

REPORT ON INTERVIEWS WITH YOUNG PEOPLE

– THEIR ATTITUDES TO VIOLENCE AND NON-VIOLENCE

This report summarises the results of group interviews carried out for the National Network of Stopping Violence Services [NNSVS] by Chilli Marketing.

This research is to inform the NNSVS 'promoting youth non-violence' project on young people's attitudes to violence and non-violence, and on possible branding and names for the project. It also identifies challenges in promoting non-violence to young people. The 'promoting youth non-violence' project works with youth organisations and youth workers were also interviewed as part of this study. This research was carried out in September and October 2006.

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For more information on the 'promoting youth non-violence' project or this research please contact the national project manager on 027 694 1051 or through www.nnsvs.org.nz . Chilli Marketing is a marketing agency providing strategy, brand, research and communications. For more info see chillimarketing.co.nz

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RESEARCH BACKGROUND

The National Network of Stopping Violence Services (NNSVS) is a network of community organisations working to end men's violence toward women and children across New Zealand. As part of their efforts to end violence, abuse and oppression, they wish to increase awareness amongst young people of violence and abuse in society and educate them on how and where to address it. NNSVS have developed some ideas on how to achieve this, including targeting young people and organisations that deal with young people through a "youth program". Specific details of the program, including the program name, brand, and how it will be implemented nationally, are yet to be determined.

Before money is invested into branding and marketing the program, NNSVS felt it was important to understand their target market further to ensure that any initiatives undertaken are effective. Chilli Marketing was approached to assist with research and marketing direction for the program.

The research objectives for this project focused largely on:

- Youth attitudes to and understanding of non-violence options.
- The best approach (communication channels e.g. online, schools, sports groups, key messages and themes) to help youth be more aware of non-violence options and how they could use these.
- The appeal and perceptions of various program names.

This presentation details the findings from the research groups as well as strategic recommendations from Chilli Marketing for the positioning and approach of the program. Importantly, these findings will provide NNSVS with a clearer direction for the brand, its elements, and the communication. It will be important for NNSVS and Chilli, along with other key youth leaders to work together to fine tune the brand, brand name and strategic direction and communication of the program.

RESEARCH APPROACH/METHODOLOGY

Four focus groups were conducted around the Greater Wellington Region, with participants coming largely from lower socio-economic areas: Cannons Creek, Taita, Porirua, Johnsonville, Rongotai, Newtown, etc., where participants were more likely to have been exposed to violence. It was also important to speak to a variety of youth leaders who regularly interact with and have an understanding of young people to obtain their feedback and input into the program.

Groups were split as follows:

Group 1: Young people	Group 2: Young People	Group 3: Young People	Group 4: Youth Leaders
13-14 years	15-16 years	17-25 years	Mix of organisations including: Vibe, BGI, Lower Decile College, Family Planning, Project K, Challenge 2000, PTA workforce

- Across the groups there were a mix of male and female and a good mix of ethnicity [largely Maori, Pacific and NZ European]
- Each group lasted for approximately 75-90 minutes and comprised 6 - 8 people [more for the older groups]

