

THE HEART MOVEMENT: IMPACT AND FUTURE DEVELOPMENT

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Gratitude and appreciation to those who generously gave their time to be interviewed.

Thanks and acknowledgement to Cristy Trewartha for providing early access to her Doctoral thesis, *Measuring Community Mobilisation*. Cristy's PhD measures community mobilisation around family violence and healthy relationships, with Glen Innes and Ranui as case studies. Her findings are important to this report, to the HEART Movement and to healthy relationship building and violence reduction efforts in communities generally. Her Glen Innes case study is a highly accessible way to learn about the HEART Movement and the complexities of its work.

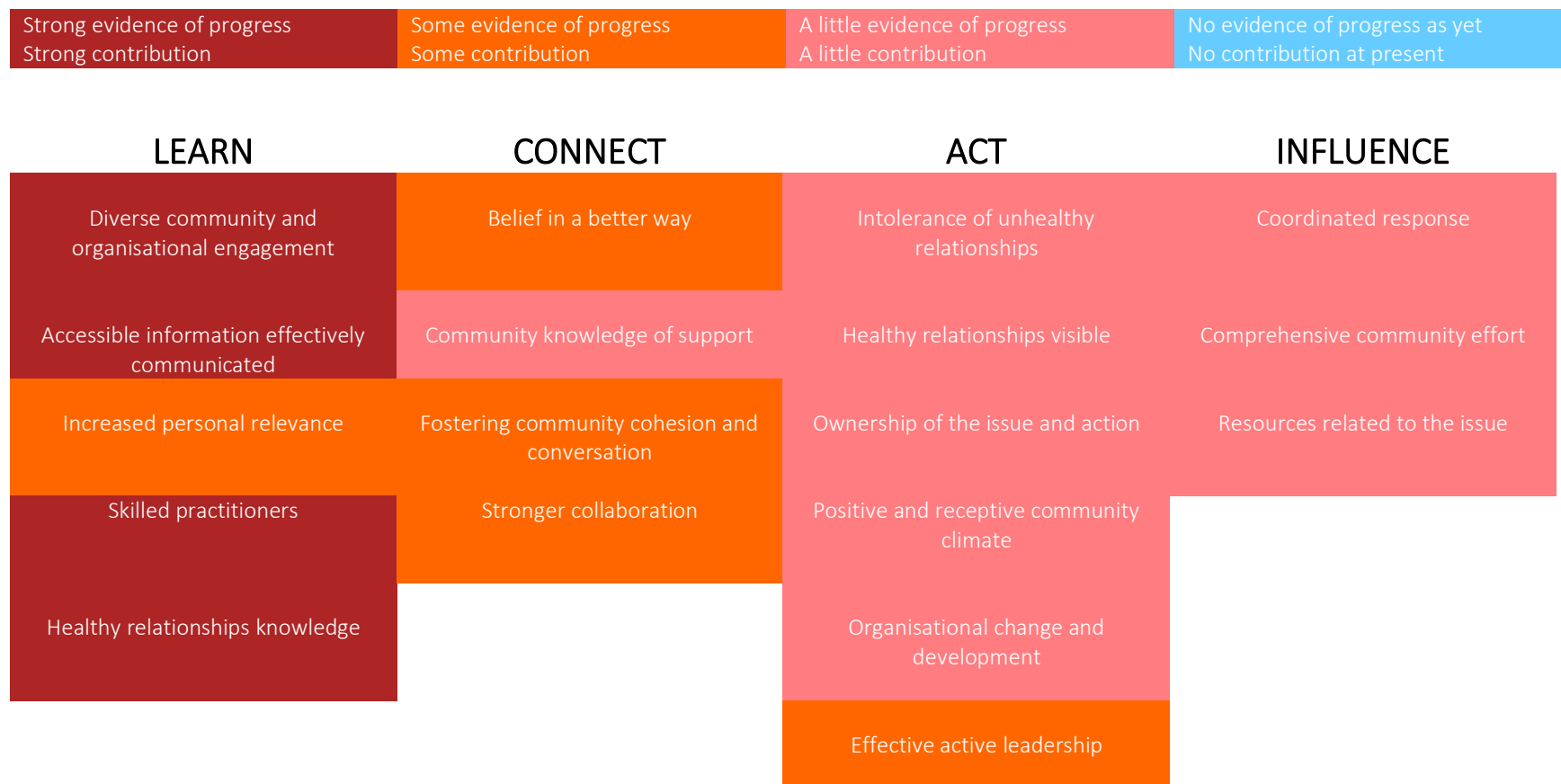
Cover photo: White Ribbon March November 2018 in Glen Innes, taking a stand against violence towards women, involving the HEART Movement, Tāmaki College, SHINE, Tāmaki Community Development Trust, Faith Family Connect, Tāmaki Regeneration Company and Auckland District Health Board. See story at <https://www.heartmovement.org.nz/heart-action/white-ribbon-march-2018https://www.heartmovementorgnz/blog-page-url/new-post-title>.

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Summary

The HEART Movement aims to build healthy relationships and reduce family violence in Tāmaki. This report presents the HEART Movement’s work and its impact from 2015 to June 2019, and ideas for future development. It is drawn from existing documentation and interviews with 14 HEART Movement participants. The ‘contribution heatmap’ below indicates where HEART is having some impact, in terms of the four phases of change the HEART Movement supports individuals and organisations through. It shows where the HEART Movement is more or less active, and where there is stronger or weaker evidence of contribution to building healthy relationships and preventing family violence in Tāmaki. The report presents the detail behind this heatmap.



The HEART Movement’s greatest contribution currently is growing awareness, knowledge, capability, connection, engaging the community and enabling local leadership to build healthy relationships and prevent family violence. The least developed aspect of HEART’s work is influencing for larger scale action. This finding matches the emphasis for HEART’s work to date on the first two phases of action: Learn and Connect.

Significant impacts of the HEART Movement in the last five years and ideas moving forward are summarised below.

HEART Movement Key Impacts 2015-2019	Ideas for future development
<ul style="list-style-type: none"> ▪ Raising awareness and helping to normalise talking about healthy relationships and family violence in Tāmaki ▪ Raising community voices and supporting community conversations on challenging issues ▪ Spotlighting healthy relationships and showing how to build them ▪ Connecting people, and especially women to learn, share and support each other ▪ Growing local leadership and capability to build healthy relationships and prevent family violence ▪ Sharing stories of struggle, resilience and change ▪ Increasing connection and collaboration among community members and sector organisations 	<ul style="list-style-type: none"> ▪ Safeguard current values, the healthy relationships focus and community mobilisation approach ▪ Strengthen and grow the community Change Agent approach ▪ Pursue priority strategic partnerships and longer term resourcing ▪ Continue being evidence informed, including the community readiness and community mobilisation assessments ▪ Communicate impact and keep refining the HEART Movement’s theory of change ▪ Keep telling community stories of change ▪ Consider developing an advocacy arm around community mobilisation and other core aspects of HEART’s work ▪ In line with community priorities, energy, resources and capacity, and by working with the willing, consider a stronger focus on men, Pacific communities, young people, growing self-care and positive relationships with self in the community

The HEART Movement is a genuinely community-led movement that is building capability and critical mass towards healthy relationships and preventing family violence, in Tāmaki’s complex and fast changing community.

1.0 Introduction

Tāmaki homes actively grow loving, safe and supportive relationships - HEART Movement vision.

The HEART (Healthy Relationships in Tāmaki) Movement launched in February 2012 as a local response to high rates of family violence in Tāmaki. It is a social movement involving community members and organisations in the east Auckland suburbs of Glen Innes, Point England and more recently, Panmure. [Te Waipuna Puawai](#)¹ acts as a Kaitiaki for the HEART Movement, offering governance oversight, support and administration.

The HEART Movement seeks to prevent family violence by promoting healthy relationships in community spaces where people can gather, learn and connect. HEART has two core strategies:

1. Community mobilisation - supporting local people to lead change.
2. Building organisational capacity and collaboration.

This report shares evidence of the impact and contributions of the HEART Movement, in the last five years from 2014 to July 2019. It also presents ideas for the development of the HEART movement. It follows this format.



