



CONNECT2ENDVIOLENCE

PHASE I FINAL REPORT

SEPTEMBER 14, 2009

Prepared For:

connect2ENDviolence Steering Committee
Peel Police Services Board

Prepared By:

Janine Elias Jookema
Project Manager
connect2ENDviolence Initiative

EXECUTIVE SUMMARY

The third item of the five-point plan prepared by the Peel Police Services Board involves engaging the entire Peel community to gather, review and identify solutions to the issue of violence facing Peel. It was this point that served as the primary driver for establishing the **connect2ENDviolence Initiative**.

The initiative's overall objective: ***to connect people, ideas and our community to combat violence and foster a safe and secure environment in the Region of Peel.***

In order to clearly establish the scope for this phase of the connect2ENDviolence Initiative a project charter was developed that articulated a number of deliverables, with the primary deliverables as follows:

1. Design and manage an interactive website on violence and violence prevention
2. Consultation with representatives of key stakeholder groups
3. Marketing strategy (for the website)

Each of the above deliverables was implemented in the context of the overall objective for the initiative.

The website was developed with the vision that it would be the focal point for a community discussion on violence and violence prevention, and would provide a unique opportunity for Peel residents to provide solutions and to directly express their views on violence within the community.

By the end of June, within three months of launching the connect2ENDviolence website and after the implementation of key marketing tactics, the website evolved into a place – a conduit - where people could get connected with others to address the issue of violence and engage in violence prevention efforts.

In keeping with the overall objective of the connect2ENDviolence initiative, representatives of key stakeholder groups were invited to participate in the ***connect2ENDviolence Conversation*** forum in an effort to further explore the issue of violence and violence prevention in Peel. On the morning of May 5, 2009, after a brief overview of the initiative and crime statistics, the forty-five (45) participants were asked to address three questions regarding violence and violence prevention in Peel.

Although the results (i.e. solutions to violence in Peel) of the consultation process were found to be consistent with the information and outcomes of other similar forums both the issue of *community/citizen engagement* and *the need for coordination and alignment of violence and violence prevention services & resources* would benefit from further consideration.

Following the media launch, connect2ENDviolence staff developed a marketing work plan which focused on motivating the public to visit the website and “get involved”. The cornerstone of the marketing plan was to obtain maximum visibility and recognition using the slogan “**GET INVOLVED! VISIT www.connect2ENDviolence.ca**”, as well as the signature connect2ENDviolence poster.

Although the initiative is faced with limited financial resources to promote the connect2ENDviolence website, some progress is being made. It appears that members of the Peel community are responding to

the marketing tactics currently being deployed. It also appears that the message to “get involved”, especially through the use of the mobile roadside signs, has spurred the increase in emails asking how to get involved and how to support the initiative.

Thus far the initiative has served to fulfill the commitment made by the Peel Police Services Board to the Peel community. It has put the issue of violence and violence prevention out to the Peel community using a modern, two-way communication vehicle (i.e. website) and although it has solicited some ideas and insights, it has really provided a conduit for individuals to connect to others in order to take action.

And, although there is an existing landscape of violence prevention services, the connect2ENDviolence initiative is distinguished by the fact that it does not focus on a specific type of violence, a specific segment of the population or a specific geographic area within the region of Peel – it is focused on making connections to what already exists.

However, the work has just begun, and momentum is building. There is an obligation to keep moving forward and to keep engaging the members of the Peel community. There is much more to do and much more to explore in partnership with the Peel community as a whole.

In light of the Phase I outcomes outlined in the report, the fact that the initiative itself has been “live” / “public” for only six (6) months and the need, and obligation, to keep moving forward, ***it is recommended that the connect2ENDviolence initiative continue until January 31, 2011.***

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BACKGROUND

In 2008, the Region of Peel experienced twenty-seven (27) homicides, its worst year on record and almost doubling the previous highest number. There was a corresponding and alarming increase in other forms of violent crime. In response, on October 21st, 2008 Emil Kolb, the Chair of the Regional Municipality of Peel Police Services Board announced a five-point plan to combat the increase in serious crime in Peel Region. This was the culmination of an eight-month process.

The five-point plan outlines both short-term measures and longer term initiatives to allow access to assistance and funding needed to contend with increasing needs:

1. An increase of a minimum of thirty-four (34) police officers in the 2009 police budget
2. A request of the Board to Chief Metcalf to undertake an operational review to determine whether additional officers can be freed up for either preventative or front line duties
3. The holding of a Community Summit on Safety and Security in the Region of Peel, hosted by the Board
4. A concerted effort, along with policing, government and community partners, to identify and obtain provincial assistance and funding in areas of concern that extend beyond Regional borders.
5. A concerted effort, along with policing, government and community partners, to identify and obtain federal assistance and funding in areas specific to federal responsibilities.