KEY FINDINGS

- The overwhelming majority of participants 13–25 years had been exposed to, or had experienced some form of violence in their lives. They generally viewed violence as being largely physical, compared to bullying which was largely emotional.
- It was felt across all groups that behaviour and attitudes towards violence will be difficult to change. They considered the main issues to be that violence is on the increase and “we” as New Zealanders are becoming more ingrained in violence.
- While violence clearly has its negatives, including being upset and angry, feeling threatened, anxious and ashamed, it also has an up-side [from the perspective of young people]. The positives included an adrenalin rush, sense of power for the bully, sense of independence/inner strength and a way of bonding with friends.
- All participants found it hard to imagine an ‘ideal’ world with no violence. However, if this world existed the benefits would be; perfection, love, peace, happy, energetic, excitement, togetherness, feeling like you belong, more secure, respect, trust and helpful. The weaknesses of a non violent world were considered to be; too lovey dovey, too happy, no challenges, no drama, unrealistic, less interaction, no individualism, and it would lack strength and the chance for people to grow.
- If confronted with, or involved in a violent situation, young people were very unlikely to reach out for help. This is due to their fear of standing up/speaking out and self preservation is of utmost importance. If they did contact somebody it would be typically family/friends/school counsellor. Young people also preferred the option of interacting with a website vs. a face to face or phone contact.
- All participants were aware of the importance of delivering the right message through the right channels. To change attitudes youth leaders felt it is important to create a collaborative process and that they are consulted with before budget is invested into advertising.
- The tone of the message needs to create a culture change among youth. It needs to challenge complacency, be assertive, empowering and clear/direct.
- Youth leaders felt the campaign messages need to primarily target the bully (especially the school/community bully) and victim with the secondary target being the observer. Increasing the sense of power amongst the victims and observers.
- Participants suggested the best places and ways to advertise/promote the program are to involve young people with the delivery of the message (e.g. youth rap/music competition, youth radio stations etc).

- Participants felt it is important for the name of the program to;
 - convey an attitude [an inner strength]
 - convey a call-for-action/challenge
 - be assertive
 - suggest respect, not authority.
- Young people felt the key message is more important than the name, where as youth leaders/internal staff felt the name is more important.

CONTEXTUAL CONSIDERATIONS: SIX CHALLENGES FACING THE YOUTH PROGRAM/BRAND

In the process of talking to young people and youth leaders several considerations/issues emerged that will need to be addressed to successfully establish and implement a non-violence program. This section of the research report outlines the six challenges facing the youth program.

1. One message may not fit all

Across all the groups the participants had different, and subjective, ideas on the definition of “Violence” and the definition of “Bullying”. However, in general most felt that the two *were* different as outlined below.

a) Significant difference between violence and bullying;

- Violence = largely physical, more sinister, more adult-related
- Bullying = largely emotional, more manipulative, more school-age focus

b) Mixed responses as to what type of bullying is worse;

- School Bullying = more socially scarring [*“Cant get away from it”, “Teachers don’t do anything, at home you know how to deal with it”...at school it is harder to avoid”*]
- Home Bullying = more psychologically scarring [*“No rules”, “No process”, “No one to help you”*]

c) Some basic differences between younger vs. older

There were also some basic differences between the younger and older age groups in their attitudes and behaviours, in particular to violence. These impacted on their responses to the questions and their opinions about the names and key messages that were tested. There were no significant differences between males and females.

13–14 years tended to;	15–16 years tended to;	17 years + compared to the younger groups felt they were;
<ul style="list-style-type: none"> • be more insecure, less confident • be more in need of help • be more respectful [sometimes fearful] of authority • have more desire to be protected 	<ul style="list-style-type: none"> • be more challenging • be more reactionary against authority • want to be more independent/free from authority • want to be given choices 	<ul style="list-style-type: none"> • more mature/responsible • more empathetic • more sceptical • less likely to experiment in life because they have more to loose (e.g. dangerous activities)

2. Behaviour and attitudes will be difficult to change

It was felt across all groups that behaviour and attitudes towards violence will be difficult to change. They considered the main issues to be that violence is on the increase and “we” as New Zealanders are becoming more ingrained in violence. Below are some of their thoughts;

a) All agree that violence/bullying in the home/school is escalating;

- More petty crimes
- More prospecting

b) 17+ and youth leaders felt behaviour/attitudes are becoming more ingrained;

- More sophisticated childhood games [greater access to violence via Playstation, DVD's]
- Breakdown of traditional values/morals in the home/school
- Little change to New Zealand's 'tight-lipped' culture, especially among males [denial, don't talk about your feelings, etc.]

3. While violence clearly has its negatives, it also has an up-side [from the perspective of young people]

Participants were asked about the motivating factors and benefits of violence (why people do it), and about any negative feelings they have when confronted with or involved in violence. There were both positive and negative impacts of violence from the perspective of the observer, victim and bully. These are outlined in the table below.

