

### isafe aim

Our aim is to develop and test culturally appropriate interventions for women experiencing intimate partner violence. **isafe** is a confidential, online, interactive safety decision tool developed for NZ women. In the **isafe study** we are testing whether the tool improves the safety and wellbeing of women in unsafe or abusive relationships.

## ISAFE RECRUITMENT—TRADE ME COMES THROUGH

'Trade Me Jobs-Other, volunteers' advertisements throughout New Zealand have proved very successful for recruiting women. Thousands of women have viewed our ads across 11 locations: Whangarei, Waitakere City, Auckland, Manukau, Hamilton, Rotorua, Tauranga, Gisborne, Wellington, Christchurch and Dunedin. Participants also come from Whanganui, Palmerston North, South Canterbury and Taranaki.

#### Special Points of Interest:

- 'Trade Me' ads increased recruitment from 13 to 125 women in three months!
- Māori women represent 35% of participants to date.
- Young women aged 16-18 years, rural women and women in same-sex relationships are under-represented amongst isafe participants to date.
- Future recruitment to involve Trade Unions and the NZ Police.

**A BIG THANK YOU AND ACKNOWLEDGEMENT TO ALL OF OUR isafe CHAMPIONS, STAKEHOLDERS, SUPPORTERS, ORGANISATIONS AND OTHERS WHO HAVE ASSISTED IN PUBLICISING ISAFE. WE ARE VERY GRATEFUL FOR YOUR SUPPORT.**

#### Meet our team:

#### RANGI DAVIS

#### ISAFE'S KAUMATUA

Rangi founded the Mana Wahine Taumatanga Trust that delivers Wananga and counseling from a wairua perspective for Māori women living on the North Shore in Auckland. She recently completed a Diploma in

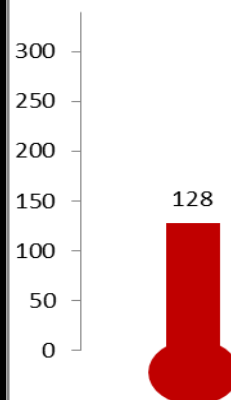


Psychosynthesis Counselling. As well as supporting cultural safety, Rangi has been a champion in recruiting Māori women to isafe. [www.manawahine.net](http://www.manawahine.net)

GOAL — 340

TOTAL TO DATE — 128

PERCENTAGE TO GOAL 38%



#### Where to go if you need help:

#### September isafe Champion

#### SHINE

*Making New Zealand homes violence free.*

Shine has contributed to the isafe study since 2010. They provide a range of specialist services and programmes to assist victims of domestic abuse to become safer and preferably remain in their own home.

Shine's Free Helpline: 0508 744 633  
<http://www.2shine.org.nz>

Women aged 16 years and older, experiencing abuse within their current intimate partner relationship and with safe computer and internet access are eligible to participate.

#### Interested?

Go to: [www.isafe.aut.ac.nz](http://www.isafe.aut.ac.nz)

or ring Free  
0508 447 233

#### Need information?

Email us at  
[isafe@aut.ac.nz](mailto:isafe@aut.ac.nz)

#### PRIVACY & SAFETY TIP

**isafe** doesn't have a Facebook page due to concerns about internet safety and privacy. A new resource "Privacy & Safety on Facebook: A Guide for Survivors of Abuse" has been developed by the National Network to End Domestic Violence & Facebook. Go to: [https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-prn1/851584\\_613437522011141\\_1298974833\\_n.pdf](https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-prn1/851584_613437522011141_1298974833_n.pdf)

**Ahakoā he uaua, kia kaha, kia toa, kia manawanui**

**Although there may be difficulties, be strong, be brave, be patient and take heart.**