

# END DOMESTIC VIOLENCE



NAME  
IT

CHANGE  
IT!

FOR HELP OR INFORMATION:

LANARK 1-800-267-7946 ∞ LCIH.ORG

L & A 1-800-667-1010 ∞ INTERVALHOUSENAPANEE.CA

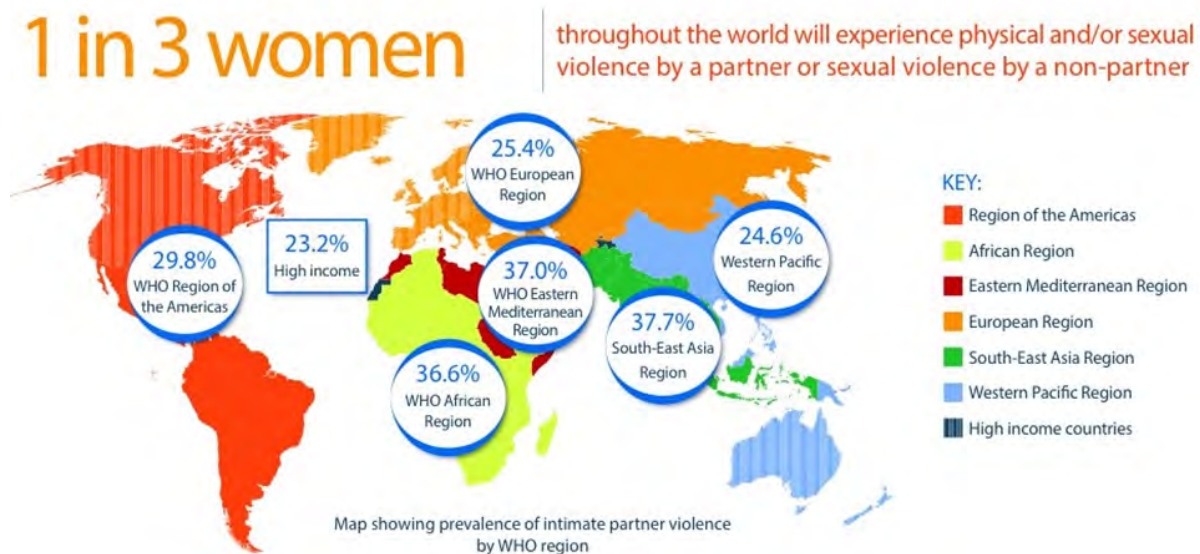
LEEDS & GRENVILLE 1-800-267-4409 ∞ LGIH.CA

## See it Name it Change it

This is a simple concept much like the one we have all learned about fire safety: stop, drop and roll.



The level of violence in our community, province, country and the world is unacceptable and education is critical.



We all must change the way we look at violence, whether we are a student in Grade 1 or university, a parent, a grandparent or community members at large. Let's do something to empower one another and share in the responsibility to

**See it, Name it and Change it!**

**END DOMESTIC VIOLENCE**

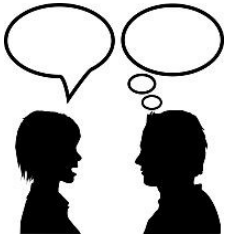
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## What is See it, Name it, Change it?

This is a multi-media campaign to start a conversation, offer help and resources, to educate about violence in relationships and to encourage healthy alternatives for the community and all its members.



## Where did it come from?

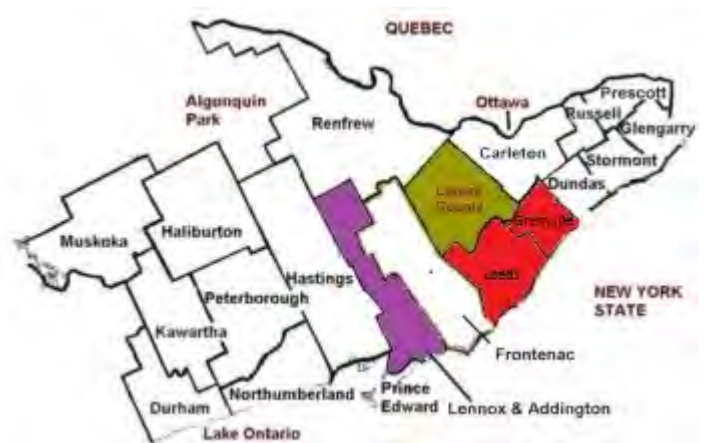
A group of individuals from the counties of Lanark, Lennox and Addington, and Leeds and Grenville have been working together in response to the increase in violence and murders in rural eastern Ontario.

We formulated action plans based on four forums hosted in April

2016 and small groups have been working on a variety of initiatives to increase positive outcomes and safety for victims of violence.

See it, Name it, Change it is one of the larger initiatives for this year.

