

End Victim Blaming

VSE Communicators Network Event

Manaaki Tāngata | Victim Support



Your speakers



Kalimar Edivy-James
GM Fundraising and
Communications



Tess Wicks
Senior Communications
Advisor



Isabelle Cameron
Direct Marketing Specialist

Learning Outcomes

- Understand how research can be translated into creative strategies that resonate with the public.
- How to balance awareness-raising with fundraising goals in a single campaign.
- Learn what worked well (and what didn't) in the End Victim Blaming campaign.
- Take away ideas for designing campaigns for your own regions - that shift attitudes, reduce stigma, and drive action.

Manaaki Tāngata | Victim Support

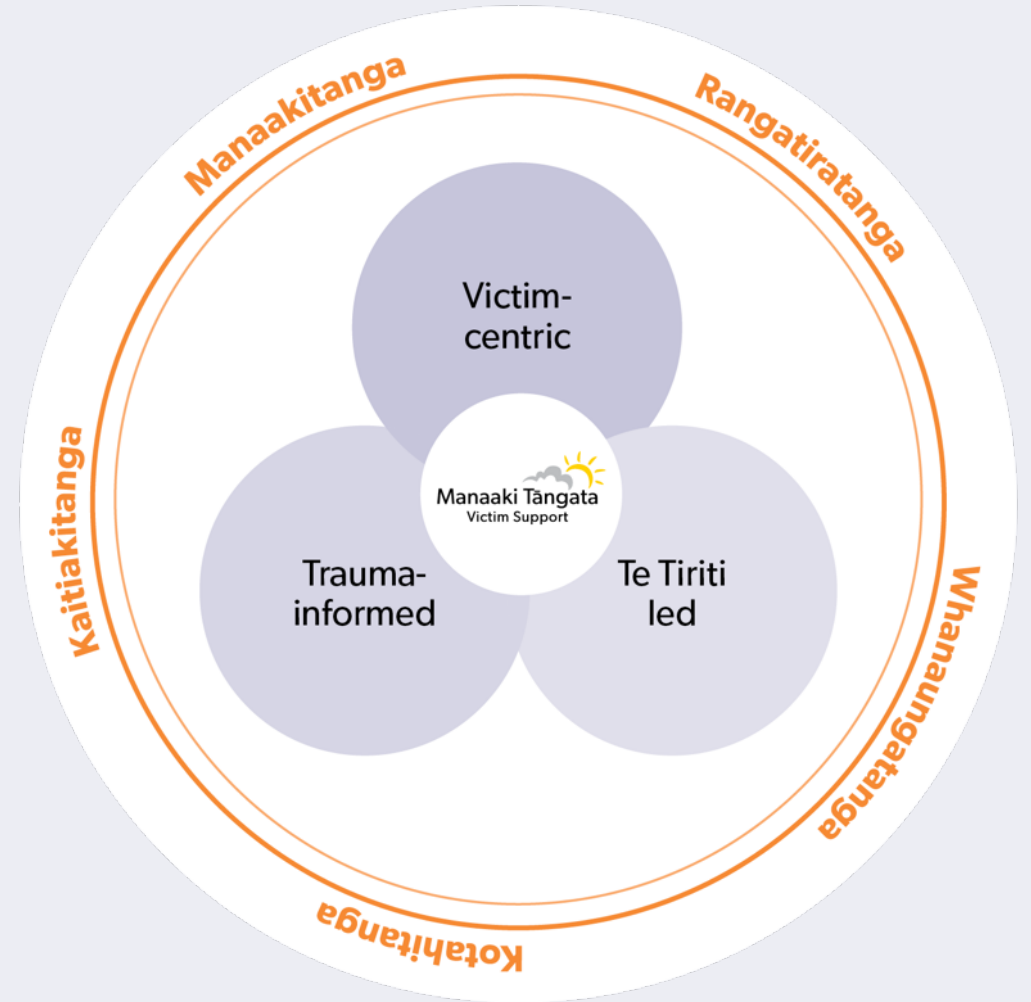
Here 24/7 for people directly affected by crime and traumatic events, including their whānau and witnesses.

We are:

- nationwide
- free
- available whether or not a crime was reported to Police
- an independent charity.

We are Victim-centric, Trauma-informed, Te Tiriti-led.

These three core principles complement the Victims Code, which help us live our organisational values and form the basis for our practice.



We are committed to Te Tiriti

- Our commitment: Upholding Te Tiriti o Waitangi across all areas of our work.
- Māori are overrepresented as victims of crime, making up 17% of the population but 26% of victims.
- We acknowledge historical and intergenerational trauma for Māori.
- Culturally responsive and mana-enhancing support is the gateway to improving wellbeing for all New Zealanders.



Aotearoa New Zealand - cultural context

- Population of 5 million.
- One police force.
- The justice system tends to focus on offenders.
- All victims are entitled to support under The Victims' Rights Act.
- Nearly 1 in 3 adults are victimised each year yet most don't report it.



