



# Everyday Communities

engaging communities to prevent child abuse  
neglect and family violence in  
Aotearoa/New Zealand



# Overarching Goal

‘New Zealanders acting to achieve wellbeing and safety for our children.’

## Primary Message

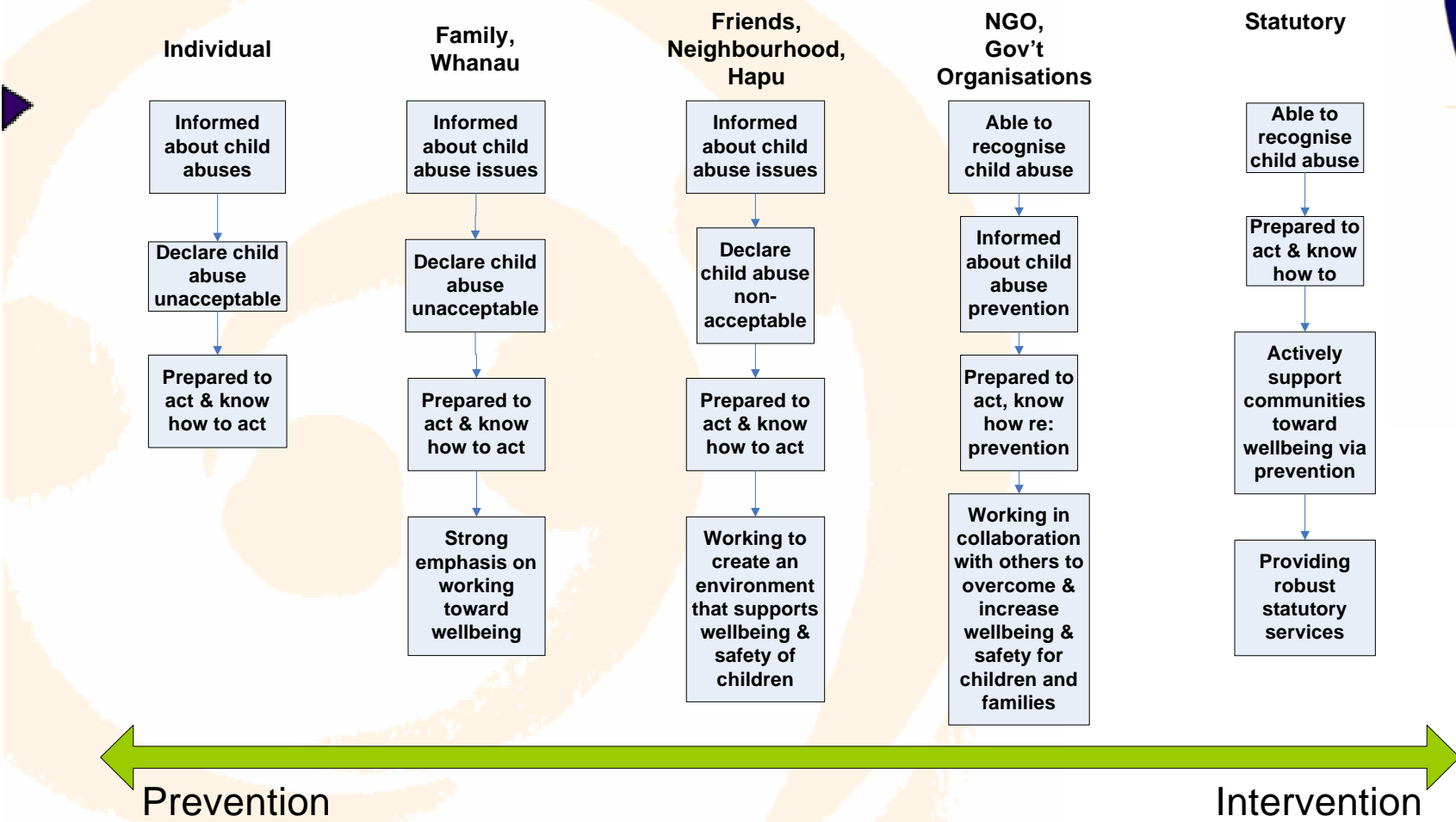
‘We (individuals and communities) all have a part to play in preventing abuse and caring for our children.’



