

The **Love Shouldn't Hurt (LSH)** campaign is looking for champions and volunteers across New Brunswick!

Love Shouldn't Hurt Champion Expectations:

1. Promote the campaign through a minimum of one activity in a calendar year
2. Decide how you want to promote the campaign - a talk, run, draw/contest, video screening—the activity is up to you!
 - a. Champions will be asked to outline their activity and submit to jpsprevention.jspprevention@gnb.ca a minimum of **30 days** in advance of the activity
3. Decide on your target audience: youth, immigrants, aboriginal groups, general public, seniors, etc. and keep track of the number of people engaged in/reached by the activity
 - a. This could include recording event/presentation attendance or the event itself. For example: a basketball coach gives a talk on Intimate Partner Violence (IPV) to students and counts attendees (could include a picture of the number of people involved on Twitter/Facebook and tag the LSH campaign).
4. Tag the LSH campaign on all social media postings using @LoveShouldNB @AmourDevraitNB (hashtags to use are: #LoveShouldNB, #AmourDevraitNB, #LSH, or #LoveShouldn'tHurt)
5. Submit a brief report outlining the results of your activity

Love Shouldn't Hurt Volunteer Expectations:

People who do not want to be Champions, but still want to be involved can apply to be LSH Volunteers. LSH Volunteers play a supportive role, and can assist the Champions with their activities.

Support provided to Love Shouldn't Hurt Champions

The LSH Committee will provide LSH Champions with:

- A toolkit including presentation materials, speaking notes, videos and other resources
- Training sessions around the LSH campaign in November
- A swag package to be used in your activity (based on availability)
 - Possible items include posters, pens, magnets, stickers, sunglasses, etc.
- Up to \$500 to support your activity. This was made possible by the generous support of the **Crime Prevention Association of New Brunswick**. To learn more about this organization, visit: <http://www.cpanb-apcnb.com/index.html>
- Access to the [Speaker's Bureau](#) of subject matter experts who could speak about IPV at your event
- Recognition of efforts on social media and potentially feature on LSH website and newsletters
- Calendars should you want to promote your activity/event in conjunction with other dates listed

How to become a Love Shouldn't Hurt Champion/Volunteer:

Fill out the application form and submit to jpsprevention.jspprevention@gnb.ca. Once selected, LSH Champions will have to submit their activity description (to be completed before the activity) and a final report (to be completed after the activity). Volunteers don't have to submit these, as they'd be playing a supportive role.

About the **Love Shouldn't Hurt** Campaign

Love Shouldn't Hurt is a campaign aimed at changing how New Brunswickers think and act with respect to Intimate Partner Violence (IPV). Research suggests that achieving a society where IPV is unacceptable is only possible when you address the societal narrative that minimizes, justifies and normalizes all but extreme violence. The campaign is designed to reframe IPV as a serious social issue that we all can play a role in ending, build a shared understanding of IPV, and promote a belief that it is possible to do something about it.

The campaign messages are:

- (1) Love shouldn't hurt;
- (2) We all have a responsibility to end Intimate Partner Violence;
- (3) Intimate Partner Violence can be physical, verbal, emotional, spiritual, financial and sexual; and
- (4) There are supports and services available.

To learn more, go to www.gnb.ca/violence.

The campaign uses a layered, integrated approach that builds on on-going initiatives of over 50 partner organizations and involves social media (Facebook and Twitter) and a new, easy access website with a complete suite of resources, tools, information and services (government, private sector and non-profit). In addition to the web presence, the campaign includes presentations to various audiences, press interviews, and distribution of campaign content to organizations across New Brunswick.

Why do we need it?

Intimate Partner violence is a serious social issue that all New Brunswickers can play a role in ending.

- Violence against women remains a significant social issue in New Brunswick. In fact, New Brunswick has the highest rate of women killed by their intimate partner than any other Atlantic province. NB also has the highest rate of police-reported victims of violent crime by an intimate partner in Atlantic Canada. IPV occurs in all communities, age groups, and income levels. It affects people from all educational and religious backgrounds.
- Preventing IPV is a priority of the New Brunswick Crime Prevention and Reduction Strategy. The Love Shouldn't Hurt campaign is an initiative of the Roundtable on Crime and Public Safety and partially funded through Justice Canada's Policy Centre for Victims Issues.

Love Shouldn't Hurt **SPEAKER'S BUREAU**



Rina Arseneault is widely recognized as a social worker, researcher, activist, organizer, author and educator.

She has a Masters in Social Work and is a Registered Social Worker. For several years she worked as a social worker at the Psychiatry Emergency Services and HIV/AIDS Clinic at the Ottawa Hospital.

She has been the Associate Director of the Muriel McQueen Fergusson Centre for Family Violence Research since 1993. With MMFC she has completed and documented extensive research, and organized and delivered numerous regional, national and international training sessions and workshops on the subject of violence.

She has contributed to the development of the accredited UNB Certificate Program in Family Violence Issues program and has presented courses in the program. She has extensive regional, national and international experience working with community organizations, individual researchers, government agencies, the media and victims of violence.