Victim Blaming Research

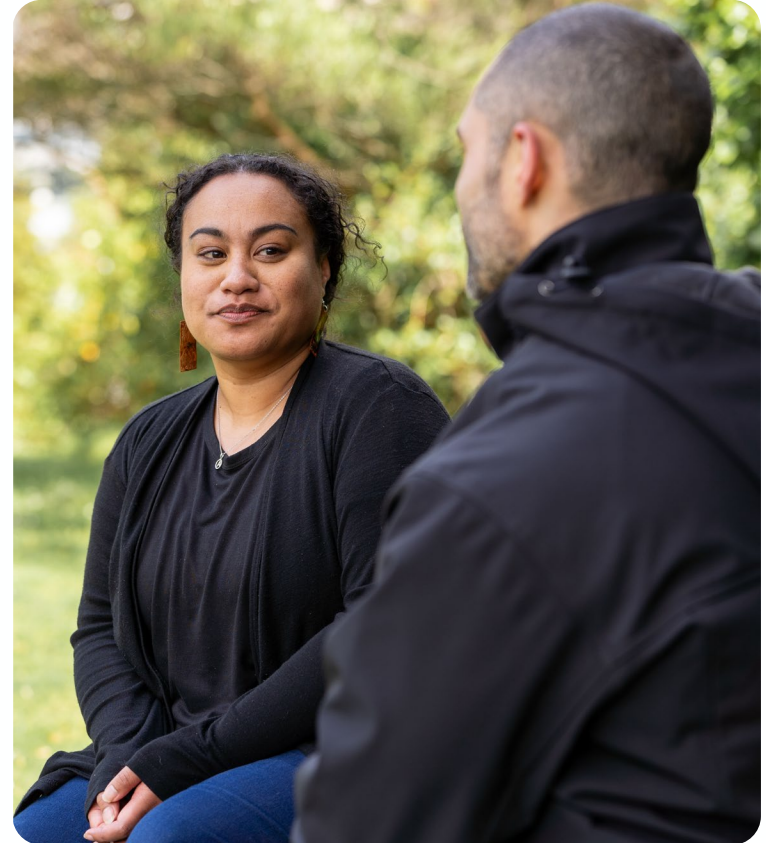
What is victim blaming?

*She was asking for it
wearing that short skirt.*

*Why didn't you
just leave?*

Our Research

- Why we did it
 - Little known about impact on wider crime victims
 - The only way to end it, is to understand it
- How we did it
 - Qualitative research



Key Findings

- New Zealand has a culture of victim blaming.
- Victim blaming has a destructive impact and is a barrier to help-seeking and reporting crime.
- Harmful stereotypes can contribute to victim blaming in marginalised communities.
- The first person a victim tells can “make or break” their experience.
- A society-wide mindset shift is required to prevent victim blaming.

Campaign to End Victim Blaming

Why do a campaign?

- We knew the research was important
- We had an opportunity to do a nationwide campaign for the first time (leadership buy in, budget etc)
- Fundraising + awareness raising as objectives
- Trial a behaviour change campaign



Creative journey

Applying the research

- Research showed victim blaming has a *profound impact* on victims' recovery, help-seeking, and even whether they report future crimes.
- The **first person a victim tells can “make or break”** their experience
 - And it's often close friends and whānau (family).
- **Victim blaming is preventable**
 - It starts with a simple truth: crime is *never* a victim's fault.
- This insight created space for an educational campaign that brings **awareness** and promotes **positive behaviours**.

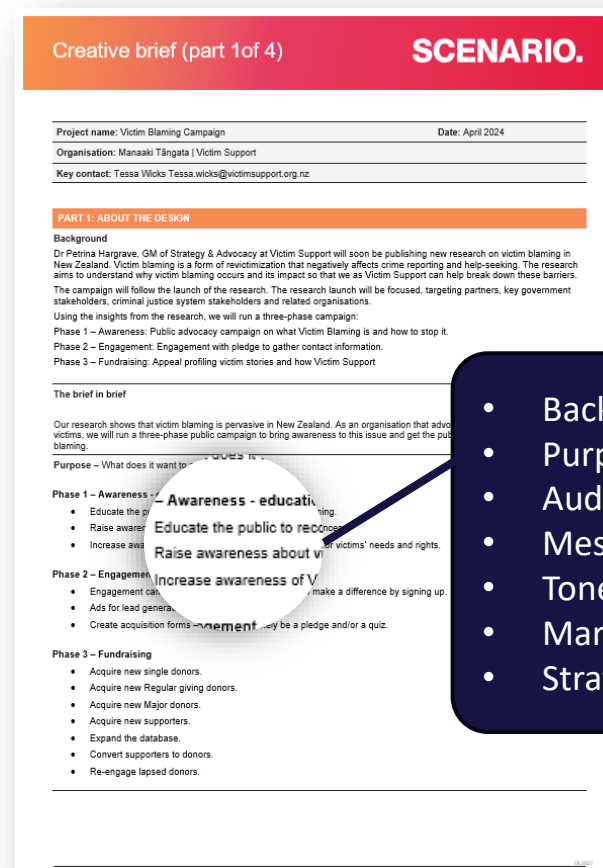




Briefing

The briefing process helps clarify:

- **Our goal:** Educate people on victim blaming and reduce harm
- **Our audiences:** General public, donors/potential donors
- **Our tone:** Impactful visuals for cut-through



Creative concept #1

“Most Kiwis Victim Blame. Do You?”

