



Centre for Research & Education
on Violence against Women and Children



CENTRE FOR RESEARCH & EDUCATION ON
VIOLENCE AGAINST WOMEN AND CHILDREN

*EVALUATION OF
NEIGHBOURS
FRIENDS AND
FAMILIES*

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EVALUATION OF NEIGHBOURS FRIENDS AND FAMILIES

DRAFT REPORT

INTRODUCTION

The Neighbours Friends and Families public education campaign is part of the Ontario Government's Domestic Violence Action Plan. The 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. The campaign is designed to give people who are close to an at-risk woman or an abusive man, their neighbours, their friends and their families, the information they need to get involved and prevent a further escalation of the violence.¹

This report presents the findings of an evaluation of the Neighbours Friends and Families (NFF) campaign. Since its launch on June 22, 2006, a wide range of campaign activities have taken place, including the development and distribution of a community kit, brochures and safety cards, the establishment of a website, presentations/training sessions, and communications activities. This report evaluates campaign results over the past 2 years, covering the period from February 1, 2007 through February 1-2009.²

This past year has seen the launch of the Workplace Strategy and Workplace Champion Initiative, developed in 2007-08 as a way to build sustainability and engage the broader public in the campaign. Individual regions and counties have also launched their own local campaigns and there is growing interest in the campaign with individuals and groups across the province requesting permission to adapt the materials.

The Centre for Research and Education on Violence against Women and Children has contracted Michelle Pajot as lead investigator with research firm Goss Gilroy Inc providing support on the quantitative analysis. The study included Web-based surveys,

¹ Neighbours Friends and Families Website: www.neighboursfriendsandfamilies.on.ca

community and professional training surveys, interviews, and a document and literature review of results from interviews with Community Coordinators and baseline results.

It is expected to be useful in examining the perceived successes and benefits of various aspects of the campaign. Most specifically, this evaluation will highlight the campaign's reach by identifying the strategies and activities communities have used to implement/adapt the campaign locally. This report will also examine the campaign's perceived success in providing the knowledge, skills and abilities for community and professional training participants to respond to violence in their communities by looking closely at the survey results of training participants, OPS staff and professionals.

The report is structured as follows: the Background section summarizes evaluation objectives and issues; the Methodology section summarizes the methods used for the evaluation; the Evaluation Findings section presents the findings and results related to all evaluation issues; and the final section contains Conclusions and Recommendations.

BACKGROUND

Over the past 20 years efforts have been made by governments, equality seeking women's organizations, other non-governmental organizations, and private sector entities to address the issue of violence against women on a number of fronts. These include:

- Improved services (e.g., shelters for abused women, sexual assault centres and crisis lines, other community based counselling assistance services);
- Protocols for health and social services sector;
- Coordinated inter agency committees in many communities.³

At the same time, efforts have been made to create a justice system that is more responsive so that more women at risk would come forward and report their abuse to the police. Examples include: changes in legislation and policy (e.g., limiting use of intoxication as a defence, introducing charging policies, civil domestic violence legislation, victim services), and training for police and Crown prosecutors.⁴ Despite these concerted efforts to build a framework for effectively supporting survivors that come forward, there appears to have been no change in the level of police reporting in cases involving woman abuse over the last 10 years.⁵

² This evaluation report builds on preliminary results reported in April 2008. An Aboriginal adaptation of the NFF campaign *Kanawaybitowin* has been developed using traditional teachings and a French version of the campaign *Voisin-e-s, ami-e-s et familles* has also been developed. These components are being evaluated separately.

³ Federal - Provincial -Territorial Ministers Responsible for the Status of Women. *Assessing Violence Against Women: A Statistical Profile*, 2002, p. 4.

⁴ Ogrodnik, Lucie. *Spousal violence and repeat police contact*. In *Family Violence in Canada: A Statistical Profile*, Canadian Centre for Justice Statistics, 2006, p. 11.

⁵ *Ibid.*. Includes reference to the 2004 General Social Survey, citing that only 28% of victims of spousal violence turned to police for help, compared with 27% in 1999.

A close review of the literature indicates that those closest to a woman at risk (professionals, co-workers, neighbours, friends and families) have a significant impact on whether or not incidents of violence are reported. For example:

- Women who sought support systems such as crisis centres, victim services and shelters, were twice as likely to notify the police about violence; and
- Those who talked to family, friends, co-workers, medical staff, lawyer, minister or priest or clergy about the violence were much more likely to also have reported to the police than those who had not talked to others.⁶

These findings indicate that ordinary individuals, that is neighbours, friends, families and co-workers, can play a significant role in protecting at risk women, provided they are able to identify the warning signs and know how to respond appropriately.

Domestic Violence Death Review Committee

There is a need to better educate the public about the dynamics of domestic violence and appropriate responses where such dynamics are recognized in potential abusers or victims.

It is troubling to the committee that the inquests and other reports on domestic violence have seen the need to continue to address this issue. We note that the Ontario Women's Directorate and outside agencies have sponsored excellent campaigns, however there is a need for a more widespread, ongoing and consistent strategy of public education efforts. In eight of eleven cases reviewed by the committee, family, friends, or neighbours observed indicators of domestic violence in either the victim or perpetrator or both. Notwithstanding their concerns, they neither recognized the significance of those indicators, nor did they act upon them. In each case, risk factors were identified on review. In nearly half of the cases, four to more than ten risk factors were present.

The implementation and use of effective public education programs need to be increased to heighten awareness of the warning signs of symptomatic abusive behaviour and appropriate courses of action for victims, perpetrators, and others to take in response. All too often, domestic violence is only recognized as physical abuse. Emotional abuse also needs to be recognized, such as jealousy, economic abuse, intimidation, threats, controlling behaviours, and isolation.

Domestic Violence Death Review Committee, 2003 (p. 31)

Since its first report in 2003, the Domestic Violence Death Review Committee has consistently pointed out the need to educate all members of the community about the warning signs of domestic violence and the appropriate action necessary to prevent it.

⁶ O'Marra, Al J.C. Domestic Violence Death Review Committee: Annual Report to the Chief Coroner: 2004, p.4.

In 2004, the Domestic Violence Death Review Committee (DVDRC) released its annual report to the Chief Coroner with specific recommendations to prevent injury and death resulting from woman abuse. According to the report, “in every case reviewed, family members, friends, neighbours, co-workers, and/or professionals had some knowledge of the escalating circumstances between the perpetrators and victims”. Despite this, people close to the victim did not know:

- The significance of the situation;
- The information or warning signs available to them; or
- What to do about it.⁷

The report recommended the need for targeted public awareness and professional educational programs that teach about the signs of domestic violence and the risk factors leading to potentially lethal consequences.⁸

In their 2005 report they cite Neighbours, Friends and Families as an example of the kind of awareness campaign that will help to reduce risk for abused women. Add in comments about NFF, Kanawayhitowin, etc. from other years.

It also highlighted the need to have appropriate tools available to those who work with victims and perpetrators of domestic violence to better assess the potential for lethal violence in their lives, and corresponding access to appropriate services and programs (including safety planning and counselling).⁹

The most recent report, released in 2009 also highlights the need for members of the public to better understand the potential for lethal violence. This is an area that the NFF campaign needs to consider as it develops new information resources.

Domestic Violence Action Plan

How do you know when a woman is being abused? What do you do if you suspect she is?

Domestic Violence Action Plan, 2004

In 2004, the Province of Ontario released its Domestic Violence Action Plan. It involved a broad range of partners, both traditional and non-traditional, to more effectively address domestic violence.

⁷ Ibid.

⁸ Ibid.

⁹ Ibid.

The recommendations of the Domestic Violence Death Review Committee Report to the Chief Coroner were considered when developing the plan. The Action Plan included support for enhanced training in the health, education, justice and social services sectors for front-line professionals and service providers as well as neighbours, friends and families across Ontario to recognize the signs of domestic violence and to help abused women get the support they need.¹⁰ It also included the establishment of expert panels to help people in key sectors to detect early warning signs of woman abuse and offer appropriate responses.

An expert panel coordinated through the Centre for Research and Education on Violence against Women and Children (CREVAWC) developed the Neighbours Friends and Families public education campaign. The campaign was designed to help people to recognize the warning signs of woman abuse and know what to do.¹¹

NFF CAMPAIGN OBJECTIVES

This campaign reduces risk for women because it puts information about warning signs and risk factors in the hands of those closest to women who are being abused. The campaign is not trying to make every friend, family member and neighbour an expert on woman abuse. It is helping to connect those caring people to experts who can provide life saving support and resources.

Barb MacQuarrie, Community Director, CREVAWC

Neighbours, Friends and Families (NFF) is a province-wide education campaign designed to help individuals recognize the signs of violence against women and know what action to take.

The NFF campaign addresses findings from the Coroners Domestic Violence Review Committee that those closest to victims and abusers do not always understand what they are seeing, know how to help the victim, or know where to turn for help in the community.

Immediate objectives

The central goal of the campaign is to provide the knowledge, skills and abilities for community members or professionals to address violence in their communities by knowing when, where and how to:

- identify warning signs and risk factors of woman abuse

¹⁰ Province of Ontario. *Domestic Violence Action Plan*, 2004, p. 3.

- provide referrals to an abused woman
- provide other supports (e.g., empathetic listening, not blaming) to an abused woman

Broader campaign objectives

The NFF campaign's broader strategy is to change public attitudes and behaviours as a means of reducing the incidence and prevalence of woman abuse over time. The campaign is intended to work on the following six levels¹²:

- Reaching individuals to increase knowledge and skills;
- Educating community members;
- Targeting educators;
- Working across coalitions/networks;
- Changing organizational practices; and
- Adopting/amending policy and legislation.

The campaign uses a multifaceted, comprehensive approach in order to tackle its core objectives. The campaign actively encourages everyone (neighbours, friends and families) to see themselves as part of the solution in ending woman abuse.

OBJECTIVES OF THE NFF EVALUATION

The objective of the evaluation is to provide accurate and substantial feedback to provincial and community partners regarding the impact of the NFF campaign in meeting provincial objectives on addressing woman abuse.

EVALUATION ISSUES

The following issues are addressed by this evaluation:

- *What need or gap does the NFF campaign fill in terms of successfully implementing provincial objectives on woman abuse?*
- *How satisfied are the different stakeholders groups (expert panel, community coordinators, OPS staff, VAW community etc.) with the design and delivery of various strategies of the campaign?*
- *What has been the reach of the NFF campaign (outputs)? What strategies and*

¹¹ Province of Ontario. *Domestic Violence Action Plan Update*, January 2007, p. 10

¹² Effective prevention campaigns are characterized as being comprehensive and multi-faceted in nature in order to have the broadest impact and public reach. from *Promising Practices for the Prevention of Violence Against Women and Girls: Key Findings from the Literatures* 2002 Centre for Research on Violence Against Women and Children (David A. Wolfe, Melanie Randall, Anna-Lee Straatman) and the *Prevention Connection: The Violence Against Women Prevention Partnership*.

- activities have communities used to implement/adapt the campaign locally?*
- *How successful has the NFF training been in providing participants and professionals with the knowledge, skills and abilities to address violence in their communities?*
 - *What impacts have resulted due to the campaign, both positive and negative?*
 - *What lessons have been learned from the campaign so far?*

METHODOLOGY

The study included Web-based surveys, community and professional training surveys, interviews, a document and literature review of sources drawing from interviews with Community Coordinators and baseline results. The overall approach was to amalgamate all data collected to date and do a comprehensive analysis of the campaign's reach and success.

SURVEYS

To obtain quantitative data on campaign results and impacts, an analysis of paper and online surveys was undertaken. The study was carried out over a 3 month period from February through May 2009.

COMMUNITY AND PROFESSIONAL TRAINING SURVEYS

Feedback was collected from 3 unique response groups gathering information on respondents' level of agreement with 3 to 6 statements both prior to and immediately following attending a Neighbours Friends and Families presentation or training session.

These included the following response groups¹³:

- Community Training Surveys
- OPS Staff Training Surveys
- Train-the-Trainer Surveys

Using the electronic data files provided by CREVAWC, which captured survey responses using Survey Monkey, the data files were converted from its original format to an SPSS data format.

¹³ The variation of surveys created constraints in the analysis. For example OPS questions correspond to the community training surveys on 1 out of a possible 4 or 6 items, limiting comparability. In this case only awareness levels could be measured and compared (and not questions relating to supports and resources). The Train the Trainer surveys presented specific limitations because of variations in the wording of the forms, thus limiting comparability. Responses were compared only where the forms were close enough to be analyzed together.

Results of the surveys are presented in this report with tables and interpretive text. Analysis of the survey includes frequencies of the responses provided, the average response for each question prior to and after attending the presentation, and compared means of the pre and post groups using paired t-test.

In addition, where appropriate, open response questions have been coded and included in the analysis to provide a more detailed view of participant satisfaction. A sample of approximately 500 to 800 questionnaires was randomly chosen from the completed questionnaires.

Community Training Surveys

Overall, responses were received from 1,037 survey participants out of 16,248 potential respondents. This produced an overall response rate of approximately 6.4%. Findings from this survey can be considered accurate to within +/- 2.9 percentage points, 19 times out of 20. Given the low response rate and likely non-randomness of the sample, it is unlikely that this sample is representative of the population of 16,248. As we were not able to conduct an in-depth non-response analysis, it is challenging to determine the extent and direction of potential areas of bias in the sample.

OPS Staff Training Surveys

This survey received a total of 901 completed surveys from the 2,500 individuals trained for an overall response rate of 36.0%. Findings from this survey can be considered accurate to within +/- 2.6 percentage points, 19 times out of 20. It is challenging to determine the extent to which the sample obtained (n=901) are representative of the entire trained population (N=2,500), as we were not able to conduct an in-depth non-response analysis to determine potential areas of bias in the sample.

Train-the-Trainer Surveys

From a relatively small population of 163 participants, 78 responded to the survey for an overall response rate of 47.9%. Findings from this survey can be considered accurate to within +/- 8.0 percentage points, 19 times out of 20. Without an in-depth non-response analysis to determine the extent to which the sample and population differed significantly on key characteristics, it is challenging to determine the extent to which the sample is representative of the larger group.

GENERAL POPULATION ONLINE SURVEYS

Two open access online surveys were conducted with the general population. CREVAWC provided an electronic data file of the responses which were converted from its original format to an SPSS data format.

The survey included three close ended questions, four multiple response questions with other categories specified. The four with other response questions were cleaned for repetitious responses and the remaining responses coded into additional categories if appropriate.

Website surveys

A survey integrated into the NFF Website received 349 responses. In total, there were 12,330 unique hits to the website which would indicate that approximately 2.8% of visitors responded to the survey. Findings from this survey can be considered accurate to within +/- 5.2 percentage points, 19 times out of 20. It is very unlikely that the sample is representative of the population of visitors to the website given the very low response rate, and the non-randomness of the sample.

DOCUMENT AND LITERATURE REVIEW

A review and analysis of existing documentation on the campaign was undertaken and included the following resources:

- At Grass Level: Implementing the Campaign, March 2008
- Evaluation of the Neighbours Friends and Families Campaign: Baseline Survey Results, September 2008
- A Comprehensive and Multi-faceted Approach to Prevention
- A review of key documents on the scope of the problem of woman abuse in Ontario (including DVDRC Reports, Statistical Profiles and Trends) and other relevant documents (including the Domestic Violence Action Plan)

The findings from this review have been integrated into the analysis of key evaluation issues, particularly in examining the rationale for the campaign, findings and statistics on the nature and scope of the problem of woman abuse, baseline data on current public awareness of woman abuse, and identified strategies for addressing the issue in communities across Ontario.

DATA ANALYSIS

This report includes a data analysis of information gathered by all campaign Community Coordinators of the campaign. This review was undertaken to provide detailed information on the campaign's reach and how the training activities and strategies were used and adapted locally.

The data analysis included a review of the following documents:

- Resource distribution summary chart
- Tracking of orientation sessions/training events
- Conference and major events dates
- List of communities implementing the campaign
- Community coordinator media tracking sheet
- Community coordinator presentation diary

This review included an assessment of relevant data (number of participants, materials distributed, media strategies etc.) which will be cross-referenced with other data for analysis.

KEY INFORMANT INTERVIEWS¹⁴

Using a structured interview guide, four key informant interviews were conducted with various stakeholders (OPS staff, community coordinator, project stakeholders including expert panel member) for the purpose of obtaining background information on rationale and relevance issues. Interviews were conducted by phone and lasted between 60 and 90 minutes.

EVALUATION FINDINGS

This section summarizes the evaluation findings based on the document review and surveys. The section begins with issues related to relevance. The design and delivery of the campaign are covered, followed by findings related to success and sustainability of the campaign.

¹⁴ An expert panel review was initially proposed as a cost effective means of soliciting input on key evaluation issues from the expert panel. This approach was dropped due to lack of sufficient responses. This methodology was replaced with key informant interviews.

RELEVANCE

I remember the old Breck commercial...they told two friends and they told two friends. That's the way it will be...

Community Coordinator

This subsection presents the findings related to relevance. Basically, it answers the question of whether there is a need for this campaign, and specifically whether this campaign fills a need or gap in terms of successfully implementing provincial objectives on woman abuse.

There is a clear and identified need for the NFF campaign. While there may be increasing public awareness, the fact remains that incidents of woman abuse are underreported. In keeping with the Domestic Violence Death Review Committee's recommendations there remains a need to expand this awareness and training and make the necessary links to appropriate action.

The campaign does fill important gaps in providing those who may be close to a woman at risk (community members and professionals) with the knowledge, skills and abilities to address violence in their communities by providing resources and strategies on how to identify warning signs and risk factors, and provide referrals and other supports (e.g., empathetic listening, not blaming) to an abused woman. The NFF provides targeted intervention tools (e.g., safety planning, how to talk to men who abuse etc.) to build on this awareness and influence personal action.

The campaign is also consistent with the province's broader objectives of raising awareness about woman abuse. The information and initiatives target "lay people" (neighbours friends and families and co-workers) who are in a unique position to help, but often do not know how.

Results of a recent baseline survey are encouraging in terms of public attitudes about woman abuse. In September 2008 a random sample survey was conducted by Environics Research Group Limited to measure baseline awareness and knowledge about woman abuse in Ontario. This baseline measure was developed by embedding eight questionnaire items in FOCUS ONTARIO a well-established syndicated public opinion survey. This is an existing survey of a representative sample of Ontario adults.

Of the 602 respondents surveyed, 97% agreed that everyone has a responsibility to help someone they know who is being abused, and 95% reported that they would be

likely to intervene if a neighbour, friend or family member was being physically assaulted by their partner.¹⁵ The report found that the NFF campaign is in a good position to take advantage of this sense of civic responsibility by providing people with the specific tools needed to intervene effectively.¹⁶

By working at the individual level and harnessing local community capacity through existing networks, the campaign has the potential to reach Ontarians with information and resources on the warning signs of abuse and what they can do if they suspect a woman they know is at risk.

CAMPAIGN DESIGN AND DELIVERY

The evaluation covers a number of issues related to the implementation of the campaign, including key campaign strategies, the effectiveness of the administration of the campaign, and challenges and barriers. Findings about these and other delivery issues are presented in this section.

CAMPAIGN STRATEGIES

Traditional marketing approaches such as radio and television ads were combined with a range of activities including partnering with grassroots organizations, working for changes in public policy and legislation, development of public education materials and a repetition of key messages through a variety of means to engage others to increase the campaigns' effectiveness.

The campaign includes public service announcements, a comprehensive community kit and a website (www.neighboursfriendsandfamilies.on.ca) featuring downloadable promotional tools. Communities can use these resources to launch their own campaign.¹⁷

Since its launch in June 2006, the campaign has applied a number of campaign strategies, such as:

- The distribution of a community kit, brochures and safety cards for use by local communities and members of the public (including in French, and other languages);
- Media outreach strategies (PSA's to local community media outlets, internet postings, leaflets, interviews with local radio and television stations, bookmarks, bulletins and newsletters);
- Social Marketing;

¹⁵ Johnson, H & Fraser, J. Evaluation of the Neighbours Friends and Families Campaign: Baseline survey results, September 2008, p. 9.

