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Safer communities: Everybody's responsibility

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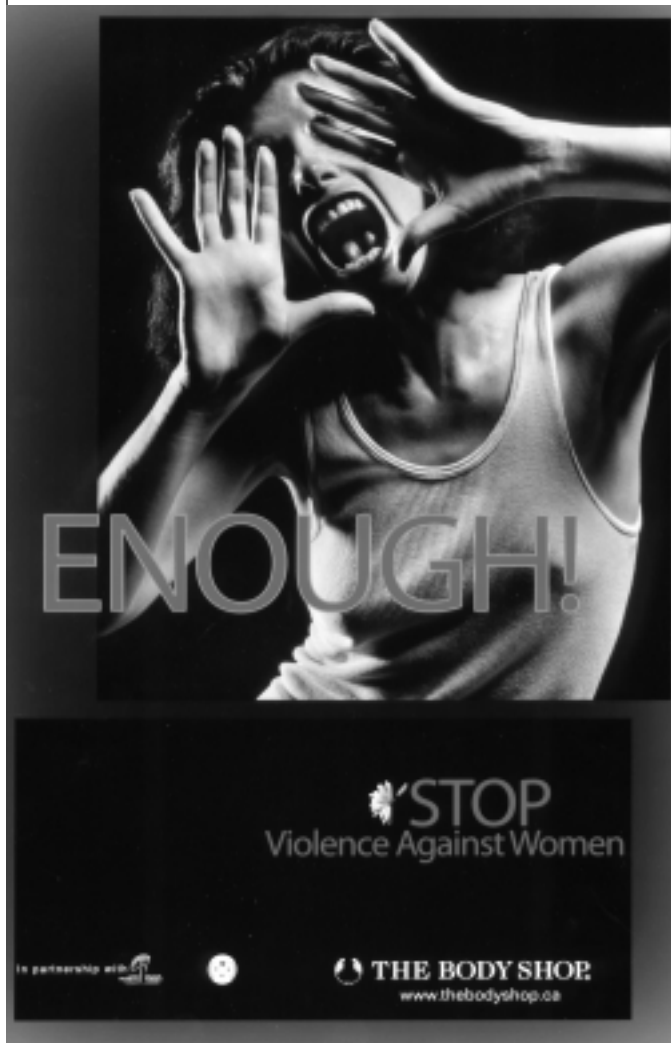
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Major chain fights violence against women

By Stephen Bindman

TORONTO — The Body Shop, the international beauty and wellness boutique, was started in the United Kingdom by a woman.



The first store in Canada was opened 21 years ago by a woman, Margot Franssen.

Most of the 123 locations of The Body Shop stores from coast to coast are now owned and operated by women.

Most of the staff in the beauty stores are women and, of course, its customers are largely female.

"What that means to us is that half the women who work with us and half the women who shop with us, potentially have experienced violence," says The Body Shop Canada's Ambassador of Dialogue Sorya Ingrid Gaulin, referring to the 1993 Statistics Canada figure that 51 per cent of women have experienced some form of violence.

"So you see quickly why this is not an issue we can choose to ignore. This is an issue that is at the very core of a company like The Body Shop.

"So we decided to start campaigning on this issue and we've been doing it for eight years now. It just made complete sense. We had to do it."

Each year since 1994, the Canadian chain has run a visible and high profile campaign to fight violence against women — and in the process raised more than \$750,000 for violence prevention and recovery programs.

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One on One



Glenn French is the National Research Director of the Canadian Initiative on Workplace Violence in Toronto. He regularly meets with employees at all organizational levels across Canada to better understand their views on the issue of workplace violence and their thoughts on what we should do to make our workplaces safe.

Q What is the Canadian Initiative on Workplace Violence (CIWV)?

A The CIWV is a social research firm that studies trends in workplace aggression within Canada. In addition, we research and catalogue the practices that organizations and unions are employing to reduce the risk of workplace violence.

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Editors

Stephen Bindman
Mark Stokes
Manon LaFrance

Contributors

Diane Poliquin
Linda Biensch
Barbara Hall
Mariette Langlois
Suzanne Godbout
Mark Irving

Staff writer
Marc Gushue

Translation
Société Gamma Inc.

Design and Production
Aubut & Nadeau
Design Communications

Address all correspondence to the Editors, *Prevention*, National Crime Prevention Centre, 123 Slater Street, 8th floor, Ottawa, Ontario, K1A 0H8 or e-mail us at: ncpc@crime-prevention.org

For more information on the National Strategy on Community Safety and Crime Prevention visit our Website at www.crime-prevention.org

Or call the NCPC at:

Toll-free:
1-877-302-6272
Tel.: (613) 941-9306

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Letter from the Editors

Welcome, once again, to the pages of *Prevention*.

In the past, we've used this column to ask for your comments on the work we are doing, and the issues we are covering.

What we've heard has been unreservedly positive and we are seeing an increasing number of story submissions and story ideas from you, our readers. This has been our wish from the outset, and we would like to continue receiving articles about the efforts Canadians are undertaking in their communities to reduce crime and victimization.

Because we want to reflect a broad perspective on what are truly complex issues and would like your help to do a better job of digging into these subjects, we invite you to take a few minutes to fill out the enclosed evaluation form.

Among other things, we would like to know about themes you would like to see covered. So far, we've looked at such different topics as youth crime, sexual exploitation and drug addiction issues.

In this edition, we turn our attentions to two separate but, as you will see, sometimes interrelated topics: women and violence, and the private sector and crime prevention.

These are two priority areas for the National Strategy on Community Safety and Crime Prevention. The victimization of women, and their vulnerability, both real and perceived, is an area that requires action.

The "Policy Framework for Women and Girls" released by the National Crime Prevention Centre noted "...crime and fear of crime are two critical factors that undermine a person's sense of security; for many women and girls living in Canada today, personal security is being jeopardized by victimization experiences and fear of crime."

In this edition, we want to touch on some issues related to women's personal security. It is, admittedly, a look rather than a gaze.

Equally, we have taken a snapshot of the role of business in our collective effort to reduce and prevent crime.

Public opinion surveys indicate that business is not perceived as having a big role in community crime prevention efforts. There are compelling reasons to think that it should be otherwise.

