



BE MORE THAN A BYSTANDER

**A VIOLENCE AGAINST WOMEN AND GIRLS
PREVENTION PROGRAM**

LESSONS LEARNED AND BEST PRACTICES IDENTIFIED



ENDING  VIOLENCE
Association of BC

MARCH 2014

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This resource is an attempt to bring forward lessons learned and best practices identified through our highly successful program, Be More Than A Bystander; a program conceived of by EVA BC and launched and managed in a partnership between EVA BC and the BC Lions Football Club. We wish to extend our sincere and profound thanks to the entire BC Lions organization - management and players, for sharing our vision and working together with us with such integrity to create what has become a world class violence against women and girls violence prevention program.

We wish to thank Status of Women Canada for their foundational funding support for the Be More Than A Bystander Program overall. This included the development of the school program which helped us reach 29,000 youth in person in BC high schools and universities in the first two years alone. It also included the public awareness component that developed PSAs for television, radio, print and BC Place Stadium, reaching over 80 million views/impressions, the funding support for the Be More Than A Bystander Film, an entire new website platform for EVA BC, eight new Bystander videos, support for a sustainability plan for the program and for the development, printing and distribution of these VAWG best practices. We would also like to acknowledge all the other funders who have helped make the wild success of this program possible; the BC Ministry of Children and Family Development, Encana Corporation, the Department of Justice Canada, the BC Government Employees Union, the BC Federation of Labour, the City of Vancouver, the City of Surrey and the Male Nurses of BC.

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INTRODUCTION

The belief that violence against women and girls (VAWG) can be prevented stems from the premise that VAWG is not inevitable. It is a behavior choice on the part of those who commit these crimes; a choice that is influenced by a complex array of individual and social factors. Prevention challenges us to think critically about what causes VAWG, and about what can be done, by whom, to fix it. How we respond to these and other questions will form the basis of our prevention strategies. This resource was written by the Ending Violence Association of BC (EVA BC) for our membership and for similar programs considering launching VAWG prevention initiatives.

EVA BC works to
coordinate and support
the work of over 200
victim-serving and
other anti-violence
programs in BC

Since our inception, anti violence programs have engaged in violence prevention work alongside the critical intervention services that are provided for survivors of relationship violence, sexual assault and child sexual abuse. Much of the prevention work has been done off the sides of our desks, without the support and benefit of dedicated funding. This resource is intended to support the ongoing work of anti-violence programs and others conducting VAWG prevention campaigns by summarizing what we have learned about prevention through the highly successful campaign we began in partnership with the BC Lions Football Club called, Be More Than A Bystander: Break The Silence on Violence Against Women. It is our intention here to document and share the best practices which have been followed and which emerged from this extremely positive campaign. The evaluation report of this program, "Be More Than A Bystander Campaign Evaluation Report: No Ordinary Win!" has provided us with a solid foundation that we not only did what we set out to do, but moreover, we exceeded our own expectations at every turn. We hope that by sharing the knowledge developed through the case example of the Be More Than a Bystander campaign, we will contribute to the universal body of knowledge related to VAWG prevention programs and lend support to other similar work being done or being considered.

The idea for a set of best practices grew out of the Be More Than A Bystander campaign launched in July of 2011. This groundbreaking partnership between EVA BC and the BC Lions Football Club utilizes the iconic status of BC Lions football players to substantially increase awareness and understanding about the impact of men's violence against women and girls. The campaign, now in its third year has been

enormously successful and it has resulted in EVA BC receiving many inquiries from its member programs, and from other private and public sector organizations in BC, across Canada and beyond, wanting to get involved or to initiate similar campaigns in their communities, provinces, states or countries. It became apparent early on that there is an urgent need for current information about prevention of VAWG and, in particular, a need to understand and be able to replicate ‘what works’.

In order to better understand the achievements of our Bystander program, we began by casting the literature review net wide. We conducted a review of prevention initiatives across Canada and beyond. Our purpose was to identify common themes, innovative approaches, and evidence of what works (and doesn’t). A range of additional sources were consulted including journal articles, government and NGO publications and information emerging from other sectors such as the justice system and public health. We have included links to these articles and publications in the attached Bibliography and we encourage you to review these materials. They range from global perspectives – such as the World Health Organization - to Canadian perspectives contained in the important prevention work of Holly Johnson at the University of Ottawa – to community prevention programs throughout BC. We have reviewed this wide array of materials, compared that work to our Bystander program and synthesized those findings into the best practice recommendations contained here. Thus, the best practices discussed in this manual articulate the key elements of successful VAWG prevention initiatives and are informed by the knowledge gained through managing the Bystander program over the past three years.

As well as gathering the information described above, EVA BC also hosted a provincial VAWG prevention symposium in 2013 called, *Breaking the Silence: A Violence Against Women Prevention and Response Symposium*. The symposium and a discussion forum that we hosted at this event helped validate the emerging trends we were beginning to identify in the work of prevention of VAWG. The symposium was attended by approximately 300 participants, with the more focused ‘emerging trends’ discussion attended by about fifty anti-violence workers from across BC, as well as a handful of participants from Alberta and Ontario. The best practices identified during these discussions were again compared with the Bystander program to assist our analysis of what is working and what could form best practices to be considered by other VAWG prevention programs.

Our understanding of VAWG prevention is gaining momentum quickly. With that understanding has come an array of approaches. To date, evaluation data in the field of VAWG prevention have been sparse. Because VAWG prevention practices are advancing rapidly, and data on their effectiveness are just beginning to trickle in, the best practices described in this manual should be interpreted as a jumping off point, and not as the final word. It is hoped that this resource will serve as an invitation to those not yet engaged in the work to think more deeply about the importance of partnerships, to name one best practice, and will help support those who are already doing this work.

THE NEED FOR PREVENTION

Close to 40% of women worldwide experience some form of sexual or physical violence (WHO, 2013).

Globally, 38% of all murders of women are committed by intimate partners (WHO, 2013).

Gender-based violence takes many forms, including physical abuse, sexual abuse (and sexual assault) of adults and children, emotional abuse, financial abuse, criminal harassment, neglect, abuse committed in the name of so-called “honour,” and forced marriage (Status of Women Canada, 2009).

Health consequences include, but are not limited to, physical injury, mental health issues {including thoughts of death and suicide attempts}, substance use, sexually transmitted infections, and other long term and serious health issues, maternal and neonatal health issues, sexual and reproductive issues, and death (WHO, 2013).

Indigenous women are almost three times as likely as non-Indigenous women to report being the victim of violent crime (Statistics Canada, 2011).

82% of all sexual assault victims under the age of 18 are female (Canadian Centre for Justice Statistics, 2010).

The total cost of violence against women in Canada for health care, criminal justice, social services, and lost wages and productivity has been calculated at \$9.36 Billion per year (McInturff, K. 2013. Gap in the Gender Gap: Violence Against Women in Canada. Canadian Centre for Policy Alternatives: Ottawa; Zhang, T. et al. 2012. An Estimation of the Economic Impact of Spousal Violence in Canada. Justice Canada: Ottawa).

