Campaign for Action on Family Violence

Framework for Change 2019-2023

FAMILY VIOLENCE IT'S NOT OK

#changeispossible

FAMILY VIOLENCE IT'S NOT OK

IT IS OK TO ASK FOR HELP

Family Violence Information Line
0800 456 450

The Campaign for Action on Family Violence is an initiative of the Ministry of Social Development, and is part of a coordinated across Government approach through the Joint Venture, Family Violence Sexual Violence.
www.facebook.com/ItsNotOK

If you are worried about yourself or someone else, call the Family Violence Information Line 0800 456 450 or find out what helping agencies are available in your community at **www.familyservices.govt.nz/directory**.

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Contents

Foreword 4

Introduction 5

A Safer Aotearoa New Zealand – Campaign Theory of Change 6
Understanding the factors that contribute to men's use of violence against their partners 8
What will this strategy aim to change? 9
How will we do it? 10
Priority actions years 1 and 2 12

Section 1: Background 15
The It's not OK campaign 16
Progress to date 18

Section 2: Context for Change 23
A prevention approach 24
Men's violence against women 25
What is intimate partner violence? 26
What do we know about how to prevent and respond to men's violence against women? 27

Section 3: Youth Campaign 29
Background 30
What we will do 31
First steps 31

Section 4: Outcomes and Measures 2019-2023 33
Outcomes Framework – Campaign impacts and links to broader wellbeing and prevention outcomes 34

Section 5: Appendices 37
Appendix 1 – Shared framework for the primary prevention of family and sexual violence in Aotearoa New Zealand 38

References 40

Foreword

One in three.

That is the number of women in our country who will experience physical and/or sexual violence from a partner in their lifetime.

This should not be us.

We can a choose a different story. One in which all New Zealanders live free from the physical, emotional, financial and psychological violence that is eroding the wellbeing of our communities, families and whānau.

What happens in families affects our neighbourhoods, schools, workplaces and communities. The results of violence in families is spread right through society and the impacts can be intergenerational.

Family violence is a complex issue, but it is preventable, and we can all play a part in dismantling the social and environmental factors that support its existence. It cannot, however, be significantly reduced by focusing on the individual or pretending this is something that happens only to others. Instead, it is necessary to take a whole of population approach, working with communities and across society to positively change the environments within which people live and operate.

Yes, it will take time. Yes, it will require us to be unrelentingly honest. Yes, it will be hard. Yes, it is possible.

The cross-agency Joint Venture is developing a national system level strategy for preventing family violence and sexual violence and this initiative, along with E Tū Whānau and Pasefika Proud, are key prevention components of that strategy.

We are excited be a part of the solution as we all work together to make Aotearoa New Zealand a safer place for all.

Hon Poto Williams
Associate Minister of Social Development

Introduction

Social change campaigns and community development responses are effective methods for preventing family violence. Successful prevention approaches to family violence use research, evidence and best-practice principles to achieve transformative social and cultural change. While one campaign might not be able to address all the causes and the multiple reinforcing factors that contribute to family violence, the more targeted approach outlined in this framework will allow us to focus on the specific areas where we can make a significant, and positive, difference.

A cohesive prevention approach to family violence is still relatively new; as a result, there is robust but still limited evidence on effective prevention strategies and social change responses. However, there is a growing body of research about gendered violence, which has been used to inform this strategy. This includes the drivers of harm, the reinforcing factors, and the characteristics and the impacts of intimate partner violence.

This strategic document outlines the purpose and new direction of the Campaign for Action on Family Violence. It includes the new five-year strategy for the It's not OK campaign, as well as an outline, supporting rationale and proposed approach for a new campaign directed at young people and adolescents to promote healthy and safe relationships.

There is a strong focus in this strategy on addressing intimate partner violence. This new direction has been informed by the recommendations from a strategic review of the previous three phases of the It's not OK campaign. This review included: an assessment of effectiveness by a prevention investment advisory panel; a best-practice review and consultation with key stakeholders, including our community partners, leading academics, other government agencies; and the voices of former perpetrators of violence.

The Campaign for Action on Family Violence strategy is informed by everything we have learned about preventing family violence since 2007. It is also guided by both domestic and international research, as well as current public health and health promotion literature – including theories of behaviour change and community mobilisation.

A Safer Aotearoa New Zealand – Campaign Theory of Change

A theory of change is essentially a description and illustration of how and why a desired change is expected to happen in a particular context. It is focussed in particular on mapping out or 'filling in' what has been described as the 'missing middle' between what a change initiative does (its activities or interventions) and how these lead to desired goals being achieved.

The theory of change for the campaign builds on the previous three phases – It's not OK (social norms), It's OK to ask for Help (stories of positive change), and It's OK to Help (helpers and influencers). It explicitly addresses the issue of gendered violence as a structural construct, and is informed by public health, social marketing, community development and complexity approaches.

The strategic responses outlined here are designed to address the drivers of harm and reinforcing factors: exposure to violence; neglect and trauma as a child; harmful gender norms and gender inequities; social norms that excuse perpetrators, blame victims and stigmatise both; social acceptance of violence as a way to discipline and solve conflict; and a lack of social and community cohesion.

> ***"If there be no perpetrators, there be no victims."***
>
> *– Vic Tamati, It's not OK champion and founder of Safe Man Safe Family*

The campaign has re-set its strategic intent, with the next phase strengthening its focus on preventing violence by men, who generally cause most harm, with evidence suggesting gender inequities are a fundamental driving factor.

Specifically, the strategic focus includes:

- mobilising men using violence around positive behaviour change
- mobilising influencers, both formal and informal, of men using violence
- working with communities so they support positive behaviour change and safe relationships
- continuing to address the social norms that promote or reinforce the use of violence, including gender norms.

This is shift ***from*** trying to prompt behaviour change – including help seeking – in people experiencing violence, people using violence, people who can help or influence victims and perpetrators	***to*** prompting behaviour change in men who use violence and the people who can influence them.
It is a shift ***from*** trying to prevent family violence (intimate partner violence, elder abuse and neglect, and child abuse and neglect)	***to*** focusing solely on intimate partner violence – acknowledging the impact on children and young people.
It is a shift ***from*** promoting wholesale help-giving	***to*** leveraging off existing and emerging influencers, while increasing their self-efficacy and agency.
It is a shift ***from*** models and programmatic approaches applied to local campaigns	***to*** violence prevention in communities grounded in discovery and aspiration.
It is a shift ***away from*** increased understanding and shifts in universal attitudes and knowledge	***to*** more targeted, engaged and immersive approaches.

Health Promotion

Health promotion enables people and communities to increase control over and foster their own health and wellbeing. The following three evidenced based health promotion principles underpin the campaign's theory of change:

- Promoting wellbeing (non-harmful masculinity and gender equity)
- Enabling initiatives and environments (change men's relationships with each other and understand and grow the community conditions that support more men to be violence free)
- Informing policy and practice (build capacity and networks of safe men to increase their influence).

