

# **Annual Accountability Report for the Fiscal Year 2005-2006**

**December 2006**



Nova Scotia Advisory Council  
on the Status of Women  
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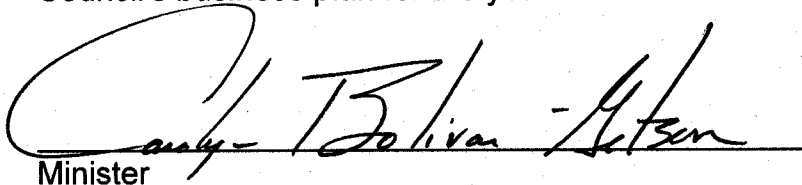
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## Accountability Statement

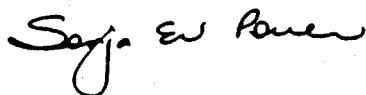
The accountability report of the Nova Scotia Advisory Council on the Status of Women for the year ended March 31, 2006 is prepared pursuant to the *Provincial Financial Act*, the *Advisory Council on the Status of Women Act*, 1977, c. 3, s. 6(1) and government policy and guidelines. These authorities require the reporting of outcomes against the Nova Scotia Advisory Council on the Status of Women's business plan information for the fiscal year 2005-2006. The reporting of the Nova Scotia Advisory Council on the Status of Women's outcomes necessarily includes estimates, judgments and opinions by the Nova Scotia Advisory Council on the Status of Women management.

This accountability report is the responsibility of the Nova Scotia Advisory Council on the Status of Women's management and is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the Council's business plan for the year.



Caroly-Bolivar-Atson

Minister



Seija E. Power

Chair

## **Messages from the Minister and Chair**

### **Message from the Minister**

This was a year of significant accomplishment for the Advisory Council and staff. A second successful campaign school and the Women Work and Care conferences were highlights. The campaign school supported another 28 women in preparing for electoral politics. Six graduates of the two schools ran in the provincial election. Women, Work and Care brought together women, policy makers, and union representatives, helping to ensure that workplaces and government policy respect the needs of the working mothers who proudly contribute to the economy of our province.

The Advisory Council and staff are to be commended on their contributions this year.

Honourable Carolyn Bolivar-Getson  
Minister, Status of Women

### **Message from the Chair**

Council's work with women in all their diversity in Nova Scotia provided several opportunities to provide advice to government on the concerns of women. The Women, Work and Care conference in October was a highlight in this respect. The Advisory Council's staff showed their dedication to the advancement of equality, fairness and dignity for all women, through this event and throughout the year.

The Council and staff continue to accomplish much. Council's relationship with ministers has been fruitful and rewarding.

Sonja Power,  
Chair, Advisory Council on the Status of Women

## Introduction

The content of this accountability report is based on the goals, priorities and outcomes described in the Advisory Council's business plan for 2005-2006. The report describes the accomplishments and progress that the Advisory Council has made in meeting those goals and priorities.

The purpose of this report is to update the public, members of the legislative assembly and the Advisory Council's stakeholders, including women's equality seeking groups and all women in the province, on Council's activities.

The report is structured around the agency's functions – policy and research, information and education, and community liaison and rural outreach – and the priorities for each function.

## Background

The Nova Scotia Advisory Council on the Status of Women advises the provincial government on issues of interest and concern to women, and brings those issues forward. The mandate and powers of the Advisory Council on the Status of Women are set out in Section 4 of the *Advisory Council on the Status of Women Act*, which was passed in 1977. The mandate is:

- to advise the Minister upon such matters relating to the status of women as are referred to the Council for consideration by the Minister;
- to bring to the attention of the Minister matters of interest and concern to women.

The Council's powers are:

- to receive and hear petitions and suggestions concerning the status of women;
- to undertake and recommend research on matters relevant to the status of women;
- to recommend and participate in programs concerning the status of women;
- to propose legislation, policies and practices to promote equality of opportunity and status;
- to publish reports, studies and recommendations.

The Advisory Council keeps women's issues on the agenda of governments. The Minister responsible for the Status of Women appoints 10 to 12 women to the Advisory Council from all regions of the province. Council members stay in touch with women in their communities, identifying opportunities and needs for government action. Diversity is a hallmark of Council membership and action, as the Council seeks to be inclusive of all women in Nova Scotia. Council staff work on policy research, public education, and community liaison and outreach.

## **Mission, Goals and Core Functions**

### **Mission**

To advance equality, fairness and dignity for all women in Nova Scotia.

### **Goals**

- To increase the participation of women in all their diversity in decisions that affect their lives, families and communities, with particular emphasis on those who face discrimination because of race, age, language, class, ethnicity, religion, disability, sexual orientation, or various forms of family status.
- To promote women's economic equality.
- To reduce violence against women in communities, workplaces and families.
- To improve the health and well-being of women and their families.

### **Core Functions**

#### ***Policy and Research***

The Council advises the Minister responsible for the Status of Women on the concerns and priorities of women, and formulates strategies and options to address these. The Council conducts quantitative and qualitative research in consultation with community groups and government departments to ensure advice is a feasible, relevant, timely and accurate guide to government action.

