

2011



*Purple Ribbon Campaign  
Against Violence*

Dear Teacher,

This Teacher's Resource Guide is designed to provide resources you may use in your classroom as a basis for expanded discussion and student learning about Prince Edward Island's Purple Ribbon Campaign Against Violence.

This year, the Purple Ribbon Campaign marks the 22nd anniversary of the Montreal Massacre, in which 14 women were murdered at their engineering school in Montreal. They were singled out and murdered because they were women. This staggering national event occurred only weeks after a PEI woman was murdered. And in the years since the Massacre, seven more women have been murdered on Prince Edward Island by men they knew. Over the same years, the community has worked hard to develop violence prevention programs to ensure events like the Montreal Massacre or the murders of Island women do not have to happen again. Over the past decades, young people like your students have shown a strong interest in violence prevention and a keenness to learn what they can do.

This Resource Guide for PEI Teachers was designed especially with grade seven Social Studies teachers in mind. We have included the content of this year's Purple Ribbon information card and have suggested connections to curriculum, pointers for discussion, activities for students, and additional sources. We have also included copies of each handout for your classroom.

As we mark the years since the Montreal Massacre, we are aware that two decades is like an eternity for many young people. In 1989, your students were not even born. We hope that some of the resources we have prepared will make the Purple Ribbon Campaign materials more accessible to your students and allow them to participate more fully in the Campaign if they wish to. We hope that using this resource guide makes the symbol of the purple ribbon and its association with action against violence more usable by young people.

We welcome your questions, comments, and feedback. Please complete and send in the evaluation form in this package.

Sincerely,

Diane Kays, Chairperson

**About the Purple Ribbon Campaign**

Every year since 1991, the PEI Advisory Council on the Status of Women has coordinated a Purple Ribbon Campaign Against Violence. Again this year, volunteers from across Prince Edward Island – individuals, church groups, youth groups, Women's Institute members, and school groups – will spend hours pinning purple ribbons to thousands of bilingual information cards. Volunteers help distribute these ribbons across the Island to raise awareness of violence issues and to encourage people to work together towards an end to violence.

Thousands of Islanders wear purple ribbons during the week of December 6 to mark the National Day of Remembrance and Action on Violence Against Women. The ribbons are also worn during Family Violence Prevention Week (February 12-18, 2012) as a sign that they stand up against violence.

## Curriculum Connections

The grade seven Social Studies curriculum, with its focus on empowerment, provides an exceptional opportunity to look at the dynamics of family violence and violence against women. The social reform movements that sprang from the late 19th and 20th centuries and led to agitation for health reform, prison reform, improved living and working conditions, and more rights and opportunities for women, are continuous with action for social and political reform and for social change related to violence today.

In 1900 a woman was under the complete legal authority of her father or her husband. She had no legal rights after marriage. She could not own property, sign legal documents, or make binding decisions about her children. An Act to confer the Electoral Franchise upon Canadian women was passed, effective January 1, 1919, but it wasn't until 1929 that women were considered "persons" under the law and eligible to serve in the Senate. Women on PEI were eligible to vote in 1922. The continued vulnerability of historically disempowered groups such as newcomers to Canada and Aboriginal Canadians comes clear in examinations of violence, as well.

### Slow Change

Consider the problem of "Slow Change" highlighted on page 253, which states that "Women who were recent immigrants or from minority groups continued to be the most disempowered. They face the same discrimination as other women, plus discrimination because of their backgrounds."

The Sisters in Spirit project led by the Native Women's Association of Canada highlights ways in which Aboriginal women in Canada continue to be more vulnerable to racialized and sexualized violence against women.

*Resources: [www.nwac.ca/programs/sis-research](http://www.nwac.ca/programs/sis-research) for Sisters in Spirit research reports and resources, including awareness and education materials.*

### Questions to Supplement the Textbook

In the textbook *Changing Your World: Investigating Empowerment*, Chapter 13 on Women and Social Reform (pp. 241-57) focuses on how and why women worked to become more politically empowered at the beginning of the 20th century, towards a goal of

equal voting rights.

Below are some questions and suggestions that might help students compare and contrast the social reforms of the first 20 years of the 20th century and the more than 20 years since 1989.