¹⁶ Ibid., p. 16.

¹⁷ Province of Ontario. *Domestic Violence Action Plan Update*, January 2007, p. 10

- Establishment of a website;
- Training activities: Train the Trainer activities; Community Training; and, Workplace training;
- A grassroots outreach campaign to communities in regions across Ontario; and
- Public presentations/conferences.

CAMPAIGN MATERIALS

Campaign resources and materials were produced by 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. The Expert Panel on Neighbours, Friends and Families brought their expertise together to research and identify the leading warning signs and risk factors of woman abuse, which were converted into campaign branded brochures and safety cards by the Ontario Women’s Directorate, and distributed to local communities by CREVAWC. Table 1 shows a summary of NFF campaign materials.

Table 1: Neighbours Friends and Families Campaign Materials

Neighbours Friends and Families Campaign Materials	
<p>Community Action Kit to Prevent Woman Abuse</p> <p>Brochures</p> <ul style="list-style-type: none"> • How you can Identify and Help Woman at Risk of Abuse; • Safety Planning for Women Who are Abused; and • How to Talk to Men who are Abusive. <p>Booklets</p> <ul style="list-style-type: none"> • Understanding Woman Abuse • Raising Awareness with the Media 	<p>Safety Cards</p> <ul style="list-style-type: none"> • Safety Planning Tips for Women who are Abused • Warning Signs to Identify and Help Women at Risk of Abuse <p>Additional Materials</p> <ul style="list-style-type: none"> • Book and Video List • Suggestions for Working Inclusively • PSA description • Poster • Bookmark

Refer to WWW.NEIGHBOURSFRIENDSANDFAMILIES.ON.CA for further information.

Brochures have been distributed to public libraries, public health units, LCBOs, early childhood centres and government information sites.¹⁸ Resources have been adapted for

¹⁸ Ibid.

different cultural contexts and are available in 16 different languages, including: Arabic, Farsi, Korean, Punjabi, Punjabi Pakistani, Russian, Simplified Chinese, Somali, Spanish, Tamil, Traditional Chinese, Vietnamese, Swahili, Haitian Creole, Lingala and Kirundi.

An Aboriginal adaptation of the NFF campaign Kanawayhitowin has been developed using traditional teachings and a French version of the campaign Voisin-e-s, ami-e-s et familles has also been developed. In addition requests have come from community-based organizations, professional organizations and government ministries. Appendix III provides a list of organizations that have requested permission to use NFF resources.

MEDIA OUTREACH

A local media strategy was undertaken as a part of a centralized province-wide awareness and education campaign. The following provides a summary of the different strategies implemented and the level and distribution of the different strategies.

Communities Reached

A total of 36¹⁹ communities across Ontario provided updates on a total of 228 media activities. They used the *Community Coordinator Media Tracking Sheet* to collect data. In 2007-2008, communities included: North Bay; Simcoe County; Ottawa; Renfrew County; Huron County; Dufferin/Caledon; Northumberland County; Sarnia; Windsor Essex; Schrieber; Terrace Bay; Marathon; Manitouwadge; Chatham/Kent; Oxford County; Kawartha Lakes/Haliburton; Haldimand & Norfolk Counties; and Marathon. Additional communities in 2009-2009 included: Muskoka; Bruce County; Waterloo Region; Nipissing; Middlesex; Guelph; Thunder Bay; Prescott-Russell-Rockland; Peterborough; Perth; Halton Region; Cornwall; Algoma: Sault Ste Marie/Hornepayne/Clapleau/Wawa; Orangeville; Strathroy; Rockland; Stratford and Wingham. For a map of communities reached by the NFF campaign refer to the following link on the NFF website: <http://neighboursfriendsandfamilies.ca/eng/mapsgta.php>.

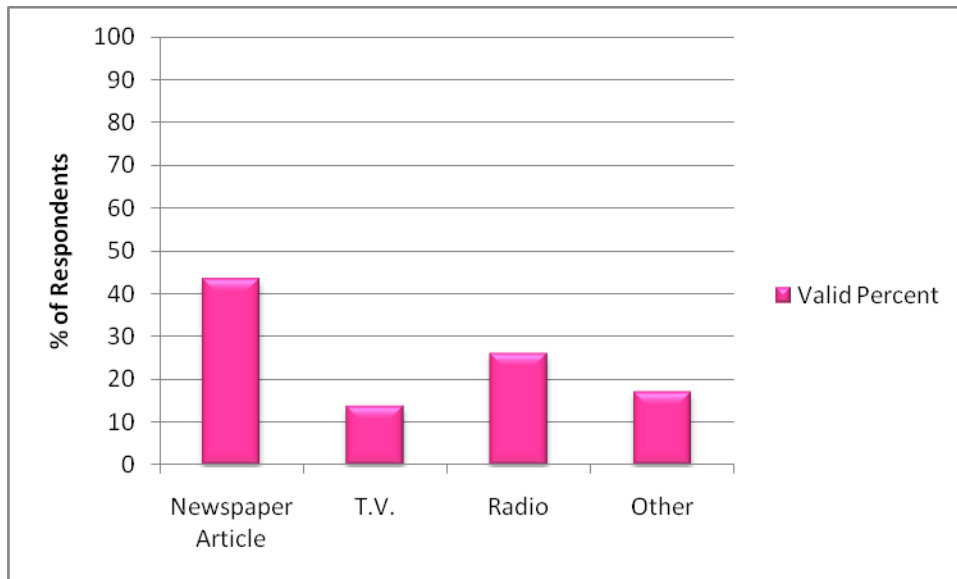
The media campaign included coverage in various media outlets across Ontario during the period from June 2007 to April 2009. Local campaigns included a range of activities including Public Service Announcements to local community media outlets, internet postings, leaflets, interviews with local radio and television stations, bookmarks, bulletins and newsletters.

¹⁹ A total of 15 communities across Ontario in 2007-08 and 21 communities in 2008-09 have been reported.

Type of News Coverage

This campaign shows continued and sustained success in terms of media reach across the province, with the campaign attracting media coverage in 228 media outlets across the province. Media outlets included: major newspaper outlets and community newspapers; regional and local radio outlets (including alternative radio); and on regional and local television news broadcasts. Other media outlets included billboards, community postings in community centres and facilities and libraries. Refer to Appendix I for details on media coverage.

Figure 1: Type of News Coverage



- Newspapers provided the primary means of media outreach, with 43% of coverage seen in news print. Radio was also a major source of coverage (26%).
- While television and other media outlets represented a smaller proportion of coverage (14% and 17% respectively), these venues provided substantial visibility for the campaign.

Media news coverage across the province has been seen through airing the Public Service Announcements. They have been aired on these television networks: CKPR Thunder Bay, CTV South-western Ontario, CBC Windsor, CBC London, CBC Toronto, CBC Ottawa, CH TV Hamilton, Global TV Toronto, CHEX TV Peterborough, CKWS TV Kingston, and Channel 12 Durham, Shaw Cable Community Channel, Rogers TV Ottawa, Cogeco TV, and Rockland Community TV.

Billboards have been another way to increase the campaign's visibility. The following is an example of an NFF billboard:

**As Neighbours,
Friends & Families,
we all have a role to play in
PREVENTING WOMAN ABUSE.**

You can help
Call 519-246-1526
neighboursfriendsandfamilies.ca

The following poster has been erected on billboards in Middlesex County. It is currently posted in Strathroy and Lambeth and on Fanshawe Road east of Hyde Park.



PATTISON OUTDOOR ADVERTISING
DISTANCE TEST OF 150 FEET.

10' x 20' Horizontal Trim Poster
In situ Mockup :: Not to Scale

© All artwork developed by Pattison Creative Services is the property of Pattison Outdoor Advertising and is provided exclusively for advertising display on Pattison Outdoor media.



- Approved as presented
- New proof required
- Approved with changes noted
- No further proof required

Client Signature:

Overall, the media campaign has been successful in terms of reach within participating communities. According to comments provided by some participating communities, interview appearances provided one particularly successful strategy for engaging the media and getting the message out to the local community. The billboards provide high visibility in participating communities. For details on media coverage please refer to the NFF website at <http://neighboursfriendsandfamilies.ca:80/eng/nffinthenews.php>.

WEBSITE

The NFF website includes key campaign materials, resources and updates on the campaign. It is located at the following link: www.neighboursfriendsandfamilies.on.ca.

Between February 1, 2007 and April 1, 2009, the website saw 17,013 hits. At the same time only 352 responded to the online survey, limiting reliability of results on website usage and satisfaction and the ability to make generalizations with available data. The low response rate could be attributed to the location of the survey on the site (it is not immediately visible when one navigates the site).

Despite these limitations, some observations can be made. Preliminary results show that the website is reaching people with prior awareness of the NFF campaign and who are using the website to obtain information for their own outreach activities and professional development.

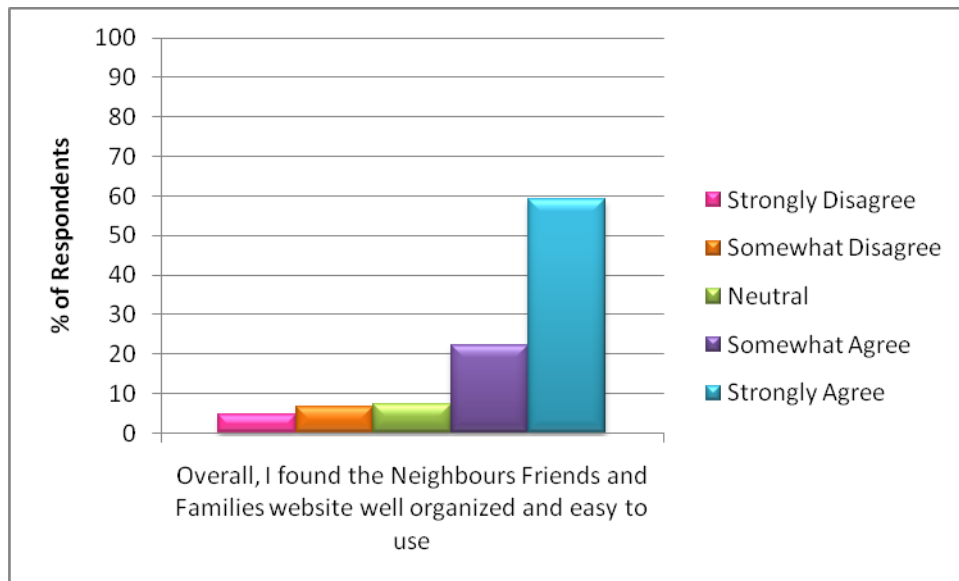
Table 2 shows the vast majority of respondents are from professional backgrounds, with (83%) belonging to the Ontario Public Service (OPS) and 10% connected with the Violence Against Women (VAW) community. The OPS respondents are very likely Workplace Champions working on Level 1 training, and the VAW respondents are most likely service providers. Respondents from the general public (that is, concerned citizens) included a very small percentage (7%).

Table 2: Online survey respondent by type

Type of Individual	Frequency (n=280)
I work for OPS	83.2%
I work in the VAW Sector	10.0%
I am a concerned citizen	6.8%
Total	100.0%

Those who did respond to the website survey showed a high level of satisfaction. Website satisfaction is summarized in the Figure 2 below.

Figure 2: Website Navigability



n=349

- Respondents are generally satisfied with the navigability of the website, with over 80% finding it well organized and easy to use.

SOCIAL MARKETING AND MEDIA CONSULTANT

A media consultant worked briefly with Community Coordinators. This was helpful to some, but others expressed a desire for more assistance from the media consultant. It is clear from these results that Community Coordinators are an important component of any media strategy. Future media consultants will be most successful if they work closely with local campaigns that can provide local media contacts as well as stories to interest media outlets.

The Social Marketing Firm is working on products that will support the establishment of a website and resources for workplace. This work will be completed in the next phase of funding.

TRAINING

The following is a summary of NFF training activities, including train the trainer activities and events carried out in the community and in workplace settings.

When the NFF campaign was first rolled out in 2006, training activities were primarily community-based and were carried out through various coordinating committees which could be best described as self-organizing systems. These initiatives

emerged through existing networks and coalitions, organizing themselves around local needs, and varying considerably in size and scope from community to community. In some areas, membership on the coordinating committees was as high as 60 agencies, organizations and private citizens. All helped with the distribution of Neighbours Friends and Families materials. Adopting a two tiered train-the trainer system in many communities, coordinating committee members were trained in the campaign program.

20

The NFF Workplace Champion program (including OPS staff training) was developed in 2007-08 as a way to build sustainability and engage the broader public in the campaign.

Community Activities and Training

In many communities across the province, the instigation of Neighbours, Friends and Families occurred through coordinating committees. These groups are unique to each community and are comprised of a wide range of service providers including police services, women's shelters, the law, health units, counselling and violence prevention services, as well as domestic violence review teams.

Avril Flanigan, At Grass Level

A key strategy of the Neighbours, Friends and Families campaign were community presentations. NFF presentations were provided by the campaign's Community Coordinators as a strategy to increase community capacity to implement the NFF campaign. The training was designed to provide community members with better skills to effectively respond to woman abuse.

The *Community Coordinators Presentation Diary* helped each Coordinator to track the groups they presented to, how many people attended each presentation, how many resources they distributed, how many requests they received for additional resources and how many requests they received for a follow-up presentation.

A reported 16,248 community members attended presentations on the NFF campaign between February 1, 2007 and February 1, 2009. NFF Community Coordinators organized 388²¹ community presentations across the province. For a complete list of where these presentations took place and the groups that participated see Appendix II.

²⁰ Flanigan, A. *At Grass Level: Implementing the Campaign*. March 2008.

²¹ This figure includes 240 presentations in 2007-08 and 148 presentations in 2008-09.

Summary of Findings: Community training

Overall, the design and delivery of the campaign was satisfactory according to findings, with some challenges and barriers. According to Community Coordinators and key stakeholders, there were some “growing pains” at the beginning of the campaign as training activities were being rolled out. This related primarily to the perceived pressure to roll-out the campaign on the ground prior to resources and infrastructure being adequately in place, resulting in delays and holdups. The website (and blog) was not yet running which also led to a sense of isolation at the community level. There were also some concerns about engagement at the community level (with many coordinators seeing the networking and community capacity component of the campaign as being as important as disseminating resources. These early pressures led to mixed responses at the community level, particularly from the VAW community (some of whom did not feel adequately consulted).

The following is a summary of early challenges in the campaign identified in a recent report entitled: *At Grass Level: Implementing the Campaign*. This report drew on interviews with 25 NFF Community Coordinators in February and March 2008. A central focus of the report was to examine how the campaign is growing and developing and to document the contributions of the many community partners involved in the campaign.

²²

At Grass Level reported that Community Coordinators identified a) resistance in smaller communities; b) time and funding issues and delays; c) concerns about lack of a roll-out strategy, and; d) working in isolation as a few of the challenges.²³

Resistance in smaller communities

Community Coordinators reported lack of anonymity, transportation and geographic realities and a reluctance to get involved as some barriers to implementation in rural communities.²⁴ The following quote captures the challenge of engaging people in rural contexts:

It's a hard subject in a rural community that's so small and rural because it's so personal. There is no anonymity. So if someone says I know a woman who is abused, then everyone talks. That's a barrier and a challenge. Resistance too...

²² Evaluation Plan, n.d., p. 8.

²³ Ibid., p. 41.

²⁴ Ibid., p. 41.

Time and funding issues

Another identified barrier was the lack of resources for implementation (lack of coordination dollars). In one community coordinator's words: "*If they [government] really want it to be a provincial campaign, there needs to be good support for coordination...*". There was a perception that a lack of resources for implementation lead to an overly heavy workload for campaign leadership, overreliance on volunteer resources and a lack of time to focus on delivering the campaign. Some delays were also identified in receiving the resources in a timely fashion.

Lack of organizational structure

Others identified a lack of an implementation strategy or clear organizational structure. In one community coordinator's words: "*You need an implementation strategy that will enable people to reach out*". The lack of organizational focus was identified primarily as a funding issue by Community Coordinators as most perceived the lack of implementation dollars (and overburdened project team) as the cause. There seemed to be not enough time or energy to focus on a smooth rollout of the campaign from the beginning.

Isolation

Some identified a sense of isolation in terms of the time, energy and resources to support local campaigns. The following highlights the feeling of isolation identified by some Community Coordinators:

For me personally it would have been much more helpful to have a more physical connection, monthly meetings where we could have gone and talked. I didn't feel the sense of connection with the teleconferencing. Isolation was part of the problem. It's been a barrier."

Overcoming Challenges

According to respondents, many of these early challenges have been ameliorated as a result of sustained effort and commitment at the community level, the development of the website and NFF Champion blog, and the standardization and adaptation of resources and ongoing support from the Provincial Community Coordinator. Timely funding from MCSS to local Coordinating Committees in 2008-09 allowed committees to dedicate resources to NFF, building on work that had been started in some cases and initiating new work in other cases.

NFF Workplace Champions

Another strategy of the Neighbours, Friends and Families campaign was to make presentations in workplaces. An implementation strategy for the workplace strategy was subsequently developed and launched to guide this work.

The NFF Workplace Champion Program targets three levels of engagement:

- Level 1 - Inform all employees about the NFF campaign through email;
- Level 2 – Increase understanding of woman abuse through presentations; and
- Level 3 – Promote sustainability of the NFF campaign in a workplace through building internal organizational capacity.

Level one is commitment to the campaign, and general awareness of the campaign for all members of the workplace. This is demonstrated through a senior representative in the organization sending out an e-mail to all members of the workplace, directing them to the NFF website. NFF brochures are located in appropriate places. Level two is delivering a one hour NFF awareness and skill building session to all members of the workplace. Level three is building internal capacity to understand and respond to woman abuse through a two day sustainability training. Workplaces may also choose to prepare internal facilitators to deliver one-hour education sessions. This level is for a select group in the workplace, i.e. managers, human resources, union representatives, health and safety experts, facilitators,

A large scale pilot of this strategy was launched in the Ontario Public Service where a total of 115 presentations have been delivered to 2500 people. See Appendix III for a summary of these activities.

The Workplace Strategy has also been piloted by the NFF Community Coordinator in Middlesex County, where the campaign is sponsored by the local women’s shelter, Women’s Rural Resource Centre and by members of the London Coordinating Committee to End Woman Abuse. 23 workplaces actively participated in Middlesex County and many more have received information and are considering their involvement. See Appendix IV for a list of participating companies and organizations and a summary of activities. In the London Coordinating Committee to End Woman Abuse, all XX members have committed to completing Level 1. Many members are completing Level II by providing one hour workshops to their employees.

Ontario Public Service Activities and Training

I would have never thought that this issue would ever be brought to the workplace when we spend most of our days at work! Great initiative and I really hope that it will make a difference in the lives of those concerned with women abuse.