A study by accounting firm Peat Marwick revealed that people begin to avoid city centres because of fear of crime. A mid-sized city such as London, Ontario, can expect to lose annually \$24 million and 219 jobs in retail income, \$24 million and 442 jobs in leisure income, and \$10 to \$20 million in losses through theft in the retail sector.

The reality is that businesses are playing a role in crime prevention and community safety efforts. But by the same token, they can probably play a bigger one.

Our cover story on The Body Shop and its efforts to fight violence against women is an evocative example of what business is doing.



Your three *Prevention* Editors: Manon LaFrance, Stephen Bindman and Mark Stokes.

As well, we share with you some information on the Business Action Program — the *National Strategy's* endeavour to support private sector-led efforts and to encourage others to follow suit. Workplace violence is another issue we are examining, as highlighted in our interview with Glenn French of the Canadian Initiative on Workplace Violence. Clearly this is not a private sector problem but one that straddles all sectors of society.

We'd also like to take this opportunity to present ourselves — the three *Prevention* editors.

Can you imagine three editors for the same newsletter? You'd be surprised at how effective we can be when we manage to all get together!

Mark Stokes is the planner among us. He brings us possible themes and topics, article ideas and where to go for information. As the Director of Communications, Promotion and Public Education team at the National Crime Prevention Centre, he is also our strongest source of knowledge in crime prevention on general.

Stephen Bindman is, in many cases, our pen, proof-reader and critic. An award-winning legal journalist, currently a Special Advisor at the Department of Justice, he's out there capturing the reality of what is happening in our communities.

Manon LaFrance is our production co-ordinator. Not only is she dealing with designers, printers and distribution, while constantly reminding Mark and Stephen about deadlines and keeping them on track, she is often the one researching and contacting possible authors or project coordinators for stories.

But there are also numerous collaborators that make this whole project possible. We would like to take this opportunity to thank all of them for their contributions — not only to this newsletter, but for their dedication, through endless time and efforts, in reducing crime in Canada.

Perspectives

By Barbara Hall

In explaining the goal of the National Strategy on Community Safety and Crime Prevention, I often say that at its simplest it is about helping every Canadian to find and accept their role in preventing crime.

Accordingly, it should come as no surprise that the private sector is a key player in the work we do. In fact, as I travel around Canada, I see many many examples of businesses, big and small, working with their employees and their customers, sometimes even with their competitors, to build safe, healthy and prosperous communities.

Business people tell me that they are involved because crime costs their businesses in many ways. There are direct, bottom-line expenses that are passed on to their consumers and customers. There are also indirect costs. When customers feel a neighbourhood is unsafe, they are less likely to shop there. And when businesses aren't doing well, that can accelerate a neighbourhood's decline. On the other hand, where business is good, streets are busy. And busy streets are safe streets.

There are also other internal issues which face all employers, such as violence or harassment in the workplace. This is not only a crime, it represents an enormous squandering of resources. Time is lost, morale is diminished, productivity declines. And as we know too well, the results can be tragic.

These are all problems that can't be ignored. And they're problems that aren't easy to solve. Meaningful solutions are often complex. They require prevention. They involve education. And they demand participation.

Although the private sector is involved with all parts of the *National Strategy*, it has a particular interest in the Business Network on Crime Prevention, where we work with business and professional partners and the community to attack the root causes of crime. Helping even one child or youth to find positive alternatives to crime or violence represents a huge step toward enhanced safety.

Let me share some examples with you.

With the help of the Business Action Program, the Retail Council of Canada and the Elizabeth Fry Society set up an Alternative Justice Response Program in Peel Region, near Toronto (see story on page 9). We know how frustrating and expensive the court process can be for victims and how questionable the impact is on shoplifters. This program works closely with retailers to determine what types of alternative justice would meet their needs, and, just as important, what types of interventions will be effective in terms of retail resource protection. Helping people charged with theft and fraud to understand why they steal, and helping them to change their behaviour, is clearly better for all of us.

A similar program in Nova Scotia, appropriately called Stop-Lifting, helps women learn about the many factors in their lives that lead them to commit theft-related crimes. They work to replace these unhealthy behaviours with constructive coping skills.


A third example is a program called Missing. Missing started in Alberta with a teacher's kit designed to educate young people about Internet safety. This led to a nation-wide strategy to protect children against Internet crime by designing a preventative program linking police services, libraries, parents and children and youth across Canada. This fun, game-like program is a great success.

Now, together with the Canadian Association of Internet Providers (CAIP), work is being done to expand the Missing Web site (www.livewwwires.com),

which currently receives over 1,800 visitors a day. This Web site is also being linked to the WebWatch portal — a Web site connecting the CAIP's 114 members to Canadian Web sites with advice on Internet safety. Finally, we're bringing Missing to Francophone communities, making it truly national. Through the Missing program, Internet providers will be giving their clients a valuable and effective tool to prevent the misuse of the Internet by those who may use it to exploit children and youth.



A fourth example is Partners for Youth. This is a partnership between businesses and community agencies in New Brunswick that addresses the needs of at-risk youth using adventure-based programs. It uses physical and mental challenges in outdoor settings to assist at-risk youth to gain self-esteem, learn about themselves, and acquire experience in making decisions and accepting responsibility. The mission is to help youth set and meet goals, make good choices, be more accepting of themselves and others, and function more effectively as part of a group — in other words, to be successful. The benefits are obvious — for the community at large, for schools, for businesses, for families and for the youth themselves.

I'm very excited about these and the almost 1,600 other projects that are a part of the *National Strategy* across Canada. But there is still so much to be done. I hope that you will be inspired by these examples and find a way to join with us. By working together, we can reach our goal of safer and healthier communities. And we can meet our bottom line of fewer victims and less suffering. 

Barbara Hall is Chair of the National Strategy on Community Safety and Crime Prevention.

— New — Opening of the National Resource Centre on Crime Prevention

The National Crime Prevention Centre is setting up a public National Clearinghouse on Crime Prevention in Ottawa. In addition to an Information and Research Service, the Centre has developed a collection of books, periodicals and videos on different issues related to crime prevention. The Clearinghouse catalogue will be available on our Web site. The official opening is planned for September 2001. For more information on the official opening date, please visit the « What's New » portion of our Web site at www.crime-prevention.org/english/whatsnew/index.html. For information, please contact: Mariette Langlois — 613-946-9994 or 1-800-302-6272.