The third item of the five-point plan, which involves engaging the entire Peel community to gather, review and identify solutions to the issue of violence facing Peel, served as the primary driver for establishing the **connect2ENDviolence Initiative**. The initiative's overall objective: ***to connect people, ideas and our community to combat violence and foster a safe and secure environment in the Region of Peel.***

After considerable discussion, it was agreed that Phase I of the connect2ENDviolence Initiative would meet its objective through the use of modern communication techniques (i.e. a website) and by consulting with representatives of key stakeholder groups.

It was also agreed that this work would be conducted within a very broad context. The following definitions of violence help to demonstrate this broad context:

World Health Organization (WHO) - The intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation (Krug, et. al., 2002. p.5)

Canadian Public Health Association (CPHA) - In the broadest terms, violence includes behaviour that is diminishing, damaging or destructive... it takes more forms than physical blows or wounds. It includes sexual assault, neglect, verbal attacks, insults, threats, harassment and other psychological abuses.

SUPPORT & INVESTMENT IN THE CONNECT2ENDVIOLENCE INITIATIVE – PHASE I

STEERING COMMITTEE

To support this work the Police Services Board established a small Steering Committee in November 2008 comprised of the Peel Police, Peel District School Board, Dufferin-Peel District Catholic School Board, Health Services Department at the Region of Peel and the Police Services Board. The connect2ENDviolence Steering Committee is co-chaired by Councillor Frank Dale, City of Mississauga and current member of the Peel Police Services Board and Councillor Gael Miles, City of Brampton, Chair of the Youth Violence Prevention Network and former Vice-Chair, Police Services Board.

STAFFING RESOURCES

From a staffing perspective, three core positions were established:

- Project manager (external consultant)
- Website Coordinator (full-time, contract)
- Project Assistant (seconded Executive Assistant, Police Services Board)

A Project Team was also established. This project team consisted of:

- Two members from the Steering Committee (Health Services and Peel Police)
- Information and Technology staff from the Region of Peel
- Communication staff from Peel Police
- Public relations consultant
- Web design and development firm

As an extension of the Project Team, staff with specific skills from each organization and/or department was requested to support the initiative.

FINANCIAL INVESTMENT

The total budget allocated and invested in Phase I of the connect2ENDviolence Initiative was \$140,000 (\$100,000 from the Police Services Board for project related costs; \$40,000 from Peel Regional Police for the Website Coordinator position).

The in-kind contributions are estimated, at the very least, to match the hard costs allocated to the connect2ENDviolence initiative.

The United Steelworkers of America provided \$1,500 in sponsorship which was put toward marketing the initiative.

DELIVERABLES & OUTCOMES OF CONNECT2ENDVIOLENCE INITIATIVE – PHASE I

In order to clearly establish the scope for this phase of the connect2ENDviolence Initiative a project charter was developed that articulated a number of deliverables, with the primary deliverables as follows:

4. Design and manage an interactive website on violence and violence prevention
5. Consultation with representatives of key stakeholder groups
6. Marketing strategy (for the website)

Each of the above deliverable was implemented in the context of the overall objective for the initiative - ***to connect people, ideas and our community to combat violence and foster a safe and secure environment in the Region of Peel.***

DELIVERABLE 1: CONNECT2ENDVIOLENCE WEBSITE

Description of the Website

The website was developed with the vision that it would be the focal point for a community discussion on violence and violence prevention, and would provide a unique opportunity for Peel residents to provide solutions and to directly express their views on violence within the community.

It contains the following six sections:

Home

The “Home” section serves as an introduction to the website. It consists of a multimedia banner that displays images and quotes to convey key messages; a short paragraph translated into several languages that describes the initiative; videos clips of celebrities and key community figures discussing the initiative; a “News” section that is updated daily; and a ticker that provides statistical information on violence.

Get Involved

The interactive “Get Involved” section is the heart of the website. The main purpose of this section is to have visitors participate in surveys and/or a short poll and comment on the blogs. Blogs, surveys and polls cover different violence related topics. This section provides visitors with the opportunity to express their opinions and concerns on different violence issues.

Resource Links

The Resource Links section is a collection of links grouped by category which provide information about specific types of violence, community organizations, and programs that are available. This section also provides links to reports, articles, and newspaper clippings dealing with violence.

