

**MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT  
INFORMATION BRIEFING NOTE**

**CLIFF #230096**

**PREPARED FOR:** Honourable Stephanie Cadieux - **FOR INFORMATION**

**TITLE:** Meeting with Tracy Porteous, Ending Violence Association of British Columbia's (EVABC) - Friday October 21, 2016

**PURPOSE:** To provide information regarding EVA BC's Be More Than a Bystander Initiative and their proposal to receive enhanced government funding for their existing Integrated Case Assessment Teams (ICATs).

**BACKGROUND:**

***Be More Than a Bystander Initiative***

- The *Be More Than a Bystander* initiative – focuses on breaking the silence on violence against women and girls.
- The Provincial Office of Domestic Violence (PODV) works very closely with EVA BC and promotes the campaign as a good example of anti-violence prevention efforts, a resource for “bystanders” and partnership between sectors.
- One of the key components of the *Be More Than a Bystander* Initiative is BC Lions players going into classrooms throughout the province to talk to students in grades 8 to 12 about how their individual choices and actions can be part of creating change.
- As of September 2016, EVA BC reported the youth education component of the initiative connected BC Lions spokespersons with close to 79,000 students throughout BC. Additional special events like youth conferences bring the total audience reached in-person to more than 87,000.
- Other components of the *Be More Than a Bystander Initiative* are also in line with focus areas of PODV's Provincial Domestic Violence Plan, including a focus on increasing capacity in Indigenous communities, and initiatives that aim to prevent violence against women in the workplace.
- In March 2015, MCFD provided the program with a one-time only (OTO) grant \$480,000 to support the “Be More Than a Bystander” initiative for the next three years- and will end March 2018.
- MCFD has funded this program since its inception for a total of \$1.08M.

***Integrated Case Assessment Teams (ICATS)***

- ICATs are a best practice model used in coordinated domestic violence intervention.
- An ICAT is a local response to highest risk domestic violence – these are cases of significant potential for serious bodily harm or death.
- ICATs in BC are distinct teams made up of local justice, police, child welfare, and community anti-violence service providers sharing information through protocols and guiding principles focused on victim safety and offender accountability.

- PODV works closely with government and anti-violence partners to support ICATs and advocates for their expansion.
- In March 2015, MCFD provided an OTO grant of \$340,000 to EVA BC. This grant is intended to support EVABC's Community Coordination for Women's Safety (CCWS) program to improve local responses to high risk domestic violence through the expansion of ICATs.
- There are currently 60 ICATS in operation across BC; up from 24 in 2014/2015.
- This ICAT initiative is aligned with the goals of BC's three-year Provincial Domestic Violence Plan and the Violence Free BC Strategy.

## **DISCUSSION:**

### ***Be More Than a Bystander***

- EVA BC has provided a draft copy of their Interim Report which provides an update on the activities and accomplishments of the Be More Than a Bystander (BMTB) program for the period from April 1, 2016 to September 30, 2016. See attachment.

### ***ICAT***

- The \$340,000 OTO funding EVABC has received to provide training to communities facilitating ICATS will end in March 2017.
- EVA BC has submitted a proposal requesting ongoing, sustainable funding of \$996,000 (see attached):
  - \$350,560 to provide operational funding to:
    - Increase the number of ICATS in new communities: there are currently 60 operational ICATS across BC, up from 24 in 2014/2015.
    - Increase capacity in Indigenous communities: this includes creating specialized, collaborative processes to identify highest risk DV cases and provide culturally relevant safety planning and risk management plans.
  - \$546,000 for resources to manage the ongoing work of the existing ICAT teams:
    - A one day a week funded coordination position is proposed per ICAT (60 coordination positions total). This would permit a more effective and efficient management of records, reports, agendas, statistics, policies and procedures, and organization of local and in-service ICAT trainings and meetings.

## **ADVICE:**

- Acknowledge the good work being accomplished by EVA BC.
- Acknowledge the request for funding for ICATs and that their proposal will be considered by the Ministry.

2 Attachments

**Program Contact (for content):** Catherine Talbott  
**Drafter:** Clark Russell  
**Date:** October 17, 2016

# ENDING VIOLENCE

Association of BC

**Ministry of Children and Family Development Provincial Office of Domestic Violence**

## **Operating Domestic Violence Interagency Case Assessment Teams (ICATs)**

### **Proposal To Maintain and Build ICATs Throughout BC**

The goal of this initiative is to increase the number and expand the capacity of local Interagency Case Assessment Teams (ICATs) across the province to increase the overall response to cases of high-risk domestic violence. We propose to do this by training more communities across the BC to establish ICATs, supporting the creation of local protocols to allow cross-sectoral information sharing, and assisting established teams to maintain their work, track their data/outcomes, and problem solve local and provincial issues.

The Ending Violence Association of BC will also continue to act as stewards for the ICAT Best Practices Guidelines, including the ongoing updating, maintenance and coordination of stakeholders' input to ensure the Guidelines are always in-keeping with current legislation, case law and other policy related information. EVA BC aims to ensure that every community, including First Nations in British Columbia has the competence to identify highest risk domestic violence cases, create victim and family risk management plans, create standardized records management and collection practices and implement offender management strategies.

This work would directly increase the safety of women and families in BC, increase capacity within communities of all sizes to respond to the most lethal and severe violence and reduce costs for the justice, health and social systems in the province.

This initiative is directly in line with the Violence Free BC strategy and the leadership undertaken by the Ministry of Children and Family Development through the Provincial Office of Domestic Violence. This initiative would build critical infrastructure for domestic violence ICATs to be better managed and tracked at the community level and build in a provincial operations pillar that currently only exists until March 2017. The ICAT model, which at its core has ICATs being managed at the community level, using CCWS/EVA BC training, support and infrastructure. The entire model which consists of local services supported by small team of trainers and overseers makes this a cost effective solution to the most serious and potentially lethal cases of domestic violence in our province.

