



CITY OF
VANCOUVER

ENDING VIOLENCE
Association of BC

BE MORE THAN A BYSTANDER

The Be More Than a Bystander campaign, a groundbreaking partnership between the BC Lions and EVA BC that sees sports icons from the BC Lions using their status and public profile to create awareness and urge everyone to “Break the Silence on Violence Against Women”.

When Be More Than a Bystander launched in 2011, the four main components of the program were to develop a broad public awareness campaign featuring BC Lions players, develop a curriculum and teaching materials for a school program and train BC Lions to deliver in-person presentations in schools throughout BC, deliver training to football coaches in the province on how to talk to kids about violence against women and respectful relationships, and create a film that would appeal to youth with positive messaging that it is ‘cool’ to respect women and the importance of bystanders speaking up to prevent violence against women and girls.

Since its inception, this initiative has continuously gained momentum and broadened its audience. Now in its sixth year, the publicity reach of this program is conservatively estimated to be in excess of 357 million impressions, it has won several awards, been highlighted in a global session at the United Nations in New York, and been directly responsible for a number of spin-off campaigns across Canada. The highly successful youth education component connected BC Lions spokespersons in-person with more than 68,000 students throughout British Columbia in the first five years through in-school presentations. Additional special events like youth conferences bring the total audience reached in-person to more than 78,000.

The Be More Than a Bystander program receives support from EVA BC, BC Lions Football Club, the BC Provincial Government and the BC Federation of Labour.

ENDING VIOLENCE ASSOCIATION OF BRITISH COLUMBIA

The Ending Violence Association of British Columbia (EVA BC) is a registered provincial charity, whose mandate is to provide support and training for more than 240 programs across BC that work with survivors of domestic and sexual violence.

EVA BC is a leader across British Columbia specializing in creating awareness about these issues, conducting research and analysis, developing resources and training, and fostering cross-sectoral coordination and public education to ensure women and children don’t fall through the cracks.

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BE MORE THAN A BYSTANDER

AWARDS

- 2012 BCAB Humanitarian Award
- 2012 Scotiabank Game Changer Award
- 2012 BC Ministry of Justice Crime Prevention & Community Safety Award
- 2012 Gibson's Finest CFL Most Outstanding Player Award - Travis Lulay donated prize money to local women's organization
- 2013 Women Transforming Cities; finalist
- 2014 City of Vancouver Awards of Excellence
- 2014 Avon Communications Awards; finalist
- CAPP Award Nomination

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Media Release

FOR IMMEDIATE RELEASE

British Columbia's broadcasters select *Ending Violence Association of BC* as the recipient of the BCAB 2012 Humanitarian Award

Vancouver, **May 11, 2012** -- British Columbia's private broadcasters collectively will be donating in excess of one million dollars in advertising to the **Ending Violence Association of British Columbia** (EVA BC), having selected the organization as the recipient of its 2012 Humanitarian Award. BCAB member stations will provide an annual promotional campaign reaching all areas of the province.

EVA BC is a province-wide, not-for-profit organization that serves as a resource for over 240 community-based services supporting victims of sexual assault, relationship violence, child abuse and criminal harassment.

Established in 1980, the Humanitarian Award was created by the British Columbia Association of Broadcasters (BCAB) to provide charitable organizations with a distribution network to communicate their message. The BCAB recognizes the need to relay information that has a positive impact on all British Columbians and as such, offers significant television and radio airtime free of charge an organization every year. Millions of people see and hear these messages and the BCAB welcomes the opportunity to provide such a worthwhile service.

EVA BC has partnered with the CFL's BC Lions football team for a two-year project to promote EVA's key messages. BC Lions stars Travis Lulay, JR Larose and Angus Reid, will be seen and heard in radio and TV ads urging men to be agents of positive change with a focus on breaking "the silence on violence against women" and by becoming "more than a bystander."

All BCAB stations support this award with a full 52-week advertising schedule. The recipient of the Humanitarian Award receives significant exposure throughout the province.

