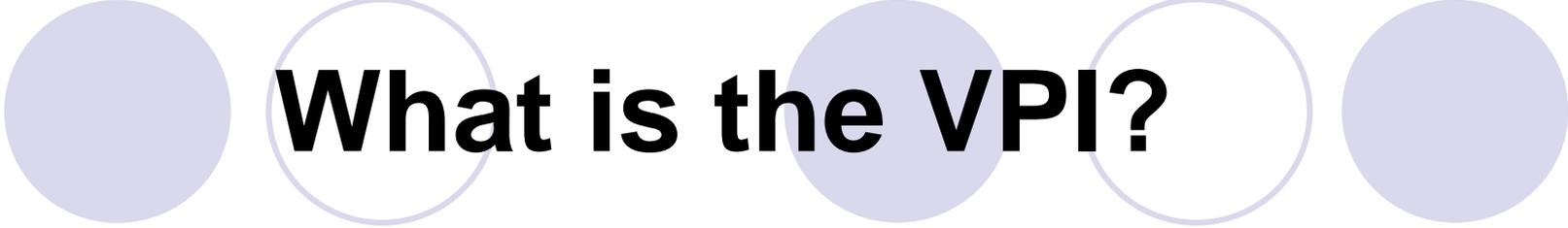


Taking Action Against Violence 2006-2012

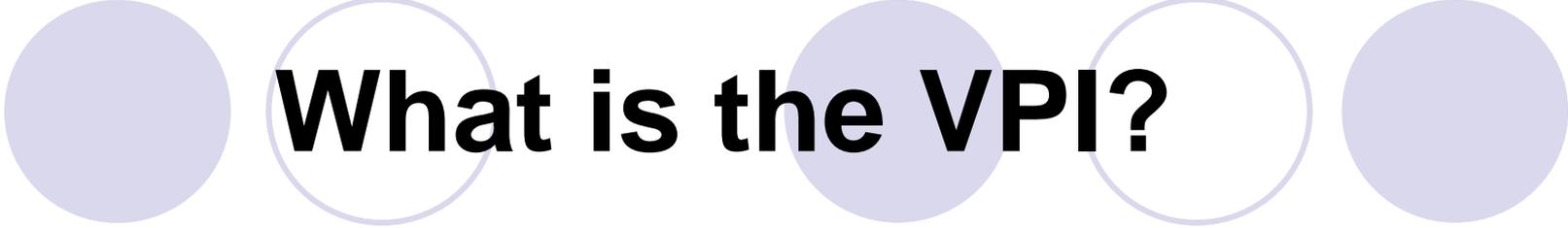
Violence Prevention Initiative
A Provincial Government and Community Partnership

Women's Policy Office
Executive Council



What is the VPI?

The VPI is a six year, multi-departmental, government - community partnership to find long-term solutions to violence against those most at risk in our society.



What is the VPI?

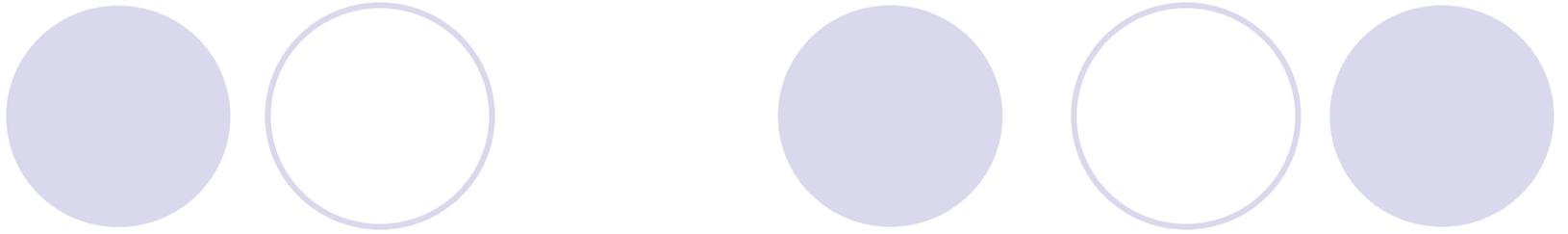
- The VPI is guided by a 6 Year Plan of Action *Taking Action Against Violence 2006-2012*.
- The Plan supports building stronger, resilient communities with strategies and resources to prevent and reduce violence in our province.
- The Plan was developed with community and government input and approved by Cabinet in 2006.
- The Plan is supported by an approximate annual budget of \$2 million and an additional stand alone community grants program of \$200,000 for Aboriginal women and communities.

