



**YWCA**  
CANADA

**WEEK  
WITHOUT  
VIOLENCE**

# **MEDIA KIT**

Get the word out on the  
YWCA Week Without  
Violence®!

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# GETTING THE WORD OUT ON THE YWCA WEEK WITHOUT VIOLENCE®

## GET THE WORD OUT—SIGNS, BANNERS, AND POSTERS

- In all YWCA locations / sites
- In supporting organizations and businesses
- In every meeting or staff common room
- In places where women gather (including bathrooms).
- On every public bulletin board (i.e. public library, shopping centre)
- On display near entrance doors

This small checklist shows that there are many ways to tell people about the *YWCA Week Without Violence*®. Sharing responsibility for these tasks among steering committee members, several staff members and/or volunteers will help you to send your message to a wide audience.

## GET THE WORD OUT

- Put a *YWCA Week Without Violence*® tag line in your email signature
- Put a *YWCA Week Without Violence*® tag line on letterhead to be used in October
- Put a *YWCA Week Without Violence*® message on your fax cover sheet
- Include a message/story on the YWCA Week Without Violence® in your newsletter
- Include a *YWCA Week Without Violence*® message on your computer screensaver
- Mention the *YWCA Week Without Violence*® on your voice mail
- Be sure to include all *YWCA Week Without Violence*® information on your website
- Prepare a brochure with a calendar of *YWCA Week Without Violence*® events

## **MAKING YOUR MESSAGE WORK FOR YOU**

- Every organization needs to constantly maintain its public image and reputation. Try to maintain a clear flow of information about your organization. You can gain public support by letting people know about the crucial role you play in your community.<sup>1</sup>
- Make a media contact list that includes the contact details (phone number and extension, fax, emails and websites) of media staff, publication/air time deadlines. The list should include editors of local sections, reporters, radio and TV correspondents, producers and assignment editors with the types of stories/ information they are interested in.
- Know what you want to say, why you want to say it, who to say it to and how to phrase it. Be able to answer the questions “Why are you doing this? Who are you? Why should anyone care about this issue?”
- Present your organization as one that knows about the community and has front-line experience. If your organization is health and fitness oriented then you might frame a “healthy community” approach to violence prevention through networking with other recreation and sports affiliations. If your organization runs an employment program for women, you could highlight the social and economic inequities related to violence.
- Develop an effective community outreach program that will reach business, community, health, professional and religious organizations in your area. Identify organizations and send introductory letters to request the opportunity to speak to the organization's board or membership. Follow-up to arrange a speaking engagement or to provide more information.
- Use a clear message that is short and to the point. Use it consistently.<sup>2</sup>
- Be prepared. Write a calendar of events, news releases and media advisories early—update them before sending out.

## **MEDIA TIPS AND TOOLS**

- A story isn't a story unless it is interesting.
- It has to look like news or contain a unique human element.
- Tie your story to a recent news event. Describe how survivors and people in the affected communities are taking action.
- Is the event an anniversary event? What's different about it this year?

<sup>1</sup> Nyp, Gary (1998). Bad Press. *Front and Centre* Vol5. No. 1: p.1, 14-15,22. Canadian Centre for Philanthropy. <http://www.ccp.ca/inform/management/market-ing/fc214.htm>

<sup>2</sup> Lewis, Pat. The Science of Spin. [gopher://gopher.well.sf.ca.us/00/Politics/activist.tools/how.to.win/C4](http://gopher://gopher.well.sf.ca.us/00/Politics/activist.tools/how.to.win/C4)

- How does it tie into a national event/issue?
- Instead of simply announcing the week and events, present unique stories that the media may not know about.
- Include recent statistics about violence—the issue is current / immediate.
- **ALWAYS** follow up with a phone call to ensure the PSA / Advisory was received. Ask when it will be run.

### **PUBLIC SERVICE ANNOUNCEMENT (PSA)**

- Makes a simple, 30-second statement about the campaign and its purpose.<sup>3</sup>
- Generates general public awareness about your organization and can help to develop a donor base.

### **MEDIA ADVISORY**

- Includes a dramatic headline to catch the attention of media. Links to recent news events/statistics.
- Notifies the media in advance about a press conference. Send it out about one week in advance and follow up with a phone-call.
- Explains the relevant details (Who, What, Where, When, Why and How—**5Ws and H**) of an event but provides just enough information to attract journalists.