Self reflection of the audience

MOST KIWIS VICTIM BLAME DO YOU?

New Zealand has a pervasive
victim blaming culture

No matter how you identify
You are not to blame.



Victim Support NZ

Visit www.stopvictimblaming.nz
Stop Victim Blaming

MOST KIWIS VICTIM BLAME DO YOU?

New Zealand has a pervasive
victim blaming culture

No matter how out of it you are
You are not to blame.



Victim Support NZ

Visit www.stopvictimblaming.nz
Stop Victim Blaming



MOST KIWIS VICTIM BLAME DO YOU?

New Zealand has a pervasive
victim blaming culture

No matter who you trust online
You are not to blame.



Victim Support NZ

Visit www.stopvictimblaming.nz
Stop Victim Blaming



Creative concept #2

“Let’s get it right”

*Crime happens because of criminals, not victims.
How can we make this as obvious as it sounds?*

Most attacks after 10pm are caused by:

- ☐ short skirts
- ☐ attackers

It might seem odd, but victims
of crime often feel blamed for
their experience. We make sure
someone is there to listen.

victimsupport.org.nz



end
victim
blaming
let's get it right

Domestic abuse is caused by:

- ☐ faulty appliances
- ☐ domestic abusers

Crime happens because
of criminals, not victims.
We are working to ensure
victims are never blamed
for their experience.

victimsupport.org.nz



end
victim
blaming
let's get it right

Violent crime is the result of:

- ☐ dark streets
- ☐ criminals

Victim blaming can lead to a cycle
of silence and suffering. We need
to remember the real reasons for
crime... and it's never the victims.

victimsupport.org.nz



end
victim
blaming
let's get it right

Creative concept #3

“Stop the stinks”

Is there a little bit of everyone that will want to believe a victim is at fault?

THAT LITTLE BIT OF YOU...

THAT THINKS IT WAS THEIR FAULT

New Zealand has a problem with victim blaming.

We don't want to believe it could
happen to us, but that can lead
to us blaming the victims, rather
than focusing on the crime.

Find more information at
victimsupport.org.nz



**STOP THE
STINKS**
end victim blaming

Manaaki Tāngata
Victim Support

THAT LITTLE BIT OF YOU...

THAT THINKS IT WAS THEIR FAULT

Most of us victim-blame.

It can be a subconscious
reaction to hearing about
something unpleasant.
We need to bring it into
everyone's conscience.
Find more information at
victimsupport.org.nz



**STOP THE
STINKS**
end victim blaming

Manaaki Tāngata
Victim Support

THAT LITTLE BIT OF YOU...

THAT THINKS IT WAS THEIR FAULT

Victim blaming is too easy.

It's normal to try and
rationalise what happens
to someone else, but this
can be traumatic for victims.

Find more information at
victimsupport.org.nz



**STOP THE
STINKS**
end victim blaming

Manaaki Tāngata
Victim Support

Creative concept #4

“Change the script”

Addressing the problems with common first responses to victims

I CAN'T
BELIEVE
IT

Victim blaming can
never be the first
response to someone
opening up about
their experience.

For support and guidance
visit victimsupport.org.nz

**CHANGE
THE SCRIPT**
End victim blaming

**"YOU
CAN'T
BE
SURE"**

Together we can
end the trauma
of victim blaming.

For support and guidance
visit victimsupport.org.nz

**CHANGE
THE SCRIPT**
End victim blaming

I JUST DON'T
BELIEVE
YOU

The first person a
victim confides in can
determine whether
they feel safe to
report a crime.

For support and guidance
visit victimsupport.org.nz

**CHANGE
THE SCRIPT**
End victim blaming

I CAN'T
BELIEVE
IT



Your words have power.
Listen without judgement
and tell the victim
it's not their fault.

**CHANGE
THE SCRIPT**
End victim blaming

ACCESSIBILITY: RECOMMENDED COLOURS

Primary colours



Use of colour

The pink and orange are treated as the primary colours, where either the logo is the only brand colour (such as a poster) or if a single panel of colour is used.

The yellow and purple are reserved for when several instances of solid colour are seen together, for example, in a multi-panel social media post.

Accessibility

The orange and yellow tints have been darkened, with darker tints used for the strapline text rather than using white or solid black.

▼ Before:

Use of yellow with white text is not accessible

▼ After:

Improved accessibility with pink as the primary colour



Secondary colours



Messaging

Challenge: Be bold enough to cut through, but sensitive to lived experience

- Research gave us authentic victim voices – harmful vs helpful language.
- We framed it around *two-person conversations* rather than graphic stories, to avoid retraumatisation.



Messaging

- We emphasised the positive behaviour:
“Tell them it’s not their fault.”
- Trauma-informed approach
 - Empowering rather than shaming, strong and sticky - but simple.
- When sharing victim stories, we ensured participants:
 - were in control
 - anonymous
 - and clearly consented.





Leveraging relationships

Campaigns on tight budgets thrive when others amplify them.

This builds reach, credibility, and trust.

