

ONE PUNCH

CAN

KILL



Collaboration with the

- Queensland Police Service
- The Matthew Stanley Foundation



One Punch Can Kill

- Initiated by a small number of individuals in Queensland, who had lost a loved one through violence
- Government support with advertising during 2008, including TV, radio and print advertising
- Pubs and clubs advertising
- Merchandise and events
- Internet advertising, including hotmail, yahoo, myspace and a Facebook group
- Dedicated website,

www.onepunchcankill.com.au



Why Should I Care About One Punch Can Kill...?

- This campaign was developed by the families of victims of homicide, who have chosen to share their experiences with the broader public, to save the lives of others.
- It warns about the potential to ruin our lives if we choose violence as a response to a difficult situation



Three Main Objectives

1. Develop awareness about the devastating consequences of senseless youth violence
2. Encourage people to recognise potentially violent situations and be aware of the consequences of their actions
3. Increase awareness in the community of the consequence of violence in direct response to juries findings that death was not a foreseeable consequence of 'one punch'



Mark Urch

13/06/1979 - 01/06/2008





- The Urch family described Mark as a quiet man. He was tall and thin and was working in the Whitsundays.
- He was not a regular drinker and he loved his Saturday afternoon game of Texas Hold 'Em poker.
- He had an argument at the poker table with English backpacker Daniel Dean, and the argument continued about 40 minutes later in the beer garden.
- The two men went into a nearby carpark and Mark Urch was struck a punch which sent him toppling backwards.
- The sound of the punch was so forceful it could be heard by people 20 to 25 metres away.
- As Daniel Dean walked off, other people rushed to give Mark Urch first aid including Mark's friend Steven Webster.
- The incident happened about 4.45pm on Saturday, May 24, last year and Mark Urch was rushed to the Townsville General Hospital. He never recovered consciousness and died of brain damage on June 1.



Reported in Whitsunday Times: Bruce Mckean | 21st February 2009

- Mark Urch doing what he loved to do on a Saturday afternoon - playing Texas Hold 'Em poker
- THE mother of manslaughter victim Mark Urch, 29, stood in the foyer of the Mackay Courthouse yesterday and declared: “One punch killed my son”.
- The man who threw the fatal punch in a carpark near Banjo's Bar at Airlie Beach on May 24 last year was English backpacker Daniel Dean, 25, and he had just been sentenced to seven years in jail.
- “We believe justice has been done,” Mark's mother, Cheryl Robinson, said.
- “We know you are running the [One Punch Can Kill](#) campaign in Queensland and it's true.
- “One punch killed my son.



At the time Mark's mum said:

“Please tell everyone it was just one punch. As a community we should stop this senseless violence. Nothing will bring my son back. But someone has been held accountable. To experience the loss of a child is frightening.”

- Mark Urch's father, Robert Urch, said: “We're glad it's over. We'll never get over it.”
- Seven members of the Urch family, including Mark's brother Justin, came to Mackay from Melbourne for the three-day trial and they will be going home heartbroken.



Not just one life changed...

- Just as Mark Urch had family in court this week, Daniel Dean's mother, Janice, flew from Yorkshire in England to stand by her son.
- Janice Dean said after yesterday's sentence: "I don't know what to say. I'm still in shock. He's a good lad."
- It has been recommended that Daniel Dean be released on parole in May, 2011, but he will never walk the streets of Australia again.
- On his release from prison he will be driven straight to an international airport and will be immediately deported home to England.

Consequences of violence

Victims

- Physical injury, ranging from minor to life-threatening, long term injuries requiring extensive surgery and costs
- Potential for death to occur
- Damage to relationships with family and friends
- Potentially affecting employment and studies
- Loss of sense of safety and security
- Financial loss
- Psychological injury – fear/anger, negative affect, anxiety, shock, guilt, loss of faith/trust in society
- Social functioning – withdrawal from previous activities

Consequences of violence

Offenders

- Threat of imprisonment
- Criminal record
- Damage to relationships with family and friends
- Barriers to employment through criminal record
- Barriers to overseas travel and/or work through criminal record
- Psychological consequences



- Why do you think violence happens?
- What do you think the triggers are?

What leads to violence?

