



NEWSLETTER

It's not OK e-news - December 2012

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Keeping Children Safe at Christmas

Christmas is meant to be a happy time for families and especially for children. Sadly for many in New Zealand it will be a time of increasing violence as adults feel financial and family pressures.

One thing we can do is encourage people to get help early and focus on keeping children safe.

We wish you all a safe and happy Christmas and a restful holiday. Thanks to all our partners for the wonderful work you do and that we do together and we look forward to working with you all again in 2013.

On Air Again

It's not OK television advertising is back on air during December. The two ads ask people not to be 'cardboard cut-outs' and to speak up and offer support to their loved ones and friends if they are experiencing or using violence.

We know that when the television advertising is on air, more people talk about family violence, seek help or take some kind of action.

The ads will be on air again in March next year.

Faith Communities

More than 40 New Zealand faith communities have made a joint public statement against family violence.

Working with the Children's Commissioner, national leaders from Christian, Jewish, Hindu, Muslim, Buddhist, and other faiths, declared to stand up for children, women and families, and to refuse to tolerate family violence.

It's not OK Campaign team provided information to faith communities, and have offered to partner with any groups wanting to develop family violence prevention initiatives.

Sharing Ideas

Read about what communities all round New Zealand are doing in a new section on our website http://www.areyouok.org.nz/community_stories.php.

We wanted to showcase all the great ideas and innovative campaigns our partners are involved in – and make it easier to share ideas and springboard off other campaigns.

We'll be adding to the collection of stories frequently. If you want a project or campaign included please email us at areyouok@msd.govt.nz.

Grassroots Award for Manukau

Congratulations to Manukau Rugby League Club, named winner of the Grassroots Club of the Year at the 2012 New Zealand Rugby League awards.

Recently the club has been renovated, with improvements to the physical building. The committee has been working with the It's not OK Campaign for two years to make changes to the club culture and promote zero tolerance of violence, on and off the field.

Roger Scheck, winner of the inaugural It's not OK award for good behaviour on and off the field was also named as Junior Player of the Year.

Bronze Effie - Again

The It's not OK Campaign has won a Bronze Effie Award for sustained success for more than three years. The Effectiveness in Marketing Awards (the Effies) are held in 25 countries around the world, and were judged by an international jury this year.

Last year the Campaign was recognised with a Bronze Effie in the Social Marketing/Public Service category.

Northland Rugby Union says It's not OK

The It's not OK logo was painted on the rugby field for Northland Rugby Union's final game of the season, which was dedicated to family violence prevention.

"Northland Rugby Union is absolutely committed to promoting a violence free Northland", said CEO Jeremy Parkinson.

All children 14 and under paid a gold coin entry to the game with all proceeds going directly in support of local family violence prevention activities.

Northshore Businesses on Board

Businesses on Auckland's Northshore have been given information about how family violence affects the workplace and ideas about how they can support staff who may be experiencing violence at home.

The project is driven by the North Harbour Business Association in collaboration with local social services.

Information for businesses is available on line, and a training package is being developed, along with video clips that will be available on You Tube.

For more information see: www.nhba.org.nz/site/crime-prevention-

[news/news/good-for-staff-good-for-business](http://www.areyouok.org.nz/news/news/good-for-staff-good-for-business).

Unions Support It's not OK

Unions have partnered with It's not OK to provide information about family violence in the workplace.

The Public Service Association distributed a specially developed pamphlet for members and invited It's not OK Champion Vic Tamati to speak at its national conference in September. A page about family violence has been added to its website.

The Council of Trade Unions is leading the unions' involvement in family violence prevention. Resources have been developed and distributed by the Maritime Union, Nurses Organisation, Tertiary Education Union and First Union, and more are planned.

White Ribbon Day

It is great to see so many communities getting behind White Ribbon Day again this year, supporting the message that violence towards women is never OK.

Congratulations to all those who handed ribbons out and hosted community events or took part in the White Ribbon Ride organised by the Families Commission.

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