Prevention is a call to action. In order to be effective in our actions, we must know and be able to clearly articulate what we are striving to prevent. We need to establish that VAWG is a serious problem with far reaching consequences. We need to know which aspect(s) of this problem we are focusing on, and why. This is especially true if we are hoping to build support or secure funding for our initiative. Key questions that can help to establish the need for VAWG prevention initiatives include:

- > *How prevalent is VAWG?*
- > *What forms does it take?*
- > *What are the consequences (to survivors, families, communities, workplaces, economies)?*
- > *What strategic opportunities for prevention can be identified or created (at this time, in this place, with this budget)?*

The data we draw on to answer these questions could be local, provincial, national, or global, depending on the scope of the prevention initiative. If the prevention initiative targets a specific segment of the population, it will be important to find out as much as possible about how VAWG impacts that particular demographic. Some information sources that may be helpful include:

Status of Women Canada

<http://www.statcan.gc.ca/pub/85-002-x/2013001/article/11766/11766-1-eng.htm#a1>

The Canadian Women's Foundation

<http://www.canadianwomen.org/facts-about-violence>

The World Health Organization

<http://www.who.int/reproductivehealth/publications/violence/9789241564625/en/>

EVA BC www.endingviolence.org/prevention-programs/public-education-resources/

Local anti-violence programs, police detachments, health care providers, and immigrant serving organizations.

Thanks to decades of intervention and activism by feminist anti-violence workers, activists, educators, lawyers and others, most Canadians are aware of violence against women and girls, and the harm it causes. Despite this increased awareness, prevalence rates have changed very little over time:

When considering self-reported violent victimization, which includes both violent incidents reported to and not reported to police, there has been no change in the prevalence of violence against women over the past five years and within the previous decade. According to victimization data from the General Social Survey conducted in 1999, 2004 and 2009 by Statistics Canada, the rate of violent victimization against women aged 15 years and over has remained relatively stable between 1999 and 2009 (Statistics Canada, General Social Survey, 1999, 2004, and 2009).

According to Statistics Canada (2013):

Violence against women continues to be a serious problem in Canada. While significant efforts have been made in recent decades, much work remains to be done to prevent and respond to the violence that persists in both the public and private spheres of women's lives.

The need for VAWG prevention initiatives, which was first pointed out by feminists in the 1970s, has now been identified as a priority by the United Nations, the World Health Organization, and all levels of government in Canada and in many other countries across the globe. Despite this widespread recognition that prevention efforts are necessary, funding for these efforts remains surprisingly scarce. In most cases, funding is project based, and may come from a variety of sources. It is for this reason that successful prevention efforts must begin with a clear articulation of the problem, a profound understanding of the dynamics of gender inequality and have a well grounded plan and should ideally be conducted in partnership.

TYPES OF PREVENTION

Causal Theories

Approaches to violence prevention vary considerably. One reason for this variation is that VAWG is complex and prevention requires us to think critically about underlying causes. Although there are no agreed upon theories of causation, there are a number of overlapping perspectives. Some of the most influential theories include:

Biology

This theory suggests that violent behavior is biological and can be explained by genetics or biochemical changes in the brain. VAWG that is associated with poor impulse control or drug and alcohol consumption could be explained by this theory.

Psychopathology

According to this theory, male violence is rooted in individual psychopathology or dysfunctional personality structures, which are more likely than biological factors to be learned or shaped by early childhood experiences. Research in this area has shown that male batterers who experienced or witnessed abuse as children have difficulty with trust and regulating emotions. This, in turn, impacts their intimate relationships. Other research in this area shows that there is a higher incidence of mental health issues and criminal behavior among batterers. Research that has tried to isolate the characteristics and behavior of female victims would also be included in this category.

Family Systems

This theory suggests that VAWG is rooted in couple and familial interactions and that it cannot be addressed without addressing the dynamics of the family system as a whole.

Social Learning

Social learning theory suggests that VAWG is learned through violent role modeling in the family or in broader culture. This perspective focuses on ways in which children learn aggression as a means of resolving conflicts. Research in this area has shown that male batterers are much more likely to have violent fathers than non-batterers. Other research has demonstrated that exposure to violent television and media images increases children's aggression.

Social Structure

The social structure theory of causation is commonly referred to as a feminist analysis of VAWG. According to this perspective, VAWG is the result of underlying power imbalances that can only be understood by examining society as a whole. This view is represented in the UN [Declaration on the Elimination of Violence Against Women](#) which states that "*violence against women is a manifestation of historically unequal power relations between men and women*" and that "*violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men.*"

These diverse theories of causation account for some of the differences we see between violence prevention strategies.

Other Approaches

Another very influential model that originated in the field of public health divides violence prevention into 3 categories: primary, secondary, and tertiary. Primary strategies aim to get in front of the problem and prevent VAWG from occurring. They typically address the population as a whole. Secondary prevention strategies target groups that are deemed to be at higher risk and attempt to avert or mitigate the impact of victimization. Prevention strategies that target young women have traditionally fallen into this group. Tertiary prevention focuses on the provision of supportive intervention services to those who have already been victimized. The vast majority of funding to anti-violence programs is designated for intervention (tertiary prevention).

Trends and Opportunities

The most promising directions in VAWG prevention are those that break down traditional barriers. For example, despite their differences, prevention strategies that are grounded in causal theories tend to agree on a few key points including: that not enough has been done to prevent VAWG, that VAWG is a complex problem that is influenced by multiple variables, that childhood experiences play a role in adulthood, and that prevention efforts are unlikely to be successful as long as VAWG is condoned in society. These points of agreement lead to more comprehensive prevention strategies that have more in common. This, in turn, enhances opportunities for collaboration.

The same can be said for breaking down the barriers that separate prevention (primary and secondary prevention) from intervention (tertiary prevention). The problem with these artificial barriers is that they downplay the overlap and fluidity between categories:

I think many of us have likely had the experience of going into the schools or talking to community groups about violence against women. And one constant truth about doing this work is the importance of understanding and respecting the statistics surrounding violence.

With each and every group we talk to, with each public notice about violence, with every conversation we have with people on this topic, we have to know there will be people in that group who have experienced violence and are affected by our message; and some may need help right now; it is therefore imperative that there is a link between prevention work and intervention programs (Tracy Porteous, Keynote on the Interdependency Between Prevention and Intervention, 2004).

The link between prevention and intervention referred to in this keynote address is vital to keep in mind, in view of current trends and opportunities. One of the trends that we heard about at the EVA BC prevention symposium discussion forum and see in the Be More Than A Bystander campaign, is for the importance of men being more involved in the work. Youth are also becoming increasingly involved. These are exciting developments that bring with them some very unique opportunities and also challenges. It is hoped that the best practices discussed in the following section will support anti-violence workers and those who work in partnership with them to develop successful VAWG prevention campaigns.

