

Whakatane Community: Feedback and results of Whakatane Everyday Communities

Significant Change stories from Whakatane

The following are selected excerpts from significant change stories:

"Everyday Communities has brought together lots of people like myself who are small cogs in the gearbox of the community of Whakatane. We have found a way of working together and as Bob the Builder says, we get the job done. The cogs in this gear box have driven home the message that there's no excuse for child abuse. The change is significant because people are more aware of the issues, the damage and who can help. Everyday Communities, sponsored and led by Child, Youth and Family, is the quality oil that has made our gearbox run smoothly and with purpose."

Pete Lander, Safer Communities Coordinator

"I don't think any of us were prepared for how the programme was going to affect us. I remember certain production staff at times finding the recordings extremely emotional and sometimes very overwhelming.

The public events, from the match against family violence to the Children's Day celebrations and seminars, were all very successful. These were great to be a part of, even though the real reason we were there was never far from our minds.

The buy-in from service providers, schools, police, Council, etc was much more noticeable during the last phase. Like most things it takes a while for some people to catch on. The relationship between the two local radio stations never faltered, and in my opinion was the most determining factor contributing towards the successes of the programme.

I feel far more aware of my own community. I've also learned where to go for help, what the various service providers offer and have also found that my colleagues are learning to apply some of the information offered throughout the programme.

Child Safety is a major priority with all promotions that we now run or are involved in. This is a significant change as a result of being a part of the campaign."

Brendan Lightfoot, Sun FM Sales Manager

"As the Breakfast Show host for Sun 96.9 FM, I was privileged to be directly involved with this programme. The opportunity provided one-on-one experience with various service providers in the community and in turn raised my awareness of the issues that surround wellbeing. Not only did I get to meet some of the people who hold pivotal roles in our community, there was also a great deal learned from the project. Though all topics discussed possessed invaluable importance, the subject of greatest interest to me was that of our children. Though I do not have any of my own, I'm still keenly interested in the dynamics of children and how they fit into the world we live in. Talking with various studio guests only strengthened the prospect of

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someday being a parent myself and I felt the information provided was not only informative, but also presented in such a way it was easily received. As a result of my involvement in the programme I am much more aware of the community I live in, the importance of child wellbeing, and how we relate dynamically to one another. I took home the information I had learned from the programme and applied it to the relationships I have with my two nephews. I also found myself talking more about these kinds of issues with family and friends, which in turn raised their awareness as well.

The Everyday Communities programme holds a wealth of knowledge accessible by the greater community!"

Maria Elliot, Sun FM Breakfast Host

"Mixing with the different service providers was such an eye opener and really brought home to me that these things are happening around me, and definitely within my community! I found I felt slightly in awe of the other committee members, as they deal hands on with the issues we were discussing. Here I was blown away by it all and these people dealt with this stuff on a day-to-day basis!

Hearing our service providers openly talking about such issues over the air was important. I think of my situation of being unintentionally ignorant to these issues, and what I was learning by listening to these interviews, and think if I was learning then so many others also must be learning. I hear stories from other service providers about people coming to them because they hear them on the radio. That drives home to me what a powerful medium radio is!"

Julie Richmond, 1XX

"In Kawerau, a lady was in a supermarket car park and she noticed a vehicle – a van. There was a child crying in the back and she saw an adult get out of the front of the vehicle and go into the back and hit the child. She was shocked and wondered what she could do.

Suddenly she remembered that she had heard our radio programme. At the end of our programmes we always give out a list of organisations that are there to help in the community. She remembered the programme and that she could go to the Police, so she immediately went to the Kawerau Police Station, even though it was the weekend and was shut.

She alerted the Police to the situation and the result was that it was followed up, the family was contacted and a person was charged.

I believe this story demonstrates the worth of the programme and the ongoing effect of the programme. It sits in people's minds.

It makes the community aware of the needs of children and take ownership of children's welfare.

It also demonstrates the collaborative nature of the programme and the good relationship that has been developed with community organisations like the Police."

Jenny Thomas, Victim Support

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"When I was asked to read a message, my Mum helped me write one about children being left "home alone". When we discussed it I was able to talk to Mum about why children under 14 could not be left on their own at home. I didn't know that many children were left on their own, as I never was.

After I made my message some people told me it was a really good message but some children in my school told me I sucked.

One boy at school told me later that he was left on his own and I told him he shouldn't be and I told him why I didn't think he should be on his own. I told him that if there was a fire or something like that he would not know what to do.

I asked him what happened if someone he didn't know came to the door. He said he would hide. I know that if he felt he had to hide then he did not feel safe and one of the key messages of the programme was that children need to be safe every day.

