

**Malatest
International**

Final Report:

**Evaluation of the Pasefika
Proud Campaign**

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Executive Summary

This final evaluation report assesses the development, implementation and achievements of the Pasefika Proud Campaign (the Campaign).

The Campaign

In 2013, the Ministry of Social Development (MSD) commissioned the Pacific Media Network (PMN) to lead and develop the Pasefika Proud Campaign. The Campaign objectives were to:

- Build community ownership and commitment to the prevention of family violence in Pacific families and communities and support local change
- Encourage Pacific community organisations around New Zealand but mainly Auckland to work collaboratively to prevent family violence
- Ensure that objectives and messages of Pasefika Proud are echoed, made relevant and acted on in Pacific communities
- Promote the Pasefika Proud brand and key messaging:

The Campaign was intended to achieve social change through:

- Increasing awareness of family violence in Pacific families and communities so that it becomes more visible and talked about especially among youth
- Increasing the understanding of family violence and its many impacts
- Increasing the personal relevance of family violence (Our Families, Our People, Our Responsibility)
- Promoting a greater propensity to act on family violence (as victims, perpetrators, influencers)
- Creating a social climate that supports behavioural change.

In reading the report it is important to note that it is difficult to achieve significant social change in the short time frame of the evaluation. Evaluation of the Campaign and the support provided by PMN to the evaluation has provided an opportunity to learn more about what works and what the challenges are in developing campaigns to address complex social issues within communities.

Evaluation

An evaluation was commissioned near the start of the Campaign. The purpose of the evaluation was to:

- Strengthen the development of the Campaign by providing information about the Campaign approaches (the formative evaluation)

- Contribute to the implementation of the Campaign by providing information about what was working and to identify challenges (the process evaluation)
- Record the achievements of the Campaign and key evaluation learnings to inform the Campaign moving forward (the outcomes evaluation).

The evaluation approach was developed to make best use of a limited evaluation budget. The evaluation approach comprised:

- **Collaboration** with PMN, MSD and the Campaign partners to jointly develop a logic model and evaluation framework to guide the Campaign and evaluation
- **In-depth interviews** with representatives from PMN, MSD, and different campaign partners over the course of the Campaign to examine progress of the Campaign and any challenges and achievements. Stakeholders were interviewed:
 - At the start of the Campaign
 - At approximately three, twelve and twenty months from the start of the Campaign
- **Surveys** with members from the Pacific community to estimate awareness of the Campaign and indications of social change. Surveys included:
 - An online survey: developed using appropriate questions, scales and measures that have been designed, used and validated in research on family violence and within the New Zealand context. The survey was completed by 132 respondents to March 2015.
 - An intercept survey: a brief version of the online survey questions that were administered face-to-face at Campaign events and activities by PMN staff. The survey was completed by 2,013 people to March 2015.

Pacific family violence

Pacific family violence is a major social problem in New Zealand. In 2010, evidence shows that 32.4% of Pacific women had experienced physical and/or sexual Intimate Partner Violence (IPV) in their lifetime, and 9.3% had experienced this in the last twelve months. These rates are higher than other segments of the population¹.

The proportion of survey respondents who reported that they had been exposed to something they thought might be family violence in the last 12 months involving:

- People they know - ranged from 47% in July 2014 to 27% in March 2015

¹ Gao, W., Paterson, J., Abbot, M., Carter, S., & Lustini, L. (2010). Pacific Island Families Study: Intimate partner violence and postnatal depression. *Journal Immigrant Minority Health*, 12, 242-248.

- People they do not know - ranged from 35% in July 2014 to 30% in March 2015.

Up to March 2015, 15% of those in relationships said they had engaged to some degree in acts of severe physical violence with their partners in the last four weeks. One-third said they had engaged in aspects of moderate violence or emotionally abusive acts in the last four weeks.

While the above results are based on a sample that cannot be extended to the Pacific population as a whole, they do confirm the need to support change through Campaigns such as Pasefika Proud.

The development of the Campaign

Although PMN were selected as the provider of the Campaign, the intention was that PMN would bring together a team of relevant stakeholders who would work together to develop the Campaign approaches and key messages. External stakeholders with knowledge about Pacific family violence, including practitioners would complement PMNs expertise in Campaign delivery. The development of the programme was supported by the team at MSD.

In practice in the early stages of the project, the time required for PMN to develop a team was underestimated, ongoing communications with Campaign partners and robust project planning for the Campaign approaches were also variable. There were a number of reasons such as the initial external project management approach adopted and limited staff capacity within PMN, as well as limited practitioner capacity. As the Campaign progressed internal PMN project management, the involvement of the newly appointed Chief Executive in the Campaign, and increased understandings of PMN staff about family violence and the sector improved processes moving forward.

Lessons Learned:

Lessons learned:

Adequate time is required when developing an extensive Campaign to establish and ensure appropriate planning, partnerships and processes.

- The need to allow time to:
 - Form a multi-stakeholder team
 - Ensure that the practitioner and project management skills and expertise required to develop a complex social marketing campaign such as the Pasefika Proud Campaign are included in the team or available to the team.
- The need for a project plan based on the theory underpinning social change and including the steps that need to be in place to achieve change and evidence-based key messages. While a plan was developed in the early stages of the Campaign, the plan was focussed on project management and reflected PMN's challenge in including the necessary practitioner expertise in the team.

- Putting in place realistic targets to acknowledge the extent to which the Campaign can change an embedded social problem over the time frame available.

The implementation of the Campaign

Key finding:

At each time-point of the Campaign 40%-60% of survey respondents had seen, heard or read about the Campaign.

Campaign activities aimed to increase awareness of family violence in Pacific families and communities so that it becomes more visible and talked about especially among youth. Activities were linked to promoting the Pasefika Proud brand.

- Awareness of the radio was recalled by high percentages of survey respondents at nearly all time-points except between October and December 2014:
 - At this time, the most frequently recalled Campaign approach was Pacific community events. This reflects PMN's focus on events in Wellington, Christchurch and Dunedin at that time.
- The three most recalled Campaign approaches reported by survey respondents at most time-points were radio, digital media and Pacific community events or shows
- Of the Pacific peoples included in the survey at each time point:
 - The most frequently recalled radio station was Niu fm followed by 531PI
 - The most frequently recalled form of digital media was FaceBook

Key finding:

Awareness raising approaches most recalled by respondents were radio, digital media and Pacific events.

The challenges to implementing the Campaign included:

- Campaign timelines led to some Campaign initiatives being rolled out without the depth of planning and support systems required.
 - The 0800 number was promoted but not in place
 - The Roadshow was delivered but without the necessary support for people who became upset during the event
 - The Champions and Ambassadors were considered and although some were engaged there was no clarity on the purpose and role of these positions.

MSD and PMN team responded to the recommendations in the formative evaluation report with changes that contributed to progressing the Campaign:

- The Campaign focus was changed to include a greater focus on working with community organisations and churches and a reduction in the intensity of radio advertising
- The development of collegial support and a closer working relationship between PMN and MSD as the Campaign progressed and as a consequence of internal changes within both organisations

- Staff changes and a new role developed within PMN that focused on culture and community relationships.

Lessons Learned

- The Pasefika Proud brand was an effective approach and awareness of the brand was relatively high amongst the Pacific community. However, some stakeholders considered that the link between the brand and family violence could be strengthened.
- Focus on approaches that are identified as being most effective in raising awareness of the Campaign such as the radio, digital media and Pacific events or shows and consider:
 - Expanding the reach of radio across regions
 - Funding that adequately reflects the resource required to implement the radio campaign
- Maintain the intensity of effective awareness raising approaches alongside the implementation of community initiative projects
- Use the engagement model developed through the Methodist church community initiative project to engage other large church congregations moving forward:
 - Ensure that church and community engagements and initiatives are based on the regional and ethnic-specific needs of different groups
- Ensure the Pacific family violence practitioner workforce has the capacity and capability to respond to any changes resulting from the Pasefika Proud Campaign.

Lessons learned:

It is important to maintain the intensity of effective awareness raising approaches alongside the implementation of community initiative projects

Campaign achievements

Understanding of family violence and its many impacts

Key finding: In January to March 2015:

- Awareness of the impacts of family violence was high
 - Respondents agreed that the Campaign had:
 - Made them think more about family violence (69%)
 - Helped them understand that family violence is happening in Pacific communities (71%)
 - Helped them understand what they could do to support others who may be experiencing family violence (73%).
- Survey respondents are thinking more about family violence, understand that family violence is happening in Pacific communities and understand what they could do to support others.*

Key finding:

Survey respondents are talking about family violence, the Pasefika Proud Campaign or violence they are worried about.

The personal relevance of family violence (Our Families, Our People, Our Responsibility)

In January to March 2015:

- Three-quarters (79%) of respondents agreed or strongly agreed that family violence should not be ignored and 71% agreed that others outside the family should intervene if a man mistreats his wife. More than three-quarters of respondents (83%) agree or strongly agree that if a friend was behaving violently towards their family they could help change their behaviour.
 - These findings suggest many respondents are taking responsibility for creating change.

Propensity to act on family violence (as victims, perpetrators, influencers)

In January to March 2015:

- Three-quarters of survey respondents reported they would be likely to call the police (80%) or talk to someone (83%) if they saw instances of family violence and many reported they would take other actions (68%) if they saw instances of family violence.
- Survey respondents reported that if they knew about family violence they would definitely or would be very likely to:
 - Contact a family violence service provider (58%)
 - Call the 0800 number (53%)
- Over all of the survey respondents some said they would:
 - Have conversations between survey respondents and their families, friends and trusted others about family violence (46%), violence they were worried about (41%), or about the Pasefika Proud Campaign (42%)
 - Use the Pasefika Proud website (35%) and information about family violence (32%).

Key finding:

One-third of survey respondents have used the Pasefika Proud website and obtained more information about family violence.

Lessons Learned about creating a social climate that supports behavioural change

Interviewed stakeholders identified several Campaign achievements that can contribute to creating a social climate that supports behavioural change:

Key finding:

The Campaign has supported partner organisations to engage with Pacific communities and embed the Campaign into strategic work plans.

- Commitment by Campaign partner organisations to embed Pasefika Proud within Pacific communities in New Zealand and expand the scope of the Campaign
- Organisational change within a partner agency
- Providing opportunities for NGO's to develop trusting relationships and engage in conversations about family violence with communities.

Participants also noted that the new community initiative projects based on community needs are purposed to support local change and contribute to building

community ownership and commitment to the prevention of family violence in Pacific families and communities.

Next Steps

Changes suggested by participants to improve future planning, development and delivery of the Campaign include:

Lessons learned:

Suggested next steps involve -

- *Developing an overarching Pasefika Proud plan*
 - *Establishing multi-sectoral engagement and collaboration*
 - *Maintaining relationships with communities.*
- Reviewing the Campaign Plan and developing an overarching Pasefika Proud plan that is informed by the key learnings from the Campaign to date and other similar campaigns. Participants emphasised a need to ensure that the overarching plan:
 - Clearly articulates the future direction of the Campaign
 - Is based on the theory underpinning social change, includes the steps that need to be in place to achieve change and puts in place realistic targets to acknowledge the extent to which the Campaign can change an embedded social problem over the time frame available.
 - Includes a process to review and refine key messages for different target groups that are linked to the Pasefika Proud brand
 - Includes a process to develop a sub-brand for Pacific family violence within the wider Pasefika Proud brand
 - Articulates effective approaches for engaging across regions
 - Includes an ongoing evaluation approach and management plan
 - Increasing multi-sectoral engagement and collaboration in planning and implementing future activities
 - Developing processes to ensure that the relationships established with church and community groups via the community initiative projects are maintained beyond June 2015.
 - Develop plans for sustainability of the community initiative projects
 - Establish a forum for community initiated project providers to share and learn from each other

In planning next steps participants identified the need for:

- An adequate and realistic funding strategy linked to the Campaign objectives
- Resources and support to further enhance current and future community initiatives.

1. The Pasefika Proud Campaign

1.1 Background

Family violence is a broad term that encompasses physical, psychological and emotional abuse, harm and subsequent adverse impacts both short and long term.

In 2010, the Pacific Island Families Study identified that 23% of mothers reported family violence victimisation in the past 12 months. Of these mothers, 48% reported severe Intimate Partner Violence (IPV) and 53% reported minor IPV². A study by Fanslow et al., (2010) which replicated the World Health Organisation (WHO) Multicountry Study³, identified that 32.4% of Pacific women had experienced physical and/or sexual IPV during their lifetime (compared with Māori (56.7%), European/Other (34.3%) and Asian (11.5%) women) and 9.3% had experienced IPV in the past 12 months (compared with Māori (14.1%), European/Other (3.9%) and Asian (3.4%) women⁴.

Fanslow et al., (2010) also examined women's attitudes toward a range of issues that are closely linked with violence against women:

*"...while women's attitudes to violence and gender roles are unlikely to have a bearing on their initial experience of violence (signalled by the lifetime rate), their attitudes about the normative nature of this behaviour are likely to influence their help-seeking behaviour and the degree to which they seek to extricate themselves from the violent situation."*⁵

In comparison to other ethnic groups, Pacific women were identified as:

- More likely to agree that it was "important for a man to show his wife who is the boss" (27%);
- More likely to endorse the statement that "a good wife obeys her husband even if she disagrees" (41.6%); and
- Less likely to agree that a women should choose her own friends if her husband disapproves (15.1%).

The authors also found:

² Gao, W., Paterson, J., Abbot, M., Carter, S., & Lustini, L. (2010). Pacific Island Families Study: Intimate partner violence and postnatal depression. *Journal Immigrant Minority Health*, 12, 242-248.

³ Gardia-Moreno et al., 2005.

⁴ Fanslow, J., Robinson, E., Crengle, S., Perese, L. (2010). *Juxtaposing Beliefs and Reality: Prevalence Rates of Intimate Partner Violence and Attitudes to Violence and Gender Roles Reported by New Zealand Women*. *Violence Against Women* 16 (7) 812-831.