## Community Coordination for Women's Safety

### ICAT Work To Date

Community Coordination for Women's Safety (CCWS), a program of Ending Violence Association of BC, has trained and supported communities to develop and maintain Interagency Case Assessment Teams since 2010. CCWS has trained more than 60 communities to date on ICAT development and works to support the individual ICATs to meet the needs of their local agencies, communities and the families living with highest risk domestic violence.

MCFD kindly provided a one time grant to EVA BC in March 2015 to increase our capacity to meet the demand from communities wanting ICATs. Because of this increased capacity we have been able to increase the number of ICATs in BC from 24 to 60 and will continue to stretch this one time grant until March 2017.

Training communities to legally and ethically share client/victim/offender information, develop protocols and processes and understanding of the risk factors of highest risk domestic violence is typically a several-months long process that culminates with a two-day, cross sector, intensive training in a community. This is followed by ongoing communication with CCWS to support the development of the ICAT, assist the community to problem-solve issues related to policy, information sharing, data collection, membership, complex cases, etc. Without the mechanism of provincial oversight and operational support and local training and ICAT development support, (the role of EVA BC/CCWS re ICATs), many of the existing ICATs would either not exist or would not be functional. Creating and maintaining these cross sector high risk teams, who manage the most dangerous and potentially lethal cases of domestic violence is complex and takes dedicated time, energy and resources. Without these ICATs, there is no doubt that many families in many communities would be at further risk. Here is a snap shot of a provincial ICAT case file review conducted last year:

### Domestic Violence-Related Homicides in 2014, 2015, 2016

There have been 60 domestic violence-related deaths in the last 2.5 years that we believe were preventable, had ICAT training and Best Practice Guidelines been utilized.

Of the 60 deaths, only 2 are believed to have been related to a case that was reviewed by an ICAT. That ICAT hadn't received the CCWS ICAT training prior to the deaths. Since that time, this committee has now had the training.

### ICAT Case File Review 2010-2015

Total cases reviewed	639
Cases found to be <b>highest risk</b> (Highest Risk = " <i>at risk of grievous bodily harm or death</i> ")	556 (87%)
Total number of people involved (all victims including children and offenders)	1701

Number of extended family members identified as at high risk	56
Number of children identified as at high risk	662

Over a third of the total number of people involved in the high risk ICAT cases were children.

Communities reported that of the 662 children considered in ICAT cases, only 46 (6.9%) were placed in care of the ministry while the case was active.

MCFD's current approach to domestic violence, along with participation in ICAT Risk Management has shifted toward measures that support the mother, therefore keeping children safer.

Child protection social workers are more informed in ICAT cases and therefore much more aware of the reasons behind the victims' decisions and are therefore better able to support them. As part of the ICAT process, non-offending parents are now more engaged with support services, therefore MCFD is better able to provide more family protection. 100% of ICATs reported that they prepare a risk management plan for highest risk cases and these plans consider all children and extended family members identified as at risk.

Common safety planning and risk management components for the victim and her children include: ensuring safe housing and assisting with relocation if deemed necessary or desirable; increasing connection and support for the victim, often through community victim services; applying for crime victim assistance funding and other financial support provided through MSDSI; and placing a priority response alert on the police system for the victim's residence and workplace.

Common components of offender management include monitoring through Community Corrections, increased compliance checks by police, ensuring offender has housing and support.

Through this important work, CCWS has become a critical support to stakeholders in domestic violence responses all across BC. Additionally, CCWS has worked to build relationships and information sharing agreements at the provincial level and coordinates resource people from RCMP, MCFD and PODV to attend workshops in order to provide their subject matter expertise to the developing ICAT.

### **Work To Be Done**

CCWS is regularly approached by new communities that want to create ICATs. There are many communities that have not yet received development support and training. We also must address the high risk for domestic violence in BC's First Nations communities and it is our intention to proactively reach out to these communities with the highest risks to assist them in developing Indigenous ICATs. Additionally, with 60 established ICATs across the province to date, the work of supporting the operations of existing teams to maintain their work has become a larger part of CCWS's work and is beyond our capacity. This ICAT Capacity Initiative would allow us to develop more ICATs in BC, continue to maintain the operations of established ICATs across the province, manage the provincial collection of ICAT data, track ongoing problems, and negotiate solutions with the appropriate provincial authorities. Without this project the sustainability of BC's ICATs may be in jeopardy.

We predict that, with increased capacity, over time, CCWS will be able to assist the development and maintenance of ICATs that serve every community in British Columbia.

### **Focus on Indigenous Communities**

There is recognition that Indigenous communities throughout BC require specialized, culturally competent support to create collaborative processes to identify highest risk domestic violence cases and provide culturally relevant safety planning and risk management plans. Demand for this work has increased and this project would allow CCWS to provide the resources needed to assist these communities in their development and maintenance of ICATs.

### **Five-Year Plan**

The Ending Violence Association of BC is currently in year two of a five-year strategic plan. The strategic plan includes the Strategic Priority: "EVA BC will foster cross-sectoral awareness and programs, services and mechanisms to enhance risk identification, early intervention and safety planning." This priority area includes establishing ICATs in every community or region of the province, ensuring all ICATs have ongoing access to appropriate training and supports, and knowledge sharing and establishing a standard data collection process whereby all ICATs will be reporting on cases and outcomes for better tracking. This initiative also involves creating provincial partnerships, and evaluating and assessing the ICAT process.

### **Budget**

#### **Expenditures – Per Year**

New ICAT Trainer	\$65,000
New Indigenous ICAT Coordinator	\$65,000
ICAT Program Director	\$70,000
Administrative Support	\$35,000
ICAT Training, Travel and Meeting Expenses	\$40,000
Printing and Supplies	\$20,000
Office Rent Contribution	\$18,000
Overall Administration and Management (12%)	\$37,560
<b>TOTAL</b>	<b>\$350,560</b>

Local ICATs also require their own resources to manage the important work of these teams that is currently being managed off the sides of very busy local community desks. Coordinators of teams have been communicating to EVA BC that they would be able to work more efficiently and effectively with a one day per week paid position to: call meetings, manage records and reports, prepare agendas and minutes, inform members of news, keep statistics, maintain policies and procedures, create and maintain ICAT promotional materials, provide orientation to new members, and to organize local and in-service ICAT training. If agreed, this figure below could be added to the budget above for distribution by EVA BC at \$4,000 per established ICAT.

