues but felt that this was just the beginning. Champions who felt this way wanted the campaign to continue and to work on establishing patterns of behavioural change in the community.

*'It doesn't matter where we go, what we do, it's [the aims of the campaign] in us. They tell me the campaign is over but the work will continue'.*

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### **Campaign Committee Roles, Impressions of the Campaign and Vision for the Future**

The numbers at the monthly campaign working group committee meetings varied a good deal during the year with a peak attendance of around 15. Some of the committee were dedicated to an organizing role throughout the campaign while others held dual roles as working party and champions and as such had already completed a similar survey. This goes some way toward explaining why just 7 committee members returned a completed survey on their roles, impressions of the campaign and their vision for the future.



Figure : 14 Some members of the Working Group

#### **Roles**

A majority of the committee saw their role in the campaign as part of a cohesive whole made up of themselves, the champions, national campaign representatives and supporters from the wider community of Paeroa. The most frequently mentioned highlight from the representatives of the committee who returned a questionnaire was the community ownership of the project hence their inclusion of those from the general community who played a role in the project in some way.

*'[The highlight is] the buy-in from the community and in particular the champions. This really has been a project that is community owned and driven'.*

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The most frequently mentioned community input was that of the local media, both print and radio, that featured the campaign messages.

Some members also saw motivating and supporting the champions as part of their role, while another mentioned training the champions. One respondent had multiple roles during the course of the campaign but emphasized the camaraderie within the committee through-out; 'We work together, doing whatever needs doing!'

#### **Raising awareness**

There was little doubt among those members who returned a questionnaire that the champions own awareness around family violence issues had been raised during their participation in the campaign.

*'The greatest highlight for me has been to watch the growth; passion and commitment of the champions develop over the period of the campaign'.*

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As well, respondents noted that using local faces as champions had been a resounding success in raising awareness among the general community.

*'A lot of people have commented on the posters, billboards and media coverage, particularly in the Hauraki Herald ... All comments were positive and thought it was great, particularly having local people as champions'.*

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Some members of the committee had received feedback from social service professionals whose opinion was that the campaign had raised awareness about family violence in Paeroa and highlighted the issues. Respondents also reported praise for many of the campaign activities; especially for the 'Fun Day' launch with locals feeding back that it was a great family day out and that the campaign messages had been well presented and received.

A further source of feedback came from versions of a quiz about family violence and aspects of the campaign that was available at stalls run by committee members at the 'Fun Day', the Karangahake Walk by local school children<sup>30</sup> and at several other community activities. A high level of knowledge about the champions and support services generally was seen as a positive indication of successful awareness raising by the committee members involved.

The overall consensus among committee members was that the issues raised during the campaign were now more readily talked about in the community and that people were able to access support more readily.

*'What I have observed is that it is far easier to have a conversation around alcohol fuelled family violence and where to go for help as a result of the campaign'.*

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## **Vision**

The key suggestions committee members made regarding ways to improve future campaigns were;

- a longer time-frame,
- closer involvement of social service and local promotional agencies,
- careful planning of activities to build impetus<sup>31</sup>; and
- the ongoing development of media involvement in the project.

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<sup>30</sup> The Karangahake Walk quiz asked the children who took part to identify the campaign champions. Eight-three children returned a completed quiz and were able to identify 20 of the 27 champions (Data supplied by Hauraki Family Violence Network).

<sup>31</sup> Engagement was sustained in the project through the staged development and release of a variety of resources over the length of the project. The resources developed were informed in part by the needs of the champions.

Overall though, most committee members identified more positive aspects of the campaign than changes they would make if they had an opportunity to repeat the project. This is from a committee member who felt proud of the committees' persistence and vision in bringing the campaign to Paeroa.

*'I'm of the notion that the working group have done a marvellous job promoting and installing positive environments ... for people to be more proactive around pushing the message [of the campaign]'.*

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## **Community Awareness, Behavioural Change and Knowledge of Support**

This section examines the survey of slide-show sites, the 'Fun Day' launch participant survey and the Paeroa street survey to evaluate the level of awareness about alcohol fuelled family violence in the community and whether the campaign has facilitated any change in attitudes. Local knowledge of the support available to address family violence issues is also evaluated from information contained in the 'Fun Day' and street surveys.

### **Survey details**

The first survey mentioned, of slideshow sites, was conducted in mid-December with owners or managers of 4 of the sites in the business district of Paeroa<sup>32</sup>. Thirty visitors to the 'Fun Day' launch participated in the second survey referred to which was conducted over a two and a half hour period with a random selection of those leaving the venue. A majority of those surveyed fell into the young adult category and most were accompanied by children.

The Paeroa street survey was conducted in mid-December, 2012 with a total of 45 members of the public who were randomly approached in the main shopping area. Thirty-five of them stated that they were aware of the campaign and went on to complete the questionnaire. The largest age grouping among those who participated was between 20 to 35 years with 28 interviewees recorded as European, 12 as Maori and 5 participants whose ethnicities were not recorded.

### **Feedback on slideshows**

#### ***Awareness raising and behavioural change***

All the owners or managers who participated in the survey agreed that the slide-shows had been well received by both customers and staff. The most frequent comment was that people stopped to watch the display. Staff did so when the slide-shows were first installed and customers continued to do so even toward the end of the campaign period.

Respondents mostly attributed this to the use of local champions on the slide-shows.

*'Local faces are definitely better. People know them you see'.*

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<sup>32</sup> A fifth slide-show site at the Paeroa College was not assessed at this time as it only ran during the school term. The champions among the pupils reported that the slideshow was very successful in raising awareness about campaign issues at the college.

Two of the respondents had heard positive comments from customers about the use of local faces and the slide-show had also stimulated interest in the champions' posters in the shop windows. Three of the participants in the survey felt that the campaign had played an important role in promoting conversation in the community on the subject of family violence.

### ***Support***

There was just one comment from those taking part in the slide-show survey about community knowledge of where to go for support with family violence issues. This referred to the way that the champions were seen as someone that could help. This participant noted that in their view a 'human face that is someone you know' was far more likely to be approached than a telephone number at a distance.

