

FOR OFFICE USE ONLY

MEETING DATE YYYY/MM/DD 2020/11/26	MEETING NAME Regional Council
--	---

Attention: Regional Clerk
Regional Municipality of Peel
10 Peel Centre Drive, Suite A
Brampton, ON L6T 4B9
Phone: 905-791-7800 ext. 4582
E-mail: council@peelregion.ca

DATE SUBMITTED YYYY/MM/DD 2020/11/19
--

NAME OF INDIVIDUAL(S) Nancy Polsinelli / Sharon Mayne Devine
--

POSITION(S)/TITLE(S) Commissioner of Health / CEO

NAME OF ORGANIZATION(S) Region of Peel / Catholic Family Services Peel Dufferin and The Davis Centre for Families

E-MAIL nancy.polsinelli@peelregion.ca	TELEPHONE NUMBER (905) 791-7800	EXTENSION 4901
---	---	--------------------------

REASON(S) FOR DELEGATION REQUEST (SUBJECT MATTER TO BE DISCUSSED) Family and Intimate Partner Violence Awareness Campaign 2020 update

A formal presentation will accompany my delegation <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Presentation format: <input checked="" type="checkbox"/> PowerPoint File (.ppt) <input type="checkbox"/> Adobe File or Equivalent (.pdf)		
<input type="checkbox"/> Picture File (.jpg)	<input type="checkbox"/> Video File (.avi,.mpg)	<input type="checkbox"/> Other <input type="text"/>
Additional printed information/materials will be distributed with my delegation : <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Attached		

Note:
Delegates are requested to provide an electronic copy of all background material / presentations to the Clerk's Division at **least ten (10) business days prior** to the meeting date so that it can be included with the agenda package. **In accordance with Procedure By-law 56-2019, as amended, delegates appearing before Regional Council or Committee are requested to limit their remarks to 5 minutes and 10 minutes respectively (approximately 5/10 slides).**

Delegates should make every effort to ensure their presentation material is prepared in an [accessible format](#).

Once the above information is received in the Clerk's Division, you will be contacted by Legislative Services staff to confirm your placement on the appropriate agenda.

Notice with Respect to the Collection of Personal Information
(Municipal Freedom of Information and Protection of Privacy Act)

Personal information contained on this form is authorized under Section 5.4 of the Region of Peel Procedure By-law 56-2019, as amended, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Regional Council or a Committee of Council. The Delegation Request Form will be published in its entirety with the public agenda. The Procedure By-law is a requirement of Section 238(2) of the *Municipal Act, 2001*, as amended. Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. All Regional Council meetings are audio broadcast via the internet and will be posted and available for viewing subsequent to those meetings. Questions about collection may be directed to the Manager of Legislative Services, 10 Peel Centre Drive, Suite A, 5th floor, Brampton, ON L6T 4B9, (905) 791-7800 ext. 4462.

Please save the form to your personal device, then complete and submit via email attachment to council@peelregion.ca

