

2024 Family & Intimate Partner Violence Campaign

Brampton Community Safety Advisory Committee Meeting

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Andrine Johnson, CEO, Embrace: Agency to End Violence
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December 12, 2024



Agenda

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

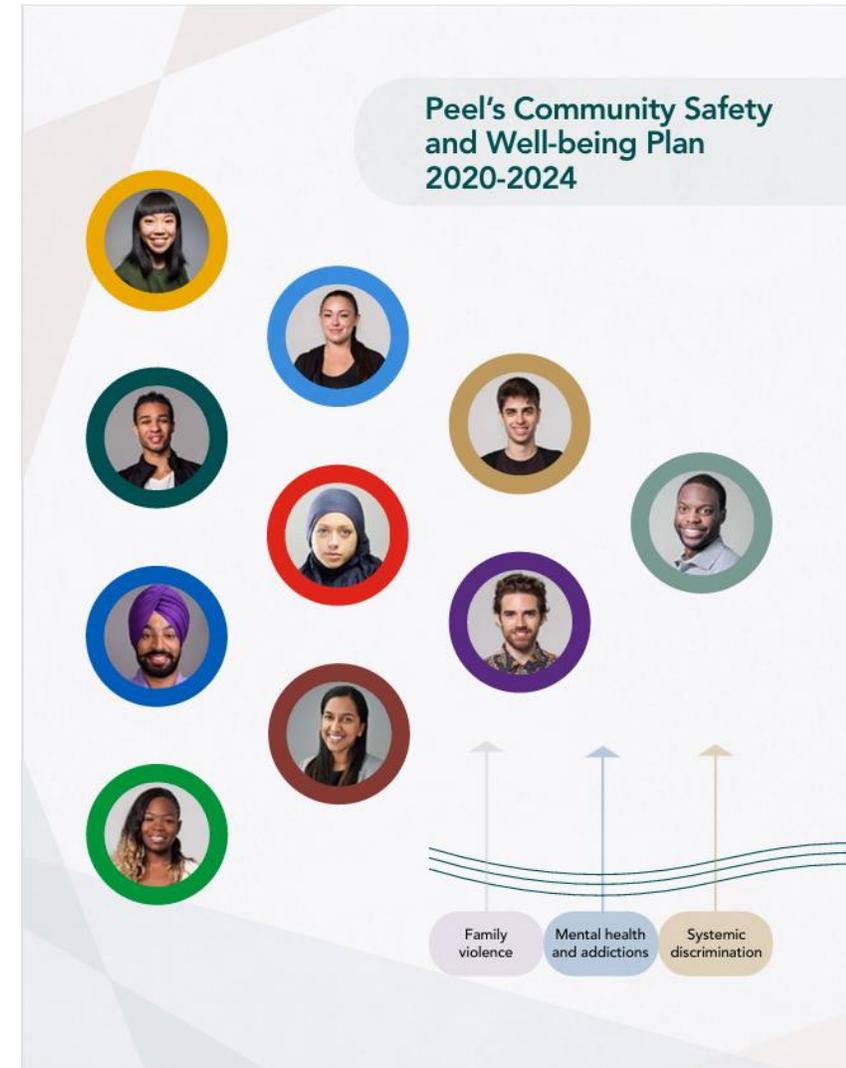
“Challenge **misconceptions**”

“Foster **collective action** to end violence against women”

