

## Province funds Be More Than a Bystander for three years

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The Province is investing \$480,000 over the next three years, so that an estimated 20,000 more B.C. students will be able to learn how to take a stand against violence through the award-winning Be More Than a Bystander program.

Children and Family Development Minister Stephanie Cadieux announced the investment today at Maple Ridge Secondary school following a BC Lions' presentation about breaking the silence on violence against women.

Be More Than a Bystander is an educational and awareness campaign that addresses violence against women and girls by providing tools and practical ideas about how to communicate that violence is not acceptable. The campaign so far has included roughly 100 presentations and workshops led by BC Lions players at B.C. secondary schools, the University of British Columbia and a youth Aboriginal conference. It has also included a targeted advertising and public awareness campaign throughout B.C. and a conference for amateur football coaches to help them talk with their players about gender violence and respectful relationships.

The Ending Violence Association of BC (EVA BC) spearheaded the Be More Than a Bystander partnership with the BC Lions, the Ministry of Children and Family Development (MCFD), Status of Women in Canada and Encana Corporation in July 2011. As a founding partner, MCFD has now provided a total of more than \$1.1 million in support.

### Quotes:

#### **Children and Family Development Minister Stephanie Cadieux –**

“The Be More Than a Bystander message is one of crucial importance to our shared goal of creating a violence-free B.C. By working against the attitudes and behaviours that enable abuse, Be More Than a Bystander teaches young people how to break the silence and be part of the solution.”

#### **Dennis Skulsky, BC Lions president and chief executive officer –**

“For the past four years, the BC Lions Football Club has been a proud and determined leader in the Be More Than a Bystander Program. The issue of violence against women is one that continues to affect the lives of thousands of British Columbians each day. With the support of founding partners, the Government of Canada, the Province of British Columbia, the Ending Violence Association and Encana, today's announcement tells us that our efforts are of tremendous value, but more work must be done to eradicate this issue.”

#### **Tracy Porteous, executive director, Ending Violence Association of BC –**

“Teaching youth and adults alike to speak up to violence against women and girls is critical. It's also immensely positive. Everyone is a bystander and everyone can be part of the solution. People speaking up – and staying silent no longer – are making this epidemic socially unacceptable.”

### Quick Facts:

It is estimated that every year in Canada, 800,000 children witness a woman being abused.

There are approximately 60,000 sexual and physical assaults committed against women in B.C. each year.

The B.C. government commits more than \$70 million per year in prevention and intervention services and programs to help families involved in domestic violence and other crimes.

The Province's social media and radio campaign – #SaySomething – which launched in March 2015, built on the momentum of B.C.'s Provincial Domestic Violence Plan, and was one of the first steps in government's broader strategy for a violence-free B.C.

The campaign, which worked in concert with other campaigns, including Be More Than a Bystander, consisted of animated videos and information on programs, services and supports for those who need help and want to help at: **saysomethingbc.ca**  
(<http://saysomethingbc.ca/>)

In April 2015, the Province invested \$5 million in civil forfeiture grants to support projects focused on ending violence against women and preventing crime.

The Province has also committed to dedicating a portion of civil forfeiture funds in future years to support the Vision for a Violence Free BC strategy.

The Vision for a Violence Free BC strategy outlines the path to creating a province where all women have the supports they need to help prevent violence, escape from violent situations, and recover if they have been victims of violence.

The Provincial Office of Domestic Violence was created in March 2012 as the permanent lead for the B.C. government, focussed on strengthening the services and supports available for children, women and families affected by domestic violence.

EVA BC is a registered provincial charity, whose mandate is to provide support and training for more than 240 programs throughout B.C. that work with survivors of domestic and sexual violence.

### **Learn More:**

To learn more about Be More Than a Bystander, visit: <http://endingviolence.org/prevention-programs/be-more-than-a-bystander/>  
(<http://endingviolence.org/prevention-programs/be-more-than-a-bystander/>)

To watch Be More Than a Bystander videos and film clips, visit: [www.youtube.com/playlist?list=PLs3LiiUL\\_7XRbzJazKUnmFoskQoZla7qa](http://www.youtube.com/playlist?list=PLs3LiiUL_7XRbzJazKUnmFoskQoZla7qa)  
([http://www.youtube.com/playlist?list=PLs3LiiUL\\_7XRbzJazKUnmFoskQoZla7qa](http://www.youtube.com/playlist?list=PLs3LiiUL_7XRbzJazKUnmFoskQoZla7qa))

To read the Provincial Domestic Violence Plan and learn more about the Provincial Office of Domestic Violence, visit: [www.mcf.gov.bc.ca/podv/index.htm](http://www.mcf.gov.bc.ca/podv/index.htm)  
(<http://www.mcf.gov.bc.ca/podv/index.htm>)

To read A Vision for a Violence Free BC strategy, visit: [www.pssg.gov.bc.ca/victimservices/shareddocs/pubs/violence-free-bc.pdf](http://www.pssg.gov.bc.ca/victimservices/shareddocs/pubs/violence-free-bc.pdf)  
(<http://www.pssg.gov.bc.ca/victimservices/shareddocs/pubs/violence-free-bc.pdf>)

For more information on VictimLinkBC supports and services (24 hours a day), call 1 800 563-0808 or visit: [www.victimlinkbc.ca/](http://www.victimlinkbc.ca/)  
(<http://www.victimlinkbc.ca/>)

For more information on the Ending Violence Association of BC, visit: <http://endingviolence.org/>  
(<http://endingviolence.org/>)

### **Media Contacts:**

Government Communications and Public Engagement  
Ministry of Children and Family Development  
250 356-0543

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