#### ***Information and Education***

The Council collects and disseminates information on women's issues to the Minister, Council, staff, and other key stakeholders, including the media and the general public. Through a comprehensive communications strategy, Council informs and influences key stakeholders about issues and concerns affecting women, Council, and government priorities, activities and accomplishments, as well as about opportunities for improvement in addressing women's issues.

#### ***Community Liaison and Rural Outreach***

Through Council members and fieldwork staff, the Advisory Council brings forward concerns of women from across Nova Scotia, with particular attention to historically disadvantaged groups. Council also partners with communities, organizations, and agencies to advance equality for women in programs and services.

## **Progress and Accomplishments 2005-2006**

### **Social Inclusion**

#### ***To increase the number and diversity of women participating in public and political life.***

The Advisory Council worked with Mount Saint Vincent University to hold a second non-partisan campaign school for women in 2005.

Increasing women's involvement in municipal decision-making was an important thrust, and we worked with the Union of Nova Scotia Municipalities and the YWCA, with support from Service Nova Scotia, on a research project to find out how to overcome the barriers to women's participation. The final report, *Untapped Resources*, and seven recommendations, were roundly accepted by municipal councillors from across the province, and the project will continue into 2006-07.

The September 2005 issue of *Homemakers*, a national women's magazine, carried a story about the non-partisan campaign school for women held in November 2004. The magazine and the Federation of Canadian Municipalities recognized the Status of Women web site as a leading resource on preparing for electoral office. *Homemakers* called the *Votes for Women* publication "the ultimate manual on running for office."

#### ***To increase the visibility of the Nova Scotia Advisory Council on the Status of Women.***

The Advisory Council celebrated International Women's Day through four events. A screening of short films by women directors was one of several events in Halifax that evening. Admission to the screening was a donation to Phoenix Youth Programs' Parent Support Program. The event extended awareness of the Advisory Council to two new audiences – avid filmgoers and young mothers at risk.

Three other Council-sponsored events -- a luncheon in Amherst, with a donation made to the local transition house; a wellness day in Bridgetown and a ceilidh in Judique -- brought awareness of International Women's Day to communities.

*Weaving the Story, Sharing the Journey of African Nova Scotian Women from Cumberland County*, was screened as part of the 25th Atlantic Film Festival. The 40-minute documentary demonstrates the women's contributions to their community, families and church life. The Advisory Council joined with Eastlink Communications and the Cumberland African Nova Scotian Association to produce this film.

Women's contributions during wartime and in peace were the focus of the 2005 Agnes Dennis Lecture. Historian Dr. Janet Guildford, Dr. Major Marial Mosher (retired) and

Commander Elizabeth Steele awed their audience with stories of service and dedication. The annual lecture is sponsored in partnership with the Local Council of Women of Halifax to celebrate Women's History Month. The partners thank the Canadian Forces and Veteran's Affairs for working with the Council on this event.

The Advisory Council's October meeting was held in Pubnico, preceded by a reception for local women the evening before.

Staff contributed to internal government committees such as the Sustainable Communities Initiative, the Nova Scotia Task Force on Aging, Community Development Advisory Group, and Labour Force Planning Committee.

Staff also work with community organizations, such as Metro Interagency on Family Violence, Community Action on Homelessness; and Techsploration.

Work to update and upgrade the Council's web site will make it more user-friendly and enhance its appeal to a wider group of users, particularly to teenaged girls. The new website will be launched in 2006-07.

A book to help teenaged girls make decisions for the future was launched in October. *Guide for Girls* was developed with input from partners inside and outside government. It discusses preparing for work and career, relationships with friends and family, money management and community involvement.

The Frances Mills-Clements Bursary for women seeking post secondary education was awarded for the first time in 2005. Ashley Simms, a graduate of West Kings District High School, is pursuing a career in screen arts. The Advisory Council worked with women's centres in western Nova Scotia to develop the award.

## **Economic Equality/Security**

***To make recommendations to policy and community audiences to reduce women's precarious employment and poverty by, for example, disseminating the findings of the Transition to Employment for Low-Income Women report.***

Immigrant women from metro again shared their views and experiences in settling and living in Nova Scotia with representatives of the Nova Scotia Office of Immigration, the Advisory Council, the Atlantic Metropolis Centre of Excellence - Gender / Immigrant Women Domain, and YMCA Centre for Immigrant Programs. The second round table group described the issues they faced and offered suggestions related to: recognition of international professional credentials; availability of employment that pays an adequate salary; English-language training; access to affordable childcare, and information that would be helpful to immigrants. The next step is to develop an action plan to ensure that



further work to attract and retain immigrants incorporates the perspectives of immigrant women.

New Zealand economist Marilyn Waring, in Nova Scotia for an international conference also delivered a lecture, "How to Care for People and the Planet: The New Politics of Development," in Halifax. Advisory Council staff contributed to the organization of this event.

Three events, together called Women, Work and Care: Policy at the Crossroads, brought together women affected by social policy, policy makers and non-government organizations interested in social policy, like labour unions. A public discussion centred on early learning and child care; an invitation-only forum continued this topic and added maternity and parental leaves, family-friendly workplaces and dependent care.

Dr. Jane Jenson of McGill University and the University of Montreal delivered a free public lecture on women's economic equality in conjunction with the forum.

