

## New: Gender Based Violence Prevention

<b>Initiative Title:</b>	Gender Based Violence Prevention Initiative
<b>City Council Sponsors:</b>	Councillor B. Esslinger / Councillor S. McKeen
<b>Supporting Department and Lead Staff:</b>	Community Services: H. McRae / J. Kain

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### BACKGROUND:

The City of Edmonton, along with its community partners, has a long history of being an integral part of family violence prevention. These efforts have focused on working individually with citizens as well as building the community's capacity through a diverse set of community development strategies. The City of Edmonton will champion changing the conversation about gender-based violence and its prevention.

This initiative provides the opportunity to promote preventative activities relating to gender-based violence. By raising the level of awareness and highlighting these issues, the City of Edmonton can take action to prevent domestic violence and sexual assault from occurring. The City can shift the needle from being rated the "Worst Place in Canada to Be a Woman" to the best place for women, men and children. The City of Edmonton can contribute to creating communities where women, men and children are safe in their homes, their workplaces, on the street and in their neighbourhoods.

### DESIRED OUTCOMES:

- Reduce domestic violence and sexual assault in Edmonton.
- Create awareness of, and increase understanding of gender-based violence.
- Build on, and increase awareness of existing City of Edmonton initiatives that align with the desired outcomes of this initiative. Explore opportunities to offer contributions to the Women's Initiative and Women's Advocacy Voice of Edmonton Committee, as they evolve and explore similar issues, concerns and opportunities.
- Engage key stakeholders including leaders from educational institutions, Edmonton Police Service, non-profit organizations, all levels of government and the private sector, to be involved in identifying ways of building awareness and knowledge to all demographics on the issues and impacts of gender-based violence.
- Engage the broader community and those with lived experience to be involved to share their wisdom, stories, successes, potential barriers and solutions. This could include the City of Edmonton's support services to domestic violence.
- Identify ways to engage men and boys to join women in taking action to end gender-based violence in our community.
- Build and expand the preventive work of the City of Edmonton's Domestic Violence and Your Workplace Initiative.
- The City of Edmonton will demonstrate leadership and stewardship by encouraging others to actively address and change the conversation on gender-based violence.

**ALIGNMENT WITH STRATEGIC DIRECTION:**

The Way We Live

**Goal 1 Edmonton is a vibrant, connected, engaged and welcoming community**

- 1.4 The City of Edmonton connects individuals, families, groups, cultures and communities to the services they need to thrive and realize their potential.

**Goal 2 Edmonton Celebrates Life**

- 2.1 The City of Edmonton celebrates and promotes healthy living.

**Goal 3 Edmonton is a Caring, Inclusive, Affordable community**

- 3.1 The City of Edmonton is a caring and inclusive society.
- 3.2 The City of Edmonton increases opportunities to improve lives of its vulnerable population.
- 3.4 The City of Edmonton lives its commitment to create a caring community.

**Goal 4 Edmonton is a safe city**

- 4.1 Edmontonians enjoy safety and security of person, place and community.
- 4.2 The City of Edmonton and its citizens share responsibility for social order and crime prevention.
- 4.3 The City of Edmonton protects the public health of Edmonton.
- 4.4 The City of Edmonton provides timely emergency response for fire, police, disaster and crisis supports.

**Links with other Council Initiatives:**

- Women's Initiatives
- Urban Isolation/Mental Health
- Edmonton's Poverty Elimination
- Indigenous Peoples Strategy
- Multiculturalism
- Seniors
- Child Friendly Edmonton

**START-UP BUDGET REQUIREMENTS:**

- Existing internal resources will be used to create a detailed project plan.

**TARGET DATE FOR COMPLETION OF PROJECT PLAN:**

- A detailed multi-year plan, including performance measures, will be completed by September 2015, that will outline key activities and milestones of the Gender Based Violence Prevention Initiative.
  - A series of public internal & external engagement activities will help formulate and define details of the project plan.