

Contents

Overview 2

Key Elements of the “I’m Happy Because I’m Safe” Communication Strategy 2

 Goals of “I’m Happy Because I’m Safe” Communication Strategy 3

 “I’m Happy Because I’m Safe” Guiding Principles 3

 Target Audiences 4

 Advisory Committee and Partners 4

 Target Message 4

Inuit-Specific Considerations..... 5

Target Audiences and Communication Tools..... 6

Mass Public Awareness Campaign..... 7

Media Relations Plan 10

 Initial Communications Activities 11

I'm Happy Because I'm Safe

Communication Plan

Overview

Family violence remains a chronic problem across Inuit Nunangat. Resources to help identify and address the impact of this abuse continue to fall short, leaving many Inuit victims unable to get the assistance and support they need. Research consistently shows that Inuit women and children, the most vulnerable members of northern communities, are disproportionately the victims of abuse. Too often the abuse goes unreported with the victims suffering alone and in silence.

Pauktuutit Inuit Women of Canada has received funding from the Children and Families Directorate (CFD) of Aboriginal Affairs and Northern Development Canada (AANDC) to develop a public awareness campaign that will assist in reducing Inuit children's vulnerability to family violence. This communication strategy describes the goals, principles and methods by which this public awareness campaign will be developed and disseminated.

Some work has been done across Inuit Nunangat to produce relevant and Inuit-specific resources to address family violence particularly in the area of sexual abuse. Pauktuutit intends to build upon these resources to provide an awareness campaign that will help increase the knowledge of Inuit children and those adults closest to them about identifying the signs of abuse, and how to address the abuse once revealed.

This communication plan is intended to present the steps necessary to support the "I'm Happy Because I'm Safe" campaign and ensure the maximum positive impact of the campaign is achieved. The plan identifies specific steps and processes that have been developed to support the short, medium and long-term objectives of the project.

Key Elements of the "I'm Happy Because I'm Safe" Communication Plan

Since its inception, Pauktuutit has developed extensive expertise in the area of raising public awareness. This expertise is critical to not only ensuring that the right message is developed, but that the most effective methods and resources are developed to deliver the message to the right people at the right time. By working closely with expert advisory committees, communities, and partner agencies, Pauktuutit has achieved major successes in raising public awareness across Inuit Nunangat concerning issues as diverse as HIV/AIDS, smoking and family violence. This experience has been instrumental in developing effective, targeted campaigns that often deal with sensitive and challenging topics.

The “I’m Happy Because I’m Safe” campaign is a violence prevention campaign aimed at raising public awareness in a number of different areas for Inuit children including addressing children who witness violence, child personal safety etc. The strategy will focus on the development of campaign materials based on best practices, defining the messages to be delivered, and how to most effectively reach Inuit children in a safe way. The first goal of the campaign is to increase awareness among Inuit communities on child sexual abuse. For the “I’m Happy Because I’m Safe” campaign, the following elements will form the basis of the communication strategy.

Goals of “I’m Happy Because I’m Safe” Communication Strategy

- A primary goal of the strategy is to increase awareness among Inuit children across Inuit Nunangat regarding sexual abuse, detection and support for victims. Specifically, Inuit children and youth will learn that:
 - They are not alone.
 - The abuse is not their fault.
 - They have a right to be safe.
 - No one deserves to be abused.
 - There are people they can tell about the abuse.
- To increase awareness among adults (parents, teachers, health care providers, police, elders etc.) of how to interact with them if/when they report suspected abuse including:
 - How to identify if a child is being sexually abused.
 - What to say and do if a child discloses sexual abuse.
 - How to help people help themselves through such resources as peer counselling where existing support resources may be lacking.
- To help support local, regional and territorial/provincial initiatives focusing upon sexual abuse detection, and support for victims.
- To coordinate the communication activities in a manner that leverages the impact of the various communication elements to ensure the maximum number of Inuit youth and adults are exposed to the messaging.