OPS training participant

Interest in the Workplace Strategy

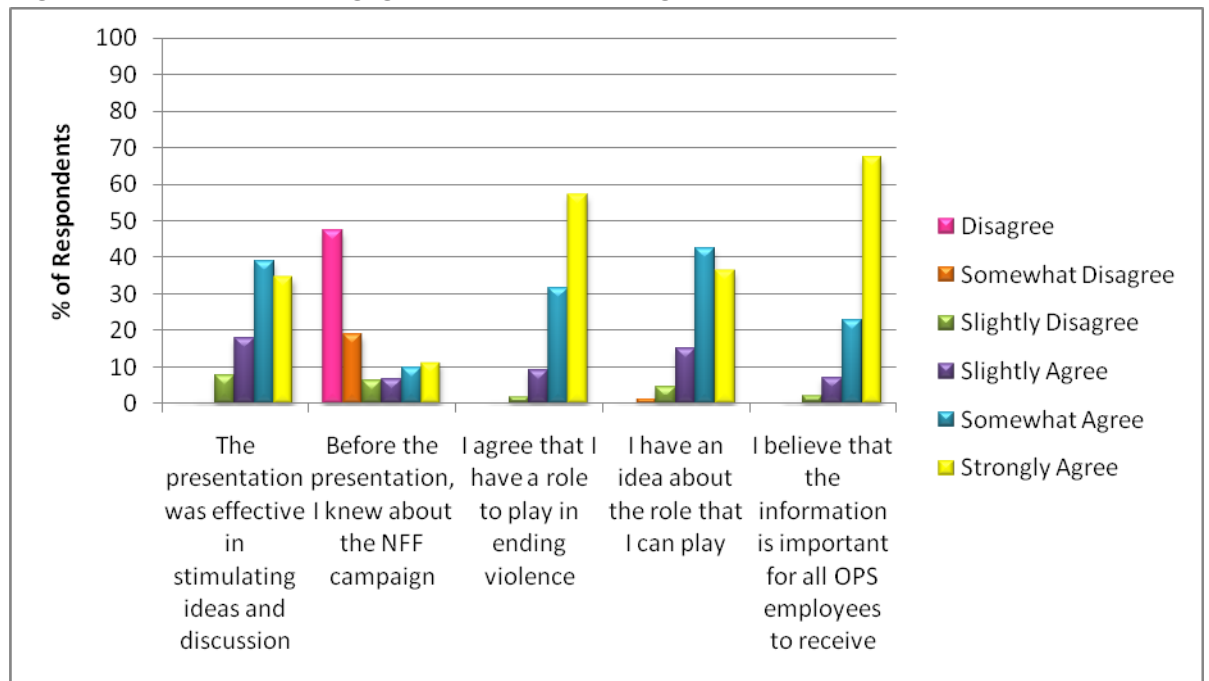
I am very impressed that my employee is providing this workshop and is supportive of NFF.

OPS training participant

Interest in the workplace strategy appears to be growing and results of training surveys confirm this. Ontario Public Service (OPS) participants were surveyed both before and after each training presentation using a *Presentation Evaluation Form (OPS)*. The pre- and post- surveys were adapted for use with OPS staff and were intended to gauge degree of interest in the strategy and other measures (see next section). Specifically, the survey was designed to identify the degree to which staff were satisfied with the training overall and felt it was valuable for other OPS staff. It was also designed to measure their level of knowledge about the NFF campaign prior to the training.

Trainers forwarded the pre-and post- surveys to the NFF manager for summary and analysis. A total of 901 OPS staff members who participated in the training have been surveyed to date. The Figure 3 summarizes responses on the OPS training questionnaire:

Figure 3: Awareness and engagement of OPS training participants



n=875-900

- Almost half (47%) had never heard of the NFF campaign prior to attending the training.
- By the end of the training session, 88% stated they agreed they had a role to play in ending violence.
- The vast majority (90%) left the training session believing that the information is important for all OPS employees to receive.

The South West Regional Coordinating Committee sponsored a workshop in January 2009 in London with interested NFF Community Coordinators from Windsor, Chatham-Kent, Grey and Bruce, Perth, Oxford, Middlesex, Peel, Chippewas of the Thames, Kitchener-Waterloo and Brantford to share the workplace program and tools. Here information about the NFF workplace strategy was shared. Participants expressed keen interest in learning how to facilitate the workplace education sessions. Three regional training workshops are planned for the upcoming fiscal year to transfer knowledge and skills to allow NFF Community Coordinators and Champions to participate in the workplace strategy.

Summary of Findings: Workplace Strategy

Many of the lessons learned during the rollout of the community training component appear to have been implemented in the workplace strategy. There was an implementation strategy in place to guide the process and the rollout of the workplace strategy appears to have gone very smoothly. It is still early to determine the full reach of the workplace training component but judging from the degree of interest shown on the training surveys, it appears the Workplace Strategy will continue to expand and grow.

TRAIN THE TRAINER

Adopting a two-tiered train-the trainer system in many communities, coordinating committee members were trained in the campaign program. They, in turn worked with their front line workers in their respective agencies, disseminating the information and incorporating it into their established programming.

Avril Flanigan, At Grass Level

Over the past two years, approximately 253 trainers have been trained in implementing the NFF campaign in community and workplace settings.

During the period February 1, 2007 through Feb 1 2008, two train-the-trainer workshops were organized. The Community Coordinators' Training involved 54 participants in a two day workshop. Community Coordinators were funded through

grants from the Ministry of the Attorney General, the Ministry of Community and Social Services and in one community through the National Crime Prevention Centre. In some communities women's advocates promoted the campaign on a volunteer basis.

Whether funded or unfunded, generally NFF Coordinators and Champions worked to raise awareness among neighbours, friends and families in their community so that they could recognize the warning signs of woman abuse and know how to make the appropriate referrals to supports and services in their community, to facilitate connections between the general public and the local service providers and experts, and to help neighbours, friends and family members be part of efforts to prevent woman abuse. Both funded and non-funded Coordinators were invited to attend the training. Each community was offered two spaces in the training. The communities represented at the two day workshop were Huron County, Dufferin & Caledon Counties, Prescott-Russell, Renfrew County, Napanee, London, York Region, Newmarket, Ottawa, Marathon, Sarnia, Bruce-Grey County, Durham, Thunder Bay, Windsor-Essex County, Northumberland, Toronto, and Sault Ste Marie.

The second training workshop involved representatives of the Ontario Council of Immigrant Serving Agencies (OCASI.) The OCASI orientation and consultation workshop involved 59 participants in a two day workshop. OCASI member agencies provide community and social programs for immigrants and refugees in Ontario. Member agencies provide a wide range of programs and services which help immigrants adapt to life in Ontario. These programs include: advocacy, community development and social action, language and orientation classes, individual, family and vocational counselling, interpretation and translation, information and referral, job training, legal assistance and health services. Many agencies offer specialized programs for women, refugees, seniors and young people.

The Neighbours, Friends and Families campaign extended its train the trainer activities to the workplace in 2008 -2009. Margaret MacPherson and Barb MacQuarrie adapted the standard two day training program for community-based champions for delivery in a workplace setting. The workplace training program was piloted at Hotel Dieu Grace Hospital in Windsor, Ontario. Over ninety administrators, managers and supervisors were trained, responding to recommendations from the Dupont-Daniel's Inquest and to an internal commitment from the hospital to prevent future tragic deaths as a result of domestic violence.

Train the trainer sessions have also been delivered to Ontario Public Service staff to prepare internal facilitators to deliver NFF presentations. 4 two-day training sessions were held in London & Windsor. 50 people were trained from 13 Ministries across the South West region of Ontario.

SUMMARY OF FINDINGS: DESIGN & DELIVERY

The overall campaign's design is envisioned (particularly within the Evaluation Plan) and as a linear strategy with immediate, medium and long-term impacts – with the primary target to reach individuals to increase knowledge and skills, educate community members and targeting educators.

In practice, the campaign is multifaceted and uses multiple strategies simultaneously in meeting its objectives. The campaign delivery at the grassroots is expressed as follows:



This comprehensive approach is consistent with the stated approach of the campaign which is “based on principles of community organization which recognize that communities have assets, strengths, natural leaders and untapped talent to greatly impact change, growth and restoration in their communities”.

Interviews with Community Coordinators and campaign stakeholders indicate that local campaigns in fact rely heavily on working across coalitions and networks to establish the comprehensive supports and trust necessary for community engagement and responsiveness. In the words of one community coordinator:

The immediate objectives of the campaign (reaching individuals, educating community members) will only happen when we successfully work across coalitions and networks and change organizational practices. One of the most important ways of doing this is when we use networks, or create opportunities for sectors and organizations to come together instead of implementing this project in a vertical way.

Community engagement is seen to be important, both in terms of harnessing local energy and in terms of linking up with local infrastructure to support women at risk in local communities. For example, this means identifying where in local communities women at risk can turn for help, identifying local service providers who have the capacity to support and provide safety planning for those close to a woman at risk and counselling services for men who are abusive.

Hotel Dieu Hospital in Windsor Ontario is one example where the NFF campaign has been adopted using a comprehensive approach involving all 6 campaign strategies to respond to workplace violence. The campaign is being implemented as part of a broader Workplace Violence Prevention model. In this instance staff are encouraged to see themselves as community members who can make a difference in making their workplaces and communities safer for women at risk. The administration has fully supported a variety of training strategies that include credentialized professional development activities, new organizational practices and policy changes. The hospital has amended policy (policy addendum) to handle situations where employees are survivors of woman abuse. One example of what is possible when people belonging to an organization come together to respond to a tragic event.

RESULTS AND SUCCESS

Once the risk is identified, the professional, child protection worker, co-worker, or employer has to know how to effectively intervene with the appropriate referrals. Simply put: if you can say when it is likely to occur, you should also know what to do about it.

Domestic Violence Death Review Committee, 2004

This section examines how successful the NFF training activities and resources have

been in providing the general public, training participants and professionals with the knowledge, skills and abilities to address violence in their communities.

WEBSITE

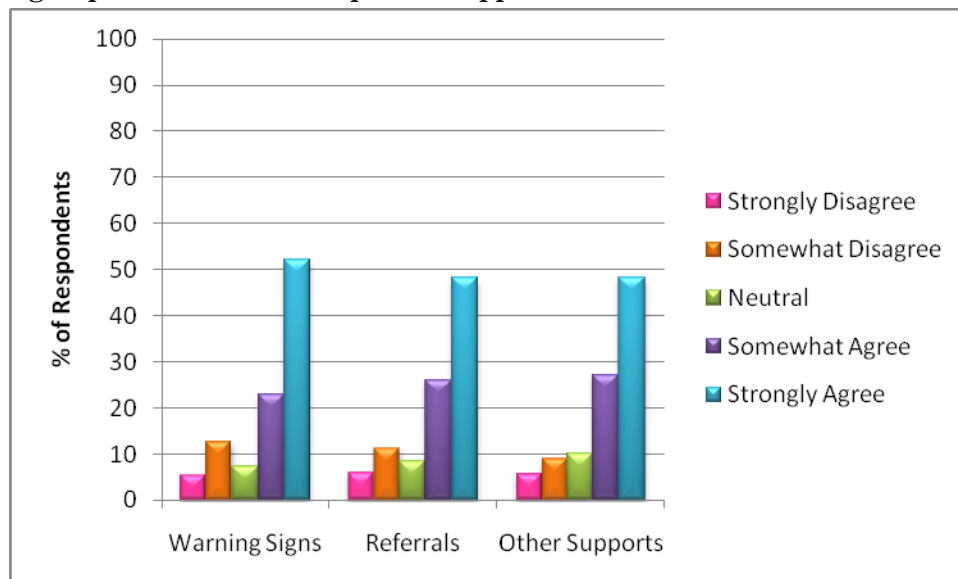
The NFF website includes key campaign materials, resources and updates on the campaign: www.neighboursfriendsandfamilies.on.ca.

The website survey was designed to identify the extent to which visitors to the site found the information they required to better respond to the issues of violence in their communities. Participants were asked to rate their level of agreement with several statements. The questions related to the NFF short-term outcomes, in particular, their perceived level of preparation to address issues of abuse in terms of:

- Being prepared to get the message out to their community about warning signs and risk factors of woman abuse;
- Being prepared to provide referrals to an abused woman and/or an abusive man; and
- Being prepared to provide other supports (e.g., empathic listening not blaming) to an abused woman and/or an abusive man.

The following is a summary of results to the website survey.

Figure 4: Website Survey, I found the information I need to: identify warning signs, provide referrals and provide supports



n=263-350

- Approximately three quarters (74-75%) of all respondents reported that the information provided on the website will help them to identify warning signs

and risk factors of woman abuse, provide referrals to an abused woman and/or abusive man and provide other supports (e.g., empathic listening, not blaming) to an abused woman and/or an abusive man.

Overall respondents were satisfied with website content and found the resources very useful. At the same time, several gaps in terms of website content were identified in the open comments section of the website survey, namely, resources for men who abuse and who are victims of abuse. The following highlights one of the major critiques of the website content:

This website and the entire campaign fails to state that violence against any person, for any reason, at any time, is unacceptable. The strict focus on "woman abuse" without parallel resources for abused men or resources for individuals who may self identify as being at risk to abuse is a fundamental flaw in this campaign and in these resources.

These remarks need to be understood in the context of a small, but vocal movement that resists the empirical evidence showing that women experience abuse at the hands of their partners far more frequently than the reverse and that the consequences of the abuse are far more serious for women, than for men.

Although all of the information on the site is directed towards helping service providers and people (neighbours friends and families) provide supports to an at-risk woman, some still indicated they were not certain about what to do. One suggestion is to include "testimonials " from abusers and abused who were thankful for a neighbour, etc. expressing their concern. It was also pointed out that there were no resources for addressing abuse in GLBT relationships.

GENERAL POPULATION

Community Coordinators surveyed community participants both before and after each presentation using a *Participant Feedback Form*. The pre- and post- surveys were intended to gauge the degree of learning from engaging in the training.

The survey was designed to identify the extent to which community members felt more confident and had better skills to respond to woman abuse as a result of the training. Participants were asked to rate their level of agreement with several statements. The questions related to the NFF short-term outcomes, in particular, participant's perceived level of preparation to address issues of abuse in terms of:

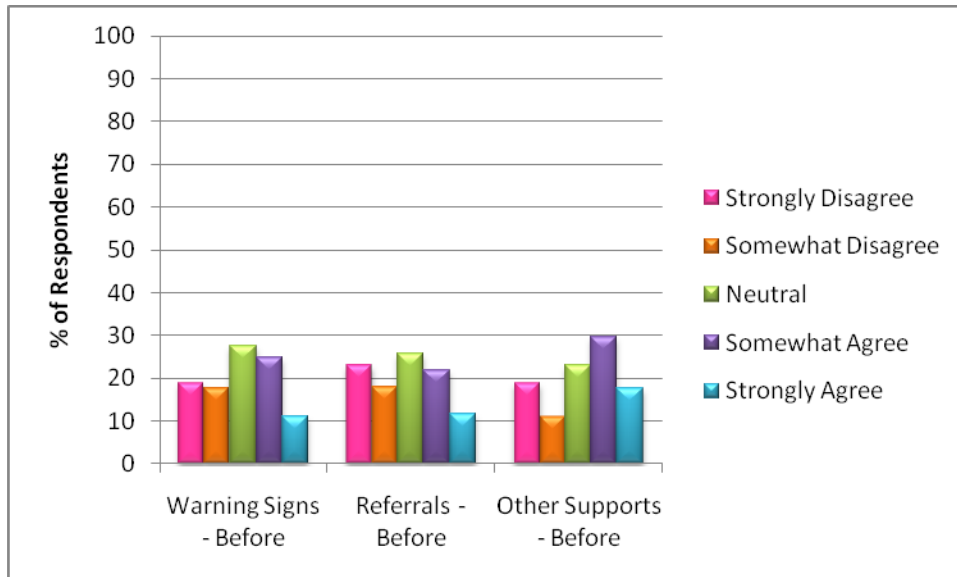
- Being prepared to get the message out to their community about warning signs and risk factors of woman abuse;
- Being prepared to provide referrals to an abused woman and/or an abusive man; and

- Being prepared to provide other supports (e.g. empathic listening not blaming) to an abused woman and/or an abusive man.

Community Coordinators forwarded the pre-and post- surveys to the NFF manager for summary and analysis. A total of 1037 community members who participated in the training have been surveyed to date.

The following is a summary of results on the pre-and post community training surveys.

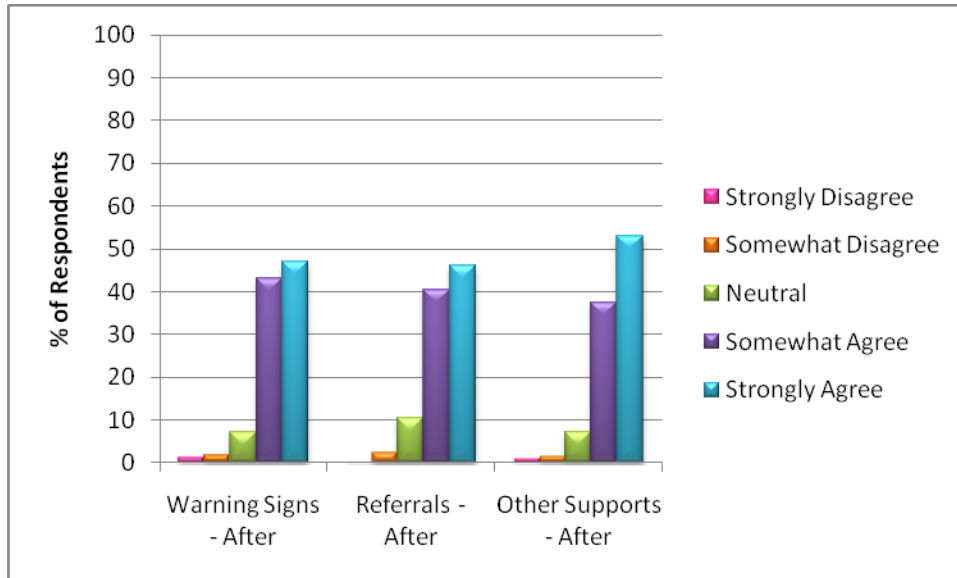
Figure 5: Responses to key questions BEFORE receiving community training



n=1027-1031

- Prior to attending the presentation, nearly half (47%) of participants felt relatively (somewhat or strongly) prepared to provide non-blaming, empathetic supports to an abused woman and/or an abusive man.
- At the same time, approximately one-third felt prepared to identify warning signs and risk factors of woman abuse (36%) and to provide referrals to abusive men and abused women (33%).

Figure 6: Responses to key questions AFTER receiving community training



n=1019-1021

- After attending the presentation, the vast majority (90%) indicated they felt more prepared to provide supports (e.g. empathetic listening, not blaming) to an abused woman and/or an abusive man as a result of the training.
- The vast majority also stated that they felt better prepared to identify warning signs (90%) and provide referrals to abusive men and abused women (86%).

OPS TRAINING

Ontario Public Service (OPS) participants were surveyed both before and after each presentation using a *Presentation Evaluation Form (OPS)*. The pre- and post- surveys were adapted for use with OPS staff and were intended to gauge the degree of learning from engaging in the training.

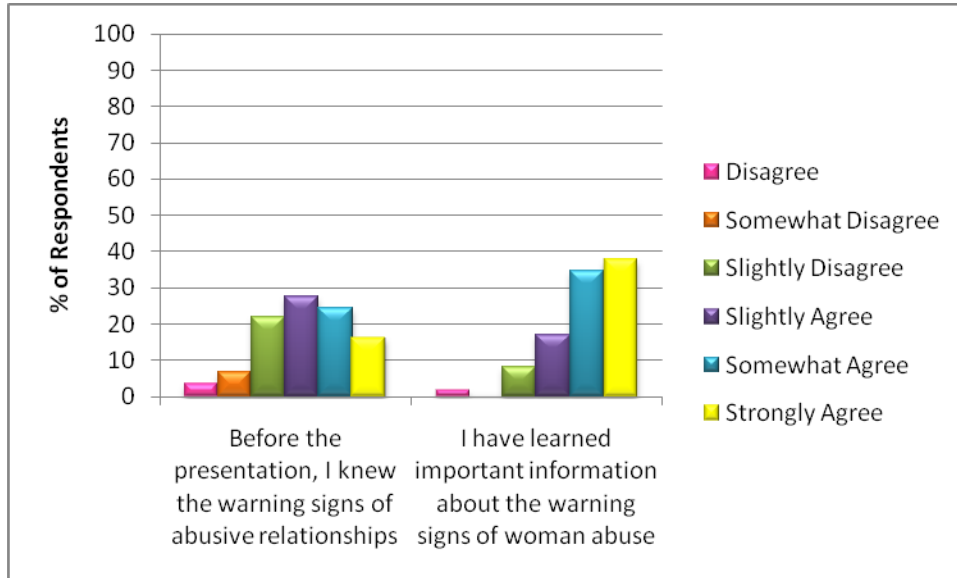
Trainers forwarded the pre-and post- surveys to the NFF manager for summary and analysis. A total of 901 OPS staff members who participated in the training have been surveyed to date.