### **PRESS CONFERENCE**

- Provides a spokesperson for a particular event—puts a face to the issue of violence in communities.
- Provides a visual effect and attracts attention. Find an unusual location that is easily accessible or an innovative, eye-catching “hook” (i.e. talking about community violence in a playground).
- This can be time-consuming to organize and require attention to detail.

### **PRESS MEDIA KIT**

- Contains the following:

<sup>3</sup> Robin, Raizel (1998). Public Service Announcements: Are They Worth It? *Front & Centre*. Vol.5, No.5: p.4. Canadian Centre for Philanthropy. <http://www.ccp.ca/information/management/marketing/fc263.htm>

1. A letterhead sheet with your contact information—name and telephone number. An after hours cell or home phone number should also be made available to reporters who may want to reach you
  2. A Press Release outlining the event
  3. Text of a speech from a news conference or related event
  4. A Position Statement
- Distribute the media kit to members of the press at the event. After the event, send to news organizations with a black and white photo of the event along with a caption describing the purpose of the event and listing the people pictured from left to right.
  - Demonstrates to news affiliates that your organization is well organized and one to be taken seriously.

### **PRESS RELEASE**

- Includes dramatic headline to catch attention of media—linking event to recent news / statistics about violence.
- Issued the morning of the press conference or independently on its own (2 to 3 days before the event).
- Distributed to all media outlets (including those that did not attend the conference).
- Written in a factual news style that capitalizes on the **5Ws and H**—use flair and creativity!
- Highlights opinion/concern/goal of organizational spokesperson by using a quote.

### **SEND A PRESS RELEASE FOR THESE OCCASIONS:**

- To announce your participation in the *YWCA Week Without Violence*<sup>®</sup> (adding committed partners and sponsors gives this more news value).
- To list your organization's activities i.e. Public Rally and March Against Violence in the Community on Saturday. Release this early—describe the event briefly in the release.
- To wrap up the events, give highlights and stats of events after the campaign. (Release early on last day for Sunday coverage).

### **LETTERS TO THE EDITOR**

- Praises or criticizes a recent article.
- Corrects or interprets facts in response to an inaccurate or biased article.<sup>4</sup>
- Should be short and simple with clear points and a clear focus on one subject.

<sup>4</sup> [http://www.2020vision.org/resources/r\\_activists.htm#writingletters](http://www.2020vision.org/resources/r_activists.htm#writingletters)

- Requires a quick response (within 24 hours) of a story, the name of the editor, and a follow-up call.

### **OP-ED LETTERS**

- Educates readers about issues relevant to community and policymakers.
- Needs to be framed so that it is relevant to current events- an issue already in the news, a vote scheduled locally, provincially or federally, an important holiday or anniversary.
- Contains text of 300-500 words with a suggested title and your contact information.

### **THE GOOD NEWS STORY**

- Highlights a human-interest aspect of a very specific program or event, ideally something where you can demonstrate a tangible result.
- Can include an interview with someone who can speak positively about the program and how it has affected them personally.
- Should contain a visual component.

### **CALLING A RADIO TALK-SHOW**

- Sends a simple and quick message to respond to issues of interest to local and national radio shows. Identify yourself. Lead with a compelling fact or statistic. Try to relate your comments to the program/question at hand. If appropriate invite listeners who want to become involved in the issue to contact your organization.
- Requires patience (be prepared for busy signals).
- Ask if you can prepare a spokesperson to be a guest on a phone-in radio show on the topic of violence.

### **INTERVIEWING AS A GUEST ON A RADIO OR TELEVISION SHOW**

- Needs advance notice of one to two months.
- Can be used to highlight a high-profile event or wrap-up the week's events.

### **SHARE YOUR SUCCESS!**

Collect and record all media coverage. Clearly label the publication and the date of the radio/television station and show in which it appeared. Keep copies on file. Send copies with your *YWCA Week Without Violence*<sup>®</sup> evaluation to the National office.

## TALKING TO THE PRESS: TIPS FOR SPOKESPERSON(S)

### DO

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- ☑ Make a list of “talking points” to familiarize yourself with the priorities of your message.
- ☑ Anticipate any possible antagonistic questions and have a calm answer prepared. (Usually your most feared question won’t be asked.)
- ☑ Rehearse with a friend or co-worker.
- ☑ Stick to the message.
- ☑ Be neat—wear simple clothes and some make-up for cameras (powder cuts the shine). Wear off-white rather than white.
- ☑ Act confidently; sit comfortably in your chair (cross your legs at the ankle).
- ☑ Look at the reporter to answer questions.
- ☑ Build relationships with a few key reporters.
- ☑ Be prepared and available to answer follow-up questions. Be businesslike. Responding promptly to a reporter is essential in order to get the best coverage and encourage the good will of the media.
- ☑ Always answer directly.