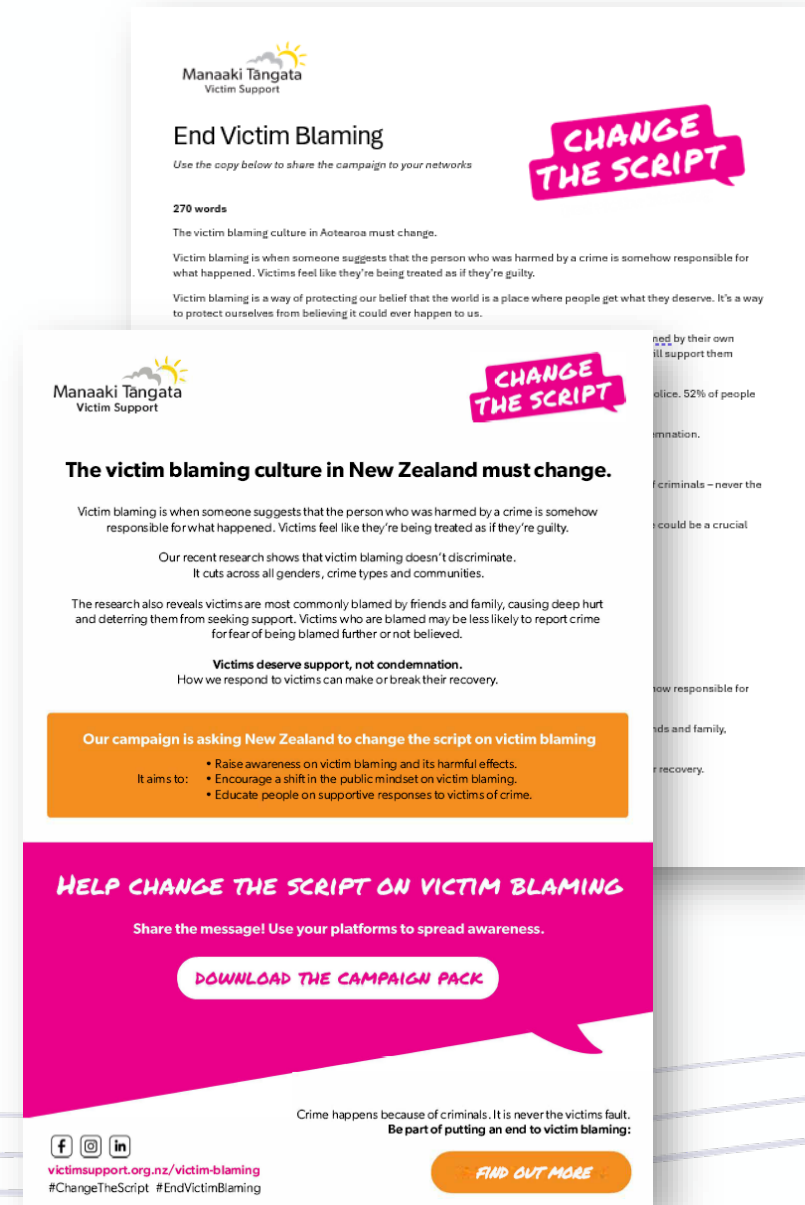




Make sharing easy

Create an online campaign pack for partners, with:

- One-pager
- Ready to go copy
- Social tiles & videos



End Victim Blaming
Use the copy below to share the campaign to your networks

270 words

The victim blaming culture in Aotearoa must change.

Victim blaming is when someone suggests that the person who was harmed by a crime is somehow responsible for what happened. Victims feel like they're being treated as if they're guilty.

Victim blaming is a way of protecting our belief that the world is a place where people get what they deserve. It's a way to protect ourselves from believing it could ever happen to us.

CHANGE THE SCRIPT

The victim blaming culture in New Zealand must change.

Victim blaming is when someone suggests that the person who was harmed by a crime is somehow responsible for what happened. Victims feel like they're being treated as if they're guilty.

Our recent research shows that victim blaming doesn't discriminate.
It cuts across all genders, crime types and communities.

The research also reveals victims are most commonly blamed by friends and family, causing deep hurt and deterring them from seeking support. Victims who are blamed may be less likely to report crime for fear of being blamed further or not believed.

Victims deserve support, not condemnation.
How we respond to victims can make or break their recovery.

Our campaign is asking New Zealand to change the script on victim blaming

It aims to:

- Raise awareness on victim blaming and its harmful effects.
- Encourage a shift in the public mindset on victim blaming.
- Educate people on supportive responses to victims of crime.

HELP CHANGE THE SCRIPT ON VICTIM BLAMING

Share the message! Use your platforms to spread awareness.

DOWNLOAD THE CAMPAIGN PACK

Crime happens because of criminals. It is never the victims fault.
Be part of putting an end to victim blaming:

victimsupport.org.nz/victim-blaming
#ChangeTheScript #EndVictimBlaming

FIND OUT MORE

Leveraging relationships

- Political engagement through our leaders
 - Sharing on social
- OneNZ weren't able to share the campaign on their platforms, but connected us with their billboard supplier
 - → Free placements!
- Cold-called national billsticker company asking for free spots in unbooked areas

Key learning: *ask*





**"YOU
CAN
BE
SURE"**

Manaaki Tāngata
Victim Support

Together we can
end the harm of
victim blaming.