Tracy Porteous, EVA BC's Executive Director, says, "We are profoundly grateful to the BC Association of Broadcasters. With their support, we will be able to advance the message that men can play a critical role here and increase the safety of women and girls in their communities by speaking up. Men talking to other men is one of the missing links to ending violence against women."

Ken Kilcullen, President of the BCAB, adds, "We are pleased that the Ending Violence Association of BC was chosen by our selection committee and that our member stations will be promoting EVA BC's message of positive change. We believe it will make a real impact in the lives of many British Columbians and we're proud to support this worthy initiative."

Ten different community organizations vied for this year's Humanitarian Award, making the selection process a real challenge for the selection committee and the applicants.

The Humanitarian Award will be presented to EVA BC at the Gala Awards Dinner, on May 11, 2012 at the Hyatt Regency Hotel in Vancouver, during the 65th annual BCAB conference. (For more information on the conference, see www.bcab.ca).

The British Columbia Association of Broadcasters represents private television and radio broadcasters with the mandate to combine the resources and strength of its industry by promoting and contributing to community enhancing programs throughout BC; to present a unified and credible industry voice; and to provide its members with information and inspiration through its annual BCAB Conference.



Solicitor-General Shirley Bond presents the Crime Prevention & Community Safety Award to George Chayka and Jamie Taras of the BC Lions for the Lions Pride program

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BE MORE THAN A BYSTANDER

PROGRAM EXPOSURE

As a Municipal Partner of the Be More Than A Bystander program, the City of Vancouver will receive the following benefits:

- Recognition in the school PowerPoint presentation at 25 school visits in 2017
- Recognition in the Be More Than a Bystander Playbook
- Logo recognition on PSA video spots during each BC Lions home game
- Recognition on bclions.com on Be More Than A Bystander Web Page
- Logo recognition on the Ending Violence Against Women BC web page
- Logo recognition on program related materials
- Recognition on City of Vancouver advertisements

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BE MORE THAN A BYSTANDER

KEY PROGRAM COMPONENTS

Youth engagement is a highly popular part of Be More Than a Bystander. To date, close to 64,000 youth throughout British Columbia have heard the Be More Than a Bystander message through in-person presentations made by BC Lions.

Feedback from thousands of youth participants tell us what they are learning in these sessions is having a positive impact on how they see themselves taking action in future.

PROGRAM BREAKDOWN

The Be More Than a Bystander program featured several elements including:

- In School Presentations
- Amateur Football & Community Presentations
- Publicity and Promotion through various mediums including PSA's, Radio, Print and Social Media

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BE MORE THAN A BYSTANDER

IN SCHOOL PRESENTATIONS

Each school visit consists of a large scale assembly to the general student body plus a break away leadership session with student leaders selected by their schools. These sessions are facilitated by BC Lions players. The program focuses on the importance of creating a safe environment in the school for young men and women, what it means to be more than a bystander and how students can initiate change.

Participants receive printed materials, framed in the context of a playbook which contains information on how they can help change attitudes and stop violence against women.

EVA BC coordinates the attendance of local anti violence program workers at each school session to ensure students have someone to speak to should they need or want to. We also provide leave behind information for the students so they know how to get a hold of these workers/programs at a later time.

