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Positive sideline behaviour



It's not OK campaign | www.areyouok.org.nz
0800 456 450 | areyouok@msd.govt.nz

IT IS
OK
TO HELP

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Overview

- Family violence
- It's not OK campaign
- Sideline behaviour
- Some examples
- Ideas
- Some solutions



In New Zealand

IN 2014 POLICE RECORDED:

101,981



**FAMILY VIOLENCE INVESTIGATIONS
- ONE EVERY 5 1/2 MINUTES**

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In New Zealand

3/4

**OF INTERPERSONAL
OFFENCES BY A
FAMILY MEMBER**

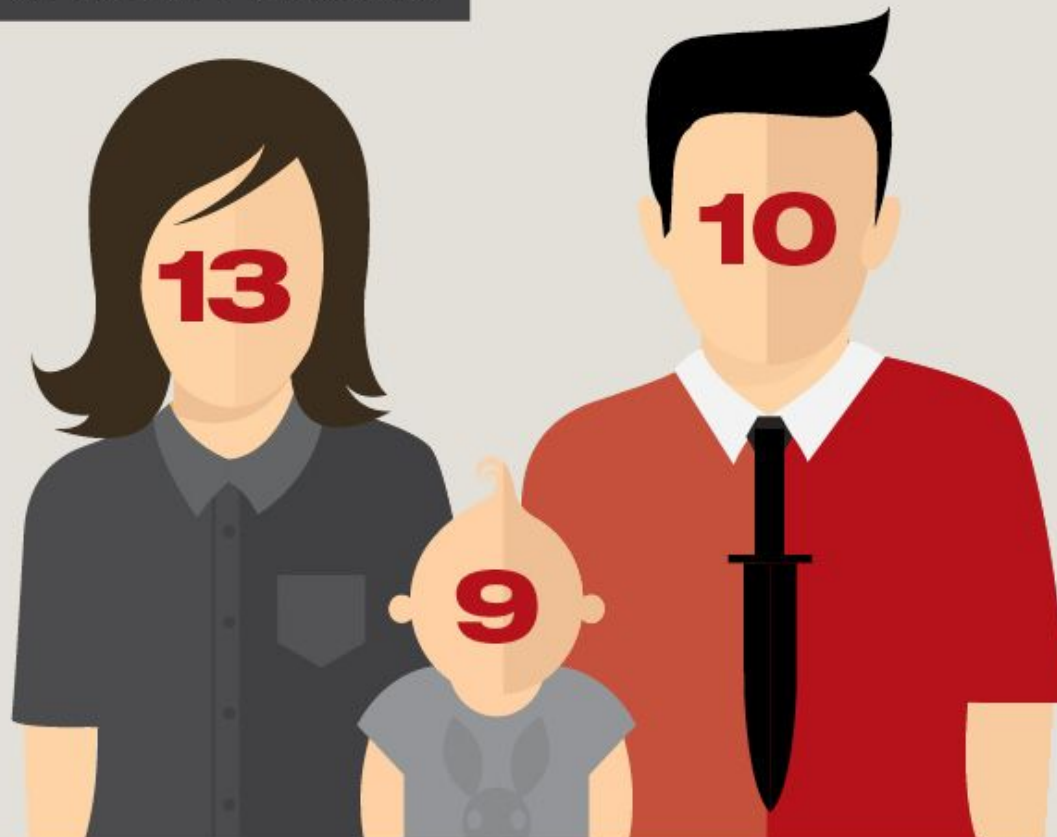
ARE NOT

**REPORTED
TO POLICE**

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In New Zealand



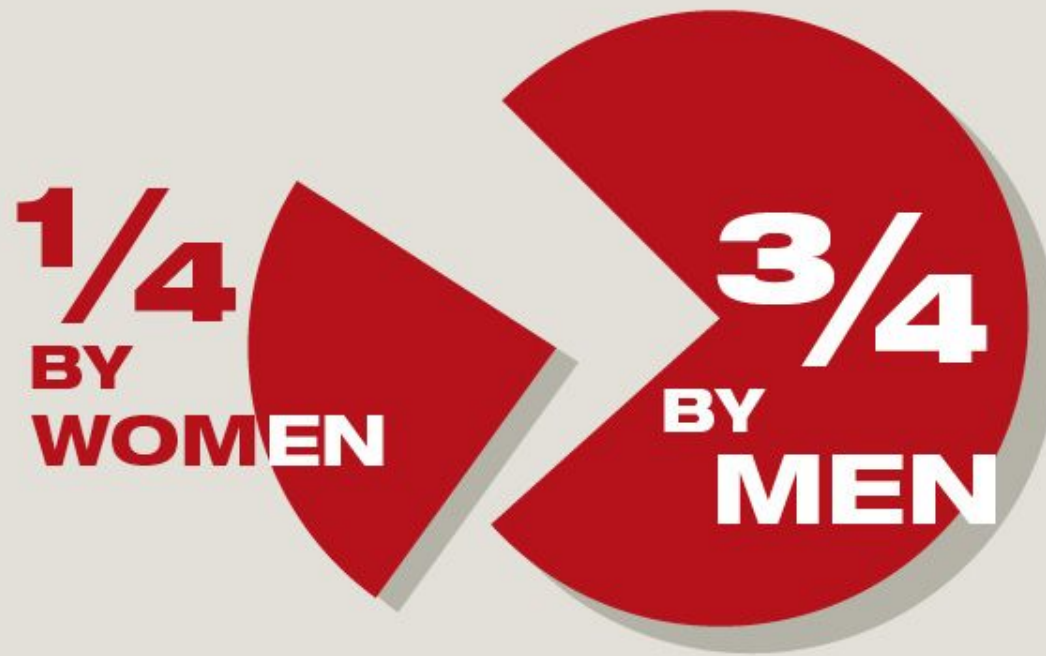
**ARE KILLED EVERY YEAR AS
A RESULT OF FAMILY VIOLENCE**

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In New Zealand

INTIMATE PARTNER VIOLENCE DEATHS ARE PERPETRATED



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In New Zealand

1 IN 3 WOMEN



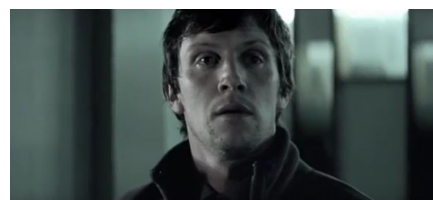
**EXPERIENCE PHYSICAL
AND/OR SEXUAL ABUSE
FROM A PARTNER IN THEIR LIFETIME**

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The It's not OK campaign



2007

2008

2010

2016

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The It's not OK campaign



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Sport and sideline behaviour

- Sport as a microcosm of society – representation of life
- Sport and sport culture influences attitudes and beliefs
- Violence at home is often hidden – overt sideline behaviours provide insight into behaviours away from the sideline
- Sideline behaviour has influence on environment – during games
- Sideline behaviour has influence on culture – violence-free sidelines encourage violence-free facilities, and violence-free homes



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CMRL