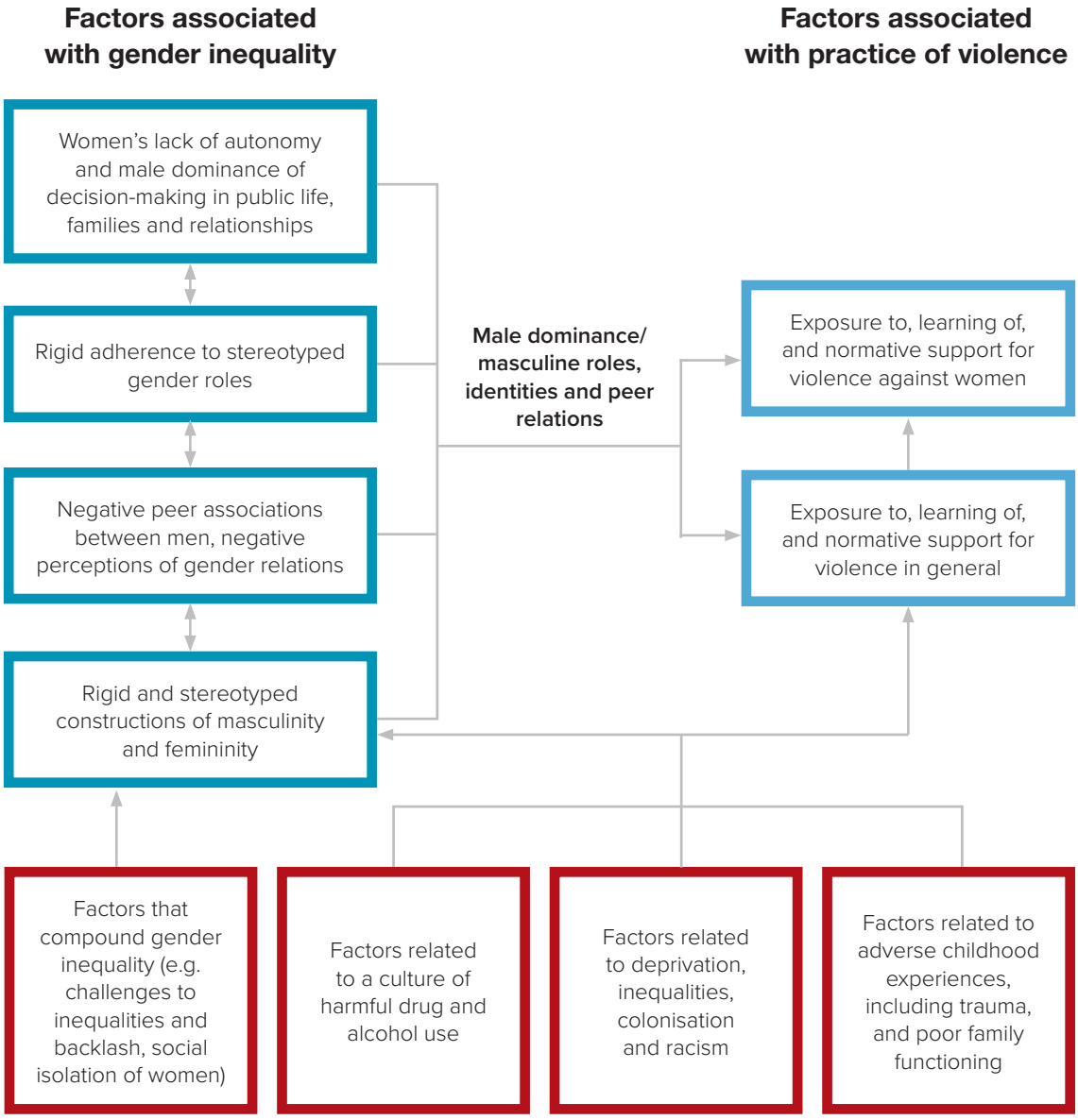
The goal of this new Framework for Change is a safer Aotearoa New Zealand, where more men are violence free.

Understanding the factors that contribute to men's use of violence against their partners

This framework has been strongly informed by the Victorian Government's *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia*, and in particular the paper *Framework Foundations 1: A review of the evidence on correlates of violence against women and what works to prevent it*.

The Framework identifies clusters of factors that contribute to violence against women, the different levels of influence and the mechanisms that drive it, and the correlations between these factors and the prevalence or likelihood of violence.

This diagram, from the Framework Foundations 1 document, has been slightly adapted for the New Zealand context.



This understanding, which is explained in more detail in Section 2: Context for Change, along with other literature – primarily from Australia and New Zealand – on responding to men's use of violence against their partners, has informed the purpose and theory of change for this five-year strategy – the intention of which is to:

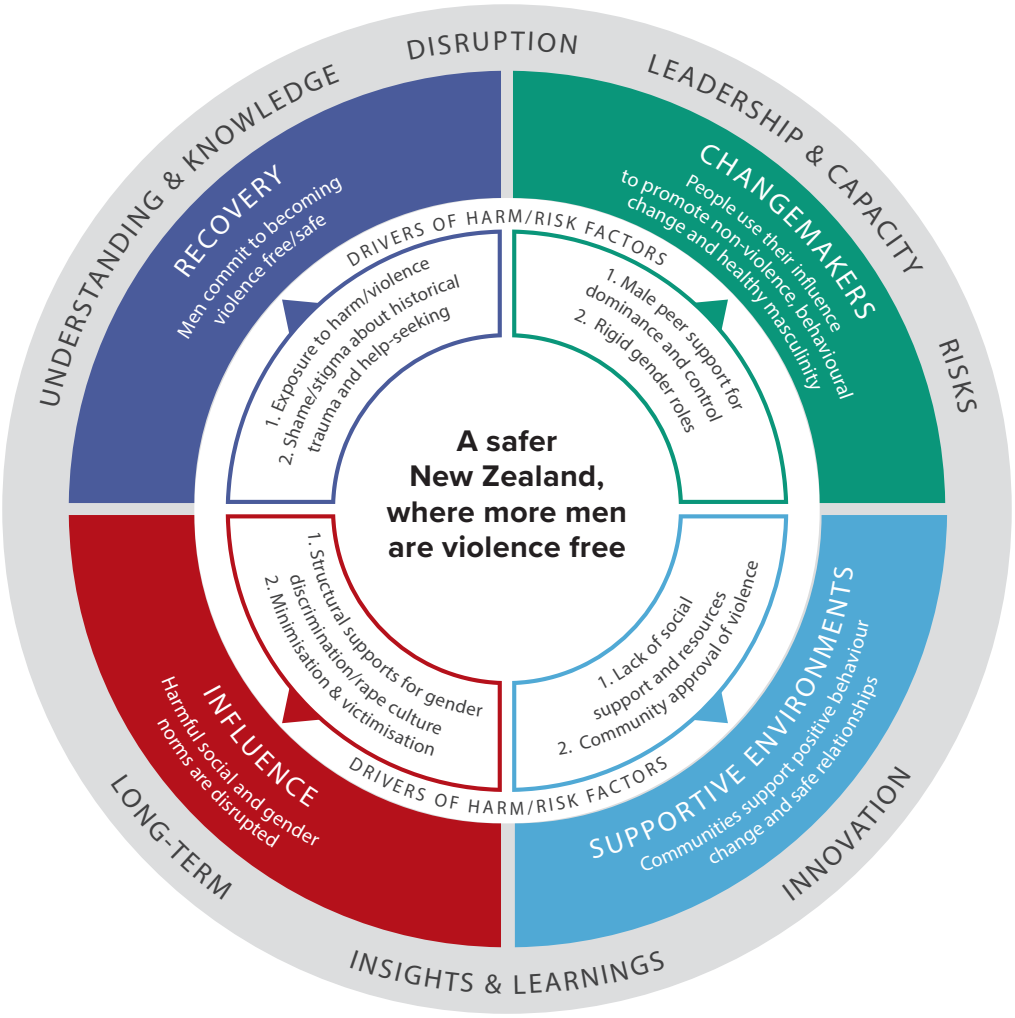
» create the conditions that motivate and support long-term behaviour change in men using violence and at risk of using violence

» contribute to the primary prevention of intimate partner violence by disrupting and addressing some of the factors that are identified as root causes or drivers of harm, or are reinforcing factors.

What will this strategy aim to change?

Our emerging theory of change comprises the following diagram – which outlines the four strategic responses that will drive our activities, in response to the drivers of harm and reinforcing factors, and the conditions that support change – and a high level intervention logic that links strategic responses to outcomes. A more detailed draft outcomes framework can be found in Section 3: Priority Action Areas.

The goal of the Framework for Change is a safer Aotearoa New Zealand, where more men are violence-free. The four domains lie across the socio-ecological model and respond to the appropriate factors.



How will we do it?