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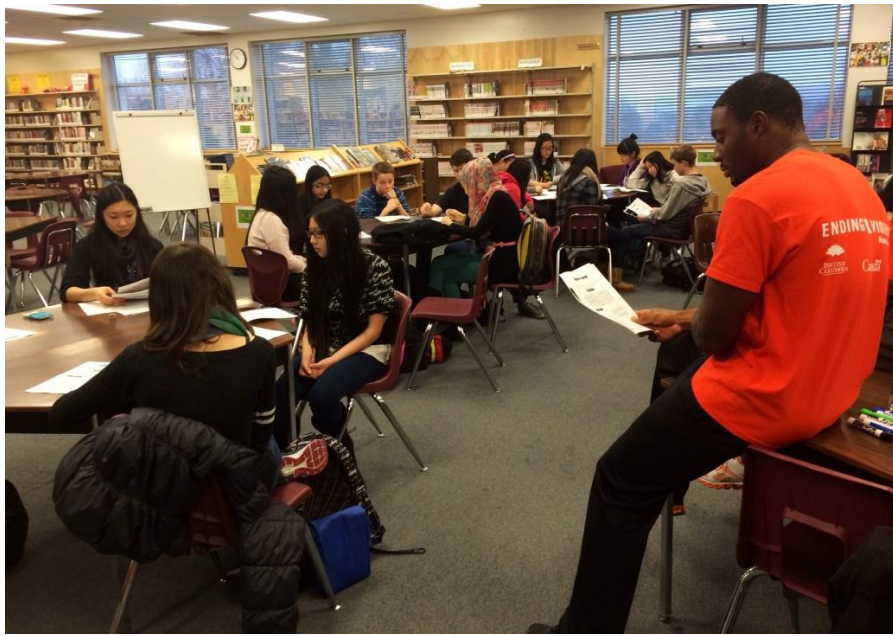
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BE MORE THAN A BYSTANDER

IN SCHOOL PRESENTATIONS

From 2012 to Spring 2016 BC Lions players have facilitated 116 school- based interactive workshops to students in middle school and high school. Since 2012, these workshops have reached over 68,000 students ranging from grades 8 to 12. The workshops take place across the province of BC, including numerous visits in Vancouver.

School Name	Students
Sir Winston Churchill	500
King George Secondary	487
David Thompson Secondary	1821
Sir Charles Tupper Secondary	500
Kitsilano Secondary	1432
Lord Byng	1287
Magee Secondary	1258
Killarney	1937
Lord Byng Secondary	1287
Britannia Secondary	602

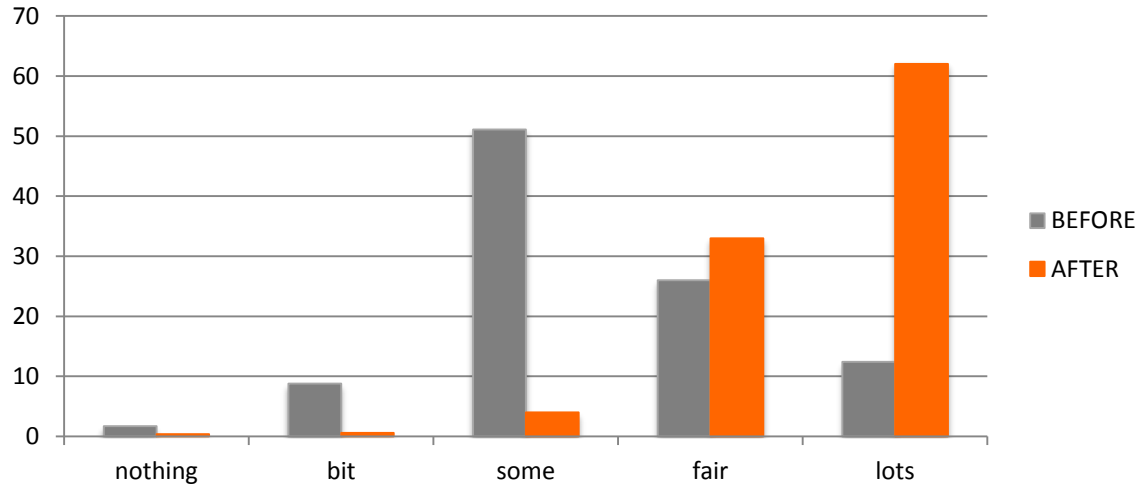
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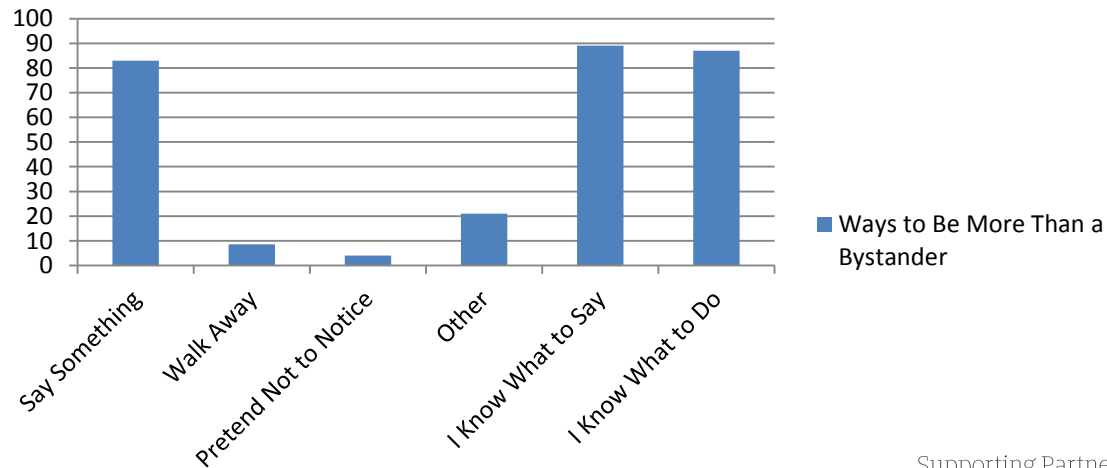