Major chain fights violence against women from cover

This year, The Body Shop campaign, which ran in March, had several eye-catching elements:

- The windows in all 123 shops featured a striking black and white poster of a young woman shouting “ENOUGH”;
- Each shop provided free resource material, including a wallet-sized list of vital facts about the prevention and awareness of violence and getting help that can be quietly provided to a friend in need. It included statistics, contact numbers and “controlling warning signs” (see page 5);
- A postcard drive was held, inviting customers to “sign” with their lip print to graphically ask the federal government to do more on violence against women; and
- A one-day national fundraising Community Fair and Make-over Marathon was held, with the company matching all customer donations. More than \$75,000 was raised.

During the Fair, customers were invited to show their support by placing a paper daisy on large murals enveloping the storefronts. The daisy — or more correctly the half daisy — has been the symbol of The Body Shop campaign since its inception.

“We chose the daisy because it has all kinds of really positive symbolism — such as strength and courage,” explains Gaulin. “A daisy will also grow through concrete if it has to, it’s a really strong flower even though it is seen as a delicate flower. It’s also half a daisy and that was meant to represent the 51 per cent. There’s also that game we used to play — he loves me, he loves me not.”

The Body Shop’s efforts in fighting violence against women grew out of an earlier campaign by the chain about child poverty.

Explains Gaulin: “We started working with partners and understanding why is it that so many children live in poverty in Canada. We came to realize that the reason is that their mothers are poor. And why are they poor — well, they’ve faced all kinds of different challenges and one of the big ones is violence.”

Previous campaigns have tried to raise awareness in general about violence, teenage violence and the relationship between self-esteem and children.

Although earlier campaigns have featured similar elements, this year’s was designed to be “a bit harder hitting.”

“We feel that it’s been eight years that we’ve been campaigning on this issue. We see that there has been improvement but it’s really time for us to step up and do something, all of us. We read day after day in the paper about instances of violence and domestic abuse. We read about children being beaten, we read about women leaving their homes or women being killed by their spouse.

“It’s almost become now that by not doing anything about it we almost accept it and condone it. We felt that we needed to have a bit of a harder edge so people would really feel, ‘Well you know

what, you’re right, there’s something I can do about this and I need to do it’.”

The Body Shop’s efforts are but one of



the most visible examples of corporate involvement in crime prevention.

The federal government’s National Strategy on Community Safety and Crime Prevention funds the Business Action Program on Crime Prevention to assist national, provincial and territorial business and professional association in their crime prevention efforts.

The money raised by the beauty company goes to The Body Shop STOP Violence Against Women Fund at the Canadian Women’s Foundation (CWF), Canada’s only national public foundation dedicated to improving the lives of women and girls through economic and social change.

The Foundation recently received \$300,000 from the Business Action Program for its National Philanthropic Strategy on Violence Against Women, which will have a particular focus on the needs of teen and young adult women and those in high-risk and high-need communities.

CWF has worked in the area of violence against women since 1992 and has made violence pre-

vention grants totaling \$1.5 million to more than 375 projects across Canada.

Foundation executive director Beverley Wybrow said while many corporations make charitable contributions, The Body Shop approach is “quite rare.”

“Together, we create value that neither of us could alone, and our alliance has been a role model that has helped the Foundation to develop a number of other significant corporate partnerships,” said Wybrow.

“The Body Shop works extensively with charitable partners like the Foundation to learn about the issues and to develop effective public awareness and fundraising strategies. They contribute money, materials, a highly effective public education distribution system and a means to involve customers directly in supporting positive social change.”

Wybrow said the partnership brings together a business, its customers, employees and franchisees, and charitable organizations both nationally and locally, in an effective joint effort to achieve “significant social change.”

“It is increasingly obvious that charitable organizations, government, business, or any other single sector, cannot achieve the depth of change needed alone. Our alliance with The Body Shop Canada exemplifies the cross-sectoral strategies needed to really make a difference with such a major issue.”

The Body Shop campaign also supports Outward Bound’s *Women of Courage* program, a seven-day outdoor wilderness adventure to help survivors of violence rebuild their self-esteem.

So far, 200 women have been sent to the program by individual locations of The Body Shop.

This advocacy is nothing new for the chain — in fact it is part of its very *raison d’être*.

“The Body Shop has always had a philosophy of giving back to the community, of being part of the community. Because we profit from the community, we need to give back to the community,” says Gaulin.

“The way we look at it, if we benefit from the community, if these people support us, then we need to support it. At the end of the day, if the community’s not healthy and is not wealthy, then the businesses are not going to survive. This is at the core of The Body Shop philosophy. It makes a lot of sense to us.”

Around the world, The Body Shop focuses on three core values — animal protection, human rights and the environment.

In the past, the chain has orchestrated campaigns on social and environmental issues as diverse as child poverty, save the whales, prisoners of conscience, climate change, endangered species and the Amazon rain forest. But in Canada, it has decided to focus its efforts on violence against women.

"We hear some men would like to see The Body Shop take a broader approach to violence because they feel violence does not affect only women," explains Gaulin.

"We could not agree more. But we've decided that violence against women is what we wanted

to focus on specifically because we felt that was closest to our employees' values and concerns."

As part of its efforts, each location of The Body Shop chooses a community partner — a shelter or other community program involved in violence

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WHAT IS VIOLENCE AGAINST WOMEN?

- Violence against women has no boundaries. It occurs across all racial, ethnic, cultural, ability, age, religious, social and economic lines.
- Physical and sexual violence are the most apparent forms. Emotional, verbal and financial violence are not as apparent as bruises, yet over time, can be as damaging. Continuous put-downs, threats and deprivation can erode and destroy a woman's self-esteem and give her partner control over her.
- More than one million children in Canada have witnessed violence in the home. This profoundly affects children. They may blame themselves, learn rigid gender roles, experience physical ailments, have sleep disturbances, and fear for their safety.

CONTROLLING WARNING SIGNS

- Your partner criticizes your family and friends and wants you to stop seeing them.
- Your partner wants to know where you are and who you are with at all times.
- Your partner often criticizes and makes fun of you, your appearance and the things you do.
- Your partner usually criticizes what you say or do.
- Your partner tells people about things you did or said that are embarrassing to make you feel stupid.
- Your partner blames you for things that go wrong.
- Your partner does things to scare you.
- Your partner threatens to keep the children from you.
- Your partner threatens to leave or kill himself if you don't obey him.
- Your partner threatens to kill you, your children, your family or your friends.