¹ Te Waipuna Puawai (TWP) is a community development initiative in Tāmaki and a founding member of the HEART Movement, see <https://www.twp.org.nz/>. With the Sisters of Mercy and community members, TWP works to create positive change with whānau. TWP is celebrating its 20th anniversary in 2019.

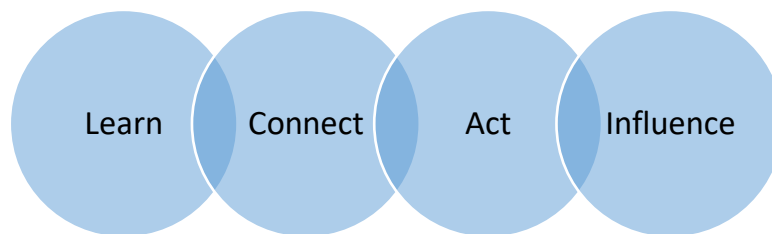
2.0 Approach

This report is based on a review of existing HEART documentation (see right) and face-to-face, phone or online interviews with 14 people close to the HEART Movement, including one group discussion with Change Agents (see Appendix One). The document review mined available evidence around who the HEART Movement is engaging with, how and to what effect, against HEART's desired outcomes.

Key informants were asked:

- Who the HEART Movement reaches and works with
- Perceptions of HEART's key impacts in the community
- What is most effective about HEART's approach
- How HEART can strengthen its impact into the future
- Ideas for new directions, development and growth.

In this report, 'impact' is a catch-all term for the range of real world effects that the HEART Movement is creating - for the difference it is making. Available evidence for this impact is presented across the four non-linear and interrelated stages of personal and community change that the HEART Movement supports community members and organisations through (see Appendix Two for a description of these phases):



Qualifications around HEART Movement evidence and impact are outlined in section 5.0.

Documents reviewed

Te Waipuna Puawai Annual Reports 2015 to 2018

HEART Movement statistical data on people engaged in HEART and its activity

HEART Survey 2018 (21 respondents)

Change Agent reflections (4 sessions)

HEART Coordinator overview of achievements against outcome areas

Key informant feedback (14 people)

Cristy Trewartha's PhD Thesis, which includes a case study relating to the HEART Movement

HEART Movement funding applications and accountability reports

HEART Movement newsletters

Te Waipuna Puawai Board and HEART Advisory Group agendas and minutes

HEART Movement website

Research and reports listed in References

3.0 HEART context²

3.1 Tāmaki – a community in transformation

“How do we mobilise the community when the community itself is mobile?” (HEART Change Agent)

Tāmaki’s suburbs of Glen Innes, Point England and Panmure are home to around 18,000 residents. Census data indicates that around 30% of the community is aged under 15 years, compared to 19% in wider Auckland, with about 1,500 young people out of school and employment. Around 47% of the community identify as Pasifika, 23% as Māori, 21% as European/Pākehā, with 9% ‘other’.

One of the largest community transformations in Aotearoa New Zealand is occurring in Tāmaki, with 2,500 state homes being replaced by 7,500 new houses in the next 15 years, of which 2,800 will be social housing. The Tāmaki population is growing rapidly and changing significantly. A HEART Movement impact report to funder Foundation North in 2018 identified the top three challenges for the Tāmaki community as:

1. The Tāmaki Regeneration project and extensive housing development. This impacts the community spiritually, emotionally and physically. It displaces people as rental costs in the area rise and housing affordability is reduced.
2. The demographics of the area are rapidly changing, which leads to changing social issues and relationships within the community. New people are arriving and some existing residents are feeling a sense of displacement.
3. Growing social inequity, with whānau with complex social needs becoming surrounded with growing wealth.

The report noted the need to grow investment, skills and support on the ground to deal with these challenges and to create innovative, community-led solutions. Trewartha’s 2020 PhD Thesis identified that in recent years the Tāmaki community has experienced reduced levels of trust and social cohesion, and that community pride, cooperation and connection with place are being destabilised.

Tāmaki’s dynamic social context impacts significantly on the HEART Movement as a community mobilisation initiative. Development of specific strategies to improve social cohesion in Tāmaki is recommended in Trewartha’s research, through the HEART Movement and strategic partnerships with larger community stakeholders.

² See the HEART Movement website for more on the story of the HEART Movement <https://www.heartmovement.org.nz/our-story>. See Trewartha, Cristy (2020), *Measuring Community Mobilisation*, PhD Thesis, pages 97-132 for a case study of Glen Innes and the HEART Movement.

3.2 Emergence and research foundations of the HEART Movement

“The HEART Movement is evidence-informed and uses local insight and research to guide its development” (Trewartha 2020 p105).

The HEART Movement grew from community leaders and practitioners in Glen Innes coming together in 2008 and committing to addressing family violence and its drivers: “The community wanted an approach that was inclusive and would build the capacity of local residents. They wanted to work towards a positive goal by not only preventing family violence, but by promoting healthy relationships” (Trewartha 2020³). A long-term approach that recognised the complex and intergenerational nature of family violence was sought.

Independent research in 2003 (Dialogue Consultants) and 2011 (Liew et al 2012) documented the issue of family violence in Glen Innes. The 2011 survey of 465 Glen Innes residents found that 88% agreed that family violence was an issue that needed to be addressed in the community (Liew et al 2012).

Cristy Trewartha’s 2010 Master of Public Health dissertation “*It is OK to help: effective community mobilisation to prevent family violence*” informed the development of the HEART Movement. In 2011 HEART conducted a Community Readiness Assessment (Plested et al, 2006) to see how prepared the community was to prevent family violence and promote healthy relationships. This assessment informed the development of a HEART Movement theory of change in 2012 to guide action.

The HEART Movement continues to use Plested et al’s Community Readiness Assessment to track readiness for change. Community Readiness Assessments in 2011, 2014, and 2016 show that readiness in Tāmaki to prevent family violence and promote healthy relationships is increasing. The HEART Movement also uses a new tool, the Aotearoa Community Mobilisation Questionnaire (ACMQ), developed in Trewartha’s doctoral research⁴. The ACMQ was used to assess community mobilisation in 2016 and measures six domains of community mobilisation: leadership; participation; organisation; critical consciousness; shared concern; and social cohesion. Results from both tools for Glen Innes are highlighted later

³ Cristy Trewartha, *New Zealand’s Community Development Approach to Preventing Family Violence*, in Changing Ireland, Issue 63, Feb/March 2019, accessible at <https://www.heartmovement.org.nz/media>.

⁴ In Trewartha’s Thesis, Community Readiness Assessments interviewed 12 key community informants (six on family violence and six on healthy relationships). The ACMQ assessment involved 101 community members with no special knowledge of efforts to prevent family violence or promote healthy relationships.

in this report. See Trewartha’s thesis for more detailed research results and the purpose and rationale for the two tools. See [here](#)⁵ for more on the emergence and development of the HEART Movement.

4.0 HEART Movement work

The HEART Movement’s theory of change identifies desired outcomes within four phases of change towards normalising healthy relationships and preventing family violence (see Appendix Two). Key activities within these four phases since 2015 are summarised below.

Learn	Connect	Act	Influence
<p>Engaging the community in the HEART Movement through street BBQs, small and large community events, community meals, art exhibitions, campaigns and social media</p> <p>A training programme related to preventing family violence for community members and local sector organisations</p> <p>A HEART leadership programme for people to learn, heal and lead</p> <p>Making resources available on healthy relationships and family violence to the community and local groups</p> <p>Growing the HEART Movement Network and inviting people to join</p>	<p>Identifying and training local champions called Change Agents, to be catalysts for change in their whānau and networks</p> <p>Membership agreement signed by local organisations who commit to healthy ways of working, attending HEART training and supporting the movement</p> <p>East HEART – growing the voices of young people, supporting young people and intergenerational conversation</p>	<p>Facilitate conversations around healthy relationships and family violence</p> <p>Change Agents take healthy relationship conversations independently into their networks</p> <p>Partnership Agreement with organisations to participate in the delivery of the HEART Movement</p> <p>Plays, panel discussions and other events that spark debate and conversation around family violence issues and healthy relationships in the community</p>	<p>Evolve the HEART theory of change and practice</p> <p>Acknowledge progress and good work through HEART Awards</p> <p>Community research and learning to inform practice</p> <p>Communicate the change happening in Tāmaki</p>

⁵ See *The Heart Movement: A Report on the First Three Years 2011-2014*, The Heart Movement, 2016, and *Our Story* <https://www.heartmovement.org.nz/our-story>.

