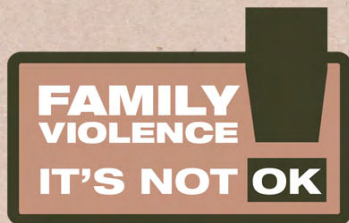


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Mobilising Communities to Prevent Family Violence



Sheryl Hann

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Community members doing it for themselves



In Ohakune,
we hit the
slopes,
not each other!



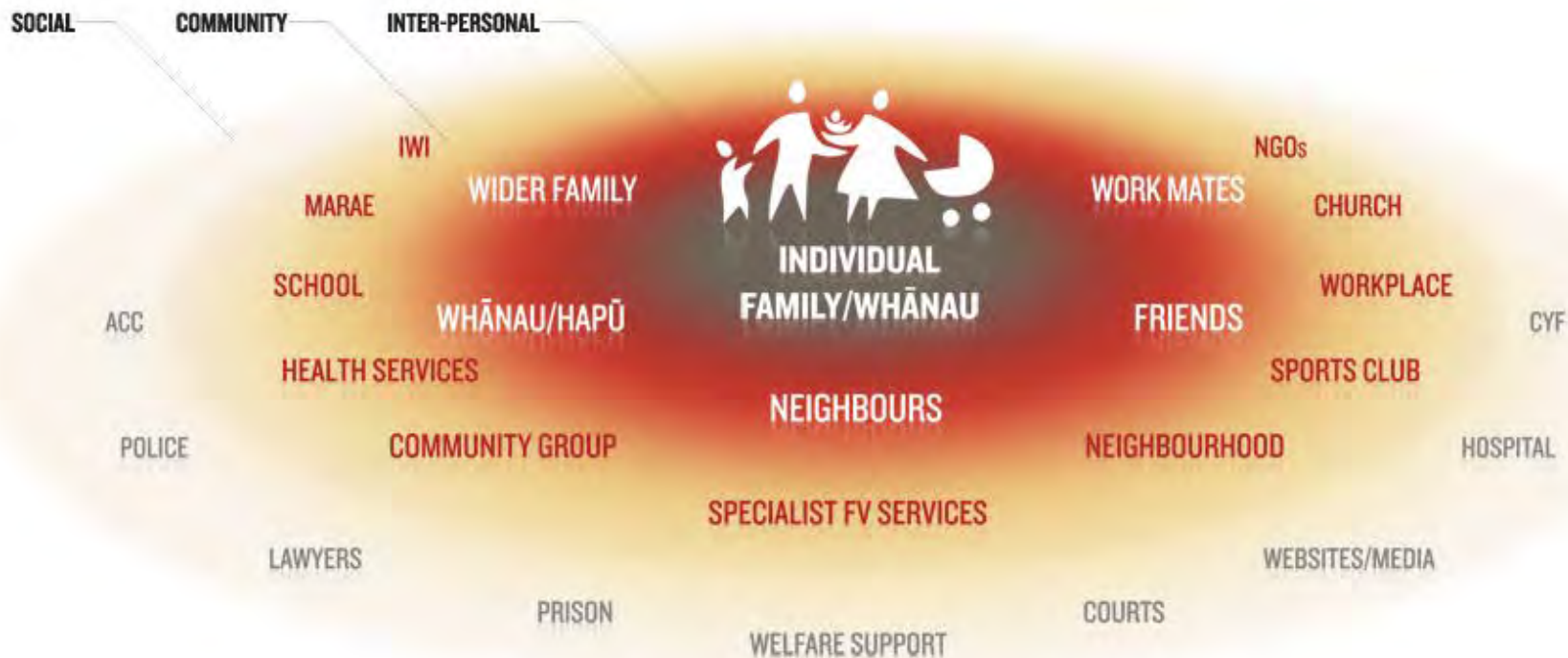
IT IS
OK TO ASK
FOR HELP
0800 456 450
www.areyouok.org.nz



”



Mobilising the community





Community mobilisation is...

