

# Working Together

for Violence-Free Communities



*An Action Plan for the Prevention of Violence in Newfoundland and Labrador 2015-2019*



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# Message from the Premier

Through the 2006 Violence Prevention Initiative Action Plan, *Taking Action Against Violence*, the Government of Newfoundland and Labrador committed to provide leadership within the province to prevent and reduce violence against those most at risk.

We are proud of the violence prevention work that has happened throughout our province. Since 2006, the Provincial Government has increased awareness and education regarding violence and abuse, strengthened community participation and leadership, improved research, policies, programs and services, and enhanced accountability to ensure that the roles and responsibilities in violence prevention are clear.

In particular, the implementation of social marketing campaigns, including *Respect Women*, *Duty to Report Child Abuse*, *Preventing Violence against Older Persons*, and *OutrageNL* have made a difference by changing attitudes and behaviours and educating residents on how they can help prevent violence.

The 2015-19 Violence Prevention Initiative Action Plan, *Working Together for Violence-Free Communities*, demonstrates our continued commitment to collaborating with community partners and stakeholders to prevent and reduce violence in Newfoundland and Labrador.

By further expanding our engagement with community partners and focusing on the four strategic priorities in this plan, we will continue to work toward our vision of a province which is free from violence.

A handwritten signature in black ink, appearing to read 'Paul Davis'.

The Honourable Paul Davis  
Premier of Newfoundland and Labrador

# Message from the Minister



Violence destroys families, relationships and communities and has devastating long-term effects on its victims. Inequality, power and control are root causes of violence. However, violence is preventable and each of us is responsible for ensuring it does not occur.

Since 2006, the Government of Newfoundland and Labrador has been working to raise awareness and positively change attitudes and behaviours to create a safer, violence-free society. In this next phase of our Violence Prevention Initiative, we will build on past successes and move forward in our efforts to end violence.

*Working Together for Violence-Free Communities* is the next step toward building safe and supportive environments where everyone in Newfoundland and Labrador can live free of fear, violence and abuse.

This action plan will expand our efforts to increase awareness and change attitudes about violence and abuse. The plan is a horizontal strategy involving many Provincial Government and community partners. It outlines how the Provincial Government will use evidence and research as a foundation for strengthened violence prevention policies, even stronger supports for at-risk populations and increased community participation and leadership.

This plan is a living document, charting the actions the Government of Newfoundland and Labrador will undertake as we continue to address violence in our province. As new issues emerge, as research is completed and as solutions are identified, this plan will serve as the basis for ongoing progress on all four strategic priorities identified as core elements of the action plan.

The responsibility for violence prevention falls to every individual, and it also requires collaboration and participation from a broad cross-section of partners and stakeholders.

I invite everyone to join me in taking action against violence, by working together for violence-free communities.

A handwritten signature in black ink that reads "Susan Sullivan".

The Honourable Susan Sullivan  
Minister Responsible for the Status of Women

# Executive Summary

The Violence Prevention Initiative reflects the Government of Newfoundland and Labrador's commitment to addressing violence in the province. The initiative is a multi-departmental, government-community partnership focused on finding long-term solutions to the problem of violence against those most at risk including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, persons of varying race or ethnicity, lesbian, gay, bisexual and transgender persons and persons of varying economic status.

Since 2006 there has been an increase in awareness with respect to violence in Newfoundland and Labrador as a result of previous work carried out under the Violence Prevention Initiative. However, work must continue. From 2006 to 2014, 46,830 violent crimes were reported against adults and 13,273 violent crimes were reported against children in Newfoundland and Labrador.

This action plan follows the 2006 action plan which focused on the same goal – a society free from violence. This plan reflects emerging concerns in Newfoundland and Labrador, such as cyber violence, and takes into consideration findings from evaluations and surveys undertaken since 2006 on the Provincial Government's approach to violence prevention.

Under the action plan, the Government of Newfoundland and Labrador has identified four strategic priorities:

- Increasing public awareness: positively changing attitudes and behaviours towards violence and abuse;
- Addressing violence against Aboriginal women and children;
- Increasing participation and leadership: engaging and mobilizing communities; and
- Strengthening research, policies, programs and services.

Under these four priorities, the Provincial Government will undertake 67 actions over the next three years. Please refer to Annex A for a complete listing of all actions outlined in this action plan.



# Working Together for Violence-Free Communities

## Violence Prevention is Everyone's Responsibility

In 2006, in recognition of the need to address violence, the Government of Newfoundland and Labrador launched the inaugural Violence Prevention Initiative. *Taking Action Against Violence* established guiding principles to support a vision of a society where residents can live, work and learn free of fear, violence and abuse. This includes all residents of the province regardless of race, ethnicity, religion, age, ability, sex, gender identity, sexual orientation, socio-economic status or other diversity factors.

Between 2006 and 2014, 46,830 violent crimes were reported against adults over the age of 18 in Newfoundland and Labrador. The majority of victims of violent crime are women, representing 55 per cent of all adult victims. However, two crime categories had greatly different gender representations: (1) sexual offences, and (2) kidnapping, hostage-taking and abduction. In these categories, female victims vastly outnumbered male victims (87 per cent and 89 per cent, respectively).

During the same period, 13,273 violent crimes were reported against children under the age of 18 in the province. Girls represent 52 per cent of victims. However, three crime categories had greatly different gender representations: (1) sexual offences, (2) kidnapping, hostage-taking, abduction and luring, and (3) homicide. In the first two categories, female victims outnumbered male victims (81 per cent and 76 per cent, respectively). Boys were more commonly the victims of homicide (two homicides occurred during this period, both committed against boys).

A focus on prevention is embedded in all strategies, goals, and actions of the Violence Prevention Initiative, including a wide range of activities and interventions aimed at reducing risks or threats of violence. The Provincial Government uses three approaches to the prevention of violence: primary prevention, emergency response and long-term response.

Primary prevention approaches are used before violence has occurred to prevent initial victimization. Primary prevention includes building an environment that encourages safety, well-being and healthy relationships. The Violence Prevention Initiative's social marketing campaigns for the prevention of violence are examples of primary prevention approaches.

Emergency responses refer to immediate responses after violence has been committed to deal with the short-term consequences. The objective is to intervene as soon as possible once violence has happened to prevent the violence from reoccurring or progressing. Transition house services for women and children fleeing violence and victim services are examples of emergency responses.

Long-term responses occur after violence has been committed. Long-term responses address the lasting consequences of victimization and the provision of specialized offender treatment to minimize the possibility of further violence. The provision of domestic violence courts is an example of a long-term response.

The Violence Prevention Initiative Action Plan outlines initiatives to address the root causes of violence, increase supports for those impacted and increase awareness that violence is unacceptable.

## An Approach Informed by Evidence

*Working Together for Violence-Free Communities* has been informed by an evaluation of the first action plan and by consultations with the public and stakeholders. Over the course of implementing the first plan, the Provincial Government began collecting information about the effectiveness of its major initiatives.

In 2009, the Provincial Government, through the Newfoundland and Labrador Statistics Agency, conducted a survey to evaluate the effectiveness of the *Respect Women* campaign after it had been airing for 10 weeks. The survey results show the effectiveness of the social marketing approach in raising awareness and positively changing behaviours and attitudes, with increased recognition and awareness on all measures as a result of the campaign.

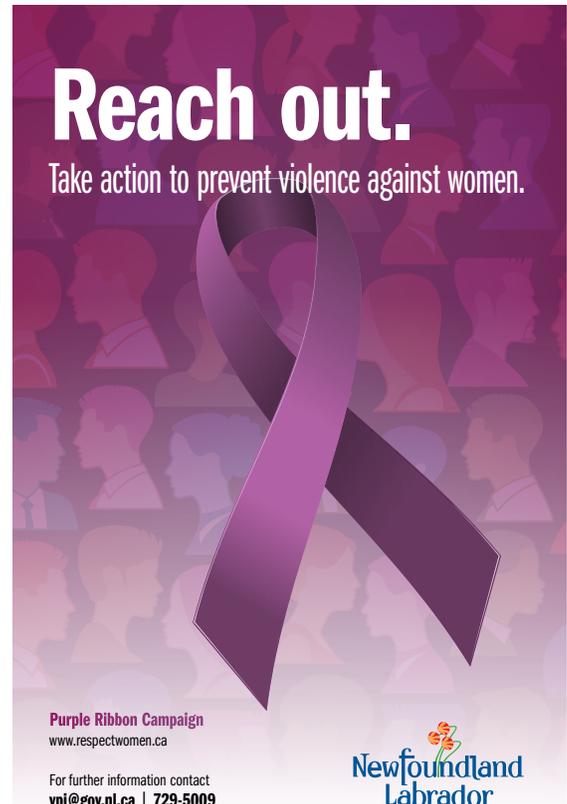
In 2010, the Provincial Government conducted the *Provincial Survey of Attitudes Towards Violence and Abuse*. The survey found that 57 per cent of respondents indicated that their

awareness levels regarding violence and abuse have increased since the implementation of *Taking Action against Violence* in 2006.