5.0 HEART Movement impact

When considering impact, the scale of the HEART Movement in relation to the pervasiveness of family violence are important to note. According to Police, Tāmaki has one of the highest Police callout rates for family violence in Auckland. The average annual budget for the HEART Movement between 2014 and 2019 was a modest \$162,000, mainly from philanthropic grants. The HEART Movement is less than ten years old, and is held by a small [programme team](#)⁶, voluntary [Community Change Agents](#)⁷, an [Advisory Group](#)⁸, [Te Waipuna Puawai](#), a recently formed HEART Collective and wider community input, plus [Member and Partner organisations](#). The movement relies heavily on voluntary effort, goodwill, cooperation and collaboration, which in turn requires skilled relationship building, facilitation and coordination.

The HEART Movement has a high-quality research strategy, an evidence informed foundation and has gathered useful evidence of its progress and impact. Areas where information is less available around HEART's impact are:

- Exactly who HEART is reaching and working with (and how), and to what level of depth
- What is specifically changing for the people HEART is reaching
- Whānau and resident perspectives on the value of and difference made by HEART
- How HEART is supporting organisational change and collaboration development.

Family violence statistics such as Police callouts and protection orders are not included in this report as indicators of HEART's impact. This is due to the relative scale of the HEART Movement and that, at least in the short term, increases in these statistics may indicate greater willingness to report family violence linked to HEART (or may not). It is important to note the many issues with the methods by which family violence data is currently collected and published, and that currently this data can't be used to track change at the population level effectively (Gulliver & Fanslow, 2012). This supports the use of the community-level measures noted earlier to track change over time (Trewartha 2020).

The HEART Movement works at the prevention end of family violence. As with any community-based initiative, it is more appropriate to refer to the contributions the movement is making, rather than attribution or cause and effect. Individual and community journeys of change are complex, unpredictable and can involve people taking many steps forward and back. Many deep and longstanding factors drive family violence, including intergenerational trauma, social inequality and pervasive social norms that contribute to the normalisation of violence. Structural and policy changes, cultural and mindset shifts are needed to achieve large scale change.

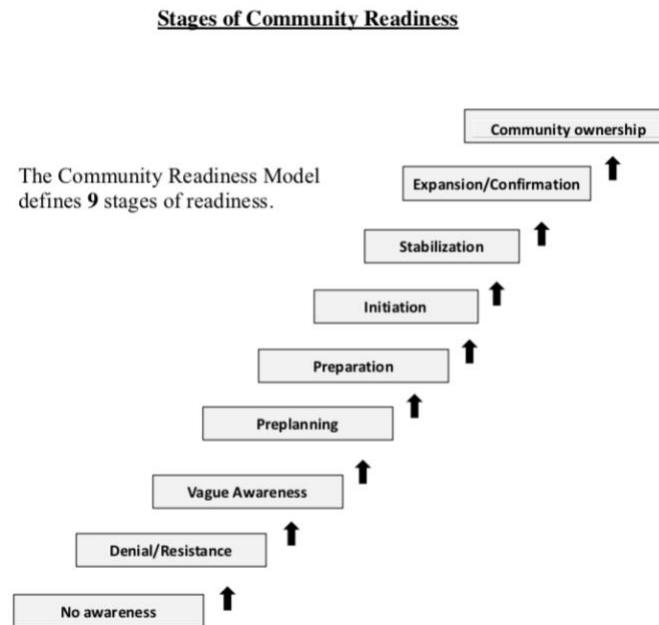
⁶ <https://www.heartmovement.org.nz/programmeteam>

⁷ <https://www.heartmovement.org.nz/change-agents>

⁸ <https://www.heartmovement.org.nz/advisory-group>

Trewartha (2020) assesses the collective impact of all efforts in Glen Innes and Point England to prevent family violence and promote healthy relationships. Only one assessment using the Aotearoa Community Mobilisation Questionnaire (ACMQ) has been completed and the conclusions that can be made from one assessment are limited. The ACMQ will be used in future assessments to track changes in community mobilisation.

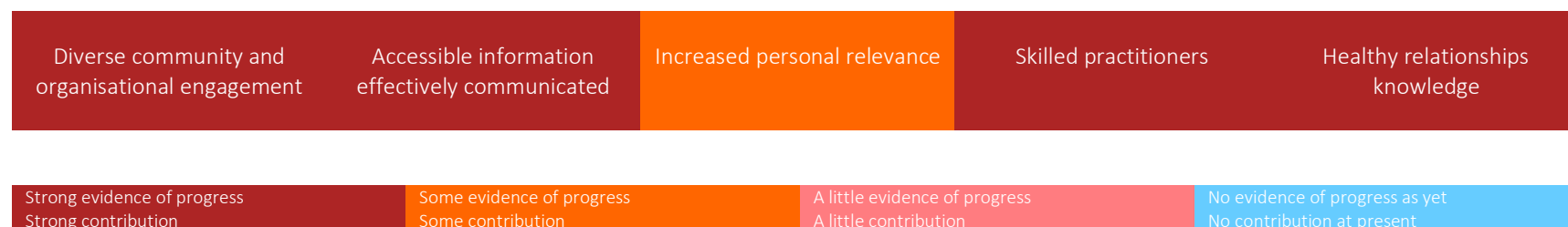
The results of the Community Readiness Assessments show that readiness to prevent family violence and promote healthy relationships has increased between 2011 and 2016. Readiness to prevent family violence and promote healthy relationships was at Stage five for both topics in 2016. Stage five is Preparation, defined as “Active leaders begin planning in earnest. Community offers modest support” (Plested et al., 2006, p. 9). See the figure below for the nine stages of readiness.



Reassessment of community mobilisation and community readiness is needed, to understand the impact of local efforts since 2016.

Available evidence is now presented for each of the HEART Movement’s four phases of change, against its desired outcomes and the key interventions described in the 2018 HEART Strategic Plan. In reality many of the outcomes are connected and evidence overlaps. It is important to note that the focus of activity has been in the first two phases of the Strategic Plan to date: Learn and Connect.

5.1 Evidence of impact – Learn



5.1.1 Diverse community and organisational engagement (strong contribution)

Since 2015, HEART has engaged with 6,000+ diverse Tāmaki residents and organisations via street BBQs, small and large community events, weekly community meals, its training programme (see 5.1.4), campaigns, website and social media. The HEART email network in June 2019 included 440 residents, supporters, member and partner organisations. Relationship building to explore shared interests and identify opportunities for collaboration also occurs with local groups, Auckland Council and government agencies. Membership, partnership and online indicators show varying levels of growth:

	2014	2016	2017	2018	June 2019
Member Organisations	18	21	24	25	26
Partnership Agreement	-	4	-	4	7
Email Network Database	185	252	-	-	440
Facebook Likes	100	-	520	766	889

“There are a range of doors people go through to get to HEART and a range of activities once there. Main community participants are women and young people, often through schools” (HEART Advisory Group member).

“A whole raft of people are part of the HEART Network – parents, older people, church members, workers, practitioners, with different levels of expertise. It’s a sharing space” (Member organisation).

Organisations who sign the HEART Membership Agreement commit to a healthy way of working, working collaboratively, attending HEART training and sharing HEART messages and resources. HEART Partner Organisations commit to delivering specific actions in partnership with Te Waipuna Puawai. See <https://www.heartmovement.org.nz/members-partners> for more on membership and partnering.

HEART uses large community events as an engagement strategy, including [White Ribbon](#)⁹ Day (an international day to speak out on violence against women¹⁰), Matariki (the Māori New Year), family and parenting events. Currently the HEART Movement has a presence at several community events per year, to profile HEART, connect with the community and open conversations.

The HEART Movement worked in partnership with Tāmaki College, SHINE and the Tāmaki Community Development Trust to initiate the first local White Ribbon March in 2017, which about 25 people attended. The second White Ribbon March in 2018 attracted around 100 people.