CASE STUDY OF BEST PRACTICES IN ACTION

Be More Than A Bystander

Overview

The “Be More Than a Bystander” program is a groundbreaking initiative developed by EVA BC and the BC Lions that works to substantially increase understanding of the impact of men’s violence against women. The program breaks the silence surrounding violence against women and girls by providing tools, language and practical ideas about how to be more than a bystander, how to speak up and how to communicate that violence and abuse is not acceptable. Founding partners are Status of Women Canada, the BC Ministry of Children and Family Development and Encana Corporation. Since that time many other supporters have come board including the Department of Justice Canada, the BC Government Employees Union, the BC Federation of Labour, the City of Vancouver, the City of Surrey, the Male Nurses of BC and others.

The program’s foundation is guided by the expertise within EVA BC and an advisory group of women who are experts in the area of violence against women, features sports icons from the BC Lions Football Club using their status and public profile to educate about violence against women in BC and urges everyone to “Break the Silence on Violence Against Women”.

In addition to the broad public awareness program, BC Lions players are also going into schools throughout BC to talk to students in high schools about how their individual choices and actions can be part of creating positive social change. The curriculum for the school program was produced in association with Jackson Katz, renowned educator and gender activist, who worked with EVA BC to tailor the program for this initiative. These materials have also been used to train coaches of



amateur football teams in BC on how to talk to youth about violence, respectful relationships and speaking up. In addition, a legacy film was developed and distributed to anti-violence programs and schools throughout BC, as well as made available to the general public in Western Canada through Shaw Video on Demand and on TELUS Optik TV in British Columbia. In November 2013, EVA BC held a provincial event bringing together the anti-violence sector from across BC and many others, to both explore and highlight effective approaches to prevention work and gain knowledge about what it takes to create successful prevention initiatives. The event was called, Breaking the Silence: A Violence Against Women Prevention & Response Symposium was held in Vancouver.

The Four Main Components Of The Project Were

- 1** Each year in the off season a series of 20 school-based interactive educational workshops about gender-based violence are facilitated by BC Lions players and attended by local anti-violence experts. The program promotes the importance of respectful relationships and what youth, boys in particular, can do to help. The program is targeted to youth in grades 10 to 12. As the vast majority of males don't use violence against women, the program has a focus on 'bystander' education, that is, helping youth know what to say and do when other people they know or don't know are abusing or disrespecting women or girls.
- 2** Training has been presented to adult football coaches by BC Lions players at an amateur football coaches' clinic aimed at helping coaches of amateur football teams in BC learn how to talk to kids about violence against women and respectful relationships.
- 3** Each year during the football season, a series Public Service Announcements (PSAs) featuring BC Lions players are broadcast on television, radio and on the stadium jumbo screen, (called the DiamondVision), during home games and are made available to television and radio. In 2012-2013, as a result of EVA BC winning the BC Association of Broadcasters Humanitarian Award, worth over \$2 Million of private television and radio broadcast space, our PSAs were seen in the public domain thousands of times. The PSAs deliver the positive message that it is 'cool' to respect women and girls and that it is important to speak up if others do not show such respect. The PSAs can also be viewed by visiting the EVA BC or BC Lions websites at www.endingviolence.org or www.bclions.com. The key message of this aspect of the program is that violence against women is preventable and that everyone has a role to play in interrupting abuse and violence.

- 4 A film and viewer's guide called *Be More Than A Bystander*, directed at youth, with positive messaging that it is 'cool' to respect women, how attitudes and behaviours are an essential piece of the action to prevent violence against women and girls and the importance of bystanders speaking up has also been developed and can currently be seen in Western Canada through Shaw Video on Demand and on TELUS Optik TV in British Columbia.

Sharing Our Incredible Success

Since its launch in July 2011, the “Be More Than a Bystander” campaign has continued to gain incredible momentum and profoundly broaden its reach. After just the first two years, the campaign’s reach was conservatively estimated to be in excess of 80 million views or impressions, we have won several awards, been highlighted in a global session at the United Nations in New York, and been directly responsible for a number of spin-off campaigns across Canada. In light of the enormous positive response the campaign has received, it is clear that the idea of anti-violence feminists working to engage men and boys as allies to prevent violence against women and girls is an approach whose time has come.



Be More Than a Bystander Field Signs at BC Place Stadium

Highlights of Activities And Accomplishments

Timeline	Highlights
July 2011	Project launches with media conference at BC Lions training facility in Surrey. Government officials, BC Lions representatives and anti-violence sector representatives were all on hand, including Advisory Group members Mavis Erikson, Ninu Kang and Kristi White. Video highlights of the launch can be viewed at can be viewed on YouTube at: http://www.youtube.com/watch?v=adb98h5oDEA&feature=youtu.be .
July 2011	EVA BC website address is widely promoted on publicity materials such as PSAs and visits to www.endingviolence.org jump from an average of 9,000 visits per month to 30,000 visits per month. Higher rates of visits continue to this day.
July 2011	Calls to EVA BC increased substantially from people who are dealing with violence and need help, as well as from people who want to offer help to EVA BC or be associated with the campaign in some way. EVA BC struggles to keep up with these calls and offers. After each game, and with each public profile and media event, calls spike.
October 2011	Media conference held to announce new campaign partners: Encana; City of Vancouver; City of Surrey; and Global Television as media partner.
October 2011	Posters go up in transit shelters in City of Vancouver for 6 weeks and City of Surrey for four weeks. Digital signage appears on high traffic routes on bridges in/out of Surrey for 15 weeks.
January 2012	Jackson Katz and Daryl Fort of Mentors in Violence Prevention program and EVA BC staff deliver 3 full days of gender violence training to the BC Lions, members of the UBC Thunderbirds football team and Olympic wrestler Arjan Singh Bhullar.
January 2012	RedFM launches 2-month rotation airing Punjabi BMTB radio PSAs featuring Olympic wrestler Arjan Singh Bhullar.
February 2012	BC Lions begin first year of visits to 17 BC schools and deliver in-person presentations to almost 6,500 students.
May 2012	EVA BC receives the Humanitarian Award 2012 from the BC Association of Broadcasters (BCAB). Award comes with \$ 1 Million dollars worth of ad space on all BC private radio and TV stations.



EVA BC staff pose with poster in downtown Vancouver transit shelter

- May 2012** 20 coaches of amateur football teams throughout BC receive BMTB training by Darryl Fort and the BC Lions at a provincial Coaches' Clinic.
- June 2012** Media conference to launch the 2nd year of BMTB is held at BC Place Stadium.
- June 2012** EVA BC ED, Tracy Porteous receives the Scotiabank Game Changer Award at the Lions' Pre-Season Home Game in recognition of her many years of work in the anti-violence sector and the success of the BMTB campaign.
- September 2012** BMTB is presented to 8,000 first year UBC students at their annual orientation pep rally. A video was created by the Lions and EVA BC for this occasion and the Lions spoke live.
- November 2012** Ministry of Justice awards EVA BC a Crime Prevention & Community Safety Award for creating the Be More Than a Bystander Program.
- January 2013** BC Lions begin the 2nd year of presentations in BC schools, presenting to another 13,000 students in 21 schools.