⁵ *Ibid*

- Higher proportions of Pacific (11.3%), Asian (6.8%) and Māori (5.3%) women agreed that a man has a good reason to hit his wife if she was unfaithful, compared with the European/Other group (1.6%);
- 76.5% of Pacific women agreed that “family problems should only be discussed with people in the family” (compared with Asian (64.7%), Māori (48.2%) and European/Other (31.1%)); and
- 34.1% of Pacific women disagreed that “If a man mistreats his wife, others outside the family should intervene” (compared with Asian (20.7%), Māori (20.7%) and European/Other (9.3%))⁶.

The past two decades have seen significant increases in violence in Pacific families (Ministry of Social Development, 2012). Literature has identified that, while there is no single cause that can be attributed to family violence, there are three contributing factors that are unique to the experiences of Pacific families living in New Zealand: social and economic inequalities, the impact of migration on families, and identity and culture⁷.

In 2010, the Pacific Advisory Group (PAG) to the Taskforce for Action on Violence within Families conducted a series of fono across New Zealand to seek community feedback on how best to address Pacific family violence. The community fono highlighted a high level of readiness for change among Pacific people. Fono participants commonly identified a need for strengths-based preventative approaches to:

- Raise awareness about Pacific family violence
- Encourage Pacific communities and families to take responsibility for family violence, identify solutions and take leadership in addressing Pacific family violence⁸.

In 2011, the ‘Pasefika Proud – Our Families, Our People, Our Responsibility’ brand was established for all work relating to violence in Pacific families and communities.

In 2013, the Ministry of Social Development (MSD) commissioned the Pacific Media Network (PMN) to develop and implement the Pasefika Proud Campaign (the Campaign). The overall objectives of the Campaign were to:

- Build community ownership and commitment to the prevention of family violence in Pacific families and communities and support local change

⁶ Ibid

⁷ Ministry of Social Development. (2012). *Falevitu: A literature review on culture and family violence in seven Pacific communities in New Zealand*. Ministry of Social Development: Wellington.

⁸ <http://www.familyservices.govt.nz/working-with-us/programmes-services/pasefika-proud/more-about-the-pasifika-campaign.html>

- Encourage Pacific community organisations around New Zealand but mainly in Auckland to work collaboratively to prevent family violence
- Ensure that objectives and messages of Pasefika Proud are echoed, made relevant and acted on in Pacific communities
- Promote the Pasefika Proud brand and key messaging.

The Campaign was intended to achieve social change through:

- Increasing awareness of family violence in Pacific families and communities so that it becomes more visible and talked about especially among youth
- Increasing the understanding of family violence and its many impacts
- Increasing the personal relevance of family violence (Our Families, Our People, Our Responsibility)
- Promoting a greater propensity to act on family violence (as victims, perpetrators, influencers)
- Creating a social climate that supports behavioural change.

1.2 Campaign approaches

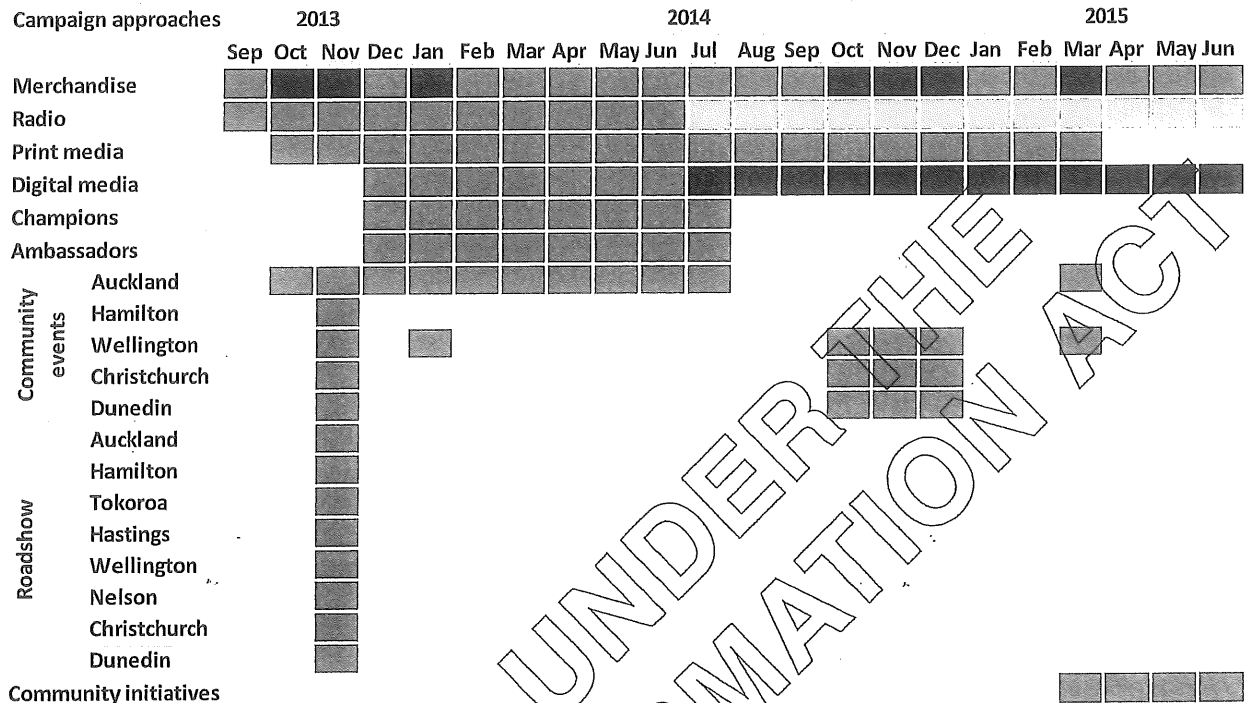
The Pacific Media Network developed and implemented several different approaches to achieve the objectives of the Campaign:

- Radio
- Printed media
- Digital media
- Pacific community events or shows
- Pasefika Proud merchandise
- TV (via facebook⁹)
- Pacific community initiatives.

Table 1 below shows the timing of each campaign approach.

⁹ Tagata Pasefika TV footage about the Campaign was promoted through the digital media facebook page.

Table 1: Campaign approaches between 2013 and 2015 (dark green shading indicates when the intensity of an ongoing approach increased – light green shading shows when the intensity of an ongoing approach decreased)



PMN and MSD worked collaboratively to develop, implement and manage the most recent Campaign approach the community initiative projects.

This approach is intended to support:

- Regional- and community-led initiatives to embed the Campaign within respective groups and to identify solutions to addressing Pacific family violence

...it really needs to be put back out to the regions, we really need to regionalise a lot of the Campaign...the people on the ground are the best people to tell us how it should work... (P1)

...it's a phase...one part of the total Campaign whereby initially it's the top down approach so we're just filtering through messages, branding, promotional...the next phase of it would then be a bottom up approach which is driven from community and getting the Pasefika Proud initiative embedded in the community...that doesn't come from us it comes from the community. (P3)

- Resource development for national promotion

...stories that can be used as tools and that's a part of a bigger production of enabling families to capture their stories on film. Yeah we love our family albums we love the stories but yeah are we capturing that?...it's hearts and mind

stuff...people talking about their story...the tough times and how they coped...or positive stuff... (P2)

To date, at least twelve community initiated projects have been funded by the Pasefika Proud Campaign. Brief profiles describing some of the community initiative projects are in Appendix 2.

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2. Evaluation Approach

The focus of the Campaign was on enhancing understanding and awareness of family violence, and increasing the propensity to act for individuals, families and communities. The evaluation approach reflects that focus and acknowledges the prevalence of family violence was not measurable.

The evaluation was guided by a logic model and evaluation framework developed with PMN and key stakeholders in 2013 (see Appendix 1). Table 2 shows the key evaluation questions included in the evaluation framework.

Table 2: Evaluation Questions

Key evaluation questions

- | | |
|---------------------------|--|
| Developing the Campaign | <ul style="list-style-type: none">• Did the key stakeholders and providers contribute to the development and refinement of key messages?• Is the Campaign design (objectives, activities, rationale) understood consistently by key stakeholders and providers?• Has a Pasefika Proud communication and social marketing strategy been developed?• Did the key stakeholders and providers contribute to the development and refinement of the strategy?• Did key stakeholders and providers receive enough information, resources and support from the Campaign? |
| Implementing the Campaign | <ul style="list-style-type: none">• Was the Campaign implemented as intended? If not, why were changes introduced?• What tools and resources were created and distributed as part of the Campaign?• What were barriers to successful implementation, and how were they overcome?• What was particularly helpful in implementing the Campaign strategy? |
| Campaign achievements | <ul style="list-style-type: none">• Are Pacific community organisations around New Zealand but mainly Auckland working collaboratively to prevent family violence <u>through the Campaign</u>?• To what extent <u>has the Campaign promoted</u> community ownership and commitment to the prevention of family |

violence in Pacific families and communities and support local change?

- Are Pacific families and communities aware of the Campaign?
- Do the key messages resonate with Pacific families and communities? Are they viewed as credible?
- Who has been reached by the Campaign?
- Has the Campaign influenced the awareness, understanding of and attitudes toward family violence among Pacific families and communities?
- Has the Campaign stimulated dialogue and other pre-cursors to change?
- Has the Campaign influenced propensity to act or action within Pacific families and communities?
- Has the Campaign contributed to a social climate that supports change?
- Were some groups more influenced by the Campaign than others?
- Were some elements of the Campaign more effective than others?
- Which messages, media or partners (organisations, churches, ambassadors, etc.) have been most successful?

2.1 Methods

The evaluation used the following data collection methods:

In-depth interviews: conducted at approximately three, twelve and twenty months from the start of the Campaign to examine progress of the Campaign and any challenges and achievements. All questionnaire guides were reviewed by PMN and captured information set out in the evaluation framework.

A list of stakeholders was provided by PMN for each of the in-depth interviews conducted at three, twelve and twenty months. Interviews were conducted with representatives from the following stakeholder groups at each time point:

Stakeholder group	Three months	Twelve months	Twenty months
Campaign partner agencies	2	2	1
Family violence service providers	1	2	-
MSD representatives (inclusive of PAG)	3	2	2
PMN	4	3	2
Community initiative leads ¹⁰	-		2

Online survey: developed using appropriate questions, scales and measures that have been designed, used and validated in research on family violence and within the New Zealand context. All questionnaires were reviewed by PMN and captured information set out in the evaluation framework.

- 132 respondents completed the online survey up to March 2015. Between April and June 2014, PMN promoted the online survey link through the Niufm and 531PI radio stations. This promotion decreased from July 2014.
- **Intercept survey:** a brief version of the online survey questions that were administered face-to-face at Campaign events and activities by PMN staff
 - 2,013 respondents completed the intercept survey up to March 2015.

Table 3: Survey responses

	December 2013	January - June 2014	July - December 2014	January - March 2015	Total responses
Intercept	22	768	747	476	2,013
Online	-	118	11	3	132

More survey respondents were:

- Female (66%)
- Working full-time (43%)
- Samoan (46%) ethnicity, followed by Tongan (13%), Cook Island Māori (11%), Niuean (6%), Fijian (3%) and Tokealuan (3%).
- Aged between 25-44 years (38%) and 18-24 years (26%)
- Tertiary or secondary qualified (32% for both)

¹⁰ One interview conducted at twenty months, with two representatives from a community initiative organisation is not included in this report (see Section 2.3).

- Living in households with two people (35%)
- Childless (28%)

All intercept survey responses up to July - September 2014, and between January to March 2015 were collected in Auckland. Between October and December 2014, the Campaign and survey data collection were expanded to Wellington, Christchurch and Dunedin (Table 4).

Table 4: Where respondents had heard about the Campaign¹¹

	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 418)	Jan-Mar 2015 (n = 213)
Auckland	100%	100%	100%	24%	97%
Wellington	-	-	-	32%	5%
Christchurch	-	-	-	21%	4%
Dunedin	-	-	-	29%	1%
Other location	-	-	-	1%	-

2.2 Analysis

Qualitative data gathered via the in-depth individual interviews at three, twelve and twenty months, were analysed thematically. Identification of themes was linked to the questions and sub-questions in the evaluation framework. Participant codes have been utilised in this report to provide anonymity (P1, 2, 3 etc).

Data gathered via the online and intercept survey data were analysed using SPSS to provide a description of respondents':

- Awareness of the Campaign, and approaches
- Views on family violence and its impacts
- Propensity to act against family violence
- Exposure to family violence
- Demographic profiles.

¹¹ Note: Some people said they had heard about the Campaign in multiple locations in October –December 2014 and between January – March 2015.

2.3 Limitations of the evaluation

The main limitation of the evaluation was that conducting a prevalence study to provide baseline information at the commencement, duration and end of the Campaign required funding that was beyond both the time and fiscal parameters of the Campaign budget.

Instead estimates on exposure to family violence were provided through the online and intercept surveys. The intention was for the PMN team to collect intercept survey data at regular intervals throughout the Campaign to track changes over time. Changes to the Campaign and varying approaches to collecting survey completions meant that this did not happen. Irregular data collection and that respondents are not a random sample means that although the survey data provides useful information at different points in time to help understand the Campaign and what it was achieving caution should be taken in extrapolating findings to a wider population. In other words, the findings are reflective of the sample population at different time points and cannot be generalised to the Pacific population in New Zealand.

Another limitation was that while it was desirable to interview all stakeholders identified at three, twelve and twenty months, the evaluation team experienced difficulties in arranging interviews with some after several points of contact. This may reflect challenges experienced across the Campaign in engaging stakeholders and family violence practitioners.

Due to limited bilingual capacity within the evaluation team, one interview with two representatives from a community initiative lead organisation was facilitated by PMN in the Samoan language. The evaluation team planned to meet with the PMN bilingual facilitator following the interview to discuss the translated key themes that emerged. Due to limited capacity and time constraints within PMN this did not occur. The translated interview data has not been included in this report.