Specific Purpose of the Initiative

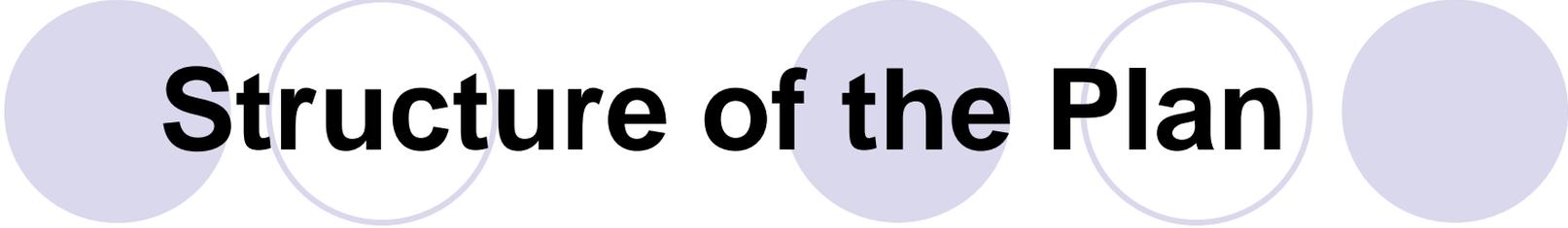
To increase government and community capacity to achieve, in the long term, a reduction in violence against women, children, youth, Aboriginal women and children, older persons, persons with disabilities and others who are vulnerable to violence because of race, ethnicity, sexual orientation, or economic status.

The Plan's Six Strategic Goals

- Improving Leadership, Coordination and Accountability
- Increasing Community Capacity
- Improving Public Awareness and Attitudinal Change
- Supporting Aboriginal Women and Children
- Enhancing Research and Development
- Improving Legislation, Policy, Programs, Services, Information and Facilities



Structure of the Violence Prevention Initiative



Structure of the Plan

- Ministerial Committee
- Deputy Ministers' Working Committee
- Community Advisory Committee
- 10 Regional Coordinating Committees
- Provincial Partners
- Aboriginal Partners
- Community Stakeholders
- Project Working Committees

VPI Committee of Ministers

The VPI is led by the VPI Committee of Ministers and chaired by the Minister Responsible for the Status of Women, the Honourable Kathy Dunderdale:

- ❖ Department of Justice, including the RNC and RCMP
- ❖ Department of Education
- ❖ Department of Human Resources, Labour and Employment
- ❖ Department of Health and Community Services and the Regional Health Authorities
- ❖ Department of Child, Youth and Family Services
- ❖ Department of Labrador and Aboriginal Affairs
- ❖ The Newfoundland and Labrador Housing Corporation
- ❖ The Labour Relations Agency
- ❖ The Rural Secretariat
- ❖ The Women's Policy Office

Deputy Minister's Working Committee and Community Advisory Committee

- The Deputy Minister's Steering Committee was established in 2006 to facilitate the directions set by Government for this work.
- A Community Advisory Committee was also established in 2006 to facilitate the directions established in the Plan.
- The Community Advisory Committee is made up of the Chairs of each of the 10 Regional Coordinating Committees and meets with DM's Committee at least once a year.

Regional Coordinating Committees (RCC's)

- There are 10 RCC's across the province.
- RCC's are located within each of the Rural Secretariat regions, plus an additional committee in the Western Avalon Region.
- Each RCC receives \$70,000 annually.
- The Labrador Committee receives an additional \$20,000 annually to accommodate for travel.



Mandate of RCCs

RCC's are uniquely structured to enable community and government service delivery partners to:

- ❖ create public awareness and action;
- ❖ work in an integrated and co-ordinated manner to advance violence prevention services and activities at the regional level;
- ❖ improve communication between service providers and service recipients;
- ❖ improve information sharing on best practices;
- ❖ improve efficiencies in service delivery;
- ❖ improve community capacity building.