WHY DON'T WOMEN JUST LEAVE ABUSIVE MEN?

There are many reasons why a woman may stay in an abusive relationship:

- Violence erodes a woman's ability to look after herself, her children and her fate.

- Many women become isolated, socially and emotionally, making them feel alone and unable to get help to leave a violent situation.
- Eating disorders, drug and alcohol dependency, and even suicide are common responses to living with the stress of threats and violence.
- She loves the partner, not the violence.
- She has no money, or fears the poverty that may result for her and her children if she leaves.
- She may not be able to physically leave the situation because she has a disability.
- She believes her partner can't get along without her — her partner may have threatened suicide if she leaves.
 - She's afraid for her own life and for her children's life.

IF YOU'RE ABUSED — BE A SURVIVOR

- If you are living in an abusive relationship, denying the abuse is dangerous for you and your children. It usually gets worse over time. Know that you have the right to be safe and to leave. Plan what you would do in a crisis. The most important thing is to make sure you and your children are safe.

- Isolation and silence make it worse. Talk to someone at a crisis line, women's shelter, or to a school counsellor.

- Take it seriously. If your partner has slapped, pushed or threatened you, he's willing to use physical force to control you. Likely, it will get worse.

- Know your rights. You always have the right to say NO and to have your say respected.



From The Body Shop

Major chain fights violence against women from page 5

prevention and recovery — and donates an average of 14 hours of paid time a month.

The time spent on the project — about 17,000 hours a year — is actually included as part of the employees' paid work schedule. Gaulin says paying staff to work elsewhere actually benefits the company as well as the community partner — employees develop a special "emotional connection" which makes them more likely to stay.

It also helps to account for the exceptional customer service for which The Body Shop has won numerous awards, she says.

"As an individual and as a sales person, when you go and work at the community project or at the shelter and you give your time and you volunteer, it changes something in you.

"You start listening with a different ear, you start noticing people for who they are, rather than checking out the shoes on the person to see how much they can spend. You stop judging and you start really appreciating the human spirit and you listen really carefully to the true needs of that person, you stop just pushing product.

"We feel that because of that, our staff give exceptional customer service because they are just more human on the sales floor. It gives them a sensibility that is really rare to find just selling soap on the shop floor."

She acknowledges there may be skeptics who suggest the campaign is really all about The Body Shop and not about a true commitment to help women in need.

"There's no doubt in my mind it has helped raise the profile of The Body Shop and certainly made the brand look really, really good. But if that's the only thing we wanted to achieve, then there would be other ways to use the money we spend. We could just do a big campaign on the brand. It would be simpler to just spend all the money on a big flashy splashy advertising campaign."

Although more and more companies are getting involved in social and community issues, Gaulin says The Body Shop's long-term commitment makes it unique.

"What we do is not social marketing. Social marketing is when you pick a cause that sounds good, then you put a lot of effort behind it and it's a one time effort. You write a cheque and that's it.


"What we do is a long term commitment and it demands a lot of our effort and a lot of our planning. We're happy to do it because what we want to do is actually address the actual problem, rather than just put a poster up in our window and say, 'We did our thing, here's our cheque and good bye.'

"We really have long-term partnerships and planning with these partners. The community partners are the experts on this issue, but they do not have the resources and the access to the masses and the public that we do.

"That's why it's such a successful partnership, because they have all the information and they are the ones who can actually address these issues."

Gaulin hopes other companies will begin to mimic The Body Shop's crime prevention efforts.

"If this campaign, in addition to doing all the things that we feel that it's done over the years, if it has sent messages to other companies about their role in this society and their role as corporate citizens and how they need to do something, that's a bonus.

"We wish more companies did it and sustained it for a longer period of time and actually wanted to contribute to the root causes of problems." 

Stephen Bindman, an award-winning legal journalist, is currently a Special Advisor at Justice Canada.

By the Numbers

- Stalking is primarily a crime against women — females accounted for three-quarters (77%) of all victims of criminal harassment in 1999.¹
- While men are more likely to be accused of stalking, the proportion of women accused of stalking has increased slightly, from 13% to 16%, in recent years.²
- Just over half (51%) of all female victims and 6% of male victims in 1999 were killed by a person with whom they had an intimate relationship at one point in time, either through marriage or dating.³
- Thirty-eight women were killed in 1999 by a current male spouse (married or common-law) and 20 were killed by a separated or divorced male spouse. Another two women were killed by same-sex spouses.⁴
- Women represent a small proportion of those admitted to provincial/territorial jails and federal prisons (9% and 4%, respectively).⁵
- Twelve percent of women had a university degree in 1996 — double the figure in 1981 and four times that in 1971.⁶
- In 1999, 55% of all women aged 15 and over had jobs, up from 42% in 1976. As a result, women accounted for 46% of the total work force in 1999, up from 37% in 1976. Women also made up 49% of business and financial professionals in 1999.⁷
- Canadian seniors are predominantly female. In 1998, women represented 57% of all Canadians aged 65 and over and 70% of those aged 85 and older.⁸
- In 1997, 2.8 million women, representing 19% of the total female population, were living in low-income situations, compared with 16% of the male population. Also in 1997, 56% of all families headed by single-parent mothers were categorized as low-income.⁹
- Women working full-time, full-year, had average earnings of just under \$31,000, or 73% of their male counterparts' earnings, in 1997. This is an increase from 68% in 1990 and around 64% in the early 1980s.¹⁰

¹ Criminal Harassment, 1999. *The Daily*. November 29, 2000. Statistics Canada.

² Criminal Harassment. By Karen Hackett. *Juristat*. Vol. 20, No. 11. November 2000. Canadian Centre for Justice Statistics. Statistics Canada.

³ Homicide in Canada, 1999. By Orest Fedorowycz. *Juristat*. Vol. 20, No. 9. October 2000. Canadian Centre for Justice Statistics. Statistics Canada.

⁴ Homicide in Canada, 1999. By Orest Fedorowycz. *Juristat*. Vol. 20, No. 9. October 2000. Canadian Centre for Justice Statistics. Statistics Canada.

⁵ The Justice Factfinder, 1998. *Juristat*. Vol. 20, No. 4. June 2000. Canadian Centre for Justice Statistics. Statistics Canada.