child,  
youth  
and  
family



## Continuum of Roles and Responsibilities for the Prevention of Child Abuse



# Guiding Principles

▶ Everyday Communities guiding principals:

- Local ownership
- Collaboration
- Reciprocity
- Best practice models
- Culturally appropriate



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# Approach

## ▶ Everyday Communities:

- A social change programme
- Capability and capacity building
- Partnership and participation
- Culturally appropriate

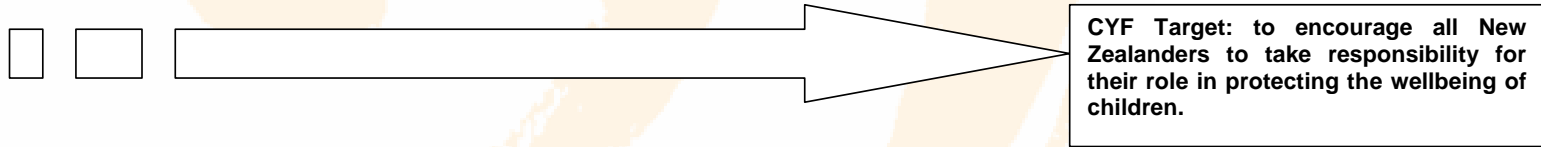
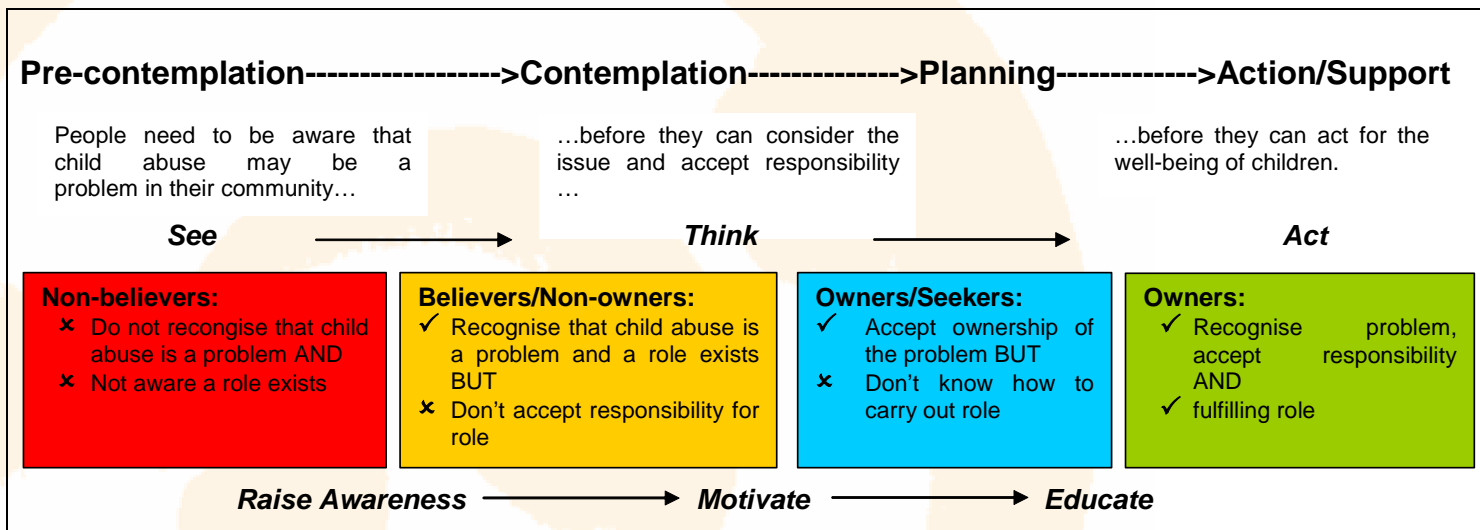


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The Model of Social Change<sup>1</sup> articulates the process of attitudinal change by identifying four stages a person must move through before they are in a position to act positively: pre-contemplation; contemplation; planning and action. *Everyday Communities* has adapted the model to monitor attitudinal change in each community over time and secondly, to plan programme activities to target individuals at different points in the attitudinal change process.

