

Aide-mémoire

Summer safety messaging – family violence and sexual violence

Date	2 December 2025	Ref	2025/127908
To	Hon Karen Chhour, Minister for the Prevention of Family and Sexual Violence		
From	Deborah Morris, Manager of Strategic Communications, Ph: 9(2)(a)		
Appendices	Appendix 1: 2025/26 Summer Safety Key Messages Appendix 2: Draft Letter to MPs (Final email included in proactive release) Appendix 3: Draft media statement		

Purpose

1. This aide-mémoire provides you with summer safety messaging (**Appendix 1**), a letter to send to all Members of Parliament (**Appendix 2**), and a draft media statement to promote help seeking over the holiday period (**Appendix 3**). The messaging can also be used on social media channels.

Background

2. Reports of family violence and sexual violence increase over the holiday period. This is attributed to increased stress and families spending more time together over the festive season.
3. When families spend more time together, it can mean that abusers have more opportunities to target people, including children. It may also mean that people notice the signs of family violence or sexual violence and want to help their loved ones.
4. The underlying attitudes, behaviours and conditions that drive family violence and sexual violence can be amplified by stress, and/or alcohol and drug use. It is important that stress, alcohol and drugs are not used as an excuse or reason for acts of violence.
5. The key message is: **Help is available 24/7 for anyone affected by family violence or sexual violence.**
6. The Ministry of Social Development is looking at the potential to issue a media statement to promote its helplines. Police will provide leaders with key messages across the range of Police activity, including family violence and sexual violence.

- 7. Ministers and Members of Parliament may also wish to amplify the safety messaging in any pre-Christmas communications to the public.

Next steps

- 8. Distribute the letter to Members of Parliament early in December, along with the summer safety messages
- 9. Issue the media statement in the week of 22 December to remind the public that help is available.
- 10. Consider using the attached messages in your social media channels.

Satisfaction on the quality of this aide-mémoire [Minister's Office to complete]				
Please select your level of satisfaction with this aide-mémoire				
<input type="radio"/> Outstanding	<input type="radio"/> Very good	<input type="radio"/> Acceptable	<input type="radio"/> Poor	<input type="radio"/> Unacceptable
Any other feedback				

Prevention of Family and Sexual Violence

2025/26 Summer Safety Key Messages

Key Message	Details
<p><i>Get help for family violence and sexual violence</i></p>	<p>Help is available 24/7 for anyone affected by family violence or sexual violence.</p> <p>The festive season and summer holidays can be stressful and challenging for many. Violence and abuse within families and relationships is a crime. It can include physical, sexual, emotional or psychological abuse, and it affects people from all walks of life.</p> <p>If you or someone you know is in danger, call Police on 111.</p> <p>Online, text, and phone help is available 24/7 over the holiday period for anyone impacted by violence.</p> <p>Family violence support: Call 0800 456 450 or visit www.areyouok.org.nz</p> <p>Sexual violence support: Call 0800 044 334 (or text 4334) or visit www.safetotalk.nz</p>
<p>Change is possible</p> <p><i>Help is available if you're using violence or worried you might</i></p>	<p>If you're concerned your behaviour is hurting or scaring others, help is available.</p> <p>Call 0800 456 450 or visit www.changeispossible.org.nz for advice and support.</p> <p>Be courageous, reach out and start your journey to change.</p>

Key Message	Details
<p><i>Being drunk or high is no excuse for abuse</i></p>	<p>Over summer, take care of those around you. Manage yourself and keep an eye on your mates.</p> <p>Being drunk or high is never an excuse for hurting or assaulting others.</p> <p>Always seek consent before any sexual contact and keep checking in with the person.</p> <p>If you feel at risk of harming someone, walk away and seek help.</p>
<p><i>Supervise children and keep them safe</i></p>	<p>Make sure children are supervised by a trusted adult.</p> <p>Talk with whānau about how you'll keep kids safe.</p> <p>Ask for help if you're worried you might hurt a child.</p>
<p><i>Friends, family and neighbours can help – check in on others</i></p>	<p>Look out for signs of harm, such as fear, injuries, isolation, or controlling behaviour.</p> <p>If you suspect someone is being hurt, act on it. You could save a life.</p> <p>Call for advice on what to do.</p> <p>Family violence support: Call 0800 456 450 or visit www.areyouok.org.nz</p> <p>Sexual violence support: Call 0800 044 334 (or text 4334) or visit www.safetotalk.nz</p> <hr/> <p>If you know someone who is scaring or hurting others, check in with them (if safe).</p> <p>Tell them their behaviour is not OK, listen, and encourage them to seek help.</p> <p>Invite them for a coffee or a walk, a conversation can make a difference.</p> <p>Call 0800 456 450 or visit www.changeispossible.org.nz for advice and support.</p>

Key Message	Details
<p><i>If you're struggling, reach out for help</i></p>	<p>There is a range of help available – talk to someone who can take the action you need.</p> <p>Digital tools can be helpful, but they can't replace human connection.</p> <p>If you're struggling, reach out to a real person. Whether it's a friend, whānau member, or a trained counsellor.</p> <p>Real people can offer empathy, accountability, and can take action where AI can't.</p> <p>Call the helplines or talk to someone you trust. You're not alone.</p> <p>Need to Talk? Call or text 1737 (24/7)</p> <p>Youthline – 0800 376 63 (24/7)</p> <p>Samaritans – 0800 726 666 (24/7)</p> <p>Healthline – 0800 611 116 (24/7)</p> <p>Lifeline – 0800 543 354 (7am - midnight)</p> <p>Children's Helpline 0800 What's Up / 0800 942 8787</p>

From: Karen Chhour (MIN) <K.Chhour@ministers.govt.nz>

Sent: Wednesday, 17 December 2025 9:32 am

To: #Ministers All [REDACTED] #All MPs (excluding Ministers)

Cc: #SPS All <[REDACTED]> All EAs [REDACTED]

Subject: Family violence and sexual violence help in the holiday period

Dear Colleagues,

Re: Family violence and sexual violence help in the holiday period

I am writing to provide you with safety messages and information to help you to encourage people to seek help for family violence and sexual violence over the holiday period.

This time of the year sees an increase in family violence and sexual violence, with people feeling the pressure of the season. We encourage people to seek help.

The best way to do this is to call Police on 111 if someone is in immediate danger, or otherwise to call the Family Violence Helpline (Are You OK) or the Sexual Violence Helpline (Safe to Talk).

These services provide people with support and referrals to an appropriate service, as well as equipping informal helpers (friends or family members) with information about how best to support others.

Help is also available for people who want support to change their behaviour. Often, people are aware their behaviour is scaring others and they want to change, but they need help to do so. Through "Change is Possible", people can get support to change their behaviour.

Please use the information in the attached document to help encourage people to seek help.

Thank you for your support with this effort to encourage help-seeking. I wish you and your family a safe and restorative holiday season.

Warm regards,

Karen Chhour



Hon Karen Chhour

Minister for Children | Minister for the Prevention of Family and Sexual Violence

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