

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.

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- She** seems sad, lonely, withdrawn and is afraid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- She** seems sad, lonely, withdrawn and is afraid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

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.