“I’m Happy Because I’m Safe” Guiding Principles

- All Inuit children are entitled to feel safe in their own families and communities.
- Pauktuutit places a high priority on developing resources for Inuit that are culturally appropriate and reflect and support Inuit culture, language and social values.
- Pauktuutit recognizes the unique vulnerability of Inuit children that includes various aspects of their social and cultural environment.
- The issue of abuse has a long and troubling history for Inuit. Significant sensitivity and cultural knowledge is critical to the development of a successful communication strategy.
- Inuktitut continues to remain a critical core element of Inuit culture and must be supported in all communication activities where possible.

- Inuit communities possess extensive knowledge and expertise that must form an important component of any communication strategy.
- Pauktuutit will work closely with its advisory committee members and partner agencies to ensure the development and dissemination of relevant, accurate, and useful information is provided to the target groups.

Target Audiences

The target audience for the “I’m Happy Because I’m Safe” campaign are Inuit children and adults that are closest to them including parents, relatives, teachers and other key groups including Inuit communities and staff working within the health care system across Inuit Nunangat and in major urban centres. The anticipated benefits to the target audiences will be an increase in awareness about what constitutes abuse, how children can identify it, and how to encourage them to talk to a trusted adult. In addition, the targeted adult audience will gain a greater understanding of how to support a child who may have suffered abuse, how to encourage them to talk about the situation, and to learn about the resources available to help address the impact of the abuse.

Advisory Committee and Partners

Working under the direction of an advisory committee comprised of expert resource people from across Inuit Nunangat, Pauktuutit will develop resources specifically designed to support and guide Inuit children and adults as they deal with the effects of family violence.

Pauktuutit has a long history of working with communities and partner agencies to achieve its goals. Potential partners for the current initiative could include:

- All levels of governments - federal, territorial, provincial, municipal
- Community leaders
- Existing service providers in the communities and regions.
- Brighter Futures, funding for youth 0 - 18
- Help lines, tele-health, Kids Help Phone, youth agencies
- Local, regional and national Inuit organizations.
- Safer communities program
- Education authorities
- Aggyvik Society (Iqaluit)
- Women’s shelters
- Health and healing agencies
- RCMP / regional police forces
- Centre for Northern Families, Inuvik Youth Centre and other local agencies

Target Message

The messaging and “look” of the campaign will be consistent across all forms of media and focus on children’s right to be safe. The key theme will be “I’m Happy Because I’m Safe”. The

logo that will clearly identify and unify all the materials developed in the campaign represents two happy Inuit children as presented on the front page of the communication plan.

The overarching message will encompass planned future work on specific topics such as children who witness violence, neglect etc. A number of resources will be developed to support this work including the development of safety plans for children at risk and new resources to address developing safety issues around internet exploitation and bullying etc.

Inuit-Specific Considerations

a) Language and messages

To ensure the messaging is received and understood by the target audiences, it is essential that the appropriate language and terminology is used. Messages and resource materials for the campaign will be produced in both English and local Inuktitut dialects. A successful strategy for Pauktuutit in the past has been to work with schools/children in the creation of public awareness posters and other media on important health issues such as on HIV/AIDS. For example, hand-drawn posters by children from schools can draw attention and help the target audience feel they “own” the project and further enhance the impact of messaging.

b) The need for services to respond to possible increases in child sexual abuse reporting

The communications strategy recognizes that there are inadequate services in the communities to deal appropriately with child sexual abuse, and that local resource people and partner agencies need to be informed before a public awareness campaign is launched.

c) The need to be culturally appropriate

Local/Inuit involvement is particularly important in reaching Inuit. However, care must be taken to ensure that people do not get the message that child sexual abuse is an “Inuit problem”. Child sexual abuse occurs in all cultures around the world. Inuit may also respond differently to some kinds of spokespeople than non-Inuit. For example, Elders are seen as sources of wisdom in Inuit communities. Care must be taken to consider the legacy of the Residential School system on many Inuit. As well, some cultural aspects can be seen as a barrier for helping victims or for people to get involved in situations involving alleged abuse. For example, reluctance towards interfering with other people is a common cultural value for many Inuit but this could potentially impede someone seeking help from an abusive relationship. Understanding cultural and social dynamics and mores is critical to being able to develop appropriate and effective messaging.