	IF WE...	THEN	OVER 5 YEARS	IN 10 YEARS
RECOVERY	Show men that change is possible. Increase informal and peer supports.	They will have increased self-agency and be more likely to seek help. Men will adopt new beliefs and behaviours.	There will be increased voluntary help-seeking from men and the emergence of local networks of men providing peer support to others.	**We will have a safer Aotearoa New Zealand where more men are violence-free. (In practice this means a measurable reduction in incidence and maintained desistance.)**
CHANGE MAKERS	Increase the capacity of helpers, peers and influencers (formal and informal) to challenge harmful behaviour and promote healthy masculinities.	Influencers will 'give social permission' to others to talk about and adopt different notions of relationships, violence and gender norms. Helpers and peers will have increased skills and agency to offer help and support around behaviour change.	There will be increased and more normalised support for positive behaviour change. There will be increased and more normalised supportive relationships between men that reject violence and promote help seeking and help giving.	
SUPPORTIVE ENVIRONMENTS	Try new approaches to using data, social media and market research to better identify current beliefs and community norms. Build our collective understanding of effective community responses by investing in innovative and collaborative discovery projects and evaluation of current community campaigns.	We will be able to develop and test targeted on-line messages and new strategies to shift community norms. We will know more about what communities that support positive behaviour change in men look like, what drives change and what increases community capacity.	More communities will be able to identify and create the conditions that support safe relationships, help seeking and positive behaviour change.	
INFLUENCE	Use mass, digital and social media to influence in more targeted ways and with our partners.	We will counteract or disrupt harmful norms and beliefs, extend the reach and impact of influencers and challengers of those norms and beliefs and encourage greater help seeking.	Current norms around harmful masculinity, help seeking and acceptance of the use of violence or control against women will start to shift.	

Specific principles that will underpin the strategic responses, our approach and the design of interventions and activities are:

1. Learning and innovation – it is clear from reports on investment approaches to prevention in recent years that there is growing evidence around the causes of violence but very little on what works to prevent and address it. We will invest in trialling, piloting and evaluating new and innovative approaches.
2. Systems-focussed – we will work with the Joint Venture Business Unit, other Joint Venture agencies and key partners to ensure campaign interventions are part of a coordinated approach to prevention and community-led responses.
3. Growing the evidence base – we will continue to invest in understanding more about the lived experiences of men who use violence and what works to support their change, across the layers of the socio-ecological model.
4. Long-term approach – the changes required will take time, so we need an outcomes framework that includes a hierarchy of measures and impacts acknowledging the required changes in conditions, linking up to a national prevention framework.
5. Leadership and capability – critical to all our activities is building the capability of men, families, intimate and social networks and communities to drive positive change.
6. Disruption – transformative social change requires us to let go of things, including those that afford privilege. We know it will be difficult, but it will require us to take risks, to be prepared to fail, and to address drivers that make many people uncomfortable.

> ***"I have learnt in my job as a barber, that colour does not discriminate against family violence and childhood trauma. Nor does wealth. For there are men hiding everywhere behind their masks of staunch pride and anger, because vulnerability hasn't been an option for us.***
>
> ***Barber shops are cornerstones of the community... my chair is a safe space where men can talk, not feel judged, can change not only their looks but their lives."***
>
> *– Matt Brown, My Father's Barber and It's not OK influencer*

Terminology and constructs

The term 'culture' is used in this paper to mean the values, beliefs and ways of life of a group of people with shared common interests. Although it is often used to refer to an ethnicity, in this document it also refers to social entities and communities of interest – including sports culture and workplace culture.

We acknowledge that there is a diversity of gender identities, and that this framework identifies and discusses gender largely in a binary way. The traditional societal construct of masculinity, and social norms around adhering to that construct, are identified as key factors in the prevalence of violence and a primary focus of this strategy.

Priority actions years 1 and 2

1. Men commit to becoming violence free/safe

If we want to engage men we need to go to where they are, in ways that work for them, not hope that they will come to us.

Until 2014 and the release of the Glen Inquiry, the voices of perpetrators were largely absent from research into family violence. The report *Narratives of Perpetrator Change* sought to gather the voices and experiences of former family violence perpetrators to better understand what motivates positive change, what can sustain this change and what action can support perpetrators to embrace violence-free lives.

While the research findings showed no single or simple solution, the authors identified common themes. Specifically, that non-violence programmes worked better when people could share experiences with a facilitator who had "walked the talk", and where they had ongoing support. To sustain transformed lives they had to develop violence free friendships and networks, and learn how to identify and avert emerging violence.

Most of the participants had been exposed to family violence as children and normalisation of violence was regarded as the greatest barrier to acknowledging their behaviour was wrong.

Actions

- Continue to promote messages, tools and resources to prompt men to positively change their behaviour.
- Use seed-funding to understand more about effective ways to build the capacity of former perpetrators to inspire change in other men and to increase understanding and agency in those who can influence and support change (formal and informal networks).
- Invest in a 2-year social innovation pilot of the effectiveness and impacts of the Safe Man Safe Family model in one location.

2. People use their influence to promote non-violence, behaviour change and healthy masculinity

We know peer relationships between men, both in a social context and work environment, are an important source of support and friendship. Where those relationships and peer groups are characterised by negative supports (including resistance to vulnerability, help-seeking and help-giving) and promote adherence to rigid gender norms, there is a higher probability of all types of violence, including violence against women, as well as more resistance to change.

We need to disrupt the contexts and environment where this narrative exists by harnessing the influence of peers on men's behaviour.

Actions

» Identify and partner with influencers and social entrepreneurs who:
  – 'hold the space' where men engage with each other, to challenge unhealthy expressions of masculinity, including harmful and normalised alcohol and drug use, and resistance to help-seeking.
  – provide consistent anti-violence messages, show a low tolerance for violence, model respectful and non-violent behaviour and provide opportunities for men who use violence to adopt new 'norms'.
» Develop an interactive online resource to extend the reach and impact of those influencers, direct people to information, knowledge and tools, and grow the capacity and skills of potential new influencers.
» Continue to work with former perpetrators of violence to increase their confidence and capacity to influence change in others by:
  – developing tools and resources
  – influencing policy and service design.

3. Communities support positive behaviour change and safe relationships

Our communities are diverse, culturally unique and dynamic systems that require us to engage deeply with them to develop solutions that can address their complex realities.

The purpose of our work with communities is to develop sustainable responses to intimate partner violence that are relevant to the community, promote whānau wellbeing and increase both social capital and informal responses. This can only be achieved by working alongside communities to understand what a strong community looks like to them and to support them to achieve their own set of goals and aspirations.

This will require us to invest in understanding the complexities involved and to consider the individual in the context of their environment (whānau, intimate networks, community and institutions) and how this impacts on outcomes.

"Building safe, respectful, equal and caring family and whānau relationships requires engaging within communities, as communities are the places where people's identities, roles and attitudes are shaped. In communities, we learn what it means to be a parent or partner, and we learn to tolerate or reject violence."

– Hann & Trewartha (2015)

Actions

» Invest in 2-year Community Discovery Projects in order to learn:
  – what the conditions in communities are that support positive behaviour change and promote safe relationships – so more men can be violence free
  – what works to create these conditions in communities.

  We will work as a collective with the Joint Venture Business Unit, other Joint Venture agencies, and community organisations supported by social innovation and co-design principles.

» Continue to partner with local community champion campaigns and learn about what impacts those are having – including both impacts around violence prevention and capability needs of the local prevention workforce, including volunteers, helpers and influencers.

» Build collective insights into the capability and skills communities need to drive change through a seed fund, which is intended for innovative ideas that align with our emerging theory of change.

4. Harmful social and gender norms are disrupted

Prevention approaches commonly aim to change social and cultural environments in order to shift dominant social norms that support harmful behaviours. Social norms that promote male domination, aggressive and stoic male relationships and acceptance and minimisation of violence against women have a strong influence on behaviours. These norms create an environment within which violence is condoned, enabled and promoted.

> ***"Despite the limited evidence base, the more effective interventions with men and boys address masculinity – that is, they explicitly address the norms, behaviours, and relations associated with ideas of manhood... many prevention interventions have tended to focus on raising awareness and changing gender attitudes, with an assumption that behaviour change will follow, yet decades of behaviour change research shows the relationship between attitudes and behaviour to be complex and bi-directional."***
>
> *– Jewkes, Flood and Lang (2015)*

Actions

» Continue to address these norms through the use of mass media, social and digital media with a renewed focus on shifting the norms that are directly associated with the use of violence and by elevating the voices of men who can influence other men.

» Test this approach in one or two locations, using social and digital media to develop local "norms" maps to establish a baseline, in order to measure impacts.

» Partner with corporate and national organisations that influence current constructs of masculinity to shift norms and beliefs.