Events Library

The Events Library section is a listing of various community events that are related to violence prevention and community safety. The section is updated on a regular basis.

Contacts

The Contacts section provides e-mail and telephone contact information for connect2ENDviolence. It also provides contact information for other related organizations such as Crime Stoppers and Peel Regional Police.

Ideas

The Ideas section lists and invites practical violence prevention related ideas and success stories.

Website Launch

The connect2ENDviolence website launch took place on April 14, with approximately thirty (30) invited guests in attendance as well as media representatives and various Regional staff members. The launch received a significant amount of voice and print media coverage from the following news outlets:

- Canadian City Post
- CBC News at 6
- CFRB 1010
- CP24
- Humber Radio
- Ming Pao Daily News
- Mississauga News
- 680 News
- OMNI TV
- Rogers Cable TV
- South Asian Focus
- The Brampton Guardian
- Toronto Sun / 24 Hours

The launch was deemed a success and marked the official invitation to the Peel community to get involved.

Website Statistics

Since the launch on April 14, 2009 various statistics and other information have been gathered to assist in analyzing the response to the website. The following includes statistics and information as of the end of August 31, 2009: **INFORMATION TO BE UPDATED TO REFLECT END OF AUGUST STATS**

- 3,355 visits to www.connect2ENDviolence.ca
- 10 surveys posted / 256 surveys completed in total
- 10 blogs posted / 39 responses in total
- 39 e-mails sent to info@connect2endviolence.ca - subjects included:
 - volunteer/get involved opportunities
 - information inquiries,
 - listing a website on connect2ENDviolence
 - forming support groups
 - participating at an event
 - connecting with other organizations
- 19 ideas posted that were generated based on input to surveys and blogs
- 11 telephone calls requesting information on:
 - volunteer opportunities/how to get involved in the initiative,

- general information about the initiative
- invitation to join events
- connect2ENDviolence promotional material (posters and post-it notes)

A further breakdown of these statistics by date and marketing activity is provided as part of Deliverable 3: Marketing Strategy (for the Website)

THE (UNINTENTIONAL) OUTCOME

Although the above statistics are helpful and hopeful, the utility of the website started to be defined by the emails sent by Peel citizens. In assessing the email correspondence and requests, what started to become very clear was that people were not necessarily interested in blogging, completing the surveys or even providing solutions, they were interested in being part of the solution – they wanted to know how they could get involved.

By the end of June, within three months of launching the connect2ENDviolence website and after the implementation of key marketing tactics, the website evolved into a place – a conduit - where people could get connected with others to address the issue of violence and engage in violence prevention efforts.

The “frontline” citizens we’ve been trying to dialogue with to get insights, ideas and solutions didn’t want to talk, they wanted to act.

In response, the connect2ENDviolence staff would take the time to contact those wanting to get involved to determine their interest and then provide them with a starting point so that they could get involved and make a difference. The focus became **connecting** people with people, people with organizations and people with ideas so that they can take action themselves or be a part of a solution or effort that already exists.

See Appendix I for examples of the connections made.

DELIVERABLE 2: CONSULTATION WITH REPRESENTATIVES OF KEY STAKEHOLDER GROUPS

In keeping with the overall objective of the connect2ENDviolence initiative, representatives of key stakeholder groups were invited to participate in the **connect2ENDviolence Conversation** forum in an effort to further explore the issue of violence and violence prevention in Peel.

On the morning of May 5, 2009, after a brief overview of the initiative and crime statistics, the forty-five (45) participants (see Appendix II) were asked to respond to three questions:

- Given the data you have heard & your perceptions, what might be some factors that seem to be contributing to the growing tolerance and acceptability of violence in Peel?
- Given your experiences and knowledge, what might be some strategies or specific activities (preventative and responsive) currently being used in your organization or elsewhere that could help to re-sensitize the current level of tolerance/acceptability of violence in Peel?

- What might be some effective ways of engaging the larger community and/or the more specific communities in Peel on the issue of violence?

Responses for each question revealed a *strong focus on youth*, and although there was recognition of the roles that family structure and parenting play, it did not appear to garner the same attention as youth.

Community/citizen engagement, or the lack thereof, also featured prominently in responses for each question. Community engagement, specifically at the neighbourhood level, appears to be “the way in” to productively involve front-line community members on the issue of violence and violence prevention. A number of engagement activities were put forward for consideration.

The need for *coordination and alignment of the spectrum of violence and violence prevention services and resources* in Peel proved to be of importance - this being done in an effort to ensure no gaps exist and duplication is avoided. However, it was not clear as to which organization might assume that coordination role.