Advisory Council member Linda Carvery addressed the Standing Committee on Community Services about the work of the Advisory Council on women's poverty and the unique implications of poverty for women.

Recommendations to the federal Department of Labour to update the Canada Labour Code included:

- developing standards that reflect and reinforce human rights legislation
- better enforcement of the standards
- legislation that promotes a living wage
- extending labour standards to "non-standard" work arrangements
- protecting pregnant workers' job assignments
- creating policies that support family-friendly work places

Council staff contributed to planning for a public forum to determine who should help develop policy on pensions, and when and how they should be involved. The Tri-County Women's Centre in Yarmouth, Second Story Women's Centre in Lunenburg, and The Women's Place, in Bridgetown sponsored the forum.

***To increase women's exposure to and participation in occupations where they are under-represented.***

Women Unlimited is a three-year strategy to increase women's participation in science, trades, and technology training programs and workplaces in Nova Scotia. Local employers participating in the project will agree to hire graduates with skills the employers need. A pilot site at the Lunenburg campus of the Nova Scotia Community College has taken its first group of women. In addition to contributing to planning for Women Unlimited, the Advisory Council funded printing of the resource guides, *In the Picture*.

## **Personal Safety and Freedom from Violence**

### ***To identify and recommend measures to prevent and reduce all forms of violence against women.***

Panellists discussed efforts to reduce violence against women at home, at work and in the community on December 6, 2005, the National Day of Remembrance and Action on Violence Against Women. Carolyn Bolivar-Getson, Status of Women Minister; Jackie Stevens, Avalon Sexual Assault Centre; Janet Hazelton, Nova Scotia Nurses' Union; Doug Keefe, Department of Justice; Susan Ivany, Halifax Police Victim Services Unit made up the panel.

Council staff compiled Statistics Canada crime data and published it in *Sexual Assault in Nova Scotia: A Statistical Portrait*, released on December 6th. As well, staff updated a fact sheet on violence against women.

The Advisory Council staff's work with partners this year included support of community groups in developing a Silent Witness Project in Nova Scotia. In-kind support and assistance contributed to completion of a web site and information meetings in six communities. The project makes real the message about family violence and the progress we are making to reduce it.

The Advisory Council took part in the development of the province's Elder Abuse Strategy, ensuring that it included women's concerns and perspectives.

Near the end of the year, three Mi'kmaw women, Brenda Tracey, Ella Paul, and Jean MacLean, along with the Council Chair and two staff members attended "Building Healthy and Safe Families and Communities: Policy Forum on Aboriginal Women and Violence," a federal-provincial-territorial policy forum in Ottawa. A working group has been formed to increase community outreach and education and to develop an intervention model that provides support to families living with violence.

## **Health and Well-Being**

### ***To contribute a gender-based focus to Nova Scotia's Health Promotion Strategy with an initial focus on HIV/AIDS, addictions, and gambling.***

Council staff delivered self-esteem workshops to teenaged girls in Bridgewater and helped plan a Women's Wellness conference for the Digby area in the spring.

Staff communicated the results of a gender-based analysis of Nova Scotia's HIV/AIDS Strategy and provided training and support in gender-based analysis to the lead departments and community organizations involved in that strategy.

***To disseminate the findings of the Healthy Balance Research Program and make recommendations to policy and community audiences to support women in caregiving/care-receiving roles.***

The Advisory Council and the other Healthy Balance partners sponsored a Canadian Policy Research Networks Round Table based on the findings of the Healthy Balance Research Program. This participation brought caregiving issues to the attention of policy makers and staff on a national level.

## Financial Results

<b>Budget and Actual Expenses</b>		
	<b>Budget 2005-2006</b>	<b>Actual 2005-2006</b>
	(\$ thousands)	(\$ thousands)
Net Program Expenses	834	823
Salaries and Benefits	508	524
Funded Staff (FTEs)	8.0	8.1

**Performance Measures 2005-2006**  
**Nova Scotia Advisory Council on the Status of Women**

## Proportion of Advisory Council Publications that Address Diversity and Social Inclusion

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, one desirable outcome is ensuring that the work of the Advisory Council addresses diversity and social inclusion.

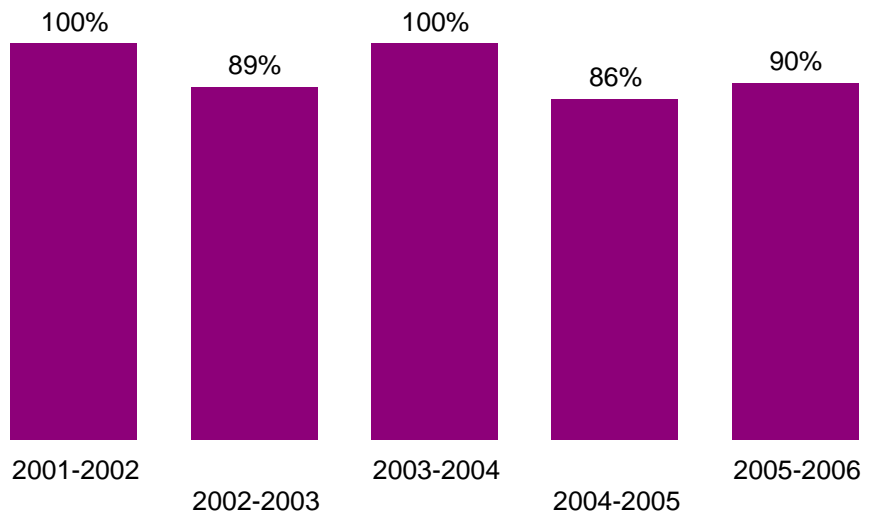
### What does the measure tell us?