- March 2013** As 1 of 3 official members of the Canadian delegation, Tracy Porteous delivers a presentation at the 57th Session of the United Nations Commission on the Status of Women in New York, highlighting the work of BMTB. The session is also webcast both live and is now archived on the United Nations website at:
<http://webtv.un.org/watch/engaging-men-and-boys-in-preventing-violence-against-women-and-girls/2205600586001/>
- March 2013** BC Lions present to 1,600 Aboriginal youth at the 'Gathering Our Voices' conference held in Penticton in March 2013.
- March 2013** Number of youth reached in person for the first 2 years now totals over 29,000.
- April 2013** Media conference is held at BC Place Stadium to announce \$160,000 in continued funding from MCFD for the youth education component. To view a short video of the media conference:
https://www.youtube.com/watch?v=OrTeFOMHSEA&feature=youtu.be_gdata_player
- May 2013** Encana Corp signs on to provide continued support and funding to the BMTB Program. City of Surrey agreed to support the program with a small grant and bus shelter and digital signage again for two more years. City of Vancouver signs on to support the program with a small grant and bus shelter signage for two more years.
- June 2013** Federal Department of Justice provides a two-year grant to support the program for two more years.
- July 2013** EVA BC negotiates with OMNI TV to develop a PSA in Punjabi featuring Olympic wrestler Arjan Bhullar and to sub-title existing PSAs in Cantonese and Mandarin and run them, free of charge on their station.
- July 2013** Significant publicity exposure related to all BC Lions home games continued in the 2014 season with in-stadium PSAs, field signs and LED ribbon signage, 3 full page ads in Game Day Magazines, and radio and television coverage of games.
- July 2013** Anti-Violence Programs and BMTB Supporters at BC Lions Home Games: As in previous seasons, the BC Lions provided EVA BC with 50 tickets for each home game of the season, which equaled 500 tickets in total. Representatives from the anti-violence sector, as well as partners and supporters of the Be More Than a Bystander initiative sponsored and/or attended the games.

October 2013

EVA BC co-hosted a suite at a Lions' game with Encana Corporation. During this networking opportunity, we outlined EVA BC's employer training initiative to a number of the government and business leaders and found huge interest.

October 2013

Thanks to support from the City of Surrey, posters were once again installed in transit shelters in Surrey, as well as on digital super boards on main traffic routes, and will be again in Fall 2014.

November 2013

EVA BC & BC Lions recruited support for Be More Than a Bystander from the BC Federation of Labour. This resulted in 2 years of significant funding support for the program, (now heading to BC universities) and for the in-stadium advertising. This funding will also sponsor 5 Be More Than a Bystander presentations at universities and colleges in BC in 2014.



BC Lion J.R. LaRose presents Be More Than a Bystander to high school students

November 2013

Breaking the Silence: A Violence Against Women Prevention & Response Symposium, was held on November 28 & 29 2013 at the Sheraton Vancouver Airport Hotel in Richmond. This event brought together 300 participants comprised of diverse frontline responders of sexual violence, domestic violence and child abuse from across BC, namely, victim services workers, stopping the violence and multicultural outreach workers, stopping the violence counsellors, Aboriginal women, police and other responders to violence against women, as well as academics.

A primary focus of the symposium was on best practices and principles in educating the public and creating VAWG awareness. It brought together experts with experience in broad public education initiatives related to preventing violence against women and girls. Keynote speakers included Dr. Jackson Katz, the BC Lions and the Winnipeg Blue Bombers talking about the Be More Than a Bystander initiative and Manitoba's Break the Silence campaign.

November 2013

Be More Than a Bystander film launched at the EVA BC prevention symposium on November 28, 2013 in Richmond, BC with representatives from the BC Lions, the Winnipeg Blue Bombers and Dr. Jackson Katz delivering presentations in conjunction with the film launch to symposium participants. The *Be More Than a Bystander* film presents a fresh look at gender violence that engages men and boys as allies and encourages them to be more than bystanders. This film integrates both a call to action for male viewers of the film and invites all viewers to support the Be More Than a Bystander initiative with a 'text to donate' pitch at the end of the film.

November 2013

A Discussion Forum was held on November 28, 2013 with approximately 50 participants comprised of representatives from EVA BC member programs and other prevention experts to discuss elements of best practices and engaging men as allies in the work of preventing violence against women and girls.

December 2013

Supporting Anti-Violence Programs: EVA BC's Executive Director, Tracy Porteous and Be More Than a Bystander spokesperson, Angus Reid of the BC Lions travelled to Trail, BC to speak at a gala evening hosted by Trail FAIR Society. In attendance were all ICAT (Interagency Case Assessment Teams) and VAWIR (Violence Against Women in Relationships) Committee members from Trail, Castlegar and Nelson who attended this event as a celebration of their work.

January 2014

EVA BC worked collaboratively with the BC Lions to facilitate the 3rd year of school visits around the province.

January 2014

Be More Than a Bystander film became available on Shaw cable to its customers all across western Canada through Shaw Video on Demand (VOD) and to TELUS Optik TV customers in British Columbia. In addition, Shaw created a PSA to drive traffic from a number of prime time channels to the video available on VOD.

- January 2014** Thanks to EVA BC's heightened profile as a result of the Be More Than a Bystander campaign, EVA BC was contacted by Raising the Roof and asked to be 1 of 8 agencies in Canada they invited to partner with them to create safety and wellness for Canadian families. EVA BC is seen as a valuable partner in this because of its work on social policy and other concrete initiatives that create safety for women and children.
- February 2014** Women's Advisory Group met, along with EVA BC staff and BC Lions representatives, to review and celebrate successes of the campaign and share ideas for future development of the program.
- February 2014** 3 new PSAs featuring J.R. LaRose, Dean Valli and Travis Lulay were developed.
- March 2014** The Ending Violence Association of BC has been selected as a finalist in the 3rd Annual Avon Communications Awards: Speaking Out About Violence Against Women for its Be More Than a Bystander public service announcements in the category 'Global Award for Excellence in Communication'.
- March 2014** 8 new videos with a focus on how bystanders can safely intervene were developed. Scenarios feature at a bus stop, in a bar, in a car, in a men's locker room and at a house party and more.
- March 2014** 1000 DVD copies of *Be More Than a Bystander* film were produced: 300 copies were mailed to anti-violence programs throughout BC; and 500 copies were sent to BC high schools.
- March 2014** 500 print copies of a best practices resource manual, *Be More Than a Bystander: A Violence Against Women and Girls Prevention Program. Lessons Learned and Best Practices Identified*, was developed and distributed in print edition to anti-violence programs across the province.
- March 2014** The upgraded and redesigned EVA BC website launched March 17, 2014. A dynamic new presentation style along with reorganization of many materials and a new customized functionality allowing users to search research and publications resources by 4 different methods offers site visitors a significantly improved and efficient experience. A whole new Be More Than a Bystander section features the program and all its videos and PSAs were uploaded to a new EVA BC YouTube channel for ease of access to a wider audience.

March 2014

Posters are once again slated to be in transit shelters in Vancouver. Posters will be in 10 different locations around the city from April 7 - May 18, 2014. The month of April was chosen to coincide with National Victims of Crime Awareness Week, BC Victims of Crime Awareness Week and Prevention of Violence Against Women Week. Plans are also in the works to run the posters in Vancouver transit shelters again in December 2014.

