



Summary of Progress Assessment

October 2017

Working together to achieve whānau wellbeing in Waitematā

Kia tau te rangimārie ki runga i a tātou

Let peace settle upon us all

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Te Rito Rodney



Executive Summary

Working together to achieve whānau wellbeing in Waitematā

Kia tau te rangimārie ki runga i a tātou - Let peace settle upon us all



The working together to achieve whānau wellbeing in Waitematā project was a unique collaboration between family violence networks in Waitākere, North Shore and Rodney, central and local government. The project explored how to increase community-led primary prevention of family and sexual violence.

Primary prevention is about stopping violence before it begins through changing attitudes, behaviours, and norms. Primary prevention activity is focused on increasing the factors that protect against violence and decreasing the risk factors.

Community ownership and leadership are essential for successful prevention efforts. Community-led efforts ensure strategies are tailored to local needs and strengths and coordinated.

“what the community can do, and wants to do”

This project used a co-design approach that involved community members, members of the family and sexual violence sector and people from the community sector, local council and central government. We took a strengths-based approach and specifically focused on the factors that protect against violence.

What we learnt:

Our six key insights about activating community-led primary prevention

- ① It's already happening!
- ② Everyone has a role; but community mobilisers are key
- ③ Young people are actively engaged in promoting positive social norms
- ④ Knowing how everyday actions impact complex issues is motivating
- ⑤ We can build on community-led development work
- ⑥ A move towards primary prevention requires a significant shift in thinking and practice

Key outcomes

- *We've increased our knowledge, readiness and capability for community-led primary prevention*
- *We've contributed to the evidence base for what is known about community-led primary prevention*
- *Community-led primary prevention has been activated in Waitematā*

What we developed: Four tools

Protective factor cards - a flexible tool that can be used to help people learn more about primary prevention, and identify where they can create positive influence in their own lives, communities and workplaces



A workshop for how the protective factor cards can be used in community and organisational settings to activate community mobilisers and create start points for localised primary prevention activities

A model for activating community-led primary prevention, our different roles in enabling, supporting and mutually-reinforcing this approach in our communities.



Personas that bring the model to life and demonstrate our different roles in community-led primary prevention and a template for using in your own organisation.



Background to this progress assessment



At the completion of the working together to achieve whānau wellbeing in Waitematā project in November 2016, the formal collaboration between project partners came to an end. Project partners intended to focus back into their own organisations with the view to embed learnings, share and socialise the report and tools within their own networks, grow connections with new stakeholders and continue prototyping.

The project partners committed to coming back together within the first six months of 2017 to review progress. In June of 2017, Auckland Council commissioned, with the support of the Ministry of Social Development, this progress assessment. This assessment captures the progress to date in applying the learnings and tools including early impacts, opportunities and barriers.

Intent of this progress assessment

- 1 To track the impact and influence of the project across project partners, key stakeholders and beyond, since project completion.
- 2 To capture key learnings from ongoing prototyping including enablers and challenges.
- 3 To share real life examples of community-led primary prevention of family and sexual violence in action.
- 4 To make recommendations for the future - what we should keep doing, where are the opportunities and the resources required.

Approach:

An Outcomes Harvesting methodology¹ was used and included the following data gathering activities:

- Survey of project partners to elicit reflections about experiences and activity since project completion. This included what they have and haven't been able to take up and apply, barriers and challenges and any unexpected outcomes.
- Survey of the leadership group, interviewees and walkthrough attendees to elicit reflections about experiences and activity since project completion.
- Interviewing of key people/stakeholders that have been active in the follow up work or are critical to the momentum continuing.

Please note this document provides a summary of the progress assessment completed in October 2017. The full progress assessment and the initial project report can be found at the New Zealand Family Violence Clearinghouse website: <https://library.nzfvc.org.nz/cgi-bin/koha/opac-detail.pl?biblionumber=5246>.

¹ An overview of the Outcomes Harvesting methodology can be found here: http://www.betterevaluation.org/en/plan/approach/outcome_harvesting

Summary of key impacts



①

Primary prevention awareness:

Project partners have an increased awareness and focus on the primary prevention of family and sexual violence as part of their work. Awareness and motivation has also increased in other parts of the family and sexual violence sector, within partner sectors and out into the community.