This Rural Forums group has been supported by the Ministry of



MINISTRY OF COMMUNITY  
AND SOCIAL SERVICES

MINISTÈRE DES SERVICES  
SOCIAUX ET COMMUNAUTAIRES

Community and Social Services and we remain hopeful that this funding will continue into the future.



## How do we use it?

After our formal launch on May 10, 2017, you will see billboards beside highways, tear-away notes in local businesses with contact information, and social media campaigns. Educational events will be planned in local communities. Get the information, become engaged and lead by finding your courage to use it.



## What if I am making poor choices?

You are not alone and you can use See it, Name it, Change it, too!

This campaign is for everyone.

You will need to decide to share your feelings, tell someone what is going on and ask for help. It is available and change is possible with hard work.



## Where can we find and receive information?

There will be billboards in the community, vehicles will have magnetic signs and bumper stickers, and you can reach us via Facebook at **See It Name It Change It**.



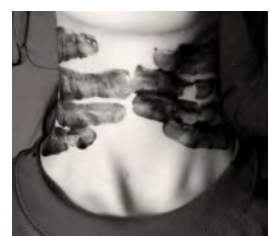
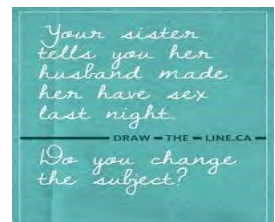
We have word searches and other activities to build a tool box for use at home, in schools and by community groups. You can reach out to your local shelter for information as well.



## See It: What does violence look like?

Violence looks like many things. It is repeated and unwanted actions made against someone else in a relationship in an effort to have power and control over the person. It can include:

- Controlling what someone wears and making comments about it
- Keeping the person away from their friends
- Grabbing them hard by the arm
- Having to be with them or know where they are at all times
- A look
- A yell
- Damaging valuable/personal property or throwing objects at the victim.
- Hitting, slapping, punching, kicking, scratching, pulling hair, pushing, grabbing, burning
- Strangulation (It only takes 15 to 20 seconds to lose consciousness and 2 to 4 minutes to die)
- Refusing medical attention or hiding medications that belong to the victim
- Pressuring or forcing a partner to use substances, such as drugs or alcohol
- Use of weapons, including improvised objects
- Threats, including threats of suicide
- Name calling and blame
- Using technology, such as pictures, texts, bullying





## So what do we do if we see it?

When you **See It**, pay attention.

Think about who can help, where you are and how to say something.

Once you have a first step, take it.



## How do we name it?

Naming it can be difficult. Think about who the people are, how you know them, your comfort, and your surroundings. Have you already called for help? Maybe you can text or message one or all involved once things have settled: “Hey, what you did earlier made me feel really uncomfortable and scared.”



In the moment, you might say: “Hey, what’s happening? This is not cool.” It is critical that you **Name It** in a manner that makes it clear that it is not okay and not acceptable.

**Break The  
SILENCE**  
Against Domestic Violence

## And how do we encourage people to change?

It may require several attempts and, unfortunately, more than one incident, but once you Name it, then the conversation about changing it is possible. Choice is everywhere. Know what some options may include. Know who your resources are and have info available. Maybe a coach or a close friend of the family is one of the safe folks to go to. Help is available, but often folks want to try other things before addressing the issue more formally. That’s okay. Any step toward nonviolent choices is a good one.





## How do I name it safely and without causing more problems?

Find your courage. Think.

- Don't yell. Breathe and find your calm supportive voice.
- Don't say much. "Stop" is a lot.
- Try to have someone with you or look for someone to support you.
- Know your limits. "This is not okay and it needs to stop," or "This is not happening and I am calling for help."
- Know the roots. You are doing this because you care and are worried.
- If it's safer for all, text or name it later.
- Change the conversation. "I know you are not yelling at her about her right to wear what she wants ..... **you are not that guy....**"



## How do I start a conversation?

- Open with something positive about the person/group or how you feel about the person/group.
- Let go of your fears. Be honest about how hard it is.
- Share yourself and your experiences, too.
- Be prepared and have information/facts.
- Ask questions that don't require a yes or no answer. "How do you think she feels when..." "I noticed you were really angry and it was scary." "What's going on?"
- Keep it moving with small talk. "Did you know we have a shelter in town? I heard it's always full."
- Check in with yourself and keep it together. Take a break, breathe.

***Change it!***

*No one has all the answers, but shifting the way we see violence is critical to creating safer communities for everyone.*

Let's start together because everyone knows someone. So, if you...

