

# 2024 Family & Intimate Partner Violence Campaign

## Brampton Community Safety Advisory Committee Meeting

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December 12, 2024



# Agenda

Agenda Item	Lead
Family and Intimate Partner Violence in Peel	Sharon
Campaign Background	Sharon
Campaign Strategy and Development Journey	Grace
Campaign Flyers and Tactics	Grace
Next Steps	Sharon and Grace

# Family and Intimate Partner Violence in Peel: 2023

## PEEL POLICE DATA

**617** intimate partner violence **strangulation** charges

**highest** number of mobile dispatched calls for service were **FIPV related**

**six** FIPV **homicides**

## SERVICE AGENCY DATA

13,933 survivors accessed **community support services**

3,132 **crisis calls** and **self-referrals** for support from survivors

2,075 **referrals** made for survivors

# Campaign Background

- In February 2020, Regional Council passed a motion that Peel Region will collaborate with the municipalities, police and community organizations to develop and strategize a regional **public awareness campaign** on the issue of violence against women.
- This would occur in concert with and amplify other regional and provincial campaigns that occur during the 16 days of activism.
  - The Peel Committee Against Woman Abuse – est. 1984.
  - Provincial Wrapped in Courage Campaign launched by OAITH in 2013.

**A historic moment that paved the way for  
the Regional declaration of IPV as an epidemic**



# Campaign Background

- The campaign is now part of Peel's Community Safety and Well-being Plan, under the Family Violence area of focus, aimed at increasing awareness and public education.
- Partners have since convened annually to launch an awareness campaign on the International Day for the Elimination of Violence Against Women (Nov. 25).
- The campaign is an important co-design process between Peel, the 3 municipalities, police, and community organizations.

# Campaign Partners



"**Amplify** the  
conversation about  
**all forms** of  
family & intimate  
partner violence"

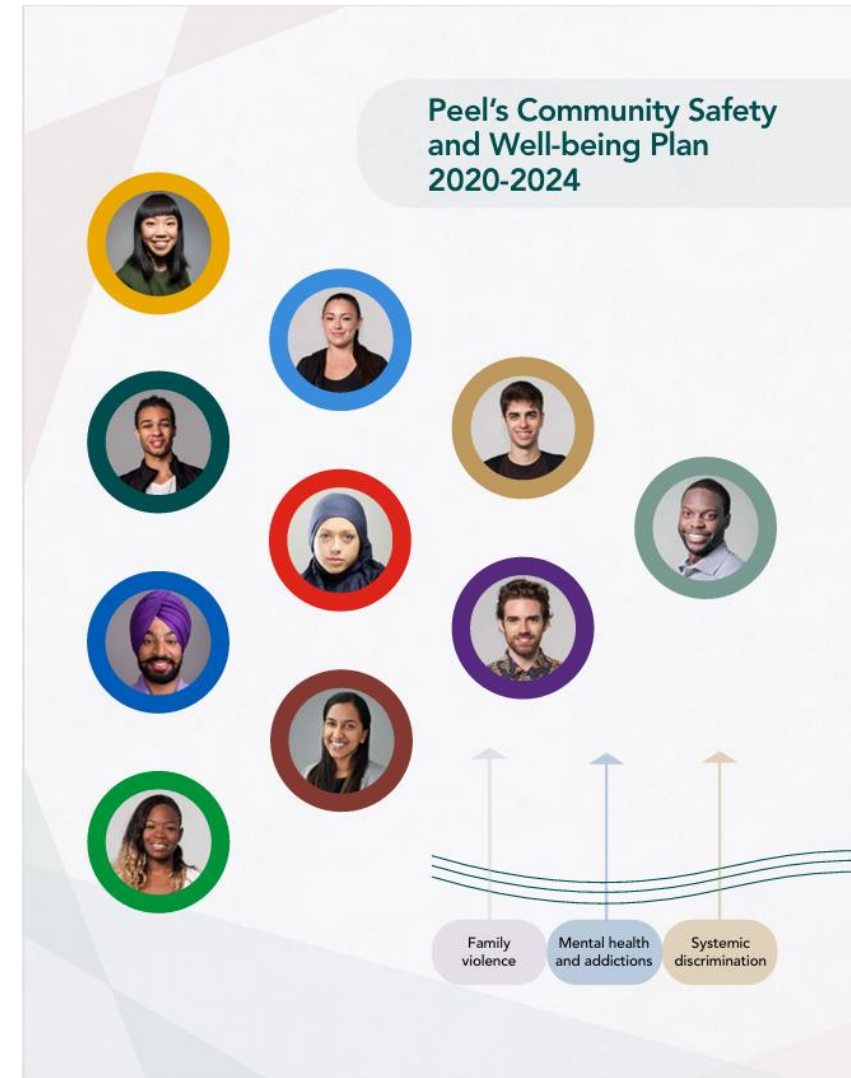
"Challenge  
**misconceptions**"