10 Regional Coordinating Committees

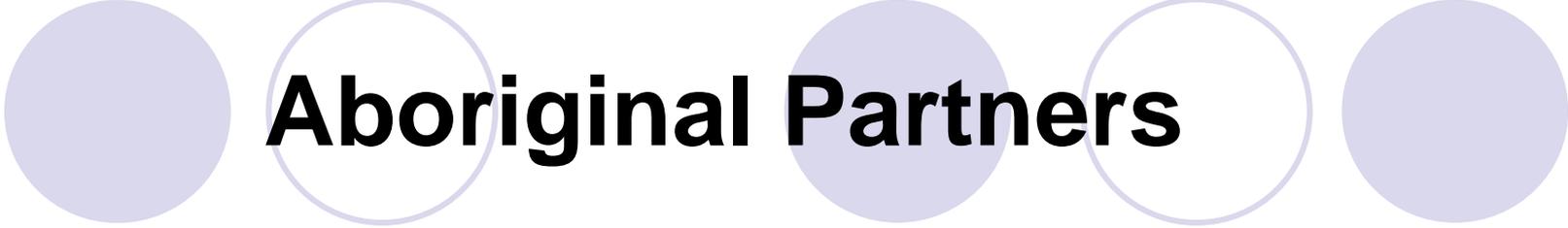
- Violence Prevention Labrador, Forteau
 - ❖ Carmen Hancock, Coordinator, Tel: 931-2600
- Northern Committee Against Violence, St. Anthony
 - ❖ Darlene Rice, Coordinator, Tel: 454-3351
- Western Regional Coalition to End Violence, Corner Brook
 - ❖ Victoria Jones, Coordinator, Tel: 634-6606
- Central West Committee Against Violence Inc., Grand Falls – Windsor
 - ❖ Lorraine Hearn, Coordinator, Tel: 489-8828
- Eastern Region Committee Against Violence, Clarenville
 - ❖ Laurie Smith, Coordinator, Tel: 466-4676

10 Regional Coordinating Committees (cont'd)

- Coalition Against Violence – Eastern Avalon, St. John's
 - ❖ Vyda Ng, Coordinator, Tel: 757-0137
- Southwestern Coalition to End Violence, Bay St. George
 - ❖ Bernice Hancock, Liaison, Tel: 643-5399
- Communities Against Violence, Bay Roberts
 - ❖ Maureen Angel, Coordinator, Tel: 786-7182 Ext. 225
- Roads to End Violence, Gander
 - ❖ Mary-Lynn Brinson, Coordinator, Tel: 651-2250
- Burin Voice Against Violence, Marystown
 - ❖ Paula Mallay, Coordinator, Tel: 279-4030

VPI Provincial Partner Organizations

- The Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre (NLSACPC)
- The Transition House Association of Newfoundland and Labrador (THANL)
- The Provincial Advisory Committee on the Status of Women (PACSW)
- The Seniors' Resource Centre of Newfoundland and Labrador
- The Citizens' Crime Prevention Association of Newfoundland and Labrador



Aboriginal Partners

- Nunatsiavut Government
 - ❖ Department of Health
 - ❖ Status of Women
- Natuashish and Sheshatshiu Councils
 - ❖ Health Services
 - ❖ Family Resource Center
- NunatuKavut
- Labrador Friendship Centre
- Federation of Newfoundland Indians
- Conne River Band
- St. John's Native Friendship Centre
- Newfoundland Aboriginal Women's Network

VPI Community Stakeholders

- Newfoundland and Labrador Sexual Health Centre
- Coalition of Persons with Disabilities
- Association for New Canadians
- Multicultural Women's Organization of Newfoundland and Labrador
- Boys and Girls Club of Newfoundland and Labrador
- Canadian Mental Health Association of Newfoundland and Labrador
- The Canadian Red Cross
- Community Youth Network
- The AIDS Committee of Newfoundland and Labrador
- Human Rights Association of Newfoundland and Labrador
- John Howard Society of Newfoundland and Labrador
- Independent Living Resource Centre
- Newfoundland and Labrador Association for Community Living
- St. John's Native Friendship Centre

VPI Project Working Committees

Some examples of project working committees include:

- Interdepartmental Violence Awareness Training Committee;
- Interdepartmental Research Advisory Committee;
- Education and Training Advisory Committee on the Prevention of Violence Against Older Persons;
- Education and Training Advisory Committee on the Prevention of Violence Against Older Persons in Aboriginal Communities;
- Social Marketing Advisory Committee - a Committee has been established for each social marketing campaign produced;
- Stakeholder Conference Planning Committee;
- Other various Interdepartmental Working Committees.