- Peer and social pressure
- Alcohol and drugs
- Poor communication
- Self-esteem
- Damaged pride and ego
- Underdeveloped ability to communicate
- Retaliation – where violence is viewed as the only opportunity to restore power
- Fear

Situational Factors

- More likely to occur in the presence of alcohol or drugs
- Pubs/Clubs/Parties
- Peer Pressure

Violence is a complex interaction of factors
– not one trigger



Risk Factors

- Gender
- Alcohol consumption
- Low socio economic status
- Family background
- Low level emotional, Social and educational competencies
- Unhealthy belief systems



Protective factors

- Age
- Community engagement
- Parental attachment and involvement
- Strong family and peer networks



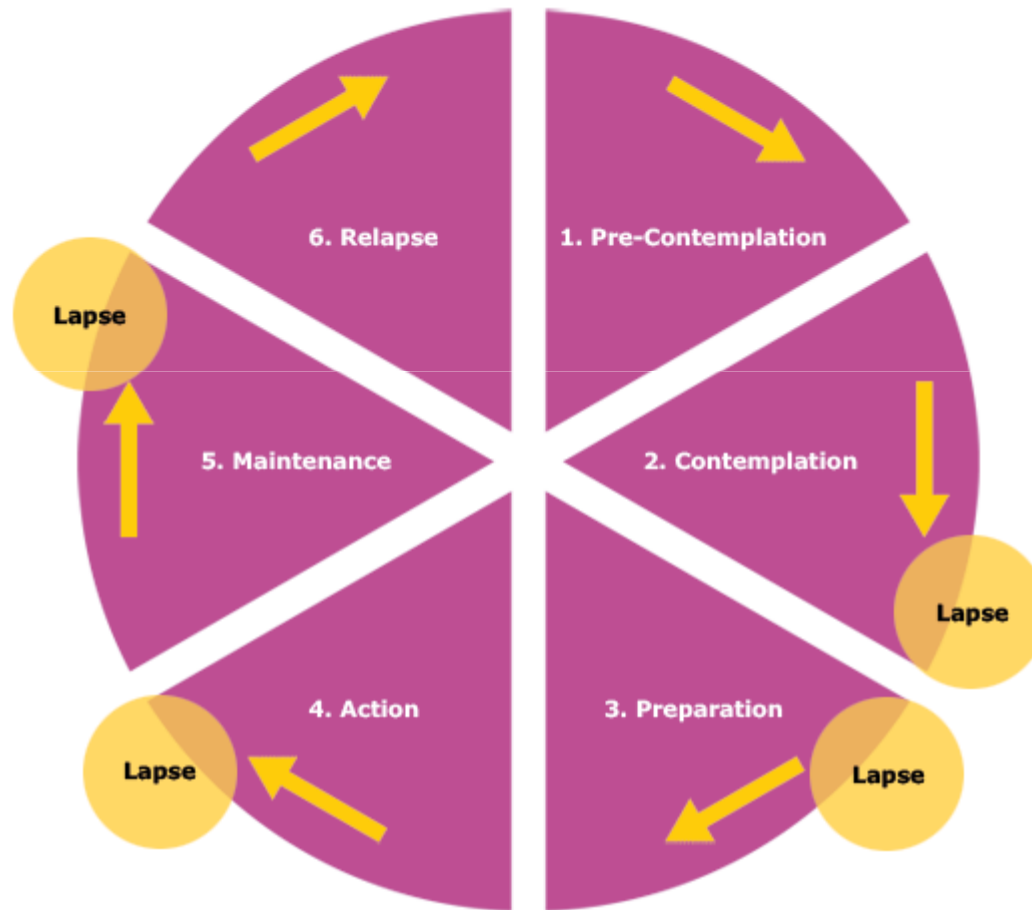
Minimize the impact of risk factors and enhance the influence of protective factors to reduce violence.



What do you think?