Taken together, the results of the surveys demonstrate the success of the social marketing campaigns.

In 2012, the Provincial Government conducted a formal evaluation of the first action plan which included input from community representatives and victims of violence on how to continue to prevent violence in Newfoundland and Labrador. Broadly, the evaluation found:

- The Violence Prevention Initiative has been successful and should be continued and strengthened in all regions of the province;
- Greater collaboration now exists between the Provincial Government and community organizations to address violence prevention at the regional and provincial levels;
- Targeted prevention campaigns, such as the *Respect Women*, *Purple Ribbon* and *OutrageNL* campaigns, have been effective;
- Continued emphasis is needed on the at-risk populations identified in the first action plan, including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, lesbian, gay, bisexual and transgender persons, persons of varying race or ethnicity, and persons of varying economic status; and
- The second action plan should build on the core and proven elements of the first action plan, such as social marketing campaigns, research and data collection, violence prevention training, the Aboriginal Women's Violence Prevention Grants Program, and continued operational funding for community organizations. It should also strengthen engagement with communities, engage children in the prevention of violence at a young age, and improve public awareness of programs and services to support victims of violence.



The Provincial Government also conducted consultations to inform the development of both the new Poverty Reduction Strategy Action Plan and the Mental Health and Addictions Strategy.

Participants brought forth a number of recommendations to address violence which are considered in this plan, such as:

- Expand the eligibility criteria for start-up allowances for women who are leaving abusive relationships, which is currently tied to the Income Support system;
- Provide safe and accessible housing arrangements for victims of violence; and
- Increase supports for youth and young adults who have experienced violence and poverty.

## An Approach Built on Collaboration

The Violence Prevention Initiative Action Plan is one step the Government of Newfoundland and Labrador is taking to improve community safety in Newfoundland and Labrador. *Working Together for Violence-Free Communities* supports strong community, resident and victim engagement in an ongoing effort to end violence.

The Violence Prevention Initiative continues to maintain strong links with other Provincial Government policies, programs, and strategies such as *Reducing Poverty: An Action Plan for Newfoundland and Labrador*, the *Safe and Caring Schools Policy*, the *Provincial Healthy Aging Policy Framework*, the *Victims of Violence Policy*, *Achieving Health and Wellness: Provincial Wellness Plan for Newfoundland and Labrador*, and *Access.*



*Inclusion. Equality – A Provincial Strategy for the Inclusion of Persons with Disabilities.*

In addition, the Violence Prevention Initiative’s partner departments and agencies collaborate in their current work to develop and implement a new Poverty Reduction Strategy Action Plan, Mental Health and Addictions Strategy, Early Learning Framework and Housing First policy.

Additional details on the actions are outlined in Annex A, including the lead department or agency for the action and the timeline for completing the action.

# The Violence Prevention Initiative

## Vision

**The vision of the Violence Prevention Initiative is Newfoundlanders and Labradorians live, learn and work in a society which is violence free.**

## Mission

**By 2019, the Violence Prevention Initiative will have provided leadership, in collaboration with government departments, community partners and other stakeholders within the province of Newfoundland and Labrador, to reduce violence against groups identified as most at risk:**

- Women
- Children and youth
- Aboriginal women and children
- Older persons
- Persons with disabilities
- Persons of varying race or ethnicity
- Lesbian, gay, bisexual and transgender persons
- Persons of varying economic status

**The success of the Violence Prevention Initiative in 2019 will be measured through:**

- Increased public awareness, attitudinal change and behavioural change about violence and abuse;
- Support expressed within the community; and
- Victims of violence satisfaction levels with respect to violence prevention and intervention programs and services.

In order to determine whether the Violence Prevention Initiative is successful in achieving its goals, an accountability framework is being developed with indicators, outputs and outcomes to measure progress. In addition, an evaluation of the action plan will be undertaken in 2019 to inform future priorities and actions.

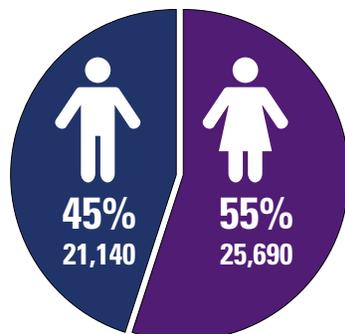
# Guiding Principles

The Violence Prevention Initiative is based on the following guiding principles:

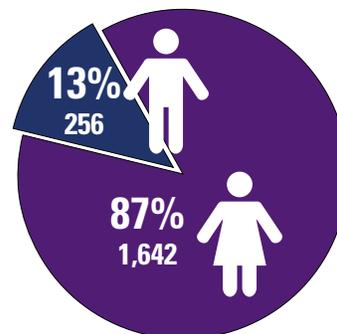
- People have the right to a safe and secure environment.
- Health, well-being and productivity are enhanced in a violence-free environment.
- The social and cultural roots of violence are based on inequality.
- Expressions of sexism, ageism, classism, racism, ableism, heterosexism and other biased attitudes reinforce violence.
- Violence is a choice and is preventable. Effective intervention can reduce and prevent violence.
- The prevention of violence is everyone's responsibility.
- The elimination of violence requires a comprehensive response including prevention, public education, services and continued enforcement of the law.
- Criminal acts of violence and abuse require effective consequences including punishment under the law, deterrence, rehabilitation and reparation. Offenders should take responsibility for the harm they have done and obtain treatment to reduce the likelihood of reoffending.
- The prevention of violence requires a collaborative approach and communities are part of the solution.

## Police Reported Data: 2006 - 2014

48,830 Violent Crimes Reported  
Against Adults Over 18  
in Newfoundland and Labrador



1,898 Sexual Offences Reported  
Against Adults Over 18  
in Newfoundland and Labrador



# Strategic Priority One

## Increasing public awareness:

Positively changing attitudes and behaviours towards violence and abuse

Raising public awareness that all forms of violence and abuse are unacceptable can lead to positive change in attitudes and behaviours.

Since 2006 the Provincial Government has implemented several multi-tiered social marketing campaigns aimed at raising awareness for the prevention of violence and abuse. Campaigns have included:

- The *OutrageNL* campaign to prevent violence against youth;
- The *Duty to Report Child Abuse* campaign;
- The *Preventing Violence against Older Persons* campaign; and
- The *Respect Women* and *Purple Ribbon* campaigns to prevent violence against women.

The findings of the 2009 *Respect Women* pre- and post-evaluation surveys and the 2010 *Provincial Survey of Attitudes Towards Violence and Abuse* support the continuation of this approach.

In 2014, the Provincial Government conducted market research focus groups with men and women and interviews with front-line service providers to:

- Further understand, in depth, the violence prevention audience and the messages that will resonate best with that audience; and
- Gauge awareness and attitudes and gain further insights to complement the findings of previous research methodologies.

The research demonstrated that two key violence prevention messages resonate strongly with both women and men:

- Violence takes many forms; and
- Violence prevention is everyone's responsibility.

The Government of Newfoundland and Labrador will build on this messaging using a variety of media and strategies over the duration of this action plan.



# Strategic Actions

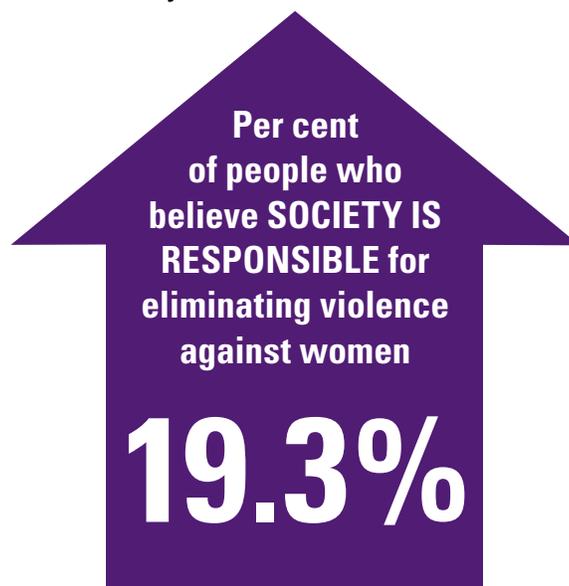
1. Building on the success of past awareness campaigns to continue positively affecting attitudes and behaviours towards violence, the Government of Newfoundland and Labrador will take action in the following areas:

## Marketing and Awareness:

The social and cultural roots of violence are based on inequality. Expressions of sexism, ageism, classism, racism, ableism, heterosexism and other biased attitudes reinforce violence. Violence also takes many forms that cannot be prevented unless they are recognized as violence.