The Women's Christian Temperance Union, The Toronto Women's Literary Club, Women's Institutes, and other organizations were important to the social reform movement for women's voting rights. Students might wish to explore questions like these:

1. What organizations have been active in pressing for changes that eliminate family violence?
2. What methods and tools have individuals and organizations used to raise awareness or bring about change?
3. What changes have come about?
4. How can we tell if these changes are making a difference or not?

### What Students Can Do

The Purple Ribbon Campaign provides an ideal outlet for students to apply ideas of "active citizenship" (p. 256) or to "Take Action on an Issue" (p. 257) with their own activities.

The *20 Ways Young People Can Help End Violence Against Women and Children* handout provided in this package is a good starting point for discussion. S.A.V.E. (Students Against Violence Everywhere) is a local student organization that is learning about and working against violence. Their website includes resources, videos, and connections with PEI students who are active citizens: [www.savepei.com](http://www.savepei.com)

*Resource: The "20 Ways Young People Can Help End Violence Against Women and Children," provided in this package.*

### Neighbours, Friends, and Family

The PEI Premier's Action Committee on Family Violence Prevention released an excellent resource in 2011. The brochure "Neighbours, Friends, and Families: You Can Help Prevent and Respond to Abuse in Your Community" is available from the Premier's Action Committee here: [stopfamilyviolence.pe.ca](http://stopfamilyviolence.pe.ca).

*Direct download: [gov.pe.ca/photos/original/FVNB\\_2011.pdf](http://gov.pe.ca/photos/original/FVNB_2011.pdf)*

## 2011 Purple Ribbon Campaign Against Violence

Violence and abuse against women and children are criminal offences.

It is not a crime to end a relationship.

And yet, the cost of accessing the justice system for help with family matters is almost criminal.

### Access to Justice for Family Law

About 20% of all Islanders receiving social assistance on PEI are single-parent families. That's 700 families. Over 80% of single-parent families are led by women.<sup>1</sup>

Support for separations matters: In more than half of wife abuse cases referred to PEI Victim Services, the victim and suspect were currently married or common-law partners – not dating partners or exes.<sup>2</sup>

Average cost for legal fees in Atlantic Canada for

- an uncontested divorce: \$1,493
- a contested divorce: \$9,591
- a separation agreement: \$1,477
- a child custody and support agreement: \$1,645<sup>3</sup>

### Take Action!

➤ Help advocate for improved access to the justice system in Prince Edward Island. Find out more here: [accessjusticepei.wordpress.com](http://accessjusticepei.wordpress.com)

➤ If you can, donate to an organization actively working to end violence against women.

➤ Wear a Purple Ribbon and encourage others:

- November 25: UN International Day for the Elimination of Violence Against Women
- December 6: Canada's National Day of Remembrance and Action on Violence Against Women
- February 12-18, 2012: PEI's Family Violence Prevention Week
- Any day you stand in solidarity with women and children who experience violence

If you are experiencing violence in your relationship call Anderson House Women's Shelter at 1-800-240-9894, Family Violence Prevention Services Outreach at 1-800-240-9894, or Chief Mary Bernard Memorial Women's Shelter at 902-831-2332.

PEI Advisory Council on the Status of Women  
Sherwood Business Centre (161 St. Peter's Rd)  
PO Box 2000, Charlottetown, PE C1A 7N8



902-368-4510  
[www.gov.pe.ca/acsw](http://www.gov.pe.ca/acsw)  
[peistatusofwomen@eastlink.ca](mailto:peistatusofwomen@eastlink.ca)

## On-line Resources

### PEI Advisory Council on the Status of Women

[gov.pe.ca/acsw](http://gov.pe.ca/acsw) (website)  
[peiacsw.wordpress.com](http://peiacsw.wordpress.com) (blog)

### PEI Family Violence Prevention Services Inc.

[fvps.ca](http://fvps.ca)

### Premier's Action Committee on Family Violence Prevention

[stopfamilyviolence.pe.ca](http://stopfamilyviolence.pe.ca)

### PEI Rape and Sexual Assault Centre

[peirsac.org](http://peirsac.org)

### Women in PEI: A Statistical Review 2010

[gov.pe.ca/photos/original/Women\\_Stat2010.pdf](http://gov.pe.ca/photos/original/Women_Stat2010.pdf)

### Respect Women (Newfoundland & Labrador)

[respectwomen.ca](http://respectwomen.ca)

### YWCA Research

[ywacacanada.ca](http://ywacacanada.ca)

### Shelternet

[shelternet.ca](http://shelternet.ca)