3. The development of the Campaign

At the start of the Campaign, PMN set out to engage with Campaign partners to develop and implement the Campaign. Campaign partners were sought with expertise and skills in different media approaches and family violence service provision.

Interviewed participants identified a number of early achievements in developing the Campaign, such as:

- Establishing relationships with Campaign partners
- Providing a key messages brief to inform Campaign partner approaches to promoting the Campaign
- Upskilling PMN staff about family violence and the sector

3.1 Challenges to developing the Campaign

Several challenges were also identified across three key areas: planning, provider engagement and understanding

3.1.1. Planning

Participants interviewed at three months identified challenges such as the external project management approach adopted and limited staff capacity within PMN, and underestimating the time required for ongoing communications with Campaign partners and the PMN team to be upskilled in family violence and the sector. At twenty months participants reflected on the development of the Campaign and retrospectively noted that early planning was limited in terms of:

- Developing a shared understanding of family violence and key messages with all Campaign partners
...the gaps that we identified...a holistic understanding of the impact of violence on families by those who were giving out the messages whether it be through newspapers, whether it be on air or whether it be through whatever. A holistic understanding. (P4)
- Engaging with communities at the start of the Campaign when awareness raising approaches were being developed
...the local providers weren't engaging, it's very hard then to get them to mobilise to do what should have been done in the first place... (P3)
...spent quite a bit of time setting up because the plan wasn't well thought out...strategically it should have involved community action right from the start to really have an impact (P1)

- Maximising opportunities to promote the Campaign at different provider and community events.

...for the Christchurch one...some forward planning around understanding what is happening...a calendar of events...move from just a "Hi this is what's happening" to, "Here are some tangible tools, here's some opportunities where we can tailor some key messaging, we understand these events are happening"...have a bit more of an in-depth detailed conversation. (P2)

3.1.2. Provider engagement

Participants generally noted that the capacity of family violence providers was limited and that engagement with this workforce was challenging throughout the Campaign.

I don't know whether the providers are too busy or they don't want to work with us or I don't truly know what the answer is to that but it hasn't been as successful as I would like it to be. (P3)

Some participants had expected that PMN's engagement with providers at the start of the Campaign would extend across a wide network, with MSD's support if required. Other participants considered that more MSD leadership in engaging providers may have enhanced engagement from the sector.

PMN have relationships and networks...some of those networks aren't family violence networks...didn't collaborate with NGOs across the board...time and time again we said if you want any help call us and we'll come and help you...we know all the communities...(P1)

...the people that are out there that see the impact of violence...like the Pacific Island Safety and Prevention Project or Friendship House, the facilitators of anger management, those in the prisons, those who get the callouts, those who do the visits after Police have been to visit families...perhaps if Government got all those people that were at the front. (P4)

One Campaign partner highlighted that awareness of and access to the wider network of family violence providers remains limited.

...from Mt Wellington to Port Waikato there's more than 400 services for Māori...when you break it down to Pacifica there's just over a hundred but we don't really know many of them...MSD have created a lot of these liaison positions but services need to go and find each other...people shouldn't have to go all over South Auckland to find something that was there in their backyard. (P5)

3.1.3. Lack of clarity on scope and roles within PMN and MSD

Some participants described a lack of clarity within PMN about their role and scope to coordinate, fund and implement different Campaign approaches.

...they didn't engage with NGO's and providers in terms of funding, contracting or grants...I don't think they understood that could be part of their role...to coordinate and fund people...provide the funding for the event or whatever...I don't think they understood that as their role.... (P1)

Other participants retrospectively highlighted the need for unified communications from MSD, clearer guidelines, parameters and scope within contractual arrangements and improved streamlined reporting processes.

...there's always more room for improvement...you've got [...] saying one thing and we agree on it and [...] has a different view...have our work a lot more defined...and the freedom to do what we need to do in order to achieve what we want to achieve...have a better working relationship the agency...I'm a big fan of collaboration but I don't tell them how they should do their job...everything had to be run under some stringent guideline... better parameters to work within. (P3)

...streamline the reporting...when you spend so much time writing reports, screens and screens of reports it...it takes away the focus from what you're trying to do... (P3)

...in the earlier meetings with PMN...we weren't allowing them to flourish...there was a bit of a work within these confines and going through the detail... making sure that we were both on the same page about what we meant about community engagement...needed to be a lot more discussion at regular points... and looking at a more kind of a collegial way of how we support each other. (P2)

3.2 Responding to challenges

Interviewed participants noted that as the Campaign progressed, increased understandings within PMN about family violence and the sector as well as several changes to internal structures addressed a number of challenges and improved processes to develop the Campaign.

For example, an early change from external to internal project management. More recently, following the departure of the project manager, the PMN Chief Executive now has responsibility for project management. This was considered beneficial to a closer, collaborative and effective working relationship with MSD.

...it's been much better because I get the decision there and then...been able to push things out faster. (P1)

...what I appreciate about PMN is their willingness to really support local activity and their willingness to hear what that could look like...I really appreciated the openness and real commitment to manage this well. (P2)

...the biggest difference at the moment is the collaboration or the working on collaboration closer together with MSD to help deliver Pasefika Proud. (P3)

3.3 Lessons learned – developing the Campaign

Findings from the interviews with participants throughout the Campaign suggest the need to:

- Allow appropriate time for team formation and to ensure that the practitioner and project management skills and expertise required to develop the Pasefika Proud Campaign are included in the team or available to the team.

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4. The implementation of the Campaign

The Campaign approaches aimed to increase the awareness of family violence in Pacific families and communities so that it becomes more visible and talked about especially among youth. Activities were linked to promoting the Pasefika Proud brand.

4.1 Awareness of the Campaign

Interviewed participants perceived that the Campaign approaches were effective in raising awareness of the Pasefika Proud brand.

...the Campaign made a huge difference in promoting our brand Pasefika Proud... Pasefika Proud as the brand has actually been promoted really well...as best as it can be...mainly in Auckland. I think there was heaps of room for improvement each year that the Campaign ran. (P1)

...maintaining the awareness of the brand that's what we've achieved. (P2)

...we've actually embedded the brand... (P3)

Survey respondents were asked: 'have you seen, heard or read anything about the Pasefika Proud Campaign?' Figure 1 shows the percentage of respondents that were aware of the Campaign.

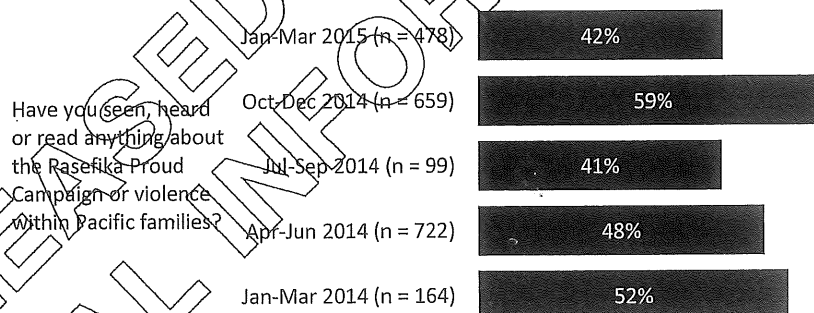


Figure 1. Survey respondents' awareness of the Campaign by quarter.

The proportion of survey respondents who were aware of the Campaign has been relatively constant (Figure 2). That fewer respondents between January and March 2015 were aware of the Campaign may reflect the emphasis that PMN and MSD placed on planning community initiative projects with church and community groups in Auckland and Wellington during that period.

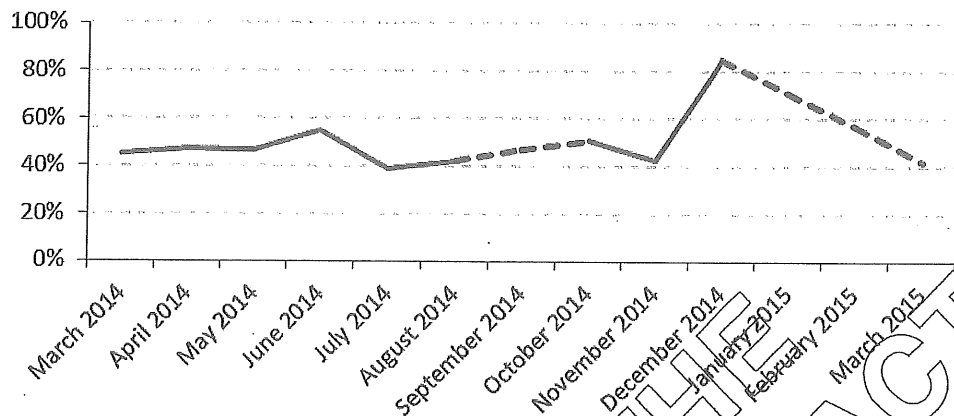


Figure 2. Percentage of respondents that have seen, heard or read about the Pasefika Proud Campaign by month (n = 2,096).¹²

4.2 Awareness of the Campaign approaches

Throughout the Campaign, higher proportions of survey respondents who were aware of the Campaign recalled more than one Campaign approach (Figure 3). This may imply that the use of multiple approaches have been effective in raising awareness of the Campaign.

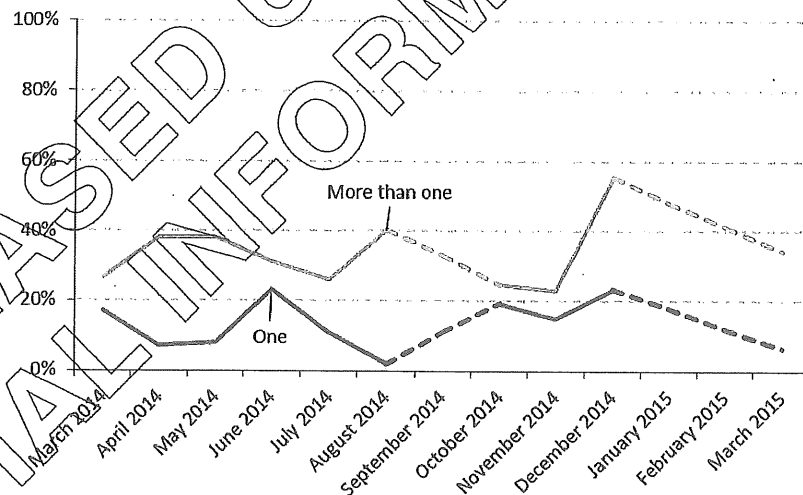


Figure 3. Online and intercept surveys showing the percentage of respondents that have seen or heard either one or more than one form of media (n = 2,098)¹³

¹² Note: There were no responses in September 2014, January 2015 or February 2015 (indicated by a dotted line) and response numbers were low in July 2014 and August 2014 (98 total).

¹³ Note: There were no responses in September 2014, January 2015 or February 2015 and response numbers were low in July 2014 and August 2014 (98 total).

Between January and March 2015, the majority of survey respondents who were aware of the Campaign reported that they had heard about it via the radio, followed by digital media, Pacific community events (or shows) and TV (i.e. TV footage from Tagata Pasefika promoted through the digital media FaceBook page).

The three most recalled Campaign approaches reported by survey respondents at most time-points were radio, digital media and Pacific community events or shows (Table 5).

Table 5. Awareness of the Campaign and the different approaches.

Awareness of the Campaign approaches	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Radio	73%	87%	78%	50%	84%
Digital media	43%	60%	66%	47%	75%
Pacific community events or shows	55%	61%	68%	74%	73%
TV (via FaceBook ¹⁴)	-	-	-	22%	62%
Pasefika Proud merchandise	40%	53%	61%	29%	53%
Printed material	45%	58%	56%	28%	44%
Champions or Ambassadors	14%	20%	12%	9%	12%

4.2.1. Radio

Between January and March 2015, 84% of respondents who were aware of the Campaign had heard about it on the radio (Table 5). Of these respondents, the majority indicated that this was through Niu fm (52%), followed by 531PI (30%) and Radio Samoa (19%) (Table 6).

The Niu fm and 531PI radio stations were consistently recalled by the highest proportion of respondents who had heard about the Campaign via radio at each time point.

¹⁴ TV footage from Tagata Pasefika promoted through the digital media FaceBook page.

Table 6. Awareness of the Campaign through different radio channels.

Radio approaches	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Niufm	65%	62%	46%	30%	52%
531PI	19%	46%	44%	18%	30%
Radio Samoa	7%	22%	22%	19%	19%
Radio panel talkback	2%	9%	17%	8%	17%
Pacific language talkback	5%	15%	24%	15%	17%

Much work went in to the radio approach and interviewed participants generally considered that on-air communications, advertising and panel language programmes were effective mechanisms to promote the Campaign.

...since 31st March, we have put through 2,993 advertisements or notices promoting Pasefika Proud on air...by now you're probably looking at well over 3,000...that doesn't include the nine language programmes, that's just purely what's gone on one of our networks. (P3)

...definitely radio for our younger and our older people... (P2)

4.2.2. Digital media

Between January and March 2015, 75% of respondents who were aware of the Campaign had heard about it through digital media (Table 5). Of these respondents, the majority recalled FaceBook, followed by YouTube, Twitter and Instagram (Table

Table 7. Awareness of the Campaign through different digital media.¹⁵

Digital Media	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Facebook	35%	55%	63%	31%	44%
YouTube	-	-	-	12%	21%
Twitter	2%	6%	32%	9%	13%
Instagram	2%	7%	39%	3%	3%

¹⁵ Note: Respondents could select more than one form of digital media

Interviewed participants noted that social media provided access to an online forum and additional information which complemented other Campaign approaches such as events and merchandise.

...social media, it's good because it's technology and it's out there...hand in hand with the fans and when we had people at events like Pasifika or Polyfest...we explained the messages...take the photos and refer them to the page. (P4)

One participant also emphasised the value of ensuring that social media was used to deliver strengths-based messaging and a need for potential future online forums to provide safe opportunities for discussion and feedback.