“We needed to change the culture around the game. The violence, the stigma and the gang affiliations were painting us in a really poor light”

“We saw all these problems and realised we needed to go to the root cause, you know, do something in their homes. Obviously we couldn't go into people's homes but we could talk about expected behaviours”



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CMRL: Sideline abuse strategies

- In the context of a whole of community family violence project
- Code of conduct
- Vests/bibs for home and visiting teams
 - “the vests are a physical presence”
- Supported by wider violence prevention initiatives:
 - Awareness raising
 - Public speakers
 - Taking a violence-free pledge

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CMRL: Changes

“You hear, “It’s not OK” on the field, on the sidelines and in day-to-day conversations”

“The community has changed. The community challenges one another. Families are challenging families. It’s a good sport now. It’s not a dangerous one anymore”

“One change I have noticed is a decrease of abuse directed towards the referees. Referees are reporting that they are not getting the same level of abuse”



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CMRL: Why it worked

“We have a culture of excellence. It sets us aside. We firmly believe that our biggest asset is our people”

“Everybody was sick of it. It was hitting the headlines. There were lots of incidents of sideline abuse. We all identified that we needed to do something differently”

“It needs to be totally endorsed by the club’s committee. So it is top down. When we write it into the code of conduct it gets the message home”



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Ideas - brainstorming

- Get into groups and brainstorm some ideas to make your centres safe on the sidelines
- Does this fit with what you want to achieve for your community?
- What are the outcomes you want to achieve?
- How can we encourage people to take this kaupapa home?



