

# Imagining the Solution

Kia ora, talofa lava, gidday – welcome to the second edition of the Tauwi TOAH-NNEST newsletter “Imagining the Solution” which focuses on primary prevention strategies, activities and programmes to help build communities free of sexual violence.

This edition coincides with Rape Awareness Week in Aotearoa New Zealand, from 1 – 7 May.

We also want to remind you about the Ministry of Justice [funding for sexual violence prevention activities](#) within Tauwi and Bicultural communities, closing on May 11<sup>th</sup>.

Finally, a heads up: the **Stocktake of Prevention Services for Tauwi and Bicultural communities** will be out soon. This survey aims to get a clear picture of what prevention activities are happening now, and what kinds of resources we need to do our prevention work as well as possible. It’s the start of capacity building for our prevention sector. Please take the time to fill it in when it arrives.

And [get in touch](#) with queries or sexual violence prevention activities to share.

Te Ohaakii a Hine – National Network of Ending Sexual Violence Together (TOAH-NNEST) is a nation-wide network of community organisations, whanau, hapu, iwi and individuals who are specialists in providing sexual violence prevention and intervention services. TOAH-NNEST is committed to ending sexual violence in our communities, and while working towards this, to minimising the occurrence and impacts of sexual violence.

TOAH-NNEST has a Te Tiriti o Waitangi based structure with two houses: Nga Kaitiaki Mauri (tikanga Maori) and Tauwi Caucus.

This newsletter is produced from Tauwi Caucus, and will include Bicultural activities. The Tauwi Prevention Project is co-ordinated by Sandra Dickson and managed by Dr Kim McGregor, Prevention Portfolio Holder.

The Tauwi Prevention Project is fortunate to be supported by an Advisory Group of community stakeholders:

Shasha Ali (Shakti's Ethnic Family Services)

Cornelia Baumgartner (Kidpower Teenpower Fullpower Trust)

Ken Clearwater (Male Survivors of Sexual Abuse Trust)

Hannah Cranston (Wellington Sexual Abuse Network)

Tom Hamilton (Rainbow Youth)

Sheryl Hann (It's Not Ok, Ministry of Social Development)

Sonya Hogan (Ara Taiohi)

Ruth Jones (Disability Representative on Taskforce for Violence within Families)

Ann Kent (Abuse and Rape Crisis Support Manawatu)

Georgia Knowles (National Rape Crisis)

Liz Paton (Family Planning)

Sue Paton (Alcohol Advisory Council ALAC)

Gurmeeta Singh (Counselling Services Centre)

Aimee Stockenstroom (Rape Prevention Education)