How much I knew about violence against women and girls...



Source: EVA BC Exit Surveys 2012-2015

Ways to Be More Than a Bystander



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BE MORE THAN A BYSTANDER

AMATEUR FOOTBALL & COMMUNITY PRESENTATIONS

In addition to school presentations the Be More Than A Bystander program has also been delivered to amateur football coaches and players as well as at community events and conferences.

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BE MORE THAN A BYSTANDER

PRESENTATION RECOGNITION

The City of Vancouver will be featured on the PowerPoint as a Municipal Partner as well as in the Be More Than A Bystander Playbook given out to the participants.

BE MORE THAN A BYSTANDER

LEADERSHIP

- Success in life, as well as in football, is determined by teamwork and leadership
- Leadership takes smart decision-making, accountability and courage; it isn't always easy

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BE MORE THAN A BYSTANDER

BREAK THE SILENCE ON VIOLENCE AGAINST WOMEN

FOUNDING PARTNERS: Canada SUPPORTING PARTNER: MUNICIPAL PARTNERS:

PUBLICITY & PROMOTION

BE MORE THAN A BYSTANDER PSA

Public service announcements (PSAs) featuring BC Lions players are targeted to television, radio, print and videoboard presentations at BC Lions games.

Each PSA features a BC Lion player speaking out on violence against women. The PSAs informed listeners how they can help prevent violence by speaking up in the face of disrespectful attitudes and behaviours among their peers, and implementing simple strategies in their daily interactions.

The Lions empowered viewers to speak out with the expectation that those around be respectful towards women and girls.

The City of Vancouver will be recognized as a municipal partner on the end slate of each Be More Than a Bystander video during each BC Lions home games in 2017 & 2018.

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PUBLICITY & PROMOTION

BCLIONS.COM

The City of Vancouver will receive logo recognition on bclions.com on the Be More Than A Bystander Program webpage delivering thousands of impressions.

ENDINGVIOLENCE.ORG

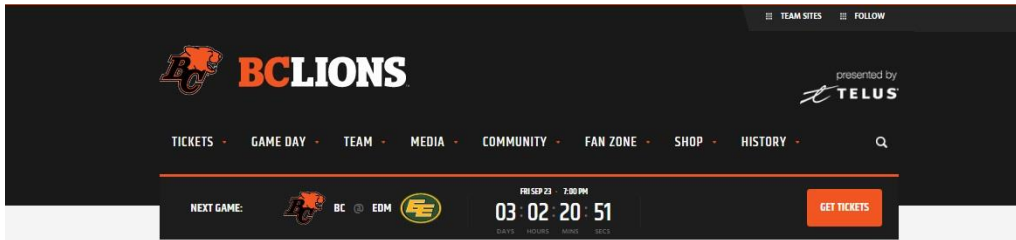
The Ending Violence Association of BC will also provide logo recognition for the City of Vancouver in conjunction with the Be More Than A Bystander Program on endingviolence.org.