...say Facebook when they talked about Pasefika Proud...our thing was celebrating Pacific people in terms of the Va with love, honour and respect and how you put up positive pictures... you didn't want it to be a forum that would not be safe if someone opened up a conversation around violence... how could that person be kept safe if they were trying to reach out...you didn't want other people that didn't have an analysis to add on and give their two cents worth. (P4)

4.2.3. Print media

Between January and March 2015, 44% of respondents who were aware of the Campaign had heard about it through printed media. Of these respondents, the majority recalled Pink Coconut magazine (Table 8).

Table 8. Awareness of the Campaign through different print media. Note: Respondents could select more than one.

Print media	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Pink Coconut magazine	-	-	-	4%	12%
SPASIFIK magazine	33%	33%	32%	9%	-
New Zealand Pacific Today	8%	25%	17%	3%	-
Samoa Times	14%	23%	37%	8%	-
Tonga Times	2%	10%	27%	3%	-

Since data collection ended in March 2015, PMN rebranded the Pink Coconut magazine as Mavin magazine and introduced an online opportunity for readers to feedback on articles. Pasefika Proud has not yet been promoted through the Mavin magazine.

Pink Coconut Magazine has been rebranded to Mavin online so that it connects with our audience a lot stronger plus it also gives a two way capability for the reader to actually provide their feedback whereas Pink Coconut didn't have that...Pasefika Proud doesn't feature in there at the moment...the budget for Pasefika Proud finished... (P3)

4.2.4. Pasefika Proud merchandise, champions and ambassadors

Between January and March 2015, 53% of respondents who were aware of the Campaign had heard about it through fans or billboards (Table 9)

Table 9. Proportion of survey respondents who had heard about the Campaign that heard about it through different Pasefika Proud merchandise, champions or ambassadors.

Merchandise	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Fans	27%	41%	27%	19%	34%
Billboards	-	-	-	9%	25%
T-shirts	16%	33%	32%	6%	-
Champions or Ambassadors	14%	20%	12%	9%	12%

Interviewed participants said the fans were popular among event-goers and it was encouraging to see so many people using these at events across New Zealand.

The billboard Campaign was a pilot approach which ended after March 2015. One quarter of survey respondents between January and March 2015 recalled the billboard Campaign.

...it's something that I still would resume...it was a trial in Wellington...we had some comments on Facebook, people snapped a photo and uploaded it on Facebook...the viewership based on the route that the bus took in a high Pacific demographic area I would say would have been successful but it's a Campaign that should run continuously. (P3)

Survey respondent recall of the Champions and Ambassadors was consistently low in the first year of the Campaign. These Campaign approaches ended in September 2014.

4.2.5. Pacific community events

Between October and December 2014, the majority of respondents had heard about the Campaign via community or church workshops (52%) which reflects the focus

PMN had on implementing community events in Wellington, Christchurch and Dunedin during that time and on where the survey data were collected (Table 10).

Between January and March 2015, more respondents had heard about the Campaign via festivals (54%) which reflects PMN's focus on promoting Pasefika Proud at the Auckland Pasifika Festival and Secondary School Polyfest and the Porirua Creekfest in March 2015.

Table 10. Proportion of survey respondents who had heard about the Campaign that recalled it through different community events by quarter.

Pacific community events	Jan-Mar 2014 (n = 86)	Apr-Jun 2014 (n = 350)	Jul-Sep 2014 (n = 41)	Oct-Dec 2014 (n = 390)	Jan-Mar 2015 (n = 199)
Festivals	31%	56%	59%	45%	54%
Roadshow – My Father's Hands	33%	34%	22%	4%	-
Community or church workshop	-	-	-	52%	19%

4.2.5.1. Roadshow

It is interesting to note that the roadshow, My Father's Hands ended in December 2013, but 4% of respondents recalled this approach a year later in October - December 2014 (Table 10). Participants interviewed at twelve months considered that the roadshow was an effective Campaign approach.

4.2.5.2. Festivals

At twelve and twenty months, interviewed participants highlighted that Pacific festivals provided an effective mechanism for raising awareness of the Pasefika Proud brand.

...raising the familiarity of the brand I think was an effective mechanism at large volume events. You had an opportunity to distribute the fans so it served a multi-purpose... (P2)

4.2.5.3. Church or community workshops

Between July and September 2014, PMN focused on community engagement activities to encourage community ownership and commitment to the prevention of family violence.

During this time, PMN developed a draft community engagement plan which included engaging with provider organisations. PMN presented to a large provider organisation forum in Christchurch.

Another component of the draft community engagement plan was to conduct workshops with Pacific community groups in Wellington, Christchurch and Dunedin. PMN subcontracted an external agency who had established provider and community relationships within the target regions to facilitate these workshops.

The community engagement workshops ended in December 2014. Between January 2014 and March 2015, PMN and MSD have worked together to finalise the community engagement plan and implement the community initiated projects (see Section 1.2).

4.3 Challenges to implementing the Campaign

Interviewed participants identified a number of challenges to implementing the Campaign. In particular, Campaign timelines led to some of the Campaign approaches being rolled out without the depth of planning and support systems required.

Radio: Although participants considered radio an effective Campaign approach, it was also noted that the frequency and impact of Pasefika Proud advertising and promotion may be limited in smaller regions such as Tokoroa with limited access to the 531PI and Niufm radio stations.

...in our region 531 PI will probably be listened to on a Monday night because that's the Cook Island programmes.. it's about that bandwidth...the signal can't get through... we tune into our own local stations which have all their strong Pacific flavours to them. (P6)

Some participants also noted that the availability of Campaign partners involved in delivering the panel language programmes was also limited. To address this, Campaign partners said that they will now pre-record key messages so that they can be delivered if staff are unable for the fortnightly live programmes.

...big issue for us is around operational availability...our staff are rostered throughout the whole week to deliver our preventions in different Pacific languages but because it's live interviews it creates a bit of a problem...we're going to pre-record all our key messages so that if we aren't available for whatever reason then they've got that audio to go back to. (P5)

Print media: Some interviewed participants considered Pacific language newsprint an effective approach for engaging the mature ethnic-specific Pacific population groups. Others remained uncertain about the effectiveness and approach that print media partners used to reach the youthful Pacific population.

...more of our older generation use the language based newsprint... (P2)

I'm not sure if they understood that the message was more than a glossy picture and a pretty standardised theme like the rest of the articles...not that a woman

with a black eye should be put there but thoughts on how can we deliver content that would have a reaction that would make someone think if they saw it that's actually violent...for each [print media partner] that came on if we gave in good faith then we'd have to trust in their good faith to have the right obligation and intention and objective. (P4)

Merchandise: One participant noted that improved planning of events where fans would be disseminated was required to ensure that major events had an adequate supply.

...gave a lot of our fans out at Pasifika and didn't have enough fans for Polyfest...Pasifika...it's too broad whereas as Polyfest we can target youth...if we're targeting the Polyfest is our main event for Pacific in Auckland... (P1)

Champions and Ambassadors: Survey respondent recall of the Champions and Ambassadors was consistently low in the first year of the Campaign. Participants interviewed at twelve months suggested that resources be directed elsewhere rather than pursue this approach and identified reasons why they were not effective:

- A lack of clarity on the purpose and role of identified high profile champions
- Complexities engaging with the agents of identified champions (for example, legal contracts and voluntary roles).

Pacific community events – Roadshow: Participants interviewed at twelve months noted that this approach could be supported by improved marketing, event planning, the presence of family violence practitioners at all events and opportunities for the audience to debrief after the show. These reflections provide useful information that must be taken into account in planning future events that may incorporate Pacific theatre and performing arts.

Pacific community events – Festivals: Given the size and scale of the Auckland Pasifika festival and Polyfest, participants identified a need to maximise the exposure of the Campaign. At twelve months, interviewed participants identified that PMN and MSD had developed criteria to improve the promotion of the Campaign at community festivals, such as ensuring that Pasefika Proud was endorsed by PMN or event MC's on the main stages. Participants interviewed at twenty months identified a need to maximise the promotion of Pasefika Proud. For example, by working alongside the Polyfest organisers to integrate the Campaign into the student speech competition.

...it was a missed opportunity...I'm not sure how much forward planning had been done...if you're going to be at such a large event...the secondary schools Polyfest...talk to the people who organised that to see how we might be able to be more involved in terms of the themes like speech competitions...that is a future opportunity...for the here and now those events are purely awareness. (P2)

Pacific community events – Provider organisations: One participant noted that while it was commendable that PMN presented at various regional forums, improved planning and engagement approaches could have maximised opportunities to work alongside regional provider groups.

Forward planning...smart operations in terms of understanding who the stakeholders are...the Chief Executives of the Pacific Social Service Providers in the South Island...all came together for a collective meeting in Christchurch...taking advantage of collective meetings...being smart about disseminating information, having that critical mass conversation in one hit and then identifying opportunities to delve deep...had [the collective group] known in advance they could have been more prepared... (P2)

Pacific community events - Wellington, Christchurch and Dunedin: Some participants considered the sub-contractual arrangement between PMN and an external agency effective in terms of engaging communities across three regions within a short space of time.

...they managed to get the level of traction quickly and effectively in three major centres...if we did it ourselves it would have cost more if you base it on flights, accommodation, travel...[the sub-contracted agency] did provide the impetus that we were looking for and it was short and sharp and sweet and it did the job... (P3)

Others provided contrasting views and suggested that rather than sub-contracting an external provider, resources may have been better invested by working with local providers from each region.

...I would expect you to use local providers or local expertise so you provide the information messaging the resources but work with the local providers to kind of take that information and run with it...bringing in people from outside of the locality is a dissonance because we were redirecting resources that could have been used to invest in local people. (P2)

Accessibility to help services: It is important to note at this point that one of the challenges noted in the three month evaluation report about difficulties accessing Pacific providers via the national helpline were reiterated by interviewed participants at twenty months. Urgent action is recommended to ensure that the national helpline has access to and utilises the Pacific providers listed on the Pasefika Proud website.

I tested it as far back as maybe a month ago...when I phoned I asked specifically for a provider in Manukau, I was given providers in Papakura, other areas...the lists of the people that are on the Pasefika Proud website weren't on the list that was given to the call centre. A concern for me...from a bureaucratic end...this could have put the lives of women and children at risk. (P4)

4.4 Responding to challenges

4.4.1. Closer collaboration between PMN and MSD

Participants noted that internal staff changes within PMN and MSD have enabled a closer connection and a clearer understanding of each agencies roles.

...we've had internal changes of our own but it was a great opportunity to connect with [name deleted]...get his lay of the land, how he saw things progressing and where the pressure points and opportunities were...the last few months have been very much connecting and understanding our respective roles and how do we support PMN in implementing the contract (P2)

This closer working relationship is reflected in how both agencies worked together to finalise the community engagement plan and implement the community initiatives projects. MSD also provides contractual management support to PMN for the community initiative projects.

...there was some to-ing and fro-ing around the plan which was quite broad... we had was a case of "Let's focus on some specific community led initiatives"...we are supporting to negotiate contracts and funds and have that conversation around what are you doing around family violence (P2)

...over the last four to six weeks worked really closely together...when a proposal came in...we'd talk about it...I'd draft some deliverables and outcomes and send them to PMN...if agreed...send it to the provider... (P1)

When a group comes either through MSD or PMN we negotiate and we are talk about the deliverables...it can happen very quickly... (P3)

Participants noted that shared contract management from both agencies has helped progress the community initiatives and ensure that the expectations of both organisations are met.

...we did really well together...like exceptionally well...worked well and plus their appreciation of how to do contracts. (P1)

...we're working in a collegial way...provided a bit more hands on support in helping craft the deliverables...being more explicit around, "So what are you going to get from this investment" (P2)

4.4.2. PMN new role: culture and community

In response to the staff capacity required to implement the community initiative projects, PMN have also recently introduced a new 'culture and community' role.

...the community fono towards the end of last year cemented in my mind we really truly need a person that works with the community... that somebody needs to be the voice as the conduit between us and the community more or less on a daily basis...on the 5th of January I enlisted [name deleted] for culture and community

relations and by default everything we do for Government will sit on her lap...as culture and community relations it's exactly that, we pride ourselves in that we are a community organisation, community focussed... it's a very, very important element of our business...which we have to balance with the commercial focus... (P3)

The new community and culture role was noted by participants as being extremely useful to:

- Building ongoing relationships with Campaign partners and improved communications across different groups.
... what we really didn't have was an actual coordinator from Pasifika Proud, they fixed that by appointing or creating a community engagement role...since she's been in the role...got more of a stream line of communication between the [Campaign partner] and PMN...that's been really good...we've seen the pace of our work pick up more... (P5)
- Aligning and coordinating work programmes for different providers and Campaign partners
...there are services that come under the Pasifika Proud...a project team...if we're going to run a programme we can go together, the project team will talk about it and give the tools to the community, the Church...we answer questions about the legal side of why people get arrested, what's a protection order, stuff like that and we have them in their language. [name deleted] has been a massive asset to this whole programme...she's now the coordinating point, she organises all that for us. (P5)

Although the newly established culture and community role is considered beneficial to implementing the Campaign, participants noted that additional capacity within PMN is required to build relationships with more family violence practitioners and to manage extensive community engagement and community initiative projects.

...sometimes we want all these things to happen but we may only have a little bit of something to give to it...the expectation is do twenty times more for twenty times less and yes some of us will still do it... if we have a team that's one thing and then identify other teams like practitioners or police or starting to create our community of people for Pasifika Proud...connecting them together...see who does what and how they can complement each other and how we can all move together as one and everyone walks alongside...always that common goal. (P4)

...the providers that were originally highlighted that were part of this Campaign...still a work in progress. I think it's something that we truly haven't unlocked...it's about the community... it's a trust factor...and once we make that connection then we can introduce them to the providers and then we step out and the provider engages. (P3)

4.5

Lessons learned: implementing the Campaign

Findings from the interviewed participants and survey respondents' provide key evaluation learnings to refine the Campaign approaches and maximise opportunities to achieve the Campaign objectives:

- Focus on approaches that are identified as being most effective in raising awareness of the Campaign such as the radio, digital media and Pacific events or shows.