d) Regional differences

A mass communication campaign should ideally give people a toll-free contact phone number and e-mail (children have access at school) to contact for more information, with information available in Inuktitut and English. The regions in which Inuit live cover different provinces and territories, each with their own resources.

e) **The possibility of misunderstanding and undesirable effects**

The trauma of child sexual abuse is thought to be widespread in Inuit communities. Many Inuit deal with their own experiences through denial or self-medication (addictions). A public awareness campaign may bring buried feelings to the surface which could initially increase the risk of suicide among both abused and abusers. However, both victims and abusers are at higher risk of suicide over time even in the absence of any discussion of sexual abuse, and perhaps because of the absence of recognition and healing of the abuse. Some abusers are parents, teachers and professionals. Addressing abuse in small remote communities becomes even more challenging when abusers and victims cannot avoid contact. However, the lack of an awareness campaign essentially hides the abuse and allows it to continue.

Another possible effect of such a campaign is denouncement, attack of, and gossip about people who disclose abuse, similar to what already takes place. Some people will state that the number or degree of child sexual abuse cases are overblown, or that accusations of abuse are almost always false. This already happens, but a public awareness campaign may give tools for people to respond to these types of statements.

Young children are prone to using their imaginations and practicing new words. They also do not have a good grasp of the consequences of what they say. Once children have the words to talk about abuse, it may on occasion happen that a misunderstanding with serious consequences occurs. However, when children do not have the words to tell about the abuse, the abuse may continue indefinitely, and the abuser may also be abusing other children if not stopped.

The dangers of not conducting a public awareness campaign outweigh the dangers of conducting one. Many victims of abuse think it's their fault. Many have difficulty at school or with social relationships. Many do not know whom to trust, and feel they have no one to tell and no way of making it stop. Some will grow into youth and adults who sexually abuse others. An awareness campaign is an important way to bring the problem out into the open, so people can take action and healing can begin.

Target Audiences and Communication Tools

Reaching specific Inuit audiences in Inuit Nunangat requires different resources and tools than might be used for a more southern audience. Pauktuutit, working closely under the direction of its advisory committee, will develop specific resources and strategies for both distinct target audiences.

Audience	Communication Priorities	Communication Options
Inuit Children	<ul style="list-style-type: none">• Messaging will be age-appropriate, concise, and entail graphic elements and colours that appeal to a child audience• Distributed through schools, health and social services networks	<ul style="list-style-type: none">• Stickers with common theme and messaging• Storybook• Colouring page• Safety cards including key information and support contacts

		<ul style="list-style-type: none"> • T-shirts with theme messaging • Local radio - PSA or short ad promoting the campaign and key messaging • Temporary tattoos • Posters • Pamphlets • Other promotional items such as frisbees that have the logo on them
CHRs, other health care staff, teachers, social services	<ul style="list-style-type: none"> • Distribute copies of resources intended for children • Circulate announcements of campaign and copies of resources developed for the campaign for both children and adults 	<ul style="list-style-type: none"> • Print: Mail out of print copies • Email: News releases • Internet: Pauktuutit and other websites, Facebook, YouTube • Local radio - PSA or short ad promoting the campaign and key messaging
General Inuit adult population	<ul style="list-style-type: none"> • Raise awareness about abuse • Raise awareness about how to help children identify and talk about abuse • Raise awareness of available resources • Raise awareness of where to go for help 	<ul style="list-style-type: none"> • Main northern newspapers • Radio programming – short (15-30 second public service announcements that are coordinated with the release of resources focused on Inuit children • Pauktuutit website – campaign information and links to existing resources and support agencies across Inuit Nunangat • Social Media - Facebook, YouTube, Twitter – circulate resources and campaign news, announcements • Local radio - PSA or short ad promoting the campaign and key messaging
General Inuit adult population	<ul style="list-style-type: none"> • New resources to meet specific needs of victims 	<ul style="list-style-type: none"> • Safety plans for children at risk • Peer counselling information

