

Neighbours, Friends and Families

Quarterly Newsletter January 2012



Members of the Expert Panel with the Honourable Deb Matthews and Senior Policy Advisor, Meysa Maleki.

Alfredo is back row on the far right.

A Tribute to Alfredo Marroquin

Back in 2001, when Neighbours, Friends and Families was still just an idea, Alfredo Marroquin, was involved in the effort to bring the campaign to life. When an Expert Panel came together in 2004 to make decisions about what information was most important to include in the campaign messages, Alfredo was involved. When it came time to take the campaign on the road in 2006, Alfredo was there.

Along with the Tim Kelly, the Chair of the Expert Panel, he criss-crossed the province, visiting urban centres and tiny towns in the farthest reaches of Ontario to introduce Neighbours, Friends and Families to local communities. When the Ontario Coalition of Agencies Serving Immigrants organized orientation sessions in 2009 to begin planning the Immigrant and Refugee Communities NFF, Alfredo was there.

Alfredo, the long time Neighbours, Friends and Families Community Coordinator became the face of the Neighbours, Friends and Families campaign. For years Alfredo answered telephone calls and e-mails, mailed out brochures and personally visited communities to help them start up and sustain their own NFF campaigns.

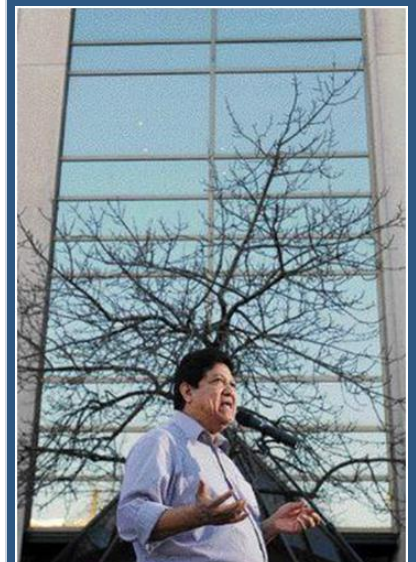
Many organizations have learned a great deal about the steps and strategies to take to reach out to neighbours, friends and families in order to break the isolation facing women who experience abuse.

He is committed to ending violence against women and has worked collaboratively to address this problem. He has reached out into communities across the province, sharing his humour, his wisdom and his enthusiasm. Alfredo has a lifelong commitment to social justice and community development... (continued on next page)

Save the Date!

**The Annual Neighbours,
Friends & Families
Workplace Champion
Awards will be held on
Friday, February 17th, 2012.**

**See the NFFOntario
[Facebook page](#) for
details**



Alfredo delivers a Neighbours, Friends & Families presentation in Guelph, Ontario.

A Tribute to Alfredo Marroquin continued



NFF Provincial Team in 2011
(Missing – Colleen Purdon)



Alfredo presents NFF at Research Day
2010, the University of Western Ontario

His determination to challenge inequities and create inclusive spaces has earned him respect from those who have had the opportunity to work with him. NFF has been fortunate to benefit from his passion and his expertise.

Susan Seaby, the Executive Director of the OWD speaks for all us when she says, "What a tremendous contribution Alfredo has made to this campaign, since its very

beginning. I've always been struck by his warmth and enthusiasm, and his driving commitment to ending violence against women, that made him an ideal champion. I'd like to wish him my best, and to thank him on behalf of the Ontario Women's Directorate, for personally bringing NFF's message to thousands of people across Ontario." Alfredo, we wish you all the best in your new career as a Faculty member at Fanshawe College.

What are the benefits to Coordinating Committees for participating in the NFF@Work campaign?

- 1) become experts in supporting non-profit / public and corporate workplaces to meet their obligations to prevent and respond to domestic violence in the workplace
- 2) relationships to public / non-profits
- 3) increase the perceived value of Violence Against Women services
- 4) receive established education and training skills and tools
- 5) build a foundation for providing fee-for-service training to workplaces in the public, non-profit, and corporate sectors
- 6) educates a large portion of the public about woman abuse
- 7) create a large informed support network for the coordinating committees and the shelters
- 8) help to create a safer community and safer workplaces

"It's Not Right!"

Neighbours, Friends and Families for Older Adults

How You Can Identify Abuse and Help Older Adults at Risk



NFF launches the new campaign on Elder Abuse, "It's Not Right!" [Click here](#) to see the brochures on our site.

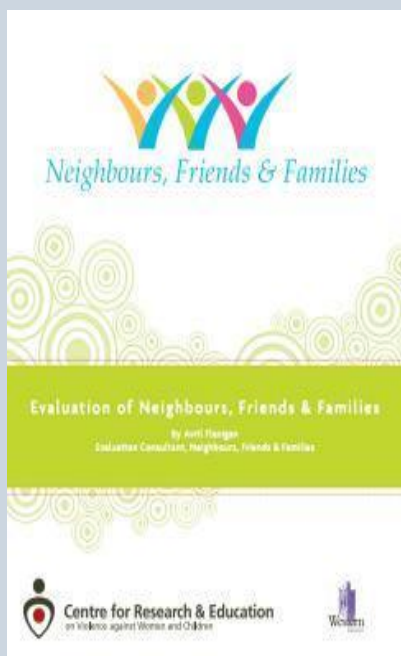


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Twitter : [@NFFOntario](https://twitter.com/NFFOntario)



“88% of Neighbours, Friends and Families participants reported they felt empowered to provide other supports”

Training with the Ontario Council of Agencies Serving Immigrants

22 OCASI representatives actively and enthusiastically participated in training offered by Barb MacQuarrie & Colleen Purdon from the Centre for Research & Education on Violence against Women & Children on November 14 & 15, 2011. We all benefited from a rich knowledge exchange, thoughtful discussion and reflection throughout the two days.

Participants indicated that the learning was important for them. One of them reported that, “Everything had a great impact: video clips, how to talk to an abusive man, how to deliver the presentation, the warning signs, the high risk signs, the hard questions.” For more information about the Immigrant & Refugee Neighbours, Friends and Families campaign, see www.immigrantandrefugeenff.ca.

Evaluation of the Neighbours, Friends and Families program!

An [evaluation](#) of the Neighbours, Friends and Families program was recently completed. Data was collected from presentation diaries, participant feedback forms, training reports, and integrated with 78 interviews with coordinators, workplace champions and program specialists. Detailing the mission, goals, history and development of the program, the evaluation also explores workplace outreach and community engagement, development, capacity building and sustainability. It also highlights community and workplace successes, the adaptation of the campaign in other provinces, as well as some recommendations for moving forward and continuing to strengthen and expand the reach and depth of the initiative.

In the evaluation period from April 1, 2009-March 31st, 2011, of the presentations delivered by community coordinators, participants reported:

- 89.2% of people felt prepared to identify the warning signs and risk factors of woman abuse
- 87.6% of people felt ready to provide referrals
- 88% of people felt empowered to provide other supports

Similar successes were reported from the Ontario Public Service presentations and the provincial training sessions. In support of the domestic violence requirements of Bill 168, the Make it Our Business resources were created, in addition to Cut it Out, specifically geared to salon professionals. The [full evaluation report](#) is available on the [NFF website](#).

Neighbours, Friends and Families Campaign

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