Ongoing Projects

Strategic Priority:

Increasing Public Awareness and
Attitudinal Change About Violence Against
Vulnerable Populations

What are Violence and Abuse?

- Violence and abuse are best understood as a pattern of behaviour intended to establish power and maintain control over family, household members, intimate partners, colleagues or groups. The roots of all forms of violence and abuse are found in the many types of inequality which continue to exist and grow in our society.
- Violence and abuse may occur only once, involve various tactics of subtle manipulation or occur frequently while escalating over a period of months or years. In any form, violence and abuse profoundly affect individual health and well-being.



Forms of Violence

- **Physical** -- pushing, punching etc. Physical violence occurs when someone uses a part of their body or an object to control your actions.
- **Sexual** -- forced sexual intercourse, denial of a woman's sexuality etc. Sexual violence occurs when someone forces you to take part in sexual activity when you do not want to.
- **Emotional** -- name calling, jealousy etc. Emotional violence occurs when someone says or does something to make you feel stupid or worthless.
- **Psychological** -- threats of violence, constant humiliation etc. Psychological violence occurs when someone uses threats and causes fear in you to gain control.
- **Spiritual** -- preventing you from practicing your religious beliefs; forcing your to raise your children under a different religion, etc. Spiritual violence occurs when someone uses your religious or spiritual beliefs to manipulate, dominate, or control you.

Forms of Violence (Cont'd)

- **Cultural** -- female circumcision, rape-marriage etc. Cultural violence occurs when you are harmed as a result of practices condoned by your culture, religion or tradition.
- **Verbal** -- constant criticism, repeated insults etc. Verbal abuse occurs when someone uses language, whether spoken or written, to cause you harm
- **Financial** -- destruction of personal property, forbidding access to family income and bank accounts etc. Financial abuse occurs when someone controls your financial resources without your consent.
- **Neglect** -- not providing needed medical care, food or shelter, etc. Neglect occurs when someone has the responsibility to provide care or assistance for you but does not

Government's Commitment to Social Marketing to Prevent Violence

A stated action item for the Women's Policy Office in the VPI's Action Plan, *Taking Action Against Violence 2006-2012*, is to "implement an expanded provincial, multi-media public awareness and attitudinal change campaign with multi-sectoral partners, including community, business and industry, municipalities, and the media with a focus on identified populations of the VPI".

What is Social Marketing?

Social marketing is a planned process that utilizes marketing techniques to generate discussion, promote information and influence attitudinal and behavioral change.

Social Marketing Campaign to Prevent Violence Against Women



I will show him how to...

- share
- tie his shoes
- spell his name
- throw a ball

I will show him how to **respect WOMEN**

Women in Newfoundland and Labrador experience physical, sexual, emotional, psychological, spiritual and cultural violence as well as verbal and financial abuse and neglect. You can help stop it.

Show the people in your life how to treat women with fairness, equality and respect.

This campaign is targeted to remind men of their responsibility in nurturing boys and ensuring both men and boys know that violence against women in any form is unacceptable. This is a positive step toward preventing male violence against women by addressing it at a young age. We want this campaign to create discussion, change attitudes and result in action. We want men to realize and embrace the fact that they have a responsibility to help end violence against women.

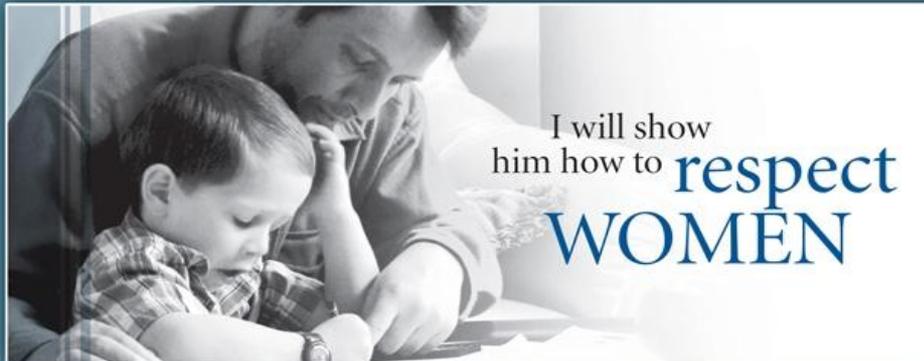
Honourable Kathy Dunderdale
Minister Responsible for the Status of Women

Reach out.
Take action against violence.

