SOCIAL MEDIA TOOLKIT

National Economic Abuse Awareness and Policy Advocacy Campaign: #HelpUsRise2022

A MONTH OF AWARENESS AND ADVOCACY #HELPUSRISE2022

November 1 - November 30th, 2022

THANK YOU FOR BEING A PART OF #HELPUSRISE2022

Coinciding with National Woman Abuse Prevention Month and Financial Literacy Month (FLM), the Canadian Center for Women's Empowerment (CCFWE) has declared November 26th Economic Abuse Awareness Day (EAAD) and is working to raise awareness of Economic Abuse through its annual #HelpUsRise campaign.

On this webpage you will find who we are, the purpose, the focus, call to action, 4 ways to get involved, the month-long plan, sample press release, commitment letter, newsletter content, email template, and our downloadable Social Media Toolkit.

Thank you for being an advocate of #HelpUsRise2022!

WHO WE ARE

The Canadian Centre for Women's Empowerment (CCFWE) is the only national non-profit organization dedicated to addressing Economic Abuse through system change, education, mentorship, economic empowerment, and groundbreaking evidence informed by lived experience. Our sole purpose is to help end Economic Abuse through system change, which involves addressing attitudes toward victims and survivors, reforming the way relationships negotiate power, and making structural change in facilitating safe and accessible economic resources.

PURPOSE - TO ADVOCATE FOR CHANGE ON MULTIPLE LEVELS

In this third year of #HelpUsRise2022, we are focusing on multi-level (system) change for the first time. Ending Economic Abuse is deeply connected with ending domestic violence and barriers to financial literacy, and Economic Abuse does not end there. CCFWE is the only national non-profit organization dedicated to addressing Economic Abuse through system change, education, economic empowerment, and groundbreaking evidence rooted in lived experiences.

System change for Economic Abuse will have to include changes in people's attitudes, relational changes, and structural changes in the policies, practices and resources that should be supporting victims and survivors.

Therefore, #HelpUsRise2022 is an advocacy and awareness campaign for educating individuals, victims, survivors, families, educators, policy makers, financial institutions, social service providers, basic service providers (e.g., utilities, hydro, telecomms), other private sectors (e.g., businesses, organizations, shelters, lawyers, grassroots initiatives) and governments on creating system change for survivors of Economic Abuse.

There is no ending Economic Abuse without deep changes to the system!

FOCUS - ECONOMIC ABUSE, BIPOC COMMUNITIES, AND POST-PANDEMIC REALITIES

There is no system change for Economic Abuse victims and survivors without changing attitudes, relationships, and actions. This all begins with awareness.

The purpose of this campaign is to educate the stakeholders on the economic challenges faced by survivors of domestic violence, prevalence of financial abuse, and **economic challenges** *faced by the BIPOC community and other marginalized communities during the housing crisis and post-pandemic recovery,* in order to advocate for system change.

<u>Economic Abuse</u> involves a perpetrator exhibiting a pattern of control, exploitation, or sabotage of money, finances, and economic resources (car, food, education, transportation). It affects an individual's capacity to acquire, use and maintain economic resources and threatens their economic security and self-sufficiency.

Economic Abuse is experienced by women from all backgrounds, regions, and income levels. Women from marginalized groups, including Black, Indigenous, and People of Colour (BIPOC), are at a higher risk of Economic Abuse.

Now more than ever we need system change to address the challenges survivors face as the housing crisis, inflation, and post-pandemic effects rip through the fabric of marginalized communities.

<u>A recent study</u> conducted by CCWFE revealed that Economic Abuse increased as a result of COVID-19. The pandemic has made it harder for victims to leave abusive relationships and survivors need safe housing and supportive access to economic resources.

Your support is desperately needed to #HelpUsRise2022!

CALL TO ACTION

Our main call to action this year is to call on Canadian City Mayors to support increased funding for addressing gaps in research on BIPOC and marginalized communities, post-pandemic realities, and the impacts of the housing crisis on victims and survivors of Economic Abuse.

There is a template letter at the end of this guide, and there are several other ways you can help - read on for more ways to get involved.

4 WAYS WE WOULD APPRECIATE YOUR HELP

This month is a chance for everyone; victims, survivors, advocates, financial institutions, law enforcement, supporters, social service providers, policy makers, and political leaders, to unite in our work to recognize the system change that is needed in order to end Economic Abuse.

