

Change starts with you!

We all have a part to play in creating positive change.
What can you do to strengthen your whānau?

IDEAS FOR WHĀNAU:

- Raise the issues, talk about them openly and encourage others to do the same – problems and family violence flourish where there is secrecy and shame
- Develop your own tikanga for today – talk with whānau around what you can do together to keep safe and strong
- Identify and talk about the values and behaviours that are important
- Get whānau together to discuss the E Tū Whānau values and what they mean for your whānau
- Agree on ways of dealing with issues of violence if they arise – establish some rules around what is ok and what is not, and what to do about any transgressions
- Talk about your whakapapa and instil pride in your whānau – share your stories, write them down
- Make your home a sanctuary for your tamariki and mokopuna – clean, warm, loving and safe
- Openly show your children the love and respect you have for your partner – be good role models
- Praise your whānau for the good things that they do
- Establish clear boundaries – with every right comes a responsibility
- ‘Think big’ for your whānau – have dreams for the future and build a clear pathway to achieve these
- Focus on your whānau strengths – talk about what they are, celebrate them and build on them
- Put up the E Tū Whānau posters, pass along the cards and talk with your whānau whenever you can (at the dinner table or at special events)
- Look at the messages on the E Tū Whānau resources – many of these include actions that will help to make your whānau strong
- Sign the E Tū Whānau Charter of Commitment
- Join the online community at etuwhanau.org & facebook.com/etuwhanau.

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We all have a part to play in creating positive change. What can you do to drive and support positive change in your different leadership roles?

IDEAS FOR IWI LEADERS:

- Sign the E Tū Whānau Charter of Commitment and use this as an opportunity to demonstrate a commitment to address violence and to encourage kōrero about the issues and solutions
- Reconnect with whānau and hapū in your rohe so that you know your people, the issues, the challenges and the opportunities
- Raise the issues, talk about them openly and encourage others to do the same – family violence flourishes where there is secrecy and shame
- Ensure that issues of violence within whānau remain visible and a priority at the highest levels (e.g. regularly tabled at meetings and reported against)
- Actively share the E Tū Whānau messages and resources in your workplace, iwi, whānau, hapū and marae
- Integrate E Tū Whānau goals and actions into your own strategic planning and development documents and activity
- Find ways to incorporate the E Tū Whānau brand into activities and events that you get involved with or in a more permanent way (e.g. signage) to signal a serious long term commitment to the kaupapa
- Identify, encourage and nurture *Kahukura* to lead positive change in your community
- Find out what is happening in your community – gather data from local providers and government agencies, and track changes
- Join the online community at etuwhanau.org & facebook.com/etuwhanau.

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IDEAS FOR IWI CEOs:

- Sign the E Tū Whānau Charter of Commitment and use this as an opportunity to demonstrate a commitment to address violence and to encourage kōrero about the issues and solutions
- Regularly connect with whānau and hapū in your rohe so that you know your people, the issues, the challenges and the opportunities
- Integrate E Tū Whānau goals and actions into your own strategic planning and development documents and activity
- Find ways to incorporate the E Tū Whānau brand into activities and events that you get involved with or in a more permanent way (e.g. signage) to signal a serious long term commitment to the kaupapa
- Find out what is happening in your community – gather data from local providers and government agencies, and track changes
- Ensure that issues of violence within whānau remain visible and a priority at the highest levels (e.g. regularly tabled at meetings and reported against)
- Work strategically / collaboratively – link up with other iwi to share thinking and resources, to maximise results
- Look for opportunities to restore and promote **te mana kaha o te whānau!**
- Walk the talk!
- Support and advocate for Māori providers and services in your area
- Be aware of the impacts of violence on whānau and its intergenerational effects
- Find the experts in your rohe and use their knowledge
- Create opportunities for partnership
- Join the online community at etuwhanau.org & [facebook.com/etuwhanau](https://www.facebook.com/etuwhanau).

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We all have a part to play in creating positive change. What can you do to support positive change in your role as a researcher, evaluator or academic?