**A Monitoring and Programme Planning Tool - Stages of social change towards accepting responsibility for wellbeing and safety of children and prevention of child abuse**



<sup>1</sup> Andreasen,A. (1995)

# Program Logic Hierachy

- [link to EDC Logic - Outcomes hierarchy Detailed v2.pdf](#)



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# Topline Objective 1

- To make the issue of wellbeing and safety of all children (personally) relevant to all people, so they are prepared to act and know a range of actions to take.



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# Topline Objective 2

- To promote the programme in each community by providing (initial) direction, coordination and resources, so communities are empowered to take ownership of the programme, its methodologies and its intent.



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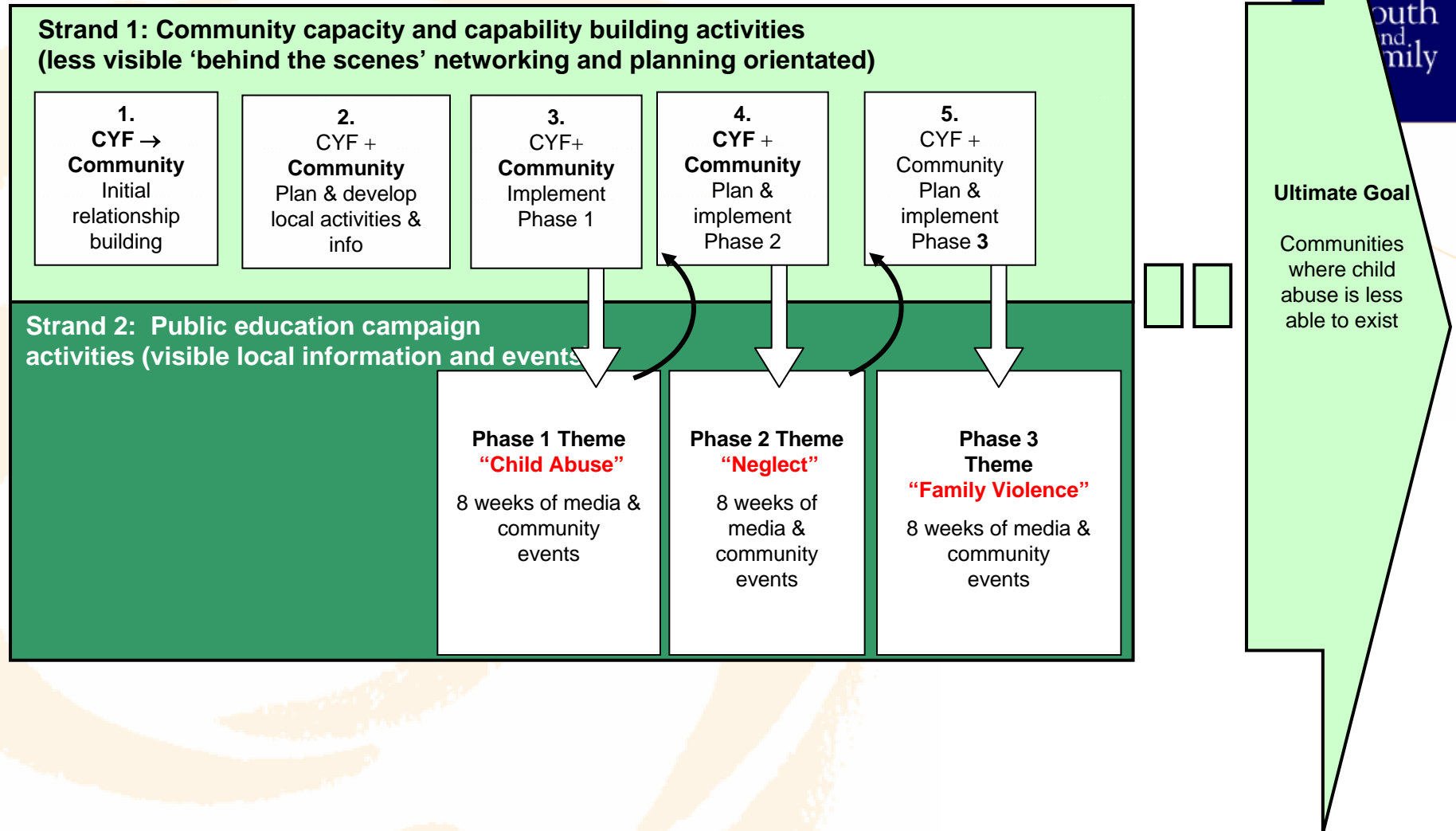
# Topline Objective 3

- To promote networking, within communities and between the Department and communities (including agencies), so that the programme's principles are integrated into each community's approach, and sustained to support an environment focused on the well-being and safety of all children.



