

#MYActionsMatter Campaign Launches the 16 Days of Activism Against Gender-Based Violence Français

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Status of Women Canada
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Minister Monsef joins the Canadian Football League to raise awareness against gender-based violence ahead of the 105th Grey Cup

OTTAWA, Nov. 22, 2017 /CNW/ - Today, the Honourable Maryam Monsef, Minister of Status of Women, joined players from the Canadian Football League to launch the 16 Days of Activism Against Gender-Based Violence. Students at Glebe Collegiate Institute took part in a presentation, delivered by JR Larose and Jamie Taras from the BC Lions, to raise awareness about gender-based violence and the importance of bystander intervention.

Gender-based violence grows out of a culture that devalues women and girls and femininity—through sexist jokes, derogatory language and media messages that objectify women and girls. Despite remaining a significant barrier to gender equality, it is preventable.

During the 16 Days of Activism, the Government of Canada encourages everyone to become an ally in the elimination of gender-based violence by listening to others, believing survivors, speaking up against gender-based violence, safely intervening when witnessing acts of violence, and taking action so we can make our communities safer. As part of this year's 16 Days campaign, Canadians are invited to join the conversation online by using the hashtag #MYActionsMatter. This initiative, which builds on this year's announcement of the first federal strategy to prevent and address gender-based violence, aims to encourage reflection on how everyday sexism and misogyny contribute to violence. From now until December 10, everyone can commit to end gender-based violence by taking the pledge and adding their voice on social media by sharing actions they undertake to end all forms of gender-based violence.

Quote

"Ending gender-based violence starts with taking action to question, call out, and speak up against harmful behaviour. The Canadian Football League, with the adoption of its policy to prevent violence against women, is demonstrating leadership and encouraging other organizations to follow suit. This year's campaign, #MYActionsMatter, demonstrates how everyone has a role to play in putting an end to gender-based violence. Bringing awareness to this form of violence at a young age helps youth realize the role they can play in ending it. During the 16 Days of Activism Against Gender-Based Violence, I invite everyone to join me in showing support for survivors and committing to putting an end to violence."

The Honourable Maryam Monsef, P.C., M.P.
Minister of Status of Women

Quick Facts

- The 16 Days of Activism Against Gender-Based Violence start on November 25 with the International Day for the Elimination of Violence Against Women and end on December 10 with International Human Rights Day. They also include the National Day of Remembrance and Action on Violence Against Women on December 6.
- December 6 is the National Day of Remembrance and Action on Violence against Women in Canada. Established in 1991 by the Parliament of Canada, this day marks the anniversary of the murders in 1989 of 14 young women at l'École Polytechnique de Montréal. They died because they were women.
- From Thursday, November 23 to Sunday, November 26, Status of Women Canada will be onsite at the Grey Cup festival to encourage visitors to sign a pledge to end gender-based violence.
- The Canadian Football League (CFL) developed its policy on violence against women in partnership with the Ending Violence Association of Canada and following consultations with multiple women who are experts in the field of responding to violence against women. It was first announced in 2015 and the CFL has since partnered with multiple anti-violence organizations on outreach programs as well as other awareness initiatives.
- Statistics show that women and girls continue to be more at risk of experiencing many forms of violence than men and boys. For example, women have a 20% higher risk of being victimized than men.
- An estimated 1 in 3 women will experience some form of sexual violence in her lifetime. Intimate partner violence and sexual assault costs the federal government more than \$12 billion a year.
- In June 2017, the Minister of Status of Women, the Honourable Maryam Monsef, announced \$100.9 million for the first federal strategy to prevent and address gender-based violence. The Strategy is based on three pillars: prevention; support for survivors and their families; and promotion of responsive legal and justice systems.

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BACKGROUND

Status of Women Canada at the 105th Grey Cup

In advance of the 105th Grey Cup, Status of Women Canada has partnered with the Canadian Football League (CFL) to promote this year's 16 Days of Activism Against Gender-Based Violence. This is a unique opportunity to reach a large audience and build on the momentum leading up to the championship game, the Grey Cup, on Sunday, November 26. It also offers the opportunity to highlight the CFL's policy on violence against women.

From Thursday, November 23 to Sunday, November 26, SWC will be onsite at TD Park for the Grey Cup festival to encourage visitors to sign a pledge to end gender-based violence. Onsite equipment will also allow visitors to share their messages of support using the hashtag #MYActionsMatter. Staff will be present at the booth from Thursday, November 23 to Sunday, November 26.

In 2015, the CFL announced its policy on violence against women which was developed in partnership with the Ending Violence Association of Canada and following consultations with multiple women who are experts in the field of responding to violence against women. Since then, the CFL has partnered with multiple anti-violence organizations on outreach programs and other awareness initiatives. The policy seeks to prevent violence in the first place, respond quickly on behalf of those harmed when it does occur, provide help to those affected by it and seek behaviour change from anyone found to be perpetrating violence.

As a result of the policy, everyone who works for the CFL—players, coaches, officials, executives and staff—receives mandatory training on violence against women and the issues surrounding it on an annual basis.

The 16 Days of Activism Against Gender-Based Violence (November 25-December 10)

Started in 1991 by the Center for Women's Global Leadership, the 16 Days of Activism Against Gender-Based Violence begin on November 25 with the International Day for the Elimination of Violence Against Women and end on International Human Rights Day on December 10. They also include the National Day of Remembrance and Action on Violence Against Women and Girls on December 6. These 16 Days are a time to reflect on gender-based violence, including violence against women and girls, and to take action to end it.

November 25 was identified as the International Day for the Elimination of Violence against Women by the United Nations General Assembly in 1999. The date was chosen to commemorate the lives of the Mirabal sisters from the Dominican Republic who were violently assassinated in 1960. The day pays tribute to them and urges global recognition of gender-based violence. Each year on this day, governments, international organizations and NGOs are invited to organize activities to raise public awareness of the problem.

Gender-based violence affects everyone. It destroys families, weakens the fabric of our society, and takes a heavy toll on our communities and our economy. During the 16 Days of Activism, Canadians are reminded that their actions matter in the elimination of gender-based violence.

National Day of Remembrance and Action on Violence Against Women (December 6)

December 6 is the National Day of Remembrance and Action on Violence Against Women in Canada. Established in 1991 by the Parliament of Canada, it marks the day, in 1989, when 14 young women were murdered at l'École Polytechnique de Montréal because they were women.

On December 6, we commemorate these 14 young women whose lives ended in an act of gender-based violence; we are reminded that for many women and girls, violence is still a daily reality; and we remember those who have died as a result of gender-based violence.

December 6 also represents an opportunity for Canadians to reflect and find solutions that will contribute to the elimination of all forms of violence against women and girls.

Associated Links

- [16 Days of Activism Against Gender-Based Violence](#)
- [National Day of Remembrance and Action on Violence against Women](#)
- [Strategy to Prevent and Address Gender-based Violence](#)
- [CFL Announces Violence Against Women Policy](#)
- [Canadian Football League](#)

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SOURCE Status of Women Canada

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Organization Profile



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