

Case study: It's Not OK

World Social Marketing Conference

Brighton, September 2008

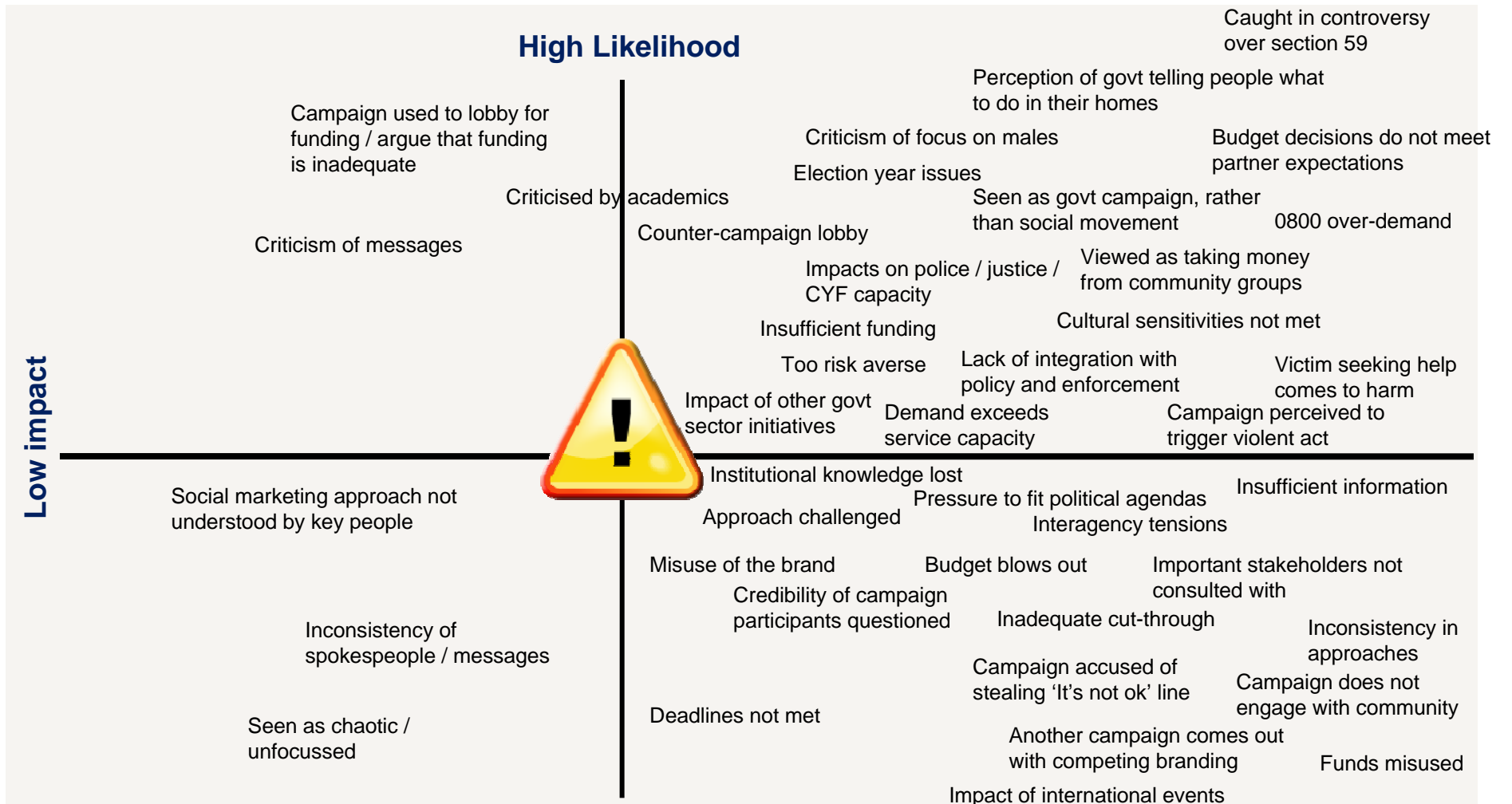
SENATE
COMMUNICATION COUNSEL

What we set out to achieve

- Change the way New Zealanders think, feel and act about family violence



What we were worried about



Our starting hypothesis:

- Reduce incidence of male perpetrated intimate partner violence
- Audience: either perpetrators or their influencers

The four most beautiful words in social marketing:

We did some research

What we came up with

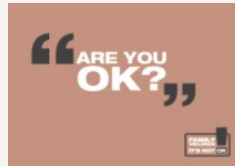


What we came up with



What we did

Booklets and Fliers



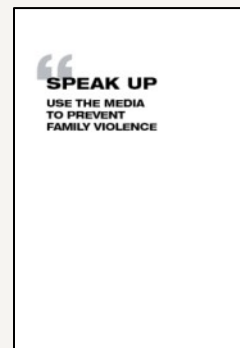
Posters



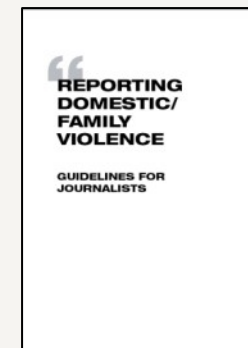
Community Action Toolkit



Media manual for community agencies



Media toolkit



Balloons



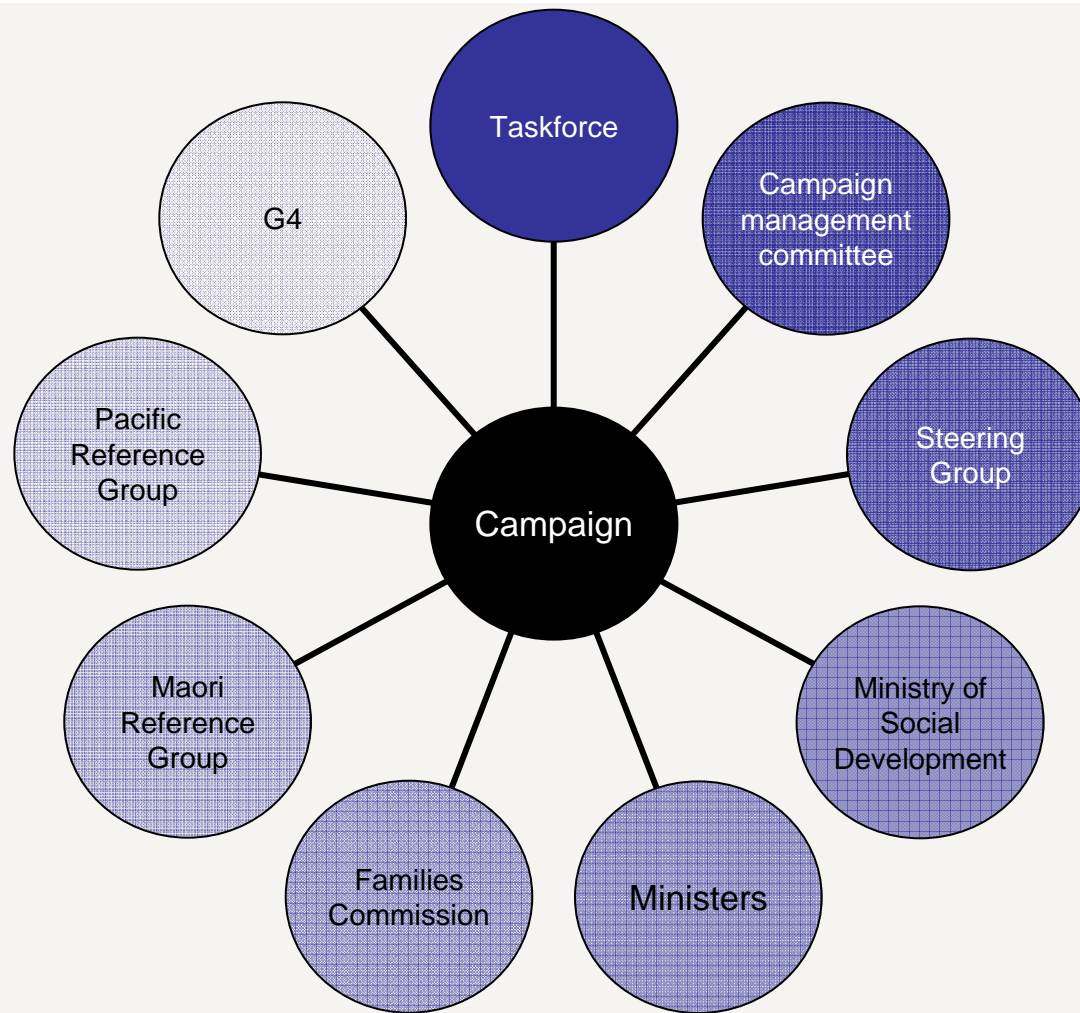
In the community







How we did it: stakeholder engagement



What's working

77,251 visits to website since September 2007

185,865 copies of brochures distributed

7,929 calls to 0800 number since September 2007

40% from men - number of calls double when ads on TV

Awareness of advertising: 89%

People who have taken action as a result: 20%

IT IS
OK **TO ASK**
FOR
HELP



Family violence in the spotlight: Tony Veitch

Bought silence on violence not okay

Friday, 11 July 2008, The Dominion Post

What we have learned

1. Integrated approach:
strength in the sum of all parts
2. Stakeholder engagement:
“listening leadership”
3. Flexibility and adaptability
being prepared to change the plan

Stories of positive change



Stories of positive change



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Campaign for Action on Family Violence | An initiative of The Taskforce for Action on Violence within Families