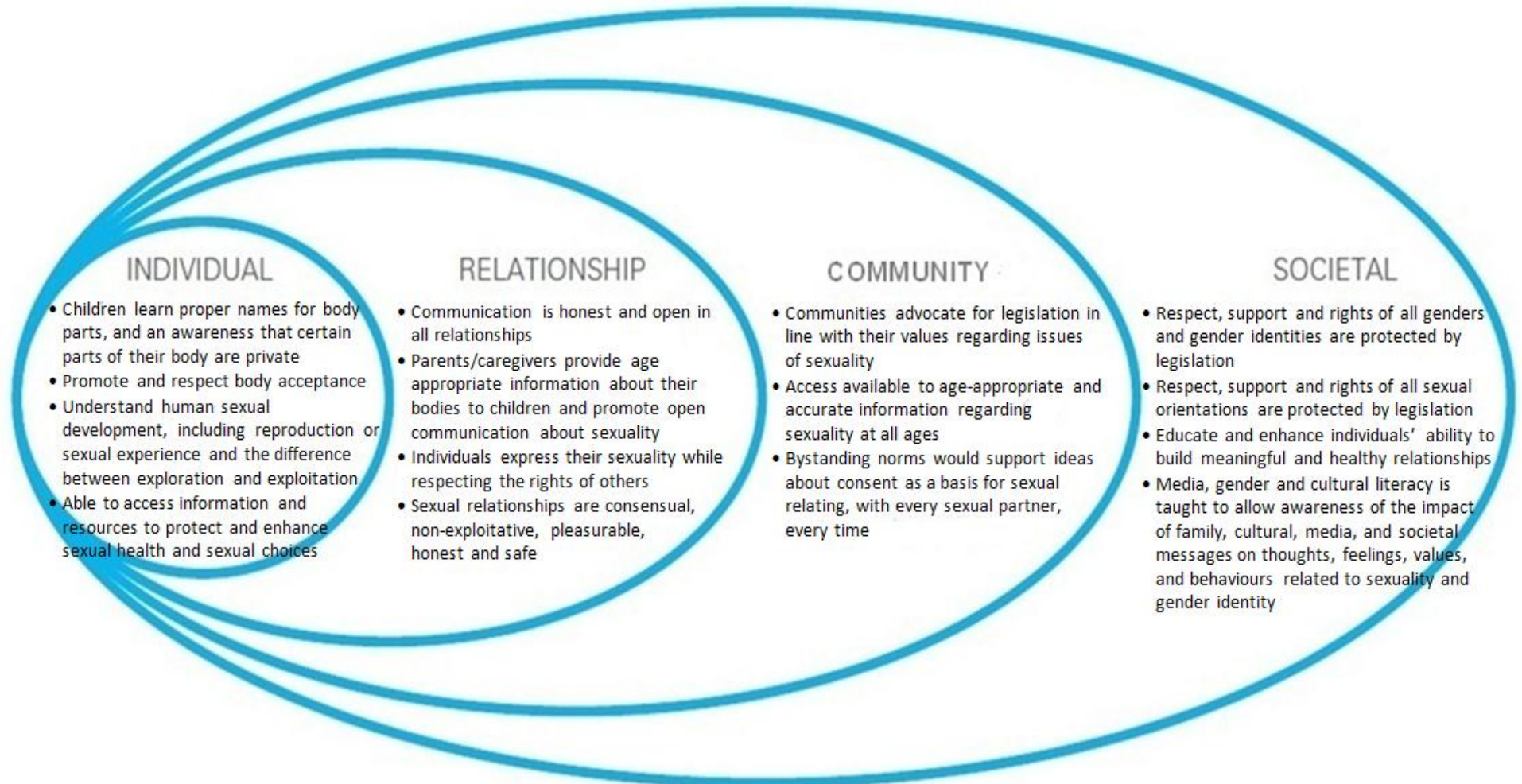
Poto Williams (WAVES Trust)

Tusha Penny (New Zealand Police)

Elizabeth Kerekere (Bicultural Advisor, sexuality education)

Last newsletter we used the [ecological model of prevention](#) to highlight some of the risk factors for sexual violence. In keeping with “Imagining the Solution,” I’ve drafted an [Ecological Model of Healthy Sexuality](#), with some of the protective factors for healthy sexual relationships operating at individual, relationship, community and societal levels over life stages from childhood to adulthood. This model is a work in progress – I have used resources available as part of the National Sexual Violence Resource Center’s campaign for [Sexual Assault Awareness Month](#) in the United States – and I’m keen to hear feedback. The general idea is to develop tools for a strengths based approach.

## The Ecological Model for Healthy Sexuality - Draft



***Showcasing the Local - The exciting sexual violence primary prevention initiatives taking place around Aotearoa New Zealand.***

Each edition, “Imagining the Solution” will talk to people doing the work to change social norms and prevent sexual violence. This month, we look at four local projects:

**Ngā Kaitiaki Mauri**, the tikanga Maori house of TOAH-NNEST, has appointed two new Kaiwhakahaere with Primary Prevention responsibilities, Ray Ropata and Huhana Mason. Ray and Huhana [introduce themselves](#), and look forward to working to support kaupapa Maori approaches to preventing sexual violence in whanau, hapu and iwi in Aotearoa. Later this year, Ngā Kaitiaki Mauri and Taiuiwi Caucus will be hosting a joint Sexual Violence Prevention hui.

**Ken Clearwater** from [Male Survivors of Sexual Abuse Trust](#) explains some of the issues when it comes to [preventing the sexual abuse of boys and men](#). He’s clear that until we accept there is a problem, prevention is unlikely to be effective.

[Sex ‘n’ Respect](#) is a youth website which promotes respectful relating, set up by [Rape Prevention Education](#) in Auckland. The site has [quizzes about sex](#) and relationships; information to help young people [stand up against sexual violence](#); and checklists for [sexual respect](#). The content is youth friendly and sex positive and is a great resource to share with young people you might be working with – more than 112,000 visitors have been to the site so far.

