



Community Safety

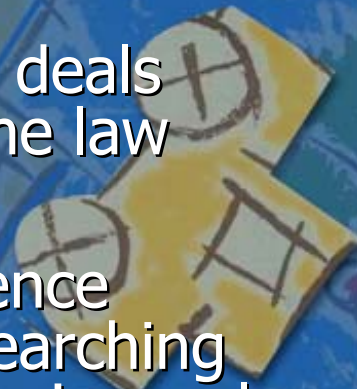
Reaching Abused Women With Key
Family Violence Messages

December 2007



Background

- PLEIS has specialized in developing family violence products for 18 years
- PLEIS created law information training that deals with the myths about family violence and the law
- The ED at PLEIS has conducted family violence research for over 20 years including co-researching recent study on family violence and firearms in rural NB – evidence-based findings need attention
- Establishment of an outreach program in the Miramichi and the make up of the region provided inspiration for piloting a project here





The Partners

- Public Legal Education and Information Service of New Brunswick
- Miramichi Family Violence Outreach Coordinator
- Miramichi Family Violence Partnership Committee





The Funder(s)

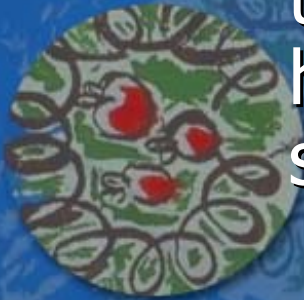
- Status of Women Canada
- PLEIS-NB in-kind (translation)
- Other partners – in-kind (still to be determined)





Project Goals

- To help abused rural women and others in the community recognize that family violence can be linked to firearms misuse, addictions, suicide threats, and abuse of family pets/farm animals – and this increases risk of lethality
- To recognize that we must all work together to identify and remove barriers in order to help women deal with abuse and enhance safety of families and the community





Need for Project

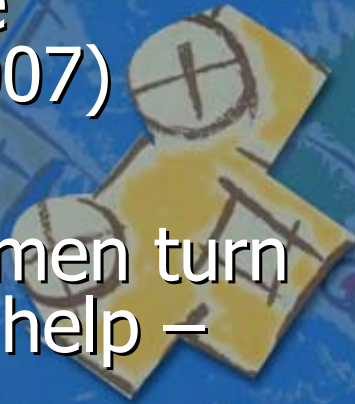
- 50% of New Brunswickers live in rural communities (populations of less than 1,000)
- Literacy levels in NB lowest in Canada
- Many structural barriers - lack of transportation, childcare, resources & outreach services, as well as high levels of poverty and unemployment
- Recent study found rural women experience high levels of firearms victimization and abuse of pets/animals (Doherty and Hornosty, 2007)





Need continued

- Abused rural women in NB study said tradition values encourage family and friends to blame them or minimize the abuse (Doherty & Hornosty, 1998, 2003, 2007)
- Statistics Canada report - abused women turn to friends, family and neighbours for help – not professionals
- Community needs to have the tools to reach out and support abused women – everyone must be aware of how to be part of the solution





Objectives of Project

- Promote awareness of unique issues and barriers faced by abused rural women and profile resources and services available
- Create unique educational tools and resources with key messages and find innovative ways to share these directly with abused women and others in the community – friends, family and neighbours





Objectives continued

- Highlight family and criminal legal issues and remedies that can help abused women
- Develop safety planning tools and strategies to help rural victims experience firearms victimization or abuse of their pets/farm animals
- Assess outcomes and share the resources and strategies with other rural communities across New Brunswick





Activities and Timelines

(Objective #1 – Awareness of barriers and resources)

Activities	Outputs (concrete results)	Timeline
Meet to review project and discuss research on rural family violence	Everyone clear of goals, objects and ready for brainstorming meeting. Create a working document for use at brainstorming sessions	December 2007 
Partners brainstorm barriers and identify resources	Create 4 products (fact sheets) on rural barriers – include firearms misuse, pet abuse and tips to overcome	January 2008 





Activities and Timelines



(Objective #1 – continued)

Activities	Outputs (concrete results)	Timelines
Identify stakeholders. Explain project. Assess interest	Stakeholders come forward to be involved in the project - community rallies to explore issues and promote solutions	January 2008
Meet with PLEIS, MFVPC, community women and other stakeholders to develop a strategy	Create 4 products (fact sheets) on rural barriers – include firearms misuse, pet abuse and tips to overcome	January - March 2008



Activities and Timelines




(Objective #2 – unique educational tools with key messages)

Activities	Outputs (concrete results)	Timelines
Review family violence research - identify key messages Create tools and products with messages	List of key messages (some private – some public) on firearms abuse, pet abuse, etc. Milk cartons, wallet cards, pens, magnets, audio tapes, radio announcements, PSAs, grocery bags, telephone book, etc.	February 2008 
Disseminate tools to women and community in unique ways	Dissemination strategy – identify plan to get info into people's hands at events, country fairs, church dinners, etc.	March 2008 



Activities and Timelines



(Objective #3 – Highlight family and criminal law remedies - messages)

Activities	Outputs (concrete results)	Timelines
<p data-bbox="272 465 620 682">Extract key info from PLEIS & other resources</p> <p data-bbox="272 776 548 936">Brainstorm ways of sharing</p>	<p data-bbox="683 465 1340 631">List of key law related messages and possible formats-lipstick tubes, etc.</p> <p data-bbox="683 719 1367 1051">Strategy includes section on women's safety and sharing information directly with women through well-baby clinics, doctors offices, etc.</p>	<p data-bbox="1404 465 1765 516">February 2008</p> 
<p data-bbox="272 1079 610 1353">Disseminate tools to women and community in unique ways</p> 	<p data-bbox="683 1079 1360 1302">Project partners and assistants travel, attend events, distribute materials to selected locales, etc.</p>	<p data-bbox="1404 1079 1676 1302">March – September 2008 (on-going)</p> 



Activities and Timelines

(Objective #4 – Develop safety plans and strategies that address rural victimization – firearms, pets)

Activities	Outputs (concrete results)	Timelines
Review risk assessment tools – see if they include risks in rural study- firearms and pets	Report on risk assessment tools – who uses what? List of key elements of risk	February 2008 
Create safety plans - women & children -unique tips for protecting pets Create community safety plan	Two resources – safety plan for women and safety plan for community. Strategy to ensure safety – fostering of pers, etc. Unique products with tips.	March – September 2008 (on-going) 



Activities and Timelines

(Objective #5 – Evaluate & share with Family Violence networks across NB)

Activities	Outputs (concrete results)	Timelines
Complete all evaluative tasks	Report on lessons learned, what worked, what could be improved,	October – November 2008
Presentation of the resources and the lesson learned to other groups, networks, government departments, conferences, etc.	PowerPoint Presentation on outcomes Pro-active sharing of findings	December 2008 (on-going)



Next Steps

- Who does what and when?
 - Working Group (involving rural women and stakeholders)
 - Meeting Schedule
 - Other?
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- Questions?





Staying in Touch

If you have any ideas, comments or suggestions for this project, feel free to contact:

- Deborah Doherty or Emily Bell
 - Public Legal Education and Information Service of New Brunswick (506-45-4369)
- Patty Michaud
 - Miramichi Family Violence Outreach Program (506-778-6496)