### **Fun Day launch**

#### ***Awareness of the campaign***

A majority of those who participated in the survey heard about the event from a friend or relative and saw the Fun Day as having a 'family focus'. One kuia, or Maori woman elder, shared the thought that the day was a gentle way of reinforcing the campaign messages about violence free family interactions while another participant used the opportunity to seek out a particular champion to ask for help with family violence issues.

Three-quarters of the participants in the Fun Day survey recalled messages they had seen at the event relating to the "It's Not OK!" campaign. Most had seen the 'It's Not OK!' or 'violence free' messages on posters, gazebos and handouts. A similar number of participants again felt that people in Paeroa were very aware of the issues raised by the campaign with some commenting that family violence was a lived experience for a member of their extended family.

### ***Change***

Almost half of the participants who felt that there was a high level of community awareness about family violence were concerned that people they knew well were not making changes in their attitudes, and in some cases behaviour, despite this awareness. Some pointed out that when family violence was occurring this was often not talked about by a process of mutual consent within families. A much smaller number (4 participants) were optimistic about the possibility of change in community attitudes now that campaigns like 'It's Not OK!' were running.

### ***Support***

All but 6 of the survey participants recalled the name of at least one, and in most cases two, support services from their presence at the Fun Day. The most frequently recalled service was CAPS Hauraki, followed closely by Hauraki Family Violence Intervention Network. Other social service providers working in the family violence field were also recalled from details on their stalls at the Fun Day. It is interesting to note that the champions were seen by around a quarter of the participants as their most likely first avenue of support even if they later sought out other social services.

## Street survey

### **Awareness**

Thirty-five of the 45 people approached in the main street of Paeroa were familiar with the 'It's Not OK!' in Paeroa campaign and had seen or heard campaign messages. The most frequently identified messages were those on the posters of the individual champions, followed closely by the billboards, local radio stations and in the weekly newspaper. Some participants also mentioned messages they had seen at community events such as the Fun Day and Santa Parade.

Almost three-quarters of the participants who knew about the campaign felt that it had been successful in raising their personal awareness about alcohol fuelled family violence. Comments from the participants were generally very positive about the presentation of campaign messages and the inclusion of local faces.

*'Posters and the billboards everywhere means raised awareness. They [champions] are people we all know'.*

*'I enjoyed the launch, the Fun Day. There was a calm atmosphere. Everyone generally got what it was about, you know?'*

*'Having locals on the posters is great! People look at the posters and other material to see what they [champions] are saying and doing'.*

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Three-quarters of those participating in the survey also felt that there was a raised awareness amongst the community as well. Many attributed this to an increased level of communication about family violence issues since the campaign began and others to the use of local faces on the posters supporting campaign messages.

### **Change**

Participants in the street survey were less certain about people's commitment to changing their attitudes toward family violence as a consequence of the campaign. Only 12 of the respondents felt that there had been a noticeable change in community attitudes toward alcohol fuelled family violence since the campaign began while the remainder were largely unsure or did not answer this question.

This comment illustrates a participant's confusion around the issue;

*'It [family violence] happened to me. I made a change so others can do it too. It's not easy, it's hidden in the first place, so I can't say if there has been a change [in the community] or not'.*

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### **Support**

Slightly more than half of those participants who answered the question asking them to recall where support was available for family violence issues were able to identify a way to make contact. Some recalled the 0800 number on the posters of champions, while others felt that the most obvious source of support was the champions themselves. A few also felt that their first option would be to consult the website for the 'It's Not OK!' campaign.

## Statistical analysis

The pre and post campaign family violence statistics that are featured first in this section are limited to support sort from one social service provider working with families with dependent children from Paeroa. Other social services with branch agencies in Paeroa were unable to provide statistics relating to family violence support specific to the time periods from the records they kept. However anecdotal evidence reported to campaign committee members by social service agencies working in Paeroa suggests that there was an increase in 'walk-ins' by people looking for help with family violence issues during the period of the campaign<sup>33</sup>.

The returns from the social service agency working with families with dependent children in their care over the pre-campaign period from September 2011 to January 2012 show that 19 families presented with family violence related issues during this timeframe. In contrast, the post campaign returns show that from September 2012 to January 2013, 12 families accessed the service. No records were available as to the actual number of children in the families or whether alcohol was involved in any of these instances.

The statistics discussed next do not relate to clients seeking support but rather to the frequency of family violence incidents in the Paeroa area. These statistics were provided from Police Reports of Family Violence Callouts in Paeroa by the Hauraki Family Violence Intervention Network Collaborative Case Management Project<sup>34</sup>.

The number of clients from Paeroa reported by the project where family violence was an issue pre-campaign from September 2011 to January 2012 was 58. The records show that post-campaign between September 2012 and January 2013 this fell to 41 clients.

These returns also detailed the number of cases with children in the family and those where there were alcohol problems. The pre-campaign statistics from 2011 to 2012 showed that 29 of the 58 cases involved children and that 39 of them involved family violence and alcohol. Post-campaign statistics show that 21 of the 41 family violence cases involved children and only 16 of them involved family violence and alcohol.

The Collaborative Case Management Project shows a decrease in clients presenting with family violence issues from the pre-campaign period in September 2011 to January 2012 to the post-campaign timeframe in September 2012 to January 2013. Only slightly fewer families with children were involved from September 2012 to January 2013 but there was a significant decrease in those family violence incidents where alcohol was involved post campaign.

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<sup>33</sup> Recorded in Paeroa Working Group Minutes of October 23<sup>rd</sup>, 2012.

<sup>34</sup> This project is also known as the Family Violence Interagency Response System in other areas. In both cases the statistics used by the projects are drawn from police reported family violence incidents.

## **DISCUSSION**

This discussion uses information from the analysis to address each of the evaluation objectives to ascertain if these have been achieved by the 'It's Not OK!' in Paeroa campaign. The project objectives are broadly subsumed within those used for the evaluation and are not examined separately.