Systematic and long-term programming

Fostering alternative social norms

Complex and multifaceted

A struggle for social justice

About fostering activism

Involving a critical mass of individuals, groups and institutions

Stimulating critical thinking

Holistic and inclusive

Benefits-based

Focused on core drivers

Iterative and organic

Community-led

Community mobilisation is not...

Ad hoc, one-off activities in short-term projects

Transferring information and facts

A singular strategy

A technical quick-fix

About implementing activities or training

Possible with few individuals or groups

Transmitting simple messages

Limited to specific individuals or groups

Punitive

Focused on manifestations of violence

Linear and predictable

Organisation and expert focused



“

A METAPHOR FOR PRIMARY PREVENTION - THE CLIFF

Prevention

Early
Intervention

Crisis
Intervention

Primary prevention is about working in the “green fields” before people even get to the “fence at the top of the cliff” or the “bottom of the cliff”.



”



Socio-ecological model

SOCIETAL

- Implement policies and actions that decrease gender, ethnic and economic inequalities
- Strengthen laws that address violence
- Challenge social norms that support violence
- Reduce access to firearms
- Decrease violence in the media

COMMUNITY

- Mobilise community members and leaders to take a stand against violence
- Run community campaigns, events and involve media
- Promote the benefits of living free from violence
- Build connections between neighbours

RELATIONSHIP

- Promote positive parenting practices
- Build problem-solving and/or conflict management skills
- Develop non-violent norms within relationships and families – communicate these norms to others.

INDIVIDUAL

- Increase understandings of family violence
- Reduce social isolation
- Challenge beliefs, values and attitudes that support violence



COORDINATED COMMUNITY ACTION TO PREVENT FAMILY VIOLENCE





What it looks like

- Conversations and story telling
- Social marketing campaigns
- Using the media
- Using art, music, theatre, sports to engage
- Community events and workshops
- Community education and training
- Network building
- Champions, community activists, action takers





How change happens

- Find what people care about
- Build empathy, heart level
- See it as relevant
- See they can do something about it
- Talk, question, conversation
- Build relationships, connections, critical mass
- Challenge old ideas, explore new ones
- Do something differently- small steps

Change happens through long-term exposure to new ideas, behaviours and critical thinking