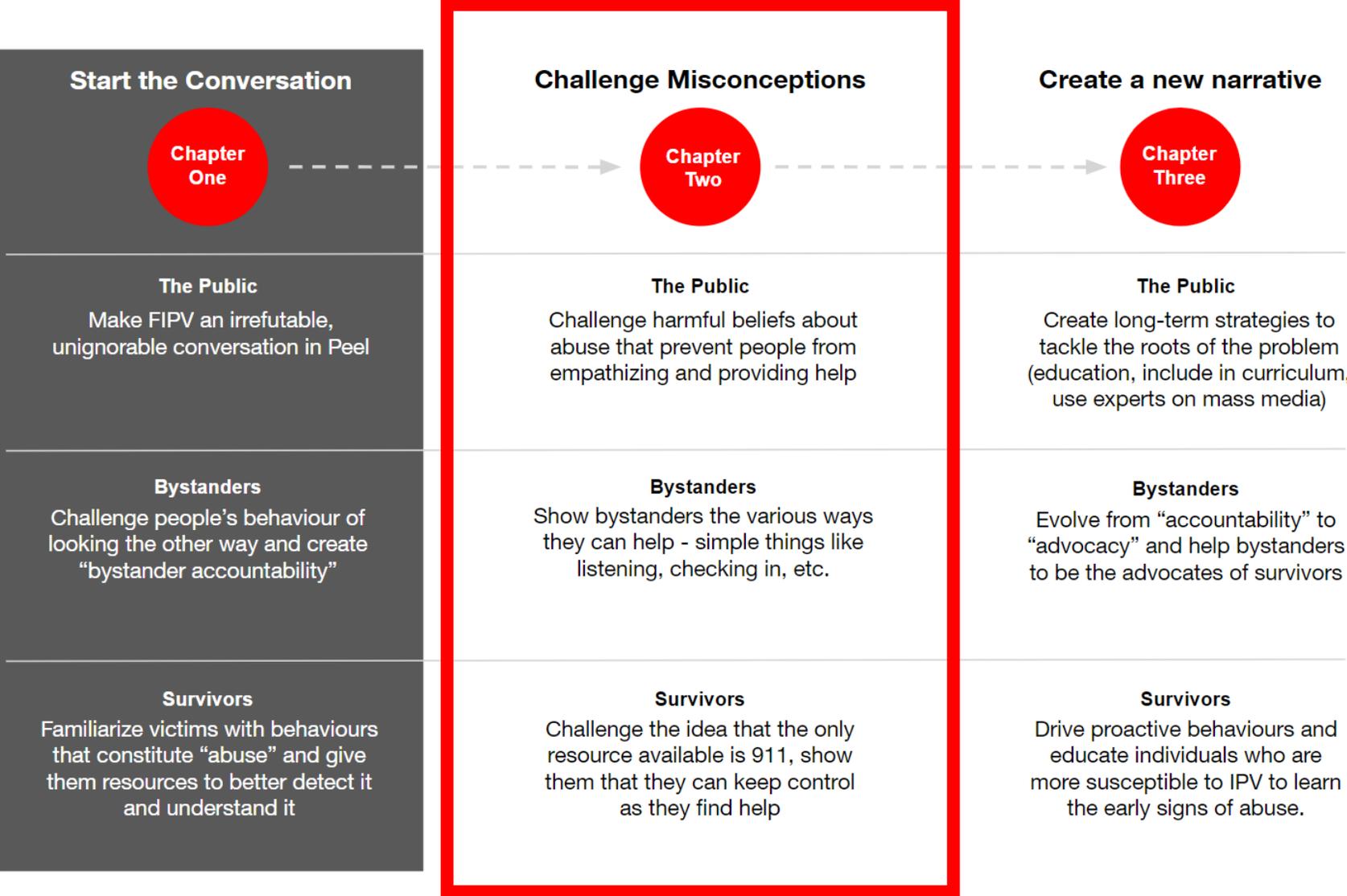
“Acknowledge the issue is an **epidemic** that impacts the **whole community**”