March 2014

A proposal has been developed in conjunction with the Vancouver Police Department to develop Be More Than a Bystander ads in Punjabi featuring South Asian sports figures.

March 2014

EVA BC continues to consult and support the development of similar campaigns in the CFL and beyond with other sports being contemplated.

Please see our website for more recent and ongoing successes and spin offs.

VIOLENCE AGAINST WOMEN AND GIRLS PREVENTION BEST PRACTICES

Program Structure and Development

1 Women's Anti-Violence Programs Play a Lead Role in the Development and Implementation of VAWG Prevention Initiatives

Anti-violence programs are faced with the reality of VAWG on a daily basis. Workers listen, assess, analyze, respond, take action and generate solutions to individual and systemic issues. The assistance that they are able to provide stems from their in depth understanding of risk factors and safety planning, underlying causes of violence, colonization and the many other forms of oppression, victimization trends, post traumatic stress, healing, policy and legislation pertaining to every system victims come into contact with, cross sector coordination, community resources and many more areas. These programs are part of larger networks of services that work together to provide a coordinated community response to VAWG. In addition to providing a broad range of intervention services (tertiary prevention) they have, since their inception, done primary and secondary prevention work in the community when time permits. This grassroots experience, expertise and analysis of VAWG provides a very strong foundation upon which to build prevention efforts.

Anti-violence organizations are the experts and leaders in this field. Given their deep analysis, professional experience, and knowledge about what to do should violence be disclosed, they should play a leadership role in developing and implementing prevention initiatives. Their leadership capabilities and wisdom regarding VAWG are essential elements to successful prevention programs.

2 VAWG Prevention Programs Honour the Link Between Prevention and Intervention

As mentioned earlier in this resource, prevention of VAWG started with the women's movement in the 1970's. Early domestic and sexual violence advocates and activists practiced primary prevention by bringing this issue to the attention of the public. A major outcome of this early activism and public education was the development of the intervention programs across Canada we know today.

The VAWG prevalence rates cited in this resource tell us that a significant percentage of the population of women and girls experience some form of violence and abuse. For this reason, prevention and intervention must go hand in hand.

With each and every group we talk to, we must be conscious that there will be people in that group who have either experienced violence, had someone close to them who has been victimized, or there may be some who have perpetrated violence. Many if not all of these individuals may be deeply affected by your message and it is therefore imperative that there is a link between prevention work and intervention programs. They cannot be separated, these two areas of work are inter-dependent. Those conducting prevention must know how to respond to disclosures of violence and abuse, must know what is to be done, i.e. policy and legislative requirements and options and who to refer to.

Any lens or program that separates intervention from prevention may not do justice to the many and varied ways intervention programs are actually working to prevent violence. One of the main and long standing definitions of “primary prevention” is that it “works to change the attitudes, values, behaviors and social conditions which allow violence to occur in the first place”. Racism, privilege, dominance, poverty, discrimination based on ability, limited social resources and housing, the silence surrounding violence, especially sexual violence, victim blaming, disbelieving women - these are many of the “social conditions” that allow violence to occur. Most anti-violence programs are working on these issues every day and all violence prevention programs must also work on these social conditions.

Here are a few ways that anti-violence intervention programs are doing violence prevention in their everyday work:

- > Developing outreach strategies with and as First Nations women to assist with breaking isolation around violence and creating safe places, where First Nations women can get support.
- > Working with and as Immigrant women to ensure there are interpretation services in place so that when women, whose first language isn't English, need to access support, that it can be provided in their first language.
- > Training staff and others in the response community on issues related to racism, homophobia, transgender issues and issues surrounding women in the sex trade.
- > Working to ensure women and children have safety plans, working to assist women to know what to do if they are being victimized, know where they can go to get help, making referrals to community based victim assistance programs, to social housing, transition houses, legal aid, etc. All of these efforts work to end violence because they provide options for women. This work save lives and works to break the inter-generational cycle of violence as well.

Communities who are working with the police to create a justice response that is respectful and compassionate and proactively arrests offenders in this area, is an effort that is prevention focused. This is important because we know that

one of the social conditions and attitudes that allows violence to occur in the first place is the silence or lack of action that surrounds these crimes.

Communities are also changing the social conditions and attitudes that allow violence to occur by engaging in cross sectoral coordination, making sure that all of the response systems are focused on the social determinants of safety and working together to create strong communities that don't condone violence against any of its members.

Any lens that separates intervention from prevention does not do justice to the significant ways intervention programs work to prevent violence.

In the Be More Than a Bystander program, anti-violence workers are present with the BC Lions at the school presentations. The advocate's presence is critical to the success of the message and the BC Lions players value their contribution as the players recognize that they do not have the expertise to respond to the complex questions and disclosures that can sometimes result. The presence of the anti-violence workers in each presentation are a testimony to the integrity of the program. We know there will be people in each group affected by what is being said and therefore we ensure we have people there to either talk to those affected people, on site or by way of 'meeting' the anti-violence worker – this breaks down stigma and fear about coming forward and calling the worker at a later date.

3 VAWG Prevention Efforts are Sustained Over Time

Successful VAWG prevention efforts are funded over an extended timeframe and involve a network of partners. Like the anti-smoking and anti-drinking and driving prevention efforts, this is multi-year work that needs multi-year support. Thought needs to be given to how projects can be sustained over time by developing a comprehensive strategic plan which has clear goals, methods and defined funding sources.

Currently, if funded at all, prevention initiatives most often see project-based funding that is for a limited duration or have no funding at all. Anti-violence workers are often in the position of providing important community prevention presentations as part of an add-on or unfunded aspects to their programs. Prevention, if effective, prevents harm and saves social costs. As noted previously in this resource, the cost of violence against women in Canada for health care, criminal justice, social services, and lost wages and productivity has been calculated at \$9.36 Billion per year. Saving lives and contributing to a productive and healthy work force through prevention will benefit the entire economy and society.

Successful initiatives ideally work with adequate resources, creating projects that are realistic and measurable. The Be More Than a Bystander Initiative was

designed as a multi-year campaign that has been sustained and expanded. The Program relied on a combination of funding sources: Federal, Provincial, Corporate, Unions, and Municipalities. Founding partners are Status of Women Canada, the BC Ministry of Children and Family Development and Encana Corporation. Since that time many other supporters have come on board including the Department of Justice Canada, the BC Government Employees Union, the BC Federation of Labour, the City of Vancouver, the City of Surrey, the Male Nurses of BC and others. The campaign received in-kind contributions from the schools and Universities where presentations occurred and has garnered recognition and monetary support through community awards.

Prevention partnerships can be contagious in a positive way in terms of building trust with new colleagues and transforming your community.

4 VAWG Prevention Efforts Don't Compete with Intervention Funding

VAWG prevention efforts require dedicated funding that does not take funding away from existing intervention services. Concerns have been raised that independent VAWG prevention initiatives that are not carried out in partnership with women's anti-violence programs are increasing the demand for services within these programs, while simultaneously competing for the same pots of funding that these programs have traditionally relied upon. Not only is this not sustainable, it threatens the hard won progress that has been made in relation to VAWG.