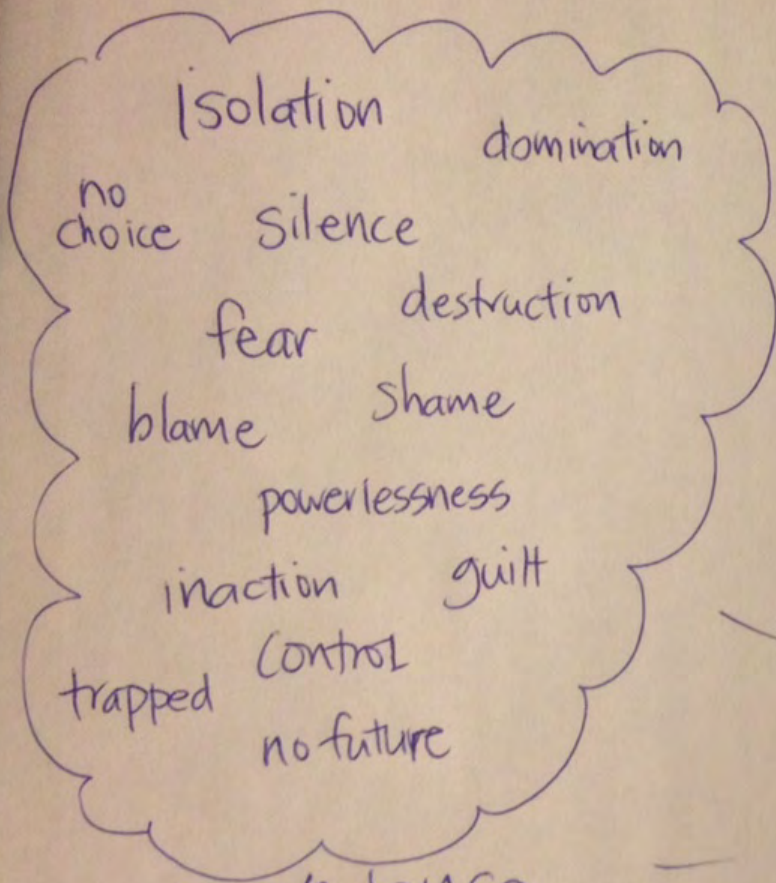




Why its good

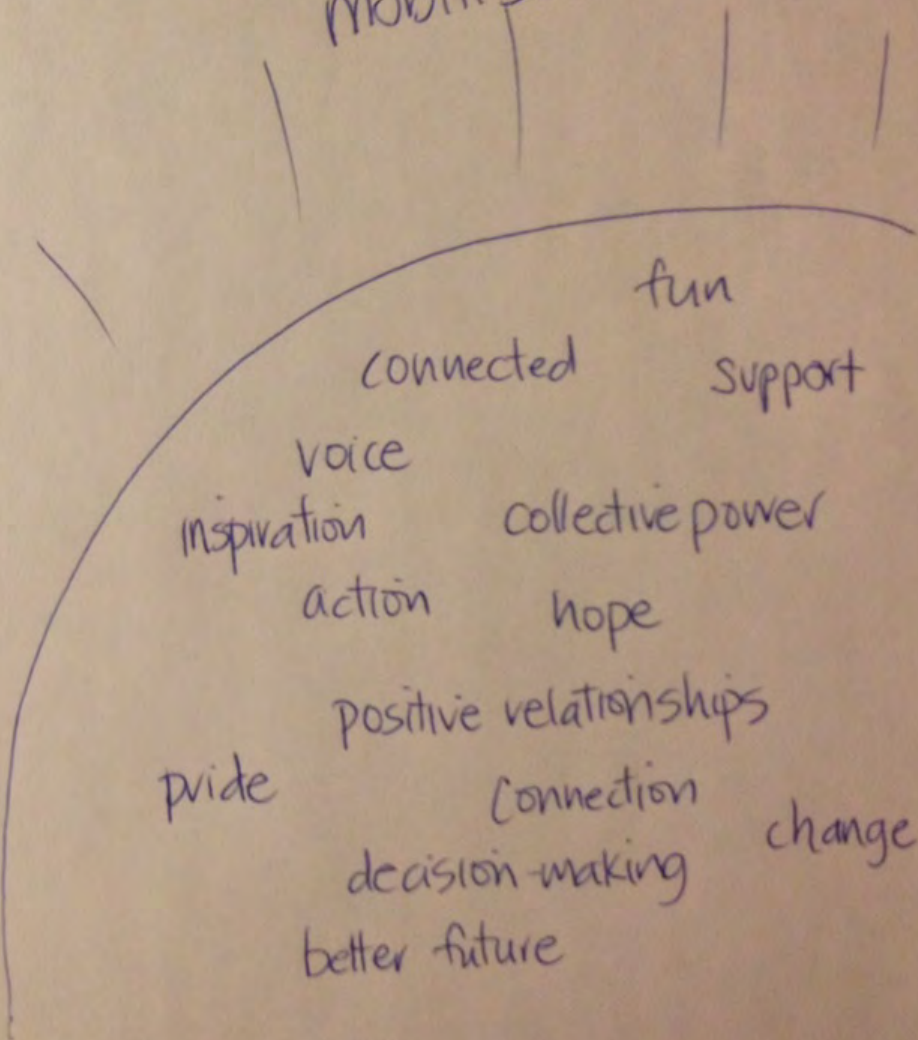
- Most people do not go to services
- Rather have help from those close to them
- Ethical responsibility to try to stop the harm
- Makes the most of community resources
- Positive, energising, empowering - builds people up
- Spreads hope and light
- Connects people, reduces isolation
- We all want safe families, whānau and communities





Violence
+
Abuse

Community
mobilisation





Pulling it together

- Random or isolated actions won't be effective
- Complex change needs a systematic approach
- Understand factors that contribute to violence
- Someone to hold the space – facilitate, enable, support
- Long term commitment
- Tight on the vision & outcomes, loose on the way it happens
- Build networks, coalitions, partnerships - sector lets go





It's not OK campaign aims

What needs to shift?