The evaluation objectives are as follows:

1. To determine if the campaign was effective in raising awareness of the effect of alcohol fuelled family violence on children in the Paeroa community
2. To ascertain whether "it's Not OK!" campaign messages have facilitated any change in community attitudes toward alcohol fuelled family violence
3. To determine if community knowledge about the support available to address these issues has increased
4. To determine if access to and use of support has increased during the period of the campaign.

### **Examining the Objectives**

#### **Objective 1 – raising awareness**

The champions, working party members and slide-show hosts all reported a high level of awareness in the Paeroa community about the campaign. This was born out by the number of personal approaches made to the champions who were role modelling living violence free and an increase in communication about campaign issues in the community generally.

The champions felt that the campaign had raised their own awareness level about various aspects of family violence and that the training provided by the working party supported them in passing these insights on to others in the wider community. Members of the committee also reported anecdotal feedback from several social service agencies indicating an increase in awareness about family violence in Paeroa.

A majority of participants in both the 'Fun Day' launch and street surveys reported that they were very well aware of the issues raised by the campaign. Both groups considered that awareness about family violence and campaign issues was also high among the general community.

The term referred to most frequently by the various groups contributing to the evaluation when discussing awareness levels was that of family violence alone followed closely by references to alcohol misuse and family violence and thirdly, and least often, family violence, alcohol misuse and the impact on children. Regardless of their phraseology, participants displayed a keen interest in the location and format of campaign messages and a high level of understanding of the issues involved.

#### **Objective 2 –changing attitudes**

The champions lead the way in reporting a change in community attitudes at the completion of the campaign. Many reported praise from the community for the campaign activities, in particular the 'Fun

Day' launch, and a growing desire by local families to make changes in their behaviour. Participants from both the champion and working party groups also felt that there had been a strong degree of community ownership of the project with a united front from many walks of community life supporting the 'It's Not OK!' in Paeroa message. This belief was so strongly held by some of the champions that the campaign wasn't seen as having an end but rather as continuing to create change in the community.

The champions' view of the way in which the community had changed was not universal though. Some of the participants in the 'Fun Day' survey voiced the concern that even though there was a high degree of awareness about campaign issues in the community, people they knew well did not appear to be making changes in their attitudes toward family violence. This concern was less apparent in the post-campaign street surveys although many of the participants were not personally aware of a change in attitudes or did not feel able to say one way or the other.

### **Objective 3 – knowledge about support**

The results of a quiz run by members of the working party, and responses from the 'Fun Day' survey itself, indicate that those taking part in the activities had a good overall knowledge of campaign messages and available social service support. The champions themselves were identified as a likely first avenue of contact by many of those attending the 'Fun Day' and by participants in the slide-show survey.

More than half of the participants in the street survey were also able to identify where they would go for assistance with family violence issues with many of them seeing the champions as an obvious source of support. Overall, the champions were both well known as local figures and seen as very approachable for support with family violence issues.

### **Objective 4 – use of support**

Although the post-campaign figures show a drop in the number of clients with family violence issues seeking assistance from one social service agency, this cannot be considered in isolation from the champions involvement with many local families seeking help with these issues. Anecdotal evidence from other social services also points to an increase in clients seeking early intervention with family violence. The returns from the Collaborative Case Management Project come from police call outs to family violence incidents and indicate a decrease in this type of incident post-campaign as well as fewer callouts involving alcohol.



## **RECOMMENDATIONS**

These recommendations for future campaigns are drawn from the evaluation of the project and feedback from interviews with members of the organizing committee.

- To recognize the key importance of the champions role in this and other projects by developing a toolkit to assist organizing committees in recruiting, training and supporting them;
- To investigate a longer time-frame for the campaign that includes support for local activists who wish to 'refresh' campaign messages in the community once the initial project is over
- To identify key support services in a community and to appoint a member of the working party to act as liaison with these agencies throughout the course of the campaign
- To give prominence to local support services in campaign publicity and to monitor their client response as the campaign progresses through the working party liaison.
- To continue with the pre-testing of media material and to further develop media involvement in the project
- To have closer involvement with local promotional agencies particularly in regard to the timing of activities to build campaign impetus and the release of resources in the community.

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## APPENDICES

### 'It's Not OK!' in Paeroa Family Violence Campaign 2012 – Introducing the 26 Champions of the project

Name	Biography	Poster image
Rob Cooper	<p>Rob is father to 7 children and business owner of Cooper Tyres. He works with community based organisations dealing with alcohol and drug abuse prevention as Rob had many years suffering from alcohol and drug abuse. Now many years clean, he's passionate about educating youth and adults about the effects of drug and alcohol abuse and working against violence in our community.</p>	
Lara Beisly	<p>Lara Beisly is a member of the Paeroa Police and has been in the force for nearly 14 years including some time working in Bougainville and the Solomon Islands supporting the Police force there. Lara's family come from the Karangahake Gorge and she and her four brothers went to Paeroa College.</p> <p>Lara finds working with family violence victims both one of the saddest and rewarding parts of her job. It upsets her to see the fear and domination some people are trapped living with and then an incredible privilege when the opportunity comes to support a victim in breaking free from these terrible situations.</p>	
Paora Raharaha	<p>Paora (Pawky) is a part of the Ngahutoitoi Marae and works as the attendance officer at Paeroa College and as a Teacher Aide at Paeroa Central School. He has a passion for sport and has been a coach for under 15's and 17 rugby league, rugby, Ripa Rugby and touch Rugby.</p> <p>Family violence prevention is something Pawky feels very passionate about. He values women's role in the community and believes this is a time to give back to the community by helping protect our women and children from family violence.</p>	

Rino Wilkinson (said Reno)

Rino is Programme Manager & Breakfast show host for Nga Iwi FM 92.4, and has been in the radio industry for 22 years. Born and bred in Paeroa, Rino is married with two lovely daughters and is about to become a grandfather in September. Rino is involved with most sports, supporting, coaching and mentoring in Netball & Touch especially.

Rino joined the 'it's not ok in Paeroa' family violence campaign because he wants to be a part of a helping community where everyone in Paeroa is safe and supported.