Newfoundland
Labrador

For information:
www.respectwomen.ca

Reach out. Take action against violence.



[Home](#) [View Print Ads](#) [View TV Commercial](#) [Contact](#)

Welcome

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You will find information on:

- o Forms of Violence and Abuse
- o Warning Signs of Violence and Abuse
- o Facts on Violence Against Women
- o If You Are a Victim of Violence
- o If you Have Committed Intimate Partner Violence
- o How to Help a Woman Living with Violence
- o How to Help Someone Who is Violent
- o Where to Get Help
- o Government Services for Victims of Violence
- o The Family Violence Protection Act
- o Rural Challenges
- o Tips to Prevent Male Violence Against Women
- o Respecting Women: The Equality Wheel
- o Internet and Email Safety
- o Barriers to Leaving a Violent Relationship
- o Effects of Violence on Women
- o Victim-Blaming and Relationship Violence
- o Information for Victims of Family Violence

Social Marketing Campaign to Prevent Youth Violence



Social Marketing Campaign to Prevent Violence Against Older Persons



**A warm hug
or a forceful
shove...**

**Which would you
choose for her?**

Violence against older persons takes many forms. This includes physical, emotional and sexual violence as well as neglect and financial abuse. Together we can make it stop.

Reach out.
Take action against violence.

**Newfoundland
Labrador**

Call:
Eastern Health (Rural Avalon) **709-786-5245** Eastern Health (St. John's) **709-752-4885**
Eastern Health (Bonavista/Clarenville/Burin Peninsula) **709-466-5707**
Central Health **709-651-6340** Western Health **709-634-5551-ext 226**
Labrador-Grenfell Health **709-454-0372**
Or call your local police.



**Three square
meals or an
empty stomach...**

**Which would you
choose for her?**

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Or call your local police.



Social Marketing Campaign to Report Child Abuse



MICHAEL | ABUSED CHILD

Child abuse is physical harm, emotional harm, sexual harm, living with violence and being left without adequate supervision.
Do you know a child like Michael?

SEE IT. REPORT IT. IT'S THE LAW.

Children are Everyone's Responsibility.
To report child abuse call your local Child, Youth and Family Services Office
or for more information, contact your Local Regional Health Authority:

Western 1-709-637-2686 • Labrador-Grandfall 1-709-696-9170
Central 1-709-333-1210 • Eastern 1-709-752-4238
or contact your local police



SOPHIE | ABUSED CHILD

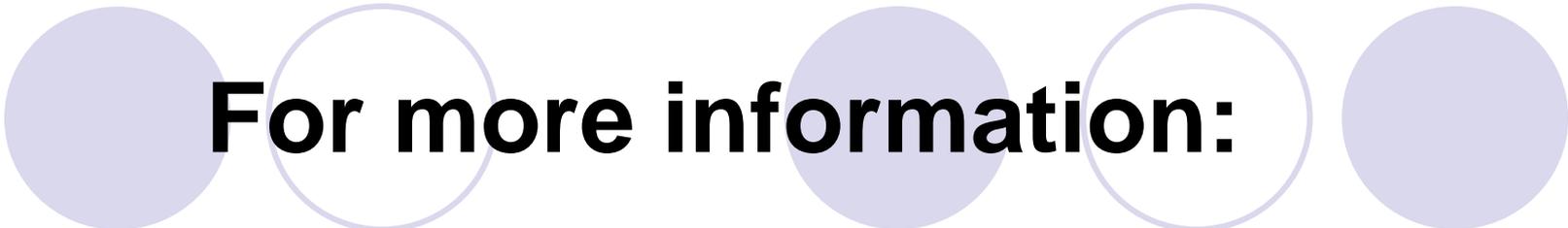
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Do you know a child like Sophie?

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or contact your local police



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For more information:

www.gov.nl.ca/vpi

www.respectwomen.ca

www.outragenl.ca

www.exec.gov.nl.ca/exec/wpo

(709) 729-5009

Thank you for your support!