The national office of [Kidpower Teenpower Fullpower Trust](#) in Nelson has developed the sexual violence prevention programme Healthy Relationships for adults and older teens with intellectual impairments based on their 20 years of work with this at risk group. They have a number of interactive resources available. You can read more about the programme [here](#).

**Do you have an exciting sexual violence primary prevention campaign or activity to share? [Let us know](#) for the next newsletter.**



## **Tell Someone**

The [Health and Disability Commission Tell Someone](#) DVD is for people with a learning disability living in residential services to learn about their rights and how to get help when things go wrong. There are five chapters, each introduced by a Self-Advocate and a Consumer Advocate. A specific chapter on Abuse includes advice that viewing may bring up bad memories, so people may need to watch with support.



The Abuse chapter includes a specific section on Sexual Abuse which talks about sexual violence perpetrated by support workers, making it clear unwanted touch is abuse and that it is not acceptable. It features a person with a learning disability; a support services manager, and a Police Officer, and includes a short scene of the support worker touching a person with a learning disability sexually then using threats to stop her telling anyone. This resource could be very useful for prevention work with adults or young people with learning disabilities given the high levels of sexual violence this group experiences, particularly if delivered alongside healthy relationships materials. I have some free copies of **Tell Someone** available, or you can order through the HDC [here for \\$15](#). The HDC have allowed me to upload the [Sexual Abuse chapter to YouTube](#), so it can be used by anyone doing sexual violence prevention work with people with learning disabilities. Many thanks to the HDC for allowing access of this resource to us.

We have invited national and international academics to support this project, to ensure we are up-to-date with current research and evaluations of sexual violence prevention activities. We are grateful to the following academics, who have agreed to be involved:

**Dr Nicola Atwool, University of Otago**  
**Professor Victoria Banyard, University of New Hampshire, USA**  
**Professor Moira Carmody, University of Western Sydney, Australia**  
**Dr Pauline Dickinson, Massey University**  
**Dr Janet Fanslow, University of Auckland**  
**Associate Professor Nicola Gavey, University of Auckland**  
**Associate Professor Jan Jordan, Victoria University of Wellington**  
**David Lee, Director of Prevention Services, PreventConnect, Calcasa**  
**Dr Teuila Percival, University of Auckland**  
**Dr Neville Robertson, University of Waikato**

## Using the media to prevent sexual violence

We are all familiar with media coverage of sexual violence increasing exponentially around horrific events, most recently the sexual abuse of the five year old in Turangi just before Christmas in 2011, or the imminent release of Stewart Wilson, the man imprisoned in 1996 for raping and sexually abusing dozens of women and girls. This poses huge challenges to how we approach working with the media to prevent sexual violence before it occurs. The Berkeley Media Studies Group, supported by the Ms Foundation, have analysed a similarly horrific “media event” in the United States, and [produced recommendations](#) to promote messages which remind our communities that sexual violence is preventable. The analysis – of the Penn State University child abuse scandal – is well worth reading. Their recommendations are:

### ***1. Release statements to the public and to the media quickly.***

Many of the statements we found were not released until after our nine-day data collection period and therefore could not be quoted by journalists as the story broke. If prevention advocates want to contribute to breaking news, they will need to respond faster and let reporters know what sorts of information and insights they can bring to bear on a story.

### ***2. Develop relationships with journalists.***

Reporters will be more likely to seek out prevention advocates as sources when news breaks about child sexual abuse if they know who they are. Prevention advocates can establish relationships with reporters from every news beat before a big case breaks and have at the ready data, research findings, and examples of prevention.

### ***3. Consider using specific language when discussing the issue.***

In all communication about child sexual abuse—reporting on cases of abuse, giving interviews with journalists, or talking with other advocates—consider language choices. The more specific advocates are, the more able they will be to help reduce confusion and possible misinterpretations on this issue.

### ***4. Continue research on how to best talk about child sexual abuse.***

Precise language seems like an important component of helping people understand what happened when children are sexually abused. However, research is needed to establish how language choices affect listeners’ interpretations. Such research will help the field standardize best practices for how to communicate about child sexual abuse.