This measure, new to the 2005-2006 business plan of the Advisory Council, is a straight-forward calculation of the proportion of all Advisory Council publications, including briefs, statistical reports, and informational reports that address diversity and social inclusion. As one of the Advisory Council's goals is to increase the participation of women in all their diversity in decisions that affect their lives, families, and communities, with particular emphasis on those who face discrimination because of race, age, language, class, ethnicity, religion, disability, sexual orientation, or various forms of family status, it behooves us to ensure that all Council publications reflect this goal.

### Where are we now?

**Proportion of Advisory Council Publications that Address Diversity and Social Inclusion 2001/02 to 2005/06**

Although a new measure for 05-06, it was possible to analyze Advisory Council publications released in previous years for content addressing diversity and social inclusion. In all five years analyzed, our target of 75percent was met or exceeded. In two of the five years, all publications released by the Advisory Council addressed diversity and social inclusion.



Source: Nova Scotia Advisory Council on the Status of Women

### Where do we want to go/be in the future?

The proportion of all Advisory Council publications that address diversity and social inclusion met or surpassed our target in the 2005-2006 fiscal year. It is expected that we will continue to meet or exceed our target of 75 percent for the coming fiscal years.

## Council Website Visits

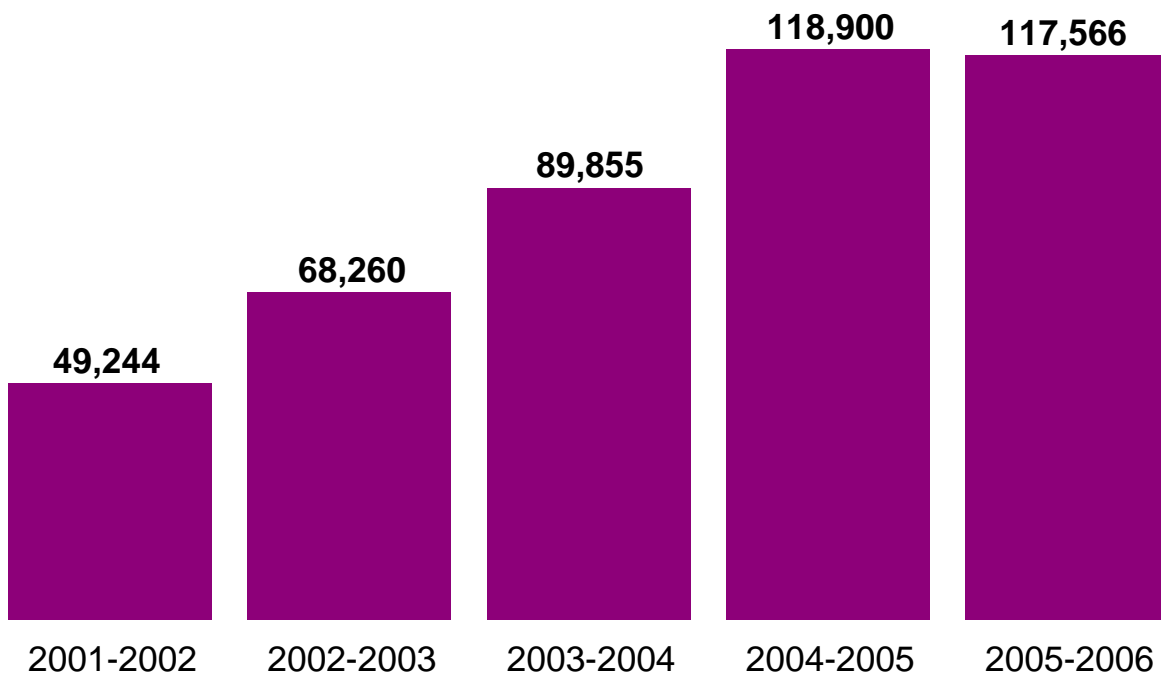
Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is an increased public awareness of Council initiatives. One measure of this outcome is tracking the public's usage of the Advisory Council's web-site.

### What does the measure tell us?

Tracking the Council's website utilization gives us an idea of the popularity of the Council's work, including its briefs, statistical publications and other informational documents, which the Council is increasingly making available to the public in electronic format. Consistently high Council website usage indicates a consistently strong public interest in and demand for the Council's work.

### Where are we now?

**Advisory Council Web-Site Usage (pageviews)  
2002-2003 to 2005-2006**



Source: Nova Scotia Advisory Council on the Status of Women

In 2005-2006, the Advisory Council's website had 117,566 visits. While this figure was almost unchanged from the previous year, it shows an increase of about 31 percent over the 2003-04 fiscal year. As with previous years, while there were monthly variations in the number of people visiting the Council's website, the course of website usage for 05-06 showed an upward trend, overall. For example, the average monthly number of website visits for the first quarter of the 05-06 fiscal year was 9,801 and for the last quarter it was 12,587.