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# Everyday Communities framework, resources & activities for a 12 month programme



# Programme objective 1



Create awareness and community ownership for preventing child abuse, neglect and family violence,

## **Strategies**

- Promote these issues so communities are aware of their size, seriousness and effects on children and their families

## **Suggested Activities**

- Positive communications campaign
- Everyday Theatre
- Promote drama, art, dance and competitions for youth
- Facilitate speaker programme

# Programme objective 2



Increase wellbeing and safety for children and their families

## **Strategies**

- Promote relevant information, programmes and local services
- Work with Kaumatua and or youth to develop a strategy to increase child and youth wellbeing

## **Suggested Activities**

- 'Everyday Theatre'
- Facilitate youth and child forums
- Facilitate Kaumatua (Indigenous Elders) Hui
- Advertise relevant local services

# Programme objective 4

Increase the capability and capacity of communities

## **Strategies**

- Enhance networks and work intersectorally
- Assist in the development of community capability and capacity initiatives

## **Suggested Activities**

- Network with national and community organisations
- Facilitate workshops on:
  - Strategic planning
  - Community development
  - Communications
  - Events and presentations
  - Advocacy
  - Best practice models



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# Programme objective 5

Promote healthy public policy

## Strategies

- Encourage reviews of child abuse and anti violence management protocols.

## Suggested Activities

- Workshops for sectoral and non sectoral organisations e.g. Service Clubs, Sports Clubs.
- Work towards developing a charter to prevent child abuse and violence in communities



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# Programme objective 6

Evaluate the programme's effectiveness

## Strategies

- Evaluation and monitoring reports for CYF and Community use.
- Ethnic specific evaluation for Maori and Pacific Peoples.

## Suggested Activities

- Apply results to enhance the strategy
- Compile Evaluation Tool kit to support sustainability at completion of programme.

# Critical success factors

- Broad consultation
- Agreement to participate
- Collaboration
- Relationships built on trust
- Innovative thinking