⁶ Women in Canada, 2000. *The Daily*. September 14, 2000. Statistics Canada.

⁷ Women in Canada, 2000. *The Daily*. September 14, 2000. Statistics Canada.

⁸ A portrait of seniors in Canada. *The Daily*. October 1, 1999. Statistics Canada.

⁹ Women in Canada, 2000. *The Daily*. September 14, 2000. Statistics Canada.

¹⁰ Women in Canada, 2000. *The Daily*. September 14, 2000. Statistics Canada.

Working together for safer communities:

A look at the federal government's partnership with the private sector

"Canadian businesses, as do Canadians, have a direct interest in stopping crime before it starts. They understand better than anyone that good business and a strong, healthy society go together. And they have much to gain from crime prevention."

With these words, the Honourable Anne McLellan, Minister of Justice and Attorney General of Canada, launched in April 1999 the Business Action Program on Crime Prevention, a forward-looking partnership of government and business.

At the heart of the Program is the Business Network.

With a mandate to promote business and voluntary sector partnerships related to crime prevention and to identify specific strategies to encourage broader involvement, the Network is made up of representatives from six national business associations: Insurance Bureau of Canada; The Canadian Council of Grocery Distributors; Canadian Petroleum Products Institute; Canadian Bankers Association; Canadian Automobile Dealers Association; Retail Council of Canada.

Business Action Program on Crime Prevention

"Businesses are the hub of community life," noted the Minister. "People come together in the marketplace; it is where public action coalesces. Indeed, businesses have an important role in mobilizing the community and a unique capacity to do so."

Through the Business Action Program, the Government of Canada has invited the private sector to become an active partner, leader and resource on crime prevention within communities. The program involves national, provincial and territorial business and professional associations in efforts to strengthen Canada's approach to crime prevention.

"Both as businesses and as people we have a vested interest in helping to prevent crime and to enhance the safety of the communities we share with our consumers," said Scott Mullin, Vice-President of Public Affairs for the Canadian Bankers Association, on the launch of the Program.

The Business Action Program reinforces the National Strategy on Community Safety and Crime Prevention by focusing on specific crime problems that have a direct impact on the private sector — such as auto theft, consumer fraud and shoplifting.

The Program expands on the commitment of corporate partners who have already taken action to prevent crime and, at the same time, is reaching out to new business partners through their networks of associations across Canada.

Among other activities, the Program is providing grants to private-sector-funded initiatives that have the potential to reduce crime and improve community safety. It has already supported 20 separate projects across the country.


Eligibility for Funding

Organizations eligible for funding include national, provincial and territorial non-profit business organizations, societies and associations representing non-profit professional organizations.



The types of activities that may be supported include the development of resources and materials required by the business sector, seminars and conferences to develop private sector crime prevention strategies or the development of public awareness campaigns and public education activities.

As the Minister noted, "Clearly, and as the business representatives will be the first to tell you, crime costs everyone. We cannot prevent all crime. But the rewards for preventing even one crime, or preventing one person from ever contemplating criminal activity, can be immense."

For more information on the Business Action Program on Crime Prevention call 1-877-302-6272 or visit www.crime.prevention.org 

FYI

After steady growth between the mid 1980's and mid 1990's, the rate of motor vehicle theft decreased for the third consecutive year in 1999. However, the current rate is still 44% greater than it was in 1989; with the theft of minivans and sports utility vehicles increasing.

One on one
from cover

We are committed to sharing this information with others who are interested in arriving at a better understanding of violence from a Canadian perspective and what we can do to prevent it. In short, we are in the business of promoting "workplace behaviour at its best."

Q Why was it created?

A The CIWV has been in existence for two years. It is a response to the growing concern of many that violence and aggression within Canadian workplaces is



increasing. In our efforts to prevent the escalation of violence, the CIWV felt that it was necessary to study and respond to this issue from a Canadian perspective, given our unique culture, laws and legislation. Further, there was no central place where those interested could obtain this information. The CIWV was created to fill this need.

Q What is workplace violence?

A Workplace violence is more than a physical act and includes sexual harassment. Our definition of workplace violence includes any incident in which a person is abused, threatened or assaulted, in circumstances relating to their work.

These behaviours could originate from customers or co-workers at any level of the organization. This definition would include all forms of harassment, bullying, intimidation, physical threats/assaults, robbery and other intrusive behaviours.

Q Is it a big problem in Canadian workplaces? Who is most at risk?

A It is a significant problem, and one that is quietly growing in Canadian workplaces. Research to date suggests that women are more at risk of aggression while on the job than men. According to the Ontario Human Rights Commission, sexual harassment has been the fastest growing area of complaints in Ontario since 1991.

When compared to other countries, surprisingly, Canada has little to be proud of when it comes to aggression on the job. The International Labour Organization (1996) reported that 9.7% of Canadian women surveyed said that they were victims of "sexual incidents" on the job, and 5% of women, as opposed to 3.9% of men, reported being assaulted at work.

"Sexual incidents" ranged from leering and sexual innuendo to rape; assault, in addition to

physical violence, included various forms of threats and bullying. In addition, employees in the fields of health care, retail and education are more likely to experience violence, and we know that the majority of employees in these occupations tend to be women.

Q Are there certain patterns of workplace violence?

A Some occupations are more at risk than others. There appears to be an escalation in consumer impatience with the speed and perceived quality of service.

We are beginning to see an increase in aggression in the education field, involving teachers and teachers' aides. Healthcare workers, including nurses, aides and doctors, have long voiced their concern about the way they are treated by the very people they serve.

My personal impression is that many of us are in a great hurry to carry out our personal or work-related tasks in what seems to be a shorter period of time. Doing more with less is a prescription for aggression.

One of the objectives of the CIWV is to research workplace trends to better understand what occupations are more at risk of violence and what specifically can be done about it.

Q What can be done at work by employers and employees to address this growing problem?

A First and foremost, a workplace violence prevention policy is only as good as the procedures that support it. Ironically, one of the major obstacles in addressing workplace violence is "reporting it." All too frequently, employees do not know where or how to report a violent incident.

In other cases, when they do take this bold step, many feel personally dismissed or the incident may be minimized in some way. It is critically important, if we are going to get a grip on this pressing issue, that organizations have very clear and concise procedures that support their policy statements. In these procedures, an employer should clearly spell out what they mean by "violence" and how someone can report an incident.