Peel's Community Safety and Well-being Plan

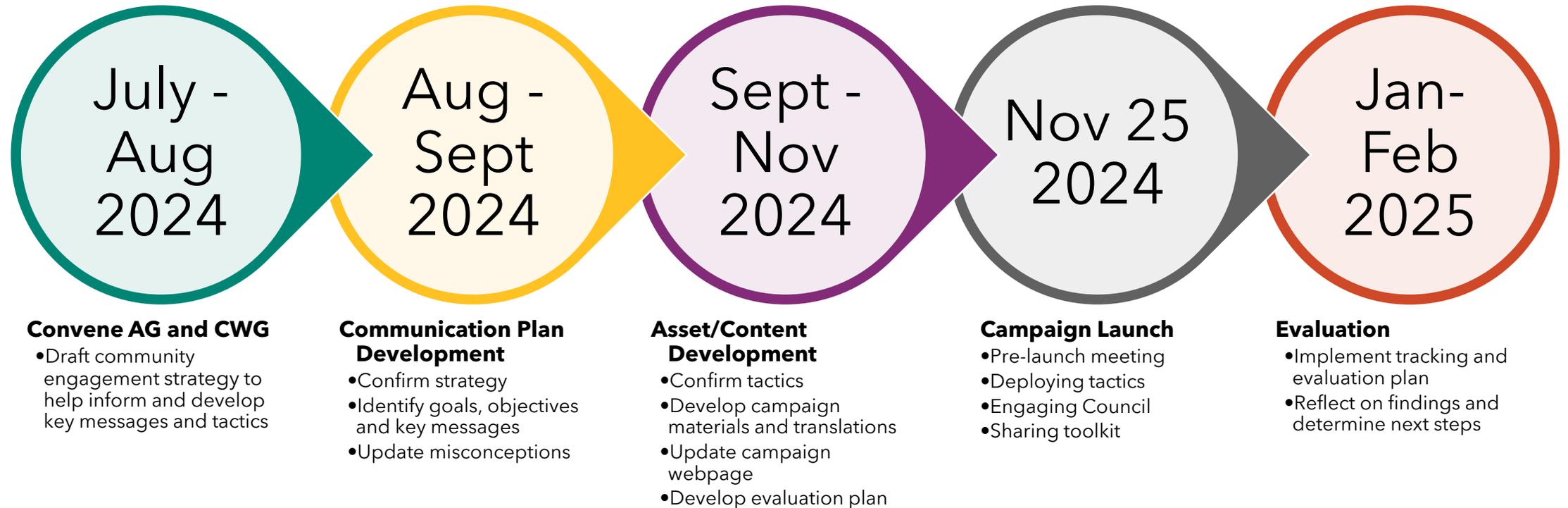
- Legislative requirement in the *Community Safety and Policing Act, 2019* to create and adopt a community safety and well-being plan to address community risk factors
- Over 40 organizations, representing emergency services, police, school boards, health and social service providers and local governments, 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

This campaign was developed in collaboration with community partners.



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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**.

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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**.

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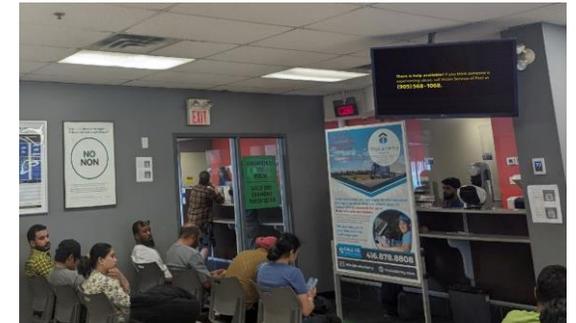
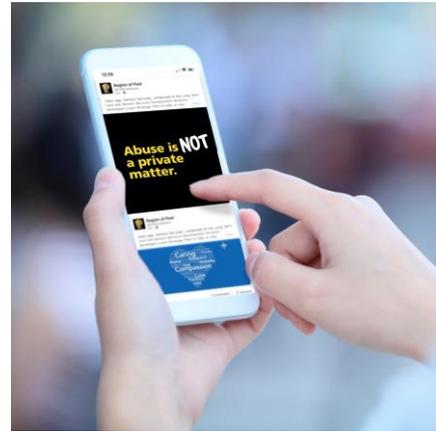
General Public

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

2024 Campaign Tactics



2024 Campaign Tactics



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!

