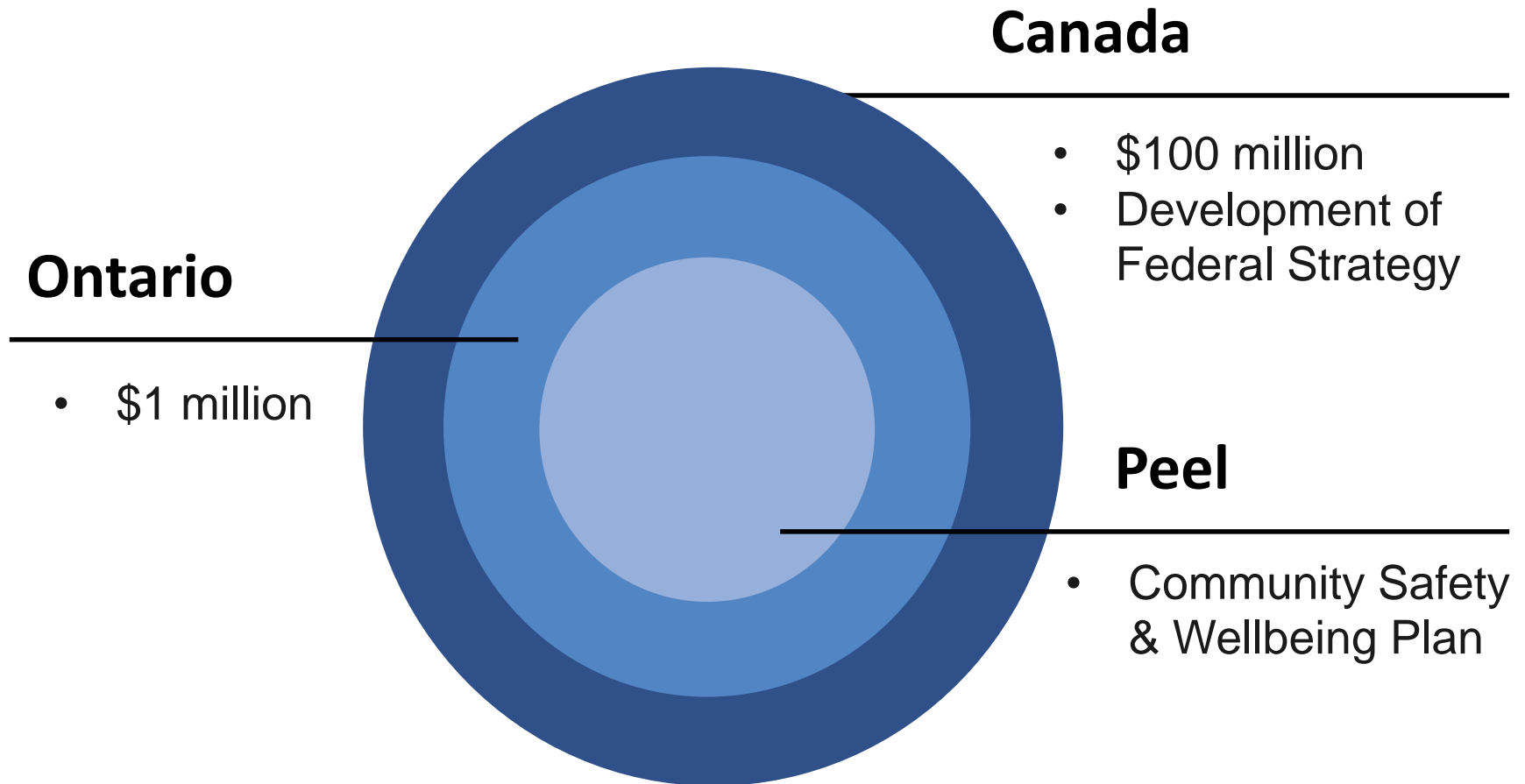


Family & Intimate Partner Violence (FIPV) Awareness Campaign 2020

Sharon Mayne-Devine, CEO, Catholic Family Services Peel Dufferin
Nancy Polsinelli, Commissioner, Health Services Region of Peel

November 25, 2020

Family and Intimate Partner Violence Response



Partners Involved in the Campaign

- This campaign was a joint effort between the Region of Peel, the local municipalities and community organizations.