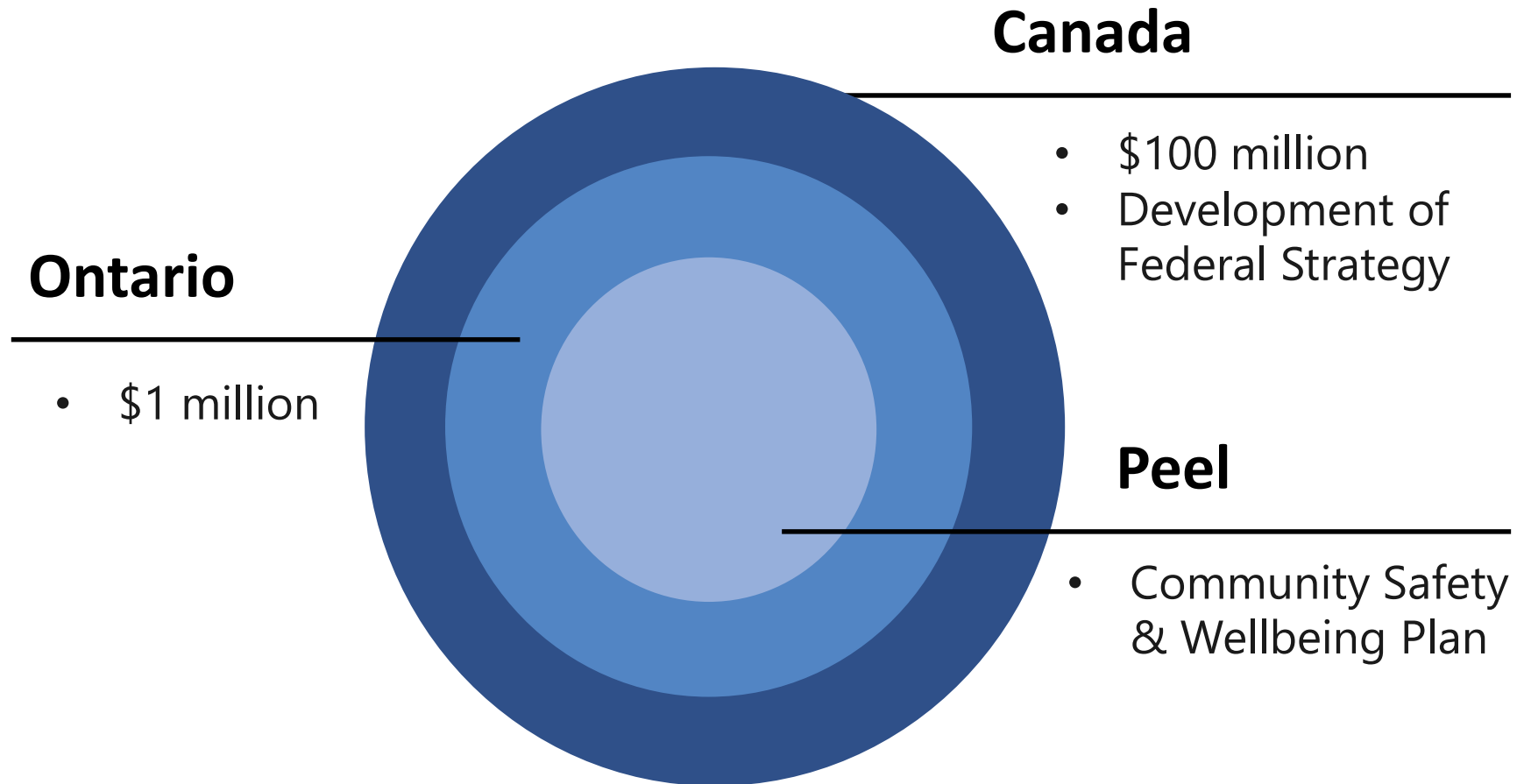
Family & Intimate Partner Violence (FIPV) Awareness Campaign 2020

Sharon Mayne-Devine, CEO, Catholic Family Services Peel Dufferin
Nancy Polsinelli, Commissioner, Health Services Region of Peel

November 25, 2020

7.2-2

Family and Intimate Partner Violence Response



Partners Involved in the Campaign

- This campaign was a joint effort between the Region of Peel, the local municipalities and community organizations.



Year One Goal

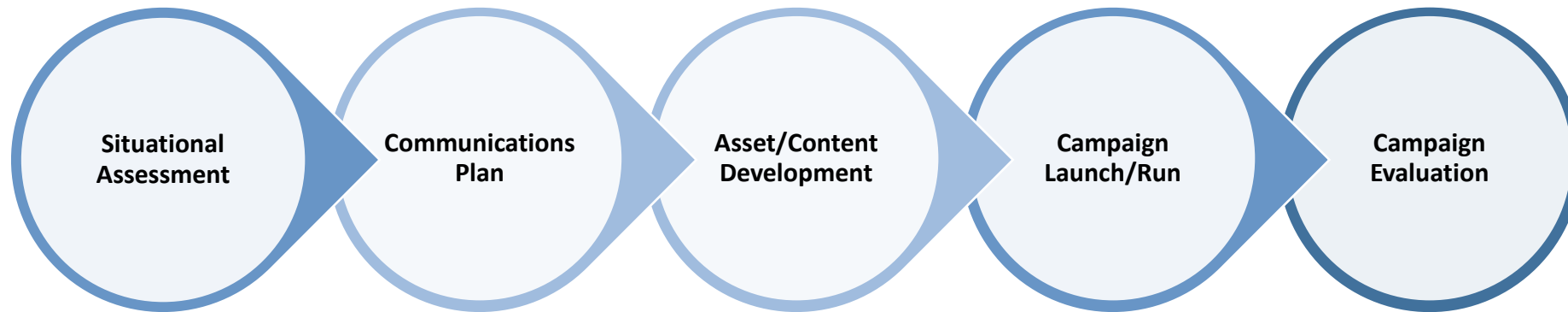
- To raise visibility and awareness among Peel residents on Family and Intimate Partner Violence (FIPV), to support the identification, action and reduction of cases in our Community.