The survey was designed to identify the extent to which OPS staff felt more confident and had better skills to respond to woman abuse as a result of the training. Participants were asked to rate their level of agreement with one statement related to the NFF short-term outcomes, in particular, participant's perceived level of preparation to address issues of abuse in terms of:

- Being prepared to get the message out to their community about warning signs and risk factors of woman abuse

The following is a summary of results on the pre-and post OPS staff training surveys.

Figure 7: Responses to Warning Signs question before and after OPS training



n=779-895

- Nearly three quarters (73%) of OPS training participants reported having learned important information about the warning signs and risk factors of woman abuse.²⁵
- Prior to the training (40%) felt relatively (somewhat or strongly) prepared to identify warning signs and risk factors of woman abuse.

TRAIN-THE-TRAINER WORKSHOPS

Community Coordinators and OCASI representatives provided feedback about their two day workshops through a *Feedback Form for Coordinator Training* and a *Feedback Form for OCASI Consultation*.

The surveys were designed to identify the how prepared participants were to **educate** community members:

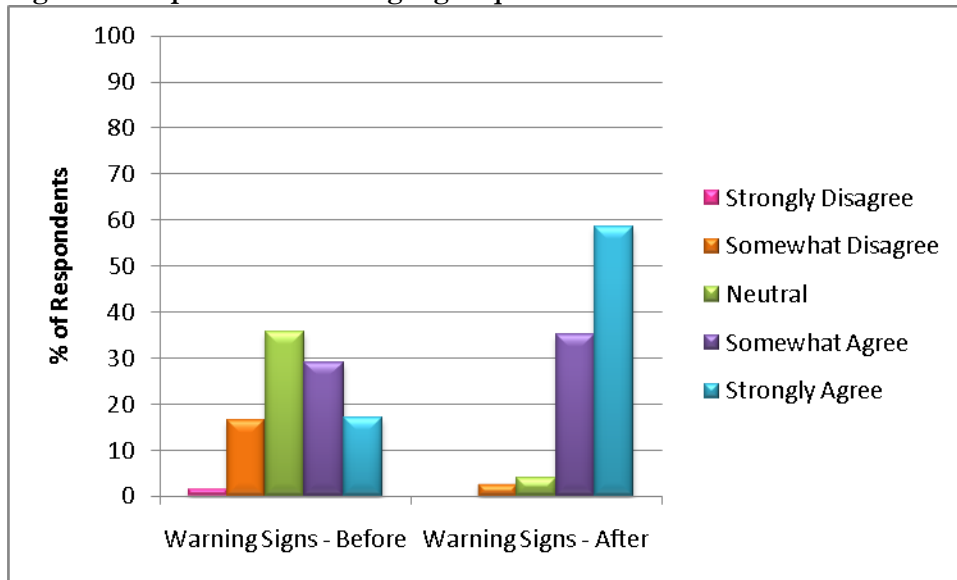
- to identify warning signs and risk factors of woman abuse
- to provide referrals to an abused woman

- to provide other supports (e.g., empathetic listening, not blaming) to an abused woman

While most participants already possessed the skills to be able to identify warning signs, provide referrals and other supports, they had not been prepared to teach others how to do this. The pre- and post- surveys were intended to gauge how effective the workshops were in providing NFF Community Coordinators and other service providers the skills and tools they needed to teach campaign messages.

The following is a summary of results on the pre-and post train-the-trainer surveys.

Figure 8: Responses to Warning Signs question before and after trainer training



n=67-77

- 93 % of participants in train-the-trainer workshops reported they are better equipped to educate neighbours, friends and family members on the signs and risk factors of woman abuse
- Prior to the training (46%) felt relatively (somewhat or strongly) prepared to educate community members to identify warning signs and risk factors of woman abuse.

Summary of Findings: Results and Success

²⁵ This was rated on a 6 point scale (as opposed to the 5 point scale developed for the community training initiatives). As a result the two results cannot be directly compared).

The training initiatives are working very effectively in terms of raising awareness. Results show a substantial increase (30-55%) in participant awareness of warning signs and risk factors of abuse after taking the community and professional training. The vast majority (90%) of community participants and approximately three quarters (74-75%) of all OPS staff and website users felt better equipped to identify warning signs and risk factors as a result of the campaign.

Data collected from the community training sessions demonstrates the effectiveness of these face-to-face presentations continues to show dramatic improvements in the number of participants who felt ready to identify warning signs and risk factors, provide referrals to abusive men and abused women and provide empathetic supports to an abused woman or an abusive man.

Responses to the open ended questions on the OPS training survey indicate that training participants were very satisfied with the training and the training facilitators. The responses were overwhelmingly positive, with the majority of respondents thanking the trainers for an excellent session. The majority said they found the presentation very informative and some suggested that this training should be mandatory for all staff. Most felt this training was essential for all employees.

The most common suggestion for improvement was to shorten the presentation slightly to allow more time for discussion and questions. Several suggested that the presentation should provide more information and resources on how to talk to men who are abusive and also men who are abused.

The train-the-trainer workshops also continue to be effective at preparing Coordinators and other service providers to support the NFF campaign through education. The survey results indicate that the training has been very effective in helping participants to develop teaching skills so that they can more effectively convey what they know about identifying risks and warning signs of abuse.

CONCLUSIONS

The overall purpose of this evaluation was to document existing and emerging challenges, as well as the perceived successes and benefits of various aspects of the campaign. This section summarizes the key findings and potential recommendations for the future.

IMPORTANT LEARNINGS

The following highlights some of the key findings and important learnings of the evaluation.

Relevance

There is a clear and identified need for the NFF campaign. While there may be increasing public awareness, the fact remains that incidents of woman abuse are underreported. In keeping with the Domestic Violence Death Review Committee's recommendations there remains a need to expand this awareness and training and make the necessary links to appropriate action.

The campaign does fill important gaps in providing those who may be close to a woman at risk (community members and professionals) with the knowledge, skills and abilities to address violence in their communities. The NFF provides targeted intervention tools (i.e. safety planning, how to talk to men who abuse etc.) to build on this awareness and influence personal action.

The campaign is also consistent with the province's broader objectives of raising awareness about woman abuse. The information and initiatives target "lay people" (neighbours friends and families and co-workers) who are in a unique position to help, and are interested in doing what they can, but often do not know how.

By working at the individual level and harnessing local community capacity through existing networks, the campaign has the potential to reach Ontarians with information and resources on the warning signs of abuse and what they can do if they suspect a woman they know is at risk.

Design & Delivery (Including Barriers and Challenges)

Results show that all individuals involved in the NFF campaign are very satisfied with the campaign materials and find the materials very accessible and user friendly while also being adaptable in terms of customization to local needs.

The reach of the campaign continues to be strong at the community level. Community Coordinators have demonstrated ingenuity in seeking out and securing media attention for the NFF campaign. Coordinators are very well situated to identify local media outlets and to build relationships with local journalists, editors and producers. Media coverage of NFF messages and events helps to reinforce the legitimacy and the importance of the campaign.

Mainstream and community newspapers provided the primary means of media outreach while television and other media outlets provided substantial visibility for the campaign. Interview appearances provided one particularly successful strategy for engaging the media and getting the message out to the local community. Billboards also provided great visibility for the campaign in local communities.

Outreach to diverse media outlets remains a challenge. In order to successfully reach out to diverse media outlets, leaders from diverse communities must act as spokespeople for the campaign. One identified priority area is to involve provincial leaders from diverse communities in the development of a province-wide strategy to reach diverse communities. This work is now underway with the Ontario Council of Agencies Serving Immigrants working with the NFF Provincial Coordinator to deliver orientation sessions in diverse ethno-cultural communities across the province.

The NFF website is an important feature of the campaign. Preliminary results show the website is being used more as a networking and resource tool by those already engaged by and involved in the campaign, namely Workplace Champions and service providers). The NFF Website should be continually updated to reflect feedback, new learning's and initiatives.

One suggestion is to include "testimonials " from abusers and abused who were thankful for a neighbour, etc. expressing their concern. It was also pointed out that there were no resources for addressing abuse in GLBT relationships.

Community and workplace training remain the strongest means of reaching and educating the general public in local communities. Despite some "growing pains" at the beginning of the campaign as training activities were being rolled out, the community training strategy remains strong with nearly 400 presentations province-wide reaching over 16,000 community members. These results reflect only the data that were reported back to the provincial organizers. While a strength of the campaign is that it is easily adaptable and anyone with interest in the issue can take the resources and deliver the information through their own networks, this also poses a challenge in being able to consistently collect evaluation feedback. Even funded campaigns have not fully reported their results. Organizers intend to introduce new web based tools to encourage fuller reporting of activities.

Results show that Community Coordinators and community champions have been able to develop networks that have facilitated the broad reach of the campaign. Resource distribution alone was not as effective in building support for the campaign).

Community engagement is seen to be important, both in terms of harnessing local energy and in terms of linking up with local infrastructure to support women at risk in local communities. Local campaigns appear to rely heavily on working across coalitions and networks to establish the comprehensive supports and trust necessary for

community engagement and responsiveness. It is important to ensure that the supports are in place for those who do come forward. Service providers are receiving more requests for advice on how to support neighbours friends and families of abused women and as such need to be included in the education and outreach strategies of the NFF campaign.

A key strength of the strategy is reaching people where they are in their communities by word of mouth. By working through existing networks and reaching out through locally initiated community and professional training sessions people are being engaged and are seeking out the resources they need to address violence in their communities. Regional coordinating communities are very engaged and new initiatives are being seen particularly across southwestern Ontario and the Niagara region.

The campaign is expanding into new areas including the workplace through the workplace strategy. New strategies have also been developed including translations and adaptations (Aboriginal resources) in different languages (including French). Identified gaps include addressing the specific needs of workers/employers in order for the campaign to effectively do outreach in workplace settings and reaching ethnically/racially diverse populations.

Findings also indicate gaps in reaching rural areas and the need to adapt the campaign to rural, remote or northern communities. Qualitative findings show the issues are distinct in rural settings, due to social isolation, lack of services, issues of anonymity unique to rural settings and cultural barriers relating to community and traditional values. Women in rural areas experience more isolation and it may be easier for abusers to isolate their partners from services, supports and information.

Findings also indicate the need to more effectively reach and engage men in both community and professional settings. There is an expressed interest in knowing more about how to engage men who are abusive, including identifying local resources or any early intervention programs for men. Comments also indicate pressing questions about the lack of resources for men who experience abuse. It appears more effective communication is needed on the issue of woman abuse and strategic messaging to fully engage men in this dialogue.

Results and Success

There is no doubt the training initiatives are working very effectively in terms of raising awareness. Results show a substantial increase (30-55%) in participant awareness of warning signs and risk factors of abuse after taking the community and professional training. The vast majority (90%) of community participants and approximately three quarters (74-75%) of all OPS staff and website users felt better equipped to identify warning signs and risk factors as a result of the campaign.

The campaign is equally successful in educating community participants with knowledge and skills in providing referrals to an abused woman and/or abusive man and providing other supports (e.g., empathic listening, not blaming) to an abused woman and/or an abusive man. The vast majority (86-90%) of community training participants stated that they felt better prepared to provide supports and provide referrals to abusive men and abused women.

A note on survey methodology: currently the OPS survey does not include questions on two of three immediate objectives, namely: being prepared to provide supports and provide referrals to abusive men and abused women. It would be valuable to examine whether these measures are relevant to the workplace strategy and whether they should be included on the survey. The scales should also be standardized to improve comparability between the community surveys and the workplace and train the trainer surveys.

IMPACTS & SUSTAINABILITY

The campaign is seeing strong success in terms of increasing awareness of the people it reaches (primarily through the training strategies). However it is still too early to determine the campaign's reach to the general public overall. A close examination of baseline survey results over time will indicate long term impacts of the campaign. It is interesting to note, that a substantial proportion of OPS staff had not heard of NFF prior to the training sessions, indicating that the NFF has a way to go to increase its profile to the general public. It also seems to indicate that training strategies are an excellent strategy for reaching the public.

It appears that community networks and coalition building are strongly effective in getting the word out about the campaign. Preliminary results show there is improved coordination and information sharing among participating Community Coordinators and enhanced links to the province and other key stakeholders. Future evaluations should include a measure on community partnership development and qualitative information detailing the activities of regional coordinating committees and examples partnerships representing diverse stakeholders (perhaps in case studies that can be featured on the website).

The early rollout of the community campaign may have had detrimental impacts on community engagement (particularly with the VAW community) with some arguing it was rolled out too quickly without the necessary trust and infrastructure in place. With the full rollout of the community campaign, this appears to have now been remedied.

There is no question this campaign is increasing community access to more appropriate skills and resources to address woman abuse. It is not yet clear whether or not the campaign will lead to an increased demand for services at the community level. Given that we are in an economic downturn, which may also drive up the demand for

services, it would require careful research to determine the cause of increased service, if evidence indicating that emerges.

Communities engaged in the campaign are best situated to ensure the infrastructure is in place to respond to local community needs. Consultation with neighbours, friends and families and safety planning are two areas where new needs could emerge. Crisis lines and Transitional Support Programs are well situated to respond to emerging needs in these areas. It is important to note that community development activities are at the heart of the campaign's sustainability and it is crucial that all community stakeholders stand behind the campaign.

The Workplace Strategy is one very positive impact of the campaign and there appears to be growing interest in further expanding the campaign into workplace settings. It will be interesting to see the indirect impacts of this strategy on public awareness (trickle down effect from staff to employees, clients, communities and so on...).

As the campaign continues to grow and diversify into new areas, it will be important to emphasize key messages and objectives of the campaign. One key message that appears to resonate with all stakeholders is that everyone has a role to play in ending woman abuse. In both the community and the workplace initiatives, one key feature of the campaign is its ability to reach people where they are and bring the issue of woman abuse closer to home.

RECOMMENDATIONS

Overall evidence gathered for this evaluation indicates that there is a need for the Neighbours Friends and Families campaign, that the delivery and reach of the campaign is satisfactory overall, and that the various campaign strategies are useful in increasing awareness on woman abuse in community and workplace settings. Evidence leads us to conclude it should continue to be expanded and diversified. The following recommendations should be considered.

COMMUNITY STRATEGY:

- Local NFF Coordinators and champions should communicate regularly with local VAW service providers to discuss how local community needs are being met. Any difficulties in meeting local needs should be identified and communicated to the NFF Provincial Coordinator so that these can be taken forward and discussed with the Ontario Women's Directorate for inclusion in ongoing discussions of policy and resource allocation.

- It has been suggested a Community Action Template that communities could be useful for communities to build their own Community Action Plans. The template would provide an Outline and building blocks as well as exercises to fill in specific community approaches or needs. The template would allow a professional looking product that incorporates the key messages of the NFF campaign.
- Information and advice should be developed (in a brochure or other resource) for service providers on how to support neighbours friends and families of abused women.

DIVERSIFYING CAMPAIGN REACH:

- Further work is needed to refine the materials to address the specific needs of workers/employers in order for the campaign to effectively do outreach in workplace settings
- Further work needed to target campaign to ethnically/racially diverse populations as a priority next step
- A strategy is needed for more effectively reaching and engaging men in both community and professional settings, including more about how to engage men who are abusive, identifying local resources or any early intervention programs for men. It appears a more effective communication is also needed on the issue of gender and woman abuse and strategic messaging to fully engage men in this dialogue.
- A rural campaign strategy should be developed to support rural communities, and reduce the level of isolation that community champions and Community Coordinators experience in addressing issues of violence in rural settings

NFF WEBSITE

- The NFF Website should be continually updated to reflect feedback, new learnings and initiatives
- In terms of content, one suggestion is to include "testimonials " from abusers and abused who were thankful for a neighbour, etc. expressing their concern.
- Resources should be made available online for addressing abuse in GLBT relationships.

- The website survey should be made more visible to improve the survey response rate.

REFINING EVALUATION PROCESS AND TOOLS:

- A full day training session is recommended for Community Coordinators and/or Workplace Champions in data collection strategies
- Evaluation tools should be streamlined and standardized to allow for comparability across groups and identify priority measurements for different campaign target groups (for example, the general public, VAW, OPS, trainers and local leaders). There are currently 16 different surveys and this number can be reduced to 3 or 4.

