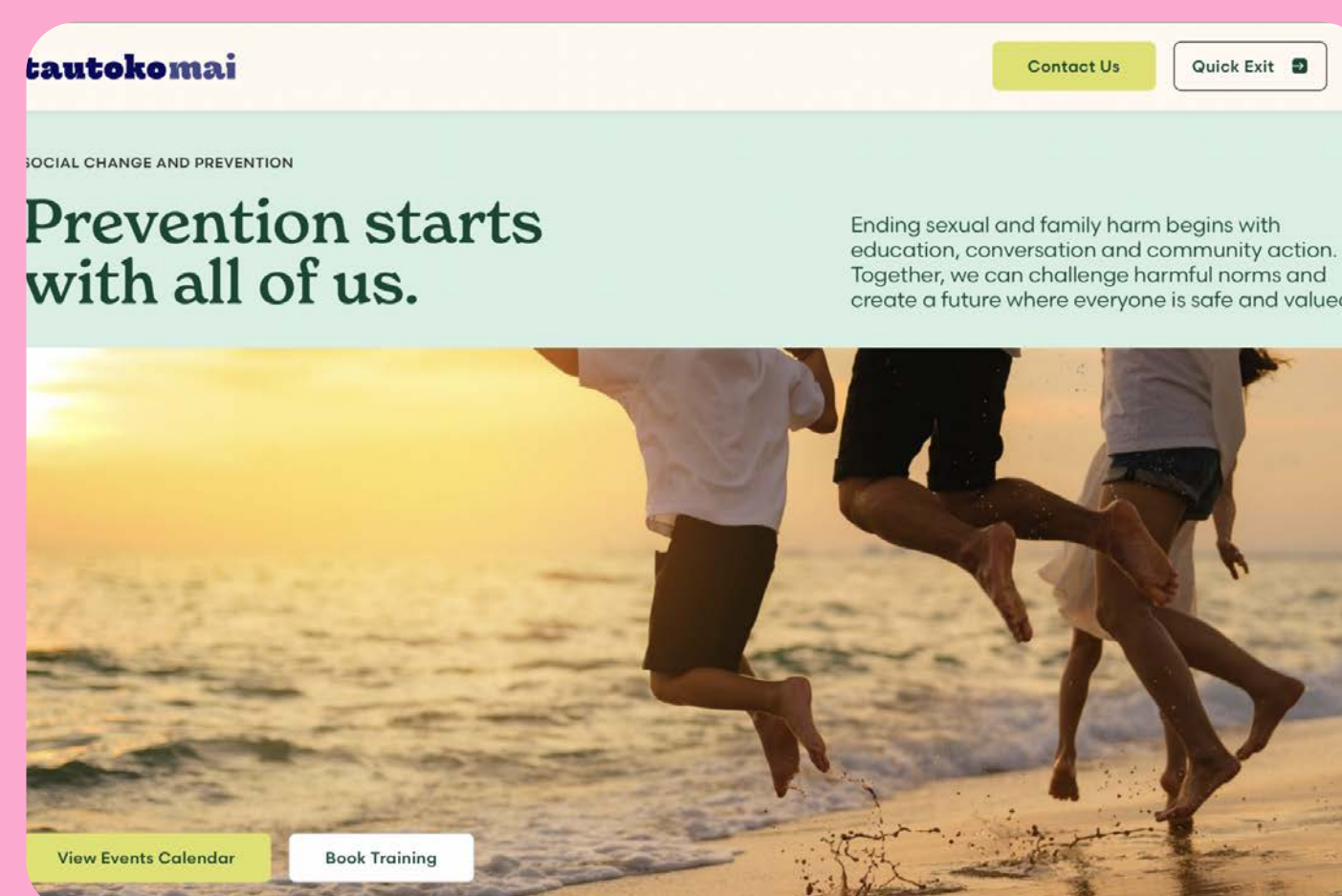


Making Prevention Visible

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[Home](#) / [Hikitia! Tautoko Mai](#) / [Men and Community Spaces](#) / [Making Prevention Visible](#)

Using communication to embed community-led primary prevention within organisational practice

Embedding a communications strategy within primary prevention changes how an organisation contributes to preventing harm.