Future campaigns may focus specifically on victims/survivors as well as perpetrators of violence.

Call to Action

- Primary Call to Action: *“If you or someone you know needs support, call 211 toll-free, 24 hours a day, 7 days a week.”*
- Secondary Call to Action: *“If the matter is an emergency, call 911 immediately”*
- *For more information,*
visit: peelregion.ca/ItsNotOkay

Campaign Planning Approach



Understanding the Context

- Facts & figures of the Peel situation
- Detailed statistics from agencies and police
- PEST analysis

Developing the Framework

- Goals & objectives
- Key messages
- Audience
- Call to action
- Measurement

Bringing the Plan to Life

- Social media plan
- Posters
- Infographics
- Video
- Regional website
- Spokesperson selection

Campaign is Active:

Launch:
Nov. 25
to Dec. 6

Run:
Dec. 7 through
2021

Evaluating the Campaign

- Implement measurement and evaluation plan
- Reflect on findings and determine next step



Government
of Canada

Gouvernement
du Canada

Canada





Government of Canada

Gouvernement du Canada



Canada



FAMILY SERVICES of PEELL
Since 1971



United Way
Greater Toronto



Communications/Promotion

Tactics

- ROP Region of Peel web page
- Social media
- Video
- Flyers
- Infographics
- Media
- Connect to Peel
- Councillor newsletters
- Mobile signs

Internal

- Digital screens
- Flyers



It's Not Okay

Family and intimate partner violence is a problem in Peel

There were
13 family and intimate partner homicides
in Peel Region in 2019.

What should you do?

If you or someone you know needs support, **call 2-1-1** toll free, 24 hours a day, 7 days a week.

If the matter is an emergency, call 9-1-1

 **Region of Peel**
working with you

peelregion.ca/ItsNotOkay

This campaign was developed in collaboration with community partners.



This slide contains a video.

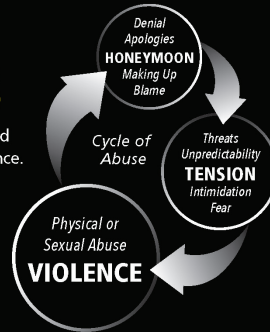
#ItsNotOkay

Family and intimate partner violence is a problem in Peel.

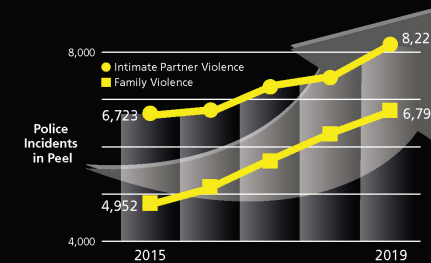
In 2019, police in Peel Region responded to

19,123

incidents of family and intimate partner violence. Those are just the incidents that are **reported**.

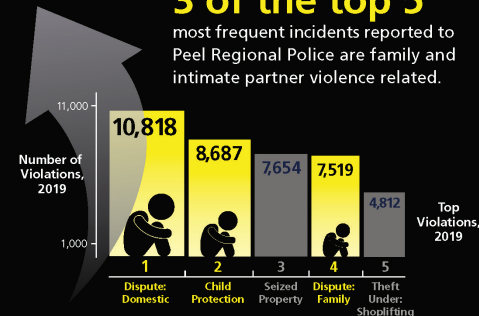


Reports of family and intimate partner violence in Peel Region have **grown every year**.



3 of the top 5

most frequent incidents reported to Peel Regional Police are family and intimate partner violence related.



Average rate of family and intimate partner incidents investigated by Peel Regional Police in 2019:



What should you do?

If you or someone you know needs support with family or intimate partner violence, **call 2-1-1** 24 hours a day, 7 days a week.

If the matter is an emergency, call 9-1-1.



peelregion.ca/ItsNotOkay

This campaign was developed in collaboration with community partners.

Next Steps

- Ongoing Measurement and Monitoring
- Annual Campaign

Thank you