### **Where do we want to go/be in the future?**

Our original target for this measure was to exceed 50,000 website visits by 2004-05. As we surpassed this target in both the 02-03 and 03-04 fiscal years, we revised our target for 2004-05 to 70,000 website visits. As this target was again surpassed by a significant margin in the 04-05 fiscal year, our target for future years increased again, to 100,000 page views. We met this target in 2005-2006 and do not anticipate having any difficulty attaining this goal in coming years. The Advisory Council is currently in the process of updating its website to better meet the needs of its patrons. In light of these changes, it is our hope that the use of the Advisory Council's website will continue to increase.



## **Advisory Council Speaking Engagements and Public Presentations**

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is an increased public awareness of Council initiatives. Another measure of this outcome is tracking the number of speaking engagements and public presentations that are requested of the Advisory Council.

### **What does this measure tell us?**

Tracking the number of speaking engagements and public presentations that members of the public, community organizations, and other government departments and agencies request of the Advisory Council is a good way of ascertaining their awareness of the Council and ensuring that a province-wide awareness is achieved.

This is a new measure for the 2005-2006 fiscal year and, therefore, no baseline data exists. A speaking engagement tracking form was developed which allows us to record the location and topic of the presentation, the type of organization making the request, the audience size and tone, as well as a 5-point rating of how well the presentation went (1=poorly, 5=excellent).

### **Where are we now?**

In 2005-2006, there were a total of 16 speaking engagements requested of the Advisory Council, which surpassed its target of 10 speaking engagements. The average audience size was 31, with a range from 6 to 110 people. When asked to provide a rating of how well they thought the presentation went, presenters' ratings averaged 4.1 out of 5. Presentations were made on a wide variety of topics to diverse audiences across the province.

### **Where do we want to go/be in the future?**

The target for this measure has been set at 20 presentations/speaking engagements for the 2006-07 fiscal year. We do not anticipate having any difficulty meeting this target.

## Media Coverage of Council's Work

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is an increased public awareness of Council initiatives. Another measure of this outcome is the print media's coverage of Council initiatives, events, and work in general.

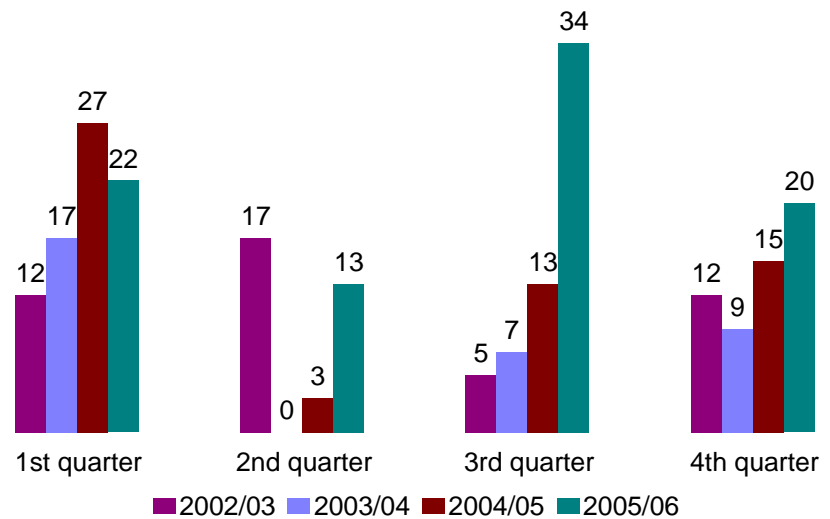
### What does the measure tell us?

Tracking the print media's coverage of the Council's work provides us with a sense of the Council's public image. A consistently strong interest in the Council's work on the part of the media is consistent with a stronger public image and increased public recognition of the Council's work and initiatives.

### Where are we now?

**Print Media Coverage of Council's Work  
2002-2003 to 2005-2006**

In 2005-2006 there were a total of 89 print media stories published that related to the work of the Advisory Council, up from 58 media stories in 2004-2005. Although there was substantial variation in the number of media stories published (ranging from 34 stories in the third quarter to only 13 stories in the second quarter), there was an average of more than seven print media stories per month in 2005-2006.



Source: Nova Scotia Advisory Council on the Status of Women

### Where do we want to go/be in the future?

Our target for this measure for 2007 is 50 print media stories. We do not anticipate having any difficulty meeting this target.

## **Increased Numbers of NewsBytes Subscribers**

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is to increase the number of subscribers to the Advisory Council's bi-weekly electronic news bulletin, "NewsBytes".

### **What does the measure tell us?**

NewsBytes is the Advisory Council's bi-weekly electronic news bulletin which has been in existence since April of 2002. Newsbytes replaced the Council's hard-copy newsletter and aims to inform subscribers of Council news, updates, and short features on women's issues. The number of NewsBytes subscribers gives a good indication as to the public's level of interest in women's issues and is an efficient and cost-effective way of providing information to those interested in women's issues.

