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VIOLENCE PREVENTION VIDEOS TO BE PRODUCED

WHITEHORSE – Elaine Taylor, minister responsible for the Women’s Directorate and Marian C. Horne, Justice minister announced today the commissioning of two Yukon-relevant videos and a training manual as part of the Yukon government’s public education campaign on violence prevention.

Whitehorse filmmakers Jessica Hall and Ryan McCallion and writer Lily Gontard were awarded contracts in the amount of \$149,983 and \$20,000 respectively, through a public tender process.

“The videos will be used for public information, training, and community development purposes,” Taylor said. “Both will assist in building capacity and empowering people to take action where violence against women exists.”

“The focus of the video project is to provide Yukoners with information on how to safely help someone who is being abused,” Horne said.

“Gaps were identified by numerous professionals in relevant front-line information,” Gisele Maisonneuve, Women’s Advocate at the Victoria Faulkner Women’s Centre, said. “Existing videos speak to southern realities, while these will focus on life in the North.”

The Women’s Directorate, the Department of Justice and an inter-agency committee, Circle of Respect and Equality (C.O.R.E.) comprised of 17 government departments and non-government organizations have led the development of the public education campaign on the prevention of violence against women and children for the last three years.

For more information on the C.O.R.E. campaign, please consult www.stopviolenceinyukon.ca

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