APPENDIX I

COMMUNITY	DATE OF COVERAGE (DD/MM/YYYY)	TYPE OF COVERAGE				MEDIA OUTLET NAME	COMMENTS
		Newspaper article	T.V.	Radio	Other		
North Bay	22/01/2008			Radio		CBC Radio	
North Bay	21/01/2008	Newspaper article				The North Bay Nugget	
North Bay	21/01/2008			Radio		CBC Radio	
North Bay	19/01/2008			T.V.		Cogeco	
North Bay	19/01/2008			T.V.		MCTV	
North Bay	19/01/2008				Public Launch at Mall	Northgate Square	
North Bay	18/01/2008			Radio		CJTK 103.5 FM	
North Bay	16/01/2008			T.V.		The Bay Today	
North Bay	16/01/2008			T.V.		CTV Television	
North Bay	16/01/2008			T.V.		Cogeco News	
North Bay	16/01/2008			Radio		Blue Sky Radio	
North Bay	16/01/2008			Radio		The Moose Radio	
North Bay	16/01/2008			Radio		Ezy Rock Radio	
North Bay	16/01/2008			Radio		CKAT Radio AM	
North Bay	16/01/2008	Newspaper article				Mattawa Recorder	
North Bay	16/01/2008	Newspaper article				The North Bay Nugget	
North Bay	14/01/2008				INTERNET	Cogeco Web Site	Jan 14 2008 to Jan 18 2008
North Bay	14/12/2007			T.V.		MCTV	Interview
North Bay	19/10/2007			Radio		CJTK 103.5 FM	Interview
North Bay	09/07/2008				Feminine Leaflet	Victoria Evangeline Reex	
North Bay	08/08/2007			Radio		CKAT Radio AM	
North Bay	07/08/2007	Newspaper article				The North Bay Nugget	
North Bay	06/08/2007			T.V.		Cogeco	
North Bay	06/08/2007			Radio		Blue Sky Radio	
North Bay	06/08/2007			Radio		Moose 106.3 FM	
North Bay	06/08/2007			Radio		Rogers Radio	
North Bay	06/08/2007			T.V.		CTV, The Bay Today	
North Bay	06/08/2007	Newspaper article				The North Bay Nugget	
Simcoe County	08/07/2008			Radio		The Peak FM	Interview
Simcoe County	08/07/2008			Radio		97.7 The Beach	Interview
Simcoe County	01/06/2007			T.V.		A-Channel	NFF PSA; Ran from June to Septembe
Simcoe County	28/09/2007	Newspaper article				The Collingwood Connection	
Simcoe County	26/09/2007	Newspaper article				The Wasaga Sun	
Ottawa	21/02/2008	Newspaper article				l'Express	
Ottawa	19/12/2007	Newspaper article				Ottawa Sun	
Ottawa	20/02/2008			Radio		The Jewel 98.9 FM	
Ottawa	21/02/2008			Radio		CFRA	aired 3 times
Ottawa	21/02/2008			T.V.		CHOT	
Ottawa	21/02/2008			T.V.		A-Channel	
Ottawa	21/02/2008	Newspaper article				Le Grand Journal Regional	
Ottawa	21/02/2008			Radio		CBOF Radio	Ran twice, once at 2:08 PM and again at 3:32 PM
Ottawa	21/02/2008			T.V.		CJOH	
Ottawa	23/11/2007	Newspaper article				Ottawa Citizen	
Ottawa	11/10/2007			T.V.		Global National News	
Renfrew County	19/03/2008	Newspaper article				Pembroke Observer	same as Feb. 8, 2008
Renfrew County	21/03/2008				Internet news sight/observer news sight	Pembroke Observer	
Renfrew County	21/03/2008	Newspaper article				Renfrew and Arnprior Weekent	
Renfrew County	20/03/2008	Newspaper article				Pembroke Observer	
Renfrew County	17/03/2008			Radio		My FM radio	
Renfrew County	18/03/2008	Newspaper article				Tuesday News	
Renfrew County	17/03/2008			Radio	Interview re: warning sign	My FM radio	
Renfrew County	14/03/2008	Newspaper article				Pembroke Observer	
Renfrew County	20/02/2008				IWD Flyer distributed throughout coun	Flyer for IWT	
Renfrew County	31/03/2008			T.V.	TV channel 12 community news on going for 30 days	TV Cogeco	
Renfrew County	31/03/2008			T.V.	Channel 12 Community news announcements from March 1-31	TV Cogeco	
Renfrew County	29/02/2008	Newspaper article				Renfrew and Arnprior Weekent	
Renfrew County	12/02/2008	Newspaper article				The Tuesday News	
Renfrew County	09/02/2008	Newspaper article				Pembroke Observer	
Renfrew County	09/03/2008	Newspaper article				Renfrew and Arnprior Weekent	
Renfrew County	09/04/2008	Newspaper article				Pembroke Observer	
Renfrew County	09/05/2008	Newspaper article				Pembroke Observer	
Renfrew County	09/06/2008				Internet placed on Pembroke Observers Webit	Pembroke Observer	
Renfrew County	09/07/2008	Newspaper article				The new's, C/O Pembroke Observet	
Huron County	09/08/2008					Women's Today Newsletter	
Huron County	17/11/2007	Newspaper article				Huron County Focus News paper	
Ottawa Spanish Community	01/02/2008	Newspaper article				Mundo en Espanol Newspaper	
Ottawa Spanish Community	12/01/2008	Newspaper article				Latin American Catholic Church Newspaper (El Peregrino	
Ottawa Spanish Community	25/11/2007			Radio		Radio Chin International	One hour interview on Violence agains women's awareness da
Dufferin/Caledon	02/01/2008	Newspaper article				Snap, Dufferin	
Dufferin/Caledon	20/11/2007			Radio	PSA 1 and PSA2 play for few day	The "B" Bolton CJFB 105 FM	
Dufferin/Caledon	20/11/2007			Radio	PSA played for few day	Erin Community Radio CHES 101.5 FM	
Dufferin/Caledon	19/01/2008	Newspaper article				The Caledon Interprise	
Dufferin/Caledon	18/01/2008	Newspaper article				The Banner, Dufferin	
Dufferin/Caledon	17/01/2008	Newspaper article				The Orangeville Citizen, Dufferin	
Dufferin/Caledon	04/12/2007	Newspaper article				The Banner, Dufferin	
Dufferin/Caledon	24/11/2007	Newspaper article				The Caledon Interprise	
Dufferin/Caledon	23/11/2007	Newspaper article				The Banner, Dufferin	
Dufferin/Caledon	08/09/2007	Newspaper article				The Caledon Interprise	
Dufferin/Caledon	29/07/2007	Newspaper article				The Banner, Dufferin	
Dufferin/Caledon	22/06/2007	Newspaper article				The Banner, Dufferin	
Renfrew County	19/12/2007	Newspaper article				Cobden Sun	December 6 vigil article, warning sign
Renfrew County	12/12/2007	Newspaper article				The North Renfrew Times	
Renfrew County	07/12/2007	Newspaper article				Pembroke Observer	
Renfrew County	19/01/2008			T.V.	Privately made PSA	CTV Global TV Channel	Reaching out general audienco
Renfrew County	17/12/2007			Radio	PSA English and French	Start 96	Reaching out French and English radio audienco
Renfrew County	06/12/2007			Radio	On News Hour	My FM radio	
Renfrew County	26/11/2007				Newsletter (150 agencies)	Sexual Assault Centre Newsletter	

Renfrew County	17/12/2007			Radio		My FM radio		PSA NFF site, rocal resources played 160 time
Renfrew County	13/11/2007	Newspaper article				Renfrew Mercury		
Renfrew County	31/12/2007		T.V.			TV Cogeco		Armprir Pembroke Cagecc
Renfrew County	01/12/2007		T.V.			T.V. Cogeco		
Renfrew County	15/11/2007			Radio		My FM radio		Rekalladoe Launch
Renfrew County	26/10/2007	Newspaper article				Renfrew News		same article as Oct. 30, but this article was placed on free papers delivered to all homes and Apartme
Renfrew County	15/11/2008	Newspaper article				Pembroke Observer		
Renfrew County	10/11/2007				Website Petawawa Library	Website		reaching out library audienci
Renfrew County	05/11/2007			Radio		My FM Radio		News report and web site coverage
Renfrew County	12/12/2007			Radio		My FM radio		News Report + "What's Happening" Calenda
Renfrew County	30/1/2007				Petawawa Festival of Lights- Librar	Petawawa Public Library and Civic Centre Community Centr		
Renfrew County	30/10/2007	Newspaper article				Renfrew Mercury		
Renfrew County	01/11/2007				Website: WSAC	Women's Sexual Assault Centre		11/01/1930
Renfrew County	26/10/2007				Website Petawawa Library	Petawawa Public Library		Oct.26- Nov. 10
Renfrew County	05/11/2007			Radio		My FM radio		November 5th to 6th
Northumberland County	06/11/2007	Newspaper article				Cobourg Star, Port Hope Evening Guide, Colborne Chroniel		
Northumberland County	21/11/2007			Radio		933.3 The Breeze		
Northumberland County	20/11/2007		T.V.			CHEX TV		
Northumberland County	14/11/2007	Newspaper article				Northumberland News		
Northumberland County	16/11/2007	Newspaper article				Northumberland Today		
Sarnia	12/07/2008		T.V.			T.V. Station		15 min. documentary, NFF PSA. The TV station will run these an undetermined number of time
Sarnia	04/12/2007	Newspaper article				Lambton Leisure		Part of Sarnia Observe, and it is sent out to non-subscribers to recrui
Sarnia	11/07/2008			Radio		Radio Station		PSA's will run an undetermined amount of times from Nov./07-April/0
Sarnia	28/11/2007	Newspaper article				Sarnia This Week		
Sarnia	24/11/2007	Newspaper article				Sarnia Observer		
Sarnia	17/11/2007	Newspaper article				Sarnia Observer		
Sarnia	03/11/2007	Newspaper article				Sarnia Observer		
Sarnia	11/07/2008				approx. 150,000 placemats distributed to 4 Sarnia restaurant	4 different restaurants		November/07- May/08
Windsor Essex	01/08/2008				Newsletter	Child Abuse Council Newslette		
Windsor Essex	01/08/2008			Radio		Cojeco Cable		
Windsor Essex	07/11/2007			Radio		Cojeco Cable		
Windsor Essex	07/12/2007				Web Site Inf	U.O Windsor		
Windsor Essex	12/07/2008			Radio		Cojeco Cable		
Windsor Essex	12/07/2008			Radio		CKLW Radio		
Windsor Essex	12/07/2008	Newspaper article				The Guardian Union Newspape		
Windsor Essex	12/07/2008	Newspaper article				The Jame		
Windsor Essex	11/07/2008			Radio		CBC/CKLW Radio		
Windsor Essex	11/07/2008		T.V.			The A- Channel (Windsor T.V.)		
Windsor Essex	11/07/2008	Newspaper article				The Guardian (Union Pages)		
Windsor Essex	11/07/2008	Newspaper article				Essex News		
Windsor Essex	11/07/2008	Newspaper article				Harow News		
Windsor Essex	10/07/2008			Radio		The Rock (radio)		
Windsor Essex	10/07/2008			Radio		CKLW Radio		
Windsor Essex	10/07/2008			Radio		CBC Radio		
Windsor Essex	10/07/2008		T.V.			A-Channel		
Windsor Essex	10/07/2008	Newspaper article				Windsor Star		
Schrieber, Terrace Bay, Marathon, Manitouwadge	22/10/2007			Radio		CFNO 93.1 FM		Interview regarding presentation to Marathon Town Council
Schrieber, Terrace Bay, Marathon, Manitouwadge	22/10/2007		T.V.			Marathon Community Televisor		Coverage of Presentation to Marathon Town Council
Chatham/Kent	02/06/2007		T.V.					NFF "Basketball"
Chatham/Kent	27/04/2007	Newspaper article				The Wallaceburg News		
Chatham/Kent	04/05/2007	Newspaper article				The Wallaceburg News		
Chatham/Kent	21/06/2008	Newspaper article				Tilbury Times		
Chatham/Kent	16/01/2008	Newspaper article				Chatham Daily News		
Chatham/Kent	28/02/2007			Radio		CKSY 94.3 FM		
Chatham/Kent	28/02/2007			Radio		CFCO 630 AM		
Oxford County	21/11/2007	Newspaper article				The Tillsonburg News		
Oxford County	01/12/2008				Ingersoll Seniors Newslette	The Interlude		
Oxford County	02/12/2007				St. James Church Bulletin- Announcement	St. James Church Bulletin		
Oxford County	28/11/2007	Newspaper article				Ingersoll Times Newspaper		
Kawartha Lakes/Haliburton	20/03/2007	Newspaper article				Kawartha Lakes This Week		
Kawartha Lakes/Haliburton	06/12/2007	Newspaper article				The Post		
Kawartha Lakes/Haliburton	11/02/2007	Newspaper article				The Promoter		
Kawartha Lakes/Haliburton	26/10/2007	Newspaper article				Kawartha Lakes This Week		
Kawartha Lakes/Haliburton	01/05/2007	Newspaper article				The Post		
Kawartha Lakes/Haliburton	03/07/2008				Community Care Newslette	Community Care		
Kawartha Lakes/Haliburton	03/07/2008			Radio		Bob FM		
Kawartha Lakes/Haliburton	03/07/2008			Radio		Moose FM		
Kawartha Lakes/Haliburton	03/07/2008			Radio		Canoe FM		
Kawartha Lakes/Haliburton	03/07/2008	Newspaper article				The Haliburton Echo		
Kawartha Lakes/Haliburton	03/01/2007	Newspaper article				The Highland Communicator		
Marathon, ON	10/07/2007	Newspaper article				Marathon Mercury		
Marathon, ON	26/10/2007		T.V.			Northwest Newsweek; Thunder Bay Television (CTV) www.tbvtv.com		Interview with Gloria Harri:
Marathon, ON	01/11/2007			Radio		CFNO www.cfnofm		Interview re: Launch
Marathon, ON	30/10/2007	Newspaper article				Marathon Mercury		
Marathon, ON	06/11/2007	Newspaper article				Marathon Mercury		
Haldimand & Norfolk Counties	05/11/2007			Radio	P.S.A. 4 Weeks	CD 98.9		
Haldimand & Norfolk Counties	18/10/2007	Newspaper article				The Northfolk Hab		
Muskoka	13-Feb-09	Newspaper article				The Weekender		
Bruce County	7-Apr-08			Radio		Bayshore Broadcasting Corporation		
Dufferin-Caledon	January 19, 2008	Newspaper article				Orangeville Citizen		
Waterloo Region	November 13, 2008	Newspaper article				The Record		
Waterloo Region	November 12, 2008		T.V.	Launch		CTV Southwestern Ontario		
Nippissing	January 16, 2008	Newspaper article				The North Bay News		
Nippissing	January 21, 2008	Newspaper article				North Bay Nugget		
Middlesex	April 2, 2008	Newspaper article				The Strathroy Age Dispatch		
Dufferin-Caledon	April 3, 2008	Newspaper article				Caledon Citizen		
Guelph	November 7, 2008	Newspaper article				Guelph Mercury		
Chatham	January 20, 2008	Newspaper article				The Chatham Daily News		
Waterloo Region	February 17, 2008			Radio	Included on Radio Broadcast phone in show related to violence against women	CHYM Radio		
Waterloo Region	February 17, 2008			Radio	CHYM Radio Broadcast: Included on radio broadcast related to violence against women	CHYM Radio		
Thunder Bay	March 2008				Billboard	Billboard		
Thunder Bay	March 2008	Newspaper article				Chronicle Journal: Thunder Bay Launch		
Prescott-Russell-Rockland	October 31, 2008		T.V.		Télévision communautaire de Rockland	Rockland Community TV		
Prescott-Russell-Rockland	September 2008					Not specified		

Prescott-Russell-Rockland	August 2008			Community Guide-Guide d'activité communautaire Clarence-Rockland	Community Guide
Prescott-Russell	July 2008			Le Bloc-Notes des SEAPR 600 copies of Newsletter: Volume 1, Numéro 7 Revue (nombre impressions: 600 copies)	Le Bloc
Peterborough	October 16, 2008	Newspaper article		The Millbrook Times	The Millbrook Times
Peterborough	August 19, 2008 to April 20, 2009		Radio	The Wolf 10 spots per week	The Wolf
Peterborough	August 19, 2008 to April 20, 2009		Radio	980 Kruz 10 spots/week	Kruz 980
Peterborough	August 19, 2008 to April 20, 2009		Radio	Country 105: 1 or more times per day approx 40-50 times per month	Country 105
Peterborough	August 19, 2008 to April 20, 2009		Radio	Energy 99.7 1 or more times per day, approx 40-50 times per month	Energy 99.7
Peterborough	August 19, 2008 to April 20, 2008		T.V.	Cogeco TV : 2 ½ specials on "focus" Chex TV: PSAs ran at various times (not sure of exact amount)	Cogeco TV
Peterborough	August 19, 2008 to April 20, 2008	Newspaper article		The Examiner ¼ black and white ad every other week Two full colour full pages or four pages to be used. Will last 52 weeks since July 17th Peterborough This Week- A reporter assigned to the YE. Weekly spots (3x5) of ad space until June 09 Please note.. Copies of articles to follow	The Examiner
Perth	April 20, 2008 to May 20 2008			Transit shelter ads – 4 weeks in 2 different locations	Pattison Outdoor Advertising
Perth	April 27, 2008 to November 2009			Billboards – 4 weeks x 3 different locations throughout Stratford (Pattison Outdoor Advertising)	Pattison Outdoor Advertising
Perth	April 20, 2008		Radio	CKNX	CKNX
Perth	April 13, 2008		Radio	CJCS/Mix FM	CJCS/Mix FM
Perth	March 2008	Newspaper article		Coverage of TV Council Meeting	Stratford Gazette
Ottawa-NFF for Spanish speaking population in Ottawa	November 23, 2008		Radio	1-hour interview @ Radio-Chin International.	Radio-Chin International.
Ottawa-NFF for Spanish speaking population in Ottawa	June 2008			Finished June 2008, design of section "Vecinos, amigos y familias" within LAZO's website (Spanish)	Website
Ottawa-NFF for Spanish speaking population in Ottawa	May 2008			"El Peregrino", Catholic Church's Latin Community Bulletin, explaining campaign, describing contents of workshops and inviting with specific dates, 250 copies.	El Peregrino Church Bulletin
Ottawa-NFF for Spanish speaking population in Ottawa	May 1, 2008			Bienestar. Spanish Campaign's bulletin, designed to distribute information about workshops, articles, and contents of campaign kit.	Bienestar Bulletin
Ottawa-NFF for Spanish speaking population in Ottawa	March 18, 2008			Community Bulletin "Bienestar". Spanish Campaign's bulletin, designed to distribute information about workshops, articles, and contents of campaign kit.	Bulletin Bienestar
Ottawa-NFF for Spanish speaking population in Ottawa	March 2008		T.V.	Rogers TV broadcast "Revista Latinoamericana", 1 hour interview.	Rogers TV
Ottawa-NFF for Spanish speaking population in Ottawa	February 21, 2008			Interview: Ottawa Sun newspaper, City Hall's Campaign Official Launch.	Ottawa Sun
Ottawa-NFF for Spanish speaking population in Ottawa	February 21, 2008			Interview: Metro" Newspaper, City Hall's Campaign Official Launch.	Metro
Ottawa-NFF for Spanish speaking population in Ottawa	February 21, 2008	Newspaper article		Nepean This Week newspaper, interview during City Hall's Campaign Official Launch.	Nepean This Week
Ottawa-NFF for Spanish speaking population in Ottawa	February 21, 2008	Newspaper article		Radio Canada Interview during City Hall's Campaign Official Launch.	Radio Canada
Ottawa-NFF for Spanish speaking population in Ottawa	February 21, 2008		Radio	Radio Canada" City Hall's Campaign Official Launch	Radio Canada
Ottawa-NFF for Spanish speaking population in Ottawa	February 2008			Centretown Community Health Centre's Bulletin, spring 2008 edition. Article describing the campaign, 300 copies in print and distributed electronically/available in CCHC's website.	CCHC Bulletin
Halton Region	January 9, 2009	Newspaper article		Article on crimestoppers week from media conference where Halton Region Coordinator spoke. Included quotes.	Metroland West Media Group
Halton Region	November 7, 2008	Newspaper article		Article on key messages from NFF	Metroland West Media Group
Cornwall and United Counties of Stormont, Dundas and Glengarry	Weekly coverage since February 2009			Small advertisement with NFF message in weekly issues	Seaway News
Cornwall	November 26, 2008			Display booth at FYI Women's Forum	Cornwall Civic Complex
Cornwall	Month of November 2008			NFF poster was posted in 180 professional offices in Cornwall and United Counties of Stormont, Dundas and Glengarry	NFF Poster
Algoma: Sault Ste Marie	February 2009			Jumbotron at OHL hockey games to promote NFF and learning the warning signs	Essar Centre
Algoma: Sault Ste Marie	January 2009	Newspaper article			AKA Graphics
Algoma: Sault Ste Marie	Month of January 2009	Newspaper article			Sault This Week
Algoma: Sault Ste Marie	Month of November 2008	Newspaper article			Sault Star
Algoma: Sault Ste Marie	Month of November 2008	Newspaper article			Sault Star
Algoma: Sault Ste Marie	Month of November 2008			Banner to promote the NFF and learning the warning signs	Sootoday.com
Algoma: Sault Ste Marie	Month of November 2008		T.V.	NFF Banner at Galaxy Cinema to promote NFF and learning about the warning signs	Galaxy Cinema
Algoma: Sault Ste Marie	17/04/08	Newspaper article		Coordinator was interviewed during the training session event	Sault Star
Algoma: Sault Ste Marie				Banner on Sootoday.com to promote NFF, learning the warning signs and what to do to help	Sootoday
Algoma: Hornepayne	18/03/08 to 01/04/08	Newspaper article			Jackfish Journal
Algoma: Chapleau	18/03/08 to 01/04/08	Newspaper article			Chapleau Express
Algoma: Wawa	10/03/08 to 24/04/08	Newspaper article			Algoma News
Algoma: Wawa	18/03/08			On the local news website with information about NFF and where to obtain support	wawa-news.com
Algoma: Wawa	TV coverage about the initiative and information on where to call should there be a need		T.V.		Shaw Cable Community Channel
Algoma: Wawa, Hornepayne, Chapleau	This coverage was in a form of commentary about the initiative that run for 4 months		Radio		JJAM FM



Neighbours, Friends & Families

Name of Coordinator	Robin Cooper
Location	Marjorie House- Schreiber, Terrace Bay, Marathon, and Manitowadge
Time Period	October 1, 2007 - February 1, 2008