While many more residents of the province have expressed increased awareness and positive attitudinal and behavioural changes towards violence and abuse, work must continue to create a province free from violence. Therefore the Provincial Government will:

- 1.1 Develop a marketing strategy and launch a multi-faceted campaign to increase awareness of violence prevention in Newfoundland and Labrador. This campaign will address specific target audiences similar to previous individual campaigns such as *Respect Women* and *Duty to Report Child Abuse*. The campaign will include messaging for three additional target groups:
  - Preventing violence against lesbian, gay, bisexual and transgender persons;
  - Addressing the impacts of sexual violence, cyber violence and social media on children, youth and families; and
  - Preventing violence against Aboriginal women and children.
- 1.2 Develop public awareness, education and information materials to counteract discrimination, promote equality, and celebrate the diversity of all residents of the province. In order to ensure materials have the greatest possible reach and ease of use, the Provincial Government will provide these materials in alternate formats to the greatest extent possible.
- 1.3 Develop a public guide to ensure information on violence prevention and intervention policies, programs and services is available and accessible to the public, community organizations and stakeholders.
- 1.4 Develop new public awareness and information materials, such as posters and fact sheets, with respect to a variety of issues and target populations, including:



- Recognizing and preventing intimate partner violence;
- Dating violence and healthy, violence-free relationships for youth;
- Preventing violence against persons with disabilities;
- Preventing sexual violence and increasing understanding of the meaning of consent;
- Preventing violence against persons of varying race or ethnicity; and
- Addressing the negative portrayal of girls and women in the media.

## Youth and Education:

It is important to recognize the tremendous impacts that violence and abuse can have on young people. The Government of Newfoundland and Labrador is committed to helping young people in this province build and maintain safe and caring environments. To address this issue the Provincial Government will:

- 1.5 Provide ongoing resources for youth, parents, guardians and educators to promote and support the safe use of social media and the prevention of cyber violence, building on the success of the Cybersafe Girl Initiative ([www.cybersafegirl.ca](http://www.cybersafegirl.ca)).
- 1.6 Continue to build public awareness of the Safe and Caring Schools Policy by promoting activities which support policy implementation, such as Violence Awareness Week activities, inclusive practices, and initiatives that recognize the positive contributions made by members of the school community.
- 1.7 Continue to provide online resources for parents, guardians, students and teachers to increase awareness of bullying prevention and intervention strategies.
- 1.8 Support the school districts in providing safer and inclusive schools training to teachers in Newfoundland and Labrador to help build awareness of heterosexism, homophobia, biphobia and transphobia and best practices for supporting lesbian, gay, bisexual and transgender persons.
- 1.9 Meet with post-secondary institutions to discuss their violence prevention measures on campuses across the province, and determine how the Violence Prevention Initiative might assist in strengthening this work where required.



# Strategic Priority Two

## Addressing violence against Aboriginal women and children

National statistics clearly indicate that Aboriginal women are over-represented among Canada's murdered and missing women. Data indicates that Aboriginal women experience higher rates and more severe forms of intimate partner and spousal violence than do non-Aboriginal women. Aboriginal women are also disproportionately represented as homicide victims in Canada<sup>1</sup>.

Aboriginal Women  
are almost  
**THREE TIMES**  
more likely  
to be murdered

than non-Aboriginal Canadian women

Aboriginal women are almost three times more likely than non-Aboriginal women to report having been a victim of a violent crime. For self-reported spousal violence, Aboriginal female victims are more likely to incur injuries as a result of the incident<sup>2</sup>. Nearly 59 per cent of Aboriginal female spousal violence victims report injuries, while the rate is 41 per cent among non-Aboriginal female victims<sup>3</sup>.

Of the Aboriginal women who experience violence by a current or former partner, close to half report the most severe forms of violence, such as being sexually assaulted, beaten, choked, or threatened with a gun or a knife<sup>4</sup>. Aboriginal female victims are also more likely to indicate that they fear for their lives as a result of spousal violence (52 per cent versus 31 per cent of non-Aboriginal female victims)<sup>5</sup>.

Between 2001 and 2011, at least eight per cent of all murdered women aged 15 years and older were Aboriginal, double their representation in the Canadian population (four per cent)<sup>6</sup>. Aboriginal women accounted for at least 11 per cent of dating homicide victims and at least 10 per cent of non-intimate partner homicide victims<sup>7</sup>.

As the Federal Government has constitutional responsibility for Aboriginal people, federal engagement on all Aboriginal issues is critical. Further, the participation and involvement of Aboriginal governments and organizations is essential in order to address the issue of violence

against Aboriginal women and children.

In March of 2014, the Provincial Government supported a unanimous all-party resolution of the House of Assembly calling for a national public inquiry into missing and murdered Aboriginal women and girls in Canada.

The Government of Newfoundland and Labrador, through this plan, also commits to working with Aboriginal communities to develop their own culturally-appropriate solutions and interventions to prevent violence against women and children. This includes engaging Aboriginal governments and communities in building the leadership capacity of Aboriginal women, and supporting Aboriginal men and boys in their efforts to reject and prevent all forms of violence.



## Strategic Actions

- 2.** To address violence against Aboriginal women and children in this province, the Government of Newfoundland and Labrador will take action in the following areas:

### Federal/Provincial/Territorial Collaboration:

The Provincial Government is committed to working with federal, provincial and territorial counterparts to address the issue of violence against Aboriginal women and children. Therefore, the Provincial Government will:

- 2.1** Engage Aboriginal communities and organizations, and government entities in support of a revised federal-provincial-territorial justice framework to address violence against Aboriginal women and girls.
- 2.2** Develop and implement a consultation plan for engagement with Aboriginal persons. This work will inform the draft Justice Framework to Address Violence against Aboriginal Women and Girls.
- 2.3** Continue to encourage the involvement of the Federal Government in collaborative efforts to improve the lives of Aboriginal women and children as part of their constitutional and fiduciary responsibilities.

### Missing and Murdered Aboriginal Women:

In 2014, the Royal Canadian Mounted Police identified 1,181 missing and murdered Aboriginal women in Canada between 1980 and 2012; 1,017 Aboriginal females are homicide victims, while 164 are missing<sup>8</sup>. The total indicates that Aboriginal women are over-represented among Canada's murdered and missing women. The Government of Newfoundland and Labrador is deeply concerned about the issue of missing and murdered Aboriginal women, and will:

- 2.4** Continue to call upon the Government of Canada to hold a national inquiry into the issue of missing and murdered Aboriginal women and girls.
- 2.5** Support the Policing Measures and Justice Responses priority area of the *Framework for Action to Prevent and Address Violence Against Indigenous Women and Girls*<sup>9</sup> adopted at the First National Roundtable on Missing and Murdered Indigenous Women and Girls in February of 2015.

- 2.6** Participate in a forum to be hosted by the Government of Manitoba in October of 2015, as an outcome of the National Roundtable on Missing and Murdered Indigenous Women held in February of 2015, to explore best practices and better coordinate and share information on policing and justice responses.

## Awareness and Education:

It is important that Aboriginal women have a strong voice in their communities regarding the prevention of violence and abuse. In order to further raise awareness and provide opportunities to involve and engage communities in preventing violence against Aboriginal women and children, the Provincial Government will help build on local capacity and leadership within Aboriginal communities. As noted under strategic priority one, the Provincial Government will develop, in consultation with Aboriginal governments and organizations, a social marketing campaign and awareness materials to prevent violence, including violence against Aboriginal women and children. The Provincial Government will also:

- 2.7** Work with other governments, including the Federal Government, and National Aboriginal Organizations to develop a national prevention and awareness campaign, as committed by all parties at the National Roundtable on Missing and Murdered Indigenous Women and Girls in February of 2015.
- 2.8** Continue to support Aboriginal women and children in the development of culturally-appropriate initiatives for the prevention of violence through information sharing, training, and the provision of educational resources and materials.
- 2.9** Deliver the new Respect Aging Training Program within Aboriginal communities to build local capacity and leadership in enhancing the recognition, prevention and intervention of violence against older Aboriginal persons.
- 2.10** Undertake research initiatives to determine the extent of violence in Aboriginal communities in the province and assist in developing localized solutions and strategies to address the issue.