A comprehensive plan for both prevention and intervention services recognizes the critical importance of both approaches to violence and does not focus on one approach at the expense of the other. These two approaches should complement each other. When building partnerships in the community, capitalize on the anti-violence program expertise that you offer in both realms – prevention and intervention.

The integrity of a successful prevention program should be built on the demonstrated expertise of the anti-violence programs and the demonstrated track record of providing intervention services. The community partners should view anti-violence programs as integral partners who have the expertise to deliver a clear and successful message while also offering critical intervention services.

The anti-violence programs need to be adequately compensated for their expertise and fair compensation assures the stability of the work force and the sustainability of the work.

Analysis

5 VAWG Prevention Initiatives Encompass A Gender-Based Analysis

VAWG prevention initiatives must be grounded in women and girl's experiences. There is a tendency in prevention initiatives to focus on all violence as opposed to a gender-based analysis of violence. The danger of a gender neutrality policy is that it misses the underlying dynamics that are often causing the violence in this first place and thus if a gender-neutral framework is used in prevention it misdiagnoses the problem and may not reach the root causes.

In order to effectively prevent a social problem you must clearly name and understand the problem. Gender inequality is most often the basis of violence against women and girls. Without recognizing that women and girls are the primary victims of domestic and sexual violence, the prevention message becomes incomplete and faulty.

A gender-based analysis encompasses these realities:

- > Canadian women fear crime to a greater degree than men
- > Canadian men are responsible for the majority of violence committed against women (83%)
- > Canadian women were 11 times more likely than a man to be sexually victimized and 3 times more likely to be stalked (Statistics Canada 2013, Measuring Violence Against Women: Statistical Trends – Key Findings)

A recent example of a gender-neutral approach to a social phenomena are the many various approaches to address on-line or cyber-bullying. As noted by our colleagues at the West Coast Leaf Women's Legal Education and Action Fund Cyber Misogyny Project, which is designed for women and girls to have access to appropriate legal tools to uphold their rights and respond to online hate speech when it happens:

“At present, there is limited public dialogue surrounding the fact that online 'bullying' does not operate independently from sexism, racism, and other forms of discrimination. While hate speech and violence against women and girls are not new phenomena, the increasing use of web-based platforms to perpetuate such hate means that perpetrators can remain anonymous while widening their audience and impact.”

Without addressing power imbalances in society, prevention and intervention methods will not be effective. A gender-based perspective is critical to addressing VAWG and addressing the root causes.

6 VAWG Prevention Initiatives Reflect the Cultural Diversity and History of Communities They Serve

Prevention initiatives should be respectful and relevant to the communities they are trying to reach. They should reflect race, ethnicity, faith, ability, gender, sexuality, geography; all forms of diversity, and take into consideration the societal context and history of the local community, province and nation where the program is taking place. Within this analysis, any campaign must recognize the impact of racism, colonialism, homophobia, misogyny and discrimination. Oppressive systems often support gender-based violence and it is important to again name that history to effectively address the root causes. More vulnerable and marginalized populations are effected more frequently by violence, and women and girls are particularly stigmatized by violence.

For example, in 2009 the rate of self-reported violent victimization against Aboriginal women in Canada was 2.5 times higher than the rate for non-Aboriginal women (Statistics Canada 2009). Clearly, your prevention message must take this reality into account.

Root causes are part of the analysis and they must be addressed in the content of your message and the spokespersons. If we work to change the social conditions, such as racism, sexism, colonialism, homophobia, trans phobia, etc. that allow or perpetuate violence, then we are doing the effective work of prevention.

In the Be More Than A Bystander Campaign, the spokespersons for BC Lions reflected the rich diversity of the BC community and their involvement helps both the integrity of the program and its reach to the richly diverse communities that make up our province. The BC Lions for example presented to 1,600 Aboriginal youth at the 'Gathering Our Voices' hosted by the BC Association of Friendship Centres held in Penticton in March 2013. The First Nations BC Lion player, JR Larose, addressed the Aboriginal youth about the importance of being more than bystanders in their lives. As a spin-off, an Olympic wrestler, Arjan Bhullar and a Punjabi radio station, RedFM, collaborated with us to create and broadcast radio PSAs in Punjabi. In 2013, OMNI TV in collaboration with our Bystander campaign featured Arjan Bhullar on screen in Punjabi in TV PSAs. Omni has also produced sub-titled PSAs using our mainstream PSAs with BC Lions players, in Cantonese and Mandarin, to reach even broader communities. The Bystander film we produced as part of the program also has a diverse array of people and perspectives including BC Lions players, anti-violence experts and youth; again, all as diverse as the province we live in.

Content

7 VAWG Prevention Initiatives Promote Protective Factors, Such As Positive Behaviours and Relationships

VAWG prevention initiatives should address difficult topics but handle them in a positive manner. By identifying the specific risks and then promoting the protective factors, an effective campaign provides solutions that result in healthy relationships, positive sexuality and bystander empowerment. By focusing on a positive message you can motivate the public to engage and interrupt the negative behaviours.

For example, the Be More Than A Bystander campaign has focused on the reality that the vast majority of men do not commit violence against women, but a great many men are bystanders. That is, they know of violence going on around them. Especially given the prevalent rates of violence against women and girls.

Rather than deny the reality and scope of the ongoing crisis of male-initiated violence against women, the British Columbian men who “speak up” at the school presentations and in companion film and videos make no mistake about the devastating, multi-pronged consequences of such violence on the lives of women, girls and children.

The focus of our bystander intervention program is to provide the majority of men who are uncomfortable with the behaviors of men around them, with the encouragement, confidence and skills to confront these men and their behaviors. Bystander interventions move beyond ‘empathy to the individual’ to making broader social change by encouraging men to become responsible for changing the larger environment of how men relate to each other and they relate to and treat women. This can change the peer culture that fosters and tolerates men's violence.

By providing the audience with practical and positive ways to respond to abuse and violence, the football players become game changers and they in turn invite others to ‘join their team’. We believe that social change can happen when the vast majority of men who do not use violence speak up to the minority who are using violence.

8 VAWG Prevention Programs Are Not Overly Complicated

Successful VAWG prevention programs know what they are striving to prevent and they use simple messages to convey the problem and the practical solutions. The approach makes sense and the solutions are aligned with the identified problems. The prevention campaign’s strategic plan identifies a clear vision and objectives and this clarity is carried out in brief, repetitive, positive and action oriented messages. It is important not to overcomplicate the message, which

should be succinct, powerful, clear and avoid information overload. Keep your prevention work simple and upbeat and always consider your community and audience.

The content of prevention messages, materials and curricula should be developed in consultation with an expert advisory group and then tested with focus groups from the community you are trying to reach. By conducting multiple dry runs you will be able to hone your message and approach to make it clear and engaging.

