

Media Advisory - Neighbours, Friends and Families Called to Action on the National Day of Remembrance

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TORONTO, Dec. 4 /CNW/ - December 6 is a time for Canadians to remember those who have died as a result of gender-based violence and perhaps most importantly, to consider concrete actions to stop and prevent further violence against women. The new Neighbours, Friends and Families grassroots campaign to raise awareness of the signs of women abuse offers Ontario citizens an opportunity to act.

Representatives of Neighbours, Friends and Families will be issuing their call to action at the Queen's Park Media Studio on December 6 at 10 a.m., 2006.

"My best friend was murdered by her partner and in her memory I want us all to be aware of the signs of abuse," says Deb Ashbee. "I know from experience that if other people are watching for signs of abuse and feel confident enough to take action, it can stop abuse and ultimately save a woman's life."

"By involving neighbours, friends and families and talking to abusive men, the Neighbours, Friends and Families campaign is helping communities to do what they can to prevent women from becoming victims of abuse," explains Ms. Colleen Purdon, Coordinator for the Grey Bruce Domestic Violence Coordinating Committee and member of the Expert Panel that has guided the development of the NFF campaign. "It will help people recognize the warning signs of abuse, feel confident that their support is needed, and know what they can do to help women who may be experiencing abuse."

Neighbours, Friends and Families has created tools to raise awareness of warning signs of woman abuse and to provide information about safety planning. Public service announcements will spread the message that we can reach out to abused women; brochures and wallet cards provide key information. A website, www.neighboursfriendsandfamilies.on.ca, gives easy access to all information about the campaign.

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

This campaign is a partnership between the Ontario government, Ontario Women's Directorate and the Expert Panel on Neighbours, Friends and Families, through the

Centre for Research and Education on Violence Against Women and Children at The University of Western Ontario.

For further information: or interviews: Barb MacQuarrie, Media Liaison, Community Director, Centre for Research and Education on Violence Against Women and Children at The University of Western Ontario, (519) 661-4023, or (519) 860-2927 (cell)

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