<b>Local ICAT Staffing (1 day per week x \$25/hr x 60 ICATs)</b>	<b>\$546,000</b>
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**BE MORE THAN A BYSTANDER:  
BREAK THE SILENCE ON VIOLENCE AGAINST WOMEN**

**Interim Report  
April 1, 2016 – September 30, 2016**

**Prepared for the BC Ministry of Children and Youth  
Reference 221805  
October 2016**



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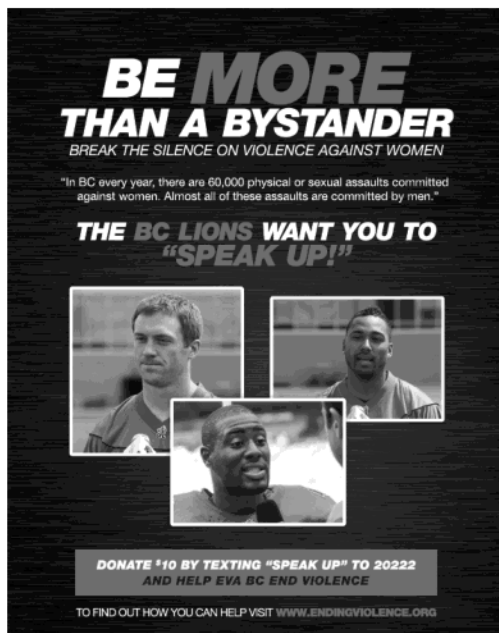
## Overview: Be More Than A Bystander

The “Be More Than a Bystander” campaign, a groundbreaking partnership between the Ending Violence Association of BC (EVA BC) and the BC Lions Football Club, was launched in Vancouver in July 2011. Now in its sixth year, the campaign’s reach is conservatively estimated to be in excess of 397 million impressions, it has won several awards, been highlighted in a global session at the United Nations in New York, and been directly responsible for a number of spin-off campaigns across Canada that include the Winnipeg Blue Bombers and Football Saskatchewan. In August 2015, the groundwork laid by this initiative led to the development of the Canadian Football League’s Policy on Violence Against Women, a policy that applies to all CFL players, coaches, officials, executives and staff across Canada.

Supported with funds from the BC Ministry of Children and Family Development, the highly successful youth education component has connected BC Lions spokespersons in-person with almost 79,000 students throughout British Columbia through in-school presentations since the program began. Combined with other events, the total audience reached through in-person presentations is very close to 87,000.

## Interim Report: April 1, 2016 – September 30, 2016

This report will provide an interim update on the activities and accomplishments of the Be More Than a Bystander (BMTB) program for the period from April 1, 2016 to September 30, 2016.



Information provided in this report includes, but is not limited to:

- number of in-school interactive educational workshops completed and locations of schools where the workshops were held;
- number of students reached;
- progress on remote outreach;
- video messaging progress;
- number and location of community events attended;
- summary of local government engagement progress;
- number of web site visits and update on social media campaign; and
- overview of advertising, public service announcements and promotion efforts.

## Youth Education

The youth education component of the Be More Than a Bystander initiative continues to be immensely popular and there is an ongoing waitlist for schools that would like to host BMTB presentations. 17,137 youth have been reached through 24 school visits throughout BC during the period from January 1 to September 30, 2016. Each school visit includes a general assembly presentation to all students and an interactive breakout session with a smaller group of students to foster leadership.

Adding the number of youth reached to date in 2016 to previous years brings the overall total of students reached through in-person Be More Than a Bystander presentations in BC schools to almost 79,000 since the program began.

During the period of this report, Be More Than a Bystander spokespersons also connected with Indigenous youth and communities in BC through special presentations funded by Department of Justice Canada. Other special events such as Train-the-Trainer at BC Institute of Technology and Simon Fraser University, among others, bring the total audience reached to date through in-person presentations very close to 87,000.



*BC Lions connect with students at Vancouver's Britannia Secondary, April 2016*

BC Lions serving as spokespersons for Be More Than a Bystander since April 2016 are Shawn Gore, Travis Lulay, Rolly Lumbala, J.R. LaRose, Dean Valli, Jamie Taras, T-Dre Player and Eric Fraser.

EVA BC continues to organize local victim support workers through its member programs in each community to attend BMTB presentations and provide any debriefing or crisis support that is needed.

## School Visits Detail

#	2016	School	Community	Students
<b>17,137 students were reached in 24 school visits that took place between January 1 – September 30, 2016.</b> Out of that number, 2,742 were reached in the six sessions that fall within the period of this report – April 1 to September 30, 2016.				
1	Apr 13	Burnaby South Secondary	Burnaby	300
2	Apr 25	Aldergrove Community School	Aldergrove	612
3	Apr 29	Britannia Secondary	Vancouver	602
4	May 13	Tamanawis Secondary	Surrey	412
5	May 20	DW Poppy Secondary	Langley	456
6	Sept 19	Simon Fraser University Athletics Presentation (Assembly only)	Vancouver	360
<b>Total Students April 1 – September 30, 2016</b>				<b>2,742</b>

## Exit Surveys

Exit surveys completed by a sampling of students at each event show significant increases in their knowledge about the issues and their belief they would now act on suggested techniques to “be more than a bystander”. A sampling of comments from the students about what they would now do if they ‘heard someone saying something abusive about women or girls’ include:

- Find her friends
- Tell someone if necessary
- Get them to stop
- Step up and make sure the person is okay
- Help the person out!
- Interfere or get other people as well as myself involved
- Make things awkward to change the train of thoughts
- Distract the guy

## Assembly Presentations (April 1 to September 30, 2016)

- 261 responses in total
- Only 13% of students said they had “a lot of knowledge about violence against women and girls” **before** coming to the presentation, but 62% reported they had “a lot of knowledge about violence against women and girls” **after** the presentation. See Figure 1.
- High numbers of students said they learned about:
  - Respect – 87%
  - Abuse – 83 %
  - How to prevent... – 87%
- 92% of students reported that after hearing this presentation, if they heard someone saying something abusive about women or girls, they would “say something”.
- 92% of students reported that after hearing this presentation, if they saw a guy yelling at a girl or pushing her around, they would “try to do something”.