In the Be More Than A Bystander Campaign, when EVA BC and the Women's Advisory Group were designing our message and the school curriculum, our initial efforts over-analyzed and over-complicated the program's message and the scope. At the suggestion of Jackson Katz and Daryl Fort of Mentors in Violence Prevention, we made our message and entire program simpler. The message needs to be conveyed clearly by your spokespersons and be understandable to your audience, so with that in mind, we backed away from trying to provide a dense and deep feminist analysis of violence. Still holding true to our knowledge, we worked with the Lions to simplify our messages for both those conveying it and for those consuming it. This simple compelling message uses these themes:

- > Violence against women and girls is not OK and not cool
- > There are simple ways to interrupt the abusive behavior
- > Men need to speak up
- > Men need to encourage other men to act and speak up

The new more simplified messages drew on the collaborative professional expertise of EVA BC and the Women's Advisory Group and working with the Lions, resulted in a positive action oriented prevention campaign.

Scope

9 VAWG Prevention Efforts Incorporate Sexual and Domestic Violence

Violence against women and girls involves sexual, domestic and other forms of violence. When designing an effective prevention campaign, the different types of violence must be named and acknowledged. A singular focus on domestic violence often runs to the detriment of women and girls who have experienced sexual violence.

Sexual violence in Canada remains the most underreported violent crime and by acknowledging and naming it, this de-stigmatizes sexual violence victims.

An effective prevention program addresses all forms of gender-based violence. Promoting public awareness and an understanding of the range of violence focuses on holding all offenders accountable, not just some, de-stigmatizes

the victims' shame and becomes a teaching opportunity for all those who hear your message.

There is a demonstrated overlap between domestic and sexual violence. Over 75% of the women who were killed by their spouse as a result of domestic violence, were also sexually assaulted by their abuser. (Richards, L. 2003. MPS Domestic Violence Risk Assessment Model, Metropolitan Police Service, London; BCIAFV. 2005. Aid to Safety Assessment & Planning (ASAP) For Women who Experience Violence in Their Relationships.

Sexual violence is a listed risk factor in the BC Domestic Violence Risk Assessment Tool that identifies domestic violence victims who are at highest risk for lethal violence.

Careful consideration should be given to being comprehensive in the prevention campaign and to address the range of violent behaviours and the life and death circumstances that women and girls face.

Program Delivery

10 VAWG Prevention Initiatives Use a Range of Teaching Methods

VAWG Prevention teaching modalities should be selected with the audience in mind, as well as grounded in information about different learning styles. Successful campaigns use a variety of teaching methods such as peer-to-peer education, interactive activities, art-based activities, film, videos and discussion. A variety of learning modalities should be built into your presentations such as: visual; auditory; reading-writing preference; and kinesthetic or tactile. By incorporating different learning models you will be more accessible to all of your audience's learning styles.

Successful campaigns use spokespersons and champions for the program that have received focused training to convey the message and that have been schooled in the various modalities.

In the Be More Than A Bystander initiative, the curriculum and materials were developed by the experts and then delivered to the BC Lions by experts who have done what we were asking of the Lions. Jackson Katz and Daryl Fort of Mentors in Violence Prevention trained the BC Lions players over a three day intensive gender violence course developed with EVA BC. The BC Lions in turn then have been going out across BC and beyond with the program's message. The teaching methods for the Lions, and those used for the general public and high school youth, are all different. The message might be the same but engaging each group requires facilitation and teaching strategies designed to reach your specific audience. The presentations implemented the different learning modalities and were interactive and engaging. Using the celebrity status of the football players and partnering these iconic sports figures with

anti-violence feminists also sent a loud and clear message of how to engage, make a difference and be more than a bystander.

Recognizing that not all communities have professional sports teams to partner with, other effective prevention campaigns have used youth and young adults to deliver gender based violence prevention programs. Project Respect is an initiative of the Victoria Women's Sexual Assault Centre and has had 13 years of experience of youth lead curricula development and implementing participatory action-oriented prevention programs for schools, teachers, service providers, academics and policy makers. SWOVA and the Respectful Relationships Program on Salt Spring Island, BC is a violence prevention education program for schools that involves a training team of a young adult female and male who deliver a program grounded in feminism that addresses systemic violence, sexism, racism and homophobia. Both programs are cited in the attached bibliography.

11 VAWG Prevention Initiatives Strategize for Maximum Exposure

Successful initiatives cultivate multiple opportunities for communicating the message and they take a multipronged approach that facilitates multiple points of connection.

Prevention campaigns use a range of multi - media to convey their message. When designing your methods, careful consideration needs to be given to your audience and community. Possibilities include television, print, radio, social media, videos, films, presentations, teach-ins, focus groups, billboards, bus shelter signs and public transit ads, public service announcements, etc.

In addition, when considering how to convey your message in your community, build relationships with the local media and local resources.

In the Be More Than A Bystander Campaign, delivery of the school message involved large school assemblies followed by small leadership meetings with the identified student leaders to provide these leaders additional tools to engage as active bystanders and to encourage other students to do the same.

Before the school events, press releases were sent to the local media and for every event, media responded and provided coverage in local print, or on local radio or television. This additional local exposure provided additional community outreach and broadened the reach of the message without adding additional costs to the prevention program.

The cities of Vancouver and Surrey got behind our vision early and provided significant support by providing the bystander program with not only small grants each year but by also making available bus shelter and digital billboard space for our message. These advertising properties have been of huge value

to the program in that millions of people have seen the bystander message many times during their daily commutes.

We have also benefited from the sponsors of the program sending the bystander message out to their membership and staff, profiling the program in their company newsletters, offering us booth space for the program at trade shows and conferences. The City of Vancouver gave us space at a National Conference of Canadian Municipalities, exposing our message to many thousands of attendees including most of Canada's mayors and local government council members. Encana Corporation has used their corporate profile to shine a light on this program and our message whenever they could. Encana made a video about us for large scale business event, they gave us their booth at the Vancouver Sun Run, they provided us with the stage at a large northern BC forum and have many times used their space at BC Place Stadium to help us profile and promote the program.

After each public event and with each public profile and media presentation, calls to the EVA BC office increased from people dealing with violence and who need help as well as from people who want to support the campaign. For this and other reasons, it is imperative that the work of engaging men and boys, communities and others, always be done in partnership with women's anti violence programs. Aside from the immense power of men and women working together, the integrity of our message and the readiness and ability to respond to those that need help must form part of every initiative and every engagement.

12 VAWG Prevention Initiatives Build In Resources to Educate Men

Prevention initiatives must be evidence-based and have a strategic plan to educate the male partners, champions and spokespersons. Part of the strategic plan involves identifying dedicated funds to support this training.

In the Be More Than A Bystander Campaign, the BC Lions Players felt that the education they received was critical to their ability to effectively be part of the prevention campaign. Jackson Katz and Daryl Fort of Mentors in Violence Prevention worked with EVA BC staff to design and then delivered three full days of gender violence training to the BC Lions, members of the UBC Thunderbirds football team and to the Olympic wrestler Arjan Singh Bhullar.

In addition, the engagement of men advanced further when coaches of amateur football teams throughout BC received Be More Than A Bystander training by Darryl Fort and BC Lions players at a provincial Coaches' Clinic. The work of engaging men and boys done in partnership with women's anti-violence programs is a powerful tool for social change.

13 Partners Share A Clear Vision And Agree To Clear Terms Of Reference

True partnerships rely on mutual respect and a clear vision. Clearly outlined roles and clear terms of reference by way of a contract provide guidance and clarity when issues emerge or there is disagreement as to the initiative's focus or work. For new collaborative partnerships, possible models to review and revise as terms of reference guidelines may include: memoranda of understanding, strategic plans, and business plans.