Many people told me that they had heard me. I think this is good because it means that people had heard the messages and perhaps they had learnt something from them."

Alex Brooks, Apanui School

"The message I made for the radio was one about children needing to feel loved and cared for and that they should not be suffering physical abuse.

When my mum is angry with me about something I have done that is wrong, she normally gives me time out, or takes away something that is precious like my computer or Playstation.

I hope that my message made a difference, that people heard it and thought more about how they could discipline their children rather than hitting."

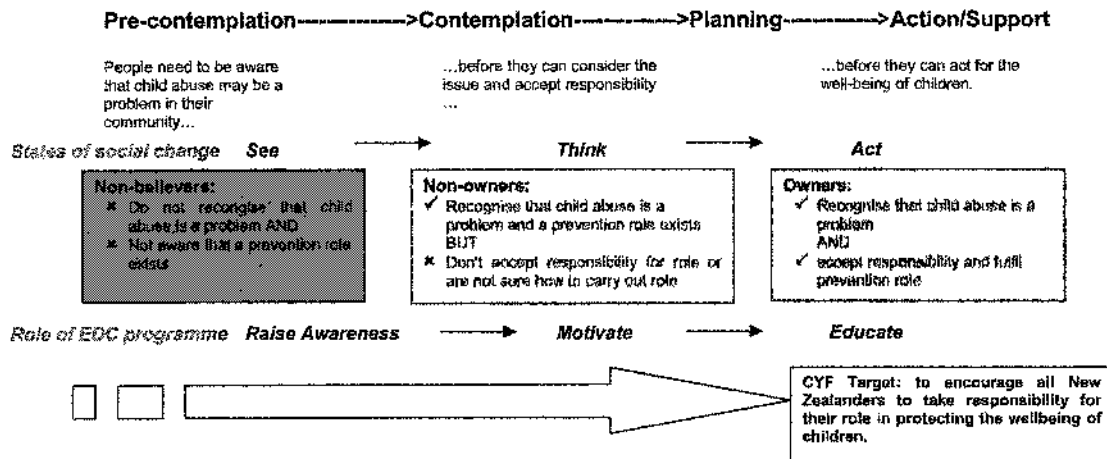
Jason Hohua, Apanui School

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Measurement of attitudinal shift of communities post-Everyday Communities

Everyday Communities has adapted a model of social change to survey and monitor attitudinal shifts in each community over time and also used this model to plan programme activities to target individuals at different points in the attitudinal change process.

Model of Social Change (adapted for *Everyday Communities*)



The bar graph over page shows the changes in attitudes towards child abuse in the Wairarapa, Whakatane and South Auckland communities since Everyday Communities began. The graph shows different patterns for each community.

In the Wairarapa:

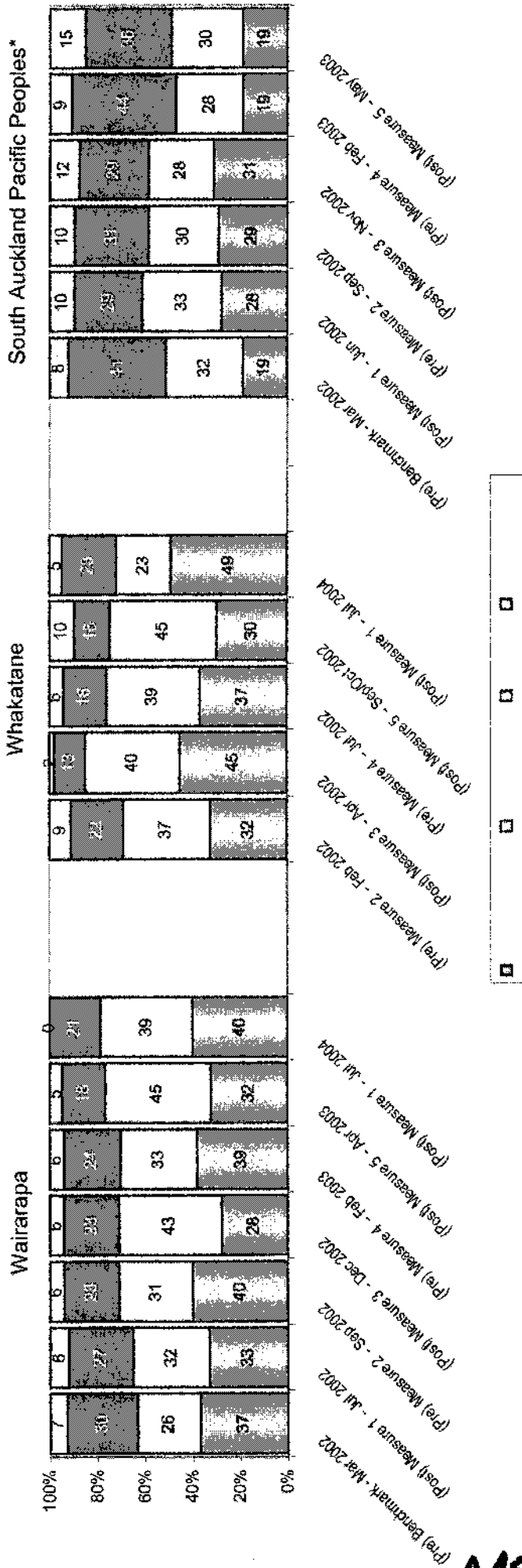
- the proportion of **Non-believers** is decreasing
- the proportion of **Non-owners** is increasing
- the proportion of **Owners** is increasing.