Negative Impact [esp. for the Victim/Observer]	Positive Impact [esp. for the Bully/Observer]
<ul style="list-style-type: none"> • Upset and angry • Frustrated - "my parents don't listen to me" • Threatened • Segregated • Uneasy • Anxious [try and stay quiet/out of offenders way] • Intimidated • Ashamed: "I don't feel comfortable bringing friends home" 	<ul style="list-style-type: none"> • Adrenalin rush • Sense of Power (bully) • More worldly: "You know how to read people...be cunning" • Sense of independence/inner strength • Way of bonding with friends "when other kids cheer you on, or respect you"

Issue - Young people will not necessarily engage with a no-violence message automatically.


Recommendation: We will need to provide them with a clear reason why violence is not to be tolerated.

4. Image of non-violence consistent across all groups, BUT difficult for many to relate to

To explore the image and perception of non-violence, participants were asked to describe an 'ideal' world where there is no violence. Participants found it hard to relate to this concept, however they managed to describe what it would be like to live in this world, its strengths and weaknesses and how to attract people into this world. The results were consistent across all participant groups for the types of imagery, adjectives and perceptions they provided of this 'ideal' world.

Description of a non-violent world;

- **Adjectives** used to describe the 'world of non-violence' were limited because it is too far removed from their reality, their life and too "macro" for young to consider.
- **Perceptions of non-violence**
 - non-violence was perceived to be more about others, than me/my micro world.
 - a non-violent world was considered to be too dreamy.
- **Associations** – Range of soft associations emerging: Timotei, Snowtex, Cadbury [TV Advertising], Pan pipes, Titanic theme song, Carpenters [Music], chiffon, Laura Ashley, Flowers [Fabrics], Ballet, Skipping, Day Dreaming, Synchronised Swimming, Ice Skating [Sport].

Strong associations of no-violence:	Weak associations of no-violence:
<ul style="list-style-type: none"> • Perfection • Love • Gentleness • Forgiveness • Grace • Respect • Safe • Acceptance • Peace • Friendliness • Sensitivity • Approachable • Helpful 	<ul style="list-style-type: none"> • Ability to concentrate on other things • Feel like you belong/confident • Ability to talk to parents more • Togetherness/belonging • No stress, relaxed • Excitement • Be more talkative : “you wont get a hiding for talking loud” • Energetic • Free to express yourself • More secure • Happy • Trust
 <p>This world lacks strength → Aspiration</p>	

Recommendation: It is vital that the program image is carefully balanced between soft/more feminine and stronger/more masculine imagery

Masculine [stronger] image	Feminine [softer] image
Assertive Confident Distinctively different Charismatic	Understanding Genuine Caring Mainstream, easy going

Recommendation: A staged branding/communication process may be needed
 [tipped initially towards masculine imagery to gain attention/respect]

5. Very few are likely to be proactive in reaching out...unless it is clear our culture is changing

To ascertain participants involvement with violence and the types of channels/information needed to meet their needs, participants were asked about the level and type of violence in their lives? How it affects them? If confronted with violence, what would they do? Where they would go for information

and help? and how comfortable they feel asking for help? Youth leaders were asked similar questions to ascertain their perception of violence in New Zealand.

It was found that young people are very unlikely to reach out for help. Below are some of their reasons why.

- Fear of standing up/speaking out
- Self-image/preservation is of utmost importance
- If they did contact somebody it would typically be someone they know (family/friends/school counsellor) versus outside help because they trust them more and there is less risk of the problem escalating

"Probably wouldn't go for help...I don't want any more trouble"

"I don't want to cause more drama"

"I don't want to make a big deal out of it"

- If outside help was available, all young people said they would prefer interacting with a website versus face to face/phone contact.

Recommendation: There needs to be a change of culture to make it ok to ask for help.

6. Youth leaders may question money being poured into advertising alone vs. funding program and utilising existing channels

- All agreed it was essential to reach kids through established groups
- All aware of the importance of delivering the right message through the right channels to change attitudes

BUT

- Important to create collaborative process
- Important to ensure program is in place and that there is good communication between leaders before the budget is invested into advertising

THE COMMUNICATION: CREATING A CULTURE CHANGE AMONG YOUTH

Examples of campaign taglines

Participants were given a list of advertising lines and asked to choose which ones they would most likely to stop and consider.