Date of event	Who was the group?	How many attended?	How many sets of print resources were distributed?	How many requests did you receive for additional brochures and pamphlets	How many people requested a follow-up presentation
12/12/07	Manitouwadge Town Council	15	8	0	0
11/13/07	Schreiber Town Council	6	8	1	0
11/12/07	Terrace Bay Town Council	6	11	0	0
11/01/07	LAUNCH	89	100	0	0
10/22/07	Marathon Town Council	20	10	0	0
		136	137	1	0



Neighbours, Friends & Families

Name of Coordinator	Sara Deulaminck
Location	Chatham-Kent
Time Period	February 1, 2007 - February 1, 2008

Date of event	Who was the group?	How many attended?	How many sets of print resources were distributed?	How many requests did you receive for additional brochures and pamphlets	How many people requested a follow-up presentation
02/15/07	C-K District Sergeants	6	200	3	2
02/23/07	Family Consumer Net.	30	30	0	0
03/21/07	ECE Students College	35	35	0	1
04/02/07	Elder Abuse Com.	7	7	1	1
04/18/07	WOW Network	15	15	0	0
04/23/07	WC Volunteers	30	30	0	0
05/13/07	Blenheim United Church	20	20	1	0
05/24/07	L.L + Housing Providers	5	5	0	0
05/28/07	Univer. Women	20	20	0	0
07/02/07	Tilbury Healthy Babies	15	15	0	1
09/15/07	Ridgetown IODE	10	10	0	0
11/22/07	Mennonite Cent Com	17	17	0	0
11/27/07	RNAO	20	20	0	1
12/13/07	Wallaceburg Adult Learning	10	10	0	0
01/22/08	Wallaceburg Com Living	4	4	0	1
01/22/08	Wallaceburg Com Living	15	15	0	1
02/12/08	CKHA Lunch and Learn	9	9	3	0
		268	462	8	8



Neighbours, Friends & Families

Name of Coordinator	Liza Hancock				
Location	Kawartha/ Haliburton				
Time Period	October 1, 2007 - February 1, 2008				
Date of event	Who was the group?	How many attended?	How many sets of print resources were distributed?	How many requests did you receive for additional brochures and pamphlets	How many people requested a follow-up presentation
04/16/07	Women's Resources	22	100	On going	1
04/24/07	WR- BOD	8	8	0	0
05/02/07	Human Services and Justice Table	11	11	0	0
05/15/07	Haliburton Child and Youth Table	12	12	0	0
05/28/07	WR-Front Line	8	0	0	0
05/29/07	City Of Kawartha Lakes Police Services	16	46	0	0
05/31/07	City Of Kawartha Lakes Police Services	18	18	0	0
06/26/07	Seniors Fair w MPP + MP Lindsay	120	20	0	0
06/27/07	YMCA Haliburton	7	37	0	0
06/29/07	Seniors Fair w MPP + MP Haliburton	65	10	0	0
05/03/07	Health Unit- Conference	80	20	0	0
05/05/07	Health Unit- Family Day	100	10	0	0
06/09/07	Senior Fair- Fenelon Falls	30	5	0	0
07/01/07	Canada Day- Minden	100's	25	0	0
07/27-28/07	Art in the Park- Haliburton	100's	30	0	0
10/11/07	Kawartha Sexual Assault Center Crisis Line Volunteers	7	30	0	0
10/15/07	CKL Council	20	23	1	0
10/15/07	Peterborough PDAN	50	0	0	0
10/17/07	Ontario Early Years	16	25	1	0
10/18/07	Community Care Advisory Council	11	11	2	0
10/22/07	Canadian Mental Health Association	19	40	0	0
10/31/07	Community Care Management Team	7	20	0	0
11/01/07	Crown's Office Central East Support Staff Seminar	70	70	7	1
11/02/07	Crown's Office Central East Support Staff Seminar	70	70	7	1
11/06/07	KLHBUCC Protocol Training	45	50	0	0
11/10,12,21/07	Library- CKL	4	10	0	0
12/06/07	Fleming College	40	50	0	1
12/12/07	Social Housing	7	30	0	8
10/20/07	Lindsay Family Fun Day- Health Unit. Fleming College	125	40	0	0
11/08/07	Fleming College Community Info. Table	100's	25	0	0
11/17/07	LCVI High School Parent Info Day	130	15	0	0
11/30/07	NFF Launch	70	50	1	1
12/06/07	Keynote- Fleming College + Info Table	100s	42	0	0
		1188	953	19	13



Neighbours, Friends & Families

Name of Coordinator	Amanda Smithers Ryan Eastern Ottawa Resource Centre
Location	Ottawa, ON
Time Period	October 1, 2007 - February 1, 2008

Date of event	Who was the group?	How many attended?	How many sets of print resources were distributed?	How many requests did you receive for additional brochures and pamphlets	How many people requested a follow-up presentation
09/20/07	W.I.S.E. (Take Back the Night)	300	85	2	0
10/10/07	Interfaith Ottawa	11	15	0	2
11/08/07	W.I.S.E.	6	50	0	0
11/09/07	Info- Fair (Housing)	58	40	2	0
11/16/07	EOLA	2	14	0	0
11/21/07	Ottawa Police (Victim Crisis Unit)	17	25	50	0
11/26/07	Ottawa Police (Call Centre Staff)	6	26	0	0
11/27/07	Ottawa Police (Call Centre Staff)	7	7	0	0
11/28/07	Ottawa Police (Call Centre Staff)	5	5	0	0
11/29/07	Ottawa Police (Call Centre Staff)	6	8	0	0
12/05/07	Community Police Officers	12	15	0	0
12/06/07	December 6 th Vigil	300	40	0	0
		730	330	54	2



Name of Coordinator	Julie Moore				
Location	Oxford County				
Time Period	October 1, 2007 - February 1, 2008				
Date of event	Who was the group?	How many attended?	How many sets of print resources were distributed?	How many requests did you receive for additional brochures and pamphlets	How many people requested a follow-up presentation
10/19/07	TVDSB Administration and Secretary Staff	260	100	0	0
10/20/07	Women's Wellness Day	70	20	0	0
11/07/07	St. Jude School Council	12	12	2	0
11/12/07	IDCI School Council	17	17	3	1
11/20/17	St. Joseph's School Council	14	14	2	0
11/28/07	Ingersoll Times Newspaper	3000	2	0	0
12/01/07	YIG Grocery Store		10	0	1
12/04/07	St. James Church ACW	14	14	2	2
12/05/07	Oxford Regional Nursing Home Staff	15	15	3	0
12/12/07	Woodingford Lodge Nursing Home Staff	12	12	4	0
12/20/07	YIG Grocery Store		10	0	0
01/07/08	Knox United Church UCW- Embro.	15	15	10	0
01/14/08	WDDS Managers & Supervisors	18	0	2	0
01/15/08	Christian Reform Church Ladies	13	0	2	0
01/15/08	Harris Heights Safe Schools	10	0	2	1
10/26-28/07	Home and Health Show	1000	100	0	0
11/1-30/07	Tillsonburg Library	Display	40	0	0
11/12/07	Shoppers Drug Mart	Display	30	0	0
11/24-25/07	Country Christmas Show	Display	150	0	0
12/10/07	Optimist Club	15	15	0	0
01/09/08	First Baptist Seniors	25	25	0	0
01/10/08	A&P Grocery Store	Display	20	0	0
01/14/08	After 5 Club	18	18	0	0
01/15/08	Kiwanis Club	21	21	0	0
01/17/08	St. Andrew's Pres. Church Women	15	15	0	0
01/19/08	Community Women's Breakfast	13	13	0	0
01/22/08	Well Baby Clinic	20	20	0	0
01/24/08	Well Baby Clinic	32	32	1	0
01/25/08	Tillsonburg Town Centre Display	Display	5	2	0
12/1/07	Percy Heights	30	30	1	0
11/04/07	Senior's Active Living	200	50	0	0
11/06/07	Bonnie Brae	30	30	0	1
11/07/08	Alpha Epsilon Omega	8	8	2	1
11/17/07	Woodstock Craft Fair	200	75	5	1
11/19/07	Osford Prenatal Fair	80	25	3	1
11/22/07	WDDS- Special Olympics	10	10	1	1
11/30/07	Caressant Care	100	60	10	0
12/06/07	Woodstock Winter Lights	50	15	0	1
01/09/07	Alpha Epsilon Omega	9	9	1	0
01/14/07	WDDS Management	20	20	1	0
01/15/07	WRAL	15	15	1	1
01/23/07	Alpha Epsilon Omega	9	9	1	0
01/24/07	Well Baby Clinic	20	0	1	1
01/16/08	TVDSB East Region School Council	12	12	1	1
01/20/08	Embro Arena Skate	100	10	0	0
01/23/08	Well Baby Clinic	20	20	1	0
01/29/08	Ingersoll Support Services	8	8	10	2
		5550	1151	74	16



**Appendix IIb
NFF Presentation Diary Master , 2008-2009**

Name	Community	Location of Session	Date	Who was the group?	#'s attending	Comments
Dan Beckett	Waterloo Region	Woodside Church Elmira	11/26/2008	Woodside Church Elmira Church Congregation	40	
Dan Beckett	Waterloo Region	St George Hall Waterloo	November 12, 2008 (7:00 p.m. -10:00 p.m.)	VAW , DART community members	175	Part of venue to intro NFF in the community
Dan Beckett	Waterloo Region	Woodside Church Elmira	October 8, 2008 7:00 p.m.	Woodside Church Elmira Elder members	2	Preparation for presentation with congregation
Parminder Kaur	Peel	Arora Law Office	02/28/2009	Arora Law Office- Presentation, information table	15	
Parminder Kaur	Peel	Gurdwara – Youth Program	02/28/2009	Gurdwara – Youth Program- Information table	250	
Parminder Kaur	Peel	Malton Mental Health & Integration	02/25/2009	Malton Mental Health & Integration Project – Community Forum- Presentation, Information table	100	
Parminder Kaur	Peel		02/12/2009	Women & Gender Studies class- Presentation	250	
Parminder Kaur	Peel	MIAG Conference	02/11/2008	MIAG Conference- Presentation, Information table	250 attended the conference	
Parminder Kaur	Peel	Brampton Neighbourhood Resource Centre	December 9, 2008, Information table	Brampton Neighbourhood Resource Centre - Presentation, Information table	25	
Parminder Kaur	Peel		December 4, 2008, Information table	December Candlelight Vigil- Information table	60	
Parminder Kaur	Peel		November 25-26, 2008	Peel Public Health Conference - Information table	250 attended the conference	

Margaret MacPherson	London	Hotel Dieu Grace Hospital	February, 2009, 2-day Training	Managers & Supervisors	30	
Margaret MacPherson	London	Hotel Dieu Grace Hospital	December 2008, 2-day training	Senior Administration	30	
Margaret MacPherson	London	Brescia College	10/01/2008	Brescia College faculty and students	15	
Margaret MacPherson	London	Brescia College	06/01/2008	Brescia College, faculty and students	10	
Margaret MacPherson	London	Ontario Hospital Association	02/01/2009	Healthcare providers	200	
Margaret MacPherson	London	Family Services Thames Valley	10/01/2008	Family Services Thames Valley staff	50	
Margaret MacPherson	London	Childreach	11/01/2008	Childcare providers	20	
Margaret MacPherson	London	Childreach	03/01/2008	Childcare providers	25	
Bailey Reid	Ottawa	Public Works	February 25, 2009 (12:0 p.m. -1:00 p.m.)	Staff	8	Distributed NFF brochures, Crisis line cards, Safety Cards
Bailey Reid	Ottawa	Military Family Resource Centre	February 18, 2009 (1:30 p.m. -3:30 p.m.)		3	Distributed NFF brochures, Crisis line cards, Safety Cards
Bailey Reid	Ottawa	Platoon Training	February 11, 2009 (8:45 p.m. -9:30 p.m.)		90	Distributed NFF brochures, NFF safety cards and crisis Line Cards
Bailey Reid	Ottawa	Platoon Training	February 4, 2009 (8:45 p.m. -9:30 p.m.)		70	Distributed NFF brochures, NFF safety cards and crisis Line Cards
Bailey Reid	Ottawa	Platoon Training	January 28, 2009 (8:45 p.m. -9:30 p.m.)		80	Distributed NFF brochures, NFF safety cards and crisis Line Cards
Bailey Reid	Ottawa	St. Alban's Church	January 22, 2009 (6:30 p.m. -7:30 p.m.)	St. Alban's Women's group	2	Distributed NFF brochures, local resources OCTEVAW brochures, NFF safety cards and crisis Line Cards
Bailey Reid	Ottawa	Platoon Training	January 21, 2009 (8:45 p.m. -9:30 p.m.)		80	Distributed NFF brochures and crisis line cards
Bailey Reid	Ottawa	Carlton WISE	January 14, 2009 (4:00 p.m. -6:00 p.m.)	WISE, University of Ottawa (WISE)	8	Distributed NFF brochures and crisis line cards
Bailey Reid	Ottawa	Platoon Training	January 14, 2009 (8:45 p.m. -9:30 p.m.)		100	Distributed NFF brochures and crisis line cards
Bailey Reid	Ottawa	Platoon Training	January 7, 2009 (8:45 p.m. -9:30 p.m.)		80	Distributed NFF brochures and crisis line cards
Bailey Reid	Ottawa	GoodLife Fitness 100 MacArthur Avenue	December 4, 2008 (7:00 p.m. -8:30 p.m.)	Humane Society staff	8	Distributed NFF brochures and safety cards in English and French, Poster, and EORC brochures
Bailey Reid	Ottawa	YMCA Newcomer's Association	November 21, 2008 (2:00 p.m. -3:00 p.m.)	LINC programs and Ottawa University Women's Resource Center staff	10	Distributed NFF brochures and safety cards in five languages, Poster, and EORC brochures
Bailey Reid	Ottawa	Royal Ottawa Hospital	November 12, 2008 (1:00 p.m. -3:00 p.m.)	Staff	25	Distributed NFF brochures, safety cards, EORC pamphlets and posters

Judy Osborne and Leni Rautiainen	Peterborough	Millbrook Women's Group	02/28/2009	Millbrook Women's Group members	8	
Judy Osborne and Leni Rautiainen	Peterborough	Peterborough	02/16/2009	General public, Family Day Event display	200	
Judy Osborne and Leni Rautiainen	Peterborough	Trent University	02/16/2009	Faculty, students and staff	11	
Judy Osborne and Leni Rautiainen	Peterborough	Trent University	01/22/2009	Students, faculty and staff at Trent	11	
Judy Osborne and Leni Rautiainen	Peterborough	Crestwood Secondary School	01/15/2009	Students	12	
Judy Osborne and Leni Rautiainen	Peterborough	Community Policing	11/25/2008	Community Police officers	12	
Judy Osborne and Leni Rautiainen	Peterborough	Peterborough Family Resource Centre	11/07/2008	Mothers at PFRC	12	
Judy Osborne and Leni Rautiainen	Peterborough	Fleming	11/03/2008	RPN students at Fleming	120	
Judy Osborne and Leni Rautiainen	Peterborough	Old Millbrook School Family Centre	10/20/2008	Board members	10	
Judy Osborne and Leni Rautiainen	Peterborough	Peterborough Square Mall	10/17/2008	Community visited display	5	
Judy Osborne and Leni Rautiainen	Peterborough	Peterborough Square Mall	10/16/2008	General public	12	
Judy Osborne and Leni Rautiainen	Peterborough	Peterborough Square Mall	10/15/2008	General public	110	300 NFF resources were distributed
Judy Osborne and Leni Rautiainen	Peterborough	PRHC	10/01/2008	RPN students at PRHC from Fleming	9	
Angela Breton	Ottawa-Spanish Speaking Community	Hispanic Organization of Latin Amer Students of Carleton	05/12/2008	Community and students	4	
Angela Breton	Ottawa-Spanish Speaking Community	Pilar Arjona Dance Group	05/01/2008	Community	7	
Angela Breton	Ottawa-Spanish Speaking Community	Sagrada Familia Catholic Church	05/01/2008	Community members	6	
Angela Breton	Ottawa-Spanish Speaking Community	Social Planning Council of Ottawa-Carleton	04/17/2008	Community development programmers	3	

Angela Breton	Ottawa-Spanish Speaking Community	IDRC - International Development Research Centre	04/17/2008	Community Development Programmers	3
Angela Breton	Ottawa-Spanish Speaking Community	Alta Vista Baptist Church	03/22/2008	Church members	20
Angela Breton	Ottawa-Spanish Speaking Community	Conversation	02/15/2008	Language teachers	5
Angela Breton	Ottawa-Spanish Speaking Community	Carlington Community Health Services	02/14/2008	Social workers	6
Angela Breton	Ottawa-Spanish Speaking Community	Family Room	02/10/2008	Community members	8
Angela Breton	Ottawa-Spanish Speaking Community	Western Ottawa Resource Centre	04/11/2008	Eastern Ontario Association of Interval and Transition Houses staff	16
Angela Breton	Ottawa-Spanish Speaking Community	City of Ottawa Constelation Drive building	04/06/2008	Multicultural Health Coalition members	20
Angela Breton	Ottawa-Spanish Speaking Community	Sagrada Familia Catholic Church	05/26/2008	Community members	2
Angela Breton	Ottawa-Spanish Speaking Community	Centretown CHC	05/24/2008	Venezuelan Canadian Association members	8
Angela Breton	Ottawa-Spanish Speaking Community	OCISO	05/16/2008	Mainly seniors from Club Casa de los Abuelos	11
Angela Breton	Ottawa-Spanish Speaking Community	SEOCHC	05/14/2008	SEOCHC Clients	4
Angela Breton	Ottawa-Spanish Speaking Community	Sagrada Familia Catholic Church	05/12/2008	Community leaders	13
Angela Breton	Ottawa-Spanish Speaking Community	OCISO School	05/08/2008	LINC students	4
Angela Breton	Ottawa-Spanish Speaking Community	Centretown CHC	05/03/2008	Community members	4
Angela Breton	Ottawa-Spanish Speaking Community	OCISO	04/30/2008	SASC clients	9
Angela Breton	Ottawa-Spanish Speaking Community	Rideau High School	04/29/2008	Public Board LINC Students	7
Angela Breton	Ottawa-Spanish Speaking Community	Public library	04/26/2008	Community members	7

Angela Breton	Ottawa-Spanish Speaking Community	OCISO	04/25/2008	OCISO clients	5
Angela Breton	Ottawa-Spanish Speaking Community	Ottawa Technical School 440 Albert St.	04/24/2008	Public Board LINC Students	11
Angela Breton	Ottawa-Spanish Speaking Community	CIC	04/10/2008	CIC clients	22
Angela Breton	Ottawa-Spanish Speaking Community	Centretown CHC	03/29/2008	Community members	19
Angela Breton	Ottawa-Spanish Speaking Community	Centretown CCHC	03/01/2008	General Meeting LAZO, community members	20
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	12/08/2008	NFF Champions	4
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	12/01/2008	NFF Champions	14
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	11/24/2008	NFF Champions	7
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	11/17/2008	NFF Champions	13
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	11/10/2008	NFF Champions	15
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	11/03/2008	NFF Champions	15
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	10/27/2008	NFF Champions	12
Angela Breton	Ottawa-Spanish Speaking Community	Newcomer Information Centre	10/20/2008	NFF Champions	12
Sarah Patterson	Halton-Burlington	The Centre for Skills Development and Training	January 20, 2009, 12:00 noon to 1:00 p.m.	Employment counsellors	10
Sarah Patterson	Halton-Oakville	Halton Regional Police Headquarters	January 8, 2009, 10:00 a.m. to 11:30 a.m.	Media and social services representatives	50
Sarah Patterson	Halton-Oakville	Oakville Trafalgar High School	December 11, 2008 11:00 a.m. to 1:00 p.m.	Oakville Trafalgar High school students	19
Lynn Bowering	Perth County-Stratford	Emily Murphy Centre	February 23, 2009, 5:30-6:30 p.m.	Board and staff	18