In Whakatane:

- the proportion of **Non-believers** is fluctuating up and down
- the proportion of **Non-owners** is decreasing
- the proportion of **Owners** is increasing.

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Figure 1 Changing perceptions of responsibility for preventing child abuse in the Wairarapa, Whakatane and South Auckland Pacific Peoples communities¹.



¹ 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.

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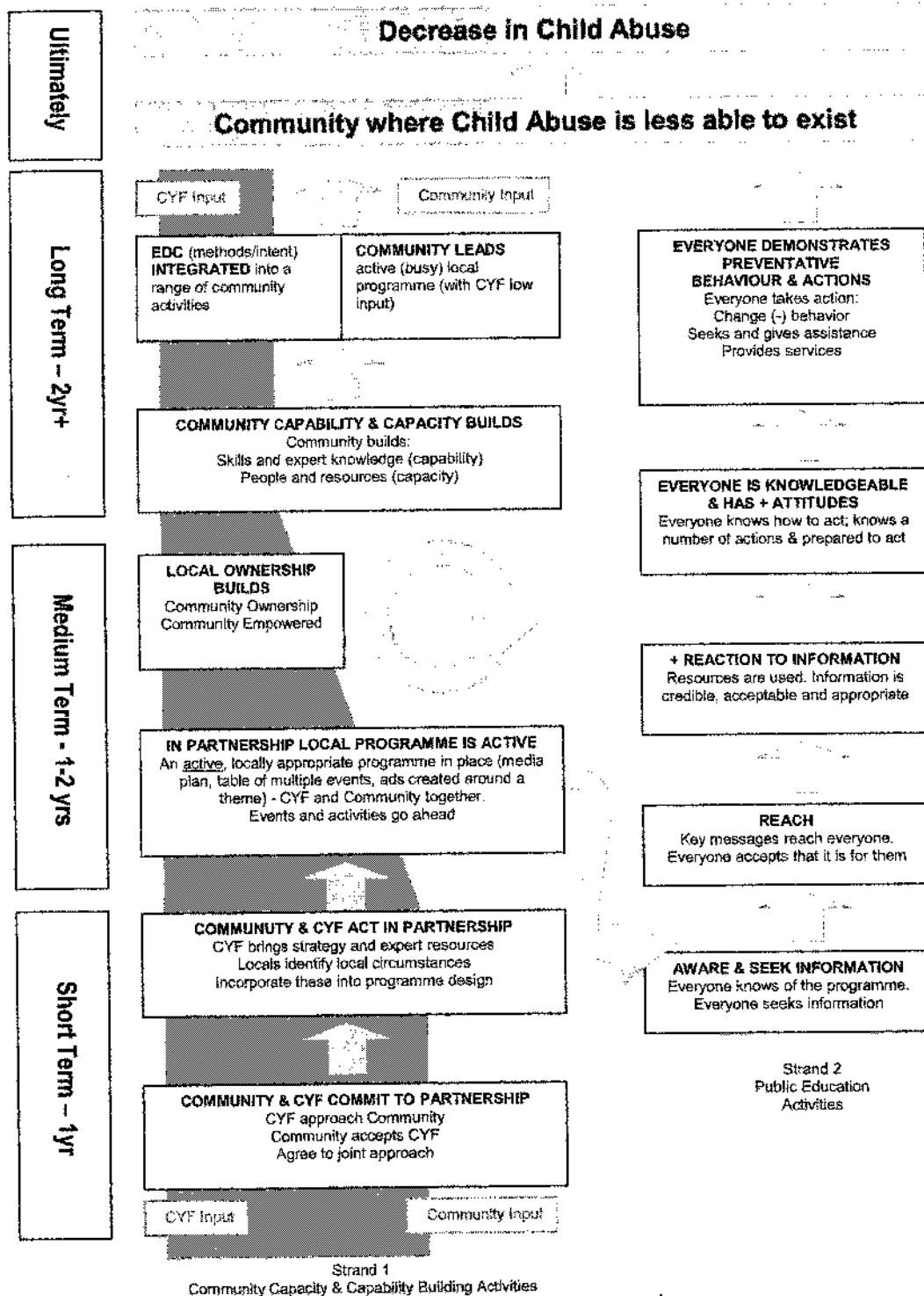
Everyday Communities – Into the future