THE OUTCOME

The energy and commitment of the participants were evident throughout the **connect2ENDviolence Conversation** forum. Ideas, current successes and areas of frustration were readily shared and explored.

Although the results (i.e. solutions to violence in Peel) of the consultation process were found to be consistent with the information and outcomes of other similar forums both the issue of *community/citizen engagement* and *the need for coordination and alignment of violence and violence prevention services & resources* would benefit from further consideration.

A full copy of the report can be found on the connect2ENDviolence website at:
<http://www.connect2endviolence.ca/Portals/0/Documents/consultation%20report.pdf>.

DELIVERABLE 3: MARKETING STRATEGY (FOR THE WEBSITE)

Following the media launch, connect2ENDviolence staff developed a marketing work plan which focused on motivating the public to visit the website and “get involved”. The cornerstone of the marketing plan was to obtain maximum visibility and recognition using the slogan “**GET INVOLVED! VISIT [www.connect2ENDviolence.ca](http://www.connect2endviolence.ca)**”, as well as the signature connect2ENDviolence poster. See Appendix III for a chronological breakdown of marketing activities and the resulting website visits and e-mails.

April – Getting Out There

Concurrent with the media launch, connect2ENDviolence posters were widely distributed throughout the Region. An e-mail was also sent to an extensive group of stakeholder organizations, advising them about the connect2ENDviolence website and requesting that they visit the website and share the news with their clients and partner agencies.

The total number of visitors to the website from April 14 through to April 27 was 1,314 – a number that has been attributed to a combination of all of the foregoing efforts.

May – Going to the Audience

Marketing activities in May included the launch of connect2ENDviolence on Facebook and Twitter, an information booth at the Police Day event, the posting of website links on the Region of Peel, Peel Regional Police and Peel District School Board websites, and the “GET INVOLVED” message being displayed on electronic signs in eleven City of Mississauga recreation centres.

The connect2ENDviolence Conversation also took place on May 5 with forty-five (45) participants in attendance. While the purpose of this event was to obtain input from a representatives of key stakeholder groups, it also provided an opportunity to showcase the website and our intention to reach the Peel community. The marketing efforts for the month concluded with a media release announcing that Regional Council had proclaimed June 1 – 7 “connect2ENDviolence Week” in the Region of Peel.

The total number of visitors to the website from April 28 through to May 31 was 702.

June – Getting Involved

As mentioned above, June 1 – 7 was designated “connect2ENDviolence Week” in the Region of Peel. The Mississauga News ran an article on this on May 29 and the Region of Peel provided support by posting the “GET INVOLVED! VISIT: www.connect2ENDviolence.ca” message on forty (40) mobile roadside signs for a three-week period.

To coincide with “connect2ENDviolence Week”, the report resulting from the connect2ENDviolence Conversation was released on June 1. Only a couple of days later, on June 3, Rogers aired a “Chief’s Hour” program dedicated to connect2ENDviolence. E-mails announcing both these events were sent out to the participants of the connect2ENDviolence Conversation event.

On June 18, after being contacted by the host of the Rogers Punjabi Show, the initiative was promoted on the program.

Also in June, connect2ENDviolence posters and post-it notes were distributed at the Uprooting Youth Violence Forum and Rick Hansen Wheels In Motion event, and the Brampton Guardian began running small filler ads on the front page and larger “matte” ads in the Sports or Wheel sections. The City of Brampton also began running the “GET INVOLVED” message on their recreation centre electronic sign boards.

Although the total number of visitors to the website in June decreased to 571 visits, the number of emails received - a total of 14 - surpassed the number of emails received since the launch. The majority of emails were from individuals seeking volunteer opportunities or ways to get involved.

July – Building a Presence

On July 1 Peel Regional Police aired a “Police Show” program on Rogers Cable which focused on the connect2ENDviolence initiative. Reruns of this program will be aired over the next few months. The bus advertising campaign also kicked off on July 6, with the connect2ENDviolence signature poster displayed on the back of thirty-one (31) transit buses in the cities of Brampton and Mississauga.

The Brampton Guardian continued to run small filler ads on the front page and larger “matte” ads in the Sports and Wheels section each week, while the initiative gained exposure in the Caledon Citizen through an article reporting on a website domain ownership dispute between an individual in British Columbia and

the Region of Peel on July 15. The article mentioned connect2ENDviolence and included a picture of one of the mobile roadside signs.

