

Cut It Out Brochure

www.CutItOutCanada.ca

Salons Against Domestic Abuse

As a salon professional, you have an extraordinary gift to give women experiencing abuse.

You can give hope, support and help save lives.

The Cut it Out campaign provides the education, awareness and skills that permits salon professionals to safely refer clients to community resources.

Why salon professionals?

Most abused women never call the police or go to a shelter; however they do usually talk about the abuse with someone they trust. Salon professionals are skilled and experienced listeners who have developed a bond of trust with their clients.

The Cut it Out campaign respects the trusting relationship between a client and a salon professional. Thanks to the intimate and nurturing nature of the relationship, a salon professional who sees a client regularly can often spot warning signs of abuse.

Because of the unique nature of the relationship, salon professionals may notice signs of physical or emotional abuse that others may never see.

If not us...who?

If not now...when?

As a salon professional you have an important role to play... this campaign was developed to provide accurate information for salon professionals and action strategies to help you better understand how to recognize and respond effectively to a client who is experiencing women abuse.

3 ways to make a difference

The first step is to have the courage to recognize a client who could be experiencing abuse.

Recognize...the warning signs of woman abuse

Red flags for possible abuse;

- Unusual, unexplained bruising, or cuts in the hairline or scalp area in different stages of healing.
- Bruises are minimized and explained by clumsiness, i.e. "I walked into a door."
- Inability to keep appointments.
- Unusual payment methods ie. paying with cash and credit card.
- Partner always accompanies client to her appointments or waits outside in the parking lot.
- Change in character, she seems sad, lonely, withdrawn and is afraid.

Evidence of one of these does not necessarily mean your client is experiencing abuse, but seeing several signs may indicate a pattern of behavior... When in doubt, refer to the Neighbours, Friends and Families web site for more information.

Respond...by supporting woman who are affected by women abuse

As a salon professional you are not an expert or a counsellor, but you can respond respectfully, sensitively and supportively when you recognize warning signs of abuse. Provide your client with information and encourage her to get help. Express your concern and validate your client's feelings. If you are fearful for your client's or your safety, call police.

Refer...clients to supportive resources

Provide your client with information about your local abuse specific community resources such as Shelters and Counselling. Be supportive and let her know that there are local services she can contact for information and advice, and experts who can help.

Assaulted Women's Helpline

Phone: 1-866- 863-0511 (1-866-863-7868TTY) (24 hours helpline)

Email: www.awhl.org

www.neighboursfriendsandfamilies.ca