### **Where are we now?**

At the time of the writing of the Advisory Council's 2005-2006 Business Plan, there were 363 people subscribed to NewBytes. At the end of the fiscal year, (March 31<sup>st</sup>), there were a total of 517 subscribers.

### **Where do we want to go/be in the future?**

Through web-site re-design and consistent marketing, the Advisory Council plans to increase its numbers of NewsBytes subscribers to 1000 by 2007-08.

## Council Members' Self-Rating of Participation in Community

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is the sustained effectiveness of the Advisory Council which can be achieved by supporting members' active engagement in their communities to enable them to bring forward the concerns of women to relevant policy audiences.

### What does the measure tell us?

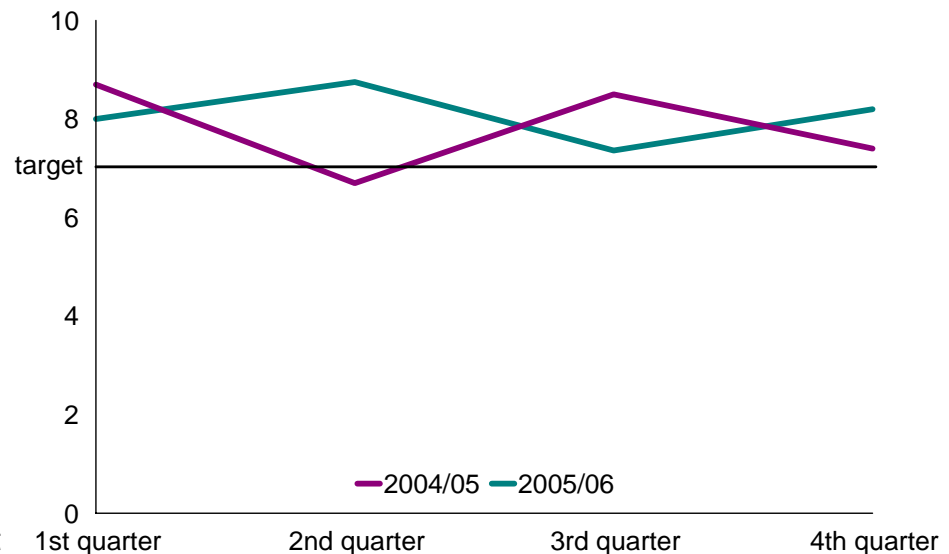
The Council members' self-rating of participation in the community is a quarterly administered self-rating which ranges from 1 (was not able to do any Council-related work) to 10 (did Council-related work at least once a week). Scores are averaged across all Council members for each quarter of the fiscal year. Higher scores are indicative of a more active, vibrant Council with members who are dedicating a significant amount of personal time to the concerns of women in the province and who know the needs of the women they are serving.

### Where are we now?

Council member self-ratings in 2005/06 were higher, overall, than their 2004/05 ratings. In two out of the four quarters of the fiscal year, ratings were substantially higher and three of the four average self-ratings for the 05-06 fiscal year met or exceeded our target rating of 8.0. Four new members joined the Advisory Council at the beginning of October, 2005.

Council members who were present during the first two quarters of the fiscal year were very experienced and comfortable with their roles and subsequently had particularly high self-ratings for those quarters (on average, 8 and 8.75 out of 10). As might be expected, with the addition of new Council members in the second quarter, average self-ratings lowered somewhat to an average of 7.36 in the third quarter but increased to 8.2 by the fourth quarter as new members gained experience, knowledge, and ease with their roles.

**Average Advisory Council Member Self-Ratings, 2004/05 - 2005/06**



Source: Nova Scotia Advisory Council on the Status of Women

**Where do we want to go/be in the future?**

Average Council member self-ratings met or surpassed our target in three out of the four quarters of the 2005-2006 fiscal year. It is expected that we will continue to meet or exceed our target of 8 out of 10 for the coming fiscal years.

## **Council Members' Satisfaction with Orientation**

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is the sustained effectiveness of the Advisory Council which can be achieved by supporting members' active engagement in their communities to enable them to bring forward the concerns of women to relevant policy audiences. One way which the Advisory Council can enhance the effectiveness of its members is by providing them with adequate orientation and training to increase their understanding of women's issues in Nova Scotia and their role as Council members. Council members are also provided with media training to enhance their capacity for public speaking and deal effectively with media interviews.

### **What does the measure tell us?**

The Council members' satisfaction with their orientation is assessed with a short evaluation form. New Council members who have completed their orientation and media training are asked to evaluate:

- a) whether they now have a better understanding of the Advisory Council and the role of its members?
- b) whether they now have a better understanding of women's issues in Nova Scotia? and
- c) their overall satisfaction with the orientation they received (low, moderate, or high).

### **Where are we now?**

Four new members joined the Advisory Council in October of 2005. New members unanimously agreed that they had a better understanding of the Advisory Council and the role of its members as well as of women's issues in Nova Scotia after receiving their orientation training. New members also unanimously rated their overall satisfaction with the orientation as **high**.

### **Where do we want to go/be in the future?**

Five Advisory Council appointments expire in 2007, with some appointments of new members as well as possible reappointments anticipated. The Advisory Council will ensure that Council orientation and media training is made available for all new members. In this way, it is expected that new members' satisfaction with their orientation will consistently remain high.