### *How much I knew about violence against women and girls...*

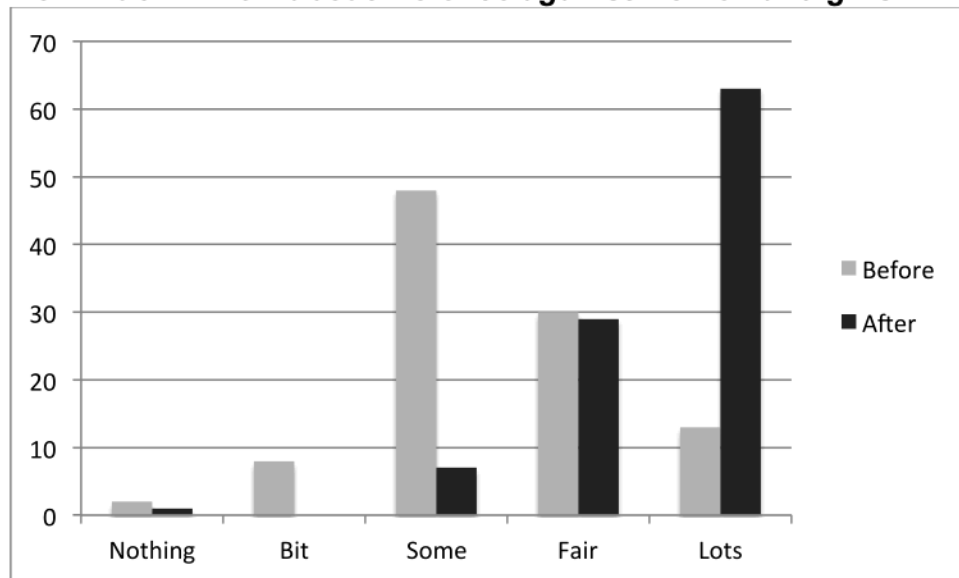


Figure 1: Exit survey results for Assembly Presentations.

## Break Out Groups (April 1 to September 30, 2016)

- 97 responses in total
- 23% of students said they had “a lot” of knowledge about violence against women and girls **before** coming to the presentation, but 70% reported they had “a lot of knowledge about violence against women and girls” **after** the presentation. See Figure 2.
- High numbers of students said they learned about:
  - Respect – 80%
  - Abuse – 82%
  - How to prevent... – 82%
- 88% of students reported that after hearing this presentation, if they heard someone saying something abusive about women or girls, they would “say something”.
- 93% of students reported that after hearing this presentation, if they saw a guy yelling at a girl or pushing her around, they would “try to do something”.

### *How much I knew about violence against women and girls...*

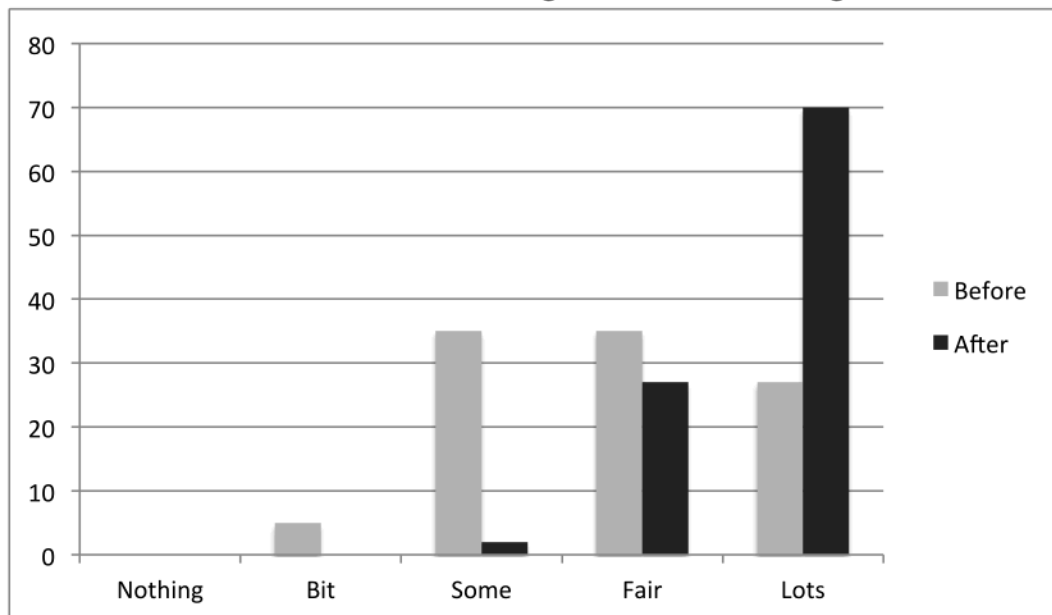


Figure 2: Exit survey results for Break Out Groups.

Exit survey information from schools visited during the period April 1 to September 30, 2016 are attached to this report.

Please see Appendix A – Evaluations/School Visits.

## Remote Outreach

As previously reported, priority communities were identified in partnership and consultation with the RCMP and MCFD. Meetings took place between these partners and EVA BC's Community Coordination for Women's Safety (CCWS) program.

Research was undertaken to look at the efficacy of connecting with youth in remote communities via different technology mediums. We have been assessing what topics could be suitably and safely addressed in this manner and what platforms could best be employed. Further to this, a Skype pilot was conducted. The development of best practice recommendations for remote outreach is currently underway.

## Indigenous Be More Than a Bystander Events Detail

Six special Indigenous Be More Than a Bystander presentations\* were delivered to 705 people during the period of this report. EVA BC liaised with key local contacts in each community to collaborate in planning the events. Local radio stations and news media were contacted to help promote and spotlight the event and BMTB initiative.