### DO NOT

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- ☒ Allow any interruptions during a print interview. That urgent phone call could end up in the story.
- ☒ Say anything that you wouldn’t want on the record. Act as if the camera or tape recorder is always rolling.
- ☒ Be over-confident. Under pressure, a difficult question might throw you.
- ☒ Digress. A long-winded message dilutes effective coverage and can create problems.
- ☒ Wear clunky jewelry and plaids or checks. (Checks freak out on the camera and will “move” on tape.)
- ☒ Act unsure of yourself. Laugh nervously. Jiggle your hands or feet.
- ☒ Avoid eye contact. Look down at your hands.
- ☒ Fail to show respect and appreciation for journalists’ time and/or support.
- ☒ “Forget” to get back to the reporter.
- ☒ Avoid questions.
- ☒ Do “off the record” interviews.

## TALKING POINTS: POTENTIAL QUESTIONS AND ANSWERS

**Q: DOESN'T THE YWCA JUST PROVIDE SPORTS AND FITNESS FACILITIES? WHAT DOES THAT HAVE TO DO WITH THIS ISSUE?**

**A:** Fitness and recreational facilities are an integral part of a healthy community. Increasing the profile and participation of women in sports is part of our 100-year commitment to promoting the status of women. We also have a long history of providing a variety of services for women and their families across Canada. We have a long-term commitment to anti-violence initiatives, including the development of Canada's first long-term transition house (Munroe House) for abused women and their children.

**Q: WHY SHOULD BUSINESS OR COMMUNITY LEADERS TAKE PART IN THESE EVENTS?**

**A:** Violence has an effect on every facet of a community, including the hard costs of dealing with the fallout. Violence costs communities millions of dollars a year in social and health costs. In BC alone, it costs an estimated \$385 million a year, including policing, incarceration, intervention for assaultive men, mental health services, transition houses and sexual assault centres, and lost work time. This doesn't even include the costs of health care, legal, and court costs, or lost tax revenues. Safe communities offer all of the financial and intangible benefits associated with a better quality of life. The safer our community is, the more people and businesses will want to live and invest in it. And if we want to stop violence before it starts, we need our community leaders to offer resources, education and most of all, their voices of support.

**Q: IN PAST WWV EVENTS, MEN SEEM TO BE SINGLED OUT. IS THIS ANOTHER EXAMPLE OF MALE-BASHING?**

**A:** Actually, the YWCA views this event as an opportunity for men, women and children to work collectively to find solutions to the problem. While it is true that men commit the overwhelming majority of incidents of violence against women, the roots of that violence lie much more broadly—within families, communities and popular culture. Violence touches all of our lives: it affects our sisters, mothers, grandmothers, friends, and daughters. We all have the power to help make the world safer for women in their homes, families and communities. The YWCA's *Week Without Violence*<sup>®</sup> provides a focused opportunity to involve everyone in finding creative ways to make it happen.

**Q: ISN'T BULLYING AND VIOLENCE AMONG CHILDREN A BIGGER ISSUE?**

**A:** Bullying and violence among children and youth is an enormous issue of great concern to all communities. But the fact is, many people don't realize that the violent crime rate has dropped consistently for both male and female youths for four years now.<sup>5</sup> On the other hand, violence against women remains at epidemic proportions across Canada. In 2004, 62 women were murdered by their male spouse.<sup>6</sup>

There were 95,352 admissions of women and dependant children reported from April 1, 2003 to March 31, 2004.<sup>7</sup> It's important that we don't lose sight of this ongoing issue; we still have a tremendous amount of work to do.

<sup>5</sup> Statistics Canada (2000). Crime Statistics 1999. The Daily. <http://www.statcan.ca/Daily/English/000718/d000718a.htm>

<sup>6</sup> Family Violence in Canada: A Statistical Profile 2005. Statistics Canada.

<sup>7</sup> Transition Homes in Canada: National, Provincial and Territorial Fact Sheets 2003/04. Centre for Justice Statistics. Statistics Canada.