Mass Public Awareness Campaign

Various communications tools and techniques will be needed to reach the target groups, as adults and children favour different media, and respond to different kinds of messaging. In addition, some Inuit live in urban centres such as Ottawa and Montreal, while the vast majority live in northern regions in smaller communities with access to different media than in the south. All information will be produced in English and Inuktitut. Preparation of the various materials will be completed prior to commencement to ensure there is an integrated, coordinated approach to the “I’m Happy Because I’m Safe” campaign.

a) Radio

Radio continues to be a critical way of reaching Inuit adults as many listen to local radio regularly particularly in the smaller communities. Children are also regular listeners particularly during lunch time during the week when they are home from school.

A “I’m Happy Because I’m Safe” Public Service Announcement (PSA) message will be developed for airing on local community radios. Messaging for the radio must be clear, succinct, culturally appropriate, and be presented in a manner that will attract attention from the target audiences.

The PSA will also be circulated to other radio service providers including CBC North and its regional affiliates, CKLB Yellowknife and other commercial radio stations, community radio stations. The PSA would be approximately one page/30 seconds in length.

In addition, to further highlight the campaign, arrangements will be made for selected spokespeople to be interviewed on local community radio. These spokespeople will be selected from people with some familiarity with the campaign including political leaders, leaders from Land Claim Organizations, hamlet majors, Pauktuutit Board members, Advisory Committee members and staff from related service delivery agencies in the communities.

b) Posters

Posters remain a popular and effective way of getting messaging on important issues out to specific target groups. For children, using simple language, attractive graphics and a concise message will attract their attention while providing key information including contact information for support agencies.

The most effective posters often use Inuit role models or Inuit children talking about the key information to be passed on.

Posters, particularly those developed and/or featuring local people and widely distributed to urban and remote services, agencies, community centres, co-ops, etc., where Inuit go, are effective means of communicating with Inuit.

c) Colouring Contest

Children in all 53 communities will be invited to participate in a colouring contest to provide material for use in the “I’m Happy Because I’m Safe” campaign including having winning pieces displayed in various locations around communities as well as on Pauktuutit’s website.

Pauktuutit will provide Inuit communities with activity kits that will contain colouring pages featuring the campaign logo and colouring supplies, campaign information, contest instructions and prizes. It is anticipated that local stores, schools and hamlet offices will be the local partners

in this element of the campaign. Please visit the colouring contest webpage at pauktuutit.ca/happy-and-safe/ for more information.

d) Internet

Inuit children and youth are very active on the internet and social media. While computer and smart phone ownership in the North is not as high as in the south, Inuit children and youth have internet access through schools, public libraries and sometimes through youth centres and service centres. Ensuring the campaign has a well-organized and active presence on the internet and social media is an important factor in its success.

Pauktuutit will develop “I’m Happy Because I’m Safe” material for posting on social networking sites such as Bebo and Facebook. Many younger Inuit use Bebo, while adults tend to use Facebook. The social networking site page can also feature links to the PSA, the colouring contest, and other existing materials. PSAs and related materials can be placed on You Tube as well where appropriate.

Pauktuutit will establish a section of its website devoted to the “I’m Happy Because I’m Safe” campaign. The website will feature information about child sexual abuse and have links to existing resources and services available in Inuit Nunangat. As well, the website will contain all campaign materials and information available for downloading.

e) News media (newspapers, TV news, radio news, internet news sites)

Pauktuutit will engage selected northern news media before the public awareness campaign begins to ensure a coordinated, integrated roll-out of campaign materials is achieved.