## **Number of Women's Campaign School Graduates**

Under the Advisory Council's strategic goal of *Social Inclusion and Participation of Women in Decision-Making*, another desirable outcome is to increase the numbers of Nova Scotian women who obtain the knowledge and skills necessary to participate in public and political life. This can be achieved by offering the Nova Scotia Campaign School for Women, publicizing it widely to women across the province and ensuring that diverse groups of women have information about and access to the school.

### **What does this measure tell us?**

In November of 2004, the Advisory Council developed and coordinated the first-ever non-partisan, Nova Scotia Campaign School for Women. The School, comprised of several modules, was designed to give women the practical knowledge and skills necessary for them to begin participating in the political life of the province. Modules included:

- Making the decision to run
- Securing the nomination
- Campaign ethics
- Putting together a winning team - the campaign plan
- Media Relations
- Communications Training, including one-on-one television interviews, on-the-spot interviews and three-minute prepared speech
- Campaign fund-raising and budgeting

Each time the Campaign School is offered, the number of graduates serves as an indication that an increasing number of women in this province have the necessary skills to participate in political life.

### **Where are we now?**

The first campaign school, held in Halifax in November of 2004, had a total of 30 graduates (25 from Nova Scotia and 5 from out-of-province) who gained invaluable knowledge and skills required to participate actively in public and political life. The second Campaign School was held in December of 2005 and graduated 28 more women, for a total of 58 graduates, thus far.

### **Where do we want to go/be in the future?**

The Advisory Council will continue to refine, coordinate, and offer its Campaign School for Women. The next Campaign School is scheduled to take place in the Spring of 2007. Each Campaign School graduates between 25 and 30 women.

## **Satisfaction with Advisory Council's Recommendations, Advice and Input**

Under the Advisory Council's strategic goals of promoting women's economic equality; reducing violence against women in communities, workplaces, and families; and improving the health and well-being of women and their families, a desirable outcome is that the advice, recommendations, and input that the Advisory Council makes in relation to gender, inclusion, and diversity are valued and well-utilized, by government and community partners.

### **What does this measure tell us?**

Assessing the extent to which our government and community partners' value and utilize the advice, recommendations, and input the Advisory Council makes in relation to gender, inclusion, and diversity is a good indicator of whether the work we do, so much of which is horizontal and collaborative in nature, enhances the social policy efforts of this province.

This is a new measure for the 2005-2006 fiscal year, therefore, no baseline data exists. A 5-point Likert scale rating form (1=poor, 5=excellent) was developed to assess the value and level of utilization of Advisory Council advice, recommendations, and input. Government and community partners who had requested the input of the Advisory Council in social and health policy, research, and community initiatives were asked to provide a rating.

### **Where are we now?**

For the 2005-2006 fiscal year, ratings received included those for the following projects:

- Gender-Based Analysis of the Nova Scotia Elder Abuse Strategy (Nova Scotia Seniors' Secretariat)
- Gender-based Analysis of the Nova Scotia Strategy on HIV/AIDS (Nova Scotia Commission on AIDS)
- Silent Witness Nova Scotia
- Women Unlimited, and
- Metro Interagency Committee on Family Violence.

Ratings received ranged from 4 to 5 on the 5-point scale. Overall, the average rating received was 4.58 which surpasses our target of 3.5 out of 5.

### **Where do we want to go/be in the future?**

It is anticipated that we will continue to meet or surpass our target of 3.5 in coming fiscal years.



## Level of Utilization and Public Support for Advisory Council Publications

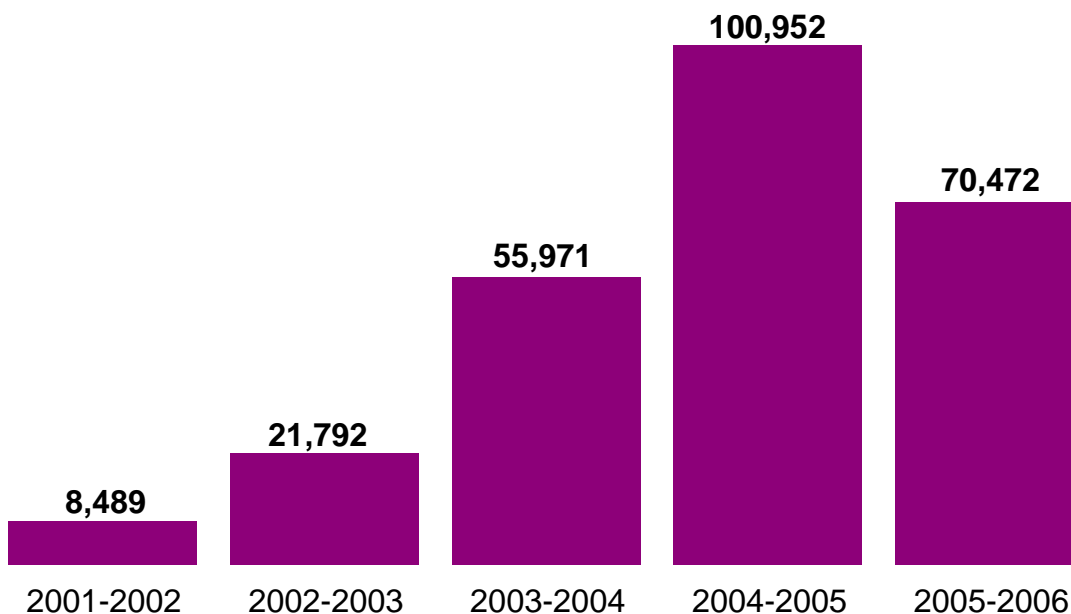
Under the Advisory Council's strategic goals of promoting women's economic equality; reducing violence against women in communities, workplaces, and families; and improving the health and well-being of women and their families, a desirable outcome is the strong utilization of policy-based research and informational resources developed and disseminated by the Advisory Council.

