

## MAKE A DIFFERENCE | BE A LEADER CAMPAIGN

### Background and Introduction

This social media campaign has been developed as part of our *Breaking Silence Building Communities* Project which was generously funded by Women and Gender Equality Canada.

The project included a series of three knowledge transfer conferences that engaged public safety, healthcare, education, researchers, experts, and survivors who provided commentary on work being done to identify, detect and prevent intimate partner violence, gaps that exist and leading research that is happening.

To craft the campaign, we identified themes regarding gaps and lessons learned from the conference sessions, conducted a needs assessment survey and engaged community members who work with and support women escaping domestic or intimate/interpersonal violence and those who are survivors in a workshop. We identified "leaders" in the community which includes our visible leaders such as healthcare workers, first responders and education workers as well as our workplaces, community centers and everyday people who want to make a difference.

We define a leader as "any individual who actively and positively contributes to the betterment and progress of a community." The term "leaders" encompasses a diverse group of individuals who have formal and informal roles, who actively engage in activities that contribute to the development, cohesion, and improvement in the communities in which we live and serve.

The stakeholder groups identified that leaders in the community didn't feel empowered to make change, were unaware that intimate or interpersonal violence was a critical and escalating issue and that generally there was a lack of awareness of how to take intentional action toward prevention. Our Make a Difference | Be a Leader campaign has been designed specifically to address these identified issues.

### PURPOSE

The purpose of the *Make a Difference | Be a Leader* campaign is to:

- Increase awareness of intimate and interpersonal violence in Canada and highlight the impact occurs in every neighbourhood and within in all racial communities, economic and age groups, and sexual orientations.
- Highlight that domestic violence or intimate partner violence is a critical and escalating issue.
- Help leaders take intentional action to identify and prevent intimate and interpersonal violence within their communities.

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### OVERVIEW OF MATERIALS

The campaign uses the simplicity of an asterisk in red or yellow to tell the story and highlight who might be experiencing domestic violence, or where it is occurring, as well as who might be a leader in the community. The asterisk remains the constant throughout the campaign to tell the story (see sample below).

The campaign does specifically target first responders, healthcare, and education workers, however you will also see depictions of other types of leaders such as coaches, religious leaders and other community members. This is done in an effort to highlight that we all can be leaders and make a difference.



### Campaign Materials

The campaign materials include:

- **Make a Difference Be a Leader Video:** this short video tells a story highlighting the impacts of domestic violence/intimate partner violence on Canadian women and girls.
- **Social Media Cards.** The social media cards either present a fact that may be unknown to some in our communities (statistic cards), or a specific and intentional action that a leader can take to help address violence experienced by women in our communities (leader cards).
- **Website Landing Page:** The site that the cards direct individuals to provides tip sheets and resources that the leaders can use to educate themselves about domestic violence and actions they can take to identify, prevent, and support those who are experiencing domestic, or intimate partner violence.

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### Target Audience

**Primary Audience** – the primary audience of the campaign are the visible leaders in the first responders, healthcare, and education sectors.

**Secondary Audience** – all community leaders which includes any individual who actively and positively contributes to the betterment and progress of a community such as religious leaders, community center workers, business owners, managers and leaders, coaches, and individuals within the community.

### Usage Guidelines

The usage guidelines are as follows:

- The campaign materials are available for general use, for tracking purposes please email [hopeconference@abusehurts.ca](mailto:hopeconference@abusehurts.ca) if you are planning to use the materials in your social media.
- The campaign materials should be used as presented. The cards are designed utilizing a square post that is 1080 pt by 1080 pt at a 1:1 aspect ratio. The cards should be used in this matter and should not be cropped, resized, recoloured or reformatted.
- The Abuse Hurts logo, campaign theme, key message and asterisk should always be visible within the post.

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### Engagement Strategies

The following are suggested engagement strategies for which these materials could be used:

- Educational – to highlight statistics related to domestic or intimate partner violence.
- Call to Action – Use the compelling message to motivate leaders to engage with the campaign materials, visit the website and access resources.
- Storytelling campaign – encourage leaders to tell their story and share resources and steps that they took to help someone experiencing domestic or intimate partner violence.
- Leader Spotlight – feature a profile of a community leader who is actively involved in support of addressing domestic violence and women who experience domestic violence, share examples of initiatives or projects lead by community members aimed at preventing violence and promoting healthy relationships.
- Create Polls or Survey's – to gauge the audiences' awareness or host live sessions to answer questions and provide guidance to community leaders on prevention.

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### #Hashtags

The following table outlines some suggested hashtags to use with this campaign. When using a hashtag make sure to research the popularity and relevance of the hashtag on the particular social media platform and use or adjust as needed based on the platform's audience and trends.

Campaign Specific	General Advocacy	Target Audiences
#MakeADifference #BeALeader #CommunityLeaders #TakeAction #ChangeStartsWithUs #EmpowerChange #AsteriskCampaign #LeadershipMatters	#EndViolence #PreventGBV #EducateEmpowerEngage #DVawareness #DomesticViolenceAwareness #IPViolence #EndGBV #SupportingSurvivors	#FirstResponders #HealthcareLeaders #EducationLeaders #CommunityBuilders #Coaches #BusinessLeaders #LeadershipInAction #EverydayLeaders

## Thank You!

In conclusion, the Make a Difference | Be a Leader campaign stands as a beacon of hope and empowerment in the fight against intimate and interpersonal violence. We see this as one small step that people can take to Break Silence and Build Communities by raising awareness, inspiring action and fostering foster positive change within our communities. We believe that by harnessing the power of leadership, advocacy, and community we can create a safer and more supportive environment for all individuals affected by domestic violence.

Thank you to all the community partners, leaders, and supporters who want to join us in this campaign. Let's continue to stand together, amplify our voices, and empower one another to create a world free from violence. We believe that together, we can truly make a difference.

If you have any additional questions about the campaign or the materials, please reach out to us at [hopeconference@abusehurts.ca](mailto:hopeconference@abusehurts.ca).