Lynn Bowering	Perth County-Stratford	Property Protection Committee, City of Stratford	February 11, 2009, 12 noon	Municipal politicians, staff and media	12	
Lynn Bowering and Valerie Cassel	North Perth County-Listowel	Listowel Evangelical Missionary Church	November 5, 2008. 9:00 a.m. to 4:00 p.m	Professionals, community leaders and community members	120	Provincial Coordinator provided an introduction and discussion about how to implement the NFF, and local experts presented related topics and information about services such as Child Abuse Prevention, Violence & Legal Issues, Violence Against Women in North Perth & Area: Update on 2008 Needs Assessment an overview services and criminal court process for the Victim Witness Assistance Program and how the Anabaptist population deals with violence against women
Lynn Bowering	Perth County-Stratford	Prenatal Fair – display	February 3, 2009, 6:00-8:30 p.m.	Expectant couples	70	
Lynn Bowering	Perth County-Stratford	Optimism Place	November 6, 2008, 2:00-3:00 p.m.	Residents	7	
Lynn Bowering	Perth County-Stratford	Emily Murphy Centre	October 28, 2008, 5:00-6:00 p.m.	Focus group with women residents and clients at Emily Murphy Centre	8	
Paula Valois	Algoma-Hornepayne	High School	10:00-11:00 a.m.	High School young women	25	
Paula Valois	Algoma-Wawa	Hospital Board room	7:00 -9:00 p.m.	Hospital staff	10	
Paula Valois	Algoma-Hornepayne	St. Luke's Church	1:30 -3:30 p.m.	Women of the community	8	
Paula Valois	Algoma-Chapleau	Hospital Board room	7-8:30 p.m.	Hospital staff	15	
Gayle Manley	Algoma-Sault Ste Marie	Sault Ste. Marie Public Library	02/10/2009	General public	7	
Gayle Manley	Algoma-Sault Ste Marie	Sault College	01/26/2009	Child and Youth Worker program	45	
Gayle Manley	Algoma-Sault Ste Marie	Employment Connection Boardroom	01/23/2009	Career counsellors	13	
Gayle Manley	algoma-Sault Ste Marie	Sault Area Hospital	01/19/2009	Workplace Violence Committee of Sault Area Hospital	12	
Gayle Manley	Algoma-Sault Ste Marie	Sault College	12/09/2008	Early Childhood Education Class, Sault College	27	
Gayle Manley	Algoma-Sault Ste Marie		11/12/2008	PUC workers	7	
Gayle Manley	Algoma-Sault Ste Marie	PUC Services	11/05/2008	PUC Office Employees	13	
Gayle Manley	Algoma-Sault Ste Marie	United Way of Sault Ste. Marie and District	Semtember 2008 (Fall 2008)	Social Development Council	15	

Gayle Manley	Algoma-Sault Ste Marie	Art Gallery of Algoma	June 2008 7:00 p.m.	Women in Crisis (Algoma) Inc. Annual General Meeting	25	
Gayle Manley	Algoma-Sault Ste Marie	Gran Festa Ristorante	03/01/2008	Zonta Club of Sault Ste. Marie Area	21	Zonta Club of Sault Ste. Marie is a service club
Pamela Mank	Waterloo Region	Community	02/21/2009	Members of the Sudanese Community	50	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Adult Education Committee of Christ Lutheran Church	12/07/2008	Christ Lutheran Church congregation members	15	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Preschool Connections Annual Networking Day	10/24/2008	Day Care Staff, Child Support Workers	50	NFF brochures were given and MFF web site and details were included as part of a DV 101/ Impact of Witnessing Violence on children/Community Services presentation
Pamela Mank	Waterloo Region	Public Health	10/22/2008	Public Health Peer Health Workers	6	NFF brochures were given and MFF web site and details were included as part of a DV 101/ Impact of Witnessing Violence on children/Community Services presentation
Pamela Mank	Waterloo Region	Grand River Transit Authority	May 15, 2008 (close to this date)	Grand River Transit Authority staff	3	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation

Pamela Mank	Waterloo Region	Muslim Mosque	05/10/2008	Members of the Mosque	25	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Hamilton Diocese Conference for United Church -Fergus Ontario	05/03/2008	Members of Diocese (ministers and lay members)	70	NFF brochures were given and MFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Parkminster United Church	05/02/2008	Congregation members	35	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Septimatech Corporation Waterloo	04/10/2008	Company employees	10	NFF brochures were given and NFF web site and details were included as part of work place DV policy
Pamela Mank	Waterloo Region	Septimatech Corporation Waterloo	03/01/2008	Management	10	NFF brochures were given and NFF web site and details were included as part of work place DV policy
Pamela Mank	Waterloo Region	Lutherwood Children's Mental Health Centre	03/20/2008	Child care workers, clinicians, community members	30	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Pamela Mank	Waterloo Region	Lutherwood Child and Parent Place	03/17/2008	Professionals who supervise access visits	20	NFF brochures were given and NFF web site and details were included as part of a DV 101/Community Services presentation
Sue DeRochie	Cornwall	Ramada Inn	January 27, 2009, 1:00 p.m. - 2:00 p.m.	French speaking service providers	14	
Sue DeRochie	Cornwall	Ramada Inn	January 27, 2009, 10:00 a.m. - 11:00a.m.	English speaking Service Providers	26	
Sophie Séguin	Prescott-Russell-Rockland	Rockland	12/06/2008	Community members	60	400 NFF resources were distributed
Carl Brisson	Prescott-Russell	Prescott-Russell	09/25/2009	College students	15	75 NFF resources were distributed
Sophie Séguin	Prescott-Russell	Prescott-Russell	09/24/2009	College students	40	400 NFF resources were distributed
Lyne Castonguay	Prescott-Russell	Prescott-Russell	02/24/2009	College students	16	150 NFF resources were distributed

Lyne Castonguay, Sophie Séguin, Carl Brisson	Prescott-Russell	Rockland Informatio Forum	10/04/2008	Community members	100	270 NFF resources were distributed
Sophie Séguin	Prescott-Russell-Hawkesbury	Hawkesbury	09/26/2008	Hawkesbury community members	67	270 resources were distributed
Lyne Castonguay	Prescott-Russell-Casselman	Casselman	09/25/2008	Community forum	90	270 NFF resources were distributed
Lyne Castonguay	Prescott-Russell-Rockland	Kiosque communautaire Rockland Fête du Canada	07/01/2008	Community	200	
Sophie Séguin	Prescott-Russell-Casselman	ACSM (Casselman)	06/16/2008	Staff	16	90 NFF Resources were distributed
Lyne Castonguay	Prescott-Russell-Casselman	Centre d'accès communautaire (Casselman)	06/09/2008	Staff	19	110 NFF resources were distributed
Sophie Séguin	Prescott-Russell-Rockland	Soins de longue durée Hopital Montfort	05/12/2008	Soins de longue durée Hopital Montfort staff	26	630 NFF resources were distributed
Sophie Séguin	Prescott-Russell-Rockland	Ontario au travail et logement social (Comtés Unis de Prescott-Russell)	05/09/2008	Neighbours and members of Prescott-Russell members	30	750 NFF resources were distributed
Patricia Campbell	Prescott-Russell-Rockland	Soins de longue durée Hopital Montfort	05/06/2008	Soins de longue durée Hopital Montfort staff	28	720 NFF resources were distributed
Patricia Campbell	Prescott-Russell	Association canadienne en santé mentale - Hawkesbury	05/05/2008	Association canadienne en santé mentale staff	15	360 NFF resources were distributed
Lyne Castonguay	Prescott-Russell	Exposition Carrefour Jeunesse School	05/01/2008	Staff and professionals	45	800 NFF resources were distributed among participants
Lyne Castonguay	Prescott-Russell	SEFA - Hawkesbury	05/01/2008	SEFA staff	25	750 NFF resources distributed among participants
Patricia Campbell	Prescott-Russell	Garderie de l'école publique de la Seigneurie	03/19/2009	Garderie de l'école publique de la Seigneurie staff	2	62 Brochures and safety cards distributed
Patricia Campbell	Prescott-Russell	Garderie Quatre Saisons	03/19/2009	Garderie Quatre Saisons staff	2	62 Brochures and safety cards distributed.
Patricia Campbell	Prescott-Russell	Centre d'éducation et formation de l'Est de l'Ontario	03/14/2009	Centre d'éducation et formation de l'Est de l'Ontario staff	1	Meeting scheduled for the month of April
Patricia Campbell	Prescott-Russell-Casselman	Bibliothèque Casselman	03/14/2009	Bibliothèque Casselman staff	1	
Patricia Campbell	Prescott-Russell	Bibliothèque St-Isidore	03/14/2009	Bibliothèque St-Isidore Staff	1	Presentation scheduled for Fridays in May (3 presentations)

Sophie Séguin	Prescott-Russell	Bibliothèque Embrun	14/03/08	Bibliothèque Embrun staff	1	12 Brochures and safety cards were distributed
Sophie Séguin	Prescott-Russell	Bibliothèque de Russell	14/03/08	Bibliothèque de Russell staff	1	12 Brochures and safety cards were distributed
Sophie Séguin	Prescott-Russell	Prescott-Russell	20/03/08	Centre de la petite enfance	1	12 Brochures and safety cards were distributed. A presentation was scheduled for April 23rd, 2008
Lyne Castonguay	Prescott-Russell	Prescott-Russell	05/03/2008	Centre d'accès aux soins communautaires	1	20 Brochures and safety cards were distributed. A request was made for a future presentation to the rest of the staff
Lyne Castonguay	Prescott-Russell	Prescott-Russell	05/03/2008	Bureau de Santé	1	A request was made for a future presentation to the rest of the staff
Lyne Castonguay	Prescott-Russell	Prescott-Russell	04/03/2008	SEAPR – Secteur Milieux de vie	10	
Carl Brisson	Prescott Russell	Prescott Russell	25/02/09	College Sudents	15	
Sophie Séguin	Prescott Russell	Prescott Russell	24/02/09	College Students	16	
Lyne Castonguay	Prescott Russell	Prescott Russell	02/02/2009	College Students	40	



Neighbours, Friends & Families

**Western Interministerial Council
Becoming a Neighbours, Friends and Families Workplace Champion
Report on Activities and Progress – May 2009**

21 Ministries participating

Level 1: Information

Goal to make all staff aware of NFF campaign through emails / brochures / website links

- 16 Ministries have completed Level 1 – (all staff received emails)
- 4 Ministries have been contacted
- 230 people have responded to email survey

Level 2: Education

Goal to deliver 1 hour presentation to educate all staff on warning signs and resources

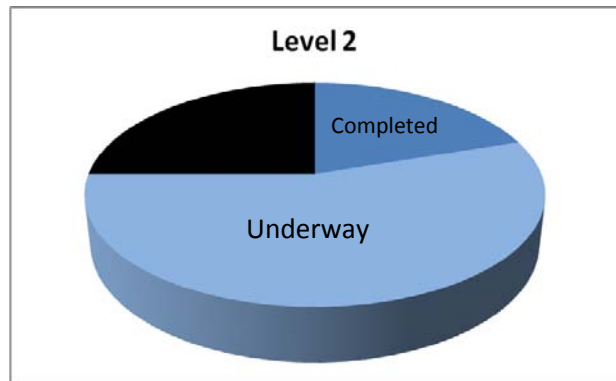
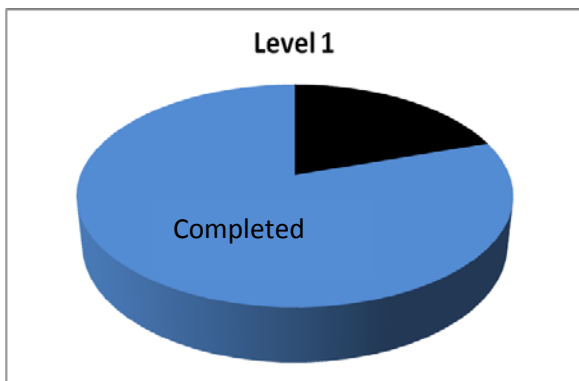
- Approx 2500 people have received presentations
- 4 Ministries have completed Level 2 for all staff
- 11 Ministries have begun presentations or have scheduled presentations to staff
- 5 Ministries not yet underway with presentations

It makes you think that we have a responsibility to be aware and to help each other...especially in these tough times. MAG participant

Level 3 - COMPLETED: Train the Trainer (region has a complement of trained facilitators)

Goal to train facilitators to deliver NFF presentation

- 4 two-day training sessions have been held (London & Windsor)
- 50 people trained from 13 Ministries across the region



Next Steps:

- Complete Level 1 – 4 ministries
- Continue toward completion of Level 2 – Dec 2009
- WIC Facilitator's meeting – June 11
- Other regions – meeting with advisors to discuss implementation

Presentation Evaluations:

1000 presentation evaluations tabulated

Keep on presenting because the more information we have, the more we know what to do and how take the right action. Thank you for coming.

OVSS participant

- 91% felt the presentations were very effective
- 72% didn't know about NFF prior to the presentation
- 89% indicated they learned important information about warning signs
- 97% agree that they have a role to play in ending woman abuse
- 94% have an idea about the role they can play
- 90% believe the NFF content is important for all OPS employees to receive

Lessons Learned

- Ministries that assign a "point person" are moving through Level 2 most effectively
- Tracking participation provides a more accurate count and ensures everyone has opportunity to participate

Facilitator's Meeting – June 11

- New developments will be shared
- Stronger connections made with local experts
- Updated presentation – latest research will be incorporated
- Opportunity for facilitator's to share experiences, talk about challenges
- Survey: has participation in this project enhanced job satisfaction for facilitators?
 - Other questions?

Challenges

- Some ministries are really challenged to provide the presentation (Corrections)
 - Could a video presentation make the difference?

Appendix IV
NEIGHBOURS, FRIENDS AND FAMILIES CAMPAIGN
WORKPLACES IN MIDDLESEX COUNTY

NOVEMBER 2007 TO MARCH 2009

SUMMARY REPORT

DISTRIBUTION OF NFF MATERIAL

A NFF information letter and brochures were delivered to about 250 workplaces in Middlesex County, including Strathroy, Ailsa Craig, Coldstream, Dellaware, Dorchester, Glencoe, Ilderton, Komoka, Lucan, Mount Brydges, Newbury, Parkhill, and Wardsville.

PRESENTATIONS

23 Presentations have been made – Chamber of Commerce, Rotary Club, Police Services (2), Goodlife, Strathroy Human Resources Group, Probus Club, Newbury Hospital Alliance (2), St. Clair Region Conservation Authority, Strathroy Hospital (3), Bonduelle Foods, YMCA, YMCA Child Care, Murphy Bus Lines, Tim Hortons, Municipality of Strathroy-Caradoc Management Team, Scotiabank Managers of Customer Service (London), Langs Bus Lines, Volunteers at Victim Services, Bank of Montreal.

WORKPLACE CHAMPION STRATEGY

Developed a plan to encourage stronger community support for NFF. Presented this to the MCCCEWA Committee. This plan is to be implemented in this fiscal year.
Developed and helped to develop 10 documents for use in marketing the NFF Workplace Champion Strategy in Middlesex County. Presented these documents to a Workshop for NFF Coordinators in London. Started encouraging organizations to become Champions, beginning with the member organizations of the MCCCEWA.
To date 11 organizations have become or shown a willingness to become NFF Workplace Champions: Middlesex OPP, Strathroy-Caradoc Police Services, Middlesex Hospital Alliance, St. Clair Region Conservation Authority, Municipality of Strathroy-Caradoc, Strathroy Age Dispatch (newspaper), Tim Hortons, YMCA, Libro, Bank of Montreal, Langs Buslines. Planning is underway to organize an Award Ceremony in February 2010 to recognize NFF WP Champions in Middlesex County.

ADVERTISING

Arranged for NFF advertising in newspapers and billboards.

- Newspapers: Monthly adverts in the 4 Middlesex newspapers for 12 months starting April 2009
- Billboards: 3 posters for 12 weeks located in Strathroy, Lambeth and on Fanshawe Road west of London starting April 2009.

TRAIN THE TRAINER WORKSHOP

Made arrangements for a Train The Trainer Workshop in Strathroy on April 17, 2009; 23 Participants.

DETAILED REPORT OF CONTACTS

Presentations in Middlesex County

- Presentations. **NUMBERS IN BRACKETS IN THIS SECTION ONLY ARE NUMBERS OF ATTENDEES AT PRESENTATIONS**
 - Completed
 - Rotary Club SR (14)
 - Goodlife Fitness (6)
 - Strathroy Human Resources Group (5)
 - Police Services, dispatchers, Group 1 (7)
 - Police Services, dispatchers, Group 2 (8)
 - Strathroy Chamber of Commerce (12)
 - Middlesex Hospital Alliance, Wellness Committee (12)
 - Middlesex Hospital Alliance, Strathroy, Management (22)
 - Middlesex Hospital Alliance, Strathroy, Staff (17)
 - Middlesex Hospital Alliance, Newbury, Management (12)
 - Middlesex Hospital Alliance, Newbury, Staff (3)
 - St. Clair Conservation Authority (15)
 - YMCA (15)
 - YMCA Child Care Centre (7)
 - Bonduelle Food (14)
 - Probus Club
 - Tim Hortons (90)
 - Murphy's Buslines (5)
 - Lang's Buslines (15)
 - Scotiabank managers of Customer Services, London (28)
 - Volunteers of Victim Services (11)
 - Bank of Montreal, Strathroy (5)
 - Municipality of Strathroy Caradoc (12)

Promotional Packages Delivered to Workplaces in Middlesex County

Progress in STRATHROY

Contacts Made: provided promotional package and brochures

NUMBERS IN BRACKETS BELOW ARE SETS OF BROCHURES DELIVERED TO WORKPLACES

- Amy's Place (5)
- Bonduelle Foods
- Canada Post (10)
- Canadian Tire
- CanFab (10)
- Carlson Wagonlit (2)
- Chiropractor Roder (5)
- CIBC
- CitiFinancial (1)

- Clark Haasen Electric
- Columbia Sportswear (20)
- Cuddy (300)
- Curves (10)
- Dale Wurfel (5)
- Dr Anderson and McLachlan, Dentists (5)
- Dr Botsford, Family Dentistry (5)
- Dr Fournier & Wolder (5)
- Dr Johnston, Optometrist (3)
- Dr Kaul, Chiropractic Walk-in Centre (4)
- Dr McKay, Dentist (5)
- Dr Marcou, Marshall and Vandewalle, Physicians (5)
- Dr Mithoowani and Leung, SR Medical Centre (5)
- Dr Seaman and Watt, Dentists (2)
- Dr Thyet, Chiropractor (5)
- Dr Wagner, Chiropractic Family Practice (5)
- Dollarama
- First Choice Hairdressers (5)
- Food Basics (10)
- GAIN (5)
- George Sinker, Law Office (3)
- Glendale RVs (30)
- Goodlife (20)
- Giant Tiger
- Gray Ridge Eggs (5)
- Guardian Bossons Pharmacy (5)
- Herbal Magic (5)
- Home Hardware (5)
- Jones, Gibbons and Reis, Law Office (5)
- Kenwick Mall Beauty Salon (2)
- KML Windows (20)
- Kongklide (15)
- Larry MacDonald Chev (5)
- LCBO (20)
- Libro
- Maria Von Bommel, MPP
- Meridian Magnesium Products
- Metamag (5)
- Middlesex Power Corp
- Middlesex Community Living (2)
- Municipality of SR Caradoc
- OPP
- Optometrist Dr Kreuzer (5)
- Optometrist Dr McGugan & Fenn (5)
- Pedden Glass
- Para-Med Health Services (60)