Of course, knowing what and where to report will have no impact unless the organization is receptive to the complaint. Any report should be taken seriously and employees should be encouraged to take this important first step.

Employees should never underestimate how aggressive acts can erode their self-confidence and productivity over time. Reporting a violent act is the employee's first and foremost right and responsibility. Unless we confront the perpetrators of these aggressive acts, they will continue and others will suffer needlessly.

Q In order to make a difference, what needs to be done?

A Workplace violence, in whatever form, is a complex issue and does not lend itself to a simple solution. The single most important first step is to educate yourself about your personal rights and responsibilities while on the job. By raising awareness in this way, fewer of us will tolerate conduct that, for all practical purposes, is unacceptable.

There are a host of steps that each of us can take to combat aggression on the job. Whether you are an employee or employer, you will find our Web site www.workplaceviolence.ca a virtual resource centre filled with valuable information on this important topic.

The CIWV Web site is presently conducting an on-line survey that is the second phase of our national research project aimed at raising awareness of the issue of workplace violence. The public is invited to visit the site to fill it out and to get more information on workplace violence. 

The Canadian Initiative on Workplace Violence is located at 1 First Canadian Place, Suite 350, Toronto, Ontario, M5X 1C1. Phone number (416) 760-8505.

New Crime Prevention Publications and Products

- Addressing the Personal Security Issues of Women and Girls — *Caledon Institute of Social Policy's Crime Prevention Initiatives*
- Good Times Gone Wrong: Issues on Underage Drinking (Video) — *Royal Canadian Mounted Police*
- Municipal Drug Strategies in Canada (information kit) — *Federation of Canadian Municipalities*
- Stolen Lives video: Children in the Sex Trade — *Prostitution Awareness and Action Foundation of Edmonton*
- You Can Do It (Evaluation kit for police involved in crime prevention projects) — *Ottawa Police Service*

If you have a new crime prevention book, magazine, video, game or other product you think *Prevention* readers would be interested in, please let us know at 1-877-302-6272. More information on the products listed above can be obtained at the same number.

Shoplifter Rehab

A Cost-Effective Solution to an Expensive Problem

By Marc Gushue

A bottle of shampoo. A pair of nylons. Pliers and a screwdriver.

The items lifted from store shelves and stuffed into a pocket or purse may not always be expensive, but the impact on the Canadian economy certainly is.

Across Canada, tens of thousands of people are apprehended every year for stealing merchandise from stores. Customer theft occurs 150,000 times per day, and the average daily total of stolen goods is worth \$2.1 million. These store theft cases account for more than 10% of all criminal offences that are processed by the justice system.

While the offences are relatively minor, the thefts hurt community businesses and the resultant court expenditures are a financial burden to taxpayers.

FYI

Customer theft occurs 150,000 times per day in Canada, and the average daily total of stolen goods is worth \$2.1 million. These store theft cases account for more than 10% of all criminal offences that are processed by the justice system.

In an effort to explore ways to reduce shoplifting and the number of shoplifting cases that are processed by the courts, the Elizabeth Fry Society of Peel-Halton in Brampton, Ontario (in concert with the Retail Council of Canada and local provincial Crown Attornies) have developed a diversion project called An Alternative Justice Response.

The Elizabeth Fry Society realized that the court system and traditional punishments were not necessarily correcting the problem of shoplifting.

The organizations also realized that most shoplifters are people who face serious underlying issues in their lives.

"These people are different than the ones who shoplift to sell their stolen goods," notes Sophia Brown-Ramsey, a community counsellor with the project.

"It's not about money, because they usually have money in their pockets. Most of the time, they don't even need the items they've stolen. When you get down to the core, there's always some issue involved; often, it's the anniversary of a tragic event.

"In one case, a woman whose baby had died, stole baby clothes from a department store on the anniversary of her baby's death. She had no use for the clothes and threw them into a bin afterward. We see this all the time — an emotional scar triggers the act of theft.

"We also see it a lot from people who are in abusive relationships or abusive homes. These people feel powerless, and when they shoplift, it's like they're asking for help. Subconsciously, I think they want to get caught, just so that they can talk to someone. That's where we come in."

Once a shoplifter has been apprehended and selected for the program, An Alternative Justice Response intervenes with counselling and, at times, refers people to appropriate agencies that can provide more extensive treatment.

Project workers, like Brown-Ramsey, have found that providing a supportive environment, rather than applying punitive measures, helps people to regain the self-control and self-esteem they need to stop stealing.

"Most of the time, they just want someone to listen," said Brown-Ramsey, "so we've structured our therapy so that we act as a coach to people in need. We don't come in with a preconceived plan. We listen, get to the heart of the problem, and offer support — we're a sounding board and we give people the tools they need to get better."

Through the program, non-professional shoplifters (those who do not steal for the purpose of selling stolen goods) are given an opportunity to change their behaviour without incurring a criminal conviction.

The diversion program begins with education — the costs of shop theft (both personal and social) are explained so that the offender understands the damage that he or she has caused. An Elizabeth Fry Society staff person then develops a plan, in partnership with the victim, to determine


appropriate and meaningful sanctions for the offender, such as:

- delivering a verbal or written apology;
- providing a charitable contribution;
- performing a community service;
- providing restitution or compensation;
- writing an essay; and/or
- accepting counselling.

Failure to comply with the imposed sanctions results in the processing of the original criminal charge through the justice system.

This Elizabeth Fry project is a partnership with the Retail Council of Canada and the Business Action Program on Crime Prevention — an initiative of the National Strategy on Community Safety and Crime Prevention.

"The retailers that are contributing to our efforts are setting a good example for local businesses," added Brown-Ramsey.

"They're doing a great job at sorting out the professional thieves from the others. Eventually, I'd like to see this go beyond the community — it's such a good program! For too long, we've been looking at this problem from the wrong point of view. These people aren't bad, they just need our help. It's never what it appears to be on the surface." 

The Elizabeth Fry Society of Peel-Halton is a volunteer organization that works to eliminate conflict between women and the criminal justice system. It serves over 5,000 individuals per year, 75% of whom are women and girls. For more information on the Society, phone (905) 459-1315 or e-mail efry@total.net.

Marc Gushue is a Communications Officer for the National Crime Prevention Centre in Ottawa.

From Here...