In 1997, Rina was honored with the NB Advisory Council on the Status of Women Recognition Award for her contribution to improving the status of women in New Brunswick. In 2002, she received the Muriel McQueen Fergusson Foundation Award, for her work in violence against women and family violence.

In 2014, Rina was appointed to the Order of Canada. The Order of Canada, one of our country's highest civilian honors, recognizes outstanding achievement, dedication to the community and service to the nation. She was recognized for her contributions as a researcher, activist, author and educator working to end family violence.

In 2016 Rina received the Canadian Association of Social Workers (CASW) Distinguished Service Award. The award is presented to remarkable social workers selected from the membership of CASW Partner organizations. The CASW Distinguished Service Awards serve to honor the significant contributions made by the social workers for their efforts in building stronger communities and a more equitable Canada.

Rina currently resides in Fredericton with her husband Dan. She loves to spend time with family especially her three sons and five beautiful grandchildren.



Dr. Deborah Doherty earned her Ph.D. in the social sciences from McGill University and is currently executive director of Public Legal Education and Information Service of New Brunswick. She has been actively engaged in family violence research, programming and public awareness for nearly 30 years. She was a co-principal researcher on a participatory action research team examining family violence on the farm and in rural communities. This research focused on barriers that inhibit or promote rural women's help-seeking activities, including firearms victimization and animal abuse.

As a member of the Silent Witness Project, Dr Doherty also conducted research on female domestic homicide in New Brunswick and her analysis has challenged a predominantly urban-centric perspective of risks and protective factors. She recently created a unique safety planning tool for rural women and conducted training on its use with victim services staff across her province. The tool facilitates a strategic self-assessment of personal risks and helps women identify measures for improving their safety - even if they stay or return to the abusive relationship. Dr Doherty is also a founding member of *Safe for Pets Too*, a program that shelters the pets of women fleeing intimate partner violence.

Jael Duarte works at the New Brunswick Multicultural Council (NBMC) managing the project "Overcoming Barriers: a coordinated response to violence against immigrant women in New Brunswick". She is a recent graduate of Common and Civil Law at the University of Ottawa. She holds a Master's Degree in Development Studies from the Graduate Institute of International and Development Studies in Geneva, and worked as a lawyer in Colombia for seven years. She is fluent in Spanish, French, and English, has lived in France as a Live-in Caregiver and in Switzerland as a student.



Prior to immigrating to Canada, Jael worked in human rights, gender, and social justice issues with victims of forced displacement, families of the disappeared, and war victims in Colombia for seven years. She is also member of the Regroupement Féministe du Nouveau-Brunswick's Board.



Suzanne Laver and **Michaela Toner** work for Partners for Youth facilitating the teen healthy relationship program, Making Waves. Between them they have many years' experience delivering interactive workshops on youth healthy relationships. All the workshops and activities they deliver can be in English or French.

Barry MacKnight is an experienced police leader, and passionate pro-feminist activist, with wide experience in addressing Intimate Partner Violence from both the intervention and education perspectives.

He worked in the policing profession for 28 years, with the last 9 years at the executive level of the Fredericton Police Force (Deputy Chief for 2 years, and Chief of Police for 7 years) where he championed cultural change within policing, and IPV as a strategic priority.

Since his retirement from policing in 2012, Barry has worked as a consultant on projects as diverse as police officer education to facilitating workshops for men confronting their violent and abusive behavior.

He was a charter member of the *NB Domestic Violence Death Review Committee* from its inception in 2009 until December of 2016, serving as the acting Chair of the committee for his final 18 months on the committee.

After receiving training through the Fredericton Sexual Assault Centre (FSAC) in 2014 on facilitating sexual violence prevention workshops, Barry became a co-facilitator of the **Empowerment/Man to Man** program, delivered to grade 8 students in Fredericton area middle schools.

Barry is also a co-chair of White Ribbon Fredericton, engaging men to end men's violence against women.

Barry was invested as Member of the Order of Merit (MOM) of the Police Forces in 2010, is a recipient of the Queen's Golden Jubilee Medal (2002) and the Queen's Diamond Jubilee Medal (2012), and the Police Exemplary Service Medal (2006).



Meranda McLaughlin is the Provincial Volunteer Program Advisor for the Province of New Brunswick's Victim Services Court Support Volunteer Program. Prior to this role, Meranda supported the *Love Shouldn't Hurt* campaign as the Social Marketing Coordinator.

Meranda completed a Master's in Policy Studies from the University of New Brunswick. Her studies focused on intimate partner violence as well as sexual harassment and assault among university students. She has had the pleasure to speak to these issues at local, regional and national events. She also contributes articles related to campus sexual violence to Academia Group's national online forum.

Meranda is an active volunteer in her community and a passionate advocate for victims of violence. Her volunteer experience is extensive, including most notably her membership on the Fergusson Foundation Board of Directors.

Meranda can speak to any of the following subjects (in English): intimate partner violence, sexual assault, sexual harassment, sexual violence awareness and prevention, sexual violence and alternative dispute resolution, sexual harassment/assault policy, and consent.

Meranda is located in Fredericton, but is willing to travel to other regions of the Province.