We recognize the power that each one of us has in making a difference for someone through system change of mental attitudes, how we relate to one another, and what we do to support survivors.

We hope you will join us in #HelpUsRise2022 with these 4 ways to get involved.

Your community involvement is the cornerstone of system change!

1. Pledge to Fight Economic Abuse

• Sign our <u>pledge</u> to fight Economic Abuse and learn how to become an advocate for Economic Justice within your social circles and local communities.

2. November 26 is Economic Abuse Awareness Day (EAAD)

- Please help us recognize this day within your networks & communicate with all your stakeholders through regular channels and social media channels.
- Use your Social Media Toolkit and #EAAD to share your messages on this day.

3. Participate in our Economic Abuse twitter Spaces & Webinar

- Attend our twitter spaces on November 3rd and 24th, and our webinar on November 25th.
- Join the needed discussions on how we can all work together to protect women, gender-diverse communities, and BIPOC groups from Economic Abuse in the face of the housing crisis, inflation and pandemic.
- Invite your networks and share these social media spaces with #HelpUsRise2022 continue below to connect on social media.

4. Share #HelpUsRise2022 on Social Media in November

- Discuss Economic Abuse on your organization's social media channels in November use our social media guidelines below or create your own.
- Download and share our digital content and <u>Social Media Toolkit</u> to help you plan your content see our plan below to get you started.

THE PLAN - Here's a quick rundown of our weekly themes so you can align your content:

Week 1 - Economic Abuse and Financial Literacy Awareness:

- Economic Abuse doesn't end when the relationship does. The impact of Economic Abuse can prevent recovery due to having financial information kept secret and lacking financial awareness. Learn more about what Economic Abuse is and how to identify it.
- Understanding Financial and Economic Abuse as well as financial literacy are important steps to regaining control of economic freedom and independence. <u>Learn about</u> <u>CCFWE's policy recommendations to the Financial Consumer Agency of Canada</u> (FCAC).
- Get ready to do advocacy work on social media throughout the month of November! Get our awareness materials and create content that brings awareness to Economic Abuse, shows support for survivors and a commitment to ending Economic Abuse. Survivors urgently need your voice. Get our Social Media Toolkit to share now.

Week 2 - The Housing Crisis:

• There is no ending Economic Abuse without addressing the housing crisis. Economic Abuse is a systemic social issue that leaves victims without a safe place to go, and the housing crisis makes it worse.

- Coerced debt and bad credit scores often prevent survivors from securing housing in the short and long terms, making it even harder for women to leave abusive relationships, hidden homelessness (couch surfing, trading sex for rent), or other dangerous situations.
- Create your own calls to action around safe and affordable housing with our <u>Social</u> <u>Media Toolkit</u>, tag us so we can amplify you, and don't forget to share our weekly content.

Week 3 - CCFWE & Deep Change Advocacy:

- The Canadian Center for Women's Empowerment (CCFWE) has adapted and sparked change throughout this challenging but remarkable year. CCFWE continues to make impacts in the lives of survivors, allies, and the public across Canada and beyond.
- CCFWE has conducted consultations with gender-based violence organizations and financial institutions across Canada, and has proposed policy recommendations to address Economic Abuse in the National Action Plan (NAP) to End Gender-Based Violence in Canada as part of system change. Learn more by clicking <u>here</u>.
- Let's grow our community. Tag @CCFWE along with 4 other organizations in your network who are doing system change for victims and survivors.

Week 4 - National Economic Abuse Awareness Day (#EAAD November 26th) & BIPOC Communities:

- CCFWE is calling for the recognition of National Economic Abuse Awareness Day (EAAD) to be internationally advocated on November 26th.
- Economic Abuse can happen to anyone, and it's likely happening to someone close to you. Black, Indigenous, racialized, newcomers, and immigrant women are most vulnerable to Economic Abuse. Follow us this week to engage with content about BIPOC communities.
- The purpose of this day is to raise awareness of Economic Abuse prevalence for survivors, and to educate allies, advocates, supporters and influencers on how to better support survivors in navigating economic and systemic challenges.
- Use the <u>Social Media Toolkit</u> and share your content or our content with #EAAD to fire up the conversation don't forget to tag us so we can share your content.

Week 5 - Gender-Based Violence & Calls to Action

• Gender-Based Violence is heavily linked to Economic Abuse, and there is no ending abuse without amplifying the voices of those who are silenced.