#	2016	Groups	Community	Attendees
1	May 30	Queen Charlotte Secondary	Queen Charlotte	135
2	May 30	Masset Public Presentation	Masset	200
3	May 31	George M. Dawson Secondary	Masset	120
4	May 31	Kaay Centre - Haida Heritage Centre	Haida Gwaii	75
5	June 2	Big House	Courtenay	100
6	June 22	Dancing in the Light Conference	Bella Coola	75
<b>Total audience</b>				<b>705</b>

\*The above presentations were possible in part due to special project funding from Department of Justice Canada.

## Exit Surveys

A sampling of comments from participants about what they would now do if they 'heard someone saying something abusive about women or girls' include:

- Try to prevent it
- Distract
- Confront the issue
- Speak up

Feedback we received about these presentations included:

- Thank you so much for the opportunity. I know it was very impactful for the people who were there.
- I just wanted to thank everyone for making these events happen. I was so impacted by our communities' teamwork. The responses during the events gave way to solutions and places for more conversation through our own stores. I hope these conversations, education and tam work continue.
- I think the visit was an unqualified success...[JR LaRose] is a great representative for the Be More Than a Bystander initiative and clearly owns the message...
- The venue was good and JR is a very dynamic speaker and his presentation prompted a lot of thoughtful discussion afterwards.

## Indigenous Be More Than a Bystander Presentations (May 30 to June 2, 2016)

- 75 responses in total
- Only 1% of respondents said they had "a lot of knowledge about violence against women and girls" **before** coming to the presentation, but 75% reported they had "a lot of knowledge about violence against women and girls" **after** the presentation. See Figure 3.
- Respondents said they learned about:
  - Respect relationships – 71%
  - Abuse – 77 %
  - How to prevent... – 80%



- 85% of participants reported that after hearing this presentation, if they heard someone saying something abusive about women or girls, they would “say something”.
- 84% of participants reported that after hearing this presentation, if they saw a guy yelling at a girl or pushing her around, they would “try to do something”.

***How much I knew about violence against women and girls...***

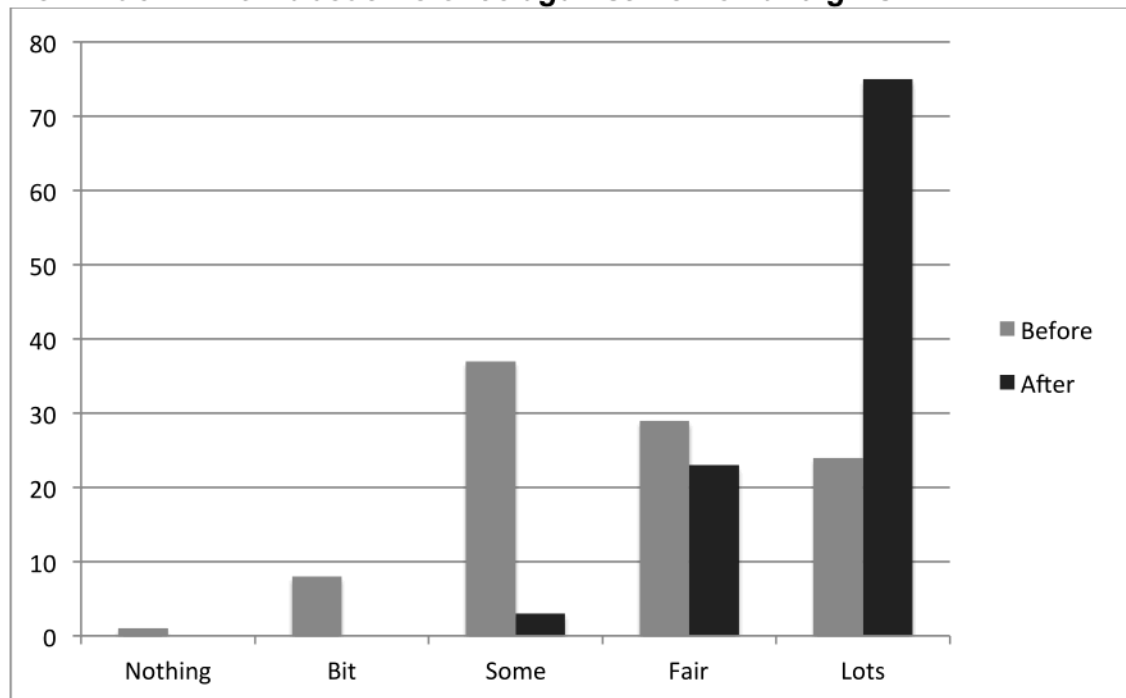


Figure 3: Exit survey results for Indigenous BMTB Presentations.

**Exit surveys from Indigenous BMTB events held during the period April 1 to September 30, 2016 are attached to this report.**

**Please see Appendix A – Evaluations/Indigenous BMTB DOJ**

## Video Messaging

Video production of the BMTB Summer Message that was distributed at the end of the school year in 2016 took place during the period of this report. Production steps included the selection of spokespersons to ensure appropriate diversity, the script development process of writing, feedback and revisions, scheduling of video shoots and the editing, revisions and finalization of the video production process.

The video was distributed via e-news to 2,180 key contacts throughout the school system. Both of this project's school videos to date have been disseminated throughout the school system this way thanks to the Ministry of Education's Deputy Minister, who made this distribution method possible for us.



*Shawn Gore, Rolly Lumbala, T-Dre Player and Travis Lulay all appeared in the Be More Than a Bystander Summer Holiday 2016 video message to students.*

## Public Service Announcements

Three new PSAs featuring Travis Lulay, Rolly Lumbala, Shawn Gore and Eric Fraser were developed during the period of this report. These have been airing during BC Lions home games in the 2016 season and posted to EVA BC's YouTube channel.

The three new PSAs are:

- Stand Up
- With Power and Strength Comes Responsibility
- It Affects Everyone

**The Summer Holiday School Message and 3 new PSAs 2016 are attached to this report.**

**Please see Appendix B – Videos/PSAs 2016**

## Community Events

EVA BC has continued to receive requests for a number of special community presentations at conferences, youth camps, Indigenous communities, workers unions, professional associations and an increased number of secondary school requests. As we are unable to completely keep up with demand, requests are added to a waitlist on an ongoing basis.