FAMILY VIOLENCE IT'S NOT OK

Section 1: Background

The It's not OK campaign

The It's not OK campaign was launched in September 2007, as an initiative of the Taskforce for Action on Family Violence under the Te Rito Strategy. The campaign's aims are focused on creating conditions that support attitude and behaviour change, rather than just raise awareness about family violence. The use of mass media and former male perpetrators was ground breaking at the time. No other country was using this approach – despite knowing societal level norms, including stereotypes of masculinity, are key drivers of harm. The campaign has been acknowledged internationally and used as a model for prevention efforts in Denver, Colorado, and the City of York and The Isle of Wight in Britain.

The campaign has included five main strands of work, which were designed to reinforce and support each other:

- **Mass media advertising** – enhancing awareness and understanding of family violence and disseminating key campaign messages that family violence is not OK, it's OK to ask for help and it's OK to help. The key medium has been television advertising.
- **Community action and capacity building** – working with communities to help them deliver their own It's not OK campaigns. Support includes grant funding for community action, provision of tailored resources and communications material, and training and support to help build the capability of local change agents. The campaign has also partnered with national bodies to build an 'informal' workforce such as hairdressers and sports coaches and administrators.
- **Champions of Change** – men who are former perpetrators of family violence, and are now violence-free and committed to challenging current beliefs, particularly about masculinity, and telling their stories to show others that change is possible. These champions speak in communities, at events and in the media.
- **Communications, resources and tools** – developing resources and tools to provide information, build capacity and support attitude and behaviour change. Key resources include a website, Facebook page, promotional and educational material as well as toolkits and guidelines for reporters, local government, sports clubs and businesses.
- **Research and evaluation** – to understand factors contributing to, or protecting against, family violence, to help understand current beliefs and attitudes and people's motivations to take action or change their own behaviour, audience research to test key messages and evaluation and monitoring of campaign initiatives.

It's not OK has, since its launch, worked in emergent and adaptive ways. The development of campaign strategies, particularly the three previous phases, and campaign messages and calls to action, evolved over time in response to research and evaluation findings. The three phases, which build on each other, are:

It's not OK (Social Norms) – 2007

This phase launched the campaign. It aimed to increase knowledge about what family violence is ("It's not OK to punch a hole in the wall to show your wife who's boss", "It's not OK to force your girlfriend to have sex", "It's not OK that your children live in fear"). The campaign gave New Zealander's both a language to use and permission to challenge family violence. "It's not OK" became synonymous with family violence and a part of the kiwi vernacular.

It's OK to ask for Help (Stories of Positive Change) – 2008

This phase spoke to perpetrators of family violence, showing them that change is possible and promoting help seeking for those men to change their behaviour. It included four television ads featuring four men telling their stories of change, including Vic Tamati.

It's OK to ask for Help (Helpers and Influencers) – 2010

This phase aimed to increase the skills and confidence of everyday New Zealanders as helpers and influencers. Victims and perpetrators wanted to access support from those around them, their family, whānau and friends, but it needed to be safe and effective. It was informed by new research about effective helping and the role of influencers.

Progress to date

We know that measuring attitudes, norms and behaviours is difficult and there are challenges in being able to attribute success to particular aspects of the campaign. The campaign itself was designed to be a package of mutually reinforcing initiatives, rather than standalone components, and there are many other possible influences on people's attitudes, beliefs and behaviours.

A number of monitoring and evaluation activities have been undertaken. Together, these suggest the campaign has been effective in increasing public knowledge and awareness about family violence, understanding its impacts, and prompting people and communities to re-consider their attitudes and beliefs towards family violence. There is also evidence that the campaign has prompted some behaviour change, including help-seeking and help-giving behaviours and started to shift some community and societal attitudes and norms – particularly around beliefs that change is possible and reducing tolerance of violence.

Mass media advertising

National phone surveys provide information on the extent to which the mass media advertising has been effective in reaching the target audience, as well as self-reported data on people's response to the advertisements and any action they have taken as a result. Six surveys have been undertaken since 2007, most recently in August 2016[1].

There is a high level of agreement with desired attitudinal responses to the advertising.

For those who recalled the It's not OK advertising,

82% ✓

agreed that "advertising made me feel that if a friend was behaving violently towards their family I could help to influence them to change their violent behaviour."

71% ✓

agreed that it "helped me understand what someone like me could do to be supportive towards someone experiencing family violence."

1 The surveys are conducted via Computer Assisted Telephoning Interviewing. The survey population was 18-49 year olds and involved 508 people in 2016 and 900 people in previous years, with equal numbers of Māori, Pacific peoples and people of other ethnicities. Analysis further divides respondents by gender and two age groups: 18-29 year olds and 30 to 49 year olds. Reported differences between groups are significant at the 95% confidence level (Phoenix Research, 2016).

The 2016 survey also found the campaign was influencing people's propensity to act on family violence:

2/3

of those who recalled the It's not OK advertising reported that they had taken action **in the last 12 months** as a result of the advertising.

The main actions taken were:

helping or supporting a person experiencing family violence

38%

talking to family or friends about violence they were concerned about

35%

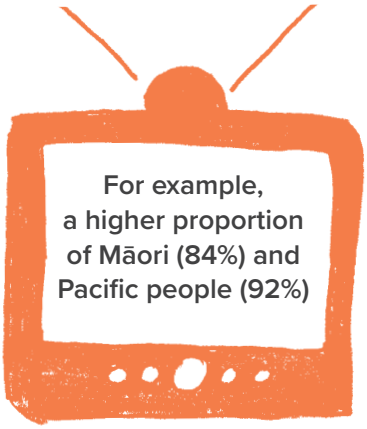
taking other actions to try to stop violence they were worried about

33%

trying to influence someone to change their violent behaviour

32%

The campaign appears to be more effective in reaching Māori and Pacific peoples than people of other ethnicities.



agreed that the advertising helped them understand what they could do to support someone experiencing family violence (compared to 71% overall).

94% of Pacific people

agreed it made them feel they could help a friend change their violent behaviour (82% overall). Māori and Pacific peoples were more likely to report taking action as a result of the advertising.

Impact of the campaign on communities

"Anyone really can be a Champion, all it takes is heart and passion for the cause – what's common among us all is our belief in the message, our knowledge of how to respond and the empathy we have for our community members."

Case studies of the campaign provide insight on the experiences of seven communities[2] (Roguski, 2015). These involved in-depth interviews with stakeholders from multiple perspectives to understand how the campaign has supported change to address and prevent family violence. Across the seven case studies, stakeholders report that the campaign:

- increased awareness and knowledge of family violence, with key messages from the national campaign being entrenched within communities
- led to changes in attitudes and behaviours, including:
  - increased willingness to discuss family violence
  - small but growing numbers of people intervening in family violence situations
  - action by families once regarded as "intergenerationally dysfunctional" to adopt positive family dynamics
  - young people changing their behaviour (e.g. reduction in sexually intimidating behaviour by school-aged young men towards young women)
  - reduction in anti-social behaviour associated with sport
  - changes to organisational culture (e.g. implementation of non-violence policies)
  - a more developed sense of community ownership
  - increase in family violence reports to Police and lower thresholds for people reporting.

Critical success factors identified by all or most sites were:

- the national It's not OK media campaign – by providing a level of understanding about family violence that supports local engagement, as well as a framework to guide local family violence strategies

2 Counties Manukau Rugby League, Gisborne, Levin/Horowhenua, New Plymouth, Ohakune, Paeroa, Taupō

» support from the national It's not OK campaign team, including strategic guidance, resource, technical advice and funding support

» local leadership

» a dedicated local campaign coordinator with a single preventative focus.

Similar findings were made in an earlier review of how the campaign was working (Point Research, 2010). As with the 2015 case studies, the review noted the role of the campaign in providing an umbrella under which government, community organisations and media can work, and the use of It's not OK branding and resources to link local activities to the campaign as factors contributing to its success. Other likely success factors identified included:

» the complex, layered and integrated approach taken by the campaign

» the campaign's positive approach, which aims to create social change by inspiring opportunities and possibilities for change

» a community-based approach – tapping into work already being undertaken by communities, funding innovative initiatives and enabling a wide range of initiatives to emerge

» strategic engagement of the media

» ongoing research, monitoring and evaluation, enabling the campaign to be responsive and adapt when and where necessary.

The role of champions

There is little published information available on the effectiveness of champions of change. An evaluation of presentations in high schools was undertaken in 2010, which found high level of engagement by participants, and a high level of recall of key messages by students. Some changes in behaviour and attitudes were reported.

