



Family and Intimate Partner Violence Initiatives and Gender-Based Equity Efforts at the City of Brampton

October 9, 2024

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Family and Intimate Partner Violence in Peel: The Epidemic

Key Statistics from 2023:

- **13,933** survivors accessed community support services.
- **3,132** crisis calls and self-referrals were placed by survivors.
- **2,075** referrals for survivors were made.

Regional Response (February 2020):

Peel Regional Council unanimously passed a motion to create awareness campaigns in collaboration with Brampton, Caledon, Mississauga, and law enforcement.

2024 Campaign Highlights

2024 Campaign Launch:

- Marks the fifth year of Family and Intimate Partner Violence awareness.
- Launch Date: November 25, coinciding with the 16 Days of Activism against Gender-Based Violence.
- Campaign Objectives:
 - Increase public and bystander awareness.
 - Encourage conversations and challenge misconceptions about gender-based violence.
- Campaign Reach:
 - Over 20 marketing tactics, translated into the top 6 languages spoken in Peel.
 - Currently @ 15,000+ webpage views.



Addressing Misconceptions and Providing Resources

Campaign Information Available:

- Misconceptions and statistics about family and intimate partner violence.
- Resources across Peel Region.
- Peel Family and Intimate Partner Violence Resources

<https://www.peelregion.ca/family-intimate-partner-violence/>

City of Brampton Advocacy for Gender-Based Violence Solutions



Collective Advocacy:

- Working with Peel's Community Safety and Well-Being Family Violence Action Table.
- Advocacy for legislation and funding to address the epidemic.
- Participation in the Association of Municipalities of Ontario (AMO) and Federation of Canadian Municipalities (FCM).

City of Brampton's Gender-Based Initiatives

Recognition as a path to healing

- In 2019, Brampton recognized survivors of intimate partner violence/GBV in a banner that hung in the atrium at City Hall, including Reha Rajkumar among others.

Progress through advocacy

- In 2021 the Red Movement delegation called upon the City of Brampton to provide free tampons and pads for all city facilities.

City of Brampton's Gender-Based Initiatives

Menstrual Health Day

- Proclaimed May 28, 2024
- Menstrual product dispensers in all public women's and gender-inclusive washrooms at City facilities.

Gender-Based Violence & Intimate Partner Violence Motion (2023)

- Declared gender-based violence (GBV) and intimate partner violence (IPV) an epidemic.
- Advocated for increased support through AMO.

Women's Empowerment Initiatives

Women's Advisory Committee (2023):

- Developed the Terms of Reference with this inaugural committee being established in 2024.

International Women's Day Event (2024):



Supporting Parents and Families



Breastfeeding Friendly City:

- 2023 motion for breastfeeding spaces in City facilities.
- Implementation of breastfeeding pods for public and staff use.
- Awareness stickers at Brampton Entryways (add a photo of the stickers at the main entrance to City Hall)

Supporting Parents and Families

Expecting Parent Parking:

- Designated parking spaces at all City facilities since 2023.

Improved Maternity Leave Benefits (2023):

- Top-up increased to 81% from 75%, aligning with other municipalities.



Other Gender-Based Violence Awareness Campaigns

Breaking the Silence Campaign (2024):

- Led by CSWO Amanda.

Moose Hide Campaign Day (May 16, 2024):

- Proclaimed in Brampton, part of a grassroots Indigenous-led movement.
- Aims to end violence against women and children.

Red Dress Campaign (May 2024)

- Inaugural art installation in Ken Whillans Square to spread awareness about Missing and Murdered Indigenous Women, Girls and Two-Spirit People



Internal Gender Equity Initiatives

Women Empowerment Network (2023):

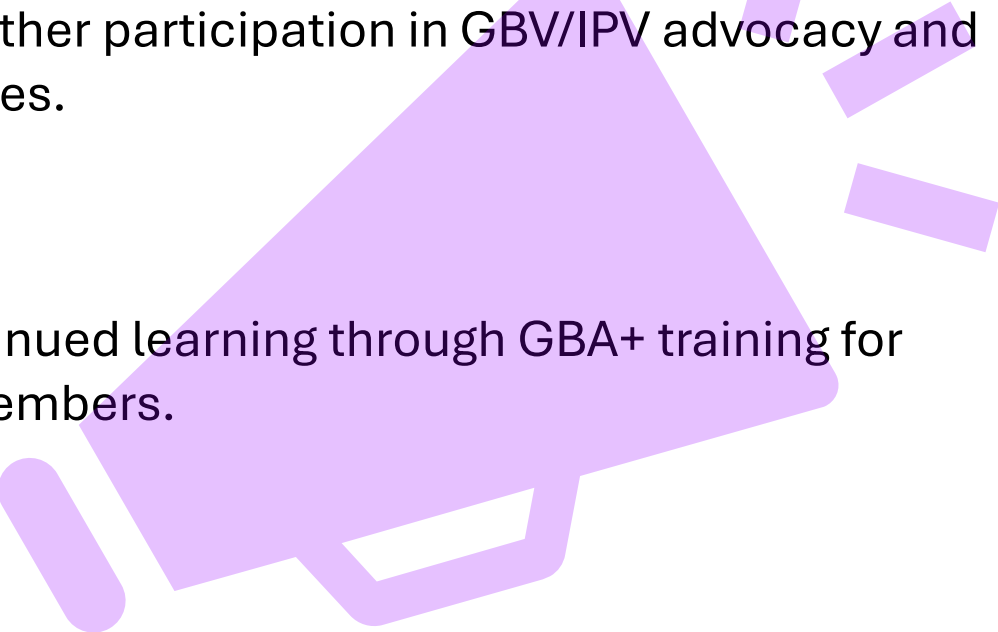
- Established to empower women into leadership.
- Launched formally on International Women's Day (2024).
- Two events held for internal staff to celebrate International Women's Day.

GBA+ Training:



- Mandatory Gender-Based Analysis Plus (GBA+) training implemented for City staff and Advisory Committees starting in December 2023.

Calls to Action

- 
1. Encourage further participation in GBV/IPV advocacy and equity initiatives.
 2. Promote continued learning through GBA+ training for committee members.
 3. Recruit and include advisory members representing other marginalized genders (e.g., transgender women)



Questions or suggestions?

THANK YOU!