- As #HelpUsRise2022 comes to a close and 16 Days of Activism against Gender-based Violence begins (November 25 December 10, 2022), we will promote calls to action and survivor stories.
- Survivors desperately need your support. Look for survivor stories this week @ccfwe during #HelpUsRise2022 and share widely with your networks.
- It's time to be heard if you or anyone you know wishes to share a story, please share so we can stop silencing and instead raise up the voices - share stories on social (don't forget to tag us) or <u>submit a story to us</u>.

SOCIAL MEDIA MESSAGING 🗓 🔈 🙆 🖸 🚺

Please see the following pages for social media inspiration and how you can get involved.

Hashtag Guidance

When using any of the provided social media content, please tag them with the appropriate hashtags:

- #HelpUsRise2022 (for CCFWE Economic Abuse awareness month)
- #EAAD (for Economic Abuse Awareness Day, Nov 26)
- #FLM2022 (for Financial Literacy Month)
- #WomanAbusePreventionMonth (for National Woman Abuse Prevention Month)
- #16Days (For 16 Days of Activism Against Gender-Based Violence, Nov 25 Dec 10)
- #FinancialAbuse
- #EconomicAbuse
- #EndEconomicAbuse
- Please remember to tag us @ccfwe and your networks!

Social Media Messaging Samples

Economic Abuse Awareness for the General Audience

- Nov is #HelpUsRise2022, a system change campaign by @ccfwe for ending #EconomicAbuse involving Financial Literacy Month #FLM2022, #NationalWomanAbusePreventionMonth & Economic Abuse Awareness Day (#EAAD Nov 26). Advocate, share & use the social media toolkit: <u>https://ccfwe.org/share2022/</u>
- We all play a part in the system to #endeconomicabuse & create a safer world for survivors. Follow #HelpUsRise2022 to advocate for ending #EconomicAbuse & give a voice to #survivors @ccfwe #systemchange #endeconomicabuse
- #HelpUsRise2022 is about promoting system change to #endeconomicabuse safe access to resources like #housing, #FinancialSecurity, & the #economy for #BIPOC & #minority communities #PostPandemic is a must!

Pledge for the General Audience

- I took @ccfwe's pledge for Economic Abuse Awareness Day #EAAD. Join me in the fight against #economicabuse & help #BIPOC #women rise #postpandemic. Pledge today: <u>https://ccfwe.org/ccfwe-pledge/</u> #HelpUsRise2022 #SystemChange #endeconomicabuse
- We pledge to join the fight for #systemchange to #endeconomicabuse in #Canada. Learn more and join me in advocating for #economic #justice within your community: <u>https://ccfwe.org/ccfwe-pledge/</u> #EAAD #HelpUsRise2022 #endeconomicabuse @ccfwe
- Did you know that #women who experience #economicabuse are 5x more likely to experience physical violence than those who don't? Take a stand today, pledge: <u>https://ccfwe.org/ccfwe-pledge/</u> @ccfwe #HelpUsRise2022 #FinancialAbuse #EndEconomicAbuse

Economic Abuse Awareness & Resources for Advocacy & Survivors

- #EconomicAbuse occurs when a domestic partner interferes with employment, controls finances, or refuses to contribute to costs. Join me in the #HelpUsRise2022
 #SystemChange campaign @ccfwe to give a voice to #survivors. #EAAD #FLM2022
 #NationalWomanAbusePreventionMonth
- If your partner is sabotaging your job #security by withholding your transportation, it's not just an inconvenience, it's #EconomicAbuse. Learn more at <u>https://ccfwe.org/what-is-economic-abuse/</u> #EAAD #SystemChange #HelpUsRise2022
 @ccfwe
- #EconomicAbuse perpetrators use #power & #control over victims' to restrict access to survival needs. Learn to recognize the signs: <u>https://ccfwe.org/economic-abuse-power-control-wheel/</u> #EAAD #FLM2022 #NationalWomanAbusePreventionMonth #SystemChange #HelpUsRise2022 @ccfwe

