

Family violence prevention

We are expanding three innovative initiatives that are working to prevent family violence by changing the attitudes, beliefs, norms and behaviours that sustain violence, and by supporting community-led responses.

Budget 2019

The initiative is part of a whole-of-government Joint Venture package of \$320 million over four years to prevent and respond to family violence and sexual violence.

The initiatives are:

- **E Tū Whānau** – a kaupapa Māori initiative to positively change behaviour, attitudes and norms as a means to improve wellbeing and reduce family violence. E Tū Whānau also works with refugee and migrant communities, as they value the strength-based approach and the focus on increasing wellbeing.
- **Pasefika Proud** – a social change initiative grounded in Pacific values, working with eight key Pacific nationalities in New Zealand to prevent family violence.
- The Campaign for Action on Family Violence, including the **It's not OK** campaign, refocused on supporting positive behaviour change for men using violence, and a new campaign on safe relationships for young people.

- These initiatives have been operating on a small scale with minimal funding for more than a decade, and all have demonstrated positive gains. There is growing evidence that these approaches are creating positive change, but to do so with enough impact requires scaling up.
- This increased investment will enable MSD to scale up, strengthen and further evaluate what is working well, and make a positive difference for families and communities across New Zealand.

Costs (operating) \$m				
2019/20	2020/21	2021/22	2022/23 & Outyears	TOTAL
7.070	7.560	8.060	8.060	30.750

The benefits of this funding include:

- New Zealand has a serious family violence problem, and very little is spent on violence prevention compared with crisis response.
- This is an investment in prevention. Family violence has profound impacts on the safety of children and on the health and wellbeing of citizens, and is extremely costly.