The majority preferred the following advertising lines (in no particular order);

- Expect respect
- Take the challenge to change your world
- Heroes for more than one day
- You choose
- What does it mean to be a good mate/what does it look like to be a good mate
- How would you like to be treated? Treat others as you would want them to treat you
- Breaking the silence
- What goes around, comes around
- We all have a choice
- Break the cycle
- You set the scene
- Step up, be the man, don't sink to violence. Step up/speak out [be the voice against violence].

NB: These lines are simply to give guidance on the tone that young people prefer. They are not an exhaustive list.

Campaign messages to consider [from youth leader perspective]

Increase sense of power among Victims/Observers

	The Bully [esp. school/community bullying]	The Victim	The Observer
THE PROBLEM?	<p>Benefits of creating violence far outweigh cost</p> <ul style="list-style-type: none"> • sense of power • to be affiliated/sense of belonging • chemical addiction <p>[they don't know how to say sorry]</p>	<p>Going for help</p> <ul style="list-style-type: none"> • confirms you are weak • unlikely that situation will change • extremely high chance it will make situation worse 	<p>Benefits of not getting involved</p> <ul style="list-style-type: none"> • sense of 'I'm ok', 'I'm not the loser' • safety • avoiding a sense of powerlessness
THE ANSWER?	<p>Explain the consequences</p> <ul style="list-style-type: none"> • It does have an effect, it's not just a joke • If I hassle someone, they will want to regain power by picking on somebody smaller than them [younger brother etc.] <p>Provide an external mirror/observation</p> <ul style="list-style-type: none"> • If I hassle someone what does that say about me? • How do you connect to other people? [Interrogate? Intimidate?] • How do you get your power without nicking it from others? <p>[Provide alternative solutions]</p>	<p>It's okay to ask for help</p> <ul style="list-style-type: none"> • It will be confidential/discreet • There are some people who are better suited to ask than others 	<p>Enhance sense of power, kinship, injustice</p> <ul style="list-style-type: none"> • What does it say about me not helping? • Take the challenge and change your world <p>[Provide alternative solutions]</p>

Recommendations:

Open-ended questions are more likely to engage than closed-ended statements [to simply sow the seed].

Indirectly address their power status.

Important to build confidence and self-esteem. Program needs to focus on shifting adrenalin, obtaining it in positive ways [e.g. sports/adventure sports/hobbies].

Considerations for brand and communications

- Need to challenge complacency otherwise it is easy to disengage
- Need to avoid language that is:
 - Authoritative [e.g. zero tolerance to violence]
 - Being vague and passive [e.g. we all have a choice, lets do something different]
 - Being try-hard [e.g. name that was tested – hollerout]
- Tone needs to be:
 - Assertive/punchy
 - Empowering to people/active
 - Make them think
 - Clear/direct message
- Brand needs to be:
 - Edgy
 - Irreverent
 - Assertive
 - Emotional
 - Challenging

- Brand needs to capitalise on warm colours associated with non-violence: yellow, lime green, pale orange, white → light and bright [although soft colours may need to be balanced with more masculine typeface and/or name]

The channels

To gather further ways on connecting appropriately and successfully with the target audience participants were asked to suggest the best places and ways to advertise/promote the program to get the attention of young people. Most suggestions involved young people being involved with the delivery of the message (e.g. youth rap/music competition, youth radio stations, etc.).

Suggested ways from all the groups to reach the target audience include;

- Theatre/Music [rap competition]
- Youth Radio Stations
- Distribution through community/youth groups
- Posters in school [youth to design it, a competition]
- Internet: BEBO, MSN, GOOGLE
- Freebies: arm bands, t-shirts [with website to contact]
- TV: Shortland Street, Home & Away, Sport, Drama, The Simpsons, Reality TV, Prison Break, David Letterman.