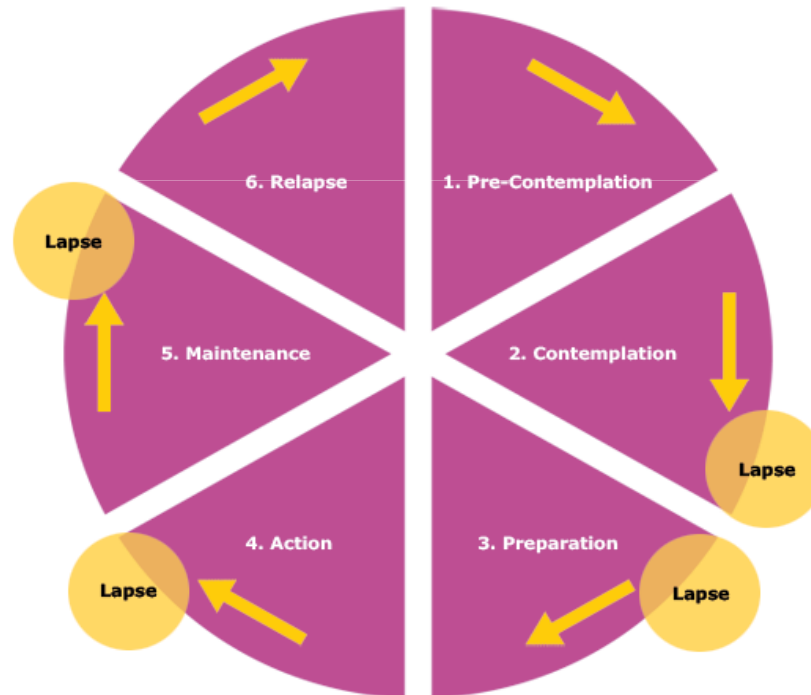
How do you change belief systems?

Cycle of Change model developed in 1982 by Prochaska and Diclemente

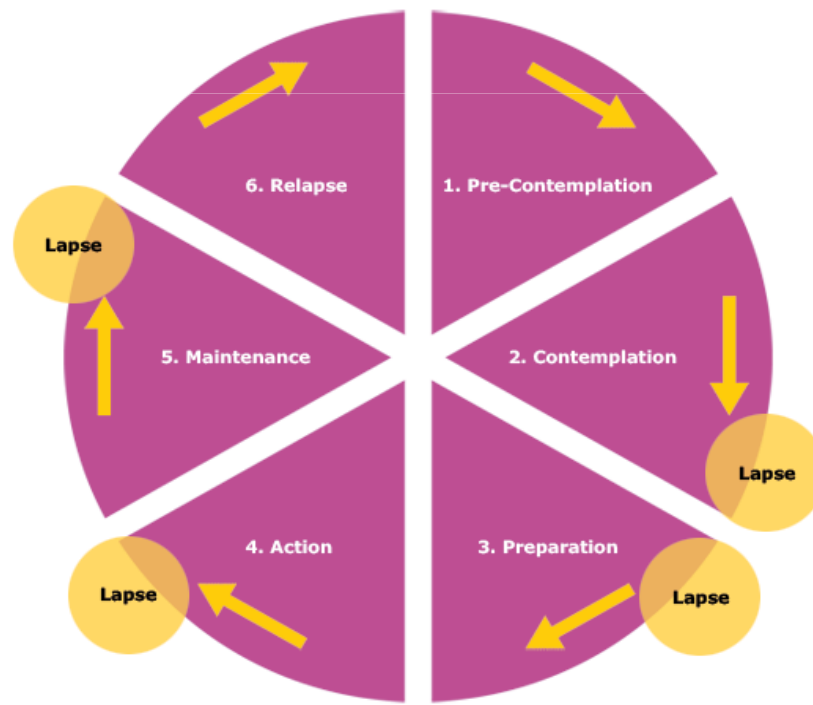




Pre-contemplation: the person does not see any problem in their current behaviours and has not considered there might be some better alternatives.

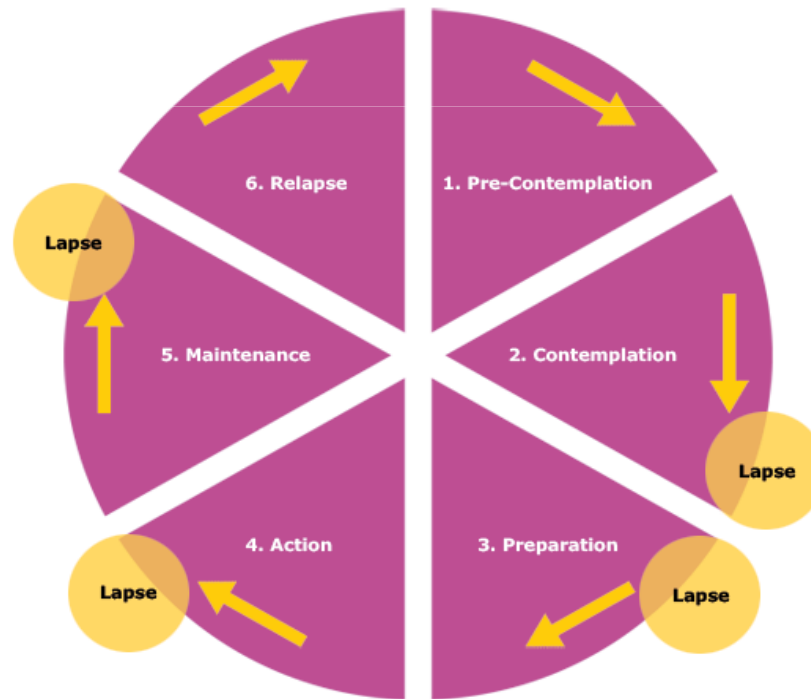


Contemplation: the person is ambivalent – they are in two minds about what they want to do – should they stay with their existing behaviours and attitudes or should they try changing to something new?