**SEE IT** ➡ *don't close your eyes and ears when you see it, be aware of it*

**NAME IT** ➡ *call it out for what it is, not in a violent way but in an honest way* and then let's

**CHANGE IT** ➡ *unlearning behaviour is hard, so let's offer ideas, strategies and help to each other to change*





## **Some common tips to ending violence in your community**

**Get people involved — influence in numbers.**

**Don't rant, talk.**

**Know your limits.**

**Keep your own safety in mind.**

**Practise before talking to someone if that will help.**

**Ask someone for help.**

**Educate others.**

**Ring the doorbell. If you hear something in a house, ring the bell. It provides a distraction and may create awareness.**

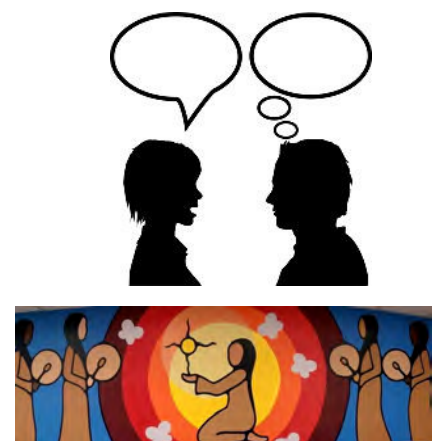
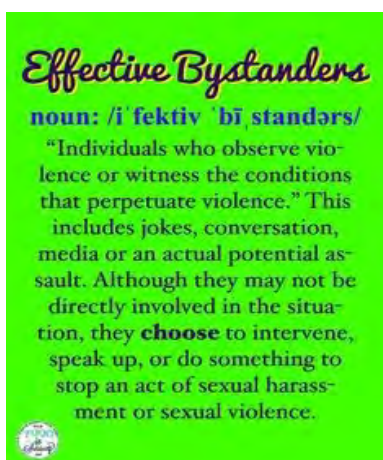
**Talk to local businesses and get them involved.**

**Don't talk alone if you don't feel safe. Go with someone else and be available to be "the someone else" for another.**

**Learn about safety plans just in case or have a number for a support that can help.**

**No pressure. Listening is a great option.**

**Know if you are prepared to call 911 if necessary**





## What else?

Do you think it might be helpful to have someone come and speak to your group about the campaign and violence in your community?

Fill out a “**Speak to Us**” form and we will have someone contact you.

## See it, Name it, Change it

### Speak to Us Request Form

Name of contact person or group \_\_\_\_\_

Date of Request: Day, time \_\_\_\_\_

Group size and gender/age diversity \_\_\_\_\_

Length of speak requested \_\_\_\_\_

Community and location (please specify town)

\_\_\_\_\_

Contact person email and phone information

\_\_\_\_\_

Equipment/resources provided or required (projector, handouts, etc.)

\_\_\_\_\_

\_\_\_\_\_

Date submitted \_\_\_\_\_

Date approved \_\_\_\_\_

Facilitator \_\_\_\_\_

## Resources

There are many resources out there, but here are some we have picked to help get you started:

- See It, Name It, Change It word search  
<https://mywordsearch.com/118656>
- Colouring pages to help start a conversation
- Influence videos (2)
- Links to your local shelters:  
[www.lcih.org](http://www.lcih.org)  
[www.lgih.ca](http://www.lgih.ca)  
[www.intervalhousenapanee.ca](http://www.intervalhousenapanee.ca)
- Any of your local hospital programs are great supports:  
Perth & Smiths Falls District Hospital, **613-283-2330**  
Napanee Hospital, **613-354-3301**  
Brockville General Hospital, **613-345-5649**

**Interested in leading an action in your area? Need some resources?**

Contact us via Facebook or email [seeitnameitchangeit@gmail.com](mailto:seeitnameitchangeit@gmail.com) or phone your local shelter and we will have some things sent out to you.

**Campaign launch date**

**May 10<sup>th</sup>, 2017!**



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## What to say and how to approach a situation that makes you feel uncomfortable

Have you ever heard a mean joke, walked by a couple fighting and feel one is scared, or heard people you care about hurting each other?

It's hard to know what to do about it despite the fact that we know violence is not ok.

You are not alone. Maybe give one of these a try in order to get a message across safely and start a conversation. Remember to determine if the timing is right to do so – safety first.

- Hey, that's not cool.
- Wow, I'm surprised at what you said 'cause it feels wrong.
- Can you help me understand that?
- Come on, you don't wanna be that guy.
- As a friend, I gotta say, that's not ok.
- Hey, what's happening? I thought we all understood that's not ok.
- I can't imagine if someone said that to me or to your sister, you?
- There are at least 10 other options. Wanna chat about them?
- Tough times, man. Wanna take a walk?
- Hard call. Maybe rethink?
- Wow, harsh, not cool.
- Really?
- You must have had a really tough day making that remark....
- When I see that I feel .....
- When I hear that I feel.....
- I am your \_\_\_\_\_ so I feel it necessary to .....

If you are in an unsafe emergency situation, call police. For information and resources, call your local shelter or visit See it, Name it, Change it! on Facebook.