“It has totally changed the way I think ...I talk to people all the time giving them permission and making the connect to what they are doing and the primary prevention of family and sexual violence...Highlighting to people what they’re doing already and what else they could do.”

PROJECT PARTNER

②

Primary prevention prototypes:

Three new primary prevention of family and sexual violence prototypes have been activated in different settings (see case studies). Prototypes reflect different kinds of community-based interventions, including youth-led programme development, place-based environmental restructuring and a social marketing campaign.

“The eight protective factors in a people or community setting are everywhere and easy to engage with. They provided a new lens and better understanding and context for what we actually do.”

COMMUNITY PLACE MANAGER

③

Adoption & socialisation of primary prevention tools:

Project tools, developed to grow the primary prevention of family and sexual violence, have been adopted by project partners for use within their own organisations. As a result of sharing and socialising, these tools have also been adopted by new groups and organisations increasing primary prevention of family and sexual violence activity overall.

“I introduced the protective factor cards as an exercise to identify what the whānau were already doing that’s positive and healthy and what else they could do to grow that. This is such an amazing tool - it boosted whānau and created positive interaction and learning about each other.”

FAMILY VIOLENCE PRACTITIONER

Summary of key impacts

④

Connections & opportunities for primary prevention emphasised:

As a result of understanding the value and need for building relationships that extend beyond the family and sexual violence sector, partners have begun developing new connections. Project partners have also been able to identify new opportunities for the primary prevention of family and sexual violence within existing relationships.

“I’m more focused on connecting with those in the area of building Gender Equity. I’m also seeking out those working in social connection and inclusion work that aren’t in the family violence space.”

PROJECT PARTNER

⑤

Collaborations beginning:

Partners have made efforts to forge new collaborations for the purposes of growing system capability for the primary prevention of family and sexual violence. As a result, some stronger collaborations have emerged.

“Although we have always had a strong relationship with Community Waitakere, this primary prevention work gives us a strong point of connection for joint projects. This piece of work gives us a concrete reason why and what we would should work together on. It has created a shared sense of purpose and collaboration.”

PROJECT PARTNER

Opportunities for ongoing and future impact

It should be noted that the impact achieved to date has occurred in the absence of any specific ongoing funding or co-ordinated support, and is based on the momentum of the original project investment.

This assessment highlights the possibility of what could be achieved with dedicated support to sustain and accelerate momentum.

Summary of key learnings



①

Community-led primary prevention of family and sexual violence continues to be an area of emergent learning. More support is required to ensure this learning is shared and the evidence-base continues to be built.

There is a significant opportunity to use this work to prototype a new approach to addressing family and sexual violence that activates a large existing 'workforce' and embraces the interconnectedness of complex social problems. A coordinated approach that allows us to align multiple efforts and initiatives towards a broad set of whānau and community wellbeing outcomes shows promise.

Further work is also needed to develop a compelling way to communicate the importance of community-led primary prevention initiatives, and the value of the report and tools, to potential funders. Community-led primary prevention of family and sexual violence initiatives also need to be able to articulate alignment with the focus of many funders on vulnerable population groups and individualised interventions as opposed to community level change.

②

The report and tools have demonstrated their potential effectiveness for engaging a broad range of audiences with primary prevention. One of the opportunities this creates is for new collaborations that can activate the mutually reinforcing and well supported environment needed for community-led primary prevention of family and sexual violence.

One of the most significant and valuable aspects of the project has been the way family and sexual violence has been reframed into a strength-based approach that focuses on ways to grow wellbeing. This has proven to be an effective way in engaging a broad audience with family and sexual violence prevention.

The protective factor cards provide a simple way to understand the issue, how people are currently contributing to the primary prevention of family and sexual violence and where the opportunities are to do more. Creating this kind of pathway to action is important because the complexity of the challenge can overwhelm people who have the potential to make a significant impact, or deter people from acting, causing inaction.

③

There are different opportunities and constraints for growing community-led primary prevention of family and sexual violence within different roles (as identified in the original report) and settings. This helps to unlock the potential for impact.