Mothers with Power: Turning At-Risk Families into Healthy Families

By Diane Poliquin and Marc Gushue

A mother who decides to settle down with her family usually favours a peaceful and secure environment. Unfortunately, when the mother is a single parent and has limited financial resources, her options for suitable housing diminish.

Welcome to South-Central Montreal.

Affordable housing is readily available here, which attracts many of Montreal's single-parent mothers with limited means. At the same time, services are lacking and the threat of crime and victimization weighs heavily. What most of these mothers need is stable employment and stable housing. Without either, many of these at-risk families, and the children in particular, may one day find themselves in contact with the law, social services, or both.

The Réseau Habitation Femmes, which has extensive experience with community interventions for female tenants, has developed a project called MAP to address the needs of these women.

MAP is a French acronym for "Mothers with Power," "Mothers with a Place," "Mothers with a Paycheque," and "Mothers with a Life Plan."

"MAP is a social and employment integration project that is combined with favourable living conditions, which enables single mothers with children under the age of five to take more power over their lives as citizens, workers, and mothers," explains Michelle Issa, project co-ordinator.

"It is also a team of workers and partners that provide the support needed by the participants to carry out their integration plans. Finally, it's also a research project on innovative intervention practices."

MAP is the result of thinking that began in 1997 by a team of representatives from social services, universities, research agencies and community organizations.

This group wanted to identify solutions to reduce poverty, which is often the fate of young single mothers, and to offer them better employment and community opportunities.

we offer a team of service workers on site that follow up with the participants and their life plans," says Issa.

Over the next three years, a team of workers will support and co-ordinate initiatives for the young mothers living there. The programming will be structured around three types of activities: development of employment skills, health, and the prevention of crime and victimization.

The participants will receive labour market information adapted to their needs and will be able to gain work experience. Courses and training may also be offered to help the women be more competitive in the job market.

For health and the prevention of crime and victimization, the focus will be on three areas: an individual approach based on the family's specific needs, encounter groups on specific subjects, and self-help groups. "MAP will no doubt improve the quality of life in the neighbourhood," added Issa.

The self-help groups will develop the social skills needed to maintain stable employment (such as independence, a sense of responsibility, initiative, teamwork, and interpersonal and work-related communications). The workers will also ensure that every activity is designed to facilitate job placements.

"Some support and integration services will be offered only to residents, but all of the educational activities, crime prevention, health and other activities will be offered to all the single mothers of the South-Central neighbourhood," said Issa. "The project philosophy is a global approach for sustainable development. In order to do this, we must also establish ourselves in the neighbourhood and work to ensure that MAP is not closed up."

MAP is also a research program sponsored by the Institut de recherche pour le développement social des jeunes (IRDS), where a team carries out a series of research activities to support the development of the initiative, observe its implementation, and report on its effects.



Partners for the "intervention" component of MAP. From the left: Nadine Osborne, Program consultant, Health Canada; Jacques Labonté, Director, CRHC; Michelle Issa, Coordinator, Intervention component of MAP; Diane Poliquin, NCPC Program Consultant; Denise English, Chairman of the Board of Réseau habitation femmes; Yvon Charbonneau, MP for Anjou/Rivière des Prairies; Michel Doray, Chairman of the MAP Implementation Committee.

Research and past experience taught this group that providing single parents with stable employment and stable social lives meant helping them in a holistic way. They knew that many issues needed to be addressed, including housing, childcare, and the development of parenting and employment skills.

The MAP project involves 30 subsidized housing units, along with a daycare centre for 80 children, on a secure site in Montreal's South-Central neighbourhood. Those living in the housing units are all young mothers who have agreed to take part in the project.

"We offer participants transitional subsidized housing that can accommodate one or two children. On top of the daycare,

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and There

From Crisis to Comfort: The Victoria Faulkner Women's Centre

By Linda Biensch and Marc Gushue

Picture this.

You are the mother of two children, living in a remote community in northern Yukon. You are far from the social services and conveniences that most Canadians take for granted. You have just been assaulted by your partner. You want to leave the relationship and press charges against him, but you have little money and do not understand the legal system. You are furious and scared.

What do you do?

For many women in the Yukon, situations of crisis like this occur all too often.

Many feel intimidated by government processes and the criminal justice system, and find it difficult to access housing, financial, or legal services — particularly when they are dealing with personal crises.

In an effort to help these women, the Victoria Faulkner Women's Centre in Whitehorse, with the assistance of the National Strategy on Community Safety and Crime Prevention, developed the Women's Advocacy Program.

Through this initiative, a women's advocate — a social worker by profession — helps with legal and governmental processes and provides a friendly shoulder for women to lean on in times of trouble.

"Social assistance, emotional needs, child support, legal issues — these are things that the government agencies don't address. They will assist you somewhat, but it's not their mandate, so normally the women are left out in the cold," said Leah White, a former advocate with the Centre.

The broad range of problems faced by women forces the women's advocate to be a social service jack-of-all-trades. "I've worked in a lot of different areas of Canada and I have to admit that none of them prepared me for this. I really expected in the first year that we might get 50 clients. Last year we had 303," said White.

"Every time someone calls, it's new. Every question is new. Sometimes it might sound like it's the same situation and the same issue, but there are

always different dynamics happening within each family. Nothing really prepares you; nothing prepares you for the women that come in here."

Current women's advocate Elizabeth Candline agrees: "As a worker here, every day there's something new that I either don't know or haven't dealt with before. It's just amazing — the issues that are brought to us by the women."

The Women's Advocacy Program was originally created to service the City of Whitehorse, but as various agencies became aware of the advocate,



Kathryn Souster, Program Coordinator, Liz Candline, Advocate, with her daughter Katherine.

referrals began to pour in from other communities, and the program has now evolved into a Yukon-wide service.

The increased workload has been tough for the advocate, but the staff at the Victoria Faulkner Women's Centre has risen to the challenge.

"Having colleagues who can support one another is really important. It's important to have that support behind you because it can become very overwhelming sometimes," said Candline.

Despite the grants from the federal government's *National Strategy* and the Yukon government, the advocate cannot help all the women in need. For those in remote communities, support can only be provided by telephone unless they can afford

to travel to Whitehorse. While access to their services remains an issue, the staff at the Centre are relieved to finally have a permanent home, after many changes of address.