- Family violence is seen as normal
- People can't change
- It's a private issue
- Male entitlement and domination
- Acceptance of physical punishment
- Using violence to solve conflict
- It only happens to others

Intermediate level outcomes that can be measured

- People understand more about family violence
- Talk more about it
- Refuse to tolerate violence
- Know that change is possible
- Ask for help early
- Be willing and confident to offer help
- Make respect, equality and safety the norm
- See that everyone can do something to create safe families and communities





Community action, tools,
ideas, free resources,
support for local
initiatives

areyouok.org.nz
facebook.com/ItsNotOK



http://socialchangetoolkit.org.nz/

Home Creating Change My Project Tools & Resources Contact Community Register Login

SOCIAL CHANGE TOOLKIT

This social change toolkit has been created to help you pull your ideas together in one place, and give you tips and guidance to help realise your community project.

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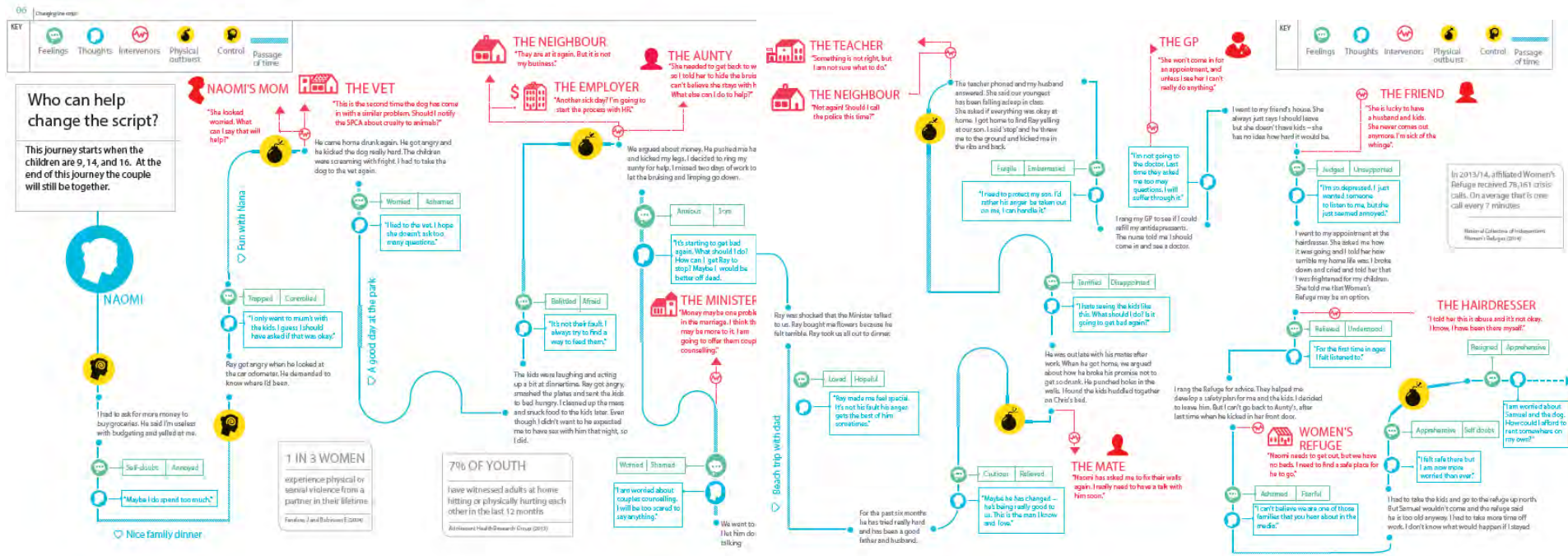
Think Differently

Think Differently is a social change campaign to encourage and support a fundamental shift in attitudes and behaviour towards disabled people. It's about focusing on what people can do rather than what they can't.

W www.thinkdifferently.org.nz
P 04-978-4110
E info@thinkdifferently.org.nz

resource for change makers - socialchangetoolkit.org.nz

CHANGING THE SCRIPT



New resource to encourage social change action – search NZFVC website for details nzfvc.org.nz