

This campaign is led by the Ministry of Social Development in partnership with the Families Commission and other agencies.

OUR POSITION

Family violence is not OK, but it is OK to ask for help.

OUR GOAL

The Campaign for Action on Family Violence aims to help change people's behaviours and attitudes towards family violence and encourage victims and perpetrators to seek help.

WHAT THE COMMISSION HAS DONE SO FAR

- > Since 2007: It's not OK behaviour change media campaign. Joint project between Families Commission, Ministry of Social Development and other agencies
- > Dedicated website, family violence information line 0800 456 450, as well as toolkits for community groups and employers.
- > Real stories about family violence by victims, to help others overcome the effects of family violence.
- > More than 20,169 calls to the dedicated helpline since the line opened on 9 September 2007.
- > Research shows that 31 percent (one in three) of people who have seen the campaign have taken action.

COMMISSION'S VIEW

- > Family violence is an issue that touches all of New Zealand – it affects women, men, children and the elderly in all types of families.
- > Family violence causes incredible harm to families and all of society.
- > It is OK to ask for help and people can change their future.
- > This is a long-term problem with no quick solutions. All New Zealanders have a part to play in reducing family violence in our communities.

REFERENCES AND LINKS

Families Commission

<http://www.nzfamilies.org.nz/act/its-not-ok-campaign>

Campaign website

www.areyouok.org.nz

Facebook

www.facebook.com/pages/Its-not-OK-Campaign/119417894777141