However, the national It's not OK champions were referenced throughout the research commissioned by the Glenn Inquiry around understanding what supports perpetrators to change.

It found that that access to former perpetrators who are able to share their journeys of transformation were "privileged above any other type of support to change". The research also identified that:

» the majority of participants described learning about being violence free from their involvement with informal community connections.

» community connections channelled participants into pro-social environments, established mentoring relationships and acted as role models.

Vic Tamati was most commonly cited as a person whose experience of change had impacted perpetrators. Public sharing of his story of change unanimously resonated with participants and led to involvement in non-violence programme(s) or follow-up contact with Vic or a campaign representative.

> ***"It (the presentation) showed me some things that I haven't seen before. How to treat the relationship, how to make the relationship grow better, and the family and the kids. I now know that I need to make changes."***
>
> *– Participant, Champions of Change presentation*

Review of the campaign

> ***Ko e pae tawhiti whāia kia tata, ko te pae tata whakamua kia tina.***
> ***Seek out distant horizons, while cherishing those achievements at hand.***

A review of the campaign was undertaken over 2017 – 2018. The review was comprised of:

- an assessment by the Family Violence Prevention Investment Advisory Board
- a review of social change practice, with best practice recommendations
- stakeholder engagement around priorities, including partners, academics and government agencies
- a review of recent literature.

Several themes emerged from the review around the role of the campaign, the theory of change and programme documentation, supporting community action, target audiences and monitoring and evaluation.

Key findings and recommendations included:

- The campaign plays an important role in the prevention of family violence by challenging societal values, beliefs and cultures that perpetuate family violence. There was strong support for the campaign to continue, and to continue to evolve.
- A question around the role of the campaign in relation to other initiatives, and the need for a unifying framework that held the different initiatives together and that avoided duplication of, or unnecessary, efforts.
- A need to clearly articulate the theory of change for the campaign – at both the overall programme level and for each of the component activities. The theory of change should clearly set out the outcomes each initiative is seeking to achieve.
- Related to the point above is the need for good programme documentation that provides a comprehensive description of the theory of change and that contributes to shared learning and adaptive management of the campaign – as well as providing a comprehensive picture for others about what the campaign is and how it is performing.
- The campaign has always had a whole-of-population approach, but through its activities had built up a large number of partnerships and audiences. All components of the review and information sources suggested a need for the campaign to determine whether all behaviour change audiences were still appropriate, with perpetrators and potential perpetrators identified as a priority audience.
- The Investment Advisory Board determined that prevention initiatives should prioritise, and target activity to, populations bearing the greatest burden of harm: Māori, Pacific peoples, men, young people and new and expectant parents.
- There is a need for more information on the effectiveness and impacts of campaign activities, particularly a robust monitoring and evaluation framework.

"The [campaign] will need to carefully consider how it makes choices between the many possibilities, with reference to the focus on the most vulnerable populations and available evidence on where it can have the most effect."

– Investment Advisory Board

FAMILY VIOLENCE IT'S NOT OK

Section 2: Context for Change

A prevention approach

Primary prevention is about more than stopping violence before it starts. It aims to create long term change at the community, cultural and social levels.

Prevention of family violence, including intimate partner violence, is an emerging practice but it is informed by evidence-based population health approaches that have been used successfully in New Zealand to reduce the harms caused by other complex issues such as heart disease and smoking.

Like other public health issues family violence has been described as a wicked problem. Wicked problems are complex, multi-faceted, have multiple drivers and reinforcing factors, are often intergenerational and hard to shift. Therefore, the problem requires solutions that use a number of approaches that target different groups and communities, take account of the bigger picture, and the context in which family violence occurs. In other words, it is necessary to change the environments within which people live, learn, work and play, as these influence peoples' behaviours and attitudes.

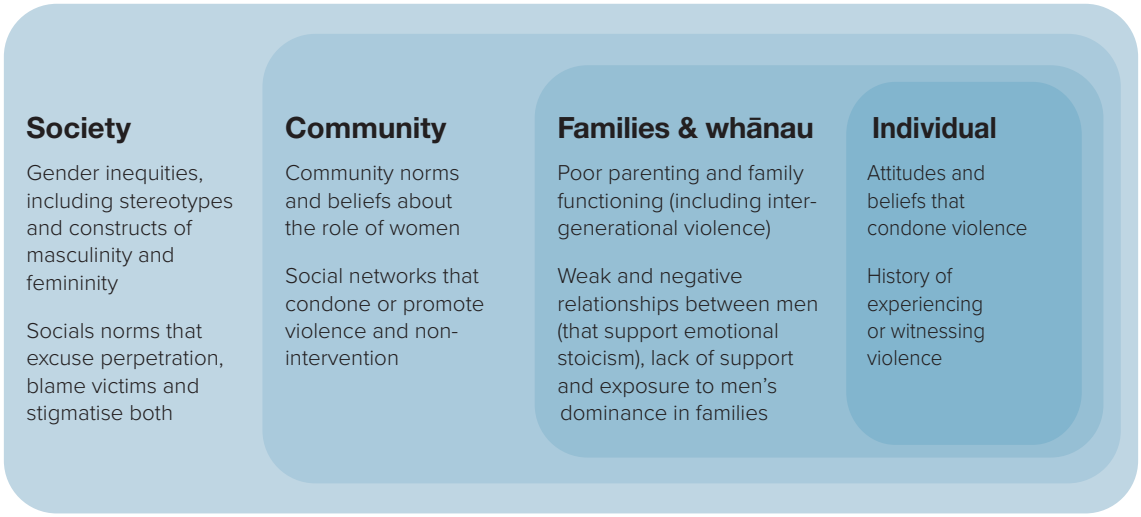
> ***"We need to change our thinking about violence. Social change is impossible without recognising the discourses that surround us.***
>
> ***If we continue to individualise instances of violence as random events in need of individual responses, we run the risk of never achieving systematic change."***
>
> *– Dr Melinda McPherson*

Using the population health approach requires understanding all the factors that determine or have influence on family violence including the four domains of the socio-ecological model:

- at an individual level,
- at a relationship level, including in our families and whānau,
- how well our communities support our wellbeing
- how our wider societal structures such as gender, ethnic and economic inequalities impact on our wellbeing.

There is no single cause that leads to family violence. Factors interact and overlap with each other. Therefore, a comprehensive and multi-faceted approach across all the factors that contribute to violence is required to make significant inroads into preventing violence from occurring.

The campaign uses the socio-ecological model, (see example below), a commonly used tool to present the complex mix of personal, interpersonal, cultural, and societal factors that contribute to violence. The model informs the use of prevention action at multiple levels, and helps us to understand the behaviour of individual men in a social context, illustrating the relationship and influence of those social contexts on behaviour.



Men's violence against women

No violence is acceptable. Not all men are violent, and women can be violent too, but there is overwhelming evidence that family and sexual violence is largely gendered in terms of victimisation, perpetration and impacts.

Women are nearly twice as likely as men to suffer serious harm from partner abuse and are more likely to be killed by a male partner. Men are victims of violence from other men in public spaces and women mostly from the men that they know in the privacy of their own homes. Women are far more likely than men to experience sexual violence and violence from an intimate partner, and with more severe impacts.

Addressing gendered violence can be polarising. Forty years of literature is clear though: although there are a number of drivers of harm and reinforcing factors, the one factor that is consistently acknowledged is gender. The ideas and values related to gender influence how men view themselves as men, their social and intimate relationships, and institutional and policy frameworks.

> ***"At an individual level, men's gender-role attitudes and beliefs are significant. Men's agreement with sexist, patriarchal, and sexually hostile attitudes is an important predictor of their use of violence against women. Men who do not hold patriarchal and hostile gender norms are less likely than other men to use physical or sexual violence against an intimate partner."***
>
> *– Muren, Wright & Kaluzny (2002)*

There is a clear link between the more strongly held ideas of traditional masculinity and a greater likelihood of an individual man using domestic violence against women (Towns, 2009). And those men who are most controlling or violent often have the most notable victimisation histories and exaggerated entitlement (Michael Flood).

What is intimate partner violence?