**CHANGE
THE SCRIPT**
End victim blaming

GO Media

BigDaddy's
LIQUOR
BEER WINE SPIRITS RTDS

BigDaddy's
LIQUOR



YOU ARE FOLLOWING OUR B...

MYM373

P218

W6

Leveraging relationships

- Political engagement through our leaders
 - Sharing on social
- OneNZ weren't able to share the campaign on their platforms, but connected us with their billboard supplier
 - → Free placements!
- Cold-called national billsticker company asking for free spots in unbooked areas

Key learning: *ask*



NOT IT'S YOUR FAULT

I CAN'T BELIEVE IT

MANAAKI TANGATA
Victim Support

Your words have power. Listen without judgement and tell the victim it's not their fault.

CHANGE THE SCRIPT
End victim blaming

Victim blaming can never be the first response to someone opening up about their experience.

CHANGE THE SCRIPT
End victim blaming

Why didn't you tell someone sooner?

What does victim blaming sound like?

i can't believe it

CHANGE THE SCRIPT
End victim blaming

MANAAKI TANGATA
Victim Support

"Why didn't you just leave? If you stayed, it can't have been that bad."

You should have known he was like this

couldn't

CHANGE THE SCRIPT
End victim blaming

I JUST DO BELIEVE YOU

CHANGE THE SCRIPT
End victim blaming

VICTIM BLAMING MEANS...

CHANGE THE SCRIPT
End victim blaming

"YOU CAN BE SURE"

MANAAKI TANGATA
Victim Support

Together we can end the harm of victim blaming.

CHANGE THE SCRIPT
End victim blaming

Will you stand with victims and pledge to never victim blame? Tap now! #NeverBlameTheVictim

pledge.victimsupport.org.nz
Don't Be A Victim Blamer
Sign to Help End Victim Bl...

Learn more

878 87 comments 49 shares

MANAAKI TANGATA
Victim Support

CHANGE THE SCRIPT
End victim blaming

FORM ON FACEBOOK
Choose Not To Blame

Learn more

Paul Goldsmith • 2nd
Minister of Justice, Arts, Culture and Heritage, State Owned Enterprises, Tr...

2mo • Edited •

"The media, justice system, and public discourse should emphasise that crime is the fault of criminals, not victims."
A key recommendation presented by Victim Support this morning in its latest report into victim blaming. Couldn't agree more.

CHANGE THE SCRIPT
End victim blaming

Victim blaming more likely to come from family and friends

From Nine To Noon, 9:05 am on 29 July 2024

Share this

Victim blaming more likely to come from family and friends

9:05 am on 29 July 2024

Victim blaming more likely to come from family and friends

"YOU CAN BE SURE"

Together we can end the harm of victim blaming.

You can change the script.
victimsupport.org.nz/recommendations

CHANGE THE SCRIPT
End victim blaming

Laying the blame for crime where it properly belongs

September 4, 2024

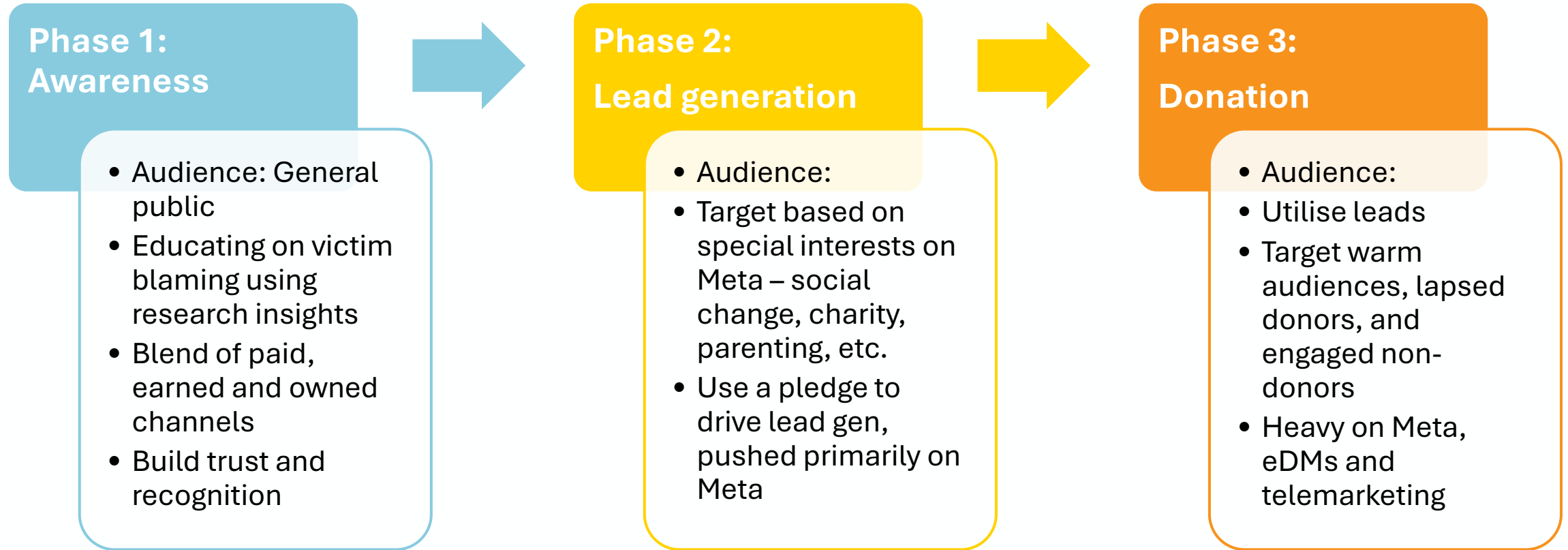
Crime happens because of criminals
It is never the victims fault

CHANGE THE SCRIPT
End victim blaming

VICTIM BLAMING.

