

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 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.

The focus of our work activates many of the protective factors and this extends the work we can do.