The term intimate partner violence (IPV) describes physical, sexual, or psychological harm by a current or former partner. Intimate partner violence can vary in frequency and severity. It is one of the most common forms of violence against women and affects women's physical and mental wellbeing through direct pathways such as injuries and indirect pathways such as chronic health problems arising from prolonged stress.

The effects of IPV can last long after the violence has stopped, and evidence suggests that the more severe the abuse the greater its impact, and that impact is intensified by multiple episodes of abuse.

Children who grow up in homes where violence is present are also deeply affected whether or not they are direct victims themselves. These children are more at risk of developing psychological, social, emotional and behavioural issues. Boys, in particular, who are exposed to violence (including emotional violence) are more at risk of becoming perpetrators.

Not all IPV includes physical harm but almost all types of IPV include a behaviour known as coercive control.

Coercive control is a pattern of behaviour designed to make a person dependant by isolating them from support, depriving them of independence and regulating their everyday behaviour. Coercive control creates invisible chains and a sense of fear that pervades every moment of a victim's life.

Some common examples of coercive behaviour are:

» Isolation from friends and family.

» Depriving someone of their basic needs, such as food.

» Monitoring a partner's time including, monitoring their use of online communication tools.

» Taking control over aspects of everyday life, such as where a partner can go, who they can see and what they can wear.

» Depriving access to support services, such as medical services.

» Using repeated put downs, humiliation and degradation.

» Maintaining complete control of finances.

» Threatening to hurt a partner, their children, other family members and pets.

What do we know about how to prevent and respond to men's violence against women?

Nationally and internationally, there is a paucity of literature on how to prevent men's violence against women – and most of the evidence relates to the efficacy of formal stopping violence programmes.

Much of what we do know about preventing and responding to men's violence is from our previous evaluation testing and Australian research or reviews of the literature, which finds:

» Men's use and experience of violence is a major public health problem, and men and boys are necessary actors, along with women and girls, in prevention interventions to reduce perpetration.

» Men's perpetration is a constituent element of gender inequality and men's use – and experiences – of violence are upheld by commonly held versions of manhood.

» Interventions need a coordinated focus on multiple risk factors and ecological levels. Approaches that centre on community norms have the potential to change versions of masculinity that promote violence. In so doing, they address power and oppression, and seek to change the mechanisms in society that support them.

» Systematic reviews have failed to show effectiveness of men's programmes, but there is a recognised need to test interventions using diverse strategies in different settings.

» Many prevention initiatives internationally have little or no evaluation or have focused on raising awareness and changing gender attitudes – with an assumption that behaviour change will follow.

» We need to understand more about the connection between acceptance of all forms of violence and the relationship between violence and masculinity.

Research and evaluation commissioned by the campaign has found that:

- Many men don't identify their own violence as wrong.
- Men are more motivated to change when they hear from former perpetrators.
- Self-efficacy is important – men need to believe that change is possible.
- We need to name the behaviour but not shame the individual.
- Challenges from trusted people are important.
- Younger men (and women) don't identify with the term family violence.

FAMILY VIOLENCE IT'S NOT OK

Section 3: Youth Campaign

Background

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 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).

Social media is a common part of most young people's lives and can be central in the way they engage in relationships. Every aspect of a relationship – from flirting, to the beginning of a relationship (including meeting partners online), to breaking up – is frequently played out in virtual spaces.

The rise of social media has also encouraged behaviours that were previously unacceptable in real-life. When abusive and harmful attitudes, beliefs and behaviours are left unchallenged, they can become normalised; this then has the potential to erode, rather than promote, healthy relationship norms.

The prevalence of negative attitudes towards women in popular culture and the growing availability of pornography also makes abusive and harmful attitudes, beliefs and behaviours seem more 'acceptable'. A study on digital harm and young people by the Ministry of Women (2017) highlighted the inability of young people to adequately identify certain behaviours as harmful, as well as their desire to explore these issues in a safe online environment with their peers.

The NZ Youth and Porn Report from 2018 indicates that many young people in Aotearoa access pornography before their first sexual experience. In addition, it states that more than two thirds of our young people between the ages of 14 and 17 have viewed pornography, with at least 15% of them viewing at least monthly. Exposure to this content can negatively influence a young person's sexual behaviour and reinforce harmful attitudes about violence against women.

Young People's Experiences with Pornography (NZ Youth and Porn Report, 2018)

- 75% of young New Zealanders have viewed pornography by age 17
- 69% have seen violence or aggression in pornography; 16% have seen this often
- 72% have seen non-consensual activity or behaviour in pornography; 19% have seen this often
- 91% have seen a man controlling and dominating another person in pornography; 61% have seen this often
- 73% of regular viewers use pornography as a learning tool
- 89% of young people think that pornography can influence people's thoughts and behaviours
- 1 in 5 recent viewers of pornography have tried doing something they've seen.

Young people receive information about sexuality and relationships in schools, through curriculum-based programmes and supplementary programmes delivered by external providers. The Youth Campaign will reinforce the learning young people gain from these sources, while also providing learning opportunities for those who may have missed participating these programmes.

What we will do

A national primary prevention campaign for young people and adolescents will be developed. This new campaign is a youth-specific strand of The Campaign for Action on Family Violence and will have its own profile and targeted approach that is relevant for a young audience.

The campaign will encourage positive, safe and respectful relationships by challenging and changing harmful beliefs, values, attitudes and behaviours that support violence. It will primarily be conducted through social media and will complement and enhance the learning that young people receive about healthy relationships and violence prevention (for example, the relationship and sexuality education programmes implemented in schools).

The key aims of the Youth Campaign are to:

- Increase the knowledge and understanding of young people about what does and does not constitute a healthy intimate or romantic relationship. The campaign will have a focus on helping them to identify the following high-risk behaviours in relationships: coercive control, emotional abuse, excessive jealousy, stalking and non-consensual sexual activity.
- Provide a counter-narrative to the harmful narratives young people receive through popular culture and pornography, such as gendered power dynamics in relationships and the degradation of women.
- Challenge and shift negative gender stereotypes, which can have a significant impact on young people's expectations and behaviours in romantic and sexual relationships.
- Empower young people to be the drivers of change amongst their own peer groups.
- Reduce social tolerance and acceptance of attitudes and behaviours that support sexual and relationship violence.

First steps

The following points outline the initial steps to be taken in the first year of the Youth Campaign. The direction of the campaign will be determined by information gathered throughout the first year, allowing us to respond quickly to emerging themes and the changing needs of young people.

The proposed first steps for the Youth Campaign are to:

1. Commission a literature review to synthesise current research on young people's beliefs, values and attitudes about what constitutes healthy and unhealthy relationships. Areas of investigation will include:
    a. young people's understanding of gender roles and equality
    b. their understanding of relationships and relationship violence

c. how popular culture and pornography can influence their beliefs, values and attitudes

d. what has worked to shift harmful beliefs, values, attitudes and behaviours in other campaigns, both in New Zealand and internationally.

2. Commission audience research to learn more about young people's current beliefs, values and attitudes about sex, relationships and gender. Areas of investigation will include:

   a. young people's current knowledge and beliefs about what does and does not constitute a healthy intimate or romantic relationship

   b. what messages young people receive through popular culture and pornography

   c. the ways in which gender norms and roles impact on young people's expectations and behaviours in intimate or romantic relationships

   d. what current attitudes and beliefs young people have that support or condone sexual and relationship violence.