"We've had a permanent facility for three years now, which has really helped us to promote our services to women in need. Before that we were everywhere — in tiny offices, and getting kicked out of back rooms — so that has been a huge commitment by the government," added White.

While the women's advocate is a relatively new program, the Victoria Faulkner Women's Centre has been serving women and children in the Yukon for over twenty-seven years. When funds are available, the Centre also offers educational programs such as prenatal classes and discussions on law, domestic violence, and food planning.

Most of the women seeking help from the advocate are angry. They have been victimized in some way and many feel re-victimized in their dealings with the legal system. To address these widely shared frustrations, the Centre offers "Exploring your Anger" workshops, which empower women by teaching them to identify and explore the emotions that affect their lives.

"We not only look at the anger, but also look at self-esteem and assertiveness. It's pretty hard to deal with your anger if you're not assertive, and it's pretty hard to be assertive if you have negative self-esteem," said White.

Beyond these workshops, many of the women served by the advocate require personal counselling. Because of the long waiting lists for counselling services in Whitehorse, the advocate provides interim counselling and is often asked by local agencies to continue counselling certain clients.

The advocate also helps women to complete do-it-yourself legal kits, which have become a common alternative to using lawyers.

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From Crisis to Comfort...
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The women who seek help from the advocate face complex issues — a woman may need help with a divorce kit and court proceedings, while simultaneously facing housing, financial, child-care, and personal safety issues.

"Unfortunately, violence is still a huge problem here, as it is in other isolated communities throughout Canada that have high levels of alcohol and drug abuse. The violence is not stopping here. There are services here in the Yukon that are trying to change that, but the attitude still seems to be that violence is okay," said White.

"The First Nations community here is really struggling to go back to a lot of the traditional programs, such as circle sentencing, in order to deal with family violence, and is really trying to get the community on board. I think when you have communities where the economy is really poor, and alcohol and drug abuse are really high, it's really difficult to struggle against family violence, particularly when your father, and your father's father, and your mother's father have all been abusive," said White.

The challenge, and ultimate objective, of those working in the Centre is to break the cycle of vio-

lence and victimization. Getting women out of such situations, and keeping them out, is the key to stopping a legacy of violence and pain that, left unchecked, will likely be perpetuated in the lives of sons and daughters. The longer children witness violence in the home, the more inured they become and the more normal such behaviour seems as they, in turn, become adults.

Candline and White agree on the key issues facing the community: the inability of women to get out of poverty, a lack of educational support, problems with government policies, and problems within the communities themselves. One sign of positive change in the community has been the increasing number of men who have taken interest in the Centre and its programs.

"There's a need for a male advocate," said White. "We can help the women, but there's an awful lot of men out there who are also having problems with social assistance, legal aid, and emotional support and, unfortunately, that is not our mandate. Poverty is a huge issue here for both males and females."


"Just this past week, someone referred a man here and we did try and help him out, however much we could. He needed child care and he needed help with financial and legal matters," said Candline.

"We also get phone calls from men, who have heard about the Centre, to find out if it's a good place for their partner, wife, girlfriend or sister to visit, which I think is huge," added White.

The physical, emotional, and mental demands of the position are high, but for the volunteers and staff of the Victoria Faulkner Women's Centre, the rewards are even higher.

For White, the reward was seeing the smiling faces of the women and children she had helped. "Having one woman able to access a service that she wasn't able to access before — one woman a month was enough to keep me going. It's so exciting to hear a woman come in and say 'You know what? I don't need you anymore!'"

For Candline, the future holds many challenges but also many successes.


Brimming with compassion and quiet confidence, Candline understands that no matter how tough her job is, many others have it much tougher. "Sometimes it gets overwhelming, but we have to keep it together because it's even more overwhelming for the clients." 

The Victoria Faulkner Women's Centre can be contacted by mail (P.O. Box 3972, Whitehorse, YT Y1A 5M6), e-mail (vfwomenscentre@yukon.net), telephone (867) 667-2693, and fax (867) 667-7004.

Mothers with Power
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While the MAP project initially resulted from the co-operation of 13 different organizations, it can now count on the support of more than 20 partners. Governments at all levels, along with the community, have supported the housing project. These partners include Public Works and Government Services Canada, Human Resources Development Canada, Health Canada, the National Strategy on Community Safety and Crime Prevention, the Centres jeunesse de Montréal, the CLSC des Faubourgs, the IRDS, the Conseil québécois de la recherche sociale, Réseau Habitation Femmes, Inter-loge Centre-sud, the Centre de la petite enfance du Carrefour, and several other community organizations working with women.

"In itself, this partnership is already a success," said Issa.

"Of course, we hope that this project will inspire many others, so that this concept can be implemented in different neighbourhoods. It would be to everyone's advantage if other organizations were able to enjoy the benefits of our experience." 

Diane Poliquin is the National Crime Prevention Centre (NCPC) Program Consultant in Montreal and Marc Gushue is a Communication Officer for the NCPC in Ottawa.

Events Calendar

June 2001

15th Annual Atlantic Provinces' Crime Prevention Conference

June 4-6, 2001, in Cornerbrook, Newfoundland
Contact: Calvin Cole (709) 466-7948

International Conference on Children Exposed to Domestic Violence

June 6-8, 2001, in London, Ontario
Contact: Centre for Children & Families in the Justice System of the London Family Court Clinic (519) 679-7250
Web site: www.lfcc.on.ca

"CONGRESS 2001" — The 28th Canadian Congress on Criminal Justice

June 20-23, 2001, in Halifax, Nova Scotia
Contact: Canadian Criminal Justice Association (613) 725-3715
Web site: home.istar.ca/~ccja

August 2001

Targeting Organized Crime — Canadian Association of Chiefs of Police

August 19-22, 2001, in Saskatoon, Saskatchewan
Contact: 1-877-518-CACP (2227)
Web site: www.cacp.ca/2001

National Organization for Victim Assistance (NOVA)

August 19-24, 2001, in Edmonton, Alberta
Contact: Edmonton Police Services
1-877-747-NOVA
Web site: www.nova2001.net or www.try-nova.org

September 2001

BC Crime Prevention Symposium 2001 — Crime Prevention a Volunteer Odyssey

September 20-22, 2001, in Sheraton Hotel and Conference Centre Surrey, BC
Contact: BC Crime Prevention Association
(604) 594-1552