### Special Presentations Detail

#	2016	Group	Community	Attendees
1	Apr 5	Canadian Football League Congress	Toronto, ON	75
2	Apr 19	Family Violence Walk	Lytton	150
3	Apr 29- May 1	Football Saskatchewan Train-the-Trainer	Saskatoon	19
4	May 5	Sunshine Coast Youth MVP Student Summit	Sechelt	60
5	May 9	Conference Engaging Men in Ending Gender-Based Violence, hosted by MentorAction	Hamilton, ON	90
6	May 13	Building Empathy, Conquering Apathy Conference Hosted by the Canadians for a Civil Society in partnership with MacEwan University and NAIT	Edmonton, AB	300
7	June 7	Unifor Union - Train the Trainers presentation/meeting	Ontario	175

8	June 28-30	Train the Trainers – BC Institute of Technology	Burnaby	25
9	Sept. 2	Residence at Simon Fraser University – two 1.5 hour presentations		415
10	Sept. 15-17	Train the Trainers – Simon Fraser University		20
11	Sept. 21	Special presentation to Mayor and Council, City of Vancouver		30

**Total audience** **1,359**

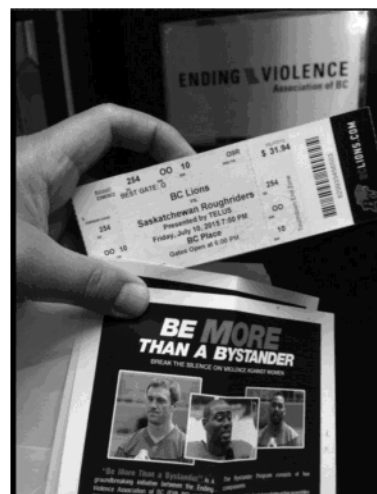
**Exit surveys from special presentations that took place during the period April 1 to September 30, 2016 are attached to this report.**

**Please see Appendix A – Evaluations/Special Presentations**

## Additional Activities

### Anti-violence Programs and BMTB Supporters at BC Lions Home Games –

As in previous seasons, the BC Lions provided EVA BC with a number of tickets for each home game of the season, which we then distribute to representatives from the anti-violence sector, including their clients and supporters of the Be More Than a Bystander initiative. EVA BC consistently receives positive feedback from participants about how this activity sparks discussions about violence against women and generates awareness.



## Resource Sector Training Film

A partnership with the BC Ministry of Jobs, Tourism and Skills Training and Responsible for Labour and Encana Corporation resulted in the launch of EVA BC's new training film for the resource sector in April 2016. The 30-minute video offers the Be More Than a Bystander model as an effective way to prevent violence against women in the workplace. EVA BC and BC Lions representatives participated in the launch at a media conference held at the BC Legislature on April 14, 2016.



*L-R: Jamie Taras, Director of Community Development, BC Lions; the Honourable Shirley Bond, Minister of Jobs, Tourism and Skills Training and Responsible for Labour; the Honourable Stephanie Cadieux, Minister of Children and Family Development; Tracy Porteous, Executive Director, EVA BC; Richard Dunn, Vice-President, Government Relations, Encana.*

**Please see Appendix B – Videos/ Resource Sector Training Film Launch**

## Local Government Engagement

One of this project's original deliverables – to deliver a Be More Than a Bystander Main Floor Presentation and Resolution at the Union of BC Municipalities Convention in 2015 – was based on a promise from Encana to organize this activity. In the end, this did not take place in 2015 and as a result this deliverable has now been removed.

Nonetheless, we have continued to explore ways this could be achieved. A meeting with the City of Vancouver Council in September 2016 was very encouraging. The COV Council indicated they are willing to take the lead on this at their provincial table and work with EVA BC to bring forward a motion to the floor at UBCM 2017.

## Website and Social Media

**April 1, 2016 – September 30, 2016**

**www.bclions.com:**

- Website visits: 2,000,000

**www.endingviolence.org:**

- Website visits: 216,324

## Social Media

### Twitter

- Total EVA BC Twitter impressions 153,500
- BMTB-related impressions 40,398
- Total number of EVA BC profile visits 5,677
- In this reporting period, EVA BC Twitter followers have increased from 1,067 to 1,173
- The BC Lions have continued to retweet our #BeMore posts to their 104,000+ followers.
- We have continued to use the #BeMoreThanABystander hashtag on Facebook and Twitter and encourage others to use it when commenting not only on the program, but on posts related to bystander intervention in general.
- Engagement with other Twitter users include cross posting, re-tweets, mentions and Twitter conversations with:

- BC Dental Hygienists' Association
- BC Government and Service Employees' Union
- BC Lions players and Bystander presenters including JR LaRose, T-Dre Player, Rolly Lumbala, Shawn Gore
- BC Men In Nursing
- Cloverdale Pharmasave
- Disability Alliance BC
- Hollaback! Vancouver
- NEVR Campaign and #1BillionRising
- Steel Workers Union
- UBC Dentistry Alumni
- Vancouver Transit Police
- Winnipeg Blue Bombers
- BC and Manitoba governments have also been supportive on social media, sharing our posts
- EVA BC member programs and other anti-violence agencies including:
  - Association of Alberta Sexual Assault Services
  - Atira Women's Resource Society
  - Avalon Centre
  - Boundary Women's Support Services
  - Cowichan Women Against Violence Society
  - Family Services of the North Shore
  - Haven Society
  - Howe Sound Women's Centre
  - Pace Society
  - Sexual Assault Support Centre – UBC AMS
  - Surrey Women's Centre
  - SWAN
- Engagement with media outlets including:
  - 897 Juice FM
  - 99.7 2DAY FM in Campbell River
  - CiTR news
  - CKNW Sunday Night Sex Show
  - In The Red on CHLY Radio
  - People First Radio – Nanaimo
  - Shaw TV Nanaimo

#### Facebook

- Total reach of posts was 208,494 (the number of people who were served any activity from our Page, including posts, Page like adverts, mentions and check-ins)

#### YouTube

- Videos related to Be More Than a Bystander, along with other EVA BC initiatives are featured on our YouTube channel, "EVA TV". Since its inception, we have uploaded 105 videos including 3 new BMTB PSAs that

are played during BC Lions' home games in the 2016 football season. In this reporting period there were 27,386 views of our videos.