To stay connected with a broader range of community organizations and agencies, an e-mail was sent introducing the website and requesting that recipients visit the website and share the information with their co-workers, clients and fellow agencies.

Traffic to the website slowed significantly during the month with a total of 352 visits. Not a surprising decrease when considering July is a prime month for summer vacation.

August – Staying the Course

The connect2ENDviolence bus advertising campaign continued through August, as did the advertisements in the Brampton Guardian.

On August 4, a second turn at advertising “GET INVOLVED! VISIT: www.connect2ENDviolence.ca” on the Region’s mobile roadside signs for a two-month period began.

A full-page ad appeared in the Caledon Town Services Guide on August 10, and an advertisement will also appear in the Fall/Winter Brampton Recreation Guide.

One-to- one phone contact is also being made with partner agencies and participants in the connect2ENDviolence Conversation with the request that they post a link on their website to the connect2ENDviolence website.

Website activity decreased this month, with a total number of 393 visits to the website.

THE OUTCOME

Although the initiative is faced with limited financial resources to promote the connect2ENDviolence website, some progress is being made. And, it appears that members of the Peel community are responding to the marketing tactics currently being deployed.

Even without the benefit of a true marketing analysis it appears that the message to “get involved”, especially through the use of the mobile roadside signs, has spurred the increase in emails from individuals asking how to get involved and how to support the initiative.

The decreased activity in July and August as compared to the previous two months, does not in itself reduce the value of the initiative, the website or the evolving utility of the website. It is recognized that July and August are prime summer vacation times.

There is also the fact that, there have been fewer homicides in Peel over the last year.

A continued and steady effort to profile and promote the website will benefit the initiative and those interested in getting involved.

IMMEDIATE FUTURE OF THE CONNECT2ENDVIOLENCE INITIATIVE

A briefing note prepared by staff of the Health Services Department at the Region of Peel in October 2008 revealed that the activities related to violence prevention are being done mainly by the Peel Police, Human Services and Health Services departments at the Region of Peel and approximately sixty (60) community agencies. Key community organizations that have a leadership role in violence and crime prevention include Brampton Safe City and Safe City Mississauga.

In addition to all of the work undertaken by the above organizations, violence prevention work is also being done through a number of collaboratives, such as:

- Success by Six – collaborative of 40 agencies
- Peel Youth Violence Prevention Network – collaborative of 30-40 agencies
- Peel Committee Against Women Abuse – collaborative of 35-40 agencies
- Peel Committee On Sexual Assault - collaborative of 35-40 agencies
- Peel Elder Abuse Network
- Child and Youth Collaborative
- Organization-specific violence prevention programs and strategies
- Neighbourhood development activities

The agencies and organizations that are a part of these collaboratives all address specific types of violence *and/or* focus on a specific group *and/or* serve a defined geographic area.

This matrix of collaboratives and services has evolved organically (and on very little sustainable funding). As such, Peel appears to lack a coordinating body *and/or* model to leverage current efforts and to ensure there are no overlaps or gaps.

The connect2ENDviolence Initiative has now joined this landscape with one notable difference – the initiative does not focus on a specific type of violence, a specific segment of the population or a specific geographic area within the region of Peel – it is focused on making connections to what already exists.

Thus far, the initiative has served to fulfill the commitment made by the Peel Police Services Board to the Peel community. It has put the issue of violence and violence prevention out to the Peel community using a modern, two-way communication vehicle (i.e. website) and although it has solicited some ideas and insights, it has really provided a conduit for individuals to connect to others in order to take action.

However, the work has just begun, and momentum is building. There is an obligation to keep moving forward and to keep engaging the members of the Peel community. There is much more to do and much more to explore in partnership with the Peel community as a whole.

The connect2ENDviolence Initiative must:

- Maintain and build on the connections made with the Peel community via the connect2ENDviolence website, this includes managing these connections in a manner that inspires action and more meaningful involvement

- Establish or ensure processes and relationships that support action are in place and effective, including the relationship to 211 and the Volunteer Centre of Mississauga, Brampton and Caledon (Volunteer MBC)
- Research and explore the root causes of violence within the context of Peel community
- Assess existing violence prevention efforts as way to determine gaps and/or overlaps
- Explore models for overall coordination of violence prevention
- Research meaningful citizen engagement strategies
- Explore and determine the “fit” and/or role, if any within Peel’s violence prevention landscape beyond 2011

In light of the Phase I outcomes, the fact that the initiative itself has been “live” / “public” for only six (6) months and the need, and obligation, to keep moving forward, ***it is recommended that the connect2ENDviolence initiative continue until January 31, 2011.***