## Supports for Aboriginal Organizations:

It is important for the Provincial Government to build positive, constructive and collaborative working relationships with Aboriginal governments and organizations and facilitate opportunities for collaboration with government and community-based stakeholders to address the prevention of violence against Aboriginal women and children. Therefore, the Provincial Government will:

- 2.11 Continue to support Aboriginal governments and organizations through the provision of the annual Aboriginal Women's Violence Prevention Grants Program.
- 2.12 Develop and implement an Aboriginal Men's Violence Prevention Grants Program to engage Aboriginal men and boys in the prevention of violence.
- 2.13 Continue to invest in annual forums, conferences, and other activities that provide opportunities to build positive, constructive and collaborative working relationships with Aboriginal governments and organizations to prevent violence against Aboriginal women and children.
- 2.14 Participate in the next National Aboriginal Women's Summit to be hosted by the Government of Ontario, the first of which was hosted by Newfoundland and Labrador in 2007.

**A warm hug or a forceful shove...**

**Which would you choose for her?**

Violence against older persons takes many forms. This includes physical, emotional and sexual violence as well as neglect and financial abuse. Together we can make it stop.

**Reach out.**  
Take action against violence.

Newfoundland  
Labrador

**Call:**  
 Eastern Health (Rural Avalon) **709-786-5245** Eastern Health (St. John's) **709-752-4885**  
 Eastern Health (Bonaville/Clareville/Burn Peninsula) **709-466-5707**  
 Central Health **709-651-6340** Western Health **709-634-5551-ext 226**  
 Labrador-Grenfell Health **709-454-0372**  
**Or call your local police.**

## Economic Opportunities:

While violence impacts a diversity of individuals and groups, women, particularly Aboriginal women, experience the highest rates of violence overall. At every level of society, gender inequalities have a profound influence on violence against women and their children. Advancing women's economic independence and financial security can increase access to supports and options to leave violent situations.

In order to enhance economic opportunities for Aboriginal women and children, the Provincial Government will:

- 2.15 Continue to participate in the Aboriginal Affairs Working Group and in the development of a Socio-Economic Action Plan for Aboriginal Women.
- 2.16 Negotiate Gender Equity and Diversity Plans with industry from a continuous improvement framework to enhance economic opportunities for women and under-represented groups, including Aboriginal women, and increase their financial independence and autonomy.

# Strategic Priority Three:

## Increasing participation and leadership: Engaging and mobilizing communities

Violence is a problem that affects all communities and residents. The prevention of violence requires a province-wide vision with strong leadership and input at all levels of the community. Building and maintaining positive, collaborative partnerships is essential to decrease the incidence and impacts of violence and abuse. The Government of Newfoundland and Labrador is firmly committed to working with community partners, stakeholders, business and industry, researchers, employers, schools and individual residents to develop and implement concrete actions to prevent violence.



Women's and other equality-seeking organizations in Newfoundland and Labrador have been the leaders in anti-violence work in this province for decades. Since 2006, the Violence Prevention Initiative has worked in collaboration with these organizations to strengthen partnerships and provide resources to sustain their vital work at the community level.

Violence prevention is everyone's responsibility. Therefore, the involvement of individual residents' voices is essential in addressing violence and abuse as a province. While *Working Together for Violence-Free Communities* provides a high-level framework to address violence and abuse, the Government of Newfoundland and Labrador will also continue to listen to the voices and experiences of individual residents and victims of violence in order to build a violence-free society together.

## Strategic Actions

- 3.** To continue engaging all residents in preventing violence, the Government of Newfoundland and Labrador will continue with actions that have proven successful and implement newly identified initiatives. The Provincial Government will take action in the following areas:

### Engaging Residents:

The Government of Newfoundland and Labrador is committed to creating a society where all residents can live, learn and work without fear of violence. While women and children are most likely to experience violence, violence is an issue that affects everyone in our province and all residents have a role to play in reducing and preventing violence. Therefore, the Provincial Government will:

- 3.1** Continue to engage men and boys in the prevention of violence through:
  - Targeted initiatives such as the *Respect Women* and *Purple Ribbon* campaigns; and
  - Collaboration with regional committees to strengthen the participation of men and boys.
- 3.2** Develop and implement new initiatives to engage men and boys in the prevention of sexual violence by raising awareness about the meaning of consent, dating violence, intimate partner violence and healthy relationships.
- 3.3** Develop and implement training, education and awareness initiatives to engage and involve private and public sector employers, unions, and the corporate and business community in the prevention of violence and abuse.

- 3.4** Review the Provincial Government's Harassment and Discrimination-Free Workplace Policy as well as the Respectful Workplace Program to ensure they are appropriate and reflective of best practices to reduce and prevent workplace conflict and harassment, build respectful work environments, and respond to identified concerns regarding harassment and workplace conflict.

## Increasing Awareness and Education:

According to the 2010 *Provincial Survey of Attitudes Towards Violence and Abuse*, 47.6 per cent of respondents identified that increasing public awareness and education is the most important thing that can be done to prevent violence and abuse. Therefore the Provincial Government will:

- 3.5** Continue to deliver the Respect Aging Training Program to a variety of audiences to increase the recognition, prevention and intervention of violence against older persons throughout the province.
- 3.6** Update and continue to deliver one-day Violence Awareness and Action Training workshops and two-day train-the-trainer workshops to front-line Provincial Government and community workers to increase understanding and sensitivity of the impacts of violence.

## Supporting Community:

Providing information, support and assistance for victims of violence within communities is of critical importance. Building the capacity of community partners is also important in the prevention of violence and abuse as it increases engagement with partners, provides outreach and assists in the design and implementation of appropriate interventions to increase community participation and leadership. The Provincial Government will:

- 3.7** Work with the Regional Coordinating Committees against Violence and other community stakeholders to build community and regional communication and action plans to prevent violence that offer localized solutions.
- 3.8** Work with Municipalities Newfoundland and Labrador to discuss and explore the role municipalities could play, as local governments and community leaders, in raising awareness of violence prevention.
- 3.9** Continue to ensure quality services for women and children fleeing violence through the provision of operational funding for transition houses throughout the province.

- 3.10** Continue to support and fund the violence prevention efforts of the:
- Regional Coordinating Committees Against Violence;
  - Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre;
  - Transition House Association of Newfoundland and Labrador
  - Women's Centres;
  - Multicultural Women's Organization of Newfoundland and Labrador;
  - Newfoundland Aboriginal Women's Network; and
  - Provincial Advisory Council on the Status of Women.

## Community Involvement:

While greater community awareness will make a difference, so too will the input of individual residents. In order to better understand local and regional issues and concerns as well as potential measures to reduce the incidence and impacts of violence against women and children in particular, the Provincial Government will:

- 3.11** Convene sessions with community and Provincial Government partners, residents, and stakeholders on an ongoing basis to assist in informing additional actions to prevent violence and identifying solutions to the problem of violence and abuse.
- 3.12** Convene sessions with victims of violence on a regular basis to ensure violence prevention and intervention programs and services are meeting their needs, and identify additional actions to prevent violence.
- 3.13** Work in collaboration with the regional coordinating committees against violence to seek their input and participation in the development and implementation of initiatives for the prevention of violence as outlined in this action plan.
- 3.14** Work with the regional coordinating committees against violence to develop and implement a rebranding strategy to increase public knowledge and recognition of violence prevention and intervention services available to residents of the province.

# Strategic Priority Four

## Strengthening research, policies, programs and services

Valid and reliable research that establishes current levels of understanding about violence and its effects will inform the decisions required to establish strong and effective policies, programs and services.

Eradicating violence requires the appropriate social and economic supports for both victims and offenders. Violence can be reduced by helping at-risk populations to empower themselves and rehabilitating and reintegrating offenders. This can be achieved through policies that promote economic and social equality and respect, while delivering better programs and services to meet the needs of victims and offenders.

While violence impacts a diversity of people and groups, women experience the highest rates of violence overall. At every level of society, gender inequalities have a profound influence on violence against women and their children. Advancing women's equality and promoting respect and fairness between men and women can positively affect current attitudes that support or justify violence.

Providing access to supports to help move people out of poverty will help people living with low income achieve greater self-reliance and independence. This goal is supported by the Government of Newfoundland and Labrador's Poverty Reduction Strategy, which aims to increase the number of people living above the poverty line and improve quality of life for those who are experiencing poverty.

Addictions programs, Adult Basic Education and mental health services are some of the mechanisms used to address the underlying factors that contribute to social and economic inequality.

Research indicates that persons living with mental health issues are much more likely to be the victims of violence than to act violently themselves, and more likely to be victims of violence than the general population<sup>10</sup>. Therefore, the Provincial Government is planning to develop a new Mental Health and Addictions Strategy that will include consideration of the linkages with violence and abuse.

Ensuring young people are successful in school – and ultimately, in life – requires safe and caring schools where teachers, students, parents and the broader community work together to respect and support each other. In keeping with the commitment to address public concerns about violence in schools, the Provincial Government launched the Safe and Caring Schools Policy in 2013.