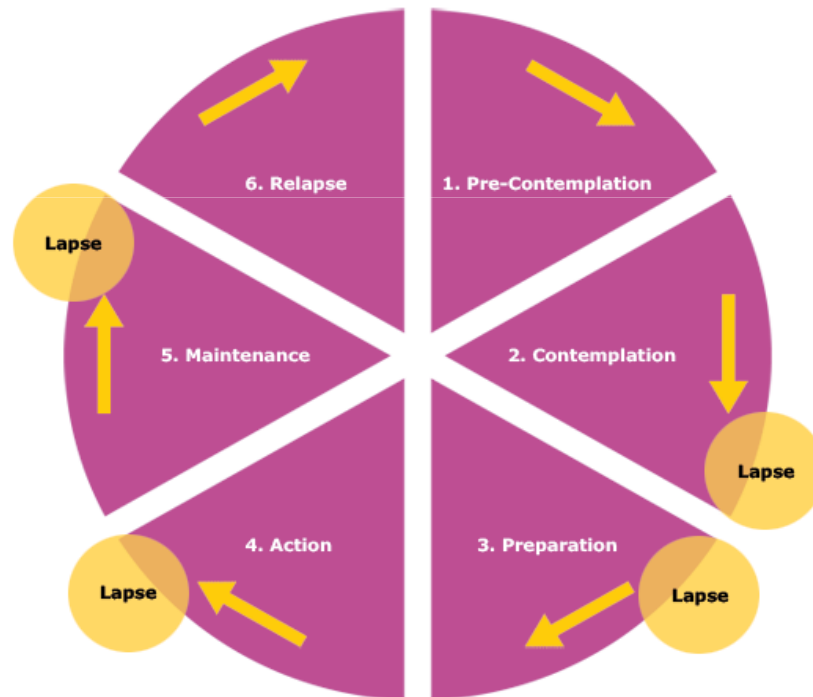


Preparation: the person is taking steps to change usually in the next month or so.



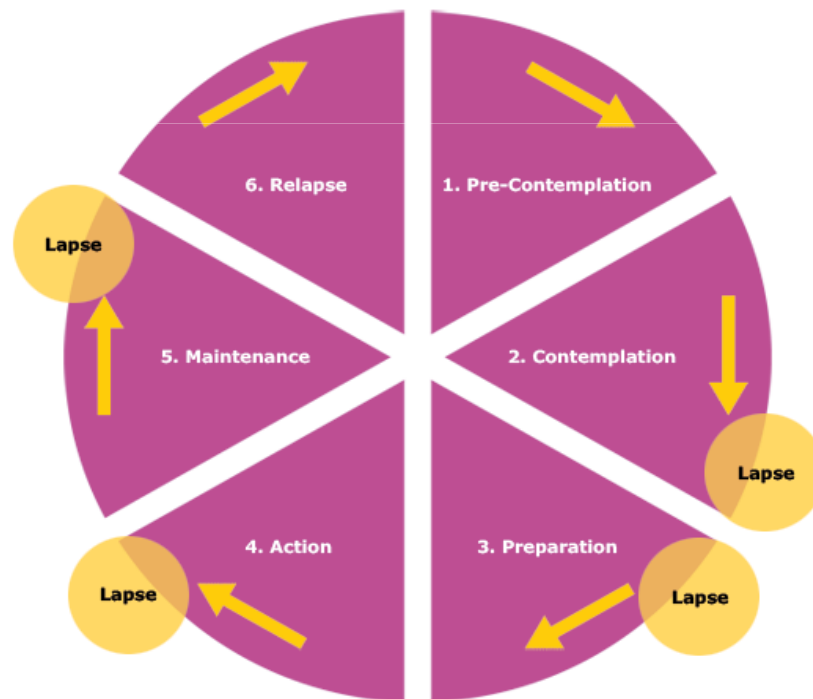


Action: they have made the change and living the new set of behaviours is an all-consuming activity.



