

WESTERN NEWS

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Campaign appeals to reduce violence

A new grassroots campaign of which the University of Western Ontario is a partner is seeking to reduce violence against women.

The new Neighbours, Friends and Families campaign to raise awareness of the signs of women abuse will issue a call to action at Queen's Park on December 6, the anniversary of the Montreal Massacre and the date around which a growing number of activities are building to halt violence against women.

This campaign is a partnership between the Ontario government, Ontario Women's Directorate and the Expert Panel on Neighbours, Friends and Families, through the Centre for Research and Education on Violence Against Women and Children at The University of Western Ontario.

By involving neighbours, friends and families and talking to abusive men, the Neighbours, Friends and Families campaign is helping communities to do what they can to prevent women from becoming victims of abuse," says Colleen Purdon, Coordinator for the Grey Bruce Domestic Violence Coordinating Committee and member of the Expert Panel that has guided development of the NFF campaign.

"It will help people recognize the warning signs of abuse, feel confident that their support is needed, and know what they can do to help women who may be experiencing abuse."

Neighbours, Friends and Families has created tools to raise awareness of warning signs of woman abuse and to provide information about safety planning. Public service announcements, brochures and wallet cards are being used to provide key information.

More than 25 communities across the province are already working with the Neighbours, Friends and Families campaign.

To learn more about the campaign and the information it has assembled, please visit:
www.neighboursfriendsandfamilies.on.ca