Participants noted two key aspects to consider for the radio approach moving forward:

- Expansion of the reach of radio through other radio stations
...if we extended it to other radio stations would there be a larger response rate? Extend it to other radio stations...there are a lot of Pacific youth that listen to other stations...If we opened it up to a bigger audience as well... (P1)
...in our region...we tune into our own local stations... (P6)
- Appropriate costings that adequately reflect the resource required to implement radio
Although radio and social media are very effective, having and executing these effectively...is not cheap...the value that the Campaign has received from PMN is well and truly over and above...the budget for Pasefika Proud finished a long time ago... (P3)
- Maintain the intensity of effective awareness raising approaches alongside the implementation of community initiative projects.
...continue with the awareness, the promotion, the social media, the communications side to make things go viral...to get it embedded you need to get it spread, it's got to be ever-present in your community in people's minds, it's got to be constantly frontline...the other side of that would be the communities...the two go hand in hand... (P3)
- Use the engagement model developed through the Methodist church community initiative project to engage other large church congregations moving forward (see Appendix 2)
...my experience with the Methodist... It's almost like a working template of sorts...if you want them to take ownership you have got to let them take ownership the way they want to...not us telling them how they should take ownership...that part will differ from group to group but being in a Church there will be elements of that template that should pretty much be the same... (P3)

- Participants noted the importance of ensuring that church and community engagement and initiatives are cognisant of regional and ethnic-specific contexts and differences.

...there would need to be changes because even though that's the South Auckland senate, if we would go to the central Auckland senate then their template could be completely different...everything evolves in a different way...we've got regional perspectives outside of Auckland...then the Tongans again completely separate... (P4)

- Ensure the Pacific family violence practitioner workforce has the capacity and capability to respond to any changes resulting from the Pasefika Proud Campaign

...have the people that understand how to deliver it without it creating a space that is dangerous. (P4)

...that's the other thing I do appreciate about PMN is trying to connect with the providers...you need to have the services on standby to receive the referrals, to take the calls, to do what they need to do...you need to have the providers lined up. You can't do the promotion and not have the support available and make the support accessible otherwise we're setting this up to fail... (P2)

- Participants also noted a need to ensure that the workforce capacity and capability to engage in ongoing community initiatives for the Campaign is adequate.

...If I could start again I'd probably make my role full time...eighty percent of my work now revolves around the Campaign or the context of that Campaign around family violence and families in general...there's a lot going on at the moment...there's a lot of interest from our key partners and from the non-Pacific (P5)

5. Campaign achievements

5.1 Understanding of family violence

In March 2015 nearly three-quarters of survey respondents agreed or strongly agreed that the Campaign made them think more about family violence (69%), that they understood that family violence is happening in Pacific communities (71%), and understood what they could do to support others (73%) (Figure 4).

Throughout the Campaign, survey respondent understandings of family violence have fluctuated and this may reflect the different Campaign approaches that were implemented at different times. Time points where there are no survey responses are likely to reflect the planning processes undertaken by PMN to develop and implement new Campaign approaches.

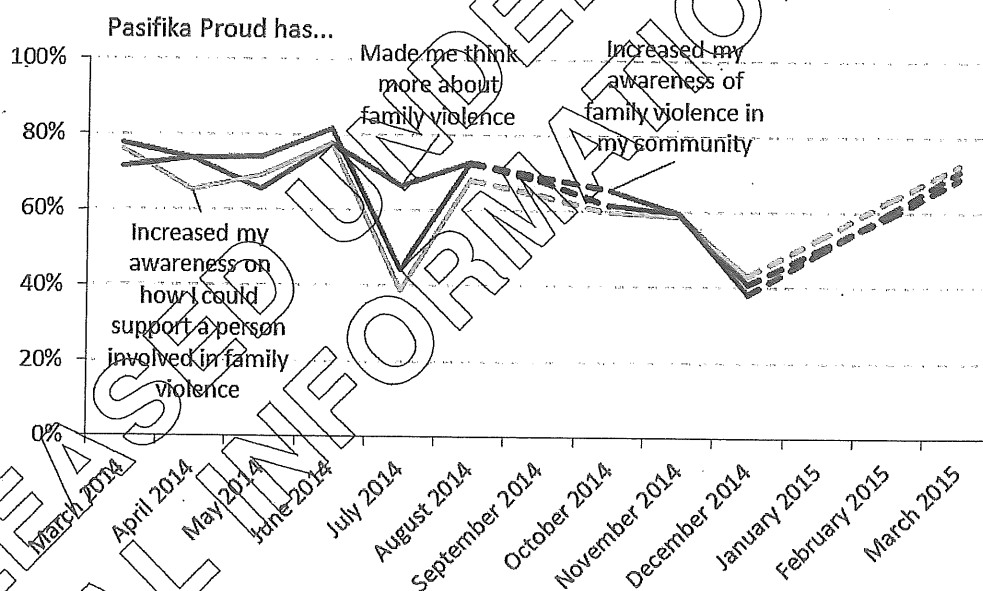


Figure 4. Online and intercept surveys showing the percentage of respondents by month who have heard about the Campaign and who agreed or strongly agreed to the above statements (n = varies from 1,013 to 1,014)¹⁶

¹⁶ Note: There were no responses in September 2014, January 2015 or February 2015 and response numbers were low in July 2014 and August 2014 (40 total).

5.2 Exposure to family violence

Up to March 2015, one-third of respondents had either seen or heard something that they thought might be a family violence situation involving people they know (27%) or do not know (30%) in the last 12 months.

Overall, most respondents in relationships reported that in the last four weeks they were never involved in aggressive or violent behaviour with their partners. However, 4% identified that, to some degree, they had hit, kicked or choked each other when angry. These acts are identified by the World Health Organisation (WHO) as severe physical violence by an intimate partner¹⁷. A few respondents identified that they had pushed or shoved each other (9%) (identified by WHO as aspects of moderate violence), or scared or intimidated each other on purpose (14%), and 6% had broken things when angry (identified by WHO as an aspect of emotionally abusive acts) (Figure 5).

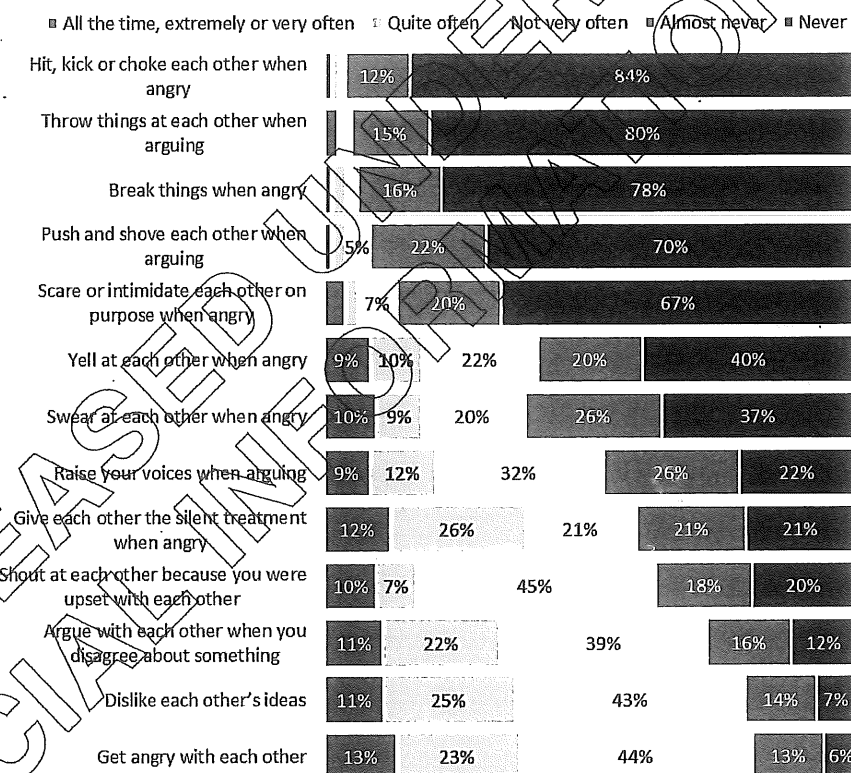


Figure 5. Online survey respondents' showing aggressive or violent behaviour between partners in the last four weeks (n = varies from 81 to 82).

¹⁷ World Health Organization/London School of Hygiene and Tropical Medicine. Preventing intimate partner and sexual violence against women: taking action and generating evidence. Geneva, World Health Organization, 2010.

5.3 Awareness of the impacts family violence

The majority of respondents indicated that they were aware of some of the impacts of family violence, in this case intimate partner violence¹⁸ (Figure 6).

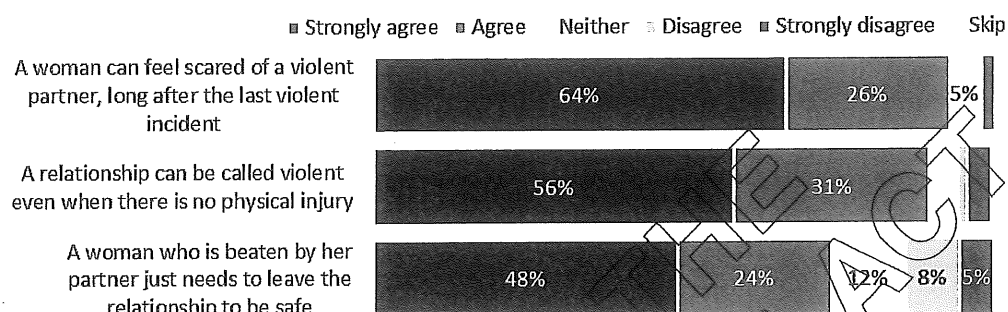


Figure 6. Online and intercept surveys showing respondents beliefs that some people have about couples (n = 320).

5.4 Attitudes toward family violence

Up to January - March 2015, more than one-third of respondents (36%) agreed that it is natural for a man to act aggressively, especially if another male might take his woman, 20% agreed that a good wife obeys her husband even if she disagrees and 10% agreed that it is important for a man to show his wife-partner who is the boss (Figure 7). Over all time points, 34% of respondents agreed that family problems should only be discussed in the family compared with 71% who agreed that others outside the family should intervene.

¹⁸ A monthly breakdown of this information is not provided due to the small number of online survey responses since June 2014.

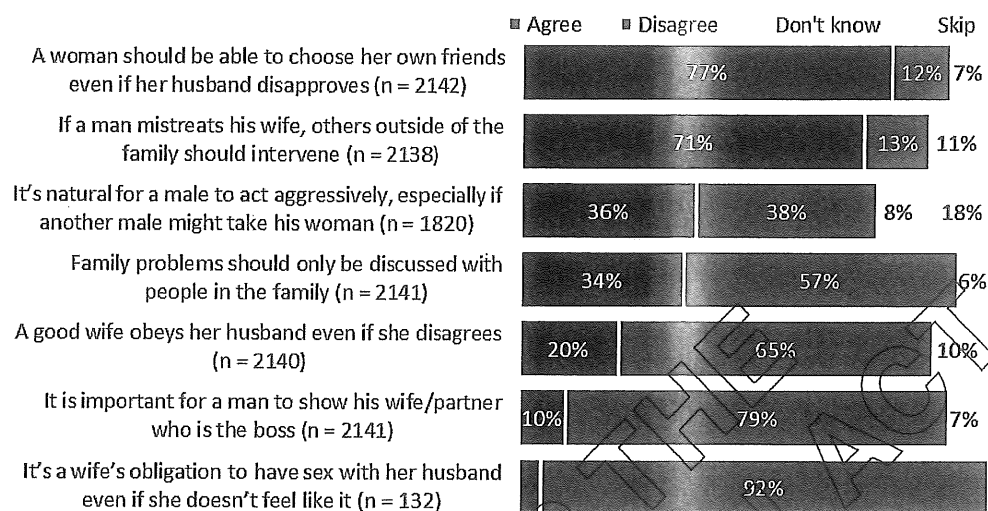


Figure 7. All survey respondents' attitudes to what is acceptable behaviour for men and women.

The acceptability of different aspects of family violence is summarised in Table 11 for each time point.

Table 11. Agreement of survey respondents who had heard of the Campaign with ideas on what is acceptable behaviour for men and women by quarter.

Attitudes to acceptable behaviour	Jan-Mar (n = 164)	Apr-Jun (n = 602-722)	Jul-Sep (n = 93-99)	Oct-Dec (n = 650-656)	Jan-Mar (n = 475-479)
A woman should be able to choose her own friends even if her husband disapproves	73%	82%	64%	75%	75%
If a man mistreats his wife, others outside of the family should intervene	78%	74%	66%	67%	71%
It's natural for a male to act aggressively, especially if another male might take his woman	-	55%	38%	20%	35%
Family problems should only be discussed with people in the family	27%	33%	39%	34%	35%
A good wife obeys her husband even if she disagrees	19%	27%	24%	14%	20%
It is important for a man to show his wife/partner who is the boss	7%	10%	9%	10%	9%
It's a wife's obligation to have sex with her husband even if she doesn't feel like it ¹⁹	3%	5%	-	-	-

Sixty percent of respondents strongly agreed that it is important that people do not ignore family violence or say nothing if they know that it is happening and 53% strongly agreed that they could help change the behaviour of a friend behaving violently towards their family (Figure 8).