SUPPORTING THE IMMEDIATE FUTURE OF THE CONNECT2ENDVIOLENCE INITIATIVE

To support the connect2ENDviolence Initiative until January 31, 2011 -- the following areas require consideration and discussion:

ROLE OF THE PEEL POLICE SERVICES BOARD

Currently the role of the Peel Police Services Board is that of Project Sponsor. This role is executed and supported by the Executive Director. To date this has worked very well and has allowed the initiative to function somewhat separate from the organizational boundaries that may be imposed by both Peel Regional Police and the Region of Peel regarding the website and other related protocols. This also affords a certain amount of freedom to shape and resource the initiative as required.

It would be advantageous for the Board and the Executive Director to maintain their current roles.

CONNECT2ENDVIOLENCE STEERING COMMITTEE

The Steering Committee consists of dedicated and passionate individuals who have the ability to reach into their respective organizations, networks and communities to meet the needs of the initiative in an expeditious manner. This has been, is and will continue to be essential to the success of the initiative.

The decision to adjust the Steering Committee membership will depend on the agreement and requirements of the deliverables for Phase II. The new deliverables would support a discussion as to what individuals, skills or knowledge is required to ensure success.

STAFFING

Project Manager

Although strategic / project management oversight (i.e. project manager) will still be required until January 31, 2011, the initiative no longer requires a full-time/dedicated resource, which is currently the

role of an external consultant. Including the connect2ENDviolence initiative as part of an existing position within Peel Police or the Region of Peel would reduce costs while maintaining current efforts. The assigned staff, in their capacity as Project Manager, would report to the Executive Director regarding connect2ENDviolence work.

Website Coordinator

A Website Coordinator, currently a full-time contract position, is essential to the initiative as the website is the cornerstone for two-way communication with the Peel community. It requires constant attention and management to ensure it is both fresh and relevant. As such, this position will be required for the next phase of the connect2ENDviolence Initiative.

Project Assistant

The Executive Assistant of the Peel Police Services Board has functioned as the Project Assistant with 80% of her time focused on the connect2ENDviolence initiative. The responsibilities of the Project Assistant are critical to the ongoing profile and success of the initiative. The role is also expanding to include other important work, (e.g. research, violence prevention resource identification and review, etc.). As such, the position will be required throughout Phase II.

FUNDING

There are three elements that require funding consideration:

Staff Resourcing

The Website Coordinator is currently funded by Peel Police while the Project Assistant position is funded by the Peel Police Services Board. To reinforce the commitment of both the Board and Peel Police it might be best to maintain the current funding sources for each position through 2010.

Project Maintenance and Marketing

It is anticipated that throughout 2010 the connect2ENDviolence Initiative will incur some ongoing project costs for technology/web support, the production of marketing materials and the purchase of advertising space. Although to some extent such costs are supported through in-kind contributions, a modest budget for these activities would be required.

New Developments/Deliverables

In addition to enhancing the established cornerstone for engaging the community (i.e. the website), the Steering Committee will need to identify new deliverables for Phase II. Deliverables to consider, include:

- Formal assessment of violence prevention efforts in Peel
- Model(s) for overall coordination of violence prevention for Peel region
- Citizen engagement strategies
- Processes and relationships that support action, including the relationship with 211 and the Volunteer Centre of Mississauga, Brampton and Caledon (Volunteer MBC)
- Research and exploration of the root causes of violence within the context of Peel community
- Collection and analysis of available Peel data to support development of the Peel “picture”

CONCLUSION

By supporting the development and implementation of the connect2ENDviolence Initiative the Peel Police Services Board with the guidance and leadership of the Steering Committee, put in motion a key aspect of the five-point plan to address the increase in violence and crime in Peel region.

The overall objective of the initiative - *to connect people, ideas and our community to combat violence and foster a safe and secure environment in the Region of Peel* - has started to take hold and has, without doubt, spurred Peel residents to find a meaningful way to get involved and make a difference.

It would be relatively easy for the Peel Police Services Board to disengage from the connect2ENDviolence Initiative at this point in time. For all intents and purposes, the Board has completed what it set out to do – engage the community. Yet, to disengage now would mean forfeiting the opportunity to continue to contribute and support violence prevention efforts in Peel as well as serve as a conduit for making connections between people, ideas and the Peel community.