**Q: DOES THIS CAMPAIGN REALLY GET AT THE SOURCE OF THE PROBLEM OR IS IT A PRETTY PR CAMPAIGN TO RAISE THE PROFILE OF THE YWCA?**

**A:** The YWCA has been working to promote the status of women for over 100 years. We also have a long history of providing services and support for survivors of violence across Canada. We have a long-term commitment to anti-violence initiatives, including the development of Canada's first long-term transition house (Munroe House) for abused women and their children. The *YWCA Week Without Violence*<sup>®</sup> campaign is a grassroots effort that involves everyone from local police chiefs to school kids in communities across Canada. It provides a week-long opportunity for people to share their stories and find real solutions that work on the ground for different communities.

**Q: I REMEMBER THESE TYPES OF EVENTS FROM THE 70S! WHY IS THIS SO IMPORTANT NOW?**

**A:** Actually, violence against women persists at very high levels across Canada. But public levels of shock and disapproval are decreasing, thanks in part to our popular culture, which in some cases is actually glamorizing violence. Graphic violence is becoming the norm in sports, films, TV, music, and video games. In other words, the problem is just as big now as it was 30 years ago—and it's just as urgent now as it was then.

**Q: WHAT COUNTS AS ABUSE?**

**A:** Abuse has many forms: emotional, verbal, sexual, physical, and economic—such as controlling all the money in the home. Physical abuse alone includes hitting, shoving, slapping, kicking, choking, withholding medication, using a weapon and threatening to assault. Its effects are felt directly, and indirectly. One of the great untold stories is the effect that witnessing abuse has on children. Over the past five years, more than half a million Canadian children have heard or witnessed violence in their homes.<sup>8</sup>

<sup>8</sup> Statistics Canada (2000). Family Violence In Canada 2000. Cat.85-224. <http://www.statcan.ca/english/freepub/85-224-XIE/free.htm>

## SAMPLE PUBLIC SERVICE ANNOUNCEMENT

How different would your life be if you could live it free from fear? Think about it. Are you one of the many Canadians who know what it is to feel fear—at school, at work, on the street or at home? Are there alternatives? We think so. The YWCA of Anytown is hosting one week of activities and events for women, men, children, youth and families. From October 14th-20th we are challenging Canadians to think about what it would take to live even for just one Week Without Violence.

***Imagine a Week Without Violence.  
Now imagine a lifetime.  
Let's make it real!***

For information on the YWCA Week Without Violence® events nearest you, contact the YWCA Anytown at 333-4444 or email [ywcaanytown@web.net](mailto:ywcaanytown@web.net).

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YWCA Anytown is a registered charity under charitable number xxxxx.

*For more information contact:*  
**Jane Smiley**  
Week Without Violence Coordinator  
YWCA Anytown  
555-333-4444 x 224  
[www.ywcaanytown.net](http://www.ywcaanytown.net)

## SAMPLE MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

October 4, 2007

# Just because you think Anytown schools are safe, they may not be

**ANYTOWN, AB**—In the wake of the bullying incident in nearby Someville that left one youth in hospital, many Anytown citizens have voiced shock and disbelief. If it could happen in Someville, could it happen in Anytown? Heidi Baum, YWCA of Anytown Executive Director, along with Tammy George, Outreach Coordinator of the Anytown Aboriginal Friendship Centre and Pat Larch, Regional District School Board Superintendent will be holding a press conference today (October 4, 2007).

Baum, George and Larch will discuss the fact that such a tragic event could occur in Anytown. A quiet, rural town is not immune from violence. As representatives of Anytown's community services, Baum, George and Larch will draw attention to the community service resources available to Anytown residents. They will also highlight the steps that need to be taken to prevent a similar episode from occurring in Anytown.

**WHERE** Morris Park (*playground*)  
500 First Street

**WHEN** October 20, 2007  
11:00 am

*For information contact:*

**Heidi Baum**, *Executive Director*  
YWCA Of Anytown  
555-333-4444 x 560

**Tammy George**, *Outreach Coordinator*  
Anytown Aboriginal Friendship Centre  
555-234-3456 x 45

## SAMPLE PRESS RELEASE

### FOR IMMEDIATE RELEASE

September 27, 2007

## One week after the [name recent tragedy / incident related to violence] in Anytown, the YWCA launches its national Week Without Violence campaign

**ANYTOWN, AB**— The [name recent tragedy / incident related to violence] in Anytown only one week ago is still a shock to this small rural community. YWCA Anytown launches its public awareness, violence prevention campaign to urge all facets of the town to find concrete solutions.

October 15th to October 21, 2006 marks the 10th anniversary of Canada's largest violence prevention initiative, the *YWCA Week Without Violence*<sup>®</sup>. Working with YWCAs and YMCA-YWCAs across Canada, the YWCA Anytown will lead a nationwide effort to bring Canadians together to create solutions to violence in their own communities.

