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## New video shares the importance of being more than just a bystander

There's a new resource video to help people be more than just a bystander during a violent situation.



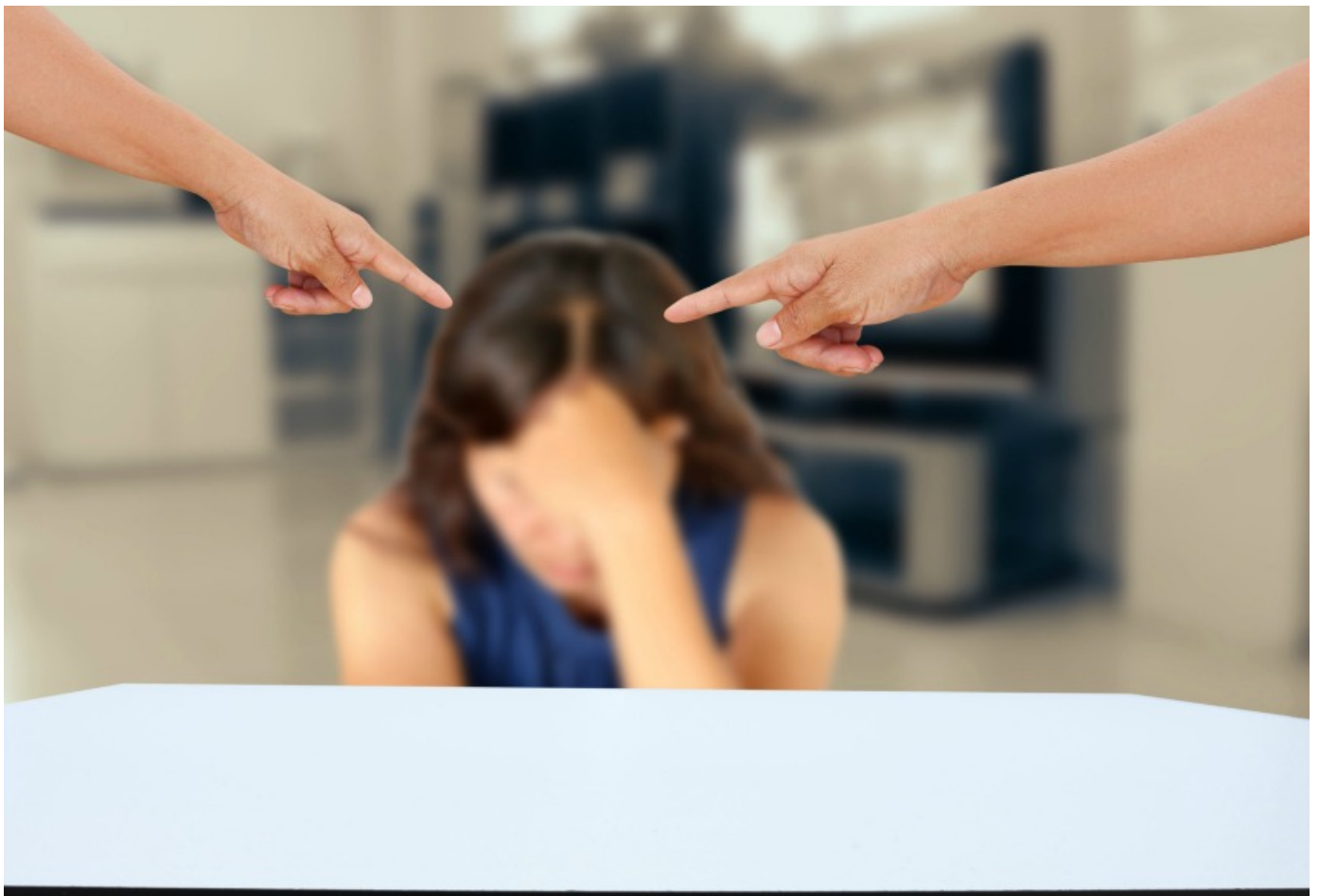
The Government of B.C., Encana and the Ending Violence Association of B.C. have partnered together to launch a new video, which will bring the “Be More Than a Bystander” campaign to the resource industry.

"Violence against women is unacceptable. By partnering with great organizations like the Ending Violence Association, the BC Lions and

Encana on this training video we can build on the success of the Be More Than a Bystander program,” stated Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour.

“We hope employers in the resources sector will adopt this video as part of their employee training so that workplaces are places where violence against women is eliminated.”

The Be More Than a Bystander is an education and awareness campaign that brings awareness to violence against women and girls by giving ideas on how to communicate that violence is not okay.



Jamie Taras, BC Lions said it’s important as a professional football team, where it’s a male dominated organization to be involved in this campaign.

“For many years it’s been women’s groups focusing on safety for women,

creating legislature to make it safe for women, helping women understand the dangers and the risks, when in the end it's the men committing the problem.”

The government, Encana and the Ending Violence Association of B.C. all contributed \$20,000 for the 30-minute video.

The training video will help new workers identify risks and respond in the best way possible to violence against women, learn about respect and healthy workplaces and raise awareness that violence against women doesn't just happen inside of a home.


Tracy Porteous, Executive Director for the Ending Violence Association of B.C. said close to 70 per cent of Canadians tell researchers they know a woman who has been abused.

“The Bystander campaign is changing that and the video being released today for the resource industry will help us expand our reach to thousands more people. Hats off to the resource sector for joining the Province, EVA BC and the BC Lions in our efforts to break the silence on violence against women.”

Not only will this video be used as a training tool, but it will also empower people to stand up and be more than just a bystander when they see things happening that they know aren't acceptable and okay.

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