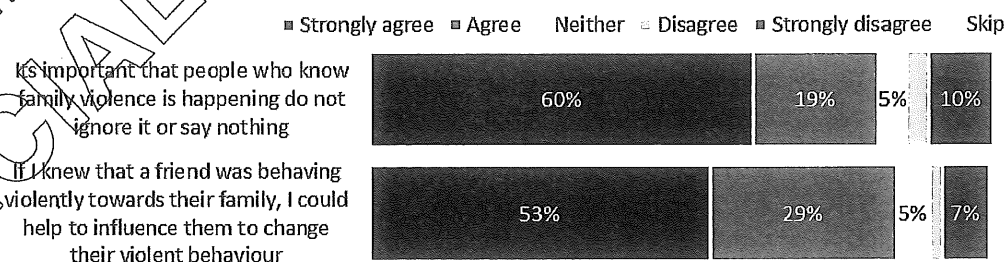


Figure 8. All survey respondents' attitudes toward family violence (n = 2,141)

¹⁹ This question had fewer responses than other questions in the table.

Overall, nearly all respondents reported that there is no good reason for a man to hit his wife. However, up to one-quarter either agreed or strongly agreed that there are times when it is excusable for a parent to smack their child (Figure 9)²⁰.

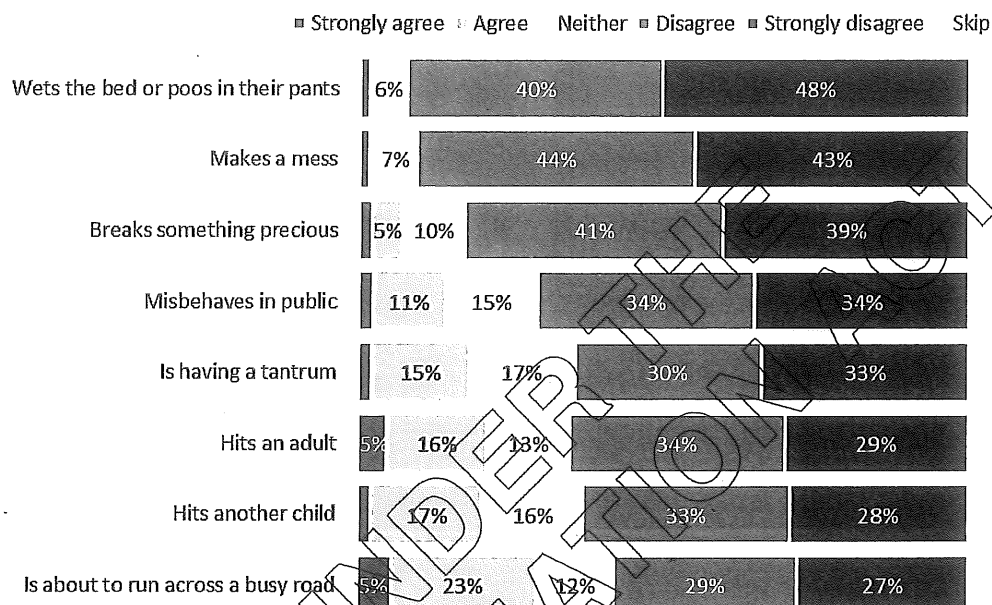


Figure 9. Online survey respondents' views on smacking children (n = 131 - 132)

5.5 Propensity to act

Respondents were asked about what they would do if they saw or heard anything about violent or abusive behaviour by other people. Overall, the majority identified that they would definitely call the police, talk to someone, or take other actions. Less respondents identified that they would definitely contact a family service provider or call the 0800 number (Figure 10).

In January to March 2015, the percentage of respondents who reported that if they knew about family violence they would definitely or would be very likely to:

- Contact a family violence service provider was 58%
- Call the 0800 number was 53%.

²⁰ A monthly breakdown of this information is not provided due to the small number of online survey responses since June 2014.

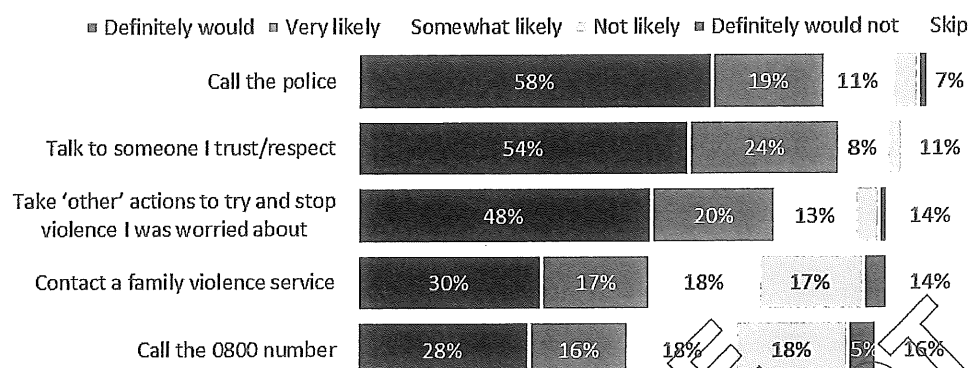


Figure 10. All survey respondents' propensity to act (n = varies from 2,109 to 2,126).

5.6 Action

Respondents were asked questions relating to whether the Campaign had influenced their behaviour. Nearly one-half of all respondents had talked to family, friends or others they trust about family violence (46%), violence they were worried about (41%), or about the Campaign advertisements (42%). One-third of respondents identified that they had visited the Pasefika Proud website (35%) and obtained more information about family violence (32%). Few respondents had called the 0800 helpline to talk about violence they were worried about (Figure 11).

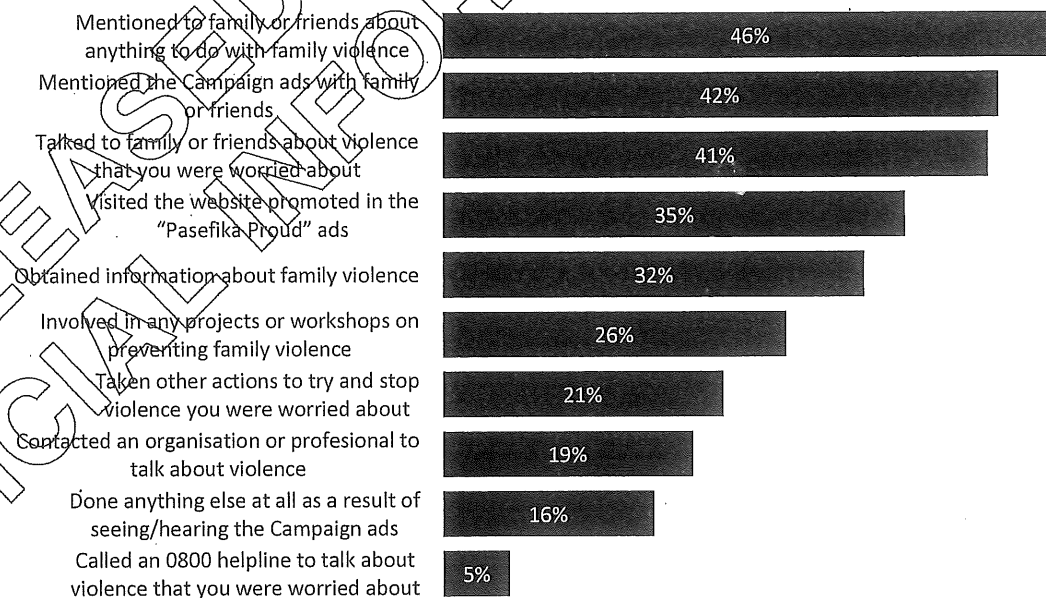


Figure 11. Online survey respondents who had taken action as a result of the Campaign (n = varies from 131 to 132).

Interviewed participants described examples of how the Campaign had increased opportunities to provide more information on accessing family violence practitioners and to engage in conversations about family violence within the Pacific community

...people saying that they understand what the messages are now that they've been delivered in their language...that we're actually engaging them instead of just giving to them in Palagi, in the English language...anecdotal positive feedback ... (P5)

...radio discussions with practitioners...people would respond but they would do it in such a way that they would not want to go on air...you then not only become the conduit that gives them all these different viewpoints from practitioners...you also become the confidant...people are listening and they are phoning through...you'd give them your trust and your confidence and safe environment to have that conversation and I'm not a practitioner so I wouldn't give advice but I'd say, "If you could please give me your area and I will give these 0800 numbers or these people to contact". (P4)

5.7 Lessons learned: creating a social climate that supports behavioural change

Interviewed participants highlighted several achievements resulting from the Campaign with partner organisations which contribute to creating a social climate that supports behavioural change. These include:

- Commitment by Campaign partner organisations to embed Pasefika Proud within Pacific communities in New Zealand and expand the scope of the Campaign

...you'll see core people...go out of their way outside of work hours to make sure that they're in touch with these networks. You'll see [name deleted] turn up to the Tongan Methodist Church on a Sunday and deliver the messages...the same with [name deleted], they'll go and find anywhere where they can see someone who is proactive and they'll deliver that kaupapa... (P4)

...due to this initiative set up with the police...a spin-off is actually overseas...some work in Vanuatu...we have photos of people holding fans in Vanuatu...also the Samoan Police have been trying to develop a relationship...our brief is for Aotearoa...but it's both New Zealand born and our relatives or our brothers and sisters that are migrating that are all victims or perpetrators of family violence so it makes sense to have Pasefika Proud embedded in the Pacific...it's something that we need to consider... (P3)

- Organisational change within a partner agency

...our first district Pacific strategy, strategic document and our action plan document...came out of the work we were doing for Pasifika Proud...we're

working with it, we're consulting with our PAG group through our District Commander, we're also working with our Manager at Headquarters...we consulted the local staff...that's all signed off. That wouldn't have come out had it not been put into Pasifika Proud... (P5)

...getting other people to support the brand and from an agency point of view us as part of their way with which they've talked to their communities...the brand is all encompassing and it's inclusive so that the likes of [organisations] can take it and use it for their purposes...that's a positive achievement. (P2)

- Providing opportunities for NGO's to develop trusting relationships and engage in conversations about family violence with communities
It allowed us to strengthen our community relationships... build a higher level of trust...come together as a community that wants to eliminate family violence in this community and so we became quite united...as an organisation it gave us was a stronger profile on being able to have those conversations and also as first port of call in terms of being able to access alternative services so that certainly has been beneficial to us as an organisation... building our own credibility that can deliver in that space...a little bit more cohesiveness and coordination of how we wanted to address that family violence... (P6)

5.7.1. Next steps

Findings from the interviewed participants and survey respondents' provide key evaluation learnings to refine future planning, development and implementation of the Campaign such as:

- Reviewing the Campaign Plan and developing an overarching Pasefika Proud plan that is informed by the key learnings from the Campaign to date and other similar campaigns.

There a menu of things that we can do on the ground...having a much more succinct and broader game plan...recognising what's going on more broadly and observing what's happening in other campaigns...what's working, what's not so that we can feed that into ours...(P2)

Participants emphasised a need to ensure that the overarching plan:

- Clearly articulates the future direction of the Campaign
...this is an opportunity moving forward...need to provide more insight and direction...context...environmental scan and together with their own intel it's about being clearer about what that approach or blueprint is... (P2)
- Is based on theory underpinning social change, including steps that need to be in place to achieve change and puts in place realistic targets

to acknowledge the extent to which the Campaign can change an embedded social problem over the timeframe available

...being clear on what is the overall game plan is and understanding that kind of change process because you're effectively talking, telling people to change their mind-set and change the behaviour, we know that's not going to happen overnight... have a bit more of a smarter plan which recognises the phases of behavioural change and the different audiences that you bring on board... (P2)

...raise awareness and change attitudes and behaviours... rather than eliminate family violence... (P1)

- Includes a process to review and refine key messages for different target groups that are linked to the Pasefika Proud brand

...I'm not sure that we've quite connected the family violence aspect of our messaging with the brand... are we taking the right approach? Are there better ways with which we can align our messaging? Can we streamline them in such a way that they are smarter in the way they are presented? (P2)

What we are needing to further develop is the messaging and the context of family violence including the front end primary prevention... We now need another layer of messaging and some clarity around our target group... at the population level, what are the mechanisms and messaging tools so it can happen in a sustainable way. (P2)

...the messaging is the critical bit... have some comprehensive messaging tailored to our different audiences otherwise there's only so far you can present the brand... there's messaging going on about respectful relationships and what that looks like (P2)

... outline what the Campaign is and what it stood for... core messages for families, for women, for girls, for whatever then maybe that would make the transition for them taking on the Campaign messaging... let's look at how we can tailor the analysis of violence to specific demographic groups... (P4)

- Includes a process to develop a sub-brand for Pacific family violence within the wider Pasefika Proud brand

...it's very hard to promote and embed a brand that has a disconnect to its initiative or the product that it wants to deliver... Pasefika Proud and family violence, it's a huge disconnect... it can mean so many things to so many different people... probably not a right brand name but by default I think if you were to change it now it would really slash the credibility of

everything that we've just built over the last 18 months...we need to create a sub-brand...the family violence component or elimination of family violence component within the Pasefika Proud brand. (P3)

- Articulates effective approaches for engaging across regions
...there needs to be some discussions on what a framework could look for engaging in the regions...more robust discussion with the regions on what that actually means and looks like for them...I understand that they have a limited budget but there are regional groupings and communities that need some support as well. (P6)
- Includes an ongoing evaluation approach and management plan
...evaluation will only go so far until the end of June...we should now be considering the evaluation of the actual activities happening after June or even some that are happening now...If we want it independent...we actually should evaluate...run that process ourselves... (P1)

- Increasing multi-sectoral engagement and collaboration
Pasifika Proud is part of a bigger plan, that's just one component so it's making sure that everything connects, that we're working well with our cross sector colleagues...we've got a bit that we need to do and do it well but it's part and parcel of a bigger picture so we need to do that together otherwise we continue to do a disservice to our families... (P2)

Most participants agreed that there is a need for increased multi-sectoral engagement. One participant noted that actions to address this have commenced.