APPENDIX

APPENDIX I

EXAMPLES OF

CONNECT2ENDVIOLENCE CONNECTIONS

Teresa

Teresa's sister, Brenda, was brutally murdered by her boss in 2006. Teresa was interested in establishing a support group for those affected by homicide in Peel and was looking to the connect2ENDviolence initiative to support this endeavour. There were no such programs in Peel, and she wanted change that. After a bit of research, we learned that Victim Services of Peel was working toward launching such a program in the Fall of 2009. Then the connection was made between Teresa and Victim Services of Peel – they met at the end of June to discuss the program. She offered to volunteer her time to support the development of the program.

Floyd

In June, after seeing the mobile roadside sign regarding the connect2ENDviolence website, Floyd sent an email sharing that his brother, a father of four, was shot and killed in London, Ontario one month earlier -- in May. He wanted to do something and admitted that he could no longer ignore the violence in this and other communities. Information about Teresa's work to start a support group for those affected by homicide was shared, and Floyd felt that would be a good place to start in terms of making a difference. The connection was made between Teresa and Floyd – both very grateful.

Individuals Wanting to Get Involved and Make a Difference

Numerous emails have been received by those wanting to get involved and make a difference. These same people have shared their own experiences with violence, crime and abuse – and their passion to act. Each request is reviewed carefully, information is collected and responses are tailored to meet their interests. After receiving information from connect2ENDviolence, several individuals have shared what they've done and who've they contacted about getting involved.

City of Brampton – Mayor's Youth Team

This Youth Team contacted connect2ENDviolence because of their role in organizing events to keep the youth in Brampton positively engaged. Recognizing that youth violence was an issue in the community, they agreed to organize an Alliance Against Violence Concert for early October with the objective of encouraging students to have a safe and violence-free school year. Although the connect2ENDviolence initiative could not provide direct support, a recommendation was made to contact the Peel Youth Violence Prevention Network – VOICE and attend a United Way of Peel information session regarding funding proposals of up to \$2,000 for youth lead and youth oriented initiatives.

Churchill Meadows Library – Mississauga Library Branch Managers

The manager of the Churchill Meadows Library contacted connect2ENDviolence via the website requesting information on how the initiative might support the Churchill Meadows Library as well as other libraries to address youth violence in their immediate communities. After a brief discussion, it was agreed that although it would be helpful to provide an overview of the connect2ENDviolence initiative, it would be even more helpful to include Safe City Mississauga. All agreed. Information about the connect2ENDviolence Initiative and Safe City Mississauga were presented at the, Mississauga Library Branch Managers Meeting on September 2nd. This connection supported Safe City Mississauga's objective to work more closely with the libraries in Mississauga, and interest of libraries to support youth.

APPENDIX II
CONNECT2ENDVIOLENCE CONVERSATION
PARTICIPANTS LIST

ORGANIZATION	GUEST NAME	E-MAIL ADDRESS
African Community Services of Peel	Ann Adams, Youth Program Coordinator Jennica Gordon, Volunteer Justina Ogbonna	ann.adams@africancommunityservices.com N/A justina@africancommunityservices.com
Brampton Board of Trade	Carman McClelland, President Gary Collins, CEO	carman@mclellandlaw.com gcollins@bramptonbot.com
Brampton Neighbourhood Resource Centre	Ken Myron, Director of Communications	kmyron@bnrc.com
Brampton Safe City Association	Larry Zacher, Executive Director Michelle Shaw	Larry.zacher@brampton.ca Michelle.shaw@bramptoncity.ca
Caledon Community Services	Joanna Lenz, Manager, Community Services	jlenz@ccs4u.org
Caledon OPP	Cst. Kevin Bucknor Cst. Clyde Vivian Cst. Jonathon Beckett	Kevin.bucknor@ontario.ca Clyde.vivian@ontario.ca Jonathan.beckett@ontario.ca
Canadian Mental Health Assoc. (CMHA) Peel	Sandy Milakovic, CEO Tamara Farstad, Youthnet Coordinator	milakovics@cmhapeel.ca farstadt@cmhapeel.ca
City of Mississauga	Sheila Wilson, Youth Plan	Sheila.wilson@mississauga.ca
Dixie-Bloor Neighbourhood Centre	Maria Ivanova, LINC/ELT Manager	mivanova@dixiebloor.org
Family Services of Peel	Sandra Rupnarain	srupnarain@fspeel.org

