

Supervisor and Coordinator Guidebook

Take A Stand! Against family violence



We did! Make the call.

CAF Family Violence Prevention & Awareness Campaign



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Take A Stand

Against Family Violence

CAF Family Violence Prevention & Awareness Campaign 2015

Campaign Supervisor and Coordinator Guidebook

INTRODUCTION

The purpose of this Guidebook is to provide a framework for the coordination of activities during the Take A Stand Against Family Violence Prevention & Awareness Campaign.

This Guidebook is designed as a resource to fulfill your role in the campaign. Included are recommendations and possible locations for disseminating materials, ideas for generating awareness about the campaign, and available points of contact should you have any questions or need additional assistance.

CANADIAN ARMED FORCES (CAF) COMMITMENT

To coordinate campaign efforts, the CAF has called upon various CAF stakeholders: Director Medical Policy (DMed Pol) SocW Pol & Stds; Director Force Health Protection (DFHP); Canadian Forces Provost Marshall (CFPM); Chaplain General (Chap Gen); and Military Family Services (MFS). Literature reinforces that the most effective campaigns have consistent messaging provided across multiple settings. This campaign will thus have common messages delivered through a variety of means.

As a result of the collaborative efforts of a number of key stakeholders, the Chief of Military Personnel (CMP) has sanctioned the CAF Family Violence Prevention & Awareness Campaign as part of various on-going activities that will proactively address the issue of family violence in the CAF.

To address family violence within CAF communities, the CAF is committed to:

- Prevent family violence through education and an understanding of the issues relating to family violence;
- Establish procedures for responding to reported incidents of family violence; and
- Rehabilitating and restoring healthy family units.

CAMPAIGN PURPOSE

The purpose of the CAF Family Violence Prevention & Awareness Campaign is to communicate the importance of this issue and promote awareness, responsibility and prevention within the CAF.

CAMPAIGN OBJECTIVES

- Promote awareness and education of family violence and its prevention to the entire CAF community including CAF members and their families, service providers/responders, and the CAF leadership.
- Provide members of the CAF community with timely, accurate, and clear information about the policies, programs, services and initiatives of the CAF's Family Violence Prevention Program.
- Provide/disseminate information about community resources in the event of family violence.
- Provide CAF leadership with accurate and clear policies, procedures, standards and good practice protocols for managing family violence cases and supporting education and awareness initiatives.
- Ensure that the service providers/responders in CAF communities are accessible to those they serve and ensure that the work that they do is visible.
- Encourage open and frank dialogue within CAF communities about family violence and family violence prevention.

TARGET AUDIENCE

Awareness and education material have been tailored to accommodate the requirements of the audience for which they are intended. The target audiences for the campaign are anticipated, broadly, to include the following:

- CAF Leadership/Commanding Officers/Supervisors;
- CAF families;
- CAF members;
- CAF communities;
- Those that are being abused/ have been abused;
- Those that abuse/ have abused;
- Service Providers/ Responders; and
- Public at large.

VALUES AND ETHICS

An acknowledgement of the values and ethics intended to be inherent within the campaign and agreed to by the CAF Family Violence Advisory Committee (CAF FVAC), further strengthens the partnership that exists amongst stakeholders, and will, by extension, strengthen the message. The values and ethics underscoring the Family Violence Prevention & Awareness campaign are:

- Informing all members of the CAF community about policies, programs, services and initiatives in an accountable and consistent fashion;
- Communicating in a manner that affirms values of freedom, openness, security, caring and respect;
- Safeguarding CAF communities and CAF families' trust in the integrity and impartiality of the CAF community response to family violence;
- Providing useful, timely, accurate, clear, objective and complete information in a manner that reflects and respects the diversity of the audience (language, gender, age, affiliation to the community, etc); and
- Respecting/ensuring security and (within legal bounds) privacy and confidentiality.

KEY MESSAGES

Irrespective of the specific message or awareness/education activity undertaken, consistency in the underlying rationale and intent of the message is imperative.

They are:

- Family violence has an impact on the broader community, not just the family involved;
- Family violence is not unique to CAF communities; it can and does occur in all communities;
- Family violence prevention is everyone's responsibility;
- Family violence prevention is a priority for the CAF leadership and, CAF communities;
- Appropriate, respectful and responsive services are available to individuals that have been abused/ are being abused, and those that abuse; and
- The CAF leadership is informed and aware of how to manage and respond to family violence in CAF communities.

CAMPAIGN SCOPE

At the local level, the CAF has mandated a team of personnel located on each base and wing called the Family Crisis Team (FCT). This team includes personnel such as social workers and health promotion field staff, chaplains, military police (MP), Military Family Resource Centre (MFRC) social worker or designate and, as appropriate, professional health and social service workers from the civilian community.

Each team has a designated team leader, normally a CAF/DND social worker (from CF Health Services) appointed by the Base/Wing Commander or Commanding Officer (CO), who serves as the focal point for coordinating education and interventions in the matter of family violence. Members of the FCT have specific functions based on their professional roles.

The FCT has a variety of responsibilities including:

- Prevention and awareness regarding family violence;
- Intervention and case management;
- Legal and administrative tasks.

DEFINING YOUR ROLE IN THE CAMPAIGN

The Take A Stand Against Family Violence Prevention & Awareness Campaign reflects a common vision, tone, mission, and theme despite a wide variety of constituents, needs, stakeholders, messages and intents.