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One possible solution



**LET'S MAKE PAEROA
WORLD FAMOUS FOR
SHARING AND
CARING**

**IT IS
OK TO ASK
FOR
HELP**

0800 456 450
www.areyouok.org.nz

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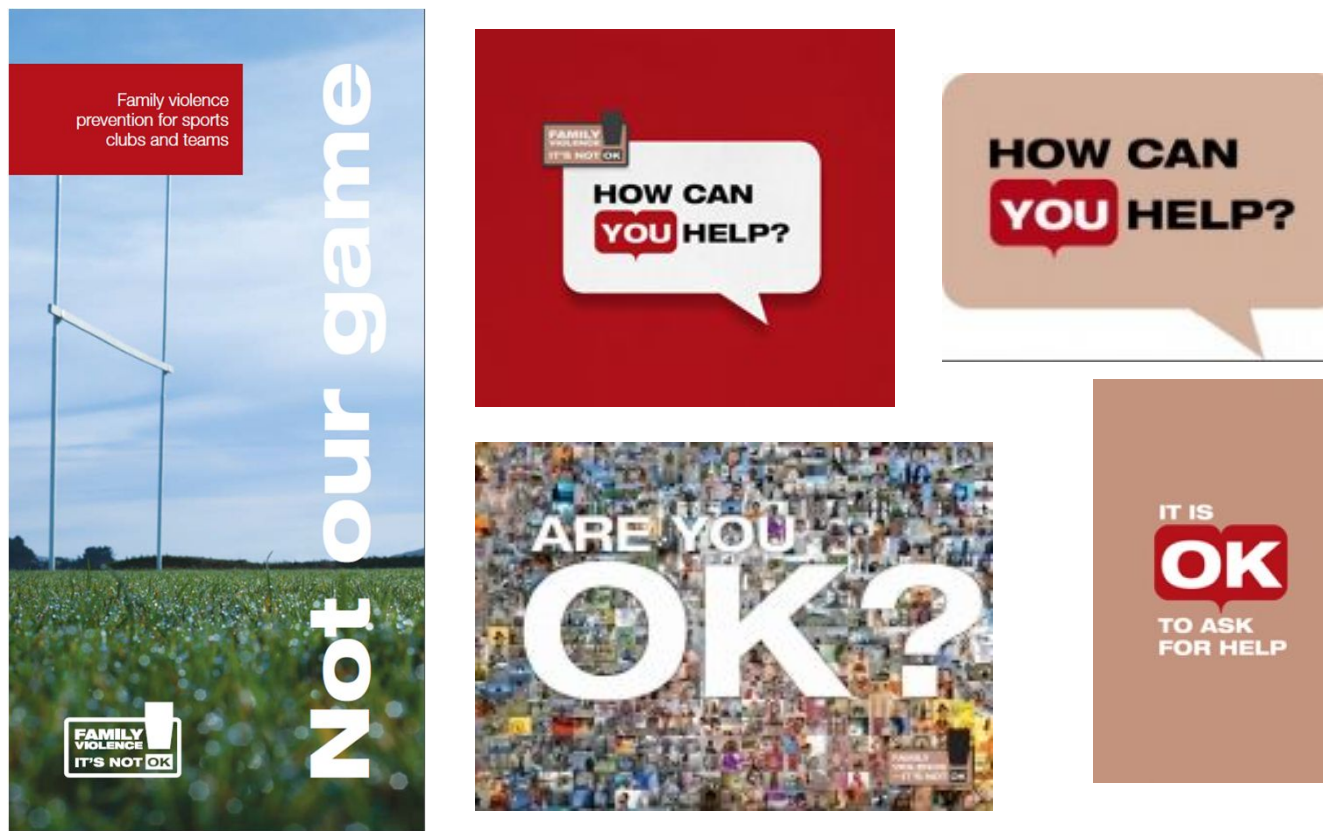
What next?

- Check out the It's not OK website www.areyouok.org.nz
- Sign up to receive the campaign e-newsletter by emailing areyouok@msd.govt.nz
- Like the campaign Facebook page and follow It's not OK on twitter [@ItsnotOK_NZ](https://twitter.com/ItsnotOK_NZ)
- For information on getting help for yourself or someone else, contact the Family Violence Information Line [0800 456 450](tel:0800456450)



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Free resources



Order from areyouok.org.nz

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Thank You



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