### Amnesty International

[amnesty.ca/campaigns/svaw\\_overview.php](http://amnesty.ca/campaigns/svaw_overview.php)

### White Ribbon Campaign for Men

[whiteribbon.ca](http://whiteribbon.ca)

### Sisters in Spirit Research

[nwac.ca/programs/sis-research](http://nwac.ca/programs/sis-research)

### Students Against Violence Everywhere - PEI (S.A.V.E.)

[savepei.com](http://savepei.com)

## Campaign for Access to Justice

This year, the Purple Ribbon Campaign is inviting people to take action by writing to the PEI provincial government to ask for commitment and action on access to justice issues. At [accessjusticepei.wordpress.com](http://accessjusticepei.wordpress.com) you will find

- background information about access to justice issues
- templates and ideas for letters to government
- printable postcards, and more.

New resources and information from events related to access to justice will be added.

Visit [accesstojusticepei.wordpress.com](http://accesstojusticepei.wordpress.com)

<sup>1</sup> Preventing and Reducing Poverty in Prince Edward Island: A Strategy for Engagement [http://www.gov.pe.ca/photos/original/cssl\\_povertyred.pdf](http://www.gov.pe.ca/photos/original/cssl_povertyred.pdf)

<sup>2</sup> Women in PEI: A Statistical Profile, 2010  
[http://www.gov.pe.ca/photos/original/Women\\_Stat2010.pdf](http://www.gov.pe.ca/photos/original/Women_Stat2010.pdf)

<sup>3</sup> Canadian Lawyer Magazine "The Going Rate 2011"  
<http://www.canadianlawyermag.com/3740/the-going-rate-canadian-lawyers-2011-legal-fees-survey.html>

## Interactive Activities

### PIN RIBBONS

In November, your class can get hands-on with the Purple Ribbon Campaign by pinning ribbons to information cards to distribute throughout your school. Materials are free and available through the PEI Advisory Council on the Status of Women by calling 902-368-4510 or e-mailing [peipurpleribbon@eastlink.ca](mailto:peipurpleribbon@eastlink.ca)

### TRAVEL IN TIME

In February 2010, the PEI Advisory Council on the Status of Women released a video for the 20th Anniversary of the 1989 Montreal Massacre. View the five-minute video at this URL [vimeo.com/9444976](http://vimeo.com/9444976) or follow links from our Website at [gov.pe.ca/acsw](http://gov.pe.ca/acsw).

### ATTEND A MEMORIAL SERVICE

Many communities across the Island hold memorial services for victims of violence on or near December 6. Visit [gov.pe.ca/acsw](http://gov.pe.ca/acsw) for memorial details.

### VISIT THE LEGISLATURE

Usually, if the PEI Legislature is sitting close to December 6, MLAs make speeches and statements in the House about violence against women. Call the Interministerial Women's Secretariat about possible dates this could happen: 902-368-6494.

### ORDER POSTERS

Status of Women Canada produces a poster each year for December 6, the National Day of Remembrance and Action on Violence Against Women. You can order these for your class free of charge. Visit [www.swc-cfc.gc.ca](http://www.swc-cfc.gc.ca)

### INVITE A SPEAKER

The PEI Advisory Council on the Status of Women has a list of experts in the PEI community who are available to speak to school groups. Call 902-368-4510 for suggestions.

### PRINT HANDOUTS FOR YOUR CLASS

To download viewable or printable PDFs of all handouts in this package, visit [gov.pe.ca/acsw](http://gov.pe.ca/acsw) and follow the prominent link for **PURPLE RIBBON RESOURCES FOR TEACHERS**. All handouts may be copied and shared as much as you wish. No special permission required.

## List of Handouts/ Resources

In this package, you will find the following handouts developed by the PEI Advisory Council on the Status of Women as resources for PEI teachers for the 2010 Purple Ribbon Campaign. You may copy, use, and distribute these freely.

- **Background: What Is the PEI Purple Ribbon Campaign Against Violence** (1 page): Answers to frequently asked questions about the Purple Ribbon Campaign.
- **20 Ways You Can Help End Violence** (1 page): A list of 20 practical, hands-on actions any student can do to help prevent and end bullying, relationship violence, family violence, and other forms of violence against women and children.