ORGANIZATION	GUEST NAME	E-MAIL ADDRESS
Malton Neighbourhood Services	Dwayne Sybbliss Volunteer/Outreach Coordinator	dsybbliss@mnsinfo.org
Mayor's Youth Group – Brampton	Nicole Therrien Eugene Wilson, Staff Liaison, Mayors Youth Team	Nicole.therrien@brampton.ca Eugene.wilson@brampton.ca
Mississauga Chinese Business Assoc.	Stephen Chu, President	stephenchu@sympatico.ca
North Bramalea United Church	Jamie Holtom Danny Wright	jholtom@nbuc.on.ca fearlessgrowth@rogers.com
Peel Children's Aid Society	Bobby Hussain, Family Service Worker Andrea Stewart, Youth Independence Nancy MacMillan, Program Supervisor	bhussain@peelcas.org astewart@peelcas.org nmacmillan@peelcas.org
Peel Committee on Sexual Assault	Julie Pehar, Community Advisor	pcca@thc.on.ca
Peel Committee Against Woman Abuse	Christine Sevigny, Director Angela Nijhar, Project Manager	Christine@pcawa.org angela@pcawa.org
Peel Crown Attorney's Office	Lori Montigue, Assistant Crown Attorney	Lori.Montague@ontario.ca
Peel District School Board	Varsha Naik	Varsha.naik@peelsb.com
Peel Elder Abuse Network – Distress Centre Peel (Catholic Family Services)	Nellie Sheppard HEAL Network (Helping End Abuse for Life)	nsheppard@cfspd.com
Peel Multicultural Council	Jagdeep Kailey, Manager, Settlement Services Linda Wang, Host Coordinator	Jagdeep@peelmc.com Linda@peelmc.com

ORGANIZATION	GUEST NAME	E-MAIL ADDRESS
Peel Regional Police	Inspector S. Mendyk Inspector C. McCord Detective Hubert Hiltz	Stephen.mendyk@peelpolice.on.ca Christopher.Mccord@peelpolice.on.ca Hubert.Hiltz@peelpolice.on.ca
Peel Youth Violence Network	Dorothy Fetterly Charmaine Blair	Dorothy.fetterly@peelregion.ca Charmaine.blair@peelregion.ca
Region of Peel – Human Services	Kamalesh Visavadia Neighbourhood Capacity Support Nancy Duff, Housing (Victims of Family Violence)	Kamalesh.visavadia@peelregion.ca Nancy.duff@peelregion.ca
Safe City Mississauga	Kevin Parra	kevin.parra@utoronto.ca
Sheridan College	John Van Cedar, Associate Dean	john.vancedar@sheridaninstitute.ca
University of Toronto – Mississauga Campus	Len Paris, Manager, Campus Police Services	len.paris@utoronto.ca

APPENDIX III
RESPONSE TO WEBSITE MARKETING EFFORTS

DATE	MARKETING ACTIVITY	WEB TRAFFIC	# OF E-MAILS
April 14 to April 27	<ul style="list-style-type: none"> ▪ Media Launch ▪ Posters distributed to schools, PRP facilities, ROP facilities, Brampton, Caledon & Mississauga community centres and libraries, hospitals 	1,314	5
April 28 to May 4	<ul style="list-style-type: none"> ▪ Facebook group launched ▪ Twitter group launched 	114	1
May 5 to May 8	<ul style="list-style-type: none"> ▪ Stakeholder Conversation 	163	1
May 9 to May 31	<ul style="list-style-type: none"> ▪ Police Day ▪ Link posted on PRP, ROP & PDSB websites ▪ Message on 11 Mississauga electronic sign boards (community centres) ▪ c2Ev Week media release ▪ c2Ev Week article in Mississauga News 	425	4
June 1 to June 30	<ul style="list-style-type: none"> ▪ Message on 40 ROP mobile roadside signs ▪ Stakeholder Conversation Report released & announcement sent ▪ Chief's Hour program aired ▪ c2Ev information on Rogers Punjabi Show ▪ Posters distributed at Uprooting Youth Violence & Wheels In Motion ▪ Ads in Brampton Guardian ▪ Message on Brampton electronic sign boards (community centres) 	571	14
July 1 to July 31	<ul style="list-style-type: none"> ▪ Police Show program aired ▪ Poster on 31 Brampton & Mississauga transit buses ▪ Ads in Brampton Guardian ▪ Caledon Citizen article/picture ▪ E-mail to large distribution list 	352	5
August 1 to August 31	<ul style="list-style-type: none"> ▪ Poster on 31 Brampton & Mississauga transit buses ▪ Ads in Brampton Guardian ▪ Message on ROP mobile roadside signs ▪ Full page ad in Caledon Town Services Guide ▪ Ad in Brampton Recreation Guide 	393	8