## Strategic Actions

4. Building on the primary research on violence in Newfoundland and Labrador conducted during the implementation of *Taking Action against Violence*, and with the goal of continuing to implement effective policies, programs and services, the Provincial Government will take action in the following areas:

### Enhancing Research, Evidence and Data:

While a great deal of information exists within the Provincial Government regarding the prevention of violence and abuse, it is important to stay abreast of the issues as they continue to evolve, as well as new and emerging research trends and findings. In support of this action plan, the Provincial Government will conduct research to ensure the most appropriate policies,





programs and services are in place, and to inform the development of new interventions within targeted populations, including:

- Impacts of social media on children and youth;
- Violence against persons of varying race or ethnicity;
- Violence against lesbian, gay, bisexual and transgender persons;
- Violence against persons with disabilities;
- Violence against older persons;
- Cultural violence and “honour” crimes; and
- Prevention of human trafficking and sexual exploitation.

In addition, the Government of Newfoundland and Labrador will ensure that information and research about violence prevention are shared with partners, stakeholders and the public to inform policies, programs and service delivery.

The Provincial Government presently undertakes annual analysis and tracking of police-reported violent crime data provided by the Royal Newfoundland Constabulary (RNC) and Royal Canadian Mounted Police (RCMP) to identify long-term shifts or trends in reporting violent crime. Research indicates that approximately 10 per cent of sexual violence victims and 20 per cent of spousal violence victims report the violence to the police. The actual incidence of violence in Newfoundland and Labrador, including unreported violence, however, is unknown. Therefore, the Provincial Government will:

- 4.1** Conduct a second provincial survey of attitudes towards violence and abuse in order to compare results with the baseline data collected in 2010.

- 4.2** Conduct the first provincial survey to establish baseline data regarding the prevalence of violence against Newfoundlanders and Labradorians in order to compare with police-reported data.

## Social Supports:

Women and other groups at risk of violence also require a strong social safety net, including adequate income, housing and justice supports, in order to leave violent relationships. Since 1990, the Newfoundland and Labrador Housing Corporation has supported violence prevention with the implementation of a Victims of Family Violence policy, which stated that women and children fleeing violence were to be selected first when a vacancy arose. In April 2011, this policy was further supported with the introduction of waiting list protocols that matched all applicants fleeing violence with the first vacant available unit.

Simply put, women's personal security and economic independence are important determinants of women's equality. As well, to ensure that appropriate violence prevention and supports for victims of violence are in place and being utilized, the public needs to become more aware of what programs and services exist and how to access them. The Provincial Government will:

- 4.3** Review the Victims of Violence policy to ensure it is inclusive for all types of relationships, and explore the possibility of expanding the reach of the policy beyond those who are eligible for income support, as identified in the recent poverty reduction consultations.
- 4.4** Work with community and all Provincial Government departments to implement a Housing First Approach by quickly moving individuals and families into independent and permanent housing.
- 4.5** Review existing provincial, toll-free crisis and information line services to identify opportunities to expand services to include violence prevention, crisis supports and information for all residents of the province.
- 4.6** Undertake a provincial needs assessment to determine existing geographical gaps in the provision of transition house supports and services for women and children fleeing violence.
- 4.7** Undertake a provincial needs assessment to determine opportunities for the provision of transitional housing for women and children exiting from transition houses.

- 4.8** Increase the number of safe houses in the province by identifying larger family units (three or more bedrooms) within the Newfoundland and Labrador Housing Corporation's social housing portfolio that could be utilized for this purpose.

## Justice Programs:

The Government of Newfoundland and Labrador is committed to ensuring our communities are as safe as possible. In January of 2015, the Provincial Government established a Premier's Advisory Council on Crime and Community Safety to examine all aspects of crime in Newfoundland and Labrador and recommend new strategies to prevent and reduce criminal activity and enhance safety in the province. The advisory council has representatives with a wide range of experiences from the policing, academic, legal, Aboriginal, and mental health and addictions communities.

The RCMP and RNC are also committed to the prevention of violence, including intimate partner violence and family violence. They have engaged a Family Violence Research Centre educator to train officers on the challenges of intervening in situations of family violence and how to enhance victim safety and support.

The Provincial Government will:

- 4.9** Establish a Domestic Violence Court in St. John's and at another location on the island.
- 4.10** Consult stakeholders in Labrador, including Aboriginal communities, to research and develop a culturally and regionally tailored Domestic Violence Court model for Labrador.
- 4.11** Strengthen the fight against child exploitation, illegal drugs and organized crime through continued support for the Combined Forces Special Enforcement Unit – Newfoundland Labrador.
- 4.12** Continue to support the Intimate Partner Violence (IPV) initiative, a joint, province-wide law enforcement effort of the RNC and RCMP. Under the IPV initiative, police agencies will build on existing work, and enhance responsiveness to intimate partner violence.
- 4.13** Implement measures identified in the Canadian Victims Bill of Rights to provide victims with the right to information, participation, protection and restitution within the criminal justice system. This will include establishing a complaints process and providing victims with tailor-made information packages.



**4.14** Seek information, advice and feedback through the provincial Justice and Public Safety Minister's Committee on Violence against Women, which assists in identifying approaches to improve the justice response to women in situations of violence.

## Sexual Exploitation:

The Intelligence & Organized Crime Section of the RNC identified a need to facilitate communication among police and community groups and agencies, particularly those providing services to sex trade workers. The Community Partners Working Group was formed to establish open lines of communication with community partners and agencies to gain a better understanding of concerns and challenges of their clients, and to provide information, guidance and a point

of contact for community partners. The RNC continues to support enhanced communication with community partners serving populations at-risk of violence through outreach and ongoing partnerships.

The Provincial Government will:

- 4.15** Work collaboratively with partners and stakeholders to develop resources and information to educate professionals about sexual exploitation, including exiting strategies to help victims who have been coerced into the sex trade industry.
- 4.16** Conduct a research study to obtain data and recommendations on the prevalence of violence against sex trade workers in the province, contextual factors that may place some sex trade workers at higher risk of violence, the perpetrators of violence against sex trade workers, and strategies to prevent violence and abuse.
- 4.17** Convene a working committee with community partners and stakeholders to examine best practices and develop strategies for the prevention of sexual exploitation, defined as the actual or attempted abuse of a position of vulnerability, differential power or trust for sexual purposes.

## Health Services:

Sexual violence is one of the most devastating forms of violence. While women and girls represent the vast majority of victims (87 per cent and 81 per cent, respectively), men and boys also experience sexual assault. Victims of sexual assault report both immediate injuries and long-term physical and mental health impacts, both of which also result in lost education, work and income. Therefore, the Provincial Government will:

- 4.18** Work with the four regional health authorities to increase the coordination and standardization of the Sexual Assault Nurse Examiner program to provide supports to victims of sexual violence.
- 4.19** Work with the four regional health authorities to explore the feasibility of coordinated sexual assault response teams, which provide a broad range of medical and social services to victims.

## Children and Youth:

The Provincial Government is committed to supporting children and youth and their safety and well-being through supports aimed at reducing risk to children and youth. A social development approach involving individuals, families, communities, and government is necessary to truly address the root causes of violence. This approach requires early intervention initiatives to change attitudes, to reach out to children and youth and to build strong networks and community capacity for sustainable activities.



From birth, children learn and develop within the environment in which they are raised. Violence prevention is nurtured early in life within families and through early exposure to positive role models and interactions. The Provincial Government's Early Childhood Learning framework supports the Violence Prevention Initiative by highlighting the types of learning environments and the interactions between parents/caregivers and children which are optimal to healthy child development.

Since 2008, the Provincial Government has taken steps to significantly improve supports for children and youth, including the creation of the Department of Child, Youth and Family Services that was mandated to build a revitalized child protection system and the proclamation of the *Children and Youth Care and Protection Act* in 2011.

The Protective Intervention Program is used to assess the risk to the child when there is concern of child abuse by a parent. All decisions to intervene with the family are made in the best interest of the child. This program is the first line of assessment in identifying the abuse of children. Approximately 4,800 children are involved in the Protective Intervention Program.

Therefore, the Provincial Government will:

- 4.20** Incorporate grade-level learning outcomes and resources into school curricula to teach students how to build and sustain healthy relationships.
- 4.21** Examine social and emotional learning programs for students and the possibility of incorporating such concepts into school curricula during future reviews.
- 4.22** Meet with post-secondary institutions to discuss the possibility of developing violence prevention curricula, including cultural sensitivity and gender inclusive analysis, for use in post-secondary settings.
- 4.23** Conduct reviews of the Supporting Youth with Transitions Pilot Program, the Waypoints Family Support Program, and the Daybreak Family Home Visitation Program, to establish opportunities for improvement or expansion.
- 4.24** Commence a statutory review of the of the *Children and Youth Care and Protection Act* which will focus on key issues in the *Act* and identify a process to engage and consult with the public and key stakeholders.
- 4.25** Undertake a review of the supports and services offered to families involved in the Protective Intervention Program.

