

The Ethnic Community Violence Prevention Programme Process and Outcome Evaluation

Key Outcomes ○ What Works ○ Strengths ○ Challenges

Purpose

The Ethnic Communities Violence Prevention (ECVP) programme is a key initiative under Action 23 of Te Aorerekura – the National Strategy to Eliminate Family Violence and Sexual Violence. It aims to prevent FVSV within ethnically diverse communities in Aotearoa New Zealand—communities historically underserved by mainstream services. The programme seeks to build community capability, grow culturally grounded leadership, and generate an evidence base for prevention through co-design, mobilisation, and tailored support.

Between June 2024 and June 2025, the Ministry of Social Development funded eight South Asian Trial (SAT) partners and 22 Ethnic Communities Innovation Fund (ECIF) partners to co-design and deliver prevention initiatives across diverse communities, including African, Asian, Middle Eastern, and South Asian groups. Initiatives were delivered through workshops, events, classes, and activities that aimed to promote awareness, build trust, and encourage early support-seeking behaviours.

Evaluation Method

Initial mapping

9 participants completed an online questionnaire and 27 participated in an interview.

Visits to 8 South Asian Trial sites

Qualitative data collection (205 participants)

Interviews and focus groups with 157 community participants, 15 community mobilisers, 26 project leaders, and 7 sector experts.

Conclusion

Early evaluation findings suggest that although the initiatives are still in early stages and relatively short-term, they are already making a difference. Participants are more willing to talk about FVSV, are beginning to shift attitudes around gender and relationships, and are starting to seek help. Community leadership is growing, cross-agency collaboration is increasing, and there are signs that culturally grounded prevention is taking root. Continued investment and long-term support will be critical to sustain and expand this momentum.

Key Outcomes

☉ A growing willingness to speak out about family and sexual violence

Participants are having open conversations about FVSV and we heard about a growing willingness to speak about family and sexual violence, especially once trust had been established.

☉ There are early signs of attitude and behaviour change

Many participants spoke about shifts in gender attitudes, relationship expectations, and said that help-seeking behaviours are beginning to take root.

☉ A grassroots prevention movement is emerging

Community champions are stepping up from within communities and are emerging as respected leaders.

☉ New partnerships are creating safer systems for ethnic communities

New partnerships are forming between ethnic communities and agencies like the Police, creating safer, more responsive support systems

“[After participating in our programme] one participant felt empowered enough to tell her husband that was it. If he did it again, she was going to leave.”

Community partner

What Works

- **Community-led mobilisation**
Grounding initiatives in cultural strengths and community leadership proved essential for relevance and trust-building.
- **Creative, culturally relevant approaches**
Tailored resources such as podcasts and community events successfully engaged participants and sparked reflection.
- **Emerging leaders**
Many volunteers stepped into champion roles, modelling respectful relationships and helping shift community attitudes.
- **Strategic commissioning model:** The “tight-loose-tight” approach (clear expectations, flexible delivery, and strong accountability) enabled innovation without losing focus.



Strengths + Challenges

Strengths

- **The programme is effectively reaching underserved communities**

The Theory of Change, which emphasises culturally grounded, co-designed, and community-led approaches, is supported by early evidence of strengthened protective factors, enhanced local leadership, and shifts in social norms.

- **Community capability is building** The programme supported community organisations with resources, leadership development, and a strong prevention framework.

- **Alignment with national strategy**

ECVP contributes directly to the goals of Te Aorerekura, supporting a shift toward culturally grounded, whānau-centred prevention.

Challenges

- **Stigma and low awareness** Many communities had limited exposure to FVSV prevention, making initial conversations difficult.

- **Cultural and generational tensions** Navigating differing values between age groups and across cultures was complex and required sensitivity.

- **Access barriers** Transport, language, and short timeframes limited reach and sustainability.

- **Short-term funding** The pilot nature of the programme constrained the depth and duration of impact, particularly in building long-term change