Roles with immediate opportunities and connections within community development have found it easier to apply and adopt the tools and prototype interventions. To continue the momentum, leadership mandate and further support for sharing and using the tools would enable the greatest impact.

A barrier identified is the potential tension between the strengths-based approach of community-led development work and perceptions of family and sexual violence prevention.

Roles within the family and sexual violence sector have demonstrated increased motivation to focus more on primary prevention but actioning this is harder, as for many this means creating new relationships and opportunities. The benefits of this work for use by crisis services has also been shown. However, there are challenges present for those in roles trying to work across both primary prevention and crisis intervention.

Summary of key learnings



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The working together to achieve whānau wellbeing in Waitemata project has created significant opportunity for activating community-led primary prevention of family and sexual violence. To maximise impact, a backbone type of support that provides coordination between a central evidence-base and local initiatives is required.

Backbone type support would:

- enable the purposeful promotion of the work into suitable community settings and organisations
- help build and maintain collaborations between groups and sectors towards shared outcomes
- provide mentoring and peer support for those undertaking primary prevention activities
- build an evidence-base of location implementation
- allow for evaluation, the sharing of learnings and the updating of tools.

This support could also help build system capability for community-led initiatives.

Opportunities for ongoing and future impact

The impact that has been achieved to date through this project was possible due to the temporary collaborative partnership and prototyping which occurred in 2016.

The success and momentum of the initial project has allowed us to get this far. We anticipate further outcomes are possible based on this original investment.

However the potential impact of the project to prevent family and sexual violence can only be fully realised if further support is provided to allow this work to move from nascent learnings and prototypes to sustained and scalable outcomes.

Summary of
Case Study:

Prototype ①

Activating protective factors within Auckland Council Community Places

Who was involved:

- Community Members
- Local Businesses
- Community Empowerment Unit
- Community Places Unit
- Community Policy Unit

The Project

- The Auckland Council Community Places Unit consists of community houses, hubs and centres
- This initiative was internal to Auckland Council and looked at the design of a social and community structure
- Through a co-design sprint process, the workshop, roles and personas were used to localise the eight protective factors
- Six concepts were developed to articulate and then strengthen the contribution of community places to the primary prevention of family and sexual violence

Impact

“It’s enabled me to have better context on my role in reducing family violence. All the formal and informal things we do here – home away from home, people are seen and valued – are all contributing to reducing family violence. It is rain-drops in the bucket. At a leadership level, we’ve seen a paradigm shift in our role. Management have a much greater awareness... we have a strong role in prevention.”

PLACE MANAGER
- MAUNGAKIEKIE-TĀMAKI



Learnings

- Senior leadership mandate and support is critical
- Primary prevention is well aligned and resonates for people working in community places
- New primary prevention partners need dedicated and skilled support
- This support needs to continue through into the implementation phase

This prototype highlights the significant opportunities for the primary prevention of family and sexual violence sitting within community facing parts of councils, government and non-government organisations.

Summary of
Case Study:
Prototype ②

**Tula'i Pasifika
Youth Leadership
Programme
- Healthy
Relationships
Module**

Who was involved:

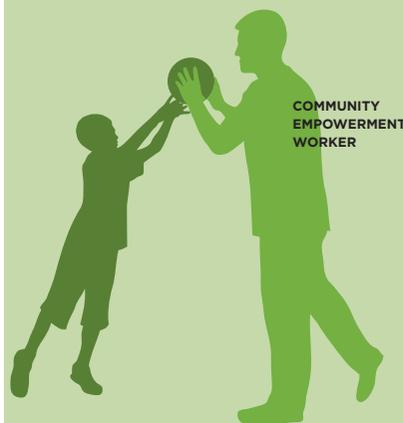
- **Community members: young people and their parents**
- **Local board members and school leaders**
- **West Auckland Pasifika Forum**
- **Community Empowerment Worker**
- **Rape Prevention Education**

The Project

- The Tula'i Pasifika Youth Leadership Programme is for Year 12 and 13 Pasifika students from across the three West Auckland local boards
- The programme used a co-design approach with students to adapt the eight protective factor cards and inform the development of a new healthy relationships module
- The new module included an exercise where students were asked to identify the protective and risk factors within their community that effect healthy relationships. This created a lot of honest discussion.