"Foster **collective  
action** to end  
violence against  
women"

"Acknowledge the issue is  
an **epidemic** that  
impacts the **whole  
community**"

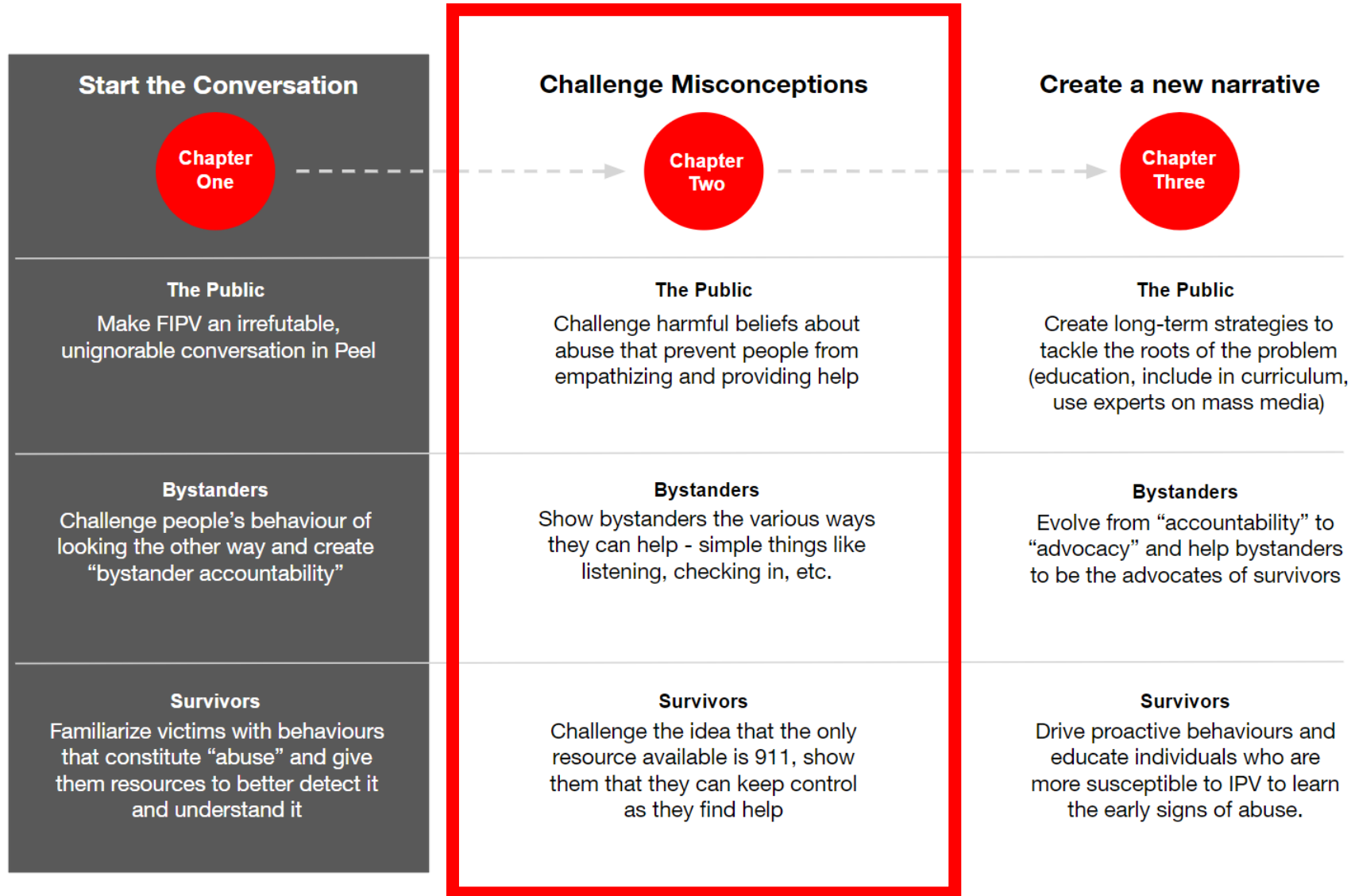
# Peel's Community Safety and Well-being Plan