Statistics on Canadian crime and violence tell a complex story. In Anytown, 234 women and 225 children sought emergency shelter to escape a violent partner last year. Depending on who you are and where you work, you may feel that your personal safety is at risk.

The *YWCA Week Without Violence*<sup>®</sup> addresses several forms of violence by highlighting different themes. Highlights of the events organized by the YWCA of Anytown follow the themes of Media Literacy, Harassment in the Workplace and Promoting Wellness. See [www.weekwithoutviolence.ca](http://www.weekwithoutviolence.ca) for a detailed schedule.

"Violence works on many levels. It is something more complex than one person hitting another. We want to encourage people to be healthy and active, to take care of themselves and each other," says Kim Friendly, CEO of the YWCA of Anytown, "We want to help people live violence-free lives at work, school and home."

*For information visit our website at [ywcaanytown.net](http://ywcaanytown.net) or contact:*

**Jane Smiley**, *Week Without Violence Coordinator*

YWCA Of Anytown

555-333-4444 x 560

[jsmiley@ywcaanytown.ca](mailto:jsmiley@ywcaanytown.ca)

## EXAMPLE LETTERS TO THE EDITOR

### **FAMILY VIOLENCE CAN HAPPEN TO ANYONE**

*To the editor:*

Since the Glenrosa murder/suicide on Good Friday there seems to have been a cluster of responses, from both individuals and agencies concerned about violence. It appears to cause people to reflect about violence within the family setting.

Because I work at a women's shelter, my first response was, "Oh, another murder/suicide." I guess after 14 years it no longer shocks me. I even expect it to a degree, yes even here in our quiet corner of the world.

For me the newspaper stories really brought out the reaction in neighbours of shock, horror and disbelief that this could have happened in their neighbourhood, between two people who were perceived as "happy, nice people." What this incident does is dispel the myth that violence only happens between people who are: poor, criminal, mentally unstable or who previously showed signs of violence.

The truth is that family violence takes place behind closed doors and often no one is aware of it until someone reports it, or it reaches an extreme level.

It can also happen to any of us, as perpetrators as well as victims, because within all of us there is the potential for violence as well as altruism. History has demonstrated the human capacity for a wide range of behaviour with genocide on one end of the continuum—a person giving their own life for another on the other end—and just about anything you can imagine in between.

Let us not forget though, that in the case of spousal violence, women are more often the victims and men the perpetrators. "Four out of every five victims of spousal homicide in 1998 were female (Stats Can 1998)." In 1999, only 10 per cent of the homicide suspects in Canada were women (Stats Can).

It's ironic that this recent murder/suicide took place a week before British Columbia's Prevention of Violence Against Women Week, April 23-29. Out of this tragedy can come an opportunity for all of us to look within. We can say, "Oh well, another murder/suicide," and go on about our business, or we can look at our own lives, our own potential to harm someone else. We can do a self assessment of the feelings we are stuffing down. We can listen to how we speak to our spouses, our children. We can talk to them about our relationships and really listen to what they have to say. We can show how much we love and respect each other and discuss what is not working in our relationship. And if we find things that are hard to admit, hard to look at, we can unashamedly seek help. Goodness knows, help is available.

In other words we can be honest with ourselves and others. Hopefully this might result in a better outcome than became the option for Mr. and Mrs. Markland. I sincerely hope people will not let this opportunity pass by.

**KAREN LEBOE**, *Executive Director*  
Central Okanagan Emergency Shelter

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[www.kelownacapnews.com/04501/let1.htm](http://www.kelownacapnews.com/04501/let1.htm)

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October 27, 2000  
Vancouver Sun Letters to the Editor

### **RE: COMMENTARY PAGE - OPINION—JOHN RANTA**

*Dear Sir,*

The BC Institute Against Family Violence supports the new gun control legislation in Canada. When guns are easy to obtain and are stored carelessly, more of them will find their way into hands they should not be in, and more people will be injured and killed, whether they live in urban or rural communities.

Cache Creek Mayor John Ranta's Commentary on Oct. 25 suggests that only urban families support gun control. However studies of family violence in rural communities document women's fear of the use of firearms in domestic violence disputes.

In 1996, 32% of all domestic homicides involved firearms. In the 59 domestic firearm homicides, rifles and shotguns were used in 70% of cases. Legally acquired firearms are also used to threaten and intimidate spouses. Separating spouses are particularly at risk of violence.

