



Comité d'action du premier ministre
sur la prévention de la violence familia

ANNOUNCEMENTS:

- 1) **New Website Resource: Cybersafe Girl** <http://www.cybersafegirl.ca>
- 2) **Advisory Council on the Status of Women Purple Ribbon Pinning Bee – Monday, Nov 5th**
- 3) **Launch of *Period of PURPLE Crying* Program 26 November, 2012 to prevent infant injuries**

REMINDERS:

- 1) **CLIA is offering a FREE Course *The Best Interests of the Child in Custody and Access*.**
- 2) **Advisory Council on the Status of Women's *Purple Ribbon Campaign Against Violence 2012-13 "Violence is a choice. Choose Better"***

ANNOUNCEMENT DETAILS

- 1) **New Website Resource: Cybersafe Girl** <http://www.cybersafegirl.ca>

Cybersafe Girl is a regional, bilingual public education program about social media safety and girls. The project is developed and supported by the Atlantic Ministers Responsible for the Status of Women in Canada to provide information to girls, parents and educators about how girls can be safe online, that is:

- safe from cyber violence.
- safe from sexual risk and harm.
- safe from online sexual predators.

According to 2009 Royal Canadian Mounted Police violent crime statistics, females were victims in 80 per cent of cases of luring minors over the internet for sexual purposes.

Girls use social media to be creative, communicate with friends, and to learn. Although social media can be quite useful, it can also have a negative impact on girls. Sexualization and cyber-violence can occur through social media, instant messaging and email. Knowing about social media and its risks can help girls use social media in a safe way.

The website provides cyber-safety information for girls, as well as for parents and educators. In addition, the Atlantic Ministers Responsible for the Status of Women Forum has developed three information sheets that are accessible through the website (attached).

2) Advisory Council on the Status of Women Purple Ribbon Pinning Bee – Monday, Nov 5th

The PEI Advisory Council on the Status of Women and Beanz Cafe are hosting an evening pinning bee to prepare purple ribbons for the 2012-2013 *Purple Ribbon Campaign Against Violence*. Each year, volunteers cut and pin more than 10,000 ribbons to information cards for distribution across the Island. The purple ribbons are worn to signify a commitment to remembering the 14 women murdered in Montreal in 1989 and to working to end all forms of violence in our communities. The pinning bee is November 5th, beginning at 6:00 pm until 8:00 pm at Beanz, 38 University Avenue. Join us for coffee, tea and conversation! Everyone welcome. Contact: 368-4510/ info@peistatusofwomen.ca

3) Launch of *Period of PURPLE Crying* Program 26 November, 2012 to prevent infant injuries

The Department of Health and Wellness, in collaboration with Health PEI and the Department of Community Services and Seniors, is launching the *Period of PURPLE Crying* program in PEI.

The *Period of PURPLE Crying* program teaches families and caregivers about the normal patterns of infant crying. This teaching has been proven to help prevent infant abuse and injuries due to shaking. The *Period of PURPLE Crying* program will be launched on November 26, 2012 at the QEH and PCH hospitals and will be reinforced by Public Health Nursing across PEI. Parents of new babies will receive teaching and support from both hospital nurses and public health nurses. Parents will receive a DVD and a booklet as part of the teaching that is theirs to keep and share with their baby's families and caregivers. The DVD contains two videos, one on normal patterns of infant crying and the dangers of shaking and the other on ways to soothe and cope with a crying baby. There is also a website with additional information for parents and caregivers: <http://www.PURPLEcrying.info>

What can you do to help?

Groups in the Community: The *Period of PURPLE Crying* program also encourages other groups in the community to reinforce the message. These other groups can include pediatricians, family doctors, childcare providers, foster care workers, emergency room personnel and others who come in contact with parents of infants. If your group or facility is interested in receiving training in this program please ask your staff training representative/manager to contact PEI Reproductive Care at repcare@ihis.org or (902) 368-4952. They can provide you with the online link to the training. Using this link you will register your facility and help your staff get registered. You will be able to track your staff's training and have access to additional training resources online. For more information on the program and implementation go to <http://www.dontshake.org>.

If You Knit or Crochet: To help create awareness of the program a purple hat will be given to every baby born on PEI over the first year of the *Period of PURPLE Crying* program. There are approximately 1450 babies born on PEI each year, so that many hats are needed to give out! Any colour of purple yarn is fine. Any infant hat pattern can be used. Additional patterns can be found at: <http://clickforbabies.org/2012/>. Hats that are knitted or crocheted can be given to the QEH or PCH Hospitals maternity units, with a note "for the Period of PURPLE Crying Babies." Hats for QEH can also be given to their volunteer services office.

REMINDER DETAILS

1) CLIA is offering a FREE Course *The Best Interests of the Children in Custody and Access.*

Community Legal Information Association (CLIA) will be offering a FREE two- part course for people who are dealing with a custody and access dispute. (See attached flyer)

Clients learn:

- What you can expect if you have to go to court to resolve a custody and access dispute.
- How the ‘best interests of the children’ can be met.
- Ways to resolve your dispute outside of court.

This course is led by a volunteer family law lawyer, and a CLIA staff person. Please pass this information along to friends, family or clients who are experiencing difficulties coming to a custody and access agreement.

Fall Dates:

November 6th & 8th, 6:00pm - 8:00pm (Nancy Key, McInnes Cooper)

For more information or to register: 902-892-0853 or 1-800-240-9798 or clia@cliapei.ca.

2) Advisory Council on the Status of Women's *Purple Ribbon Campaign Against Violence 2012-13: "Violence is a choice. Choose Better"*

Preparation for the Advisory Council on the Status of Women's *Purple Ribbon Campaign Against Violence* is underway, with the 2012-2013 theme **Violence is a choice. Choose Better.** Pins, ribbons, bookmarks and specific resources for teachers will be available early in October. Again this year, the Council is grateful to Women's Institute members from across PEI for pinning thousands of purple ribbons. If you or your group would like to organize a pinning party, receive materials for distribution, or have more information about the campaign please contact Michelle Jay, Program Coordinator: [902.368.4510](tel:902.368.4510) / michelle@peistatusofwomen.ca

THANK YOU!

**The Premier's Action Committee on
Family Violence Prevention Vision Statement**

A society where all individuals are safe, respected and valued; where any form of violence is unacceptable; and where children, women, and men have opportunities to reach their full potential and contribute to the overall well-being of all families and communities.

www.stopfamilyviolence.pe.ca