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BE MORE THAN A BYSTANDER

Be More Than a Bystander is a groundbreaking initiative between EVA BC and the BC Lions aimed at substantially increasing understanding of the impact of men's violence against women. The program will break the silence surrounding violence against women and girls by providing tools, language and practical ideas about how to be more than a bystander, how to speak up and how to communicate that violence and abuse is not acceptable. Partners are the BC Ministry of Children and Family Development and Encana Corporation and supported by the BC Federation of Labour.

This three-year initiative, guided by an advisory group of women who are experts in the area of violence against women, will see the BC Lions use their status and public profile to educate about violence against women in BC and urge everyone to 'Break the Silence on Violence Against Women'.

The overarching project consists of four components:

1. A series of 40 school-based interactive educational workshops about gender-based violence to be facilitated by BC Lions players. The program will promote the importance of respectful relationships and what boys can do to help. The program will be targeted to youth in grades 8 to 12.
2. Training presented to adult football coaches by BC Lions players at an amateur football coaches' clinic aimed at helping coaches of amateur football teams in BC learn how to talk to kids about violence against women and respectful relationships.
3. A series of in-season football Public Service Announcements featuring BC Lions players for television, radio and DiamondVision screen presentations to be played at BC Lions games, with the positive message that it is 'cool' to respect women and girls and that it is important to speak up if others do not show such respect.
4. Development of a film and viewer's guide directed at youth, with positive messaging that it is 'cool' to respect women, how attitudes and behaviours are an essential piece of the action to prevent violence against women and girls and the importance of bystanders speaking up.



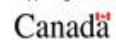
football Public Service
BC Lions players for television, radio and DiamondVision screen
I at BC Lions games, with the positive message that it is 'cool' to respect
it is important to speak up if others do not show such respect.
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Municipal Partners



Ending Violence Association of BC



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PUBLICITY & PROMOTION

TRANSIT SHELTER ADVERTISEMENT

As part of the municipal sponsorship we are asking the City of Vancouver to provide transit shelter advertising (10 transit faces over a 6 weeks period in 2017 and 2018). The City of Vancouver will be featured on their transit shelter advertisements.

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BE MORE THAN A BYSTANDER

OPPORTUNITY FOR PARTNERSHIP

We are excited to offer the City of Vancouver the opportunity to be recognized with municipal partner status in joining this large scale campaign in BC.

This initiative has drawn a great deal of media and community attention, as well as acting as a driving force for positive change in BC communities.

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BE MORE THAN A BYSTANDER

**BREAK THE SILENCE
ON VIOLENCE AGAINST WOMEN**

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BE MORE THAN A BYSTANDER

PARTNERSHIP SUMMARY FOR MUNICIPAL PARTNERSHIP 2017 & 2018

	INCLUDED
Recognition in the school PowerPoint presentation at 25 school visits in 2017 & 2018	✓
Recognition in the Be More Than a Bystander Presentation Playbook	✓
Logo recognition on PSA video spots during each BC Lions home game	✓
Recognition on bclions.com on Be More Than A Bystander webpage	✓
Logo recognition on the Ending Violence BC web page	✓
Logo recognition on program related materials	✓
Recognition on City of Vancouver advertisements	✓

YOUR INVESTMENT

*GST not included

\$5,000
+ transit
advertising
(Per Year)

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THANK YOU FROM THE **BC LIONS FOOTBALL CLUB & EVA BC** WE LOOK FORWARD TO PARTNERING WITH YOU

ENDING VIOLENCE
Association of BC

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