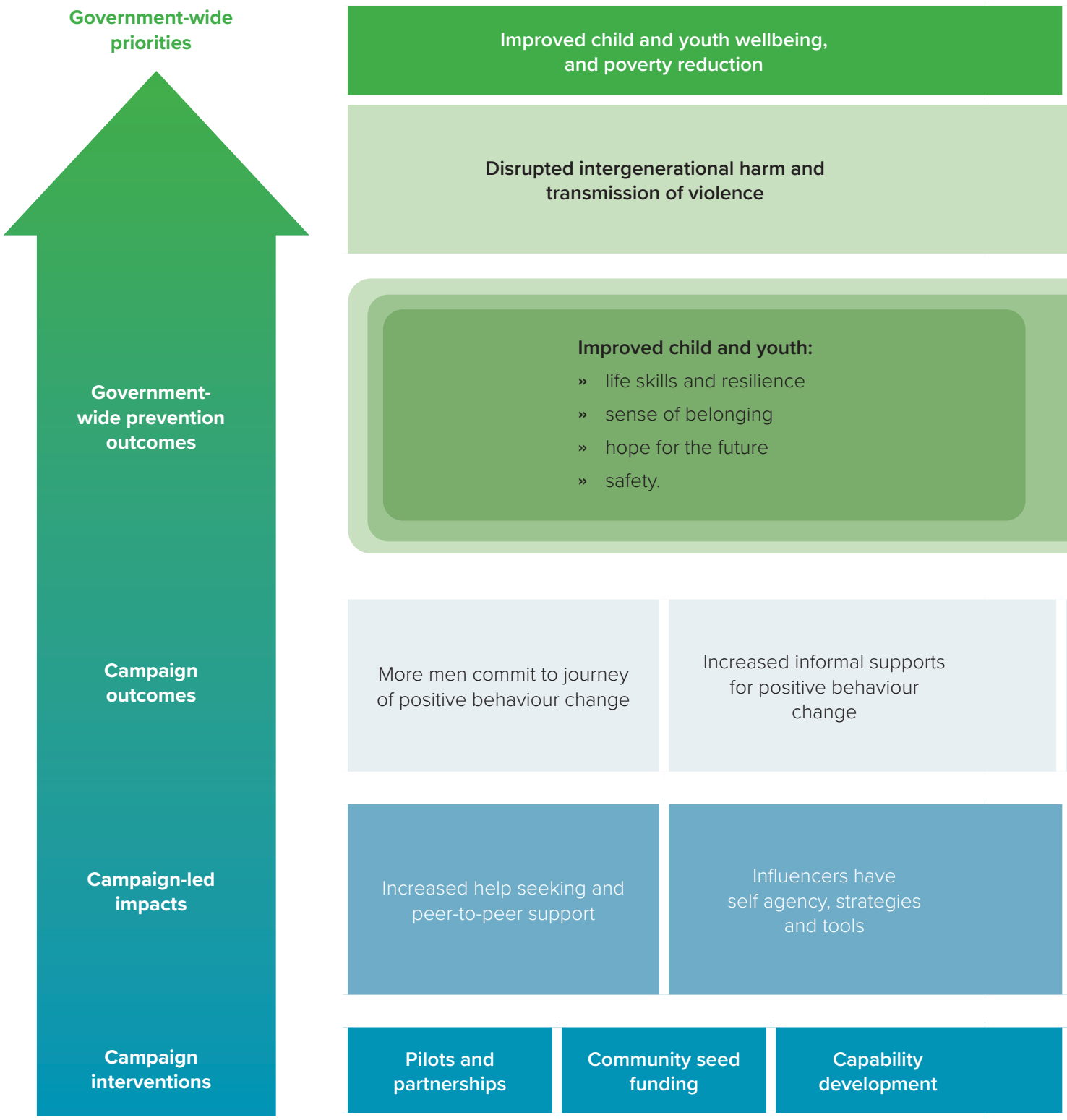
3. Develop a robust theory of change, using what has been learnt from the literature review and the audience research.

4. Design the next phases of the Youth Campaign, which will be informed by the literature review and the audience research and will be guided by the theory of change.

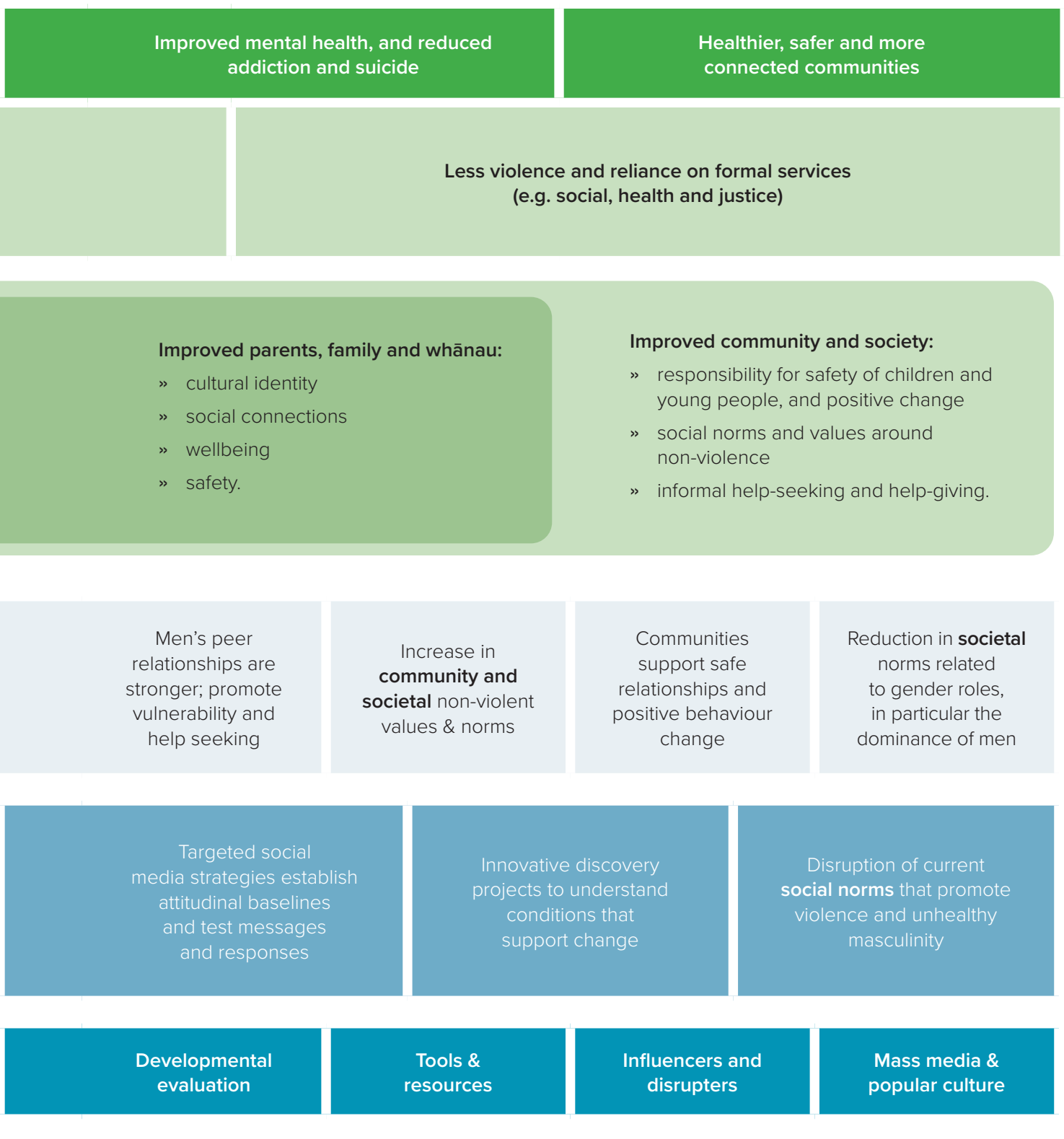
Section 4: Outcomes and Measures 2019-2023

Outcomes Framework

Campaign impacts and links to broader wellbeing and prevention outcomes



These government-wide prevention outcomes informed Budget 19's intervention logic. They, and the MSD-led prevention impacts and outcomes, are consistent with evidence-informed drivers, risk and protective factors, the Living Standards Framework Wellbeing Domains (e.g. social connections, cultural identity and safety), and MSD's interwoven initiatives' theories of change.



“It’s the background to everything we do. ‘It’s not OK’ has laid a groundwork that we have built upon. It’s no longer possible to separate our non-violence work from the Campaign.”

Levin community partner

“The fact that the Campaign is nationally coordinated means that there is a consistent anchor point that we are tied to.”

Paeroa community partner

Section 5: Appendices

"Once you know something and become aware of something, you can't unknow it. Individuals in the community, though they may leave, can't unlearn anything – they take their knowledge elsewhere and sprinkle their seeds among new people and communities."

Appendix 1

Shared framework for the primary prevention of family and sexual violence in Aotearoa New Zealand

Vision

New Zealand families/whānau and communities are safe, respectful and free from family and sexual violence.

Primary Prevention of Family Violence and Sexual Violence

Family violence and sexual violence can be prevented.