And both rural and urban parents are concerned about the safety of children exposed to firearms. Provinces such as Alberta with a high rate of gun ownership also have a high rate of child injury and death from the use of firearms.

When we raise children in an atmosphere where their role models for conflict resolution are violent, and when we make guns readily available, a certain number of needless deaths will arise.

Are we stuck in some romantic but distorted remembrance of the Old West when men were men, right and wrong was cut and dried, and anybody who wanted could get a gun? Or are we willing to practice responsible gun ownership in order to increase the safety of our families?

*Yours truly,*

**PENNY BAIN**, *Executive Director*  
BC Institute Against Family Violence  
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Incorporated under the Society Act

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[www.bcifv.org/hottopics/media/oct27.html](http://www.bcifv.org/hottopics/media/oct27.html)

## Dialogue should be part of our solution to safer schools

Many people are worried about the safety of our schools and our communities. People are asking what they can do to stem violence in their community. They need to believe that they can make a difference. There are no easy answers.

Most of us believe that violence is ugly; it is rooted in ignorance and it is everywhere around us. It is not just in our schools. It is in our workplaces, in our neighbourhoods and in our relationships. We are living in a complex society where violence, gangs, drugs and sports seem to be sensationalized and glorified.

We believe that the Safety in Schools survey mentioned in Chinta Puxley's article in the May 29th issue of this paper (the Hamilton Spectator) is a step in the right direction.<sup>9</sup> We are concerned though that many parents seem to be unaware of the purpose and intent of the survey. We encourage the Education Quality and Accountability Office to communicate more openly with students, parents, educators and community members. Building dialogue will help us all to better understand the threats and dangers that are lurking in our schools.

The survey may be able to shed some light on the number and types of violent incidences that are occurring in our schools. But it won't tell us why violent incidences occur. We believe that the survey will not adequately gauge the depth and complexity of feelings—feelings of fear and discrimination—that our children are coping with. The best way to discover and explore these feelings is to talk about them in an open and caring environment. Violence will not go away on its own. And a survey can't provide an answer for every child in every school.

<sup>9</sup> Puxley, Chinta. (2001) How safe are our schools? *The Hamilton Spectator*. Tue. May 29, 2001. <http://www.hamiltonspectator.com/news/41381.html>

We cannot afford to have any more children hurt by witnessing or experiencing violence either at school or at home. It is time to start working on a solution now. We must find a cooperative approach between students, educators, business and community leaders to reduce violence and discrimination in our schools, workplaces and on our streets.

Our children need a safe and nurturing environment in which to learn. It is not just the responsibility of a school or parent to provide such an environment; it is the responsibility of our whole community.

The **YWCA** is working collaboratively with many schools, service agencies, media, municipal government, police and individual citizens to develop and deliver educational programs and resources. We want to encourage people to find creative and sustainable ways to make our homes, schools, workplaces, and communities safe. Our *YWCA Week Without Violence*<sup>®</sup> campaign, which will be held this year from October 20th to 26th, will feature some of these collaborative efforts.

While we await the results of the survey, we encourage all members of the community to take an active interest in the safety and well-being of your community and to talk about what living violence-free might mean to you, your family and your neighbours.

*Yours truly,*

**Kim Lee**, *Executive Director*

**YWCA** of Anytown

## SAMPLE SPONSOR REQUEST LETTER

Ms. Julia Rodriguez, Human Resource Manager  
Anytown Insurance Co,  
22 Main Street  
Anytown, AB P9P 2T3

June 25, 2007

**Dear Ms. Rodriguez,**

October 20th to 26th, 2002 marks our 7th annual *YWCA Week Without Violence*<sup>®</sup>. Working for over 130 years as a service organization for women and their families, we know that violence continues to be an unwanted part of many peoples' lives. Over the past five years, more than half a million Canadian children have heard or witnessed violence in their homes.<sup>10</sup> We need to act now to prevent more children from experiencing or witnessing violence over their lifetimes.

The *YWCA Week Without Violence*<sup>®</sup> involves a range of activities and discussions that encourage people to talk about the impact of violence in their communities. [Last year, 100 Anytown residents, including 15 minors were charged with violent or petty crimes.] These crimes hurt not only the victims involved, but hurt community members and businesses, as well. We are seeking the support and participation of community members and business leaders who want to be part of the solution to violence.