- Legislative requirement in the *Community Safety and Policing Act, 2019* to create and adopt a community safety and well-being plan to address community risk factors
- Over 40 organizations, representing emergency services, police, school boards, health and social service providers and local governments, came together to develop Peel's Plan
- Three focus areas: Family Violence, Systemic Discrimination, and Mental Health and Addictions

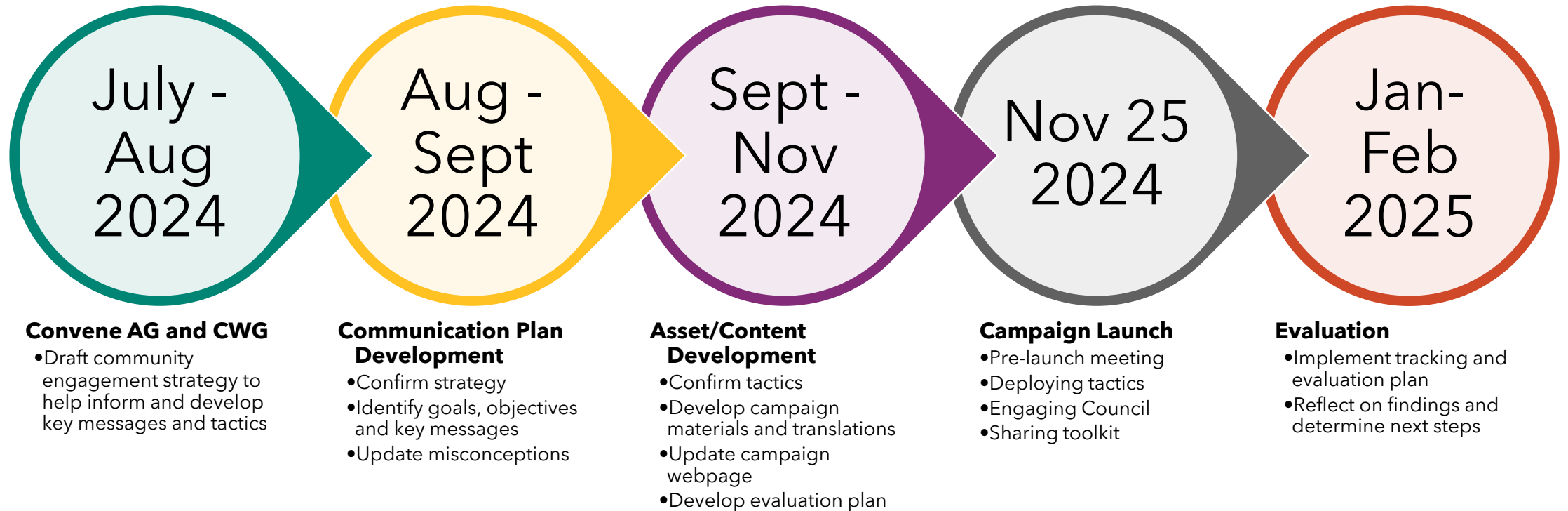




# Guiding Campaign Strategy



# Campaign Development Journey



# 2024 Campaign Flyers

Primary Call to Action: **Break the Silence**

**You did NOT cause the abuse.**

**Fact:** It is never your fault if you are experiencing abuse. Whether it happens once or often, abuse is unacceptable.

**FREE help is available:**

- Embrace Agency to End Violence **(855) 676-8515**
- Victim Services of Peel **(905) 568-1068**
- Call or text **211**