Year One Goal

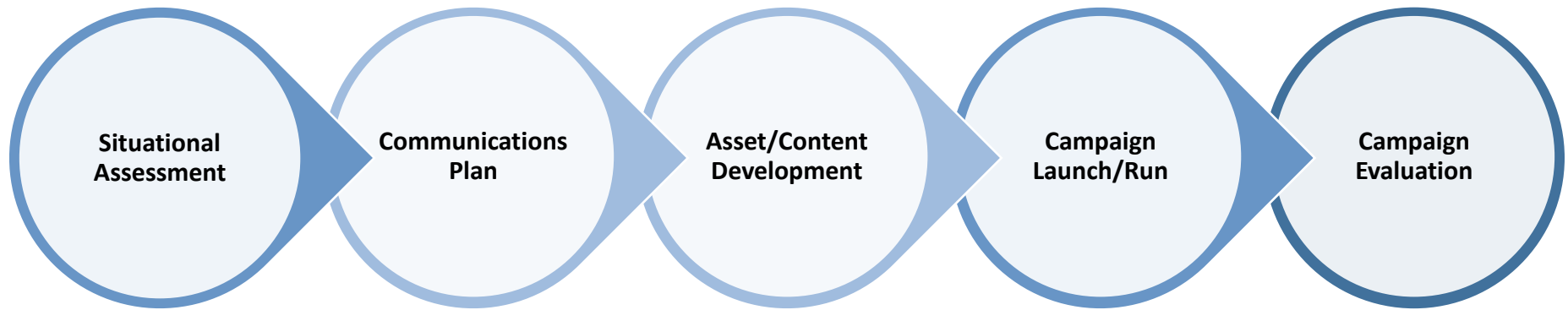
- To raise visibility and awareness among Peel residents on Family and Intimate Partner Violence (FIPV), to support the identification, action and reduction of cases in our Community.

Future campaigns may focus specifically on victims/survivors as well as perpetrators of violence.

Call to Action

- Primary Call to Action: *“If you or someone you know needs support, call 211 toll-free, 24 hours a day, 7 days a week.”*
- Secondary Call to Action: *“If the matter is an emergency, call 911 immediately”*
- *For more information,*
visit: peelregion.ca/ItsNotOkay

Campaign Planning Approach



Understanding the Context

- Facts & figures of the Peel situation
- Detailed statistics from agencies and police
- PEST analysis

Developing the Framework

- Goals & objectives
- Key messages
- Audience
- Call to action
- Measurement

Bringing the Plan to Life

- Social media plan
- Posters
- Infographics
- Video
- Regional website
- Spokesperson selection

Campaign is Active:

Launch:
Nov. 25
to Dec. 6

Run:
Dec. 7 through
2021

Evaluating the Campaign

- Implement measurement and evaluation plan
- Reflect on findings and determine next step



Government
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Canada



FAMILY SERVICES of PEEL
Since 1971



United Way
Greater Toronto



BRAMPTON
Flower City



Communications/Promotion

Tactics

- ROP Region of Peel web page
- Social media
- Video
- Flyers
- Infographics
- Media
- Connect to Peel
- Councillor newsletters
- Mobile signs

Internal

- Digital screens
- Flyers



It's Not Okay

Family and intimate partner violence is a problem in Peel

There were
13 family and intimate partner homicides
in Peel Region in 2019.

What should you do?

If you or someone you know needs support, **call 2-1-1** toll free, 24 hours a day, 7 days a week.

If the matter is an emergency, call 9-1-1

 **Region of Peel**
working with you

peelregion.ca/ItsNotOkay

This campaign was developed in collaboration with community partners.



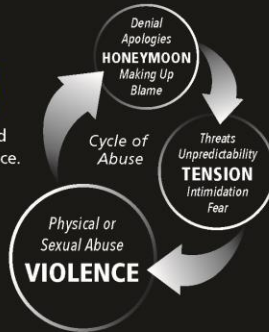
#ItsNotOkay

Family and intimate partner violence is a problem in Peel.

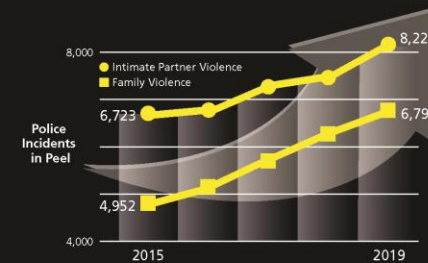
In 2019, police in Peel Region responded to

19,123

incidents of family and intimate partner violence. Those are just the incidents that are **reported**.

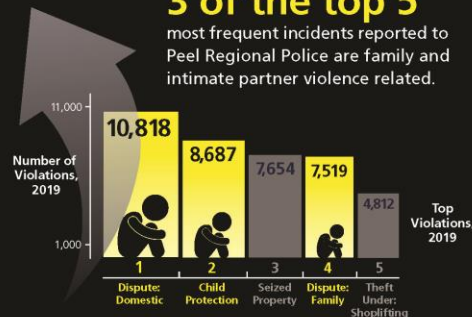


Reports of family and intimate partner violence in Peel Region have **grown every year**.



3 of the top 5

most frequent incidents reported to Peel Regional Police are family and intimate partner violence related.



Average rate of family and intimate partner incidents investigated by Peel Regional Police in 2019:

50 every day  **2+** every hour

What should you do?

If you or someone you know needs support with family or intimate partner violence, **call 2-1-1** 24 hours a day, 7 days a week.

If the matter is an emergency, call 9-1-1.

 **Region of Peel**
working with you

peelregion.ca/ItsNotOkay

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Next Steps

- Ongoing Measurement and Monitoring
- Annual Campaign

Thank you