Digital & Distribution

Campaign strategy



Channels

Owned	Earned	Paid
▪ Blogposts ▪ Boosted instagram ▪ Boosted Facebook ▪ LinkedIn ▪ Website – custom landing page ▪ EDMs to our audiences - regular donors, single donors, lapsed donors, engaged supporters, and disengaged supporters	▪ Media and PR - media pitching to RE:News, RNZ, NZHerald, Stuff, Spinoff, 1News, Breakfast ▪ Influencers and content creators ▪ Explore free placements with OOH suppliers ▪ Partner and stakeholder sharing on social and via media releases	▪ Facebook and Instagram targeted ads through interests, demographics and lookalike audiences ▪ Google Search ▪ Telemarketing

Lead generation and donation phase



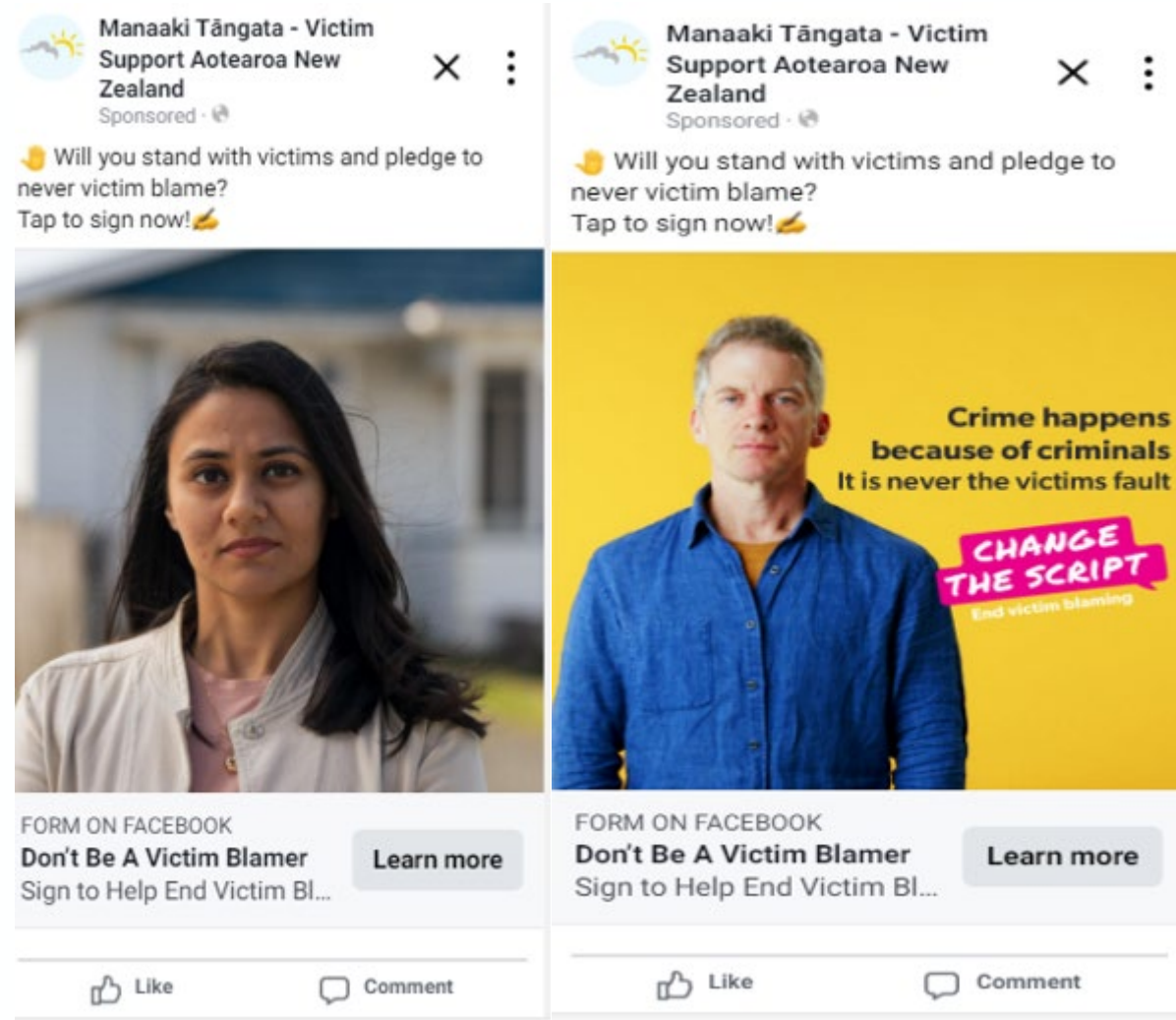
Digital Ads Overview – Lead Gen & Donate

Digital advertising was the backbone of both the Lead Generation and Donate phases, driving pledges, engagement, and income.