[peelregion.ca/BreakTheSilence](https://peelregion.ca/BreakTheSilence)

This campaign was developed in collaboration with community partners.



**Survivors**

**Abuse is NOT a private matter.**

**Fact:** Abuse can impact survivors' children, family and friends. It is a shared responsibility to learn the signs of abuse and how you can help.

**There is help available!** If you or someone you know is experiencing abuse, call Victim Services of Peel at **(905) 568-1068**.

[peelregion.ca/BreakTheSilence](https://peelregion.ca/BreakTheSilence)

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**Bystanders**

**NOT It's 'easy' to leave an abusive relationship.**

**Fact:** It can take an average of seven tries to leave an abusive situation. Survivors of abuse may feel isolated and trapped, making it difficult to get help.

**There is help available!** If you think someone is experiencing abuse, call Victim Services of Peel at **(905) 568-1068**.

[peelregion.ca/BreakTheSilence](https://peelregion.ca/BreakTheSilence)

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**General Public**

Flyers were distributed in the **top 7 languages** spoken in ROP: English, Punjabi, Gujarati, Urdu, Hindi, Tamil, and Arabic

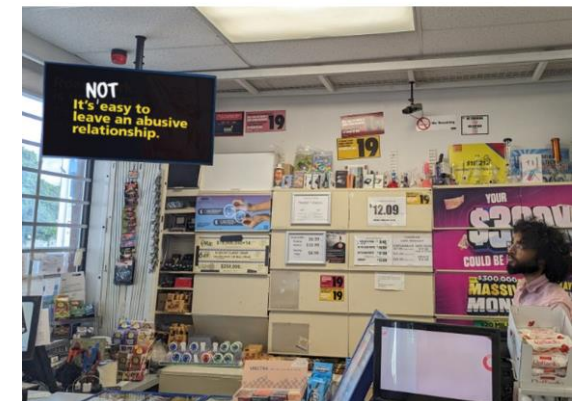
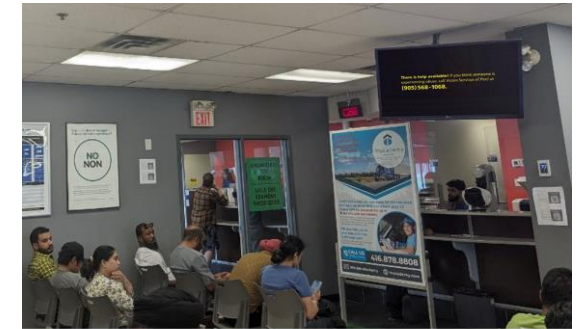
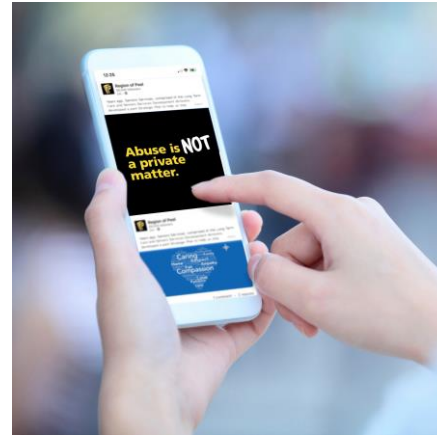


# 2024 Campaign Tactics





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# Next Steps

- Continue campaign tactics until the end of 2024
- Implement campaign evaluation and gather lessons learned
- Evaluation results, including lessons learned, will be shared with partners early next year.

**Thank you!**