### What does the measure tell us?

Tracking the public's use of Council publications, both printed copy and electronic format, gives us an idea of the popularity of the Council's published work, including its briefs, statistical publications and other informational documents. Consistently high demand for Council publications indicates the public's interest in and satisfaction with the published work of the Council, analogous to the media's use of circulation figures. Tracking the distribution by publication allows us to know how popular particular publications are.

### Where are we now?

**Advisory Council Publications (PDF files)  
Downloaded from Web-Site, 2001-02 to 2005-06**

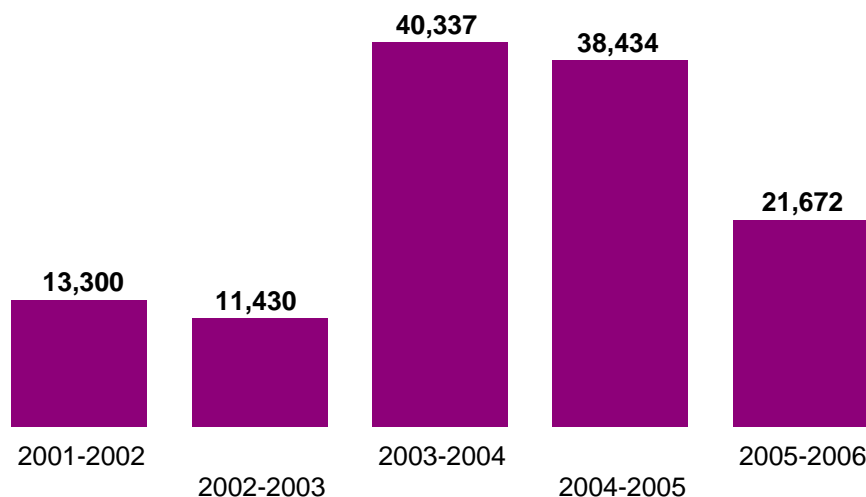


Source: Nova Scotia Advisory Council on the Status of Women

As can be seen in the figure immediately above, the overall number of publications downloaded from the Advisory Council's website declined in 2005-2006, after four years of tremendous growth. In total, 70,472 publications (PDF files) were downloaded from the Council's website in 2005-2006 with an additional 6,203 hard copies of publications distributed to meet the requests of the public.

There are two likely reasons contributing to this decline. One is that there were fewer new publications released by the Advisory Council in 2005-2006 compared to previous years. The other reason relates to the fact that the current edition of *Making Changes: A Book for Women in Abusive Relationships* which is, by far, the Advisory Council's most popular publication, has likely reached the point of market saturation (see graph below).

**Distribution of *Making Changes* (PDF and Hard Copy)  
2001-2002 to 2005-2006**



As can be seen in the graph at the left, there was a tremendous demand for *Making Changes* after the release of the last edition in December of 2003. The demand was sustained into 2004-2005 but began declining in 2005-2006, paralleling the trend for overall PDF downloads seen in the graph above.

Source: Nova Scotia Advisory Council on the Status of Women

### Where do we want to go/be in the future?

The importance of the Council's website in improving the public's access to council information can hardly be over-stated. The number of policy/research as well as informational/educational publications downloaded, for instance, far exceeds the number the Council could typically afford to make available in hard copy. Thus our information and outreach capacity is enhanced in a highly cost-effective manner.

With a revised and expanded edition of *Making Changes* scheduled to be released in 2007, along with the release of several new publications and a substantial re-design of our website, it is expected that the number of PDF downloads will increase in the coming year.

## **Council Publications**

*Guide for Girls*  
October 2005

Submission of the Nova Scotia Advisory Council on the Status of Women to the Government of Canada's Federal Labour Standards Review  
November 2005

*Sexual Assault in Nova Scotia: A Statistical Profile*  
December 2005

Fact Sheet on Violence against Women  
December 2005

*Untapped Resources: Women and Municipal Government in Nova Scotia: Report*  
January 2006

## **Council Members**

Sonja Power, Chair - Fundy Region

Linda Carvery - Central Region

Mary Elizabeth (Liz) Chisholm - Highland Region

Ebi Cocodia - Central Region

Jean d'Entremont - South Shore Region

Maria deVries - South Shore Region

Shelley Goodwin - South Shore Region

Anne Kelly - Central Region

Patricia LeBlanc - Cape Breton Region

Holly Meuse - Valley Region

Doreen Paris - Highland Region

Rita Warner - Cape Breton Region