Lead Generation Ads

- Our digital advertising focused on turning awareness into action: encouraging people to *Take the pledge to End Victim Blaming*.
- Static ads with concise, educative copy delivered the strongest clicks and lowest cost per lead.
- **Meta Instant Forms** were the most effective for acquisition, converting around **16% higher** than external landing pages

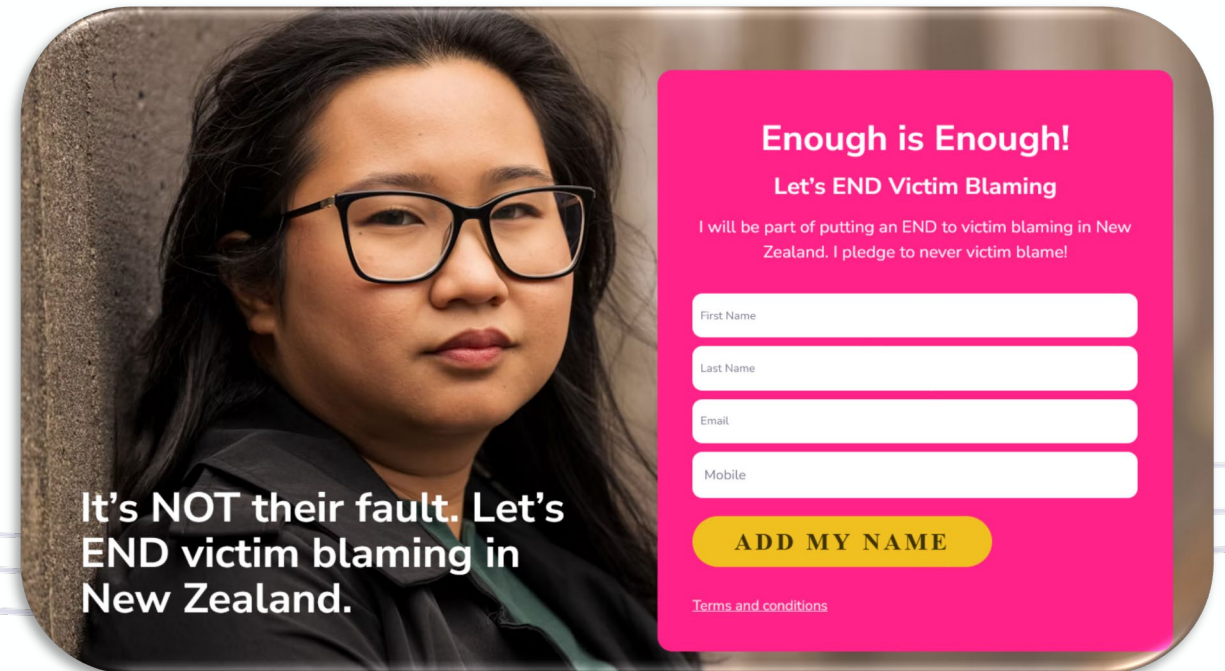


Turning Awareness into Action - The Pledge

- After the awareness phase - that built understanding and empathy, the pledge was our way to turn that awareness into action.
- It gave people a way to *live their values* - to stand with victims, not just agree in principle.
- It transformed passive support into meaningful participation and helped us identify those who genuinely cared about creating change.
- Because trust takes time, the pledge was designed as a low-barrier first step - a safe, positive, and empowering way to begin a relationship with Victim Support before introducing fundraising.

The Pledge – Results

- The pledge became the entry point for supporters to take a tangible stand with victims.
- It provided a simple, empowering way to join the movement and start a relationship with Victim Support.
- Custom integration automatically synced new pledges into **Mailchimp** for the email journey
- 2,500+ pledges captured nationwide
- \$6.40 average cost per lead



Donate Ads

- As the campaign shifted from awareness to fundraising, creative evolved to *how you can make a difference*.
- Stories such as *Violet's Story* and *Examples of Victim Blaming* showed how Victim Support helps victims rebuild their lives.
- Static creatives produced the **highest conversion rates**, proving that direct, emotional storytelling outperformed more complex video formats.

 **Manaaki Tāngata - Victim Support**
Sponsored · 🌐

🚫 Content note: The following text includes a story involving a sexual assault 🚫

Violet was a fun-loving 16-year-old girl at a party with friends. She chatted, danced, had a few drinks, and then was sexually assaulted.

She didn't report the crime.
She didn't even reach out for help.
This young woman had to suffer in silence because she was too afraid of being victim blamed.

This needs to stop
🚫 We must END victim blaming !!

If you agree, you can help 'Change the Script' on victim blaming. Donate today >>



pledge.victimsupport.org.nz
Violet's Not to Blame 🌟
Not affiliated with Meta

Donate now

👍 Like 💬 Comment ➦ Share

 **Manaaki Tāngata - Victim Support**
Sponsored · 🌐

🚫 New research shows New Zealand has a dark culture of victim blaming. 🚫

Being blamed means victims of crime:
- experience worse trauma
- are less likely to seek the help they need
- are less likely to report the crime to the police.