...proactively trying to connect with what's going on probably with the health sector...We have funding arrangements with collectives which are Ministry of Health and MSD jointly funded so it's a work in progress, it's nothing new but obviously given the ... responsibility we have it's been ... being aware of that and trying to work collectively. (P2)

Some participants suggested that an effective outcome of improved multi-sectoral engagement would be to integrate all Pacific initiatives under the Pasefika Proud brand

...it's the same people you go to see for a Ministry of Health initiative, it's the same people you're going to see for a Ministry of Education initiative...they are fatigued, they don't know who to listen to. If you turn up one minute doing family violence and the next day you turn up, "Has your child been immunised?" next day you turn up, "Do you know what national standards are about?"...So many different things that could be housed under one all-encompassing brand or Pasefika Proud...at least then people can have something that it's attached to. (P3)

In line with this view, other participants considered that what they saw as the current lack of multi-sectoral collaboration, competing priorities and the implementation of multiple initiatives by multiple government agencies impacts on the NGO sectors' capacity and capabilities to engage in various activities.

...of late there's been a focus on suicide prevention...alongside that there was the national campaign around rheumatic fever...new stuff around Whanau Ora...and some new innovation stuff...it's been really crazy and hectic... (P6)

There's been a level of quietness here in the region predominantly because in all honesty there's been a lot of social issues per se and more areas of prioritisation and so then utilisation of time and resources get directed to those particular areas... it really is about how we have to manage a little bit more ... in the smaller regions with the smaller pool of resources that we have available. (P6)

This was noted as a common challenge for NGOs that are reliant on government funding and contracts.

... funding is available so you jump on board where there is potential resourcing...you are influenced by where potential financial resourcing could come from so you adapt and align so that you can have the opportunity to be in those spaces...it's pretty tough...continually changing to meet various sector needs...(P6)

- Develop processes to ensure that the relationships established with church and community groups via the community initiative projects are maintained beyond June 2015.

...the timeline and the end of PMN contract is June...the life of these contracts are post that period...how is it monitored after that...that's something we would need to manage unless things were to change with any ongoing relationship with PMN. (P2)

... must follow it up whether it's through PMN or through a provider or MSD to give that positive reinforcement to the Methodist...I do not recommend a provider because they won't be neutral...it could be a trust thing to build...with the twelve congregations engaged...it wasn't very easy to promote providers to them...PMN is neutral, and doesn't have anything to gain per say. (P3)

...its credibility that's on the line...there was the trust factor...if those ties are severed when you come back with and Ministry of Health or Ministry of Education campaign they're not going to open their door. (P3)

Interviewed participants also emphasised the need to:

- Develop plans for sustainability of the community initiative projects
- ...the Methodist is a long term plan...embedment doesn't happen overnight...it's inter-generational so what they're building now is almost like a pre requisite to how they're going to eliminate domestic violence in the years*

to come.....every one of them should have a component of longevity and how are they going to support it... (P3)

- Establish a forum for community initiated project providers to share and learn from each other

...when we've finished this project connecting up with the other projects as well to hear what we are doing with others and hear what others are doing as well...some kind of forum where we can share the work that's been done...get together with other providers to share what we're doing but also get reminded of our core focus and that we're on track and also looking at are we making a difference? (P7)

In planning next steps, participants identified the need for:

- An adequate and realistic funding strategy linked to the Campaign objectives
...it should be resourced a bit better...make more effective use of the resource... (P6)
...although social media is very effective... what we've done is well over and above...having and executing effective social media is not cheap... (P3)
...a separate team altogether for Pasefika Proud...when it comes to the community embedment work that requires a team... (P3)
- Resources and support to further enhance current and future community initiatives
...map out something that's user friendly but shows a clear approach...tailor the messaging and resources accordingly...get communities to run with it, it is not going to work otherwise...with limited funds you want it to go into what they're doing, not administration and not into nationally mass produced resources. (P2)

Appendix 1: Logic model and evaluation framework

RELEASED UNDER THE
OFFICIAL INFORMATION ACT

FAMILY VIOLENCE IN PACIFIC FAMILIES AND COMMUNITIES IS ELIMINATED	
Ultimate outcome	
Longer term outcomes	<ul style="list-style-type: none"> • A social climate of tolerance for family violence exists in Pacific communities. • Family violence in Pacific families and communities is reduced.
Intermediate outcomes	<ul style="list-style-type: none"> • There is additional "social capital" particularly around family violence / intimate partner violence (IPV) • There is community ownership and commitment to the prevention of family violence in Pacific families and communities • The Campaign facilitates Pacific community organisations continuing to work collaboratively to prevent violence
Campaign Immediate outcomes (II)	<ul style="list-style-type: none"> • There is continuity in messaging
Campaign immediate outcomes (I)	<ul style="list-style-type: none"> • There is community participation in events • Community organisations work collaboratively to prevent violence, make sure the messages are heard, made relevant and acted upon • Messages are heard/seen by the target group (more so than without partners) • Messages have credibility • There is a coordinated approach to family violence awareness and prevention
Outputs	<ul style="list-style-type: none"> • Collaboration with relevant agencies (number, type, frequency, contribution) • Campaign promotion at events (number, type, exposure) • Identified ambassadors
Campaign Activities	<p>Build relationships with other agencies and NGOs and encourage Pacific community organisations to work collaboratively to prevent family violence</p>
Campaign Inputs	<p>Financial – Funding and FTEs; Time – 24 month Campaign; Expertise – input from key stakeholders (for example PAG, MSD, FACS, Pacific media) and providers</p>
	<p>Evaluate the Campaign</p> <ul style="list-style-type: none"> • Tracking statistics • Feedback from partners and participants
	<p>Implement the Campaign (design, order and distribute)</p> <ul style="list-style-type: none"> • Type of distribution (by media, event, etc.) • Frequency of distribution by target group, message, media type • Involvement of ambassadors (how they have promoted PP)
	<p>Pasefika Proud resources in line with the strategy): Promote the Pasefika Proud brand and key messaging (including national radio Campaign, Sports Awards and Music Awards sponsorships)</p>

Evaluation Framework

Key questions	sub-questions	Indicators	Measures	Data sources
Community empowerment, collaboration and action				
1. Are Pacific community organisations around New Zealand but mainly Auckland working collaboratively to prevent family violence through the Campaign?	<p>Have key organisations collaborated in the Campaign? How?</p> <p>Was the level of participation by key stakeholders and providers as expected? What barriers or facilitators to participation, ownership or commitment are there?</p> <p>Are violence prevention messages consistent across key stakeholders and providers? Are there other initiatives or community features that reinforce, dilute or contradict key messages?</p> <p>How did the Campaign most effectively foster collaboration?</p>	<ul style="list-style-type: none"> Community organisations involved in the Campaign by location, type, etc. Identified key organisations that are not involved Continuum of collaboration (see measure) Key stakeholder and provider involvement in design (implementation) Identified projects or activities that involve multiple organisations (see measure) Continuum of collaboration as expected and experienced by key stakeholders and providers Identified barriers (e.g., lack of funding, resources, expertise) All key stakeholders and providers are aware of Campaign key messages Key stakeholders and providers use Campaign key messages and resources Campaign resources are consistent in key messages Campaign has consistent key messages throughout the life of the Campaign Key messages from other prominent initiatives and their level of agreement with Campaign key messages Key stakeholder and provider views on barriers to collaboration Key stakeholder and provider views on facilitators/enablers to collaboration Key stakeholder and provider views on strength of relationships 	<ul style="list-style-type: none"> Type of collaboration based on the continuum tool/"partnership continuum"²¹ Self-reported projects, including scope, scale, number of partners etc. Continuum tool as above Significance of a barrier (e.g., Ask: did it prevent participation, reduce participation or what was the impact of this barrier?) Self-report of key messages or self-report of availability Self-report adequacy and use of resources, reasons for resources not being used Consistency across resources and any other initiatives Significance of a barrier Significance of an enabler Self-reported views and agreement or divergence among views within the group of partners and organisations 	<ul style="list-style-type: none"> Key stakeholder and provider interviews (3, 12 and 20 months) Key stakeholder and provider interviews (3 and 20 months) Key stakeholder and provider interviews (3 months) for self-report of key messages and awareness; adequacy and use of resources Key stakeholder and provider interviews (3, 12, and 20 months) for consistency Key stakeholder and provider interviews (3 and 12 months) for barriers, facilitators Key stakeholder and provider interviews (3, 12, and 20 months) for strength

²¹ <http://www.education.vic.gov.au/Documents/school/principals/community/relationshipcontinuum.pdf> - there are others too.

Has the Campaign increased collaboration? Is this collaboration sustainable?	<ul style="list-style-type: none"> • Number of organisations newly working together • Collaboration resources arising from the Campaign (e.g., networking events, contact lists, etc) • Self-report intention to continue to work together • New projects/ideas identified as arising from Campaign collaboration • MOUs, shared funds or other signs of ongoing collaboration 	<ul style="list-style-type: none"> • NA • NA • NA • NA • NA 	<ul style="list-style-type: none"> • Key stakeholder and provider interviews (3,12, and 20months) for number of organisations and collaboration resources • Key stakeholder and provider interviews (20 months) for intent to continue working together, new projects/ideas, and MOUs, shared funds.
2. To what extent has the Campaign promoted community ownership and commitment to the prevention of family violence in Pacific families and communities and support local change?	<p>Do communities feel a sense of ownership to prevent violence and support change?</p> <p>How have communities demonstrated commitment to prevent violence and support change?</p>	<ul style="list-style-type: none"> • Level of agreement that organisations support the Campaign's key messages • Agreement that I/my 54organisation has a responsibility to prevent family violence • Agreement that the prevention of family violence is of relevance to me/my 54organisation • Attitudinal change about community ownership and commitment to the prevention of family violence • Local analysis of participation in the Campaign (e.g., key churches, organisations, leaders in that area) • NA • NA 	<ul style="list-style-type: none"> • Key stakeholder and provider interviews (3 months) for level of agreement • Key stakeholder and provider interviews (3 and 20 months) for attitudes • Key stakeholder and provider interviews (20 months) for self-report change • Key stakeholder and provider interviews (20 months)
3. Was the Campaign well- designed?	<p>Did the key stakeholders and providers contribute to the development and refinement of key messages?</p> <p>Is the Campaign design (objectives, activities, rationale) understood consistently by key stakeholders and providers?</p>	<ul style="list-style-type: none"> • Pacific family violence is defined by the PMN, key stakeholders and providers • Key messages are developed and refined with key stakeholders and providers. • The process of developing key messages identified and used existing expertise, experience and knowledge • Documentation of the Campaign clearly sets out the Campaign's objectives and design. • Key stakeholders and providers have a shared view of the Campaign's objectives. • Key stakeholders and providers understand their role in implementing the Campaign. • Key stakeholders and providers have a shared view of the Campaign's main target groups, approaches and activities. 	<ul style="list-style-type: none"> • Key stakeholder and provider interviews (3 months) • Statistics, evidence and research on Pacific family violence, attitudes, awareness and understanding have been considered • NA • NA • Similarity in self-reported understanding of objectives • Perceived roles match strategy • Approaches resonate with perceived target groups and strategy • Matched expectations for different approaches • Key stakeholder and provider interviews (3 months)

• Key stakeholders and providers have the same expectations about what the different approaches for the Campaign are likely to achieve.

Has a Pasefika Proud communication and social marketing strategy been developed? Did the key stakeholders and providers contribute to the development and refinement of the strategy?

- Existence of national communication and social marketing strategy
- The process of developing key messages identified and used existing expertise, experience and knowledge
- Authors/resources contributing to strategy

Did key stakeholders and providers receive enough information, resources and support from the Campaign?

- Campaign resources are accessible to, and utilised by key stakeholders and providers
- Resources are assessed by key stakeholders and providers as adequate and effective in promoting key messages

Implementation of Campaign

4. Was the Campaign implemented as intended?

Was the Campaign implemented as intended? If not, why were changes introduced?

- The Campaign is promoted nationally
- A national radio Campaign is delivered in English and other Pacific languages.
- Pacific families, communities and providers are using the Pasefika Proud resources.
- Credible ambassadors and champions are promoting the Pasefika Proud Campaign nationally.
- The Pasefika Proud Campaign is promoted and represented at Pacific events around New Zealand.
- Pasefika Proud sponsors the Pacific Sports Awards in Auckland in 2013 and the Pacific Music Awards in 2014.

What tools and resources were created and distributed as part of the Campaign?

- Number and type of promotional materials (posters, cups, fans, adverts, t-shirts etc.)

What were barriers to successful implementation, and how were they overcome?

- Identified barriers and solutions

What was particularly helpful in implementing the Campaign strategy?

- Identified successes

- NA
- Campaign "bibliography" and contributors
- Notable omissions in bibliography or contributors
- Key stakeholder and provider interviews (3 months)
- Document review
- # of resources distributed
- # of resources returned unused
- # excess resources
- Resource 'supply' compared to 'demand'
- Key stakeholder and provider interviews (3, 12 and 20 months)
- Routinely collected data

- Events and promotion schedule compared to strategy (planned schedule)
- Number of languages and language programmes included in Campaign (see above on resources)
- Ambassadors and champions roles match strategy
- Recall and recognition of the Campaign, key messages, ambassadors and champions
- # of Pasefika Proud sponsorships provided (see above on resources)
- Promotional materials developed compared to strategy
- Significance of a barrier
- Significance of an enabler
- Document review
- Key stakeholder and provider interviews (3, 12 and 20 months)
- Document review
- Key stakeholder and provider interviews (3, 12 and 20 months)
- Self-reported measures of success

Campaign messaging outcomes

5. Have the objectives and key messages of Pasefika Proud been echoed, made relevant and acted on in Pacific communities?

Are Pacific families and communities aware of the Campaign?