Several key informants noted that HEART has tended to work more with women than men: “[HEART] works mainly with women, we’ve tried to do more with men but that hasn’t stuck, and we decided to put energy into what’s working” (HEART Advisory Group member). “It is still mainly women making the change” (Change Agent).



Tāmaki College students participating in the 2018 White Ribbon March

HEART BBQ IN PARKS
Sausage Sizzle!
Free face painting and other fun activities!

Taurima Park Taurima Avenue	26th September, 2015 Rain date - 3rd October, 2015 11am - 1pm
Torino Reserve Torino Street	17th October, 2015 Rain date - 24th October, 2015 11am - 1pm
Hobson Reserve Corner of Court Crescent and Hobson Road	18th February, 2016 11am - 1pm
Talbot Park Point England Road	27th February, 2016 11am - 1pm
Taniwha Reserve Taniwha Street	5th March, 2016 Rain date - 12th March, 2016 11am - 1pm
Silverton Park Silverton Avenue	19th March, 2016 Rain date - 26th March, 2016 11am - 1pm
Elstree Reserve Elstree Avenue	9th April, 2016 Rain date - 16th April, 2016 11am - 1pm

Be part of HEART Movement
get in touch at heart@twp.org.nz

⁹ <https://whiteribbon.org.nz/>

¹⁰ HEART team members and Change Agents visit schools, early childhood centres and churches during November distributing white ribbons as part of this local annual campaign.

5.1.2 Accessible information effectively communicated (strong contribution)

HEART provides varied information about healthy relationships and violence prevention via its website, Facebook, presence at events, community gatherings, e-newsletter and e-network.

HEART has a catalogue of resources relating to healthy relationships it takes to events and makes available online, such as this HEART in Homes poster, see <https://www.heartmovement.org.nz/resources>. A HEART BBQ is freely available for community events and HEART Movement t-shirts were created to improve profile and visibility in the community. The HEART website provides links to further resources. Demand for printed resources has reportedly dropped as people increasingly access information online.

Launching the e-newsletter “HEARTBEAT” in February 2018 has increased HEART’s reach and profile, see <https://www.heartmovement.org.nz/heartbeat-newsletter>. The monthly newsletter provides a summary of activity, news, upcoming events, training workshops and community stories of change. It goes to HEART’s e-network and is made available in the Glen Innes Library and other community spaces.

HEART’s online presence took a major stride forward with its new website launched in August 2019 <https://www.heartmovement.org.nz/>. It has an active Facebook page <https://www.facebook.com/heartinTāmaki/> and Instagram @HEARTMOVEMENTNZ.

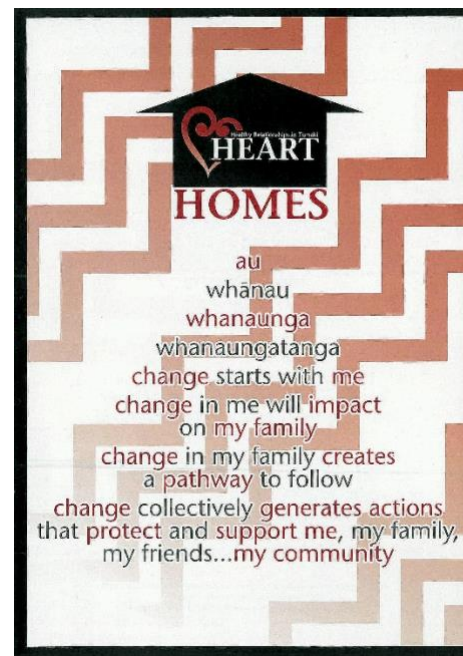
Research results: Aotearoa Community Mobilisation Questionnaire (ACMQ) assessment in 2016

- Forty two percent of participants strongly agreed that information on family violence was available in the community. Thirty six percent of participants strongly agreed that this information was useful.

5.1.3 Increased personal relevance (some contribution)

The HEART Movement’s Change Agent approach involves identifying, training and supporting local community members to go on a personal journey of healing, learning and leadership. Change Agents share HEART messages, host conversations and support other community members to act and influence towards healthier relationships and violence prevention.

The Change Agent approach began in March 2014 with seven women. This approach identifies and invites people in the community to become HEART Movement Change Agents, with the expectation that they will become an active part of HEART and the Change Agent network. Change Agents are volunteers who undertake HEART related activity and attend training in their own time. Incentives for Change Agents and a supportive Change Agent culture are fostered through social gatherings. The Change Agent approach was reviewed in February 2019. There are now 24



active Change Agents and the Change Agent approach is considered to be the ‘engine room’ of the HEART Movement (HEART Advisory Group member). See <https://www.heartmovement.org.nz/change-agents> for Change Agent journeys and stories.

Year	2014	2016	2018	June 2019
Community Change Agent numbers	18	32 ¹¹	35	24

The HEART Leadership programme is designed for HEART practitioners, whānau, Change Agents, local workers and community leaders. It is an ongoing process focused on developing reflective practices and diving into an inner journey, see <https://www.heartmovement.org.nz/leadership-course>. Personal stories indicate the significant positive impacts of this leadership development strategy on those involved.

Research results: ACMQ 2016

- Thirty three percent of participants strongly agreed they had done something to help to prevent family violence in Glen Innes. Note that the ACMQ surveyed 101 community members with no special knowledge of efforts to prevent family violence or promote healthy relationships.

5.1.4 Skilled practitioners (strong contribution)

The HEART Movement provides free, accessible training on topics related to healthy relationships and family violence prevention. Participation in these trainings has grown and it is highly valued by participants.

¹¹ Including eight men.

“HEART provides free, accessible training for all whānau to be informed, not just organisations. It’s really family focused and understands that the knowledge needs to go to the families in the homes” (Change Agent).

Training is the key focus of HEART’s capability building work, offering varied professional development and learning opportunities to community members and organisations; see <https://www.heartmovement.org.nz/training-opportunities>. Many participants attend multiple HEART trainings.

The HEART Network is surveyed each year to identify training needs and the training programme is responsive to community issues. Topics include anger, leadership, alcohol and other addictions, masculinity, grief and loss, parenting, child abuse, family violence, disclosure of abuse and neglect, suicide, dealing with trauma, adolescence, sexuality and family planning.

The training provided and participation in this training have grown steadily. People from outside Tāmaki have also started to attend trainings.



<i>HEART Movement training</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>Feb to June 2019</i>
Number of training sessions held		17	14	23	27	15
Training participants	155	124	211	314	513	205



In the 2018 HEART Survey of its network, when asked whether HEART has helped increase awareness and expertise around building healthy relationships and preventing family violence in their organisation, of the 19 respondents, 68% (13) said yes, 11% (2) said no and 21% (4) were unsure.

“I often have conversations with the team about this and some identify HEART as being a change catalyst in their own lives” (Member organisation).

When asked to rate their experience of the training hosted by the HEART Movement, of the 16 respondents, 81% (13) rated the training as excellent, 12.5% (2) as good and 5% (1) as ok.

“I really appreciate this free training that we have access to - otherwise I probably wouldn't get any training at all from work” (Training participant).

The training programme represents a strong contribution by HEART to increasing skills, informing the conversation, connecting practitioners, and more recently enabling practitioners and community members to access the same high-quality training.

5.1.5 Healthy relationships knowledge (strong contribution)

A key achievement of the HEART Movement is to bring a focus on healthy relationships into Tāmaki, and building knowledge about what healthy relationships look like in families, organisations and communities.

“There are more honest conversations about what is going on, about family harm, the stressors in people's lives; people are more aware of the contributing factors to family harm” (Member Organisation).

“The workshops, posters, training and community engagement have increased awareness around healthy relationships” (Change Agent).

When asked in the 2018 HEART Survey whether HEART had increased awareness around building healthy relationships and preventing family violence in local Tāmaki suburbs, 86% (18) of respondents said yes and the rest (14% or 3) were unsure. Reasons for saying yes related to HEART's strong presence and profile through local events, training provision, repeating key messages and the connecting work done by HEART Change Agents and workers:

“Before HEART there wasn't a clear focus on healthy relationships; HEART has created this focus. For family violence, it seems that knowledge and expertise has grown significantly since HEART began” (Member Organisation).

