

# Growing family violence prevention

The Government is continuing to invest in innovative community-led and national social change initiatives that will work together to reduce the factors that cause harm and enhance the factors that support wellbeing.

## Wellbeing Budget 2022

**This initiative is part of a whole-of-government Joint Venture package of \$114.52 million over four years to prevent and respond to family violence and sexual violence.**

**This initiative invests \$37.625 million over three years to grow community capability, trial new and innovative prevention approaches, and shift the attitudes, beliefs, norms, and behaviours that sustain violence.**

- This funding will strengthen and expand MSD’s current prevention work programmes:
  - E Tū Whānau: a kaupapa Māori initiative to positively change behaviour, attitudes, and norms to improve wellbeing and reduce family violence
  - Pasefika Proud: a social change initiative grounded in Pacific values, working with eight key Pacific nationalities in New Zealand to prevent family violence
  - The Campaign for Action on Family Violence (including the It’s not OK campaign): a social change initiative focused on supporting positive behaviour change for men using violence.
- It will also support the development of three new prevention approaches for:
  - Ethnic communities
  - Elder abuse
  - The #LoveBetter youth campaign.

**This investment will enable MSD to test, learn, strengthen, and further evaluate what works well and makes a positive difference for families, whānau and communities in Aotearoa New Zealand.**

- This initiative is focused on delivering on the following Te Aorerekura actions:
  - Action 21: Deliver prevention initiatives: Campaign for Action on Family Violence, E Tū Whānau and Pasefika Proud as well as for other population groups including older people
  - Action 23: Develop prevention programmes for ethnic communities.
- The long-term outcomes of this initiative include:
  - Improved safety and wellbeing for families, whānau and communities
  - Increased family and whānau stability and decreased impact on children
  - Reduction in family violence and sexual violence, including the intergenerational transmission of violence.

Costs (operating) \$/m	2021/22	2022/23	2023/24	2024/25	2025/26 and outyears	TOTAL
	-	12.635	13.295	11.695	-	<b>37.625</b>