Last year's "2010 Teachers Resource Guide" contains additional resources developed after the 20th Anniversary of the Montreal Massacre. You may download these by visiting [www.gov.pe.ca/acsw/index.php3?number=1036193](http://www.gov.pe.ca/acsw/index.php3?number=1036193) or call 902-368-4510.



Prince Edward Island Advisory Council on the Status of Women  
 PO Box 2000 (161 St. Peter's Road), Charlottetown, PE C1A 7N8  
 phone: 902.368.4510 email: [peistatusofwomen@eastlink.ca](mailto:peistatusofwomen@eastlink.ca)  
 website: [gov.pe.ca/acsw](http://gov.pe.ca/acsw) blog: [peiacsw.wordpress.com](http://peiacsw.wordpress.com)

# 20 WAYS YOU CAN HELP END VIOLENCE



**1...LISTEN WELL** because by your words and actions, you let the people in your life know you are someone safe to talk to if they need help.

**2...BELIEVE IT** when someone tells you they are experiencing bullying, abuse, fear, or violence.

**3...SUPPORT VICTIMS** not the bully or abuser, if you see someone being bullied, abused, or hurt.

**4...TRUST YOURSELF** if you sense that someone you care about isn't safe. If you see, hear, or suspect violence, get help. Don't put yourself in danger. Call: Children's Help Phone 1-800-668-6868 or Anderson House Shelter 1-800-240-9894.

**5...GET HELP** that empowers you if you have been abused, or if you fear being abused. Talk to an adult you trust, like a parent or school counsellor.

**6...TALK** about violence with your friends, classmates, family, neighbours, teachers, and community.

**7...RESPECT WOMEN** and girls – their bodies, minds, and spirits – equally with men and boys. Treat others with respect and fairness.

**8...FIND OUT** about women's history and the situation of women in your community, your country, and around the world.

**9...SPEAK OUT** against negative media images that glorify violence and against jokes, insults, and stereotypes that demean and disrespect women, children, or others.

**10...VOLUNTEER** with organizations that are actively working to end violence; encourage organizations you already volunteer with to stand up against violence. Students Against Violence Everywhere (S.A.V.E.) has several chapters in PEI schools. To learn more visit their website at [www.savepei.com](http://www.savepei.com).

**11...BE** the best "you" you can be – reject roles you are assigned as a "boy" or "girl" or "woman" or "man" that limit your choices and identities.

**12...RECOGNIZE YOUR ROLE** in prejudices – sexism, racism, classism, ableism, and heterosexism. Take responsibility for changing your own attitudes and actions.

**13...LEARN** to express your anger in non-violent ways.

**14...STOP** making excuses for your own violent or abusive actions or those of your classmates, families, or friends.

**15...LOOK OUT** for unhealthy dating behaviour (like blaming the other dating partner for all the problems, threatening to hurt yourself or your partner, acting extremely jealous, isolating a partner from their friends, trying to control the other person, pressuring for sex, or insulting, criticizing, and demeaning a dating partner).

**16...TAKE A STAND** against bullying behaviours (punching, shoving and other acts that hurt people physically, spreading bad rumours about people, keeping certain people out of a group, teasing people in a mean way getting certain people to "gang up" on others).

**17...REMEMBER** that abuse, bullying, and violence don't happen because victims deserve it or because they are "asking" for it: don't blame victims.

**18...ENCOURAGE** someone who acts violently to get help – but only if you are really sure you are safe to do so.

**19...TREAT** yourself and other people with respect and fairness.

**20...HAVE PEACE** as your goal.

***Purple Ribbon Campaign Against Violence***  
A project of the PEI Advisory Council on the Status of Women

# BACKGROUND



## Purple Ribbon Campaign Against Violence

A project of the PEI Advisory Council on the Status of Women

### What is the PEI Purple Ribbon Campaign Against Violence? How did it start?

On December 6, 1989, 14 women were murdered at l'École Polytechnique in Montreal. They were murdered because they were women.

Since 1991, the Prince Edward Island Advisory Council on the Status of Women has organized its Purple Ribbon Campaign Against Violence.

The PEI Advisory Council on the Status of Women, asks Islanders to wear purple ribbons in remembrance of the 14 women slain at l'École Polytechnique in Montreal and to raise awareness about violence against women and children here on PEI and throughout the world.

Every year, hundreds of Island women and children are the victims of violence. The message of the Purple Ribbon Campaign is that this has got to stop. We must remember the 14 young women in Montreal who were murdered because they were women, and we must act to end violence against women and children.