These forms of violence are multi-layered, complex issues that have significant harms and costs for individuals, families, communities and Aotearoa New Zealand society. It is costly and ineffective to only take action once people are harmed, and the scale of the problem means that it is impossible to reduce levels of violence by focusing only on individuals.

But family violence and sexual violence are not inevitable. Countries around the world have begun to focus on what can be done to stop violence happening in the first place, rather than only responding once harm has occurred.

What is Primary Prevention?

Primary prevention is about stopping harm before it happens. Within a population health approach to violence, primary prevention refers to reducing new episodes of family and sexual violence by intervening at the population level, before violence occurs, to address the factors that contribute to violence and enhance the factors that provide protection from violence. Primary prevention is aimed at whole populations or sub-groups rather than victims or perpetrators and includes actions across multiple levels seeking to change attitudes, behaviours, and norms at the individual, interpersonal, community and social levels.

Evidence-based approaches

- Legislative change, law reform and public policy
- National and local coordination of prevention efforts
- Social norms campaigns (whole of population or targeted)
- Education campaigns
- Community mobilisation
- Community development
- Relationship and sexuality education programmes for children and youth (in school and not in school)
- Bystander intervention
- Champions and leadership
- Primary prevention workforce development and capacity building
- Environmental design
- Settings based approaches

Protective Factors and Social Determinants

Protective factors *enhance the likelihood of positive outcomes and lessen the likelihood of negative consequences from exposure to risk.*

Social determinants *are the conditions in which people are born, grow, work, play, live, and age, and the wider set of forces and systems shaping daily life including social norms, social and economic policies, and legislation.*

Strong cultural and gender identities:

- People have strong cultural identities that contribute to connectedness, belonging and shared vision and responsibilities
- Values of aroha, whanaungatanga, whakapapa, mana, manaaki, kōrero awhi, and tikanga are strong within whānau and communities
- Values of vā and tapu relationships, reciprocity, genealogy, language and respect are strong within Pacific families and communities
- Cultural values of non-violence, diversity, harmony and respect are strong in all communities.
- People feel supported and confident in their gender identities
- People feel supported and confident in their sexual orientations

Safe relationships:

- Equal and respectful relationships across all genders
- Positive parenting skills and nonviolent forms of punishment
- Conflict resolution skills and coping strategies
- Informed about child development
- Access to knowledge and open discussion around sexual development.
- Skills to negotiate healthy, respectful relationships and meaningful consent
- Affirmation of the mana of women and children and the role of tāne as nurturer

Connectedness and social supports:

- Participation in, and feeling part of, a community
- Access to social services and informal support, including support for parents, mental wellbeing, and drug and alcohol dependencies
- Community ability and willingness to intervene to stop harmful behaviours
- Healing and restoration of wellbeing for harm and trauma that has already happened
- Social inclusion of people with disabilities, queer and trans people, and older people
- Access to education, employment and economic security

Nonviolent social norms:

- Communities encourage respectful and healthy relationships
- Communities challenge beliefs that condone and legitimise violence within families and whānau
- Diverse ways of being masculine or feminine are accepted and valued
- Legislation has strong sanctions against violence and discrimination
- Cultural and institutional disapproval of all forms of violence
- Sexism, racism, ageism, homophobia, transphobia, ableism are challenged and not supported within institutions and systems
- Human rights are upheld

Priorities

- Preventing violence in early stages of life
- Promoting gender equality and changing social norms
- Strength-based and aimed at positively transforming whānau and families
- Kaupapa Māori approaches led by Māori
- Pacific approaches led by Pacific peoples
- Approaches developed and led by the target community
- Preventing violence in communities where there are higher levels of violence, particularly in Māori, Pacific, disabled, rainbow, new migrant and refugee communities
- Engaging men and boys
- Long term coordinated primary prevention activities that reinforce responses to family violence and sexual violence
- Changing norms around the acceptance of violence

This framework was developed by MSD and ACC to inform the prevention component of a national family violence, sexual violence strategy. It is based on international literature and prevention approaches, and has informed the development of this strategic framework, including the drivers of harm and risk factors it responds to.

Risk Factors and Social Determinants

Risk factors *are elements that increase the likelihood of perpetrating or being a victim of violence.*

Exposure to harm/violence:

- Witnessing or experiencing family or sexual violence as a child
- Exposure to other forms of interpersonal violence or harm including sexism, bullying, racism and homophobia
- Exposure to harmful alcohol and drug use
- Use and acceptance of violence as a means of resolving disputes
- Harsh punitive parenting or poor parenting
- Harmful media portrayal of women and sexualised violence
- Male peer support for dominance, control and male honour

Lack of social support and resources:

- Social isolation and lack of relevant and accessible social support
- Poor family functioning, conflicted relationships
- Past trauma that is not addressed

Harmful social norms:

- Rigid gender roles
- Traditional binary stereotypes of femininity and masculinity
- Approval of, or weak sanctions against violence, specifically violence against women, at community and societal levels
- Sexual activity, entitlement and aggression as a marker of masculinity
- Institutional and cultural support for gender inequality
- Value and autonomy of older people and disabled people not recognised
- Community approval of violence as a means to discipline and correct
- Family privacy that allows violence to remain hidden

Inequalities:

- Poverty, economic inequalities and unemployment at community and social levels
- Structural supports for sexism, racism, ageism, homophobia, transphobia, ableism
- Weak laws and policies related to sexual violence and gender equity

What works to decrease risk and increase protective factors?

Shift attitudes, behaviours and systems that justify, excuse, or minimise family violence and sexual violence:

- Help people understand and challenge family violence and sexual violence
- Challenge victim blaming and myths about family and sexual violence
- Challenge traditional cultural supports for all forms of violence
- Ensure there are strong legal sanctions against family and sexual violence
- Address rape culture and the impacts of pornography
- Promote a culture of respect and consent
- Increase understanding of child and sexual development
- Help communities and individuals see that change is possible

Shift attitudes, behaviours and systems that justify, excuse, or minimise gender inequalities:

- Change rigid social and cultural constructions of gender
- Address the association of masculinity with aggression, and femininity with passivity
- Stop the objectification of women in media, popular culture and pornography
- Challenge harassment, sexual joking and everyday sexism

Promote women's social and economic autonomy and decision making at all levels of society:

- Promote employment and education for women
- Ensure women have equal value and opportunities in whānau and community
- Reduce gender discrimination

Strengthen equal, safe respectful relationships, in whānau, families and communities:

- Promote positive parenting and provide support for parents and caregivers
- Promote healthy, safe relationships and how to achieve them
- Build skills for people to negotiate sexual consent
- Strengthen whānau and build family stability, harmony and resilience
- Develop conflict resolution and relationship skills
- Build social and community cohesion
- Strengthen people's understanding of, or connections with, whakapapa or genealogy

Strengthen cultural identities and connectedness:

- Increase cultural participation and belonging
- Promote cultural values, concepts and customs that value peaceful, respectful relationships
- Promote cultural diversity and leadership
- Support the restoration of mana, tapu, mauri
- Support holistic approaches developed by and for specific cultural groups

Prevent exposure to violence:

- Promote protective behaviours by parents and caregivers of children, elderly and disabled people
- Ensure children and young people have protective strategies
- Increase understanding about harm caused by violence
- Promote helping and early intervention by informal support networks and bystanders
- Normalise help-seeking
- Create violence-free spaces in neighbourhoods, workplaces, sports clubs, marae, faiths
- Reduce the levels and impact of violence in media and popular culture

Shift harmful behaviours related to alcohol and drug use:

- Limit access to alcohol and drugs
- Ensure easy access to mental health, alcohol and drug services
- Shift norms that link masculinity, physical and sexual aggression and alcohol

Support healing, mauri ora, wellbeing and restoration after trauma and loss:

- Supporting children who have been exposed to family or sexual violence
- Ensure easy access to support services and long-term healing
- Remove stigma and shame around experiencing family violence or sexual violence
- Address historical harm and trauma including that caused by colonisation
- Support healing and empowerment

Promote social equality and address discrimination:

- Address poverty, economic stress and inequality, and unemployment
- Law reform and public policy to address sexism, racism, ableism, homophobia, transphobia and ageism
- Promote inclusive and tolerant society

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