IDEAS FOR RESEARCHERS:

- Consider and suggest any research activities that might contribute to our research agenda and evidence base for Te Ao Māori
- Actively seek investment opportunities to research aspects of E Tū Whānau that will contribute to our evidence base around best practice and delivering successful outcomes for Māori
- Consider any existing research activity that might complement or help inform best practice or any other aspect of E Tū Whānau
- Contribute ideas, skills and resources
- Gather key data and undertake analysis
- Gather information about what is working and undertake case studies of those successes
- Validate effective Māori practice
- Join the online community at etuwhanau.org & facebook.com/etuwhanau
- Sign the E Tū Whānau Charter of Commitment online to make a stand against violence.

GET INVOLVED OR FIND OUT MORE @ www.etuwhanau.org

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IDEAS FOR PROVIDERS AND PRACTITIONERS:

- Use the E Tū Whānau values and resources to support your work, to encourage discussion and to shift thinking
- Ensure that whānau strengths are the basis of any work undertaken
- Contribute and share your skills, knowledge and suggestions regarding best practice and getting the best results for whānau
- Ensure that you and your organisation continue to build capability around
 - whole-of-whānau approaches
 - incorporating tikanga
 - accountability for your results
 - working collaboratively with others
- Ensure that your workplace embodies the behaviours that underpin the E Tū Whānau values
- Ensure whānau are stronger and more independent when they leave your service than when they first came
- Join the online community at etuwhanau.org & facebook.com/etuwhanau
- Sign the E Tū Whānau Charter of Commitment online to make a stand against violence (as individuals and / or as an organisation).

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IDEAS FOR COMMUNITIES AND COMMUNITY GROUPS:

- Identify, encourage and nurture kahukura to lead positive change in your community
- Raise the issues, talk about them openly and encourage others to do the same – family violence flourishes where there is secrecy and shame
- Take responsibility for action – every positive action, no matter how small, makes a difference
- Celebrate courage, strength and success
- Stand up and speak out against the things that need to change
- Find partners and allies to make the change needed – connect and collaborate!
- Actively share the E Tū Whānau messages and resources in your community. This can be in the workplace, the marae, the school, through community groups, sports clubs and with your whānau.
- Find ways to incorporate the E Tū Whānau brand into activities and events that you get involved with (e.g. a sports tournament) or in a more permanent way (e.g. signage) to signal a serious long term commitment to the kaupapa.
- Join the online community at etuwhanau.org & facebook.com/etuwhanau
- Sign the E Tū Whānau Charter of Commitment online (as individuals and / or as a group) to make a stand against violence.

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IDEAS FOR DIVERSE COMMUNITIES:

- Use the E Tū Whānau values – *aroha, whakapapa, mana manaaki, tikanga, whanaungatanga, kōrero awhi* – as a starting point to reflect on your own heritage, traditions, values and rituals
- Open up dialogue within your community about what these values mean within the New Zealand context and how they can be used to strengthen and protect families
- Discuss the following E Tū Whānau messages (and the resources) and how they might be meaningful within your community:

Your ancestors sit on your shoulders to keep your feet on the ground

The world and all things in it are treasures; but the most treasured of all is your mother

Leave big footprints for your children to follow

Becoming a father is easy; being a dad isn't

- Find creative ways to express these messages and values in a way that is meaningful for your community
- Pass on family histories and stories within your families and communities (talk about them and write them down) to keep important traditions and cultural strengths alive for the next generations
- Use your cultural strengths and heritage as a foundation to create new memories and a positive future here in Aotearoa – ***what have we bought with us that make us strong and resilient and will pave a bright pathway forward for the next generation?***
- Find ways to celebrate and share stories of inspiration, courage and success from within your community
- Raise and address difficult family issues in a way that works best for your particular community
- Find partners and allies to support your community to find your own solutions to community issues
- Join the online community at etuwhanau.org & facebook.com/etuwhanau
- Sign the E Tū Whānau Charter of Commitment online (as individuals and / or as a group or community) to make a stand against violence.