This means criminals are getting away with it !!

If you want to END victim blaming, join us by donating today and help 'Change the Script' on victim blaming.

💛💜💛



pledge.victimsupport.org.nz
New Zealand Must Change
Not affiliated with Meta

Donate now

👍 Like 💬 Comment ➦ Share

👍❤️🔥 114 9 comments 12 shares

Supporter Journey

- Every pledger entered a **six-email nurture series** designed to build understanding, empathy. And the opportunity to donate
- **Journey outline:**
 - 1 Welcome + thank you
 - 2 What victim blaming is
 - 3 Real stories from victims
 - 4 How Victim Support helps
 - 5 Ways to stand with victims
 - 6 Invitation to continue support



Kia ora <<First Name>>

Thank you for recently pledging to change the script on victim blaming.

Your pledge to not victim blame is the first step towards [shifting the culture in this country](#).

<<First Name>>, in case you missed it our new research [were most likely to be blamed by their own family and friends](#) harmed by a crime.

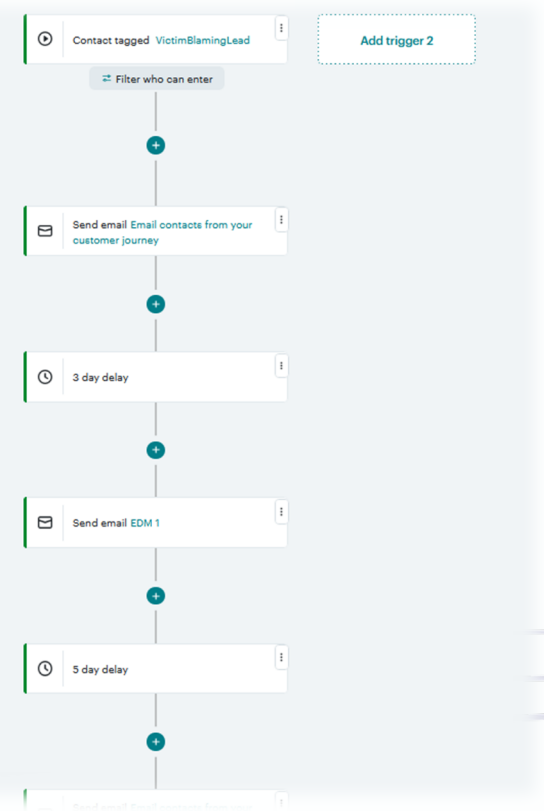
[Learn more about victim blaming](#)

Just as [anyone can be a victim](#), anyone might also victim blame, realising it. Sometimes it's obvious, like telling them the crime was their fault. But mostly, it's less direct, like questioning whether the victim avoided the situation.

Why does it matter?

While victim blaming can be subtle, it [has life-altering impacts](#) that victim blaming can:

- Increase risk of mental health issues and suicidal ideas
- Prolong recovery
- Deter victims from seeking justice
- Worsen trauma
- Break down support networks



Telemarketing Follow-Up

- Every pledger was personally called by our telemarketing partner to thank them and invite ongoing support through a regular gift or one-off donation.
- Call lists were manually exported, validated, and tagged by creative source before being securely transferred to the TM team.
- This manual process ensured data accuracy, consent compliance, and segmentation quality, leading to stronger engagement and higher conversion.

Donor Care for new donors

- Every person who donated to victim blaming received:
- Thank you email
- A personalised receipt copy
- Personal email from our GM of fundraising
- “Thank you” call over the holiday period.

Our Digital Backbone

- Three integrated platforms underpinned the lead gen and donate phases of the campaign:
- **Raisely** – central hub for pledges, branded landing pages, tracking, and reporting.
- **Make (Integromat)** – synced new leads into Raisely + Mailchimp, applied UTM tags, and updated dashboards.

So what did we learn?

Key challenge & learnings

- Increase our Victim Support brand presence for future End Victim Blaming campaigns
 - We've established the "Change the script movement", now must build on trust and strengthen link to Victim Support for fundraising.
- Lean even harder into relationships
 - Utilise both internal and external meetings to press for End Victim Blaming and the campaign, using it as a platform. Early Board buy-in!
- Test and find your right partners/agencies.
 - Strong results come from strong relationships. When partners understand our values and we work closely together, the outcomes speak for themselves.
- Limited resource puts the pressure on
 - Relatively small budget for a national campaign, plus a small team wanting to meet a lofty goal

Key takeaways

- Having **research** or valid statistics as a backbone
 - If possible, leverage new research to reach new audiences.
- **Just ask** – Approach your partner organisations, networks, media, and advertising companies.
 - Keep an open mind. Can they share to their platforms, or link you with another opportunity?
- **Distinct phases** to separate awareness and fundraising goals
 - Start with awareness to build understanding and trust, which leads to lead gen and donation
- **Test!** Try out lots of different creative, messaging and audiences
 - Easily measurable on Meta in particular, minimum A/B testing

End Victim Blaming 2.0

Questions?

Ngā mihi nui.
Thank you.