FCT leaders will determine the most appropriate, specific role for each member of their team. Responsibilities and specific tasks should be assigned based on the needs of the community served, as well as the expertise and scope of practice of individual team members.

The FCT is critical to ensuring the successful rollout of this important initiative. As a point of contact, you may assist by:

- Disseminating campaign materials to frequently visited locations on and off the CAF base/wing, station or unit, such as medical clinics, messes, CANEX, banks, schools, beauty shops, churches, etc;
- Maximizing awareness about the campaign through events, forums, and other formats to CAF members and their families within your local military community;
- Tracking and following-up on methods of dissemination, awareness building, and general responses to the campaign for evaluation purposes; and
- Be prepared professionally for what the campaign may generate. The Take A Stand Against Family Violence Prevention & Awareness Campaign will undoubtedly spark interest and focus attention on the topic of family violence. It is therefore important that members of the FCT be aware of, and professionally prepared for, what the campaign may generate.

Members of the FCT are strongly encouraged to:

- Update all listings of local helping agents and agencies;
- Ensure that protocols for referral to local resources and services are current and responsive;
- Prepare civilian agents and agencies who support the communities' response to incidents of family violence by ensuring that they are aware of the impending campaign;
- Review response protocols within the FCT and amongst civilian resources (e.g. Military Police, CF Health Services, safe houses, welfare agencies, etc.);
- Be familiar with CAF policy and procedures with respect to family violence;
- Review available briefings and presentations and prepare localized material as appropriate;
- Designate educators from the FCT to respond to requests for briefings (including briefings to Base/Wing Commanders, CAF members and supervisors as well as community/family briefings);
- Ensure briefings are attended by a helping professional who can respond appropriately in the event of a disclosure of family violence from a member of the audience; and
- Initiate contact with local Public Affairs to determine local response to media interest.

CAMPAIGN COORDINATION

Summary of Campaign Collateral Materials:

Take A Stand Against Family Violence Posters (Bilingual)

Take A Stand Against Family Violence Brochures (Bilingual)

- General Awareness
- Guidance to Families
- Role of Supervisors

Suggested Distribution Methods and Channels:

On-Base Points of Distribution

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|--|--|
| <ul style="list-style-type: none">• Medical clinics and/or hospitals | <ul style="list-style-type: none">• Military Family Resource Centres |
| <ul style="list-style-type: none">• Base Military Social Work Office (psychosocial services) | <ul style="list-style-type: none">• Sports and Recreation Centres |
| <ul style="list-style-type: none">• Base Chaplains Office | <ul style="list-style-type: none">• Youth Centres |
| <ul style="list-style-type: none">• Military Police | <ul style="list-style-type: none">• Community Centres |
| <ul style="list-style-type: none">• Health Promotion Office | <ul style="list-style-type: none">• Daycare Centres |
| <ul style="list-style-type: none">• Bulletin boards at Chapels | <ul style="list-style-type: none">• CANEX & CANEX Billboards |
| <ul style="list-style-type: none">• Post office | <ul style="list-style-type: none">• Library |
| <ul style="list-style-type: none">• Men's & Women's restrooms | <ul style="list-style-type: none">• Bus stops |

Off-Base Points of Distribution

| | |
|---|--|
| <ul style="list-style-type: none">• Schools | <ul style="list-style-type: none">• Police stations |
| <ul style="list-style-type: none">• Daycare Centres | <ul style="list-style-type: none">• Doctors offices |
| <ul style="list-style-type: none">• Beauty shops/Salons | <ul style="list-style-type: none">• Grocery stores & Fitness Centres |
| <ul style="list-style-type: none">• Bulletin boards at Churches | <ul style="list-style-type: none">• Pharmacies |

Brochures can be distributed at the same locations as the poster.

Additionally, we recommend posting the brochure on the local Strengthening the Forces web page and the local MFRC websites.

ADDITIONAL CAMPAIGN RESOURCES

1. Tool Kit: Violence - You Can Make A Difference
2. PowerPoint Presentations
3. CANFORGEN - CAF Family Violence and Prevention Campaign
4. Web-based documents

All current CAF Family Violence Prevention and Awareness Campaign promotional materials is available on the MFS website: www.cfmws.com/en/aboutus/mfs/resourcesmfrs/pages/familyviolencecampaignresources.aspx

DATES FOR PROMOTING AWARENESS AGAINST FAMILY VIOLENCE

There are several national and provincial days that have activities related to the prevention & awareness of family violence. After receiving professional technical advice from subject matter experts, and conducting a number of environmental scans, the CAF FVAC selected the YWCA's National Week Without Violence (October 13 to 17, 2014) as the time frame for the launch of the CAF Family Violence Prevention & Awareness Campaign launch. These are also the dates that have been endorsed by the CMP.

DEALING WITH INQUIRIES FROM THE MEDIA

1. CAF Members, DND public servants and MFRC staff who are directly contacted by the media are to refer enquiries to the appropriate local or national Public Affairs Officer. Should you be directly tasked with responding to a media query, it is highly recommended that you consult with the identified subject matter expert and/or OPI before responding?
2. Subject matter experts and OPI at the National level will be identified as official spokespersons for the media queries on Family Violence leading up to, during and following the campaign.
3. For information on official spokespersons, please contact:

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4. General enquiries may be directed to:

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