

Everyday Communities



***Working towards an Aotearoa
which is free from child abuse***

Context

- Continuing issue of disproportionately high levels of child abuse
- Need for a cultural change in attitudes towards child abuse
- Child, Youth & Family unable to deliver a New Zealand free from child abuse singlehandedly
- Well-being and safety of our children should be the responsibility of us all
- Necessary re-evaluation of contact strategies

Our approach

Our Goal: All New Zealanders act to achieve well-being and safety for our children

Our Challenge: Re-distribute the responsibility for child abuse prevention and develop a culture which will not tolerate it and takes action to prevent it

Our approach

Pre-contemplation → Contemplation → Action → Habit

People need to be aware that child abuse may be a problem in their community

...before they can consider the issue and accept responsibility

... before they can act for the well-being of children

See → Think → Act

Non-believers

Do not recognise that child abuse is a problem

Non-owners

Recognise that child abuse is a problem, BUT do not accept responsibility

Owners

Recognise that child abuse is a problem, accept responsibility and take action

Source: Andreason

A strategy focused on public education and community engagement

- Make issue of well-being and safety personally relevant to all people
 - prepared to act
 - know a range of actions to take
- Provide direction, co-ordination and resources in each community
 - empower ownership of the issue
- Promote networking across organisations and within communities



Everyday Communities

- A programme which encourages communities to take ownership of issues and the sharing of responsibility for the well-being and safety of children

The goal is the well-being and safety of our children, the strategy is the collaboration of us all

- Our audience is New Zealand communities, parents and extended families
- Make New Zealanders believe 'we (individuals and communities) all have a part to play in preventing abuse and caring for our children'

Everyday Communities

- A fluid approach - mechanics provide focus and act as an enabling mechanism for discussion
- A community programme kickstarted and co-ordinated by Child, Youth & Family which is driven by, and for, the local community
- Measurement of success is quality of lives not number of deaths

Core requirements for a successful programme

- A methodology for taking the programme into communities
 - recognise the need to cross cultural boundaries
 - enhance the relations between CYF, other providers and the local community



- Hands on involvement: Community Liaison Social Workers, local radio, Saatchi & Saatchi and local Mayor and Council, public education team at head office

- A compelling unbranded approach, with the flexibility for freedom of expression as community ownership takes hold

Core requirements for a successful programme

- A clear communications framework within and around which messages are generated and disseminated by the community enabling discussion and optimising 'word of mouth' as a delivery channel
- Clear expectations and evaluation criteria
- Learning 'on the job'

Radio is the focal point

- Satisfies both strands of our strategy
 - community engagement: brings people together
 - public education: delivers real-life, local news
- At the heart of most communities
- Spontaneity and warmth of message, enabling involving and disarming communications

Radio is the focal point

- Radio enables communication with different cultural groups in an empathetic environment
- Provides up-to-the-minute information, particularly through live talkback
- Radio is able to deliver added value
 - on-air parenting programmes
 - family gig guides
 - family fun and sports days
 - local business engagement



Radio activity is supported by a range of other initiatives

- Print messages
- Strengths based tools including videos, booklets, t-shirts etc
- Collaborative input from a range of local community providers in partnership with Child, Youth & Family
- Involvement of local community initiative through business, groups and individuals



Everyday Communities live

- Simple and focused, initial 6 week pilot in Whakatane to test the programme feasibility
 - a reasonably small and self-contained area with a tight-knit community
 - 'average', neither bad nor good child abuse stats
 - easily managed from a media perspective
- Owners of the campaign: communities, neighbours, families and local media
- Co-ordinators of the campaign: Child, Youth & Family
- Focused on and delivered by the local community

The Whakatane Experience (23 October - 3 December 2001)

- Activities included:
 - launch press with Mayor
 - 10 broadcast messages in English and Maori on 1XX and Sun FM
 - ancillary broadcast programmes / messages from each station
 - weekly parenting programmes on each station (including speakers and discussion from a range of partner community organisations)
 - posters for local use
 - community meetings
 - community march

The Whakatane Experience (23 October - 3 December 2001)

- A resounding success
 - generated debate
 - increase in requests for further information about child abuse and how to deal with it
 - increase in self-referrals to Child, Youth & Family
 - other Agencies and NGOs reported an increase in calls
 - good levels of awareness amongst community and business
 - positive feedback, very little negative feedback
 - development of inter-agency partnerships (James Family, Barnardos)
 - burgeoning community participation
 - overwhelming local desire for 'more'