- Quinlan and Somerville, Law Office (2)
- Royal Bank (1)
- Ricco Food Distributers (5)
- Robert Dack, Law Office (2)
- Robert Waters, Law Office (3)
- Salt and Pepper (3)
- Shopper's Drugmart (10)
- Skiffington's Caterers (5)
- Soul Body Mind Spa (5)
- Staples (20)
- SR Animal Clinic (1)
- SR Caradoc Fire Dept
- SR Chamber of Commerce Office (5)
- SR Dental Centre (5)
- SR Human Resources Group (5)
- SR Medical Clinic (10)
- SR Medical Pharmacy (5)
- SR Public Library (10)
- Sunsation Tanning (5)
- Superstore (10)
- Sydenham Community Credit Union (5)
- United Floors (20)
- Vari-Form
- Walmart
- Wecast
- YMCA
- Zap Paintball

Progress in AILSA CRAIG

April 16, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Ailsa Craig Public Library (they have)
 - Canada Post (5)
 - CDS Pharmacy (5)
 - Cotton By Cotton Quilt Shoppe (5)
 - Foodland (5)
 - Home Hardware (2)

Progress in COLDSTREAM

May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Coldstream Municipal Office (35)
 - Public Library (10)

Progress in DELLAWARE

May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Body Essence (5)
 - Middlesex Terrace (5)
 - Styles Hairstyling (5)

Progress in DORCHESTER

May 9, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Canada Post (5)
 - Chiropractic Centre, Drs Cameron and Robert, and Massage (10)
 - Curves (5)
 - Dawn Wahby, Counselling (3)
 - Dorchester Dental Centre, Drs Stachow & Johnston (5)
 - Dorchester Library (10)
 - Drivers and Vehicles (5)
 - Drs Kiddie & Kiddie, Optometrist & Dentist
 - Dorchester Physiotherapy (5)
 - Foodland (5)
 - Gordon Hardcastle, Chartered Accountants (1)
 - LA Slim and Trim, Weight Management (2)
 - LCBO
 - McFarlan Rowlands, Insurance Brokers (5)
 - Municipality of Thames Centre (10)
 - Revive Spa, Massage Therapy (5)
 - Scotiabank (5)
 - Shopper's Drugmart (10)
 - Tim Hortons (10)
 - TD Trust (5)

Progress in GLENCOE

May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - BMO (5)
 - Body Image for Women (5)
 - Canada Post (5)
 - CIBC (5)
 - Davies Pro Hardware (2)
 - Dr. Loyens, Dentist (5)
 - Gary Merrit Law Office (2)
 - Glencoe Foodland (5)

- Glencoe Optometrists, Drs Coates, White, During, Pepe (5)
- Glencoe Pharmacy, Guardian Drugs (5)
- Glencoe Public Library (5)
- Hugh Palmer, Accounting and Tax Services (2)
- LCBO (they have)
- Middlesex-London EMS (2)
- Scott's No Frills (5)
- Southwest Middlesex Municipal Offices (5)
- The Quest Centre (5)
- Thomson, Mahoney Law Office (2)
- Transcript Free Press (2)
- Veltri Glencoe Ltd, Metal Stamping (10)

Progress in ILDERTON
April 16, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Active Chiropractic and Massage Therapy (5)
 - Aesthetics Studio (1)
 - Dove Dental Centre (5)
 - Dr Naylor, Brubacker, Hock, and Meredith (5)
 - Guardian Excel Pharmacy (5)
 - Home Hardware (2)
 - Ilderton Pet Hospital (2)
 - Ilderton Public Library (5)
 - Middlesex Mutual Insurance Co (2)
 - Spencer Steel Ltd (10)
 - Tandelle Truss and Pacer Building Components (5)

Progress in KOMOKA
May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Bank of Montreal (5)
 - Canada Post (5)
 - Komoka Foodland (5)

Progress in LUCAN
May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Bank of Montreal (5)
 - Biddulph Chiropractic and Wellness Centre, Dr Cameron (5)
 - Canada Post (7)
 - Dr. E. Anderson, Physician (5)

- Dr. Lock, Physician (5)
- Guardian Lucan Drug Mart (5)
- LCBO (5)
- Lucan Dental Office, Drs Beauchamp & Ryan (5)
- Lucan Foodland (5)
- Lucan Foodland (5)
- Lucan Public Library (5)
- OPP (they have NFF and WRRC brochures)
- Renew Day Spa and Registered Massage Therapy (5)
- TD Canada Trust (5)
- VON (5)

Progress in MOUNT BRYDGES

May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Canada Post Mt Brydges (9)
 - Dr. M. Gilpin, Physcologist (5)
 - Hillen Nursery Inc (5)
 - Hollandia Cookies (10)
 - Home Hardware (2)
 - IDA CDS Pharmacy (10); pharmacist was at IQ Challenge
 - LCBO (5)
 - Mt Brydges Animal Clinic (2)
 - Mt Brydges Independent Grocer (4)
 - Public Library (5)
 - Roes Stair Company (5)
 - RBC Financial Group (5)
 - Southwest Middlesex Health Centre (10)
 - Sydenham Community Credit Union (5)

Progress in NEWBURY

May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Dr M. Coulby, Dental Office (5)
 - Mc Naughton Family Shopping Centre, Home Hardware and LCBO (10)
 - Middlesex Hospital Alliance, Four Counties Site
 - Dr. Sharma, Family Physician (5)
 - Emergency and Outpatients (5)
 - Four Counties Medical Clinic: Drs Hull, Parnell, Morgan, Jones (5)
 - Four Counties Community Villa (5)
 - The Olde Fire Hall Café

Progress in PARKHILL
Apr 16, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Bluewater Family Support Services (5)
 - Canada Post (5)
 - CIBC
 - Deuzemann Animal Clinic (1)
 - Dr Wolf, Optometrist (5)
 - Drivers and Vehicles Licences (1)
 - Dove Dental Centre (5)
 - Foodland (5)
 - Hamilton and Fisher, Chartered Accountants (1)
 - LCBO (they have)
 - Nairn Family Homes (5)
 - North Middlesex Community Medical Centre (Drs Thorpe and Whynot) (5)
 - MacIntyre Pharmacy IDA (3)
 - Municipality of North Middlesex (10)
 - Northwest Middlesex Multi-Service Centre (they have)
 - Parkhill Public Library (5)
 - Shadow Gardens Nursing Home (5)
 - Sydenham Community Credit Union (1)
 - The Currant Organic General Store (1)
 - The Parkhill Gazette (1)
 - Tim Hortons (5)
 - Wagner Chiropractic Centre

Progress in WARDSVILLE
May 5, 2008

- Contacts Made: provided promotional package and brochures (#); see details on spreadsheet
 - Babock Community Care Centre (5)
 - Canada Post (10)
 - QUAD County Support Services (3)
 - Thamesville Community Credit Union (10); they will supply their Newbury Office as well

APPENDIX Va

Requests from organizations and individuals for permission to reproduce NFF materials		
Organization requesting permission	Contact name and position	How will materials be used?
Domestic Violence Response Project, North Bay	Linda Milne, Project Manager	To be used in a 12 page newspaper article, for 35,000 homes, outlining warning signs and safety tips.
Government of British Columbia	Linda Gold, Public Affairs Bureau, Ministry of Community Services	Information to be included in a series of brochures on preventing violence against women.
Children's Aid Society, Toronto, North Branch	Ann Fitzpatrick, Community Worker	Brochures to be shared with staff, clients & community partners as education tools and resources.
OPP, Manitoulin Island	Constable Athena LaCarte, Aboriginal Policing Bureau, Integrated Support Services	From the Kanawayhitowin campaign, to use the materials to educate community members and officers.
Neighbours, Friends & Families c/o Marjorie House	Robin Cooper, Project Coordinator	A long lasting billboard with the NFF logo, website, and local supports.
Paramed Home Health Care, Owen Sound	Jordi Lee Bak, RN Supervisor	To be used in a newsletter and in Safety Groups 2008 training on existing safety elements.
Georgian College, Orillia	Deb Stephens, professor	Material intended to teach a Child & Youth Worker course on Family Intervention: Domestic Violence and the Impact on Family.
Durham Family Court Clinic	Suzanne Dunbar, Violence Prevention Officer	Brochures to be used for outreach and referrals with youth and adults.
Paediatric Death Review Committee, Office of the Chief Coroner	Karen Bridgman-Acker, Child Welfare Specialist	To be shared with colleagues who are involved in putting together parenting plans in cases where domestic violence is a factor.
YMCA, Hamilton	Cathie Paed, Chair, Public Awareness and Education Committee – Woman Abuse Working Group	To be used in conjunction with events for Woman Abuse Awareness Month, using information from the website and to be included in PSAs on the radio.
Education Safety Association of Ontario	Ed Hager, Field Consultant, Workplace Violence Prevention Program	To use key awareness points for workplace safety for employees of university, college, school board, library, museum & art centres.
Government of British Columbia	Linda Gold, Public Affairs Bureau, Ministry of Community Services	Warning signs, safety tips, and talking to men, to be used on wallet cards and tear-off sheets.

***Neighbours, Friends and Families:
Preliminary Evaluation Results
February 1, 2007 – February 1, 2008***

Young Muslims Canada	Syed Reza	Post NFF materials on website www.youngmuslims.ca
Lac des Mille Lacs First Nation	Mark Berkan Community Wellness Worker	Use "The Warning Signs to Identify and Help Woman at Risk of Abuse" in Health & Wellness newsletter.
Organization requesting permission	Contact name and position	How will materials be used?
Ernestine's Women's Shelter	Cindy Wagman Fundraising Manager	Reproduce copy from Neighbours Friends and Families safety cards, brochures and kit for to create new resources.
Regional Cancer Program Hôpital régional de Sudbury Regional Hospital	Crystal McCollom Health Planner	Reproduce copy from Neighbours Friends and Families safety cards, brochures and kit for to create new resources.
Seniors' and Women's Partnerships and Information Branch, Ministry of Community Services British Columbia	Ms. Elise Wickson Director	Reproduce copy from Neighbours Friends and Families safety cards, brochures and kit for to create new resources.
The Portage Family Abuse Prevention Centre	Kate Evans	Reproduce copy from Neighbours Friends and Families safety cards, brochures and kit for to create new resources.
Education Safety Association of Ontario	Mr. Ed Hager Field Consultant	Incorporate key points from NFF materials into ESAO materials: - Workplace Violence Prevention Program - Working Alone - Dealing With a Difficult or Angry Person - Violence Prevention in Education - Safety in Special Education
North Bay	Ms. Lacey B. Richmond	Display the NFF logo and contact information on a public service announcement that will appeal to men about the imbalance of power in our society.
Mayor's Task Force to End Woman Abuse London, ON	Ms. Lisa Heslop	Post the Neighbours, Friends and Families brochures on the website www.standingtogether.ca and create links to the NFF site
CTV-Southwestern Ontario	Nadia Matos Reporter	Air the Neighbours, Friends and Families documentary during a special program on domestic violence on CTV South Western Ontario on February 25 th , 2008

***Neighbours, Friends and Families:
Preliminary Evaluation Results
February 1, 2007 – February 1, 2008***

Women's Rural Resource Centre, Strathroy	Kathryn Eggert, Executive Director	Use audio clips from Neighbours Friends and Families T.V. PSAs to create NFF radio PSAs
Organization requesting permission	Contact name and position	How will materials be used?
Neighbours, Friends & Families - Project Coordinator c/o Marjorie House	Robin Cooper, M.H.K., B.Ed.	Use the NFF logo for creation of a billboard
Violence Prevention Program Durham Family Court Clinic	Suzanne Dunbar	Reproduce copy from Neighbours Friends and Families safety cards, brochures and kit for to create new resources.
Kiwassa Neighbourhood Services Association Vancouver, B.C.	Marilyn Gutierrez-Diez Domestic Violence prevention Family Worker	Use NFF kit as a model for working with Spanish speaking community at a World Cafe gathering for LatinoAmerican Social Services workers
Sudbury Coalition to End Violence Against Women	Susan McCormack	Reprint Neighbours, Friends and Families materials in a newspaper article
Family Counselling Centre Sarnia, Ontario	Sandy Taylor, BSW, RSW	Reprint Neighbours, Friends and Families materials in a newspaper ad
Brescia University College	Donnafaye Milton Community Outreach Coordinator	Use NFF materials for a campaign at Brescia College

***Neighbours, Friends and Families:
Preliminary Evaluation Results
February 1, 2007 – February1, 2008***

APPENDIX Vb

Requests from organizations and individuals for permission to reproduce NFF materials	
Ministry of Community Services British Columbia	Lac des Mille Lacs First Nation
Christ Lutheran Church Waterloo Ontario	Mayor's Office City of London, ON
Seniors Supporting Seniors Sexual Assault & Violence Intervention Services (SAVIS) of Halton	Mayor's Task Force to End Woman Abuse London, Ontario
Regional Cancer Program Hôpital régional de Sudbury Regional Hospital	Reporter-VJ CTV-Southwestern Ontario
Soroptimist International of the Americas Canada Region	HAMILTON Woman Abuse Working Group
Mental Health & Addiction Services Saskatoon City Hospital	Portage Family Abuse Prevention Centre
Public Legal Education and Information Service of New Brunswick/ Service public d'éducation et d'information juridiques du Nouveau- Brunswick	Sexual Assault/Domestic Violence Coordinator Greater Sudbury Police Service Criminal Investigations Division
Brescia University College London Ontario	Marjorie House Marathon, ON
Seniors' and Women's Partnerships and Information Branch Ministry of Community Services British Columbia	Police Coordinator, Crime Stoppers of Halton Halton Regional Police Service
Education Safety Association of Ontario	Algoma Public Health
Ontario Women's Directorate Toronto, ON	Family Counselling Centre Sarnia, Ontario
ParaMed Home Health Care Owen Sound ON	Victim Services Coordinator Ah-shawah-bin Victim Support Services Sioux Lookout Ontario
Trillium College, Peterborough Campus Peterborough, ON	Sudbury Coalition to End Violence Against Women
Woman Abuse Working Group Hamilton, ON	Violence Prevention Program Durham Family Court Clinic
Georgian College,	Family Service Guelph

Orillia Campus	Guelph ON
Kiwassa Neighbourhood Services Association Vancouver, BC	Ms. Lacey B. Richmond North Bay, ON
Young Muslims Canada	Linda Gold, BC
Victim/Witness assistance program Province of Ontario	Kate Evans Abuse Prevention Org.
Kathryn Eggert	Ernestine's Women's Shelter
Linda Milne, North Bay	

APPENDIX VII

SUMMARY OF REGIONAL INITIATIVES

A number of regionally coordinated workplace and community initiatives have been undertaken to date. The following provides a summary of activities and training in Southwestern Ontario and the Niagara region.

SW Regional VAW Coordinating Committee

In September 2008, the SW Regional VAW Coordinating Committee set a regional goal to implement the NFF Workplace Champion program in each community with their member agencies – in the spirit of “Be the change”. Five local Coordinating Committees are in the process of becoming Workplace Champions in London, Windsor, Perth, Middlesex, Bruce and Grey counties. (A number of other committees are currently discussing capacity and priorities to join the project.) Participating member agencies will have worked through the 1, 2 and/or 3 level criteria by Dec 2009. The program is being adapted for the Kanawayhitowin campaign so that Aboriginal organizations can participate.

Ontario Ministries working on Level 2 Training	
Ministry of Attorney General	Ministry of Government Services
Court Services	Service Ontario
Ontario Victim Services Secretariat	Ministry of Community Safety and Corrections
Ministry of Children and Youth Services	OMAFRA (Agriculture)
Youth Justice	Ministry of Labour
Ministry of Community and Social Services	Ministry of Health and Long-Term Care
Ministry of Citizenship and Immigration*	Ministry of Finance
Ministry of Education*	Ministry of Environment
Ministry of Training, Colleges and Universities*	Ministry of Transportation
Ministry of Natural Resources	

*all staff have received 1 hour presentation

London Coordinating Committee to End Woman Abuse (LCCEWA)

LCCEWA is a community committee made up of organizations and interested individuals with a common focus to end violence against women. The LCCEWA is also a network of organizations, groups and individuals in London dedicated to ending woman abuse, through leadership and actions that achieve social justice for women and an integrated response to abused women and children.

100% of the LCCEWA membership is engaged in becoming a Champion of the Neighbours, Friends and Families initiative, with most achieving level one and many completing level 2 and working towards level 3.

Through the leadership of the LCCEWA to support and broaden the NFF campaign; and under the leadership of our previous NFF coordinator, the Ontario Public Sector, which is comprised of 21 ministries, have achieved level 3, with 50 trained facilitators across the southwest region. The LCCEWA recognizes that while we directly did not oversee that achievement, we did provide the impetus for this initiative.

Demonstrating our significant endorsement and commitment to NFF locally, the LCCEWA formally created a NFF Standing Committee this year. This committee is responsible to support the LCCEWA members to champion the NFF campaign, track and coordinate local activities, recognize workplace champions in the community, and support the NFF campaign in the community.

Coalition to End Violence Against Women (CEVAW) Niagara Region

On October 24th, 2008 the Coalition to End Violence Against Women (CEVAW) hosted a breakfast forum to launch the Neighbours, Friends and Families campaign, the Stop Family Violence: It's Everybody's Business (IEB), a Niagara community based workplace violence prevention program, as well as a new CEVAW website in Niagara. Over 165 people attended, representing business, labour, education and social services organizations from across the region.

Since the launch, CEVAW has set up a Neighbour Friends and Families Adhoc Committee which to date has accomplished the following:

- Distributed NFF brochures to participants at the launch who indicated they would display and/or distribute at their workplace (25 businesses/agencies, 1150 English, 135 Spanish, 175 Aboriginal)
- Adapted the NFF PowerPoint presentation to reflect local statistics and information on local resources in Niagara
- Recruited 8 members of CEVAW to participate in a half day training on the PowerPoint presentation who are now available to conduct information sessions in the region
- Developed a working relationship with Stop Family Violence: It's Everybody's Business where NFF will provide public awareness for employees in workplaces and IEB will follow up with support for the development family violence prevention policies by employers. Have successfully delivered joint training presentations to Niagara employers (business and industry, government and social services).
- Developed a volunteer job description and expectations of volunteers in order to recruit individuals in Niagara interested in providing NFF information sessions in the community.

- Purchased equipment (laptop and LCD projector and display board) to be used by volunteers conducting information sessions.

These resources have empowered the Niagara community to respond effectively to requests for information and education on family violence and its prevention.

Plans for the upcoming fiscal year include recruitment and training of volunteers (both English and French), continued outreach to workplaces and community organizations, and marketing and promotion of resources and information sessions in conjunction with IEB. Continued financial support is necessary to maintain the on going level of public awareness that is required in order to affect a prevention outcome.

A project Coordinator has been made available through a time limited Trillium grant to facilitate the introduction of family violence prevention with Niagara employers.

“Stop Family Violence it’s everybody’s business” is working with the Niagara Community to provide education to change public attitude so that everyone, whether an employer, a colleague, a friend or neighbour, will view family violence as unacceptable and will act appropriately.

Niagara employers engaged in family violence prevention	
Mountainview Homes	Meredian Credit Union
Hatch Energy	A Child’s World Child Care Services
Canadian Tire Financial Services	Harvey’s Niagara falls
Osprey Media	Curves Fort Erie
Niagara Catholic District School Board	Canada Revenue Agency.
Garden City Family Health Clinic	Scotiabank

West Region

In January 2008, a NFF presentation was made to a council of Ontario Public Service (OPS) Regional Directors from various ministries. The WIC members accepted the challenge and have set an ambitious goal to educate all OPS staff in the West Region across all Ministries. The goal is to reach approximately 7,000 public servants and achieve all three levels of engagement in the West Region in 2009.