**Working with the media can feel intimidating, but if we want our communities to have good information about how to prevent sexual violence, we need specialist sexual violence prevention practitioners to be providing the messages. When prevention messages do not come from us, they are likely to be inaccurate, victim-blaming and fail to make it clear that sexual violence is preventable. The media gives us unparalleled opportunities to influence the ways our communities are thinking and talking about parenting and respectful sexual relating.**



“Social marketing” has been used as a prevention tool for a variety of public health issues including smoking, drink-driving and even littering in Aotearoa New Zealand (anyone else remember the “Be A Tidy Kiwi” campaign?) The general idea is to produce a targeted message which is promoted through a variety of ways – art, media, events, workshops. The key issues are keeping in mind the people you want to engage with, the attitudes and behaviours you want to influence, and the factors most likely to contribute to positive change.

These posters are from a 2010/11 primary prevention campaign, “Flirting is not Consent: Ask Everyone, Every Time,” from Indiana university campuses. The campaign is described [here](#), and you can read more about social marketing in the [It’s Not OK Creating Change Toolkit](#).

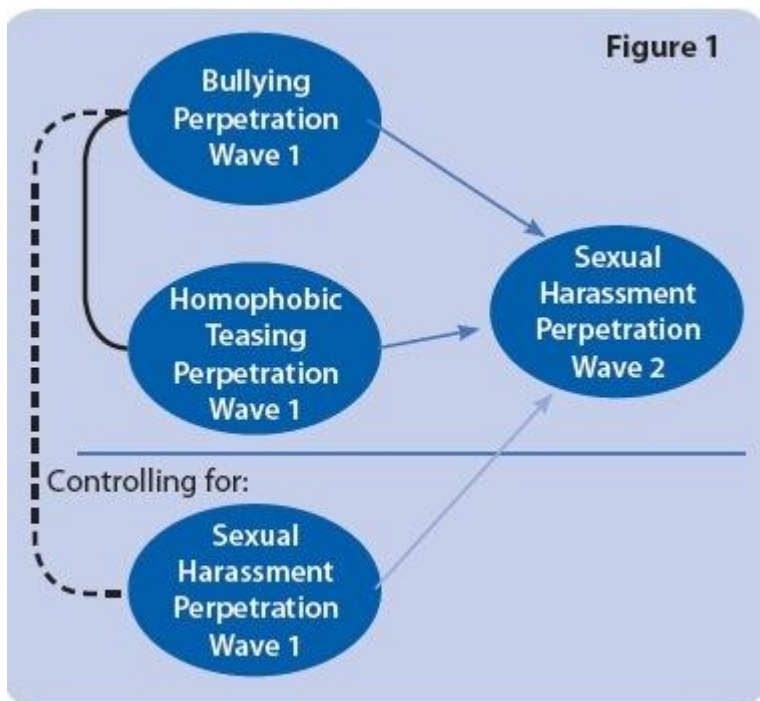
## Bullying, Homophobia and Sexual Harassment

A [recent US study](#) suggests young people who bully and use homophobic teasing are more likely to perpetrate sexual harassment when they are older. The researchers interviewed nearly 1,400 students aged between 10 and 15 (average 13.9).

12% of both boys and girls were rated as “bullies”; 34% of boys and 20% of girls as “homophobic teasers.” These two groups were co-related and strongly predicted later sexual harassment. The research did not prove a link to later unwanted sexual contact, and hypothesise this could be due to the age-group of those researched. The developing theory is that as young people go through puberty, bullying is likely to become more homophobic in nature, and “set the rules” around gender in stereotyped ways, which in turn may move towards sexual harassment if it is not challenged.

The Centers for Disease Control and Prevention describe this finding as a [“Bully Sexual Violence Pathway”](#) and suggest it has implications for sexual violence prevention work. If our work can disrupt homophobic teasing and bullying early enough, they suggest we may have an impact on subsequent sexual harassment rates. The study is ongoing, with another three waves of data collection expected.

Figure 1



We hope you’ve enjoyed the second edition of “Imagining the Solution,” and that prevention ideas are part of Rape Awareness Week in your community.

Just to remind everyone to apply for Ministry of Justice [funding for prevention activities](#) before 11<sup>th</sup> May, and to welcome our Stocktake of Prevention Services for Tauwi and Bicultural communities when it turns up in your inbox. If we want our sexual violence prevention activities to work, we need to know what’s happening and where and how. This stocktake will help us identify gaps so we can help build communities free of sexual violence more effectively.

I’m looking forward to reading your responses. Ciao for now, Sandra

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