Where we're at

- The programme has been developed to include three eight-week periods over the course of a year for each participating community
 - Whakatane
 - Wairarapa
 - South Auckland (Pacific Peoples Community)
 - (Wanganui)
- Each participating community is using the core basic programme format initially developed, but is overlaying that with their own themes and initiatives

In summary

Everyday Communities framework, resources and activities for a 12 month programme

Strand 1: Community capacity and capability building activities
(less visible 'behind the scenes' networking and planning orientated)



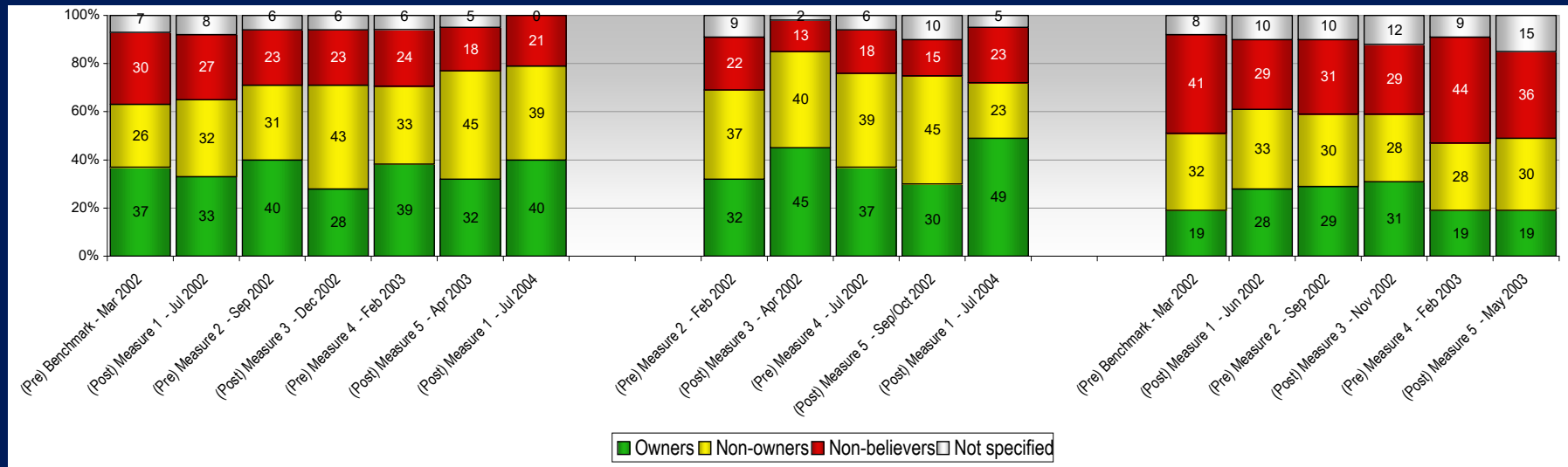
Strand 2: Public education campaign activities (visible local information and events)



Ultimate Goal

Communities where child abuse is less able to exist

Changing perceptions of responsibility for preventing child abuse in the Wairarapa, Whakatane and South Auckland Pacific Peoples' communities



BRC Research & Evaluation on Everyday Communities programme - Report Nov. 2004

Key programme learnings

- Be flexible and allow for organic growth, guide don't control
- Define collaboration - work out the ground rules
- Cultivate an environment that values ideas
- Encourage a broad range of participants
- Consult
- ...and consult again
- Maintain clear focus on goal
- Engage pivotal local individuals and groups

Critical success factors

- Passionate and committed Client Liaison Social Worker
- Relationships built on trust
- Passionate advocacy by radio partner
- Giving support to and accepting support from other organisations
- Koha and reciprocity - resources
- Local office support and participation
- Minimal branding
- Research and evaluation

The way forward

- Overall programme evaluation report November 2004 indicates some overall success and pointers for the future
 - generated an increase in client numbers to a range of community organisations
 - changes in referral patterns
 - changes in client base of some community organisations
 - changing attitudes amongst the public
 - more effective collaboration between organisations
- Everyday Communities being developed daily
 - new strands - Everyday theatre
 - going into new areas





SAATCHI & SAATCHI