

NO: R144

COUNCIL DATE: July 25, 2011

REGULAR COUNCIL

TO: Mayor & Council **DATE: July 25, 2011**

FROM: General Manager, Parks, Recreation and Culture **FILE: 1530-20**
General Manager, Finance & Technology

SUBJECT: Surrey Partnership with the BC Lions & the Ending Violence Association of BC to Support a Campaign that Addresses the Issue of Violence Against Women

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council:

1. approve a 2-year partner relationship (2011 and 2012) with the BC Lions and its affiliate partner, the Ending Violence Association of BC, to support a campaign to increase awareness about and help reduce violence against women; and
2. in support of the partnership, approve a funding contribution of \$5000 in each year of the partnership from the Council Initiatives Fund and advertising support for the campaign with a value up to \$20,000 in each year of the campaign utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

BACKGROUND

The City has received a request from the BC Lions to participate in a Partnership Between the BC Lions Football Team and the Ending Violence Association of BC (EVA BC) with additional sponsorship from Status of Women Canada, and the Ministry of Children and Family Development. This two-year initiative (2011 and 2012), guided by an advisory group of experts in the area of violence against women, includes involvement of the BC Lions football players as advocates to help elevate awareness of issues and programs related to violence against women in BC with a campaign message: "Break the Silence on Violence against Women". A synopsis of the partnership and related campaign is provided in Appendix "A" attached to this report.

DISCUSSION

The EVA BC and BC Lions awareness program aimed at ending violence against women has a youth focus with an emphasis on three key areas:

1. The prevalence of abusive behaviour in relationships between men and women, particularly as it is directed to women and girls;
2. How attitudes and actions of men and women can help prevent this abuse before it begins; and

3. What young men and women can do in their day-to-day interactions to help bring about positive, respectful attitudes and behaviours.

In addition to the marketing initiatives, the program includes a series of presentations/workshops within schools (grades 8 to 12) involving BC Lions players as mentors and role models who lead sessions and introduce engaging award-winning educational films and supporting media materials while advocating for a “risk reduction” approach to abuse. In addition to the school workshops and marketing campaign, the program also includes a legacy public education film and toolkit as well as a devoted training Clinic with Amateur Coaches to teach their players about mutually respectful relationships, behaviours and attitudes both within and outside of sport.

Staff has reviewed the various partnership options and is recommending an annual contribution to the program of advertising on digital signs and bus shelters up to a value of \$20,000 and an annual direct funding of 5,000 per year. The combined value over the two year period would total \$50,000. In conversations with the representatives of the City of Vancouver, staff understands that the City of Vancouver will be making a similar commitment. The in-kind services for marketing and advertising support from the City of Surrey could include a combination of the following advertising opportunities:

- A series of ad messages running on rotation with other City public service messages on digital signs in Surrey;
- Transit shelter advertisements;
- Advertisements on City Page and in the Community Leisure Guide; and
- Exposure on the City’s website and social media network.

The City’s logo would be included in all advertisements and marketing materials and other public service information and key messaging both within the City and at partner locations. As an official sponsor, City branding would be included alongside other sponsors on billboard messaging, BC Lions game-day programs and related communications and collateral material.

Crime Reduction Strategy Considerations

The subject campaign aligns well with the City’s Crime Reduction Strategy, which recommends that actions be taken to reduce domestic abuse and violence against women.

SUSTAINABILITY CONSIDERATIONS

The program supports the achievement of the socio-cultural goals of the City’s Sustainability Charter by promoting a safe, caring, engaged and liveable community with health and social services that are accessible to all.

CONCLUSION

Based on the above discussion, it is recommended that Council:

- approve a 2-year partner relationship (2011 and 2012) with the BC Lions and its affiliate partner, the Ending Violence Association of BC, to support a campaign to increase awareness about and help reduce violence against women; and
- in support of the partnership, approve a funding contribution of \$5000 in each year of the partnership from the Council Initiatives Fund and advertising support for the campaign up to a value of \$20,000 in each year of the campaign utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

A summary of the expenditures and remaining balance in Council Initiative Fund is outlined in Appendix "B" attached to this report on the assumption that Council will approve the recommendations of this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

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Appendix A – Synopsis of BC Lions/EVA BC Campaign

Appendix B – 2011 Council Initiatives Fund Balance

Synopsis of BC Lions/EVA BC “Ending Violence” Campaign

Key Messaging:

“Break the Silence on Violence against Women”

Program Summary:

The BC Lions and the Ending Violence Association of British Columbia (EVA BC) have formed a partnership to address the problem of domestic violence. EVA BC is a Society and a leader across the Province specializing in creating awareness about this issue, conducting research and analysis, developing resources and training and fostering cross-sectoral coordination and public education to ensure women and children that are affected by domestic violence are provided with help.

The BC Lions/EVA BC program includes, among other things:

- raising public awareness particularly among young people about issues related to harassment, assault, and abuse and how to become involved in addressing and eliminating these behaviours;
- offering information by local experts about how individuals can move from being passive bystanders to being empowered friends, classmates and teammates who can interrupt abusive behaviour and about the assistance that is available to those that are being affected by abusive behaviour or are aware of such behaviour;
- by means of presentations/workshops within schools (grades 8 to 12), leveraging the accomplishments and celebrity of BC Lions players to have them become mentors and role models to youth and to lead sessions and introduce engaging award-winning educational films and supporting media materials so as to build a broader base of understanding about and to address violence and abuse in the region and the province;
- engagement of local experts in educating youth and others about domestic violence and how it can be addressed;
- an extensive marketing campaign that will involve advertisements across a variety of media;
- a legacy public education film about domestic and other violence and a toolkit that can be used in training sessions by organizations; and
- training clinics with amateur sport coaches to provide them with the tools and skills to teach their players about mutually respectful relationships, behaviours and attitudes both within and outside of sport.

Proposed City Contributions:

- a cash contribution of \$5000 per year in each of 2011 and 2012;
- “In kind” contributions of advertising in each of 2011 and 2012 (having a value of no less than \$20,000 per year) by the following means:
 - A series of messages running on rotation with other City public service messages on digital signs in Surrey;
 - Transit shelter advertisements;
 - Advertisements on City Page and in the Community Leisure Guide; and
 - Ongoing exposure on the City’s website and social media network.

City Sponsorship Exposure:

- City sponsor-status recognition in program signage, web content and acknowledgements as part of campaign presentations and clinics;
- Broadcast visibility on TSN through program sponsor messages and in-stadium signage;
- Recognition in BC Lions Game Day Magazines for 2011/2012 seasons;
- In-stadium City logo exposure during each home game;
- City logo included on campaign advertising; and
- Acknowledgement at and involvement in media events related to the campaign.

Appendix B



2011 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	267,341		
2011 Proposed Budget	<u>250,000</u>		\$ 517,341
Sponsor Appreciation Event	10,000		
RCMP 60th Anniversary Exhibit	20,000		
Surrey Minor Hockey - Provincial Championships	3,000		
Arts Umbrella Surrey	25,000		
2011 Flavours of Surrey Event	15,000		
Red FM 5th Annual Run	5,000		
Annual Pride Festival	1,000		
Mayor's Charity Ball	3,250		
2011 Canadian Junior Boys Golf Championship	10,000		
2012 Doors Opens Surrey Event	50,000		
Break the Silence on Violence Against Women	10,000		
Allocations for 2011		<u>\$ 152,250</u>	<u>\$ 365,091</u>