From the review of the Protective Intervention Program, the statutory review of the *Children and Youth Care and Protection Act*, and reviews of youth, family support and visitation programs, the Provincial Government can identify areas where gaps in services may currently exist to prevent violence. This work will not only allow the Provincial Government to identify what additional supports can be provided to prevent further maltreatment of children and youth experiencing or at risk of family violence, but also what community-based services and supports can be provided to prevent violence before a family requires child protection services.

Additionally, these reviews would enhance the knowledge needed to assist in determining how better to serve and support the well-being and healthy development of families to prevent children and youth from coming into care.

# Accountability

**The Government of Newfoundland and Labrador is committed to accounting for the activities of the Violence Prevention Initiative and to disclosing the results of these activities to the public in a transparent manner.**

The Violence Prevention Initiative is housed within the Women's Policy Office and will report on its progress to partners, stakeholders and the public through an annual progress report.

The Violence Prevention Initiative is led by a Committee of Ministers and chaired by the Minister Responsible for the Status of Women, who is also the lead Minister of the Violence Prevention Initiative.

Eleven Provincial Government departments and agencies are represented on the Ministerial Committee. They are: Advanced Education and Skills; Child, Youth and Family Services; Education and Early Childhood Development; Health and Community Services; Justice and Public Safety; Labrador and Aboriginal Affairs Office; Labour Relations Agency; Newfoundland and Labrador Housing Corporation; Office of Public Engagement; Seniors, Wellness and Social Development; and the Women's Policy Office.

The Violence Prevention Initiative is also guided by a Deputy Ministers' Steering Committee chaired by the Deputy Minister of the Women's Policy Office. Departments and agencies represented on the Deputy Ministers' Committee are the same as those represented on the Ministerial Committee.

Both the Ministers' and Deputy Ministers' Committees facilitate the directions set by the Provincial Government for the work of the Violence Prevention Initiative, and monitor the progress of the action plan on a regular basis.

The Violence Prevention Initiative is also guided by an accountability framework and logic model, which identifies outputs for each of the action items in this plan as well as immediate, intermediate and long-term outcomes.

# Strategic Actions

**A.** The development and monitoring of accountability mechanisms and performance indicators is essential in order to measure whether or not efforts to prevent violence are truly effective. Accountability is equally important for both government and community-based organizations to determine if their violence prevention and intervention efforts are achieving the desired results. The Government of Newfoundland and Labrador will:

- A.1. Develop a comprehensive accountability framework which will identify outputs and measurement indicators for each commitment, as well as short-term, intermediate and long-term outcomes. The success of the plan will be measured by evidence of:
- Increased public awareness, attitudinal change and behavioural change about violence and abuse;
  - Expressions of support within the community; and
  - Victims of violence satisfaction levels with respect to violence prevention and intervention programs and services.
- A.2. Work in partnership with community funded organizations, such as the Regional Coordinating Committees against Violence, to develop accountability frameworks and performance indicators. This will enable organizations to track and monitor outcomes for the clients they serve, and make adjustments to their work plans where necessary.
- A.3. Release an annual report that details progress on the implementation of the action plan.



# Conclusion

## A great deal has been accomplished since 2006.

All action items identified in *Taking Action Against Violence* have been addressed, and further violence prevention activities have continued through to 2015.

Strong research has provided valuable data on which effective policies, programs and services have been established.

Social marketing campaigns were successful in raising awareness about the causes and impacts of violence. Programs and services have also been introduced in schools to begin educating children about violence prevention at a young age.

Community participation and capacity building have increased through government investments in agencies and organizations that work to prevent violence, and support for Aboriginal women and children.

However, much work remains to be done so that all residents of the province can live, work and learn in environments where violence is considered unacceptable.

Information provided by community partners and stakeholders and victims of violence through evaluations has been incorporated into *Working Together for Violence-Free Communities*, and this public engagement will continue.

Violence prevention is everyone's responsibility, and the continuous engagement of partners, stakeholders, communities and individuals is essential in the prevention of violence. *Working Together for Violence-Free Communities* is a living document, and will be adapted to reflect new solutions and initiatives as issues related to violence prevention evolve.

Through continued collaboration, the Provincial Government will make further strides at the provincial, regional and community levels to prevent all forms of violence and abuse, and create safe, violence-free communities.

All 116 Action Items in  
*Taking Action Against Violence*  
**Have Been  
Addressed**

# Annex A Target Dates for Implementation of Actions

Action	Year (by March 31)	Lead Dept.
<b>1. Increasing public awareness: Positively changing attitudes and behaviours towards violence and abuse</b>		
<b>1.1</b> Develop a marketing strategy and launch a multi-faceted campaign to increase awareness of violence prevention in Newfoundland and Labrador. This campaign will address specific target audiences similar to previous individual campaigns such as <i>Respect Women</i> and <i>Duty to Report Child Abuse</i> . The campaign will include messaging for three additional target groups: <ul style="list-style-type: none"> <li>• Preventing violence against lesbian, gay, bisexual and transgender persons;</li> <li>• Addressing the impacts of sexual violence, cyber violence and social media on children, youth and families; and</li> <li>• Preventing violence against Aboriginal women and children.</li> </ul>	Ongoing / Annually to 2019	WPO
<b>1.2</b> Develop public awareness, education and information materials to counteract discrimination, promote equality, and celebrate the diversity of all residents of the province. In order to ensure materials have the greatest possible reach and ease of use, the Provincial Government will provide these materials in alternate formats to the greatest extent possible.	2016	WPO
<b>1.3</b> Develop a public guide to ensure information on violence prevention and intervention policies, programs and services is available and accessible to the public, community organizations and stakeholders.	2016	WPO

Action	Year (by March 31)	Lead Dept.
<p><b>1.4</b> Develop new public awareness and information materials, such as posters and fact sheets, with respect to a variety of issues and target populations, including:</p> <ul style="list-style-type: none"> <li>• Recognizing and preventing intimate partner violence;</li> <li>• Dating violence and healthy, violence-free relationships for youth;</li> <li>• Preventing violence against persons with disabilities;</li> <li>• Preventing sexual violence and increasing understanding of the meaning of consent;</li> <li>• Preventing violence against persons of varying race or ethnicity; and</li> <li>• Addressing the negative portrayal of girls and women in the media.</li> </ul>	Ongoing / Annually to 2019	WPO
<p><b>1.5</b> Provide ongoing resources for youth, parents, guardians and educators to promote and support the safe use of social media and the prevention of cyber violence, building on the success of the Cybersafe Girl Initiative (<a href="http://www.cybersafegirl.ca">www.cybersafegirl.ca</a>).</p>	Ongoing / Annually to 2019	EECD
<p><b>1.6</b> Continue to build public awareness of the Safe and Caring Schools Policy by promoting activities which support policy implementation, such as Violence Awareness Week activities, inclusive practices, and initiatives that recognize the positive contributions made by members of the school community.</p>	Ongoing / Annually to 2019	EECD
<p><b>1.7</b> Continue to provide online resources for parents, guardians, students and teachers to increase awareness of bullying prevention and intervention strategies.</p>	Ongoing / Annually to 2019	EECD
<p><b>1.8</b> Support the school districts in providing safer and inclusive schools training to teachers in Newfoundland and Labrador to help build awareness of heterosexism, homophobia, biphobia and transphobia and best practices for supporting lesbian, gay, bisexual and transgender persons.</p>	Ongoing / Annually to 2019	EECD

Action	Year (by March 31)	Lead Dept.
<b>1.9</b> Meet with post-secondary institutions to discuss their violence prevention measures on campuses across the province, and determine how the Violence Prevention Initiative might assist in strengthening this work where required.	Ongoing / Annually to 2019	AES
<b>2. Addressing Violence against Aboriginal Women and Children</b>		
<b>2.1</b> Engage Aboriginal communities and organizations, and government entities in support of a revised federal-provincial-territorial justice framework to address violence against Aboriginal women and girls.	2016	JPS
<b>2.2</b> Develop and implement a consultation plan for engagement with Aboriginal persons. This work will inform the draft Justice Framework to Address Violence against Aboriginal Women and Girls.	2016	JPS
<b>2.3</b> Continue to encourage the involvement of the Federal Government in collaborative efforts to improve the lives of Aboriginal women and children as part of their constitutional and fiduciary responsibilities.	Ongoing / Annually to 2019	LAAO
<b>2.4</b> Continue to call upon the Government of Canada to hold a national inquiry into the issue of missing and murdered Aboriginal women and girls.	Ongoing / Annually to 2019	LAAO
<b>2.5</b> Support the Policing Measures and Justice Responses priority area of the <i>Framework for Action to Prevent and Address Violence Against Indigenous Women and Girls</i> adopted at the First National Roundtable on Missing and Murdered Indigenous Women and Girls in February of 2015.	Ongoing / Annually to 2019	JPS