As Everyday Communities has developed and evolved in each community, the community key stakeholders as well as government stakeholders have become increasingly interested in the issues and achievements associated with local community ownership and co-ordination of the programme. The most commonly raised community questions have been about defining the most suitable audience(s) of Everyday Communities-related communications, and an ongoing awareness of the need to continually sustain and extend the participation of community agencies in each phase of programme activity.

At present, introducing the programme to new communities and maintaining and expanding the impact of Everyday Communities in existing communities are the main challenges ahead. Child, Youth and Family is currently implementing the programme in the Northland and Wellington regions.

Everyday Communities – How is it meant to help communities?

Everyday Communities is designed to change community and individual attitudes and behaviour by empowering them to use their existing resources in a knowledgeable and collective manner. The diagram below shows how the community capacity building (planning and networking) and public education activities interrelate and the achievements each strand of activity is expected to produce over time to create a society in which child abuse is unable to exist.



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one people • one planet

OUR VISION

The children of the world no longer see war or mutual hostility as an acceptable condition, because they have learned to accept and value each other's differences.

OUR MISSION

One People One Planet will use the whole range of communication technologies to bring children together to build a global community, creating a more peaceful world.

Each and every day we are assaulted by numerous examples of mans inhumanity to man:

- War and misery have become so embedded in our world that naked and extreme violence is now presented as mass entertainment.
- Children's games use violence and death as central themes to entertain young minds. This provably normalises violence as a response.
- And this all happens in a world where most people aspire to a quality of life based on peace and prosperity.

It would seem clear to all who care that we must find a better way forward.

One People One Planet is a New Zealand based concept that is potentially one of the most powerful ideas of our time. This unique initiative is for kids, by kids, with kids, with no imposed adult agenda.

We are building a continuously evolving communication platform for the kids to form alliances and dreams and visions that will change the shape of tomorrow's world. Their world.

Harnessing the Internet as a global communication tool, together with the natural enthusiasm and goodwill of young hearts and minds, we will empower those that currently have little say in the world they live in, and will inherit. We will give them a voice.



A seminar field trip - India 2003

The fundamental proposition is that if we want to work towards a more peaceful world, we must work with those who shape the future, not those who have been shaped by the past.

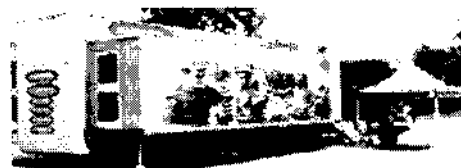
It is about creating a global community of children: one they will directly develop and control, where through better communication and therefore better understanding, significant, real and enduring change is possible.

The children will become 'Peace Pals' - a frontier-less, virtual club for the 21st century.

'PlanetMobiles' - internet portals on wheels - will provide a tangible promotional presence and a high tech gathering place. First In

New Zealand, touring schools and public places, then as access points anywhere in the developing world, offering wireless connection and interaction with the whole One People One Planet community.

They will showcase the best of the digital world - and of Kiwi ingenuity.



Concept only. PlanetMobiles may be trailers, or have bus bodies. In either case slide-outs add lots of space.

What is special about the concept is that it does not attempt to teach or preach. Initial research with 5 to 12 year-olds demonstrates that they enthusiastically embrace its ideas, which they instinctively understand and are keen to develop and play with. Teachers report positive enthusiastic responses and ready participation.

Safety and security will be paramount when One People One Planet goes 'live'. Guidance and monitoring by the Internet Safety Group, world leaders in online safety, is already in place.



The response from teachers and kids is magnificent, with a growing number of schools embracing the concept even in its developmental stages. We have schools already waiting to be connected in Kashmir, India, Nepal, Cambodia and we are working on China, Thailand, Japan, Afghanistan, and Fiji and the Pacific Islands. It is clear that growth will be at internet speed!

We have been told this is a world first - an Internet based project focused solely on empowering kids to communicate with each other, that has no political, religious or ideological backdrop.