Links between promoting healthy relationships and reducing family violence seem logical but remain unproven in terms of research evidence:

“Promotion of healthy relationships may be a protective factor for family violence prevention, but there is little evidence to support this due to the early stages of investigation into this” (Trewartha 2020 p 33).

Research results: ACMQ 2016

- Twenty nine percent of participants strongly agreed that information on healthy relationships was available and 28% strongly agreed that this information was useful.

5.2 Evidence of impact – Connect

Belief in a better way	Community knowledge of support	Fostering community cohesion and conversation	Stronger collaboration
Strong evidence of progress Strong contribution	Some evidence of progress Some contribution	A little evidence of progress A little contribution	No evidence of progress as yet No contribution at present

5.2.1 Belief in a better way (some contribution)

A healthy relationships focus highlights that different ways of relating are possible and helps to build belief in a better way. The Change Agent approach utilises the ripple effect, whereby individuals and groups role model healthy ways of relating.

The HEART Movement helps to instill a sense of belief that individuals and the community can move towards healthy relationships becoming the norm:

“What I love about the HEART Movement is the notion that we have something within us that we can grow to heal ourselves and our families and create wellbeing, we do not need fixing, we do not need an agency to work with us, we can do it ourselves” (Change Agent, HEART website).

Research results: ACMQ 2016

- Thirty one percent of participants strongly agreed that people in Glen Innes can prevent family violence and 30% strongly agreed that they can promote healthy relationships.

5.2.2 Community knowledge of support (a little contribution)

The key HEART Movement contributions around community knowledge of support available are through its newsletter, online information and resources, presence at community events, the HEART training and leadership programme and the work of the Change Agents.

At community events and via their networks, Change Agents facilitate conversations around safe homes, healthy relationships and where to go for help. There is free access to material and contact information for local organisations and agencies who respond to family violence incidents.

Research results: ACMQ 2016

- Only 24% of participants strongly agreed that the community had the services needed to prevent family violence.

5.2.3 Fostering community cohesion and conversation (strong contribution)

As well as the community engagement outlined in 5.1, the HEART Movement provides peer support groups, community hangout and conversation opportunities. Key efforts to support community cohesion and conversation include the work of the Change Agents, youth engagement, community dinners, the Koru Group and arts related conversation opportunities around plays, movies, arts events and panel discussions.

In recognition of the need to build community cohesion in Tāmaki, in late 2015 the HEART Movement added this outcome to its Strategic Plan:

Fostering community cohesion and conversation - People start to reach out and talk to others about safe family environments, healthy relationships and how to build them within their own families and communities. They ask for support and provide support to others.

Since then HEART has increased its focus on creating spaces for conversation and increasing social cohesion.

In 2015 the HEART youth initiative began with an intensive music development project in 2014¹² (see East HEART Unplugged¹³, pictured right), which developed into a youth-led community hangout space. East HEART youth decided to invite the community into a hangout space with a dinner served at Ruapotaka Marae. By 2016 this community hangout at the Marae was attracting 40-60 people weekly, for kai/food and conversation, helping to build goodwill and the reputation of the HEART Movement in the community. This initiative moved to [Te Oro](#), the Glen Innes Music and Art Centre in late 2016 and became known as “Pockets of Hope”. The dinners were coordinated by HEART but run by community volunteers who did all the cooking, cleaning and organising.



The dinners were popular but became more focused on food than healthy relationships, and were discontinued by HEART in 2018. A Change Agent is now running community dinners as Sanctuary Dinners, with some putea/funding support from HEART, at the Glen Innes Community Centre on a weekly basis. The community dinners increased knowledge of HEART messages and allowed HEART to connect with a more diverse

¹² These songs can be listened to on the HEART Movement website via the Soundcloud, the top right image on each page of the website.

¹³ See <https://www.heartmovement.org.nz/heart-action/gratitude-cafe><https://www.heartmovement.org.nz/blog-page-url/new-post-title> for more on EAST HEART.

community. In 2019 HEART restarted this conversation kaupapa with 'Casual Friday Kōrero' held at Glen Innes Library on the first and third Friday of the month.

The HEART Movement has also stimulated community conversation and connection through its link with Te Oro Arts Centre. HEART uses plays, movies and panel discussions to raise awareness, spark debate and conversations around family violence issues and healthy relationships in the community, for example:

- The 2015 reading of the play 'E ono tama'i pato' written by Maureen Fepulea'i highlighted voices of women who 'clean up' after family violence
- The 2016 reading of the play 'Not in Our Neighbourhood' expressed voices of women struggling in violent relationships
- 'Move' - a story around suicide prevention and its complexity
- The 2017 'Shot Bro'¹⁴ play about a man who tries to commit suicide by cop, which 222 people attended over three sessions
- The 2018 'Shot Bro' play and 'Waru', a movie in which eight Māori female directors tell stories relating to the death of a boy at the hands of his caregiver.

To build community conversation and support for people to connect with each other, the HEART Movement initiated Koru (support) Groups in 2016. The Women's Koru group began at Tāmaki Community Development Trust in May 2017 and has become a regular drop-in support group for a dozen women living and working in Tāmaki. The aim is to build strong healing practices, support each other, make friends, be a friend and have a cup of tea. See <https://www.heartmovement.org.nz/support-groups>.

The Women's Koru Group hosted its first Mana Wahine Conference on International Women's Day in March 2019. Surpassing expectations, 110 Tāmaki women gathered to connect, talk, listen, learn and grow the voice and influence of women. Held at Te Oro, and free to attend, conference speakers were all local Tāmaki women who spoke honestly and authentically about their life and journey around family violence. According to the HEART Coordinator, this sparked intergenerational conversations, apologies and healing. Conversations were held around women's stories, struggles, achievements, rights and the crucial role women play in Tāmaki communities. "Speakers and panellists, all local women, shared experiences of overcoming violence and other challenges. Their honesty inspired others to tell their stories" (Nandita Mathur, HEART Coordinator 2014 to July 2019).



Another conversation space supported by HEART is the Peer Support Group. This group was an outcome of a hui held in Tāmaki in response to the impacts of a youth suicide contagion in 2017. People affected by suicide wanted a space to talk, heal and be supported. The Peer Support Group is

¹⁴ See <https://www.stuff.co.nz/southland-times/news/features/112623345/shot-bro--the-drama-about-a-drama>.

run by the Tāmaki Youth Wellbeing Project in partnership with the HEART Movement, which plays a support and delivery role. HEART’s focus is on facilitating intergenerational conversation and capability development for practitioners and whānau to understand and grow youth wellbeing.

Research results: ACMQ 2016

The assessment showed that social cohesion was the lowest scoring of the six domains of community mobilisation in 2016. Responses to the social cohesion scale indicate concern about neighbours willingness to help, trust of others, ability to get along, share the same values, look out for others and that Glen Innes is a close-knit community.

5.2.4 Stronger collaboration (some contribution)

Formal vehicles for collaboration include the HEART Advisory Group, Membership and Partnering agreements with organisations around specific projects and training. Informal collaboration is supported through bringing organisations and the community together via the recently formed HEART Collective, the training programme, Change Agents, events and projects.

The HEART Movement’s 2018 Strategic Plan notes that while the HEART Movement does not work on secondary and tertiary prevention of family violence, Te Waipuna Puawai and other Member Organisations who are part of the HEART Movement do. HEART works to build organisational capacity and collaboration in secondary and tertiary prevention: “This ensures partnership and linkages between prevention interventions and secondary and tertiary work are maintained and strengthened. The building of organisational capacity and collaboration strands of our work involve facilitating these linkages” (p5).

In its early days, the HEART Network was reportedly central to building organisational capacity and collaboration development. In 2015 there were around 20 people coming to a bimonthly network meeting, involving a learning session and developing collaborative ideas and action. However, as the HEART training and capability development programme become more regular and popular, network meeting attendance dropped. In 2018 the network meeting was let go and the HEART Collective was launched in March 2019 as a structured planning space for HEART members¹⁵, to ensure that a small core group stays involved with planning and local decision making for the HEART Movement.