Last year, our local police chief, Richard Berriault, business leaders, children from Anytown Central Elementary School, and organizations such as the Public Library and the Red Cross, championed the *YWCA Week Without Violence*<sup>®</sup>. More than [50 adults and children] took part in activities that raised awareness of the many different forms of violence. [Students at Anytown Central Elementary School made paper cut-out hands and drew pictures that reinforced the message that "hands are for helping, not hurting."]

This year we hope to reach [100 people] with the support of [The Banner and Vosco's Pizzeria]. We would like to involve you with our plans to [host lunch hour discussions on discrimination in the workplace]. We are asking Human Resource

<sup>10</sup> Statistics Canada (2000). Family Violence In Canada 2000. Cat.85-224. <http://www.statcan.ca/english/freepub/85-224-XIE/free.htm>

Representatives to schedule a one or two-hour training session or workshop on workplace policy issues. These sessions might involve managers and/or staff in discussions about Employee Assistance Programs, Leave and Benefit Policies and other Human Resource policies and practices that deal with fair practices in recruiting, hiring, promoting and performance evaluation.

We are asking you, [Anytown Insurance Co.] to play an active role in violence prevention by hosting a lunch-hour workshop on Wednesday, October 23rd. If you are interested in joining our community initiative but feel that you don't have the human resources available to conduct such a workshop, we could arrange a speaker for you. Or perhaps you'd like to help us reach our campaign goal of \$1500.00 by making a tax-refundable donation of \$100.00 to [the YWCA of Anytown].

We will be honoured to recognize your support with logo recognition in our newsletter and on all locally produced materials. By investing in this initiative you are investing in the lives of many young children, youth and adults. You can be sure that your help will be appreciated! I will be contacting you in the next week to find out what contribution your organization would like to make towards reducing violence in our community. In the meantime, if you have questions or are interested in becoming a sponsor, I can be reached at 555-333-4444 x 224 or via email at [jsmiley@ywcaanytown.ca](mailto:jsmiley@ywcaanytown.ca).

*Sincerely,*

**Jane Smiley**, *Week Without Violence Coordinator*  
YWCA of Anytown

## SAMPLE LETTER TO ELECTED REPRESENTATIVE

Ms. Rutherford, Mayor of Sometown  
City Hall of Sometown  
100 Fortune Avenue  
Sometown, NB, T4G 1J7

July 3, 2007

### **RE: The National YWCA's Week Without Violence Campaign: October 14-20, 2007**

**Dear Mayor Rutherford,**

Can you imagine a week without violence? Now imagine a lifetime. What would it take to make it real?

As part of the 7th annual *YWCA Week Without Violence*<sup>®</sup>, we will be asking these questions to thousands of Canadians across Canada. This year's Campaign will be held from October 14th to 20th, 2007 and will encourage children, youth and adults to imagine their lives without violence. We believe that if we can begin to imagine a life without violence, then we can begin to make it a reality.

Last year, a total of 75,000 Canadians participated in *YWCA Week Without Violence*<sup>®</sup> activities that involved schools and community groups across Canada. These activities encouraged people to think about the values and behaviours that contribute to violence and discrimination in our communities. In Sometown, 80 school children from Sunshine Elementary School drew their vision of a peaceful community on t-shirts. Many of these pictures depicted images of happy families. Sadly this is not the lived reality for the more than half a million Canadian children who have heard or witnessed violence in their homes in the past five years.<sup>11</sup>

In conjunction with Sometown's Chief of Police, Kelly O'Neil, we are organizing a Child I.D. Clinic that will be held from 2:00 pm to 5:00 pm on Wednesday, October 18th at the Sun Valley Mall. We will be holding a Draw at 4:30 pm to wrap-up the event.

As Mayor you can play an important leadership role in raising awareness about violence prevention. We ask you to support the 2007 *YWCA Week Without Violence*<sup>®</sup> by acting as the MC of our Draw. The Draw is planned to be a high-profile event, and is one of a number of events that will take place during the *YWCA Week Without Violence*<sup>®</sup>.

If you have any questions or require more information, please call the YWCA of Sometown at 222-6666 to contact either myself, Yanna Thompson, Chief Executive Officer (x 23), or May Ling, Week Without Violence Coordinator (x 14). We hope that you will join us in making a commitment to the safety and well-being of everybody in our community.

