# **Public Service Announcements Description**



The Neighbours, Friends and Families PSA was developed to capture abusive behaviours and warning signs that should be taken seriously. The PSAs are available in English and French. An Aboriginal version, part of the Kaynawayhitowin campaign, is planned.

The PSAs are great multi-media tools and when used by communities have the potential to greatly increase public awareness about woman abuse. Ask the local television affiliate, college/university broadcasting group, and other visual media outlets to air one or all of the PSAs. You can also add your local contact information to the end of the PSAs for a nominal fee, contact: info@neighboursfriendsandfamilies.on.ca

Please note that the PSAs can only be broadcast by television broadcasters on a free of charge basis.

Each PSA includes a number of warning signs and subtle risk factors of woman abuse. We have included a brief description of some of the warning signs and risk factors included in the PSAs in the next column.

Most Ontarians feel a personal responsibility for reducing woman abuse...and recognizing it is the first step. Take the warning signs seriously.

Visit www.neighboursfriendsandfamilies.on.ca or call the Assaulted Women's Helpline at 1-866-863-0511 or, in an emergency the police.

# **PSA**: At the game

## The warning signs:

He puts her down

He does all the talking and dominates the conversation

He acts as if he owns her

He lies to make himself look good or exaggerates his good qualities

He acts like he is superior and of more value than others in his home

She is apologetic and makes excuses for his behaviour or becomes aggressive and angry

She is nervous talking when he's there

She seems sad, lonely, withdrawn and is afraid

### The risk factors:

She is a young woman

The family is separated

The child is present

# **PSA**: At the store

# The warning signs:

He puts her down

He does all the talking and dominates the conversation

He checks up on her all the time, even at work

He acts as if he owns her

He tries to keep her away from friends and family

He acts like he is superior and of more value than others in his home

She is nervous talking when he's there

She seems sad, lonely, withdrawn and is afraid

#### The risk factors:

She is a young woman

The family is separated