While the capacity building through training has been very successful, strengthening collaboration between services has been a key challenge. For one HEART Advisory Group member, “Organisational collaboration has been the most difficult thing to move, we are not practicing what we preach. The way forward with this is to have some conversations and address what is getting in the way”.

¹⁵ See <https://mailchi.mp/78bbae81314c/heartbeat-january-575697> for more on the HEART Collective.

5.3 Evidence of impact – Act

Intolerance of unhealthy relationships	Healthy relationships visible	Ownership of the issue and action	Positive and receptive community climate	Organisational change and development	Effective active leadership
Strong evidence of progress Strong contribution	Some evidence of progress Some contribution	A little evidence of progress A little contribution	No evidence of progress as yet No contribution at present		

5.3.1 Intolerance of unhealthy relationships (a little contribution)

In the active sphere of the HEART Movement, where there is interest, support, conversation and training around healthy relationships and family violence, there is evidence that intolerance of unhealthy relationships is growing. How far this is moving into the wider community of Tāmaki is unclear.

In the 2018 HEART Survey involving 21 participants, when asked if they thought that more people in Tāmaki communities are accessing services for support with addressing family violence and/or building healthy relationships as a result of the awareness being built by the HEART Movement, 55% (11) said yes, 5% (1) said no and 40% (8) were unsure.

“Yes to building healthy relationships. I feel that it’s creating conversations and therefore sparks people to consciously consider and change behaviour.”

“People are more inclined to refer themselves to our social services team. Or HEART will refer people to our social service team for help.”

“They (HEART) have built trust in the community, people know who they are and where they can make contact for referral(s).”

Change Agents facilitate family conversations around healthy relationship and whānau tikanga (family values and protocols), as well as taking healthy relationship conversations independently into their networks. Some Change Agents have shared powerful stories of change, see for example Lyalle’s digital story [here](#)¹⁶ from the HEART Movement’s Share the Struggle Campaign in 2016.

At the same time, violence is still prevalent: “I still see fights in the shopping centre. It makes me sad that we are not having an impact there yet” (Change Agent).

¹⁶ See <https://www.heartmovement.org.nz/heart-action/stories-from-the-hearthttps://www.heartmovementorgnz/blog-page-url/new-post-title>.

5.3.2 Healthy relationships visible (a little contribution)

The key contributions here by the HEART Movement are providing information, resources and training on healthy relationships, supporting local leadership and collaborative action and the Change Agent approach, part of which involves role modelling healthy relationships. HEART partners and members also commit to pursuing and role modelling healthy relationships.

The HEART Movement runs an Annual Campaign to spread messages around building healthy relationships in the community and to increase engagement with the HEART Movement:

- 79 Reasons Why Campaign in 2015 - in collaboration with six other organisations, the aim was to change perceptions of young people living in Tāmaki
- Share the Struggle Campaign in 2016, developed collaboratively by Change Agents and the Outside the Square team from AUT University. The campaign showcased [stories](#)¹⁷ of change and success in the Tāmaki community. This campaign received a PRINZ Award, New Zealand's largest dedicated public relations and communication management awards
- Spread the Word in 2017 - AUT partnership
- Growing Voices of Tāmaki 2018 - AUT partnership
- Talking about Alcohol 2019 – see right.

The Annual HEART Awards event recognises people and organisations that role model healthy relating (see 5.4.2).



5.3.3 Ownership of the issue and action (a little contribution)

The key contribution here is supporting collective ownership of family violence, challenging social norms and building willingness to change.

“Families have been able to open up and talk about things they have been too scared to talk about. It raises voices; it improves relationships. I have noticed this year [2019] more people having conversations and voicing what’s going on and taking the initiative to do something about it, on their own” (Change Agent).

¹⁷ See <https://www.heartmovement.org.nz/heart-action/stories-from-the-hearthttps://www.heartmovementorgnz/blog-page-url/new-post-title> for a powerful digital story featuring Change Agent Lyalle.

Research results: ACMQ 2016

- Agreement on the Shared Concern about Family Violence scale was the highest of all ACMQ scales. Fifty percent of participants strongly agreed that family violence impacts the community, and 49% strongly agreed that family violence was an important issue. However, 15% of participants did not agree at all that people in Glen Innes talked openly about family violence.
- Twenty nine percent of participants strongly agreed that people in Glen Innes volunteer to solve community problems.

5.3.4 Positive and receptive community climate (a little contribution)

A number of activities contribute to this outcome, which seeks to support community members to believe that change is possible, feel responsible and empowered to develop healthy relationships and prevent family violence.

Research results 2016

The results of the Community Readiness Assessment showed the Community Climate (attitudes) to support family violence prevention and promotion of healthy relationships improved slightly between 2011 and 2016.

The results of the ACMQ assessment in 2016 showed that around one third of participants strongly agreed that the community can prevent family violence and promote healthy relationships.

5.3.5 Organisational change and development (a little contribution)

The key contribution here relates to the training and capability building programme provided via HEART (see 5.1.4), which supports organisational development. Partnership Agreements with organisations to participate in the delivery of the HEART Movement are another avenue. Unique collaborations are also created with local organisations, such as those with Te Oro, Faith Family Connect and Tāmaki Community Development Trust, to name a few.

HEART does not yet have a strategy to support the development of organisational collaboration, beyond its provision of training.

5.3.6 Effective active leadership (some contribution)

Leadership within HEART has developed primarily through its Change Agent approach, support groups and community conversation events. The Change Agent approach is long term and comes with challenges. HEART has done well to retain longer term Change Agents and to iterate this approach over time. It will be important to keep nurturing and adapting this approach to reflect changing needs.

“An example of a long-term and complex strategy is developing community members as leaders in CM [community mobilisation] efforts. This is a common strategy and requires multi-layered support, as community members need time and space to learn and grow, including addressing the aspects of themselves that are part of the old social norms, behaviours and practices that they seek to change. This can be a very uncomfortable process and means that CM is time intensive, process oriented and complicated” (Trewartha 2020 p21).

The challenging nature of the conversations and work involved in being a Change Agent cannot be underplayed.

“Change Agents in the community have opened up an almost taboo space, in terms of relationships and when things are going bad, that conversation is almost normalised, they have been vital to that. It’s really hard when they [Change Agents] come to meetings and talk about what they are doing in their daily lives” (Member Organisation).

The potential personal benefits from becoming a Change Agent however are significant:

“Some people who begin as HEART volunteers, received training through HEART, gained confidence and employment, and have gone from ‘client’ to being employed” (HEART Advisory Group member).

“HEART impacts on individuals through supporting leadership and healing journeys professionally and personally. HEART now has a core group of women and Change Agents with deep relationships” (Change Agent).

A shift was noted by one HEART Advisory Group member around building self-sustaining community leadership:

“Leadership and capacity training has lifted those most involved, to be able to handle being authentic. In the early days of HEART we were more intentional about supporting Change Agents, we had a social worker sit in meetings if people needed to talk about their own stuff. More recently this has deepened into a self-sustaining approach, by understanding that we don’t need outside services to fix us, we can help each other”.

Key to this shift is a maturity within the HEART Movement around recognising that it is a long personal journey for many people involved and that Change Agents in particular need to be able to access support when they need it. “We know that 80% of family violence is being dealt with in communities not by services, so people have to be able to have these conversations with each other, and about how to be a leader” (HEART Advisory Group member).

Research results: ACMQ 2016

- Participants strongly agreed that leaders spoke out about family violence (29%), promoted healthy relationships (27.7%) and were role models of healthy relationships (29%).

Community Readiness Assessment

- Leadership on family violence and healthy relationships remained fairly stable between 2011 and 2016. However in 2014 there was a small decrease in scores on leadership on both topics.

5.4 Evidence of impact – Influence



The ‘influence’ area is the least developed for the HEART Movement and involves the extent to which it is influencing larger scale action in Tāmaki and beyond. The new HEART website frames this influence area around media, research and reports and the HEART Awards. This section notes progress around HEART Movement influence.

5.4.1 Coordinated response (some contribution)

The HEART Movement’s theory of change is a strength, but will need to continue to be refined over time. The HEART Advisory Group is an anchor and helps to steer the movement.