Spokespeople for the “I’m Happy Because I’m Safe” campaign will also be identified prior to the launch of the campaign and may include prominent people/role models, political leaders, Elders, health and social work professionals, Pauktuutit board and staff, Advisory Committee members, and/or child sexual abuse survivors and former abusers who are ready and able to speak out.

Pauktuutit will prepare media lines including constructive things to say, basic information, and answers to tricky questions. These media lines can also be made available as a Frequently Asked Questions (FAQ) fact sheet the public can use to form responses to people who deny or justify abuse.

f) Schools

With appropriate classroom materials, teachers (or outside facilitators) and children can discuss what kind of touching is okay and what isn’t, and what to do if a child doesn’t like the way someone touches him or her. The Red Cross CARE kit is specifically designed for use in schools to sensitively discuss child sexual abuse issues with kids, but has not been reviewed or adapted for Inuit and is available only in English. Class discussion can also include how you show respect, what is not respectful, what you can do if someone treats your body in a way that is not

respectful (sexually or not), and that everyone, including children, deserve respect for themselves and their bodies.

g) Community events

Inuit cultural and educational events can be used for educational purposes and to enhance the impact of the campaign. For example, campaign materials could be made available at the following events:

- Hamlet Day celebrations
- Nunavut Day celebrations
- Live performances such as plays or theatre to illustrate parenting skills or reporting sexual abuse. The traditional Inuit education process was to learn what to do by watching;
- Engaging local artists to get involved through art exhibits, painting, drawing contests, wall hangings, etc., and have information and resources at the events including a counselor or someone who can refer people to services if needed;
- Participating in learning activities such as sewing circles where discussion can take place about child sexual abuse prevention and healing;
- Healing workshops. If you talk about healing more people participate. Some people might not come out to an information session on child sexual abuse.
- Federal Minister of Health and other prominent people could be approached to speak publicly about child sexual abuse.

h) Television

Options to use television as an effective tool for the campaign include:

- Playing the PSA on local cable channels.
- Engaging local film artists and companies to make TV documentaries or PSAs.
- Use existing call-in programming to draw attention to the issue.

All visual material created for television can also be uploaded to YouTube, the Pauktuutit web site, and any other appropriate site.

Media Relations Plan

To be most effective, the “I’m Happy Because I’m Safe” campaign will need to:

- Identify Pauktuutit spokespeople – staff, board members.
- Developing key messages and talking points for media spokespeople including a background piece on the campaign, current activities, anticipated impacts, FAQs etc.
- Distributing media releases throughout the campaign beginning with a release prior to the actual launch of the campaign and key milestones.

- Develop PSA for local and regional and territorial/provincial radio.
- Coordinate interviews with northern and mainstream media outlets to promote the campaign. Rely on spokespeople identified above by also include Advisory Committee members and role models.
- Developing promotional articles for use by northern print media.
- Engaging northern media to profile Pauktuutit’s work in the area of family violence and sexual abuse.
- Possible purchase of advertisements in northern newspapers.

Initial Communications Activities

- Identify media spokespeople for the campaign. There should be a high level of capacity in both Inuktitut and English.
- Contract translators in different regions to confirm availability and rates.
- Develop list of partner agencies including provincial/territorial governments, regional and national Inuit organizations, and regional health authorities and contact them regarding the campaign and their role.
- Develop and maintain contact lists (abuse prevention and support resource agencies, health care professionals, school boards, northern and mainstream media, Inuit organizations, etc.).
- Develop a calendar of anticipated dates for rolling out various elements of the campaign.
- List critical events across Inuit Nunangat that may considered as venues to support the campaign.
- Develop Facebook, distinct section on Pauktuutit’s web site, YouTube messages.
- Develop text for PSAs.
- Develop key speaking notes and FAQ for spokespeople and media.
- Update Pauktuutit’s website and Facebook page regarding the campaign and upload resources and news on a regular basis.
- Write news release to announcing the roll out of the I’m Happy Because I’m Safe campaign.
- Contact northern media (newspapers and magazines) for the development of news articles and in-depth profiles of the awareness campaign.