- Every page of the EVA BC website features links to all EVA BC social media channels and our home page features a live Twitter feed. All our social media handles are cross-linked throughout the various platforms.

*Total impressions/views = 365,380*

## **Public Relations Overview**

The public relations campaign for the program continues to demonstrate strong growth with an estimated reach of over 40 million impressions so far in its sixth year. This builds on the 357 million impressions accumulated in its first five years and brings Be More Than a Bystander's overall publicity reach to over 397 million impressions as of September 30, 2016.

As the program began its sixth season, the initiative continued to be in the public eye and generate a great deal of interest. EVA BC continued to be consistently sought out by media as a "go to" source of expertise for commentary and analysis on gender-based violence and as leader of the Be More Than a Bystander initiative.

Promotional activities that have been part of the campaign since it launched in July 2011 continued, such as the airing of PSAs, field signs and LED ribbon signage at BC Place Stadium. We once again had several ads in Game Day Magazines and Media Guides and there was radio and television coverage of games that picked up the PSAs and in-stadium signage. There was also significant earned media coverage in print, radio and television. Website traffic, social media activity, video messaging throughout the school system and information tables at events were also all part of the mix.

EVA BC continues to put a great deal of effort into tracking circulation rates and the overall reach of the campaign on an ongoing basis. The resulting numbers, though huge, are considered extremely conservative given it is not possible to track everything and various circulation numbers are not always available to us.



## Publicity Reach Summary

April 1, 2016 to September 30, 2016	Circulation
Audiences reached through in-person presentations	4,806
Video messaging throughout schools	2,180
Print media (earned media, hard copy and online)	33,756,060
In-stadium PSAs	302,904
PSAs (radio broadcast during BC Lions home games)	Not yet available
In-stadium signage views (includes TSN viewers)	3,293,872
Game Day magazines & Media Guides	190,000
Websites	2,216,324
Social media	365,380
<b>Total Impressions</b>	<b>40,131,526</b>

### Print Media (hard copy and online)

- 1\_Interview with Jamie Taras - The Counselling Group, April 12 2016
- 2\_Unique partnership launches video to stop violence against women - KamloopsCity.com, April 14 2016
- 3\_Be More Than A Bystander – Stop Violence Against Women – Fraser Valley News, April 14 2016
- 4\_New video shares the importance of being more than just a bystander - Kelowna Now, April 14 2016
- 5\_Unique partnership launches video to stop violence against women - Diversity Reporter, April 15 2016
- 6\_New Training Video Focuses on Violence Against Women in Industry - 250 News, April 17 2016
- 7\_B.C. marks prevention of violence against women week - Kelowna Now, April 17 2016
- 8\_Comox Valley not immune to domestic violence - Comox Valley Record, April 18 2016
  - Print circulation: 21,712 every Tuesday and Thursday
- 9\_Unique partnership launches video to stop violence against women - Peachland View, April 19 2016
  - Print circulation: 2,799 every Friday
- 10\_CFLer LaRose spreads the word- Violence against women not acceptable -

Saskatoon Star Phoenix, April 28 2016"

- Print and digital circulation: 234,045/week
- Online readership only: 53,777/week

11\_Football Saskatchewan and Sask Sexual Assault Services announce new program - 620 CKRM, April 29 2016

12\_Sask. Amateur Football Players Learning How to Combat Violence Against Women - Saskatoon Homepage, April 29 2016

13\_'Speak up'- Athlete JR Larose shares anti-violence message - Saskatchewan - CBC, April 29 2016

- Online readership: 4.2 million/month

14\_Future football stars training to stand up for women - News Talk 650 CKOM, April 29 2016

15\_Spreading the word - Saskatoon Express, April 29 2016

16\_MVP Student Summit - Sunshine Coast Community Services Society Website, May 10th 2016

17\_Tackling violence against women - The Local Weekly, May 10 2016

- Print circulation: 13,002 every Thursday

18\_Program a first in Canada - Coast Reporter, May 12 2016

- Print circulation: 12,720 every Friday

19\_Mentors in Violence Prevention Summit - School District 46 Homepage, May 12 2016

20\_Former Grey Cup champion to take part in human rights symposium in Edmonton - Edmonton Journal, May 13 2016

- Print and digital circulation: 555,252/week
- Online readership only: 208,894/week

21\_BC Lion to discuss domestic violence - Comox Valley Record, May 25 2016

- Print circulation: 21,851 every Tuesday and Thursday

22\_Community Tackles Issue of Violence Against Women and Children - Lillooet News, May 4 2016

- Print circulation: 1900/week

23\_Be More Than A Bystander in the Comox Valley - Comox Valley Echo, May 30 2016

24\_Be More Than A Bystander Event - HaidaGwaiiTrader, May 30 2016

25\_Be More Than A Bystander Comox Valley Events - Whats On Digest, June 2 2016

26\_Do not standby ... intervene – Council of the Haida Nation, June 7 2016

27\_Interval House - 30 years of sheltering families - The Hamilton Spectator, June 16 2016

- Print and digital circulation: 681,451/week
- Online readership only: 221,098/week

28\_Feminist Frosh Week assails rape culture - Vancouver 24 hrs, Sep 5 2016

- Print and digital circulation: 557,395/week

29\_Sexual assault concerns lead to changes at B.C. universities - The Province, Sep 17 2016

- Print and digital circulation: 686,805/week
- Online readership only: 261,749/week

30\_Sexual assault concerns lead to changes at B.C. universities - Vancouver Sun, Sep 18 2016

- Print circulation: 1,011,799/week
- Online readership: +25 million/month, 1,441,000 unique visitors

31\_Taking Back the Night Williams Lake style - Williams Lake Tribune, Sep 24 2016