The evidence informed nature of the HEART Movement and the community process used to develop its theory of change is a significant strength. The theory of change has evolved since 2012 to include the four phases of change, an additional outcome around social cohesion, a widened boundary to include Panmure, and an [outcome and impact pathway](#)¹⁸ has been developed, showing how the HEART Movement strategy, action and outcomes link.

¹⁸ See <https://www.heartmovement.org.nz/reports>.

The HEART Advisory Group is a further strength, involving Change Agents, Partner and Member Organisations: “Strong working relationships and communication of the Advisory Group has a positive ripple effect in the community – it transfers into the organisations concerned” (Change Agent).

Progress on this area is dependent on increasing organisational collaboration.

A related priority for the HEART Movement is to undertake community research and learning to inform thinking and practice (Mathur 2019). This is dependent on capacity and gaining appropriate resourcing.

5.4.2 Comprehensive community effort

As a social movement, all HEART Movement activity attempts to mobilise the Tāmaki community and collectivise effort to grow healthy relationships in Tāmaki homes. A specific initiative here is the annual HEART Awards.

The HEART Awards celebrate and acknowledge the work of the many individuals, groups and organisations involved with HEART and the work of the HEART Movement. Initiated in 2013, the awards were reinstated in 2016 and have happened every year since. The Awards are not a competition and do not use the traditional system of nominee and awardees. HEART Change Agents who were recipients of awards from the previous year decide who will receive the coming year’s awards. The Awards demonstrate the diversity of people and organisations involved in community efforts that support HEART’s vision.

Research results: ACMQ 2016

- Seventy one percent of participants said they knew of any activity to prevent family violence or promote healthy relationships in the community.

Community Readiness Assessment

- Results show that community efforts to prevent family violence and promote healthy relationships have both increased slightly between 2011 and 2016. For both family violence and healthy relationships there was a larger increase in the community’s knowledge of these efforts, meaning that more people were reportedly aware of the activity and services available in the community.



Joel Love from Faith Family Connect Church receives the ‘Above and Beyond’ award in 2018

5.4.3 Resources related to the issue

Aside from pooling resources via collaborative work and gaining resources to keep the HEART Movement running, the movement has grown community and voluntary effort to build healthy relationships. It hasn't attracted significant new resourcing to Tāmaki nor the HEART movement as yet.

As HEART develops, success in this area may include attracting new funding for a joined-up community response across the continuum of primary, secondary and tertiary prevention.

The HEART Movement is also starting to have influence beyond Tāmaki. The HEART 2018/19 Annual Report notes:

“Growing interest in community mobilisation led to a steady stream of visitors seeking to learn more about the HEART Movement. Lake District Health Board Te Aka Matua Kaupapa Services team visited in September 2018, enabling deep connections, storytelling and enriching conversation about how to put whānau at the centre of our work and thinking. HEART hosted the National Party social policy team in July 2018, including local MPs Simon O'Connor and Denise Lee. HEART's approach was discussed, key challenges, the pivotal role of community Change Agents and agencies, and how to apply this approach elsewhere”.

HEART Movement individuals have presented at various gatherings, on radio and via print media, see <https://www.heartmovement.org.nz/media>. This profiling and advocacy role is considered to have significant potential to grow.

Research results 2016

The Community Readiness Assessment results indicate that resources related to family violence prevention and healthy relationship promotion have decreased slightly between 2011 and 2016.

6.0 Perceptions of the HEART Movement

Themes from key informant interviews are summarised below.

6.1 What are the key strengths of HEART?

“The value of HEART is learning about how to live healthy relationships. We need to talk about it” (Change Agent).

Those closest to the HEART Movement – Advisory Group members and Change Agents - identified its key strengths as follows.

Genuinely community based and community led – community mobilisation and Change Agent approach	Raising awareness and raising voices, supporting conversations on hard issues, bringing these issues into the open	Providing spaces to share deeply	Good momentum, trajectory, solid: “HEART is in a good space” (HEART Advisory Group member)	Prevention and healthy relationship focus
Research and evidence informed, strong theory of change	Long term vision	Quality training that responds to needs	Starting to provide small amounts of funding for community projects	Koru Group is becoming a central network for women in Tāmaki, it “incubates and encourages action” (Change Agent)

Several informants noted that as a community-led development initiative, that it is “a success that HEART is not seen as out in front”. It is a balancing act however, profiling the HEART Movement and its work to spread its messages, attract community engagement and resourcing, while not putting HEART in front of the community or being perceived to claim the limelight, especially for collaborative activity.

6.2 What are the key impacts of the HEART Movement?

Informants identified the following themes, which include raising awareness and voices, and positive action that ripples out into lives, organisations, households and communities.

<p>Talking about healthy relationships and showing how to build them: “My children are HEART kids, they hold me to account, they are vocal” (Change Agent)</p>	<p>Raising community voices and supporting people to share their experience and have conversations</p>	<p>Helping people in the community to support each other</p>	<p>HEART provides access to people we wouldn’t normally reach (Member Organisation)</p>
<p>Supports personal healing and skill development so people can help others: “People involved in HEART are growing personally” (Change Agent)</p>	<p>Increased sector cohesion and collaboration: “Still politics get in the way” (HEART Advisory Group member)</p>	<p>Role modelling: “Modelling healthy relationships is happening” (Change Agent)</p>	<p>Building local leadership and capability</p>

7.0 Potential development

The kōrero (discussion) around the future for the HEART Movement and how to strengthen, develop and grow the movement identified the following opportunities.

Continue with core values, healthy relationships focus and community mobilisation

A strong message was that the HEART Movement should continue with its current core values, activity and the community mobilisation approach:

“Continue to empower people to talk about things and support them when they have a great idea” (Change Agent).

“The core principle is healthy relationships at every level. Have faith in people, in community-led, belief that people have the solutions, remain different to expert-led. We have a set of values to safeguard. There is a set of connections and relationships among HEART people, spiritual connections, right intention, right relationships” (HEART Advisory Group member).

Change Agent growth and strengthening

As a key strength of the HEART Movement, supporting and strengthening the Change Agent approach was desired.

“The community Change Agent work is the engine room of HEART, they are the core resource to make change, it took a while to get that activated and underway but is most important and just needs to grow. This is the way to grow HEART’s impact, grow the Change Agent net, support this group to widen and ripple out” (HEART Advisory Group member).

“What Change Agents are doing is great, if they had more resources they could do more. Find some way to give them more mana, recognition, and resource” (Member Organisation).

Ideas to strengthen this approach were:

- More male Change Agents: “We need more men to step into the role” (Change Agent Reflection 2019)
- Providing barrier-free funding and resources for Change Agents, for example for kai, printing and venues: “Funding can unlock opportunities for Change Agents; however it needs to be untagged so that Change Agents can follow their own passions instead of being led down other avenues” (Change Agent Reflection 2017). Note the small fund available for this work from 2019, with the HEART Collective deciding on allocation.
- Having strong induction, training and ongoing support for Change Agents to prevent anyone “Jumping in the deep end or winging it as soon as they begin” (Change Agent Reflection 2017).

Strategic partnerships

Suggestions were made to look strategically at partnering around key issues and opportunities in the community.

“Be strategic about partnerships, who can put in funding, get in ears, individuals and organisations. Cohere around big ticket issues, bring siloed knowledge to the table, have a kaupapa focus” (HEART Advisory Group member).

The current relationship with the Tāmaki Regeneration Company (TRC) is more relational than structural, and according to a HEART Advisory Group member is a risk to be addressed. Trewartha’s research recommends that larger stakeholders, such as TRC, lead collective work around growing social cohesion in Tāmaki, as this will create a supportive social context for the community mobilisation efforts of HEART (her research identifies that community mobilisation work is constrained in communities with low trust, connection and social cohesion).

Continue being research informed, iterate the theory of change, communicate impact and tell stories

“The HEART challenge is to present impact – we need critical mass and to show the ripple effects of that” (HEART Advisory Group member).

A key strength of the HEART Movement is its foundations in research evidence and being guided by local needs, issues and insights. Continuing to build community level data, engage with research and tracking impact robustly is important. One person suggested that HEART seeks to attract a university partner to track progress, “like Manaiaakalani has”. The Lotteries Community Sector Research Fund is one possibility. TRC can also supply local data to the HEART Movement to help guide decision making on campaigns and activity.