Recommendation: The more involved the youth are in the message the more likely they will engage – from youth to youth

RESPONSE TO NAMES

The process

- Participants were given a brief summary of the program and its focus and were asked to think of names which could be appropriate. However, almost all participants found it difficult to spontaneously come up with their own names.
- Participants were then asked to comment on fourteen names pre-selected by NNSVS and Chilli Marketing. Two names were shown at a time, preferred options were written down on self-completion forms, then discussed as a group. Once all the names were shown and discussed, participants were asked to write down their three preferred options.

The key findings

No consistent 'winner' across sample, but there are some very clear learnings:

- Important for name to:
 - Convey an attitude [an inner strength]
 - Convey a call-for-action/challenge
 - Be assertive
 - Suggest respect, not authority
- Message is more important than the name for young people. Name is more important for youth leaders/internal staff.

Most and least preferred name

Most preferred names	Mixed responses	Least preferred names
<ul style="list-style-type: none"> • Step Up • Choice • Cool it • Free-to-be 	<ul style="list-style-type: none"> • Peaceful Warrior • Spirit • Respect • Expect Respect • B Heroic 	<ul style="list-style-type: none"> • Aroha Mai • Peacekeepers • Violence Free • B True

Least preferred names

	The Strengths	The Weaknesses
Aroha Mai	<ul style="list-style-type: none"> • About love/happiness [for only a few] 	<ul style="list-style-type: none"> • Majority uncertain about what it means • Too soft
Violence Free	<ul style="list-style-type: none"> • Straight forward • Professional 	<ul style="list-style-type: none"> • Too similar to Smoke Free, Nuclear Free • Targets older people • Lacks an attitude/a positive image • Less likely to aspire... <i>"I think of an older lady...plain/basic/simple"</i>
Peacekeepers	<ul style="list-style-type: none"> • Clear what it is about: movement against violence • Appreciated by majority of 13-14 year olds: tapping into soft, non-threatening imagery 	<ul style="list-style-type: none"> • Too soft/feminine... <i>"reminds me of Greenpeace...hippies"</i> • For a few older people: synonymous with a gang in the 70s/80s • Too broad: <i>"sounds like world peace"</i> • Less kiwi: <i>"doesn't feel kiwi - more appropriate for UN soldiers"</i>
B True	<ul style="list-style-type: none"> • Punchy: <i>"I like how it sounds"</i> 	<ul style="list-style-type: none"> • Synonymous with girl band: True Bliss

- Doesn't relate to violence: too vague

Names that had mixed responses

	Strengths	Weaknesses
Peaceful Warrior	<ul style="list-style-type: none"> • High appeal among young Maori, and some males: <i>"Sounds as though they have experienced life, may know what you are going through"</i> 	<ul style="list-style-type: none"> • Little understanding/appreciation among majority • Associated with Greenpeace/Rainbow Warrior/Hercules/Zena • Tension between the two words considered too extreme [flowery vs. violent]
Spirit	<ul style="list-style-type: none"> • Suggests an inner strength • Short and sharp/punchy 	<ul style="list-style-type: none"> • Some association with Sailing/Spirit of NZ...or religion • Risks being too ethereal/airy fairy to create a difference
B Heroic	<ul style="list-style-type: none"> • Appreciate challenge • Makes you think 	<ul style="list-style-type: none"> • Some younger lower socio-economic did not understand meaning: <i>too complicated</i> • Some [esp., youth leaders] felt 'hero' needed to be implied, not stated so as not to isolate...<i>"do we want to make non-violence something only a few can do...we're not superhuman"</i> • Trying to be too cool with 'B'
Xpect Respect	<ul style="list-style-type: none"> • Stipulates an end-benefit that all can relate to...<i>It's about what we are after"</i> • Instils a sense of trust: <i>they would give you respect if you went to talk to them</i> 	<ul style="list-style-type: none"> • Sounds as though it is coming from authority, not other youth • Less about choice, more about being told this is the way • Text language considered too try-hard for some
Respect	<ul style="list-style-type: none"> • Common word used among youth • About respecting individuals • Strong/Assertive word 	<ul style="list-style-type: none"> • Too vague • Tipped towards adult language vs. youth language