*Sincerely,*

**Yanna Thompson**  
Chief Executive Officer  
YWCA of Sometown

**May Ling**  
Week Without Violence Coordinator  
YWCA of Sometown

<sup>11</sup> Statistics Canada (2000). Family Violence In Canada 2000. Cat.85-224. <http://www.statcan.ca/english/freepub/85-224-XIE/free.htm>

## SAMPLE GOVERNMENT PROCLAMATION

**WHEREAS,**

The *YWCA Week Without Violence*® is a violence prevention campaign led by the **YWCA** of Sometown, a long-standing service organization in this community; and being that October 14th through 20th, 2007 marks the 11th annual *YWCA Week Without Violence*® campaign; and

**WHEREAS,**

The **YWCA** of Sometown is one of 39 Member Associations within **YWCA** Canada that have a hundred year history of community service. Operating in over 200 communities across the nation, the **YWCA** network serves 1 million women, girls and their families every year. Member Associations, like the **YWCA** of Sometown, provide a wide range of programs and services such as shelter, childcare, sports and recreational activities, information and referral services, as well as employment and legal counseling. **YWCA** organizations work actively within the community to deliver programs and services based on values of peace, justice, freedom and equality. The **YWCA** of Sometown, participating with other **YWCA** organizations in the *YWCA Week Without Violence*®, is working towards ensuring the well-being and safety of Canadians; and

**WHEREAS,**

The *YWCA Week Without Violence*® campaign involves children, youth, women and men and focuses on building practical and sustainable alternatives to violence through activities and events at the **YWCA** of Sometown, schools, community organizations, neighbourhoods and workplaces; and

**WHEREAS,**

The campaign provides a series of local and national forums designed to encourage communities to discuss issues of violence and to develop collaborative strategies to eliminate it. Working locally, nationally and worldwide, the *YWCA Week Without Violence*® challenges all Canadians to visualize a community free from violence, and to work towards making it a reality. Taking this opportunity to work for the well-being and safety of the citizens of Sometown:

I/We, \_\_\_\_\_, of \_\_\_\_\_,  
do hereby proclaim October 14th through 20th, 2007 as the *YWCA Week Without Violence*®

In \_\_\_\_\_

In Witness Whereof, \_\_\_\_\_

(SIGNATURES)

(SEALS)

## APPENDIX: ADDITIONAL RESOURCES

To find local statistics try contacting the following community service providers:

- Police/RCMP
- Women's shelters
- Sexual assault centres
- Child and family services
- Women's centres

### ONLINE STATISTICAL RESOURCES

Canadian Race Relations Foundation [www.crr.ca](http://www.crr.ca)

CRIAW [www.criaw-icref.ca](http://www.criaw-icref.ca)

Crime Stoppers [www.canadiancrimestoppers.org](http://www.canadiancrimestoppers.org)

Media Awareness Network [www.media-awareness.ca](http://www.media-awareness.ca)

National Crime Prevention Council Canada

[www.publicsafety.gc.ca/prg/cp/](http://www.publicsafety.gc.ca/prg/cp/)

Ottawa Rape Crisis Centre [www.orcc.net](http://www.orcc.net)

RCMP [www.rcmp-grc.gc.ca](http://www.rcmp-grc.gc.ca)

Statistics Canada [www.statcan.ca](http://www.statcan.ca)

Status of Women Canada [www.swc-cfc.gc.ca](http://www.swc-cfc.gc.ca)

Their reference guide *Finding Data on Women: A Guide to the Major Data Sources at Statistics Canada* (1998) presents information on how and where to find data and statistics on a wide range of economic, social and legal issues related to gender equality at Statistics Canada. It is available free of charge, but many of the survey results are no longer free.

*Order the handbook from:*

**Research Directorate, Status of Women Canada**

360 Albert Street, Suite 700

Ottawa, ON, K1A 1C3

T 613-995-7835

F 613-957-3359

TDD 613-996-1322

[research@swc-cfc.gc.ca](mailto:research@swc-cfc.gc.ca)

### MEDIA RESOURCES

*The Canadian Guide to Managing the Media* by Ed Shiller [www.edshiller.com/books.asp](http://www.edshiller.com/books.asp)

*The Publicity Kit: A Complete Guide for Entrepreneurs, Small Business and Nonprofit Organizations* by Jeanette Smith (John Wiley and Sons, 1995).

Canadian Centre for Philanthropy [www.ccp.ca](http://www.ccp.ca)  
Their website contains many informative articles.

Charity Village has many links to resources and online discussions [www.charityvillage.com](http://www.charityvillage.com)

*Managing the Media: A Guide for Activists* by Carol Fennelly [www.tenant.net/Organize/media.html](http://www.tenant.net/Organize/media.html)