Mayor John Tregidga MNZM JP

John Tregidga has lived in Paeroa with Evelyn and his 3 children for the past 34 years and feels it is a real privilege to be Mayor of such a wonderful place. He looks forward to the day when he can say Paeroa is a violence free community.



Tarren Griffiths

Tarren is a mother of 3 children. She lost her nephew to family violence in 2011 and believes that no child should have to live in family violence. She believes it only takes one to stand up be strong and be heard.



Julie and John Bubb

Julie and John have been dairy farming at Tirohia for nearly 30 years. Julie is a district Councillor and John is involved with farming and community organisations.



Winn Brownlee

Rawinia Brownlee (Win) supports the next generation growing up in a non-violent environment. "Let's give love, hope and energy to our community".



Rod Coe Living in a log house in the Waitawheta with wife Joan and 2 German Shepherds, Rod Coe is a long serving Deputy Principal at Paeroa College. Working with youth all his working life, Rod is a member of Paeroa Rotary Club and has involvement in sports especially motorcycling which his is current passion.



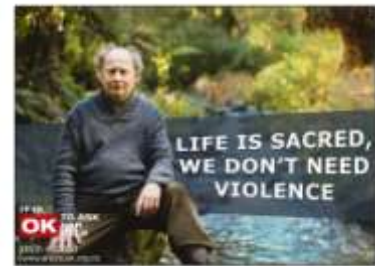
George Marsh George is a part of the 'It Takes One' youth group who are already working to end family violence. He is involved with most sports and loves working with kids. He's involved with the 'It's Not OK in Paeroa' family violence campaign because he wants to get the message out that family violence "is a no-no".



Vicky Tissingh (on left of photo) Vicky loves music, sport and her family. She is Deputy Head Girl at Paeroa College and thinks it is important for everyone to feel safe in their own homes.



Emilie Gillingham (on right of photo) Emilie is head girl at Paeroa college she is involved in lots of sports teams and has lived in Paeroa for her whole life. She is involved in the project because she wants to help end family violence in Paeroa.



Mike O'Donnell Mike is an artist and has brought his family up in Paeroa . He is passionate about the inter-relationship of family and environment.

Bryan Dunn Retired-police officer Bryan Dunn comes from a background that recognises what is ok and is not ok. He wants to ensure that people can live in Paeroa with no fears for their safety and the safety of their family.



Meretaka Heta Meretaka is a youth representative for the Hauraki District Council. She currently works with youth in Paeroa to make it a better place for everyone. She loves music, dance, and is a part of the campaign to contribute towards a violence free Hauraki.



Dave, Sandra and Paul Milner Dave and Sandra are Paul’s parents and have been married for 41 years. They have 3 sons and one grandchild. Dave’s interests include golf, rugby, horseracing, cricket and athletics.



Sandra Milne was born in Paeroa and has helped run the family business for over 43 years. She would like to see Paeroa violence free.

Paul Milner grew up in Paeroa and is a Hauraki District Councillor. He would like children and families in Paeroa to live without violence in the home.

Sharlane (Shar) Pene Shar has raised her family of three in Hauraki for the past 14 years. She is passionate about community involvement and is a strong promoter of the ‘it takes one’ youth group who are also working towards a violence free Hauraki.



William Barnett 20 years in the Health and Fitness Industry has given William the passion to fight for the health and wellbeing of those in need of a better life. He is a huge advocate of developing self-esteem and self-growth and believes in a violence free Hauraki.

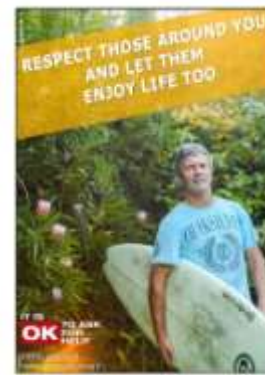


Bill Tissingh Bill Tissingh has been married to Ngaire for 30 plus years and they have 7 daughters and 4 sons. Bill has been involved in working with young people and families for the past 35 years and is committed to communities being good carers for their young people.



Grant  
Bowen

Grant has lived in Paeroa all his life and so has a good knowledge of what happens in Paeroa. He is a business person and enjoys meeting people and being a part of the Paeroa community. He is keen to see the community progress and for all people to 'get on'.



Munday  
Pakinga

Tena koe e te iwi – My name is Munday Pakinga. I reside in Paeroa along with my teenage daughter. I enjoy the outdoors and work for the Department of Social Development working with youth from all walks of life – a great job, very rewarding.



Jack Keays  
(on the left  
of photo)

Jack is a champion in the 'It's Not OK!' in Paeroa campaign because he loves his community. He is head boy of Paeroa College, loves all sports and is looking forward to seeing Paeroa violence free.



Elliot  
Piahana  
(on right of  
photo)

Elliot is deputy head boy and is sport's captain at Paeroa College. He is also a champion of the 'It's Not OK!' in Paeroa campaign because he wants to make a difference in his community.

## Billboards for the 'It's NOT OK!' in Paeroa Family Violence Campaign





## **‘FUN DAY’ PARTICIPANT SURVEY**

This survey was conducted over a two and a half hour period during the ‘Fun Day’ held at the Paeroa Domain to launch the ‘It’s Not OK!’ in Paeroa Campaign. It was estimated that at the busiest period between 12am and 1pm there were between 1000 and 1500 people present at the ‘Fun Day’.

Visitors to the ‘Fun Day’ were approached at random, mostly as they left the domain, and asked their opinion of the day. Thirty interviews were conducted in total with 17 females and 13 males taking part. A majority of those who took part in the survey fell into the young adult age grouping and many were accompanied by children. There were no refusals to participate in the survey.

The first question asked participants how they learnt about the ‘Fun Day’. A majority of 16 participants heard about the event by word of mouth with most citing a friend or relative as the source of the information. Eleven of the participants learnt about the day from various media sources, mainly local radio, and 3 participants attended because they saw the event in progress as they drove past the domain.

The second question asked for participants impressions of the Fun Day. All responses were positive with many of the participants stating that the day was enjoyable and also adding that the concept was an excellent idea. Around half of the participants who enjoyed the day were more specific about the aspects they particularly liked. Most identified the family focus and the children’s activities as the highlight for them with a smaller number also enjoying the band and the food.