It shapes what people see, what feels normal to talk about, and whether they recognise their role in creating safer environments. When this is embedded into practice, prevention becomes easier to see, understand, and take part in.

This is where prevention begins to move beyond services and into community.

Where we are now

Tautoko Mai Sexual Harm Support has built its strength over many years through crisis response and tertiary prevention. When harm occurs, people know where to go. Support is available, and it is delivered with care, depth, and professionalism.

That work is essential. It always will be.

Alongside this, through Hikitia! For Our Future, a broader lens has begun to take shape. There is a growing focus on primary prevention, on what happens before harm occurs, and how everyday environments can either strengthen safety or increase risk.

This shift is real, but it is still taking hold.

At the same time, communication has not yet evolved to support it. It remains cautious, low in visibility, and largely reaching those already connected to the work. Internally, it is not yet aligned in a way that connects people to a shared direction.

This creates a disconnect.

Prevention work is beginning to emerge, but it is not yet easy to see, understand, or engage with.

What led to this shift

Through the work of Hikitia! For Our Future, it has become increasingly clear that primary prevention cannot scale without community participation and leadership.

For participation to occur, people need to see what prevention looks like in real life, recognise themselves within it, and feel confident to take part in ways that reflect their own context and relationships.

This is not consistently happening.

In response to this gap, Hikitia! has provided support to Tautoko Mai Sexual Harm Support to embed a community-led, strengths-based primary prevention mandate within its Communications Strategic Framework, centering the Hikitia! kaupapa.

This is not a communications upgrade, it is a shift in how prevention is enabled.

It aligns communication with the direction of prevention, ensuring that how the organisation shows up publicly supports the shift toward community-led systems change.

What this framework sets in place

The framework establishes communication as part of how prevention happens, not just how it is shared.

It introduces a clear approach.

Communication shows up consistently in the spaces where communities already connect. It prioritises real, everyday moments over abstract messaging, and creates accessible entry points that invite participation rather than positioning prevention as something delivered by experts.

It also brings forward the voices, actions, and leadership already present within communities, recognising these as the drivers of change.

At its core is a progression.

As conversations become more visible, they begin to feel normal. As they feel normal, more people engage. As more people engage, they begin to take action within their own relationships and environments.

This is how prevention moves beyond programmes and becomes something lived within community.

What will change if adopted

If adopted, this framework will shift how both organisations operate in practice.

Externally, communication will reflect the realities of everyday life. Prevention will be seen in small, relatable moments rather than only in formal messaging, making it easier for people to recognise where they fit and how they can act.

Internally, communication will become more coordinated and purposeful. Staff will be supported to contribute their insights and experiences, strengthening alignment between what is happening in practice and how it is expressed publicly.

This reduces the gap between prevention work and community awareness.

What is already happening becomes easier to see and build on.

What this enables over time

Over time, this shift enables prevention to take hold within community.

As more people see prevention in action, they begin to model it. As more people model it, it becomes more normal. As it becomes more normal, the conditions that allow harm to occur begin to shift.

Conversations happen earlier.

People feel more confident to act.

Whānau and communities take greater ownership of safety within their own environments.

This does not replace the need for crisis response or healing.

It strengthens the system around it by enabling prevention to be carried and sustained within community.

Where this takes us

Through embedding a community-led primary prevention mandate within communication, Tautoko Mai Sexual Harm Support is supported to extend its impact beyond responding to harm, into strengthening the conditions that prevent it.

This aligns with the direction of Hikitia! For Our Future, where communities are not positioned as recipients of change, but as active participants and leaders in creating it.

If sustained, the impact will be cumulative.

Prevention becomes visible.

Participation increases.

Local leadership and voice are amplified.

Responsibility is shared.

And over time, this is what shifts the conditions that allow harm to occur.



If we support Tautoko Mai to align its communications with a community-led primary prevention approach, it can more intentionally shape the environments it is part of by making prevention visible, relatable, and grounded in everyday life, strengthening protective factors and influencing how safety is understood and practiced across the wider community system.