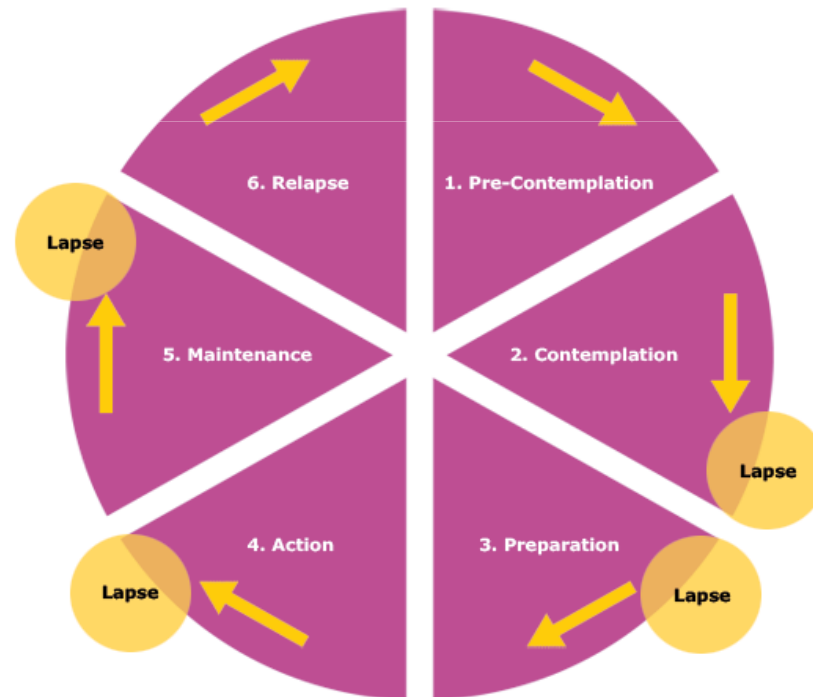


Maintenance: the change has been integrated into the person's life – they are now more 'enterprising'.





Relapse: is a full return to the old behaviour. This is not inevitable – but is likely – and should not be seen as failure. Often people will relapse several times before they finally succeed in making a (more or less) permanent to a new set of behaviours.





The level of support or intervention required is different dependent upon which stage in the motivation cycle a person is at.

The change starts with you

Violence and safety are inherent 'values' of humanity

We make daily choices which promote these values, we can choose today to:

- Recognize the signs of escalating violence, and remove ourselves
- Encourage others to choose non-violent means of conflict resolution
- Please support us in joining the One Punch Can Kill campaign.



Recognising the signs

The body language of a person often conveys their state of mind and potential for violence. We try to encourage people to recognise the situation before it escalates out of control.



- **Body language**
- Appearing tense, agitated
- General restlessness and agitation
- **Voice**
- Changes in pitch and volume (either shouting, or harsh threats)
- Shouting or muttering
- Abrupt replies especially if accompanied by gesticulations



- **Eyes**
- Dilated pupils
- Glassy/red eyes (may indicate drug or alcohol use)
- Eye movement increases
- Eye contact becomes more intense/ breaks
- Closed eyes or looking down



- **Face**
 - Increase in Muscular tension
 - Grinding of Jaws/swallowing or spitting
 - Reddening of face
- **Arms**
 - Arms folded
 - Arms raised
 - Rapid movement or sudden change in position
 - Flexing of bicep muscles



- **Hands**

- Clenching of fists
- Fast paced tapping of fingers
- Banging of fist into the palm of a hand
- Thumping fist/slapping hand on another object
- Picking up objects

- **Legs and Feet**

- Legs swinging
- Tapping of foot
- Kicking at objects



- **Posture**

- General Posture seems rigid/ overbearing
- Heavy breathing

- **Other**

- Being places where they shouldn't be
- Jostling, pushing or attention seeking
- Noisiness and/or sudden and unnatural quiet
- Name calling/swearing/being provocative
- Being followed, or a sense of being followed
- Clusters of large groups



Not Just Males...

Increased Violence in Young Women

Young Women encouraging their partners to fight

Girlfriends are influential in modifying/changing their
partners behaviour

Where to from here?

- The Matthew Stanley Foundation and the Queensland Homicide Victims Support Group – School Presentations
- Development of a short DVD of Victims talking about their experiences for use in schools
- New Campaign – Cinema advertisement, Bus Backs and Radios shortly
- We want to put ourselves out of business

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