Question three asked participants to recall any of the messages they saw or heard at the event. Three-quarters of the participants recalled seeing the ‘It’s Not OK!’ or ‘Violence Free’ messages on the gazebos or on hand-outs or posters. A further 2 participants remembered seeing a ‘healthy eating’ message, one a ‘family first’ message and two could not recall any messages they had seen.

The fourth question in the survey asked participants to recall the names of any support services they had seen. All but 6 of the participants recalled at least one support service and most remembered the names of two services. The most frequently recalled service (by 10 participants) was CAPS Hauraki followed by Hauraki Family Violence Intervention Network, St John’s Ambulance, Te Korowai, the Hauraki Maori Trust Board, Waikato District Health Board Alcohol and Drug Support, the Paeroa Playcentre and VETEL<sup>35</sup>. One or 2 participants also remembered seeing the Paeroa Fire Service, It Takes One Crew, Paeroa Community Support Trust and the Hauraki District Library services.

The final question in the survey asked participants how aware they thought people in Paeroa were about domestic violence and alcohol. Four participants did not answer this question and one participant stated that people in Paeroa did not have any awareness of domestic violence incidents at all. The remaining 25 participants felt that people in Paeroa were very aware of the issue. Fifteen of these participants also added that they were concerned that people were not making changes to their behaviour despite this awareness and some pointed out that the issue was often not talked about by a process of mutual consent within families. A further 4 participants were aware of domestic violence occurring but were optimistic about the possibility of change brought about by campaigns like ‘It’s Not OK!’.

Feedback on the ‘Fun Day’ related by the champions at later committee meetings included community appreciation for the food and reports that families enjoyed the activities and music. There were many

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<sup>35</sup> Valley Education Training Enterprises Limited (VETEL).

requests for another 'Fun Day'. As well, some stall holders reported to committee members that there had been an increase in work from the area that they attributed to their presence at the Fun Day.

## **SURVEY OF SLIDE-SHOW SITES IN PAEROA**

The 4 slide-show sites situated in Paeroa Township were the subject of this survey<sup>36</sup>. The slide-shows feature a looping display of the posters featuring a photograph and message from the champions.

The sites hosting the slide-shows were visited on the same day in mid-December, 2012. In each of the sites the manager, senior staff member or owner was asked a series of short questions about the reaction of customers and staff to the slide-shows and to comment on the campaign generally.

The first question of the survey asked how the site became involved in hosting the slide-show. Two of the sites were involved because of their owner or manager's involvement in the campaign and the other two had been approached to take part by 'It's Not OK!' in Paeroa committee members. One manager commented that the campaign dove-tailed with the sites own promotion of anti-violence and all the respondents to the survey were supportive of the campaign objectives.

The next two questions asked about the reaction of customers and staff to the slide-shows. The respondents felt that the slide-shows had been well received by their customers and several commented that; 'People stop and watch it'. All but one respondent also reported that staff too watched the slide-shows especially when they were first installed.

The fourth question asked respondents what they felt the effect of having local champions, as featured in the slide-show, had been on the overall effectiveness of the campaign. All the respondents agreed that the local champions were a very positive feature of the campaign. These comments explain the reasons for this view.

'It [local faces] is definitely better. People know them you see'.

'It's good to have friends and family in it [the slideshow] so more notice is taken of it'.

The final question asked if the respondents were aware of any comments from people about the impact of the campaign on the community. One respondent was not aware of any comments on this subject however the other three respondents felt that at the very least the campaign promoted conversation in the community on the subject of family violence. Two of the respondents also observed that the participation of local people as champions was frequently commented on with one of them also noting that this was 'the human face of support', and that people were more likely to approach someone they knew rather than use a phone number.

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<sup>36</sup> Comment on the fifth slide-show site at Paeroa College is included in the activities section of the report.

## PAEROA STREET SURVEY

This survey was conducted on December the 12<sup>th</sup>, 2012 in the main street of Paeroa. The two interviewers moved about between the Post Office and the Super-market and approached those passing by. The interviewers observed that they received around 20 refusals to take part between them. A refusal was sometimes accompanied with a brief remark about the time pressure of Christmas.

A total of 45 responses were obtained over a five hour period. These responses were divided between 35 participants who were familiar with the campaign and 10 who were not and took no further part in the survey.

Twenty-eight of those approached in the street were male and 14 female, with 3 returns where the gender was not recorded. The majority were aged between 20 to 35 years old and were often the adults accompanying a group of children. The remainder of those who took part were fairly evenly distributed across the age spectrum. Twenty-eight interviewees were recorded as European, 12 as Maori, and in 5 cases ethnicity was not recorded.

The first question of the interviewees who were familiar with the campaign asked where they had seen or heard the campaign messages. The most frequently mentioned messages were those on the posters of the champions (25 mentions) with the road-side billboards attracting attention almost as often with 20 mentions.

'Posters and the billboards everywhere means raised awareness. They [the champions] are people we all know'.

The radio advertising and articles in the local newspaper were mentioned a dozen times in each case and familiarity with the campaign messages via an activity such as the Santa Parade or Fun-day, 9 times. The slideshows in local businesses were only mentioned 3 times and just 1 participant had attended a group where a committee member spoke about the campaign.

The next question asked interviewees if they recalled where the messages said that support was available around family violence issues. A majority of those taking part were able to identify at least one source of support. Eleven of the participants recalled that this was a 0800 phone-number or a web-site. Five interviewees felt that the most obvious support was the champions themselves and several stated that that was where they would feel most comfortable taking any issues they had about family violence. The remaining 15 participants who answered this question were unable to bring the details of the support available for family violence issues to mind. Four of the interviewees did not answer this question.

Twenty-five of the participants in the survey felt that the campaign had been successful in raising their awareness about drinking and family violence. This figure should perhaps more accurately be 27 respondents as a further 2 participants answered no, that they were already aware, but felt that the campaign reinforced their awareness.

Comments were generally very positive about campaign activities and the way that these have contributed to raising personal awareness.

