



Family Violence Prevention Campaign – Responding to the needs of young people

Date: 8 April 2021 **Report no.:** REP/21/3/315
Security level: IN CONFIDENCE **Priority:** Medium

Action Sought

Hon Carmel Sepuloni

Minister for Social Development and Employment

Cc: **Hon Priyanca Radhakrishnan,**

Associate Minister for Social and Employment and Minister for Youth

Note: By 13 April 2021

Contact for telephone discussion

Name	Position	Telephone	1st Contact
Marama Edwards	Deputy Chief Executive, Māori, Communities and Partnerships	029 650 2013	<input checked="" type="checkbox"/>
Mark Henderson	General Manager, Safe Strong Families and Communities	029 252 8321	

Report prepared by: Zaffa Christian, Safe, Strong Families and Communities

Minister's office comments

- Noted
- Seen
- Approved
- Needs change
- Withdrawn
- Not seen by Minister
- Overtaken by events
- Referred to (specify)

Comments

Date received from MSD

Date returned to MSD

12/04/2021



Report

Date: 30 March 2021

Security Level: IN CONFIDENCE

To: Hon Carmel Sepuloni, Minister for Social Development and Employment

Cc: Hon Priyanca Radhakrishnan, Associate Minister for Social and Employment and Minister for Youth

Family violence prevention campaign - responding to the needs of young people

Purpose of the report

- 1 This report seeks your approval for advertising expenditure required to implement a proposed family violence prevention campaign that responds to the needs of young people.

Recommended actions

It is recommended that you:

- 1 **note** the Ministry of Social Development (MSD) received an increase in funding for the Campaign for Action on Family Violence as part of Budget 19, including to support development of a new campaign focussing on young people
- 2 **agree** use of \$850,000.00 to engage an advertising agency to develop and implement this new campaign for young people.

AGREE / **DISAGREE**

Marama Edwards

DCE Māori, Communities and Partnerships

Date

Hon Carmel Sepuloni

Minister for Social Development and Employment

Date

Background

- 2 Through Budget 2019, funding was allocated over four years to support MSD's three community-led family violence prevention initiatives: E Tū Whānau, Pasefika Proud and the Campaign for Action on Family Violence (It's not OK).
- 3 Amongst a range of other activities, this funding was identified to support a new work stream focussed on safe, positive, and equal relationships for young people.
- 4 Adolescence is when we begin to explore our sexuality through romantic and sexual relationships. It is a period when our beliefs and attitudes about sex, relationships and gender can be challenged – or reinforced- by our peers, whānau and popular culture. However, adolescence is also a time when young people in Aotearoa are most at risk of sexual and relationship violence both as victims and perpetrators (NZ Crime and Safety Survey, 2014).
- 5 Social media, popular culture and easy access to pornography can make abusive and harmful attitudes, beliefs and behaviours seem more acceptable. If these are left unchallenged, they can become normalised with the potential to erode rather than promote healthy relationship norms.

The new family violence prevention campaign is intended to respond specifically to young people

- 6 As noted in paragraph 3 above, a new family violence prevention campaign is proposed to promote safe, positive, and equal relationships amongst young people.
- 7 The development of the campaign to date has been informed by evidence, including a literature review and current and on-going research and will follow best practice youth development guidelines.
- 8 The priority audience for this campaign is young people aged 16 – 24 years with the immediate objective of the campaign being to support young people to:
 - a. identify harmful and potentially harmful behaviours in their own relationships
 - b. shift deeply held, socialised, and repeated norms about gender and relationships
 - c. disrupt harmful behaviours before they become the norm as young people move into adulthood.
- 9 The new campaign will sit alongside the It's not OK campaign and is an action of the Child and Youth Wellbeing Strategy being led by the Department of Prime Minister and Cabinet (DPMC).
- 10 The campaign is aligned with the work of our Joint Venture partners and the working group for this campaign includes representatives from Accident Compensation Corporation, Ministry of Youth Development, Department of Internal Affairs and The Classification Office.

Proposed campaign costs and approval requirements

- 11 Following the development of a procurement brief in January 2021, MSD invited a number of creative agencies who have the required expertise to participate in a Request for Proposal process.

- 12 As a result of this process, Clemenger's BBDO (Clemenger's) have been awarded the contract following approval from MSD's Procurement Board on 25 March 2021.
- 13 Clemenger's will be responsible for the development and delivery of the campaign, including strategy and content development and costs across multiple online platforms, alongside:
 - the Social Action (Its not OK campaign) Team
 - Colmar Brunton as our research partners
 - representatives from other key agencies; namely Accident Compensation Corporation, Ministry of Youth Development and The Classification Office
 - representatives from the youth sector and young people themselves.
- 14 The cost of the campaign development and implementation will be \$850,000 over eighteen months and will be met through Budget 2019 funding available for allocation in F20 and F21.
- 15 To finalise engagement with Clemenger's we require approval from the Minister of Social Development as the total advertising expenditure exceeds the Chief Executive's financial delegation limit for advertising of \$150,000.

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Responsible manager: Mark Henderson, Manager, Safe Strong Families and Communities

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