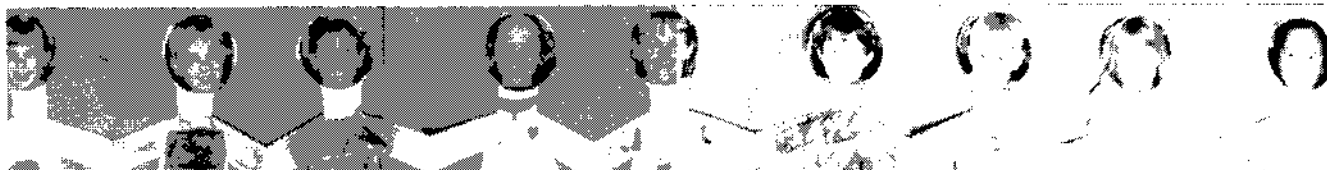
Children readily understand that One People One Planet belongs to them, that it is they who will shape it and ultimately control its destiny. This is their world too and they want to have their say and play their part in shaping a better future.



Exploring ideas. Courtesy Sherwood Primary School

Help and encouragement for what is widely applauded as a brilliant concept has been forthcoming from many quarters, in many ways. But for the full potential of this initiative to be realised, One People One Planet is now actively seeking partners and networks with shared values and vision, and global reach.

History has presented us all with this opportunity. It is a great and wonderful idea. Surely its time has come.

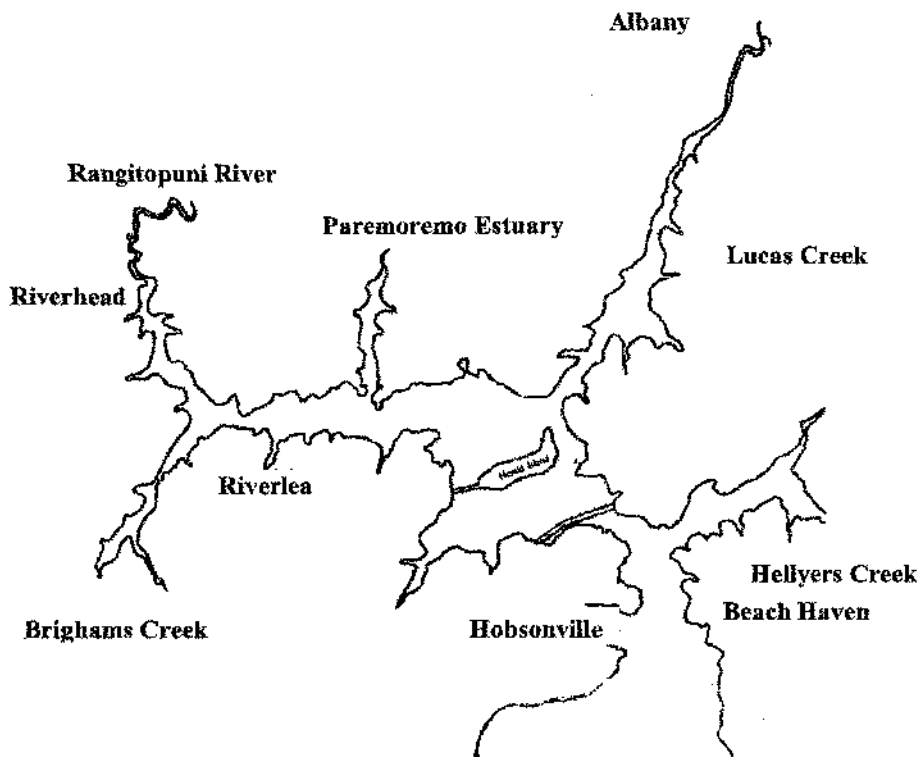


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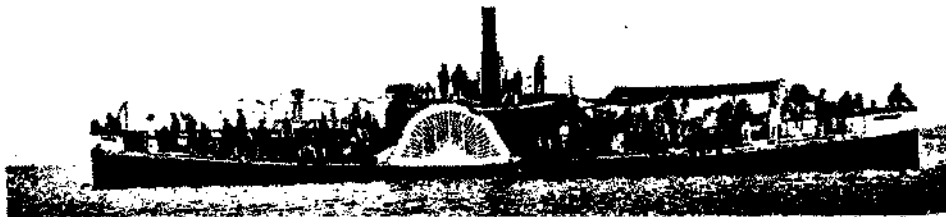
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"GOD WILLING" And "WEATHER PERMITTING"



The Upper Waitemata Harbour.



Malcolm Hahn

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