*'I enjoyed the launch, the Fun-day. There was a calm atmosphere. Everyone [generally] got what it was about'.*

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Three respondents did not feel that the campaign had had an impact on their level of awareness at all and a further 5 did not answer this question.

The next question asked if, in the respondents opinion, the campaign had raised awareness in the community generally. Twenty-seven participants felt that it had done so, 2 did not feel that the campaign had had an impact in this way and the remaining 6 respondents were unsure or did not feel they had enough information to give an opinion.

The final question in the survey addressed behaviour change in the community prompted by campaign messages and activities. A slightly larger number of the respondents (12) felt that there had been a noticeable change in people's behaviour around family violence since the campaign began however almost as many (11) were unsure, feeling that there may have been a change but unable to answer with complete certainty.

*'It [family violence] happened to me. I made a change so others can do it too. It's not easy, it's hidden in the first place, so I can't say if there has been a change or not'.*

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Just 2 participants gave a clear 'no' in response while the remainder of those taking part did not answer the question.

The largest numbers of comments made on completion of the survey were in support of the use of local faces as champions in the campaign. These comments are typical;

*'The champions – it's so good to see local people standing up for this!'*

*'Having locals on the posters is great! People look at the posters and other material to see what they [champions] are saying and doing'.*

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Although the national 'It's Not OK!' campaign ran TV advertisements for two weeks prior to the street survey in Paeroa, this did not appear to impact on the responses to the survey. Interviewers felt that the respondents were addressing the local campaign in their answers and additional comments from the interviewees gave weight to this conclusion.

## THE PAEROA PROJECT COMMITTEE END SURVEY

The campaign working group, also known as the organizing committee for the project, were sent a brief survey by email toward the end of the project in December, 2012. The survey asked about their role, the highlights of their involvement, any changes they would have made looking back on the campaign and what they perceived the impact of the campaign to have been in the community of Paeroa.

Seven committee members returned a survey. Attendance at committee meetings varied a good deal throughout the year with a peak attendance of 15 but a more usual attendance of up to 8 or 9 at the monthly meetings.

The first question asked committee members to describe the role they had played in the campaign. Three of the group felt that they had initially been involved as representatives of sectors of a particular sector of the community in the Hauraki and Thames-Coromandel districts and their role on the committee evolved from there. A further two members saw their role as motivating and supporting the champions, while another committee member mentioned a specific role in the training of the champions as being key. All of the respondents related to some aspect of support and planning as a committee member and took on different roles as needed during campaign activities.

It should be noted here that committee members appreciated the important role national campaign representatives played as advisers and trainers during the campaign. This involvement also extended to providing resources and financial support for the project.

The second question in the survey of committee members asked them to identify the highlights of the project. The issue most frequently mentioned by the respondents was the community ownership of the project and the many talents and abilities displayed by those taking part. This included the personal development of the champions and the flexibility in the contributions of the working group.

These comments are typical of the answers to this question;

*'The buy-in from the community and in particular the champions. This really has been a project that is community owned and driven'.*

*'The greatest highlight for me has been to watch the growth; passion and commitment of the champions develop over the period of the campaign, as well as watching the community unite over a mutual concern'.*

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Three respondents specifically mentioned the Fun-Day Out as a highlight and 2 members identified assisting someone experiencing family violence to make a change in their life as a highlight. One respondent also mentioned the way that the local media had supported the campaign with columns in the paper every week and slots on radio through Nga Iwi FM as a highlight of the campaign.

The second part of this question asked members to identify anything they would have done differently during the campaign. On the whole the respondents were positive about the outcome of the project with feedback on a number of practical changes, such as the placement and layout of the billboards, having been noted for future campaigns during monthly meetings.

One respondent explained why he felt that the committee had been successful in fulfilling its brief to facilitate the progress of the campaign.

*'I'm of the notion that the working group have done a marvellous job promoting and installing positive environments ... for people to be more proactive around pushing the message'.*

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Suggestions regarding future campaigns included a longer time-frame, the closer involvement of social service and local promotional agencies with the project, planning of activities to build impetus and on-going development of media involvement in the project.

Question 3 asked if respondents were aware of any feedback on the campaign from the community. The feedback reported by most members was positive and encouraging; in particular the role of the champions was praised as was the community involvement in the campaign.

*'A lot of people have commented on the posters, billboards and media coverage, particularly in the Hauraki Herald ... All the comments were positive and thought it was great, particularly having local people as champions. A number of professionals have commented on what a positive campaign it is. It has definitely raised awareness and highlighted the issues'.*

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Respondents also reported praise for the Fun-Day launch of the campaign with locals feeding back that it was a great family day out with a strong message as well as mentioning other activities where the campaign had a presence in a positive light. The role played by the younger champions, both on the Fun Day and in promoting the campaign messages at Paeroa College, not only impressed committee members but was also reported as having influenced several young people to seek help with family violence situations.

The next question asked if the respondents had noticed people in the community behaving differently since the campaign. Respondents were less sure about this question. Several did not know if there had been a difference while others had heard feedback from social service agencies and professionals working with families that the issues raised during the campaign were now more widely talked about.

*'People seem to be very aware of the issues. Agencies, I think, are certainly involving themselves in continuing awareness of the issues'.*

*'What I have observed is that it is far easier to have a conversation around alcohol fuelled family violence and where to go for help as a result of the campaign'.*

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Several of the respondents also added a comment in the space left for this at the end of the questionnaire. These comments ranged from plans for continuing activities in the 2013 year to appreciation for the role key organizers on the committee had played in maintaining the impetus of the campaign.

## **INITIAL SURVEY OF 'IT'S NOT OK!' IN PAEROA CHAMPIONS**

This survey was administered to all parties attending the first training for the Paeroa campaign in March 2012. The purpose of the four question survey was to establish how those attending became involved, what they saw as their contribution to the campaign, and what they envisaged the campaign message to be at this early stage of their involvement.

Participants were mainly prospective champions with some working party members and stakeholders also present. The survey was distributed to all 28 interested parties who were present with 27 of them returning the survey, although not every participant completed all the questions.

### **QUESTION ONE**

The first question asked respondents to describe their role in the community. Twenty three respondents answered this question.