Action	Year (by March 31)	Lead Dept.
<p><b>2.6</b> Participate in a forum to be hosted by the Government of Manitoba in October of 2015, as an outcome of the National Roundtable on Missing and Murdered Indigenous Women held in February of 2015, to explore best practices and better coordinate and share information on policing and justice responses.</p>	2016	JPS
<p><b>2.7</b> Work with other governments and National Aboriginal Organizations, including the Federal Government, to develop a national prevention and awareness campaign, as committed by all parties at the National Roundtable on Missing and Murdered Indigenous Women and Girls in February of 2015.</p>	2016	WPO
<p><b>2.8</b> Continue to support Aboriginal women and children in the development of culturally-appropriate initiatives for the prevention of violence through information sharing, training, and the provision of educational resources and materials.</p>	Ongoing / annually to 2019	WPO
<p><b>2.9</b> Deliver the new Respect Aging Training Program within Aboriginal communities to build local capacity and leadership in enhancing the recognition, prevention and intervention of violence against older Aboriginal persons.</p>	Ongoing / Annually to 2019	WPO
<p><b>2.10</b> Undertake research initiatives to determine the extent of violence in Aboriginal communities in the province and assist in developing localized solutions and strategies to address the issue.</p>	2016	WPO
<p><b>2.11</b> Continue to support Aboriginal governments and organizations through the provision of the annual Aboriginal Women's Violence Prevention Grants Program.</p>	Ongoing / Annually to 2019	WPO
<p><b>2.12</b> Develop and implement an Aboriginal Men's Violence Prevention Grants Program to engage Aboriginal men and boys in the prevention of violence.</p>	Ongoing / Annually to 2019	WPO

Action	Year (by March 31)	Lead Dept.
<p><b>2.13</b> Continue to invest in annual forums, conferences, and other activities that provide opportunities to build positive, constructive and collaborative working relationships with Aboriginal governments and organizations to prevent violence against Aboriginal women and children.</p>	Ongoing / Annually to 2019	WPO
<p><b>2.14</b> Participate in the next National Aboriginal Women's Summit to be hosted by the Government of Ontario, the first of which was hosted by Newfoundland and Labrador in 2007.</p>	2016	LAAO
<p><b>2.15</b> Continue to participate in the Aboriginal Affairs Working Group and in the development of a Socio-Economic Action Plan for Aboriginal Women.</p>	Ongoing / Annually to 2019	LAAO
<p><b>2.16</b> Negotiate Gender Equity and Diversity Plans with industry from a continuous improvement framework to enhance economic opportunities for women and under-represented groups, including Aboriginal women, and increase their financial independence and autonomy.</p>	Ongoing / Annually to 2019	WPO
<p><b>3. Increasing Participation and Leadership: Engaging and Mobilizing Communities</b></p>		
<p><b>3.1</b> Continue to engage men and boys in the prevention of violence through:</p> <ul style="list-style-type: none"> <li>• Targeted initiatives such as the <i>Respect Women</i> and <i>Purple Ribbon</i> campaigns; and</li> <li>• Collaboration with regional committees to strengthen the participation of men and boys.</li> </ul>	Ongoing / Annually to 2019	WPO
<p><b>3.2</b> Develop and implement new initiatives to engage men and boys in the prevention of sexual violence by raising awareness about the meaning of consent, dating violence, intimate partner violence and healthy relationships.</p>	Ongoing / Annually to 2019	WPO

<b>Action</b>	<b>Year (by March 31)</b>	<b>Lead Dept.</b>
<b>3.3</b> Develop and implement training, education and awareness initiatives to engage and involve private and public sector employers, unions, and the corporate and business community in the prevention of violence and abuse.	Ongoing / Annually to 2019	WPO
<b>3.4</b> Review the Provincial Government's Harassment and Discrimination-Free Workplace Policy as well as the Respectful Workplace Program to ensure they are appropriate and reflective of best practices to reduce and prevent workplace conflict and harassment, build respectful work environments, and respond to identified concerns regarding harassment and workplace conflict.	2015	HRS Policy PSC Program
<b>3.5</b> Continue to deliver the Respect Aging Training Program to a variety of audiences to increase the recognition, prevention and intervention of violence against older persons throughout the province.	Ongoing / Annually to 2019	WPO
<b>3.6</b> Update and continue to deliver one-day Violence Awareness and Action Training workshops and two-day train-the-trainer workshops to front-line Provincial Government and community workers to increase understanding and sensitivity of the impacts of violence.	Ongoing / Annually to 2019	WPO
<b>3.7</b> Work with the Regional Coordinating Committees against Violence and other community stakeholders to build community and regional communication and action plans to prevent violence that offer localized solutions.	2016	WPO
<b>3.8</b> Work with Municipalities Newfoundland and Labrador to discuss and explore the role municipalities could play, as local governments and community leaders, in raising awareness of violence prevention.	Ongoing / Annually to 2019	WPO

Action	Year (by March 31)	Lead Dept.
<b>3.9</b> Continue to ensure quality services for women and children fleeing violence through the provision of operational funding for transition houses throughout the province.	Ongoing / Annually to 2019	HCS
<b>3.10</b> Continue to support and fund the violence prevention efforts of the: <ul style="list-style-type: none"> <li>• Regional Coordinating Committees Against Violence;</li> <li>• Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre ;</li> <li>• Transition House Association of Newfoundland and Labrador;</li> <li>• Women’s Centres;</li> <li>• Multicultural Women’s Organization of Newfoundland and Labrador;</li> <li>• Newfoundland Aboriginal Women’s Network; and</li> <li>• Provincial Advisory Council on the Status of Women.</li> </ul>	Ongoing / Annually to 2019	WPO
<b>3.11</b> Convene sessions with community and Provincial Government partners, residents, and stakeholders on an ongoing basis, to assist in informing additional actions to prevent violence and identifying solutions to the problem of violence and abuse.	Ongoing / Annually to 2019	WPO
<b>3.12</b> Convene sessions with victims of violence on a regular basis to ensure violence prevention and intervention programs and services are meeting their needs, and identify additional actions to prevent violence.	Ongoing / Annually to 2019	WPO
<b>3.13</b> Work in collaboration with the regional coordinating committees against violence to seek their input and participation in the development and implementation of initiatives for the prevention of violence as outlined in this action plan.	Ongoing / Annually to 2019	WPO

<b>Action</b>	<b>Year (by March 31)</b>	<b>Lead Dept.</b>
<b>3.14</b> Work with the regional coordinating committees against violence to develop and implement a rebranding strategy to increase public knowledge and recognition of violence prevention and intervention services available to residents of the province.	2016	WPO
<b>4. Strengthening Research, Policies, Programs, and Services</b>		
<b>4.1</b> Conduct a second provincial survey of attitudes towards violence and abuse in order to compare results with the baseline data collected in 2010.	2019	WPO
<b>4.2</b> Conduct the first provincial survey to establish baseline data regarding the prevalence of violence against Newfoundlanders and Labradorians in order to compare with police-reported data.	2017	WPO
<b>4.3</b> Review the Victims of Violence policy to ensure it is inclusive for all types of relationships, and explore the possibility of expanding the reach of the policy beyond those who are eligible for income support, as identified in the recent poverty reduction consultations.	2016	AES
<b>4.4</b> Work with community and all Provincial Government departments to implement a Housing First Approach by quickly moving individuals and families into independent and permanent housing.	2016	NLHC
<b>4.5</b> Review existing provincial, toll-free crisis and information line services to identify opportunities to expand services to include violence prevention, crisis supports and information for all residents of the province.	2016	WPO

<b>Action</b>	<b>Year (by March 31)</b>	<b>Lead Dept.</b>
<b>4.6</b> Undertake a provincial needs assessment to determine existing geographical gaps in the provision of transition house supports and services for women and children fleeing violence.	2016	WPO
<b>4.7</b> Undertake a provincial needs assessment to determine opportunities for the provision of transitional housing for women and children exiting from transition houses.	2016	WPO
<b>4.8</b> Increase the number of safe houses in the province by identifying larger family units (three or more bedrooms) within the Newfoundland and Labrador Housing Corporation's social housing portfolio that could be utilized for this purpose.	Ongoing / Annually to 2019	NLHC
<b>4.9</b> Establish a Domestic Violence Court in St. John's and at another location on the island.	2016	JPS
<b>4.10</b> Consult stakeholders in Labrador, including Aboriginal communities, to research and develop a culturally and regionally tailored Domestic Violence Court model for Labrador.	2016	JPS
<b>4.11</b> Strengthen the fight against child exploitation, illegal drugs and organized crime through continued support for the Combined Forces Special Enforcement Unit – Newfoundland Labrador.	Ongoing / Annually to 2019	JPS
<b>4.12</b> Continue to support the Intimate Partner Violence (IPV) initiative, a joint, province-wide law enforcement effort of the RNC and RCMP. Under the IPV initiative, police agencies will build on existing work, and enhance responsiveness to intimate partner violence.	Ongoing / Annually to 2019	JPS