Impact

“Since the Healthy Relationships module in May, students have continued discussions about respectful relationships. One Tula'i student shared a deeply moving spoken word disclosing her experiences of sexual abuse. This was a huge step in the student's healing journey.”



Learnings

Protective factor cards:

- can support youth-led content and programme development
- can be adapted for different cultural contexts and into existing programmes
- can be used to create a useful exercise that supports discussions around healthy relationships

This prototype is an example of the ability of the tools to be adapted for different communities. It also demonstrates the potential of the tools in supporting youth-led primary prevention of family and sexual violence initiatives.

Summary of Case Study: **Prototype 3**

The Auckland Humanity Project:

Who was involved:

- Community members
- Auckland Council
- Borderless Productions
- Point Research
- Accident Compensation Corporation

The Project

- The project learnings and the eight protective factors helped inform the development of the Auckland Humanity Project
- The Auckland Humanity Project is an online social marketing campaign that uses storytelling to explore the eight protective factors and highlight the different ways people are growing these factors
- The project used the protective factors as an evidence-base for new activity.

Impact

221 people were interviewed across Auckland and their stories were shared on the Auckland Humanity Project Facebook page and website.

“The protective factors have provided a much-needed structure for this pilot and have helped to build the campaign logic”

From March to September 2017, on Facebook:

3,315,643
users were reached

38,263
reactions to posts

4,480
comments on posts

4,472
shares on posts



Learnings

- The Auckland Humanity Project shows the possibility of using online interventions to work at scale
- The project is helping to build the evidence base for how community members think about, engage with and enact the protective factors
- Sharing stories is a powerful and compelling way to engage people with the primary prevention of family and sexual violence
- The language of protective factors needs further refining in order to engage community members directly with them on social media.

This prototype provides an example of the multiple ways to localise the protective factors and to engage community members in a compelling way.

12 month success indicators

These indicators highlight what success would look like in twelve months time for the working together to achieve whānau wellbeing in Waitematā project. They were developed on the basis of input and feedback from the project partners.

- ★ The primary prevention of family and sexual violence continues to be embedded across Auckland Council by being incorporated into business as usual practice for example into the Empowered Communities Approach, staff training and the code of conduct for community places such as libraries.
- ★ Future prototypes within Auckland Council sites (such as libraries) involve a community-led co-design approach for example, involving community members who use the community place in the protective factor workshops.
- ★ Auckland Council explores how to support community-led primary prevention of family and sexual violence within the Empowered Communities approach for example through building capability for community-led initiatives.

- ★ The report, tools and these learnings continue to be shared and promoted internally by project partners and within existing networks in order to build awareness and understanding of community-led primary prevention of family and sexual violence.
- ★ Several family violence networks have embedded primary prevention into their core activities and new connections focused on primary prevention continue to be made.
- ★ Project tools and learnings have been shared with initiatives such as E Tū Whānau, Pasifika Proud, the It's not OK campaign and SKIP and synergies identified.
- 🚀 A cross-government collaboration has been built that aligns multiple efforts and initiatives towards a broad set of whānau and community wellbeing outcomes.
- 🚀 Further training and ongoing mentoring opportunities, to build capability for community-led primary prevention of family and sexual violence, has been established.
- 🚀 Primary prevention has been built into the Family Violence, Sexual Violence and Violence within Whānau Workforce Capability Framework.

- 🚀 Continued prototyping of the activating of protective factors in key community settings, which reach large populations, such as frontline services e.g. Work and Income service centres and community places e.g. schools and kura.
- 🚀 The report, tools and learnings are actively and intentionally shared with local boards, other local councils and front line services.
- 🚀 The tools and evidence-base have backbone type support that acts as a central coordinating container for the work, owning the development of the tools and evidence-base, supporting intentional socialisation and building methods for impact evaluation of primary prevention.

Key

- ★ are likely or possible under the current conditions (i.e. no further specific investment)
- 🚀 significantly increase the likelihood of greater sustained impact but are only likely through additional specific support and ownership.