The largest grouping was that of attendees who were still attending school or who had a job with a youth focus (6), followed by those who identified as members of community organizations (4). Three of the attendees saw themselves as agents of change and a further 3 as members of the business community. Two felt that their role was best described as part of the justice system and 2 more had local body involvement. There was 1 attendee who identified as a farmer, 1 as a media representative and 1 as a sports person. Of the respondents who identified with a particular occupation, 7 also mentioned their involvement with a community group.

Overall, most attendees felt that their role in the community was synonymous with their occupation although many also included voluntary roles in this definition.

### **QUESTION 2**

This question asked how the respondent became involved with the campaign. Twenty-five attendees answered this question.

A majority of 18 attendees answered that they were 'shoulder tapped' or approached by someone from the original stakeholders group. The remainder stated that their interest was raised by the "It's Not OK" campaign in Waihi and several had heard the project talked about locally but were not specific about how that lead to their involvement.

Most respondents who attended the session were encouraged to take part by someone they already knew, and in the case of a smaller number, by the reputation of previous 'It's Not OK' campaigns.

### **QUESTION 3**

Question 3 asked respondents what they saw as their contribution to the campaign. Twenty-five attendees answered this question.

Six of the attendees were unsure what their role would be and several of them commented that they had come to the meeting to clarify this. The majority though had ideas about how they were going to contribute to the various activities that were proposed as part of the campaign with many of them seeing themselves as leaders and in lesser numbers as organizers.



## QUESTION 4

This question asked respondents to identify the focus or intended outcome of the campaign. Twenty-three attendees answered this question.

Sixteen of the attendees identified the Paeroa project as having the same focus as the national 'It's Not OK' campaign with many of them adding that that this was anti-violence or anti-violence and alcohol abuse. Smaller numbers of them thought that the campaign was targeting parents to improve their skills (5), or addressing poverty in the area (1). One other attendee suggested that the overall aim of the project was to advance Paeroa as a more positive community.

Around three-quarters of the respondents to this question indicated that they were aware of the aims of the 'It's Not OK' national campaign and would like to see these working in Paeroa.

## MID-CAMPAIGN CHAMPION INTERVIEWS

These interviews were conducted between August and early October, 2012. The champions were asked to indicate their interest in taking part in the interviews at one of the training evenings with three female and three male subjects selected as a sample group from around 14 volunteers. The interviews were primarily intended to monitor any changes to the champions' motivation, confidence levels and perceived training needs from those in the initial survey conducted at the first training.

The first question asked the sample group to identify what had motivated them to take on the role. Three of the respondents were motivated by their own belief system which they felt had much in common with the values expressed in the 'It's Not OK!' campaign. One other champion was also supportive of these values but was prompted into the role by the desire to address a specific incidence of domestic violence. A further 2 champions took on the role because of their investment in the Paeroa community and to represent a sector of it.

Question 2 asked the respondents about their understanding of the role of champion. The group was equally divided between those who saw the champions as the human face of the campaign making the messages relevant to the Paeroa community and those who saw them as a resource directing those experiencing domestic violence to an appropriate social service agency.

The third question asked about the personal messages on the posters featuring the champions. Three of the champions' messages included both an anti-violence message and a reference to Paeroa as a community e.g. 'Everyone in our beautiful community deserves to feel safe'. The other three champions messages gave prominence to the values espoused by the campaign, for example 'Let's support our families to be violence free'.

Question 4 asked which activities the champions saw themselves being involved with. Most of the respondents identified several areas of involvement. Activities in the community such as the Fun Day and Christmas Parade were mentioned by all the champions, with those activities involving schools almost as likely to be an area of involvement for them. Activities in the sports and business arenas, the media and the council were also mentioned once each.

Question 5 asked about the highlights of the training so far and if there were any changes the champions would make to future sessions. Four of the respondents found the training sessions very

useful and one of them mentioned that they had also been 'confidence building'. Two of the champions had previous training in the domestic violence area but were able to add to this from the information imparted during the sessions.

The champions identified several highlights from the training sessions. The most frequently identified highlight was the stories of the survivors of domestic violence, followed by the statistics presented in the sessions and the small group work. The resources pertaining to local social services were also mentioned. Several of the champions wanted to hear more from both survivors and perpetrators of domestic violence as these stories had a lot of meaning for them.

There were a variety of suggestions about time changes for the training as well as changes to the frequency and length that would suit individual circumstances better. However most agreed that the importance of the training meant that they would make a special effort to attend no matter when it was scheduled.

The last question asked about the champions aspirations for the campaign in Paeroa. All of the respondents hoped for a measure of change with more people seeking support in relation to domestic violence. Half of the respondents also saw the champions spearheading that change.

## **FOCUS GROUP WITH CHAMPIONS – COMPLETION OF CAMPAIGN**

The final meeting with the champions was held on January 20<sup>th</sup> 2013 at a celebration for the champions and their families to mark the end of the 'It's Not OK!' in Paeroa campaign. This meeting took the form of a focus group with 7 topic areas put forward for discussion. The focus group was held in a semi-private space over the period of an hour and was attended by 16 of the champions.

### Question 1

The first question asked the champions to reflect on the expectations they had of their role at the beginning of the campaign and the actual role they had played. The champions who spoke on this subject were fairly evenly divided between those who felt that there had been a close match between their expectations and the reality of their role and those who found the role different from that they imagined before the campaign was launched.

The key concern for those champions who had found the role different was that they had not been approached by the number of people they had anticipated asking for support with family violence issues.

*'I only had 2 or 3 conversations [about domestic violence]. I thought there would be more'.*

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A similar size group of champions had quite the opposite experience. These champions found that they had been approached easily as often as they imagined.

*'I got hit up today, some people recognised me and said; "You're that fella on the poster! Can you come and have a word with this family who are having a hard time [with family violence]".'*

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*'I've had people I don't know approach me and lots of people I know living in domestic violence ... Now it's a weekly thing; connecting with people.'*

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The discussion that followed clarified the difference between the two groups. Those champions who felt that their expectations and actual involvement differed had been identified as champions by workmates, extended family and even by people on the street but had not been involved on a personal level. The second group had been called upon on a personal level by members of the community needing support with family violence issues. Their involvement was facilitated in many cases by a cultural understanding of the appropriate way to provide support and as such was part of this group's expectations of their role.