Action	Year (by March 31)	Lead Dept.
<p><b>4.13</b> Implement measures identified in the Canadian Victims Bill of Rights to provide victims with the right to information, participation, protection and restitution within the criminal justice system. This will include establishing a complaints process and providing victims with tailor-made information packages.</p>	2016	JPS
<p><b>4.14</b> Seek information, advice and feedback through the provincial Justice and Public Safety Minister's Committee on Violence against Women, which assists in identifying approaches to improve the justice response to women in situations of violence.</p>	Ongoing / Annually to 2019	JPS
<p><b>4.15</b> Work collaboratively with partners and stakeholders to develop resources and information to educate professionals about sexual exploitation, including exiting strategies to help victims who have been coerced into the sex trade industry.</p>	Ongoing / Annually to 2019	WPO
<p><b>4.16</b> Conduct a research study to obtain data and recommendations on the prevalence of violence against sex trade workers in the province, contextual factors that may place some sex trade workers at higher risk of violence, the perpetrators of violence against sex trade workers, and strategies to prevent violence and abuse.</p>	2016	WPO
<p><b>4.17</b> Convene a working committee with community partners and stakeholders to examine best practices and develop strategies for the prevention of sexual exploitation, defined as the actual or attempted abuse of a position of vulnerability, differential power or trust for sexual purposes.</p>	2015	WPO
<p><b>4.18</b> Work with the four regional health authorities to increase the coordination and standardization of the Sexual Assault Nurse Examiner program to provide supports to victims of sexual violence.</p>	Ongoing / Annually to 2019	HCS

Action	Year (by March 31)	Lead Dept.
<b>4.19</b> Work with the four regional health authorities to explore the feasibility of coordinated sexual assault response teams, which provide a broad range of medical and social services to victims.	Ongoing / Annually to 2019	HCS
<b>4.20</b> Incorporate grade-level learning outcomes and resources into school curricula to teach students how to build and sustain healthy relationships.	Ongoing / Annually to 2019	EECD
<b>4.21</b> Examine social and emotional learning programs for students and the possibility of incorporating such concepts into school curricula during future reviews.	Ongoing / Annually to 2019	EECD
<b>4.22</b> Meet with post-secondary institutions to discuss the possibility of developing violence prevention curricula, including cultural sensitivity and gender inclusive analysis, for use in post-secondary settings.	Ongoing / Annually to 2019	AES
<b>4.23</b> Conduct reviews of the Supporting Youth with Transitions Pilot Program, the Waypoints Family Support Program, and the Daybreak Family Home Visitation Program, to establish opportunities for improvement or expansion.	2016	CYFS
<b>4.24</b> Commence a statutory review of the of the <i>Children and Youth Care and Protection Act</i> which will focus on key issues in the Act and identify a process to engage and consult with the public and key stakeholders.	2016	CYFS
<b>4.25</b> Undertake a review of the supports and services offered to families involved in the Protective Intervention Program.	2016	CYFS

Action	Year (by March 31)	Dept.
<b>A. Accountability Commitments</b>		
<p><b>A.1</b> Develop a comprehensive accountability framework which will identify outputs and measurement indicators for each commitment, as well as short-term, intermediate and long-term outcomes. The success of the plan will be measured by evidence of:</p> <ul style="list-style-type: none"> <li>• Increased public awareness, attitudinal change and behavioural change about violence and abuse;</li> <li>• Expressions of support within the community; and</li> <li>• Victims of violence satisfaction levels with respect to violence prevention and intervention programs and services.</li> </ul>	2015	WPO
<p><b>A.2</b> Work in partnership with community funded organizations, such as the Regional Coordinating Committees against Violence, to develop accountability frameworks and performance indicators. This will enable organizations to track and monitor outcomes for the clients they serve, and make adjustments to their work plans where necessary.</p>	2016	WPO
<p><b>A.3</b> Release an annual report that details progress on the implementation of the action plan.</p>	Annually/ Ongoing to 2019	WPO

# Annex B Violence Prevention Initiative Partners and Stakeholders

## Regional Coordinating Committees against Violence

- Burin Peninsula Voice Against Violence
- Coalition Against Violence-Eastern Avalon
- Communities Against Violence
- Eastern Region Committee Against Violence
- Northern Committee Against Violence
- Roads to End Violence
- Southwestern Coalition to End Violence
- Western Regional Coalition to End Violence
- Violence Prevention Labrador
- Violence Prevention South and Central

## Women's Centres

- Bay St. George Women's Centre
- Central Women's Centre
- Corner Brook Women's Centre
- Gander Women's Centre
- Gateway Women's Centre
- Labrador West Women's Centre
- Mokami Women's Centre
- St. John's Women's Centre

## Transition Houses

- Cara Transition House
- Corner Brook Transition House
- Grace Sparkes House
- Hope Haven
- Iris Kirby House
- Kirkina House
- Libra House
- O'Shaughnessy House
- Nain Transition House
- Natuashish Safe House
- Nukum Munik Shelter
- Selma Onalik Safe House

## Other Stakeholders

- AIDS Committee of Newfoundland and Labrador
- Association for New Canadians
- Boys and Girls Club of Newfoundland and Labrador
- Canadian Mental Health Association of Newfoundland and Labrador
- Canadian Red Cross
- Choices for Youth
- Citizen's Crime Prevention Association of Newfoundland and Labrador
- Coalition of Persons with Disabilities
- Human Rights Commission
- Independent Living Resource Centre
- John Howard Society of Newfoundland and Labrador
- Multicultural Women's Organization of Newfoundland and Labrador
- Newfoundland and Labrador Association for Community Living
- Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre
- Planned Parenthood/Newfoundland and Labrador Sexual Health Centre
- Provincial Advisory Council on the Status of Women
- Public Legal Information Association of Newfoundland
- Seniors Resource Centre of Newfoundland and Labrador
- THRIVE/Community Youth Network
- Transition House Association of Newfoundland and Labrador

## Aboriginal Governments and Organizations

- AnânauKatiget Tumingit Regional Inuit Women's Association
- Labrador Friendship Centre
- Miawpukek First Nation
- Mushuau Innu First Nation
- Newfoundland Aboriginal Women's Network
- Nunatsiavut Government
- NunatuKavut Community Council
- Qalipu Mi'kmaq First Nation Band
- Sheshatshiu Innu First Nation
- St. John's Native Friendship Centre

## Provincial Government Departments and Agencies

- Department of Advanced Education and Skills
- Department of Business, Tourism, Culture and Rural Development
- Department of Child, Youth and Family Services
- Department of Education and Early Childhood Development
- Department of Environment and Conservation
- Department of Finance
- Department of Fisheries and Aquaculture
- Department of Health and Community Services
- Department of Justice and Public Safety
- Department of Municipal and Intergovernmental Affairs
- Department of Natural Resources
- Department of Seniors, Wellness and Social Development
- Department of Transportation and Works
- Labour Relations Agency
- Labrador and Aboriginal Affairs Office

- Newfoundland Labrador Housing Corporation
- Office of Public Engagement
- Royal Canadian Mounted Police
- Royal Newfoundland Constabulary
- Service NL
- Women's Policy Office

## Contact Information

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## For further information and resources about violence prevention, please visit:

Violence Prevention Initiative Website  
[www.gov.nl.ca/vpi](http://www.gov.nl.ca/vpi)

Women's Policy Office Website  
[www.gov.nl.ca/exec/wpo](http://www.gov.nl.ca/exec/wpo)

Respect Women Website  
[www.respectwomen.ca](http://www.respectwomen.ca)

Respect Aging Website  
[www.respectaging.ca](http://www.respectaging.ca)

OutrageNL Website  
[www.outrageNL.ca](http://www.outrageNL.ca)

## Endnotes

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10. Canadian Mental Health Association Ontario. (September, 2011). Violence and Mental Health: Unpacking a Complex Issue. Retrieved May 28, 2015 from: [http://ontario.cmha.ca/public\\_policy/violence-and-mental-health-unpacking-a-complex-issue/](http://ontario.cmha.ca/public_policy/violence-and-mental-health-unpacking-a-complex-issue/).



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