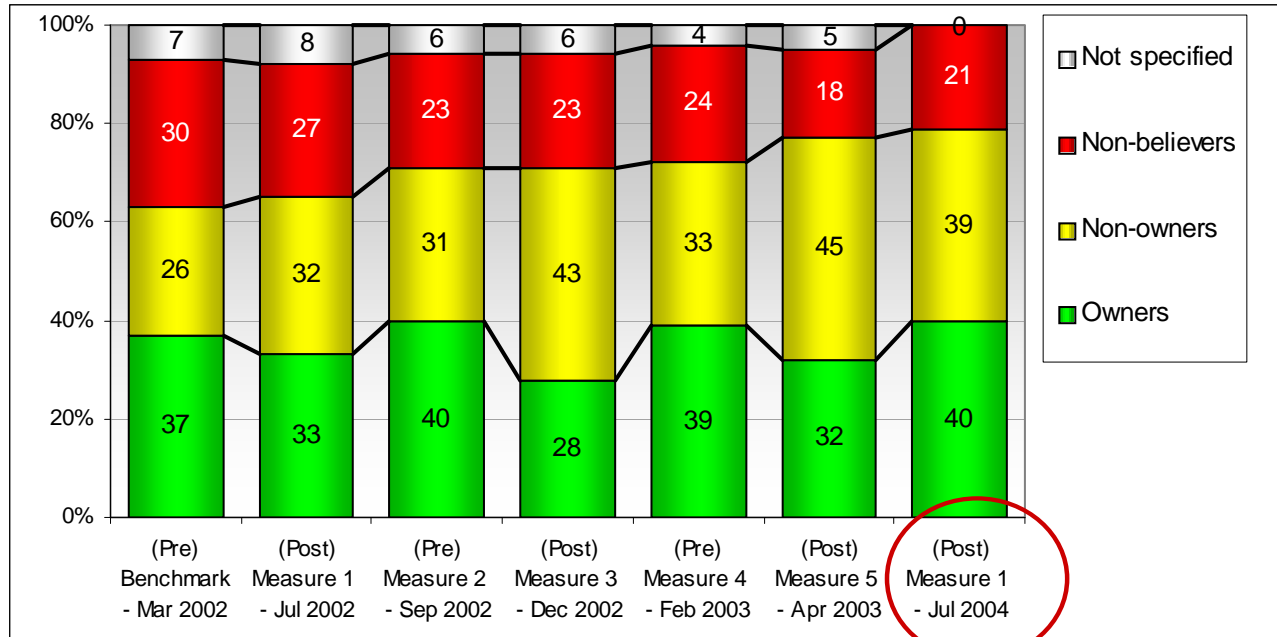


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# Levels of ownership for Wairarapa Everyday Communities

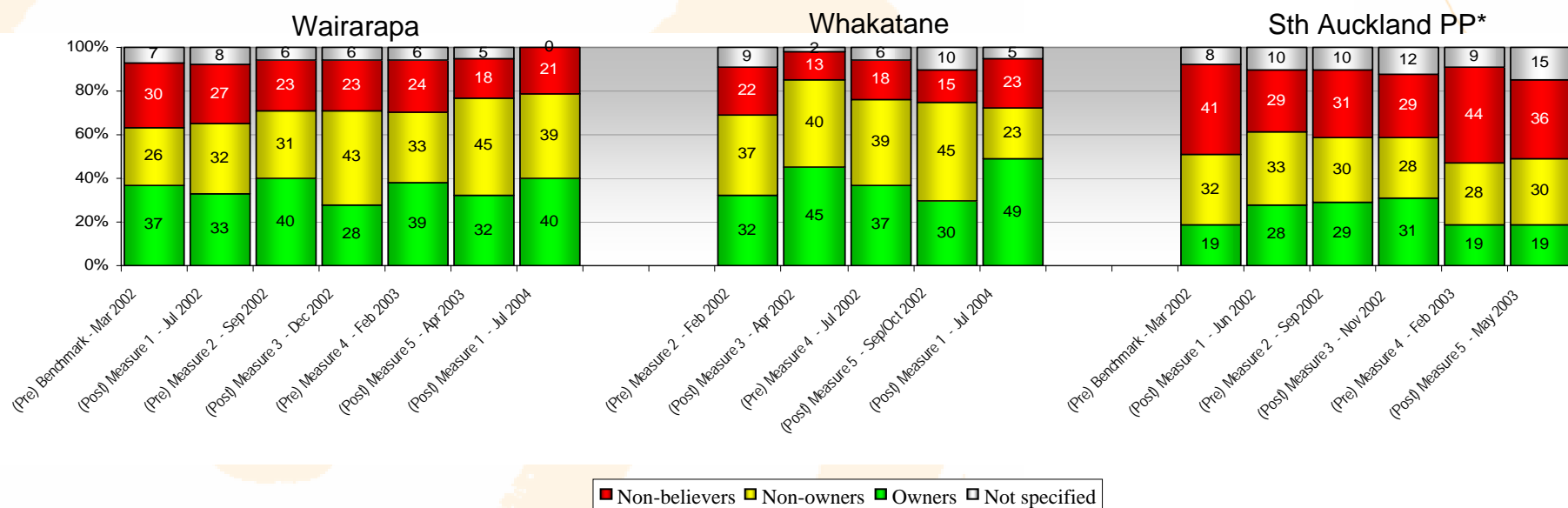


## Levels of Ownership 2002-2004





**Figure 1 Changing perceptions of responsibility for preventing child abuse in the Wairarapa, Whakatane and South (Sth) Auckland Pacific Peoples communities**



[1] BRC Research & Evaluation on Everyday Communities programme – Report Nov. 2004

Monitoring was carried out as a telephone survey in each community (n=200 per measure). Initially, monitoring occurred before (pre) and after (post) the eight week phases of activity to gauge the appropriate length of time between phases and to feed into quality improvement for subsequent phases.

\*Note that data for 2004 is not presented for the South Auckland Pacific Peoples programme. This is due to methodological changes made to ensure a more culturally appropriate measure of change in attitudes. The data collected is not comparable to the data shown here.

Program Logic Depicting Key Outcomes of the CYF 'Everyday Communities' Programme (EDC)