On December 6, women across Canada often say,

*"First mourn, then work for change."*

### Why is there a Purple Ribbon Campaign?

The purposes of the Purple Ribbon Campaign are to:

- Remember the fourteen women who died in Montreal on December 6, 1989
- Remember all women who have died violently and the many thousands who continue to live with abuse
- Raise awareness about violence against women and children

### Who organizes the Purple Ribbon Campaign?

The Purple Ribbon Campaign is a project of the PEI Advisory Council on the Status of Women, an arms-length advisory agency of government. Many people across the province volunteer their time to ensure a wide distribution of ribbons. The campaign each year sees increasing numbers of women, men, and youth wearing ribbons.

### When did the Purple Ribbon Campaign begin?

The Purple Ribbon Campaign was initiated in 1991. It started out relatively small with the Advisory Council handing out about 500 ribbons. This year, the Advisory Council will distribute more than 10,000 bilingual information cards and ribbons.

### Why the colour purple?

Purple has long been the colour of the women's movement, beginning with the suffragettes. It's a symbol of pain and suffering but also of power, spirituality, and transformation.

### When do we wear the purple ribbon?

Wear the ribbon between November 25, the International Day for Elimination of Violence Against Women and December 6, the National Day of Remembrance and Action on Violence Against Women. The ribbons can also be worn during PEI Family Violence Prevention Week every February. Some people choose to wear ribbons year-round, to show support for an end to violence against women and children

### Should men and boys wear a purple ribbon?

Yes. Wearing a purple ribbon is an opportunity for men and boys, as well as women and girls, to remember and acknowledge violence against women and to support the work against violence against women.

In some parts of Canada, men wear a white ribbon instead. The White Ribbon Campaign is a campaign by and for men, originating in Toronto. The white ribbon is usually worn by men only. If men on PEI choose to wear a white ribbon, we ask that they also wear a purple ribbon.

PEI Advisory Council on the Status of Women  
PO Box 2000 (161 St. Peter's Road)  
Charlottetown, PE C1A 7N8

phone: 902.368.4510

email: [peistatusofwomen@eastlink.ca](mailto:peistatusofwomen@eastlink.ca)

website: [gov.pe.ca/acsw](http://gov.pe.ca/acsw)

blog: [peiactsw.wordpress.com](http://peiactsw.wordpress.com)



## Evaluation Form – Resource Guide for PEI Grade 7 Teachers

### *Purple Ribbon Campaign Against Violence*

This teacher's guide is a pilot project, and we at the PEI Advisory Council on the Status of Women welcome your comments and feedback. Please take a few minutes to fill out this evaluation and return it to the Advisory Council via interoffice mail.

On a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, please grade the following:

1. **Overall, I found the Resource Guide to be a useful resource for my students.**

Strongly Disagree    ①    ②    ③    ④    ⑤    ⑥    ⑦    ⑧    ⑨    ⑩    Strongly Agree

2. **The Resource Guide is easy to read.**

Strongly Disagree    ①    ②    ③    ④    ⑤    ⑥    ⑦    ⑧    ⑨    ⑩    Strongly Agree

3. **I found the handout *Background: What is the PEI Purple Ribbon Campaign Against Violence* to be a useful resource for my students.**

Strongly Disagree    ①    ②    ③    ④    ⑤    ⑥    ⑦    ⑧    ⑨    ⑩    Strongly Agree

4. **I found the handout *20 Ways You Can Help End Violence* to be a useful resource for my students.**

Strongly Disagree    ①    ②    ③    ④    ⑤    ⑥    ⑦    ⑧    ⑨    ⑩    Strongly Agree

5. **The Resource Guide, Handouts and Resource are designed well and contain appealing and effective graphic elements.**

Strongly Disagree    ①    ②    ③    ④    ⑤    ⑥    ⑦    ⑧    ⑨    ⑩    Strongly Agree

**Additional comments welcomed.**

*Thank you!*



Prince Edward Island Advisory Council on the Status of Women  
PO Box 2000 (161 St. Peter's Road), Charlottetown, PE C1A 7N8  
phone) 902.368.4510  
email) [peistatusofwomen@eastlink.ca](mailto:peistatusofwomen@eastlink.ca)  
website) <http://www.gov.pe.ca/acsw>  
blog) <http://peiacsw.wordpress.com>