SPOTLIGHT ON PARTNERSHIPS

Cross Sector and Corporate Partnerships

Successful VAWG prevention campaigns draw on cross-sector partners that represent new opportunities but also represent new challenges. There is a learning curve involved with new partnerships but the learning and final result is usually worth the effort. Effective initiatives could involve partnerships between the anti-violence sector with business, unions and all levels of government – federal, provincial and municipal. For every partner there is a different set of expectations, needs and varying work cultures. Accountability and flexibility varies depending upon the norms of the partner's work environments. In spite of these differing perspectives, true partnerships can be built and can accomplish effective prevention collaborations. Remember, it is not easy for a “for profit” corporation to join with a “non profit” agency, where the goals and institutional purposes for existing are dramatically different. Be patient and conscious of your differing work cultures and mandates.

Partnerships also create workload issues in and of themselves. Make sure to set enough time aside to meet with and involve your partner meaningfully. If your partner has never worked in this VAWG area before or you have never worked with their sector, you will each have things to learn.

Partnerships With Men

The work of engaging men and boys in partnership with anti-violence programs to accomplish a prevention initiative is a very powerful collaboration. These new partnerships often provide access to people and power that anti-violence workers typically have not had. Men speaking directly to boys and men builds on the foundation that women have created to facilitate dialogue about this topic. In the case of the BC Lions, their status as iconic sports heroes made a significant impact on the compelling nature of delivery of the message.

In spite of the advantages, partnering with men can provide new challenges for anti-violence feminists. Men don't necessarily understand these feminist issues or see them from the same perspective as you do. But mutual respect and understanding can be found in spite of the growing pains. The sharing of the burdens and benefits, and equalizing power at every step of the way is imperative to a true partnership.

14 Women Are Involved At Every Level

VAWG prevention initiatives must include women and anti-violence programs at every step. They must lead the development of the campaign and have an equal role in management and decision-making. True partnership involves gender equality and it is critical that the power dynamic be balanced and recognizes the historical role that women have played and continue to play in the anti-violence movement.

It is imperative that the work of engaging men and boys always be done in partnership with women's anti-violence programs. Aside from the immense power of men and women working together, the integrity of the message and the readiness and ability to respond to those that need help must form part of every initiative and every engagement. Prevention and intervention are interdependent. You cannot do one without experience and knowledge of the other. In every group that is engaged, there will be those who are surviving violence and those who have perpetrated it.

The BC Lions took some big risks - lending their brand to this cause. Very few corporations have been willing to lend their name to feminist anti-violence initiatives. Most attach to children's causes or cancer research, but very few have lined up with women's anti-violence agencies. The BC Lions players especially appreciated having anti-violence workers at every school-based presentation. They recognized that they do not have the expertise to field some of the complex questions and issues that arise. EVA BC is able to act as a bridge to getting people help from one of the 240 anti-violence programs we represent.

Partnership with women programs is imperative as there are both enormous workload issues created for the anti-violence programs associated - as well as tangible, positive spins offs in terms of donations, public profile and access to decisions makers.

This sharing of power, as well as the sharing of burdens and benefits is central to this work. It would be ironic if the 'response to disclosures of violence' was borne alone by the women's services and the positive spins off and benefits were enjoyed by others. Anyone working with a prevention effort must be conscious of both the burdens and benefits and to make sure they are both shared. Anti-violence programs will have solutions to the burdens (because responding to sexual and domestic violence is 100% of what these programs do) and they need to share in the benefits so they can keep doing the important work.

Accountability

15 VAWG Prevention Programs Evaluate Their Effectiveness and Build in Measures For Continuous Quality Improvement

Evaluation is an essential component of building knowledge about what constitutes a successful initiative. This information is key in the development of new approaches and partnerships. Similarly, initiatives with built-in mechanisms for continuous quality improvement are more likely to be successful and sustained over time.

Part of the strategic plan for the prevention initiative includes strategies and funding for on-going evaluation of the program. Some suggested methods of evaluation involve random exit surveys of participants along with surveys of focus groups or school and community leadership groups. On-line surveys of your audience and your trainers are another option. Tracking the number of attendees and unique web hits to your prevention website is another indicator of the breadth of your message. Media hits and audience numbers are other indicators.

In the Be More Than a Bystander Campaign, a variety of evaluation methods were used including surveys – in-person and online. Numbers of attendees and participants were tracked along with numbers of unique website visits and media. For example, the number of youth reached in person in the first 2 years of the program totaled over 29,000. That was easy to track. Tracking public awareness gains was and remains more difficult and time consuming. After just the first two years, after tracking unique website visits, in stadium attendees being exposed to our messages on the field and other signage at games, the transit bus and bill board ads, media circulation of all news items; the campaign's reach was conservatively estimated to be in excess of 80 million views or impressions. Then in addition, in 2012-2013, as a result of EVA BC winning the BC Association of Broadcasters Humanitarian Award, worth over \$2 Million of private television and radio broadcast space, our Bystander PSAs were seen in the public domain many millions more times.

As a result of our evaluative methods, EVA BC and the BC Lions reviewed the program after the first years to determine what was working and what was not working. As a result of the feedback and evaluations, we revised the curriculum, developed new PSAs and developed new training scenarios that reflected a more diverse youth audience. Finally, the Campaign also developed 8 new video clips that have been posted on YouTube. These clips deliver a new prevention message that "You do not have to be a BC Lion to be more than a bystander!"

Continuous quality improvement of the message and delivery will sustain your prevention initiative.

APPENDIX I

A SNAPSHOT OF THE VAWG BEST PRACTICES

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APPENDIX II

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Little Black Book for Girlz: <http://www.ststephenshouse.com/littleblackbook/>

Neighbours, Friends, and Family: <http://www.learningtoendabuse.ca/neighbours-friends-and-families>

Respect Ed – Violence and Abuse Prevention: <http://www.redcross.ca/what-we-do/violence-bullying-and-abuse-prevention/courses/introduction-to-respected-violence-abuse-prevention>

Status of Women Canada: <http://swc-cfc.gc.ca/violence/res-eng.html>

BC Prevention Initiatives:

To read the plan and learn more about the Provincial Office of Domestic Violence, visit: www.mcf.gov.bc.ca/podv/index.htm

To find out more about domestic violence in B.C., and to learn what to do if you have a friend or family member who is being abused, go to: www.domesticviolencebc.ca or www.victimlinkbc.ca

Be More Than A Bystander: www.endingviolence.org/prevention-programs/be-more-than-a-bystander/

Erase Bullying: www.erasebullying.ca/

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Safeteen: <http://safeteen.ca>

Salt Spring Women Opposed to Violence and Abuse (SWOVA): <http://www.swova.org/rr/>

Together to Reduce Elder Abuse: www.seniorsbc.ca/elderabuse

Victoria Women's Sexual Assault Centre - Prevention: <http://www.vwsac.com/prevention.html>; Project Respect: <http://www.yesmeansyes.com/>

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