- Print circulation: 9,811 every Wednesday

*Total impressions = 33,756,060*

**Articles listed above are attached to this report.**

**Please see Appendix C – Print Media.**

## **Radio**

a\_Port Moody domestic homicide, bystander intervention interview with Tracy Porteous - **Global News**, July 12 2016

b\_Port Moody domestic homicide, bystander intervention interview with Tracy Porteous - **Roundhouse Radio**, August 5 2016

**Radio interviews listed above are attached to this report.**

**Please see Appendix D – Radio.**

### **Television/Video**

a\_Video – Resource Sector Training Film - Tracy Porteous at Film Launch Media Conference, April 14 2016

b\_Video – Resource Sector Training Film - Minister Bond interviewed post Press Conference, April 14 2016

c\_Video - Resource Sector Training Film - Unique partnership launches video to stop violence against women, April 14 2016

d\_Video - Resource Sector Training Film - Jamie Taras interviewed post Press Conference, April 14 2016

e\_Video - Resource Sector Training Film - Travis Lulay interviewed post Press Conference, April 14 2016

f\_Video - Be More Than A Bystander launch in Saskatchewan – audio recording of CTV video, April 29 2016

**Videos listed are attached to this report.**

**Please see Appendix B – Videos.**

### **Jiffy Lube Sponsorship**

Jiffy Lube offered to sponsor two BMTB ads to air in BC and on US spill channels for a 1-year period that began in November 2014. Jiffy Lube then offered to renew their sponsorship for another one-year period, from November 2015 to November 2016.

The US spill channels airing the PSAs are: A&E, AMC, BBCW, BLOOM, CNBC, CNN, FOXNC, GOLF, GSN, HLN, MSNBC, NFL, SPEED, SPIKE, TLC, WPCH.

As previously reported, the scheduled number of paid and bonus occasions combined for a one-year period is 159,915. Total impressions are 5,551,150.

## BC Lions Home Game Attendance to September 30, 2016

#	Home Games 2016 Dates	Stadium Attendance
1	June 25	21,386
2	July 7	18,921
3	August 13	21,213
4	August 19	21,341
5	September 9	18,107
6	October 1	N/A
7	October 14	N/A
8	October 22	N/A
9	November 5	N/A
<b>Total Attendance to Sep. 30, 2016</b>		<b>100,968</b>

### PSA Airings at Home Games

BMTB PSAs aired 3x at each game x 100,968 audience

*Total impressions = 302,904*

### In-Stadium Signage

Two large field signs (9' x 4'; which are the equivalent of 3 Sideline A-Frames on each side; 6 in total) located on each side of the field during home games. These signs are double-sided and seen by the crowd behind as well as the people on the other side of the field. The signs are strategically placed to be extremely visible for TSN televised games.

- Average TSN viewership per game: 578,000 x 5 games = 2,890,000
- In-stadium potential views at 5 home games (100,968 x 4 signs): 403,872

*Total impressions = 3,293,872*

### Radio PSAs 2016

PSAs aired during BC Lions home games also reach radio listeners.

*Impressions data not available at this time*

## Gameday Magazine and Media Guides

4 BMTB-related promotions were in each magazine:

- 37,500 gameday magazines printed/distributed to Sep.30, 2016 (x 4).
- 10,000 media guides printed/distributed to Sep.30, 2016 (x 4).

*Total impressions = 190,000*

## Awards History

Since its launch in 2011, Be More Than a Bystander has received a number of awards and been a finalist for several others. All of these awards have added to the publicity and credibility of the program, as well as some extraordinary benefits such as a year of extensive advertising from the BC Association of Broadcasters, a \$1,000 donation to EVA BC from Scotiabank and a \$10,000 donation to Sources Women's Place from spokesperson Travis Lulay.

Date	Award	Description
May 2012	BCAB Humanitarian Award	EVA BC was the recipient of the Humanitarian Award from the BC Association of Broadcasters. This award brought with it two million dollars worth of private television and radio airtime free of charge for Be More Than a Bystander PSAs.
June 2012	Scotiabank Game Changer Award	EVA BC Executive Director Tracy Porteous was honoured at the BC Lions pre-season home game on June 13, 2012 as Scotiabank's Game Changer in recognition of her many years of service in the anti-violence sector and success with the Be More Than a Bystander campaign. Scotiabank made a donation of \$1,000 to EVA BC as part of the award.
March 2012	Travis Lulay Most Outstanding Player Award	As winner of Gibsons Finest CFL Most Outstanding Player of the Year, Be More Than a Bystander spokesperson Travis Lulay was able to choose his charity of choice and he made a donation of \$10,000 to Sources Women's Place in White Rock/South Surrey.

<b>November 2012</b>	Crime Prevention and Community Safety Award	Awarded by the BC Minister of Justice on November 2, 2012 for the Be More Than a Bystander initiative.
<b>May 2013</b>	Women Transforming Cities	EVA BC was shortlisted as one of the finalists for a "Women Transforming Cities" award, in recognition of the "Be More Than a Bystander" campaign and its impact on the social landscape.
<b>March 2014</b>	CAPP Award Nomination	Encana Corporation nominated "Be More Than a Bystander" for a Responsible Canadian Energy Award from the Canadian Association of Petroleum Producers (CAPP). The Responsible Canadian Energy Awards recognize leadership among CAPP members in delivering environmental, social and health and safety performance.
<b>March 2014</b>	Avon Communications Awards	EVA BC was selected as a finalist in the 3rd Annual Avon Communications Awards: Speaking Out About Violence Against Women for its Be More Than a Bystander public service announcements in the category 'Global Award for Excellence in Communication'.
<b>June 2014</b>	City of Vancouver Awards of Excellence	EVA BC won the Healthy City for All Award of Excellence in the Organization category. The focus of EVA BC's nomination for this award was its highly successful Be More Than a Bystander initiative.

## **Appendices**

**Appendix A – Evaluations**

**Appendix B – Videos**

**Appendix C – Print Media**

**Appendix D – Radio**

**Appendix E – Images**