Most Preferred Names

	Strengths	Weaknesses
Step Up	<ul style="list-style-type: none"> • An active verb offering a motivating challenge to many [especially after explanation] • Some like the play on words [i.e. don't step up to fight, instead step up to make a difference] • Evokes positive imagery: being assertive, a hero, taking some responsibility • Straddles all target audiences 	<ul style="list-style-type: none"> • Some associate it with violence and stepping up to fight [until alternative is explained]
Choice	<ul style="list-style-type: none"> • Positive association - including positive use of word among target audience • Very Kiwi which everyone respected • Offers a quiet challenge • Positive imagery: <i>"I think of someone younger, cool clothes, confident"</i> • Straddles all audiences 	<ul style="list-style-type: none"> • Too casual • Too passive • Don't automatically associate with violence • Many don't have a choice [esp. in terms of who they live with] • Targeting the bully more than the victim
Free to be	<ul style="list-style-type: none"> • Open-ended/not authoritative: <i>"no one telling you what to be"</i> • Some appeal among young females/young adults • Suggests an emotional freedom/independence which some 	<ul style="list-style-type: none"> • Too soft/hippie for some [esp. males] • Vague

	<p>automatically aspire to</p> <ul style="list-style-type: none"> • Empowering: <i>suggests having your own say</i> 	
Cool it	<ul style="list-style-type: none"> • Punchy: <i>"Has a ring to it"</i> • Easy to understand • Targeting bully: <i>'it's about calm down/take a minute"</i> 	<ul style="list-style-type: none"> • Some associate with mineral water • Limited target audience [bully only]

THE WAY FORWARD

All recognise the importance of NNSVS's task and are open to supporting a non/less violent New Zealand [esp. Youth Leaders]. However the task ahead is complex. It's not just about shifting some people's attitudes and behaviour, it's about shifting a culture.

Recommendations:

1. This program needs [and deserves] a sizeable budget similar to ALAC, LTSA, ACC, etc., for a top down strategy. A top down strategy incorporating above the line advertising will create more momentum than a bottom up strategy [relying primarily on isolated programs to change behaviour/attitudes and our culture] because;
 - More emotionally engaging
 - Greater likelihood of stimulating a nationwide conversation [among youth and adults]
 - Provide clarity and consistency on the programmes aim. Ensure everybody is singing from the same song sheet
 - Encourage observers of violence to be more active
 - Encourage youth to ask for help/question their situation.

2. When communicating with young people, a number of points to consider:
 - 'Bullying' may be a more appropriate term to use than 'Violence'
 - Important that the program imagery is carefully balanced between softer/feminine imagery and stronger/masculine imagery, particularly in the initial stages
 - With this in mind, we would suggest that the logo needs to capture the warm/sunny colours associated with non-violence [especially yellow, lime green], but be balanced with a more assertive name [and even typeface] to ensure the brand will engage and connect with youth.

3. Program needs to involve and engage youth, not just talk to them. They need to be actively involved and seen as advocates for the program.

4. The research has highlighted four potential names for the Youth Program, however we would strongly recommend from the tested names that **'Step Up'** is taken forward for a number of reasons:
 - It offers a motivating challenge to many [especially important for Pacific/Maori audiences]
 - It incorporates a stronger play on words, which will fit across a range of messages [i.e. don't step up to fight, step up to make a difference etc.]
 - It evokes more empowering imagery: being assertive, a hero, taking some responsibility
 - It straddles all target audiences
 - It could also have words/sub-headings added to it, depending on the target audience [e.g. Step Up - bullying, Step Up - violence at home].

5. Given the majority would prefer to interact with a website initially for information/advice, we recommend the development of a website with the new program branding as a key element and support tool for the program.

6. Its important to create a collaborative process with youth leaders. Additional consideration needs to be given to the best way NNSVS can support existing programs [Seminars? Resources/hand-outs for youth? International research?]