#### Question 2

The second question asked the champions if they were aware of any comments about their role from the general community. Many of those present had been congratulated on their part in the campaign. Some found that their role was an 'ice-breaker' and allowed questions about the campaign to follow more naturally from an introduction as a champion. One of the champions also related how the role bought with it a degree of respect that enabled them to influence the behaviour of others; this went as far as those involved in a fight apologizing to her and moving on.

A couple of the champions had dealt with members of the public who were initially hostile about the campaign but who modified their views after discussion with the champion concerned or members of the working party. The champions felt that misunderstandings about the purpose and process of the campaign were at the heart of these complaints.

Question 3 asked the champions if the role had impacted on their families in any way. Several of the champions felt that their involvement in the campaign had significantly improved family relationships and in particular communication between family members.

*'It's the best step we've taken as a family. I had a good family before, now I have a great family! We have good discussions. We didn't think before we acted before, now it's different.'*

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The role also prompted important discussions about the aims of the campaign in more than one of the champions' families.

*'My [child] mocked the campaign at first. I had to explain we were going for progress not perfection ... We have a happy home because of it [the campaign], though we're not perfect.'*

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The discussion was briefly interrupted at this point and the topic returned to later in the focus group. The additional discussion of the topic highlighted the 'heavy load' some families carried providing background support for the champions and several of the group emphasized that they would have been unable to carry out the role without agreement from their families.

Question 4 asked the champions if any members of the community had indicated how the campaign had impacted on them personally.

Several of the champions felt that the campaign had made family violence a key topic in the community with some individuals just talking about the issues and others seeking help. In Question 1 several of the champions had related instances where they had been approached in their role as champions to support families and individuals seeking help with family violence issues. One of these champions explained that the campaign had been a catalyst for change for these members of the community.

*'I've had some families come up to me and say, "We are living in family violence and we want to change it". They invited me to be a mediator'.*

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Question 5 addressed the highlights or strengths of the campaign. The champions group identified three concrete highlights and an overall strength that in their view characterized the campaign.

The concrete highlights were: the champions training, the resources made available to them, and the activities they took part in.

Members of the group found the self-care aspects of the training of particular importance.

*'The emotional side is hard to harbour. They [the public with family violence issues] trust you to keep confidence. The tools we learnt at the training really helped'.*

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The resources named in the discussion were: the magnets, the drink bottles, the netball bibs and the Tee-shirts with a logo on.

The activity which drew the most appreciative comments was the Fun Day Out where the campaign was launched, followed closely by the Christmas Parade.

The overall ethos of the campaign was also an important highlight for the champions. The group identified this as 'working together' and one participant commented; 'The campaign brought great people together'. The group saw the champions and the working party as a cohesive whole with everyone contributing according to their talents toward a successful campaign.

Question 6 asked what aspects of the campaign the champions would change, if any. The single issue raised by the group was the layout of the road-side billboards. The champions saw the billboards as 'too busy', with 'too many words' and suggested 'They should just be a photo not writing'.

Question 7 addressed the vision that the champions had for the campaign at the beginning and the extent to which this had been realised.

There was general agreement among those in the group who had hoped for raised awareness about family violence that the campaign had accomplished this. Some of the champions felt that this was happening primarily through more open communication on the topic, while others suggested that the champions themselves were acting as role models bringing the community together.

*'We are getting the message out. People are starting to look and listen'.*

*'I think that we have made a town that cares and makes people feel a part of the community. This campaign has gone a step further [than awareness]; that is a bonus'.*

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Many of the champions were happy that the campaign had succeeded in raising awareness about family violence issues but felt that this was just the beginning. Members of the group who felt this way wanted the campaign to continue.

*'It doesn't matter where we go, what we do, it's in us. They tell me the campaign is over but the work will continue'.*

'The problem is still there but we won't stop!'

## CHAMPION'S TRAINING AND SUPPORT MEETINGS

DATE OF MEETING	TARGET GROUP	CONTENT	RESOURCING	EVALUATION
March 1 <sup>st</sup> 2012	All Working Party (Committee, Champions, Supporters)	Familiarization with 'It's Not OK!' Campaign and Family Violence Definition. Brain Storming for Activity Planning.	National 'It's Not OK!' handouts	Baseline Survey
March 29 <sup>th</sup> 2012	All Working Party	Family Violence Disclosure Training and detailed Activity Planning. Also opportunity for anonymous questions to be addressed at next training.	Detailed information on Family Violence, local support agencies, and handouts for distribution at activities.	Observation only
April 4 <sup>th</sup> 2012	Champions	Meeting with Photographic Team to arrange appointments for individual and poster shots.	No	None
May 23 <sup>rd</sup> 2012	Champions	Message development for posters and billboards. Trish Green National 'It's Not OK!' Campaign facilitating.	Examples of photos and messages in Waihi campaign.	Observation only
June 20 <sup>th</sup> 2012	Champions	Speakers on Role of Alcohol in Family Violence and effect of FV on children. Question time with two women who have survived FV.	Resources available from local child sexual abuse prevention campaign.	Preparation for individual Interviews
August 15 <sup>th</sup> 2012	Champions	Clarify role and disclosure training. Biography preparation, media training and role at launch.	T-shirts with logo	Continue with individual interviews.

September 12 <sup>th</sup> 2012	Champions	Record messages and biographies for radio	Remainder of T-shirts and copy of champions photographs distributed	None
October 18, 2012	Champions	De-brief of family Fun Day. Update of activities planned. Ongoing disclosure training and support.	Resourcing for planned activities	Complete individual interviews
November 20, 2012	Champions	Support for activities, White Ribbon Day Planning.	Ongoing resourcing	None
January 20, 2013	Champions, Working Party, Families and Supporters	Meal and wind-up of Campaign with champions and their families.	Certificate presentation to champions and working party.	Focus Group with champions.