- Pacific families and communities have "interacted" with the Campaign
 - Pacific families and communities:
 - Are aware of the Campaign and key messages;
 - Recall and recognise 56 the key messages; and
 - Recall and recognise different social marketing approaches through which messages were seen/heard
 - Recall and recognise different promotional resources

- Number of people attending events, subscribed to twitter, members of FB Page, # of hits on website, twitter, instagram etc
- Unaided and aided recall and recognition of Campaign
- Unaided and aided recall and recognition of key messages and phrases
- Unaided and aided recall and recognition of where ads were seen/heard
- Unaided and aided recall and recognition of promotions (posters, fans, cups)
- Estimated Campaign coverage

- Online survey targeting Pacific youth and PMN social media networks
- Intercept survey targeting the general Pacific population

Do the key messages resonate with Pacific families and communities? Are they viewed as credible?

- Pacific families and communities:
 - Understand the key messages as identified by the Campaign;
 - Consider the key messages relevant to their communities;
 - View the messages as credible.

- Proportion who:
 - Liked the ad(s)
 - Thought the messages made them think about themselves or someone else they know experiencing family violence
 - Thought the messages made them think they can help to influence change
 - Understand what people "like me" could do to be supportive toward someone experiencing family violence
 - Thought the messages were directed to "someone like me"
 - Thought the messages provided true information
 - Thought the messages reflected their Pacific community
 - Thought the messages were delivered by someone they trust
 - Thought the messages were delivered by someone they like

- Document review
- Online survey targeting Pacific youth and PMN social media networks
- Intercept survey targeting the general Pacific population

Who has been reached by the Campaign?

- Description of target groups
- Demographic data on survey respondents who are interacting with/aware/not aware of the Campaign
- Self-reported relationship to family violence
- Estimates of family violence prevalence and incidence among target groups

- Online survey targeting Pacific youth and PMN social media networks
- Intercept survey targeting the general Pacific population

Has the Campaign influenced on the awareness, understanding of and attitudes toward family violence among Pacific families and communities?

- Baseline and "post" measures of attitudes and awareness
 - Levels of awareness of family violence in Pacific families and communities;
 - Understanding of family violence; individuals have can:
 - Identify one or more impacts of family violence
 - Consider family violence to be an important issue
 - Attitudes toward:
 - The role of women and men in relationships
 - That a man has good reason to hit his wife under certain circumstances
 - Others outside the family should intervene in cases of mistreatment
 - That family problems should only be discussed with people in the family;
 - Other key messages as identified in the strategy.
- Self-reported changes in levels of awareness and attitudes

Has the Campaign stimulated dialogue and other pre-cursors to change?

- Pacific families and communities:
 - Have discussed the Campaign in school, church, family or community
 - Have discussed family violence in school, church, family or community as a result of the Campaign
 - Report that they feel they can talk more openly about family violence as the result of the Campaign

Has the Campaign influenced propensity to act or action within Pacific families and communities?

- Pacific families and communities exposed to the Campaign are more likely to:
 - Know where to seek help;
 - Know where to access more information;
 - Feel that they can intervene; and
 - Feel motivated to act
- Pacific families and communities exposed to the Campaign are more likely to act to reduce family violence by:
 - Seeking help;
 - Seeking help for others;
 - Reporting family violence;
 - Taking other actions
- Estimates of family violence prevalence and incidence among target groups

• Attitudes toward personal responsibility for family violence prevention

- Attitudes toward personal relevance of family violence
- Unaided and aided recall of a family violence impact promoted by Campaign
- Agreement with the statement "family violence is a serious crime"
- Agreement with the statements:
 - The role of women and men in relationships
 - That a man has good reason to hit his wife under certain circumstances
 - Others outside the family should intervene in cases of mistreatment
 - That family problems should only be discussed with people in the family.

• Agreement that "I have talked to my friends or someone I respect/trust about family violence in the last 12 months"

• Agreement that "After seeing the [Campaign elements] I talked to my friends or someone I respect/trust about it"

• Agreement that "if I experience family violence, I know where to get help" [0800 helpline, Campaign website etc]

• Agreement that "if I'm worried about family violence, I know where to get more information"

• Agreement that "I would feel comfortable calling [whistleblower agency] if I knew about violence going on in a family"

• Self-reported likelihood of calling an agency if I know about violence (certain, very likely, somewhat likely, not likely, definitely would not)

• Self-reported likelihood of taking 'other' actions to try and stop violence I was worried about

• Validated tools and questions on "How often my parents/partner and I – for example "get angry with each other",

• Online survey targeting Pacific youth and PMN social media networks

• Intercept survey targeting the general Pacific population

• Online survey targeting Pacific youth and PMN social media networks

• Intercept survey targeting the general Pacific population

• Online survey targeting Pacific youth and PMN social media networks

• Intercept survey targeting the general Pacific population

	<p>Has the Campaign contributed to a social climate that supports change?</p> <p>Were some groups more influenced by the Campaign than others?</p> <p>Were some elements of the Campaign more effective than others? Which messages, media or partners (organisations, churches, ambassadors, etc.) have been most successful?</p>	<p>Proportion of key organisations in a community involved in the Campaign (e.g. "critical mass")</p> <ul style="list-style-type: none"> • Coverage of target groups • Perceived climate to change • Changes in awareness, attitudes and action among different groups (age, gender, ethnicity, location, etc.) • Rates of recall, recognition etc. (the indicators and questions from above) for different elements of the Campaign. • Reported levels of effectiveness of different approaches used in the Campaign. 	<p>"argue with each other...", "push and shove each other when arguing" etc.</p> <ul style="list-style-type: none"> • Analysis of information on communities and community participation • Coverage rates (if possible to calculate) • Agreement that "It is my responsibility to act" • Self-reported likelihood of partaking in community events, projects or workshops around preventing family violence • Analysis of findings • Analysis of findings • Proportion of families and communities who rate an approach (event, advert, ambassador, etc.) as "having a big impact on me" • Online survey targeting Pacific youth and PMIN social media networks • Intercept survey targeting the general Pacific population
<p>Management</p> <p>6. How was the Campaign monitored and continuously improved? Was there financial accountability?</p>	<p>Did the Campaign evaluate and monitor its efforts?</p> <p>Did it gather tracking statistics or feedback from key stakeholders and providers?</p> <p>Was information used to continuously improve through the life of the Campaign? How?</p> <p>Are all finances accounted for and reported as per funding agreement?</p>	<ul style="list-style-type: none"> • A process and outcomes evaluation for the Campaign is conducted. • Evaluation quarterly reports including updates on statistical and qualitative methods, analysis, preliminary findings, risks and mitigations are submitted to PMIN. • Campaign quarterly progress reports and status updates, provided to MSD, consider evaluation preliminary findings and implications • The Campaign finances are accounted and reported as per the funding agreement 	<ul style="list-style-type: none"> • Evaluation workplan aligned with Campaign strategy (planned schedule) • Campaign strategy and quarterly reports - continuously informed by evaluation findings and implications • Accounts audited • Document review
<p>Lessons learned</p> <p>7. What lessons have been learned from the Campaign?</p>	<p>What elements proved successful in designing, implementing or managing the Campaign?</p>	<ul style="list-style-type: none"> • The extent to which measures of success identified at the start of the Campaign are met • Analysis is broken down by age, gender, ethnicity, location, etc where possible. • Unanticipated consequences are identified 	<ul style="list-style-type: none"> • Self-reported measures of success • Statistical analysis and modelling of survey data • Quarterly reporting includes unanticipated consequences • Key stakeholder and provider interviews (12 and 20 months) • Online survey targeting Pacific youth and PMIN social media networks

Which groups were most positively affected and why?

Were there any unanticipated impacts or unintended (negative) consequences?

What are alternate means of changing thoughts and behaviours relating to Pacific family violence?

- Intercept survey targeting the general Pacific population
- Document review

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Appendix 2: Community initiative profiles

Project: Pinikiliscious

The project consists of:

- Integrating Pasefika Proud into community events focusing on healthy wellbeing for women
Pinikiliscious started from a health based approach...targeting women Pacific women to uptake registration for breast screening...also targeting our Churches in making healthy wellbeing for Pacifica women as backbones to families a priority...there are other issues that impact on the health and wellbeing of our Pacifica women...we're a group about that support the elimination and reduction of domestic and family violence... (P7)
- Facilitating community workshops to increase understandings of Pasefika Proud and family violence, clarify key messages and engage community members in the project
...before we even begin the vignettes we've got to run a workshop with our Pinikiliscious committee as well as the people that we're going to shoulder tap to front the vignettes so that we get a better understanding of Pasefika Proud...what it's responsibility is...what it's trying to Campaign for so that we're quite clear and comfortable with getting in front of the camera to state how we are with our families in a non-violent approach or experiences with domestic and family violence and how we've overcome them... (P7)
- Developing and disseminating Pasefika Proud vignettes showcasing life stories from three generations of Pacific women
...creating vignettes to go on the Pasefika Proud website...finding messages that would help women become strong...got to give good examples of how we walk away and understand how to get away but also how we to raise our families within a non-violent approach...families have grown up in the household, there's been no violence but also families who've lived in a household where they've overcome that (P7)

Interviewed participants identified that the project and the vignettes are purposed to raise awareness understandings of family violence, motivate people to engage in conversations with families and communities, take responsibility and act.

We're hoping that people will watch them and listen and not to walk away or turn a blind eye that it is a serious problem...we've got to talk about it and although our Church leaders have to take responsibility (P7)

The vignettes are also purposed empower women and to provide information about help services.

...wanting to get our women to be resilient, to be strong, to know there's help... be aware that there is help and don't think that you're not going to get help (P7)

To date, an extensive Pacific event integrating Pasefika Proud has been held in Wellington. Preparations for community workshops are underway. The workshops will assist in identifying potential and willing candidates to front the vignettes. Filming and production of the vignettes is on track for completion by the end of June 2015.

...we just finished our event and we just had a Pinikiliscious debrief...I've got to organise the workshop for our women so we can have a talk together about what messages we want to be clear about...then identifying and talking to women who will be willing to be filmed, women and girls, and then planning a session around the Pasefika Proud Campaign so that we're quite clear about the messages and then we begin the filming days. (P7)

Interviewed participants highlighted plans to engage with MSD post-production to identify and plan a launch and promotion of the vignettes, as well opportunities to evaluate and monitor the impact of the vignettes.

...begin conversations about how we're going to launch them and promote them through the Pasefika Proud website and also launch it...on August the 22nd we have a Pinikiliscious ball in Porirua for 300 people...the ball is about the contribution of Pacifica women to the Porirua community over the last 50 years...it's a biggie... (P7)

...have a discussion about monitoring when we post it up on Pasefika Proud...give it a year to see what happens...what the impact has been...to do some kind of review on it... but there needs to be checkpoints within the year... (P7)

Project: Methodist Church Initiative

The project consists of:

- Engaging with twelve South Auckland congregations of the Methodist Church to embed the Pasefika Proud Campaign.

...the Methodist Church initiative came through the Police...half way through this Campaign there was a very strong push to engage with churches...a weakness in our approach at the time was focusing on individual churches and the individual Fa'afeaus...we managed to get through to the Methodist Church...the Chairman...of twelve congregations in South Auckland...well over 1,000 people... (P3)

- Collaborative partnerships between the Methodist Church, PMN and other Campaign partners collaborating to facilitate workshops and group discussions relating to:
 - National Priority 1: Families – Domestic violence, Gender Inequality, Suicide
 - National Priority 2: Youth – Youth Violence, Suicide, Gangs, Rape
 - National Priority 3: Alcohol and Drugs – Violence, Drinking, Drunk Driving
- Guest speakers on family violence presenting at the workshops to inform further group discussions on identifying family violence prevention strategies
- Youth concerts to promote key messages on the national priorities areas
...instead of us doing what we used to do in the past...tell them how to run their church or their families, we put the onus back on them to come up with a design of how they're going to tackle those three issues that have been identified. (P5)

To date, the project has engaged with approximately 1,200 congregation members in workshops to discuss the national priority areas and identify family violence prevention strategies. The first youth concert was held on Sunday 14 June 2015.

Interviewed participants highlighted that the project provides:

- An approach to encourage safe conversations between youth, parents and ministers
the groups made people look at their environment...groups of women and young girls...they spoke about the findings of their group discussion to a whole forum of mothers and fathers and Ministers...all those different conversations... (P4)
- Leverage to engage with other church and ethnic groups
...the counterpart for South which is Central West...another twelve congregations...they're saying, "How do we become part of this?"...it can really grow exponentially...the Tongans also, that's another 1,200 from the Tongans who have contacted us...have to deal with one at a time because we're talking huge amounts of people and of course funding. (P3)

Project: Otahuhu College

The project consists of:

- Embedding the Pasefika Proud Campaign with among Pacific youth within a secondary school setting.
- Developing and implementing approaches that resonate with youth to encourage safe conversations and promote the Campaign.

- A Memorandum of Understanding has been developed with Otahuhu College.

To date, PMN have engaged with students to facilitate safe conversations about family violence and respectful relationships. Students have identified approaches to embed the Campaign and promote key messages. For example, through inter-house competitions and performing arts.

...we started working with schools...one school has taken on Pasefika Proud by having an inter-house competition...they want to come up with a creative performing arts brief whether it be through dance or through singing about Pasefika Proud... they're going to have a competition and voting. (P4)

Project: Pasifika by Nature

The project consists of:

- Integrating the Campaign into large community events in Waikato and the Bay of Plenty

PMN were the MC's at our particular event...did a fabulous job as well as in the main foyer being able to have the merchandise...a really high profile for Pasefika Proud...the Pasefika Proud branding together with Niu FM as well and their branding...(P6)

- Raising awareness and educating youth about educational opportunities, support services and the Campaign

...best Pacific event in the Waikato, Bay of Plenty...the National Youth Week theme was 'Be The Future' and so we had alongside Pasefika Proud all the various educational institutions and local NGOs that work with Pacific...a good mixture of what is available in the community for our young people... there are a number of social issues...we continue to raise that type of awareness and educate them more (P6)