Iterating the HEART theory of change around the six domains of community mobilisation in Trewartha’s research will support the next stage of development for HEART. The domains are: leadership; participation; organisation; critical consciousness; shared concern; and social cohesion. This work will include growing the Change Agent net and honing skills for dialogue around family violence and healthy relationships. Taking conversations deeper will support change in Tāmaki.

A further strength of the HEART Movement centres on telling powerful stories of change. The new website and social media platforms can be utilised to profile the Movement and its messages, and to share personal and community stories through film, the arts and narrative: “Rely on the power of storytelling, on powerful personal stories – the power of one story, the power of one conversation can be huge” (Change Agent).

The funders interviewed for this report stated their need to get a clear sense of the work. They expressed interest in the community-led approach and in stories of change: “Capture the empowerment of community leaders, tell their stories; this is more interesting to us [than numbers alone]” (Funder).

Influence and advocacy

“There is not a lot happening in the ‘influence’ area of our theory of change” (HEART Advisory Group member).

“We could take aspects of HEART to other communities” (HEART Advisory Group member).

A key strategic question for the HEART Movement is whether it is interested in, is ready for or has the capacity to become more of an advocate around a healthy relationships focus and community mobilisation as a strategy to prevent and reduce family violence. Developing this advocacy arm of the HEART Movement requires specific skills, resourcing and a 'hand-in-glove' connection with the grassroots work of the movement. For some, conditions look favourable at present for the HEART Movement's approach to be more influential on the national and global stage:

"Seems opportune, with the government's taskforce trying to bring family violence and sexual violence communities together. We would have thought that HEART could present an approach to government that would really get their name in lights" (Funder).

Focusing locally while seeking to influence nationally and internationally will require resources but is a productive potential avenue for HEART: "There is so little knowledge about how to do prevention; HEART is well placed to advise on this to all sorts of audiences" (HEART Advisory Group member).

Further opportunities

"It would be great if there was a great leap – the foundations are there, a solid base. We need a burning platform, the scale is massive. There is complete acceptance and normalisation of the abnormal" (HEART Advisory Group member).

The HEART Movement is working strongly with some local women and has the Women's Koru Group as a vehicle for engaging Tāmaki women. Four other key groups identified for future development are men, Pacific communities, supporting people to develop their relationship with themselves, and young people:

"We always need to be working with young people" (Change Agent).

"There is a key role to make space for young people to come through and awesome knowledge and resources available nationally, we could get some very developed youth leadership into Tāmaki in this space. People will get blown away, we need to access different talk" (HEART Advisory Group member).

At the same time, "HEART has to be working with the willing, that is the only way this stuff works, it is a given" (HEART Advisory Group member).

Several informants noted numerous attempts in the past by HEART to engage men in the community. HEART has men in a variety of roles across the HEART Advisory Group, Te Waipuna Puawai and Change Agent roles, but this is clearly seen as a development space:

"Love to see more done in the men's space, could be another arm of HEART, could be readiness there. What are the men in this community up for? Who has energy and what for?" (Change Agent)

"The men's space is ripe – take this work and learning to new spaces with men" (HEART Advisory Group member).

One HEART Advisory Group member suggested that a productive avenue for the HEART Movement would be to highlight the importance of self-love and self-care:

“Self-love – how do we love ourselves? If you love yourself you won’t harm yourself and others, we need to have a conversation on that topic, relationship with self. Also get the message out about the importance of self-care, sharing and getting support to keep doing this work, lots of burnout and exhaustion (care for the carers). Provide self-care opportunities as part of personal healing, including giving and receiving care”.

Almost half of Tāmaki’s population has Pacific roots, and Trewartha’s 2020 research highlights the need to respond more thoughtfully to Pacific communities in the area. The multi-layered, complex nature of family violence in Pacific communities is important to note, along with the need to get Pacific community members and practitioners along to trainings and to identify appropriate people to lead and support the work with Pacific peoples in Tāmaki.

Other priorities identified by Change Agents include: youth depression and anxiety; a community initiated wellbeing summit on Maungarei to create a space for healing, transformation and exchange; stories of change via movies and plays (already underway); a women’s empowerment and identity group (the Women’s Koru Group); whānau to whānau engagement and connection; a youth programme around grief; and more men’s support groups.

Family Planning wants support to access Tāmaki schools around relationship and sexuality education. Another Member Organisation noted needs in Tāmaki around parenting support for children over eight years; counselling (they noted a long waiting list for counselling across the board); and anger management programmes for men. Another suggested that HEART could “go out to the agencies and talk about best practice, what does holistic support look like, how to take a whānau-led approach. HEART could also provide an on-site clinic, could provide clinic days at HEART, bring the services to the people”.

Decision making on the future development of the HEART Movement can be guided by the will of the community, HEART movement participants and a strong, locally generated research base.

Appendix One: Key Informants Interviewed

Face to face interviews were held with Community Change Agents and several individuals below; the rest were via phone or online.

Name	Relationship with the HEART Movement
Cristy Trewartha	Cristy's 2010 Master's Thesis <i>It is OK to help: effective community mobilisation to prevent family violence</i> was influential in establishing the HEART Movement approach and theory of change. Cristy became the first HEART Coordinator from 2011 to 2014. Her 2019 PhD Thesis <i>Community Mobilisation: The Challenge of Measurement</i> (forthcoming) included Glen Innes as a case study and her research continues to closely inform the direction of the HEART Movement. Cristy is also a HEART Advisory Group member.
Tracey Wakefield	Tāmaki Community Development Trust, HEART Advisory Group member, community Change Agent
David Tucker	Tāmaki Regeneration Company, HEART Advisory Group member
Community Change Agent session	A group session was held in Glen Innes Library with community Change Agents Tara Moala, Ren Joe, Tyrone Tangata-Makiri and Queenvere
Carla Perese	HEART Advisory Group member and community Change Agent
Zaif Khan	Family Planning, Training Partner Organisation and Member Organisation
Holly Coulter	Family Planning, Training Partner Organisation and Member Organisation
Debbi Tohill	Rape Prevention Education, Training Partner Organisation and Member Organisation
Kawkeb Sadik	Anglican Trust for Women and Children, Member Organisation
Eileen Kelly	JR McKenzie Trust, Funder of the HEART Movement
Claire Rosanowaski	Foundation North, Funder of the HEART Movement

Appendix Two: The HEART Movement’s community mobilisation approach

The Heart Movement’s Strategic Plan 2018 presents how the movement aims to facilitate a process of change through community mobilisation in Tāmaki. These phases are interrelated and non-linear, and involve people learning and connecting with each other around family violence and healthy relationships, raising awareness around new ways of being and supporting each other to change, act and influence others, as follows.

Phase of change	What happens in this phase	HEART Movement’s desired outcomes
Learn	Information is accessible on healthy relationships, family violence and support and services available. Relationships form and ideas about what is ok and what is normal get challenged. People and organisations learn about the HEART Movement and start to want to be part of this movement of change. Community members start taking HEART Movement messages into their own lives, families, homes, communities and networks.	Diverse community and organisational engagement Accessible information effectively communicated Increased personal relevance Skilled practitioners Healthy relationships knowledge
Connect	Individuals start connecting with others, think about becoming a local Change Agent of HEART, organisations become a member organisation and part of the network, referring clients to each other and addressing duplication. The community starts building relationships and supporting each other; they ask for help and build the belief that change is possible.	Belief in a better way Community knowledge of support Fostering community cohesion and conversation Stronger collaboration
Act	Individuals and families commit to making a change; Change Agents host conversations in their networks and families; family agreements are developed and action is taken towards healthier relationships. Organisations develop a partnership agreement with HEART and commit to specific action to further the vision of the HEART Movement.	Intolerance of unhealthy relationships Healthy relationships visible Ownership of the issue and action Positive and receptive community climate Organisational change and development Effective active leadership
Influence	Residents and local Change Agents are spreading the work of HEART and demonstrating social change. Organisations and the community create a coordinated and high impact response to family violence in the Tāmaki area. HEART influences policy and decision makers nationally to build healthy relationships in Aotearoa New Zealand.	Coordinated response Comprehensive community effort Necessary resources (people, time, money, space) are in place

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