Financial Literacy for Advocacy & Survivors

- November is Financial Literacy Month & Nov 26th is Economic Abuse Awareness Day in #Canada - let's share resources needed to confidently face challenging economic times: <u>https://www.canada.ca/en/financial-consumer-agency/programs/financial-literacy.html</u> #HelpUsRise2022 #EAAD #FLM2022 @FCACan
- You have financial rights. Learn about new protections for bank customers from @FCACan at <u>https://www.youtube.com/watch?v=d8LXJG6kEv8</u> #FLM2022 #EAAD #HelpUsRise2022
- If your partner steals money from you, gambles jointly earned money, or prevents you from working, it's #EconomicAbuse. @ccfwe's Economic Empowerment Checklist helps domestic abuse survivors take back control: https://ccfwe.org/6-step-checklist-for-domestic-abuse-survivors/ #EAAD #FLM2022

#NationalWomanAbusePreventionMonth #SystemChange #HelpUsRise2022

Awareness & Action for the Financial Sector

- The @ccfwe urges Canadian government & #financial institutions @FCACan @CdnBankers to implement #policy & programs to protect survivors of #EconomicAbuse as part of #SystemChange. Visit our policy recommendations www.ccfwe.org. #EAAD #HelpUsRise2022 #FLM2022
- Family violence is a problem for #financial institutions. @FCACan @CdnBankers, it is a risk if loans can't be repaid. It is a risk if they become #homeless & lose income in the financial fallout of #abuse. Learn more at ccfwe.org #FLM2022
 #NationalWomanAbusePreventionMonth #EAAD #endeconomicabuse
 #HelpUsRise2022
- As an employee working in a #Canadian #financial institution, I believe in women's #empowerment, #economic #justice & #systemchange. I pledge to take action against #economicabuse affecting #minority communities. Join me! <u>https://ccfwe.org/ccfwe-pledge/</u> #HelpUsRise2022 @ccfwe

Awareness & Action for the Social Services Sector

- Prevalence of #economic #control (preventing an #EconomicAbuse victim from access/knowledge of #finances & financial decision-making power) are still high among clients accessing social services, even post #pandemic. #SocialServices can do more to #HelpUsRise2022. #FLM2022 #endeconomicabuse
- There are no direct #SocialServices available for victims & survivors of Economic Abuse. Ending #EconomicAbuse will rely on #SystemChange. Please share, join me in the fight, & #HelpUsRise2022 @ccfwe
- As an employee working in a #SocialServices agency, I believe in women's #empowerment, #economic #justice & #SystemChange. I pledge to take action against #economicabuse affecting #minority communities. Join me! <u>https://ccfwe.org/ccfwe-pledge/</u> #HelpUsRise2022 @ccfwe

Awareness for the Housing Sector

- The number of women, gender diverse, & BIPOC community members experiencing homelessness in Canada is much higher than many think. The homelessness in these communities has been made invisible. Stand up @ccfwe #HelpUsRise @CMHC_ca
- The pandemic has made it even harder for BIPOC women & gender diverse people to leave dangerous situations involving #EconomicAbuse & the situation is not getting better. Stand up for safe & affordable #housing #HelpUsRise2022 #EndEconomicAbuse
- Even if a woman has a chance of leaving an economically abusive relationship, her credit is often damaged & potential housing options become impossible to secure.
 @ccfwe is working for women's access to housing. Join us! #HelpUsRise2022

• As an employee working in the Housing Sector, I believe in women's #empowerment, #economic #justice & #SystemChange. I pledge to take action against #economicabuse affecting #minority communities. Join me! <u>https://ccfwe.org/ccfwe-pledge/</u> @ccfwe

Call to Action (research funding) for the General Audience

 There are gaps in research on the multi-faceted nature of #EconomicAbuse & we need your help to get BIPOC women and marginalized communities represented in post-pandemic research on the impacts of EA. Write to your City Mayor today download @ccfwe's social media toolkit here: <u>https://ccfwe.org/share2022/</u> #HelpUsRise2022

Facebook

 Economic Abuse has a cascading effect on many aspects of Black, Indigenous, People of Colour (BIPOC) and other marginalized women's lives including housing safety, financial prospects, social support, employment stability, child care, emotional and psychological well-being. The impact of the pandemic has amplified these effects. This is why system change is needed to help end Economic Abuse. November is a month-long campaign with @CCFWE to raise awareness of the need for system change. Learn more about Economic Abuse and the need for system change here:

https://ccfwe.org/policy-and-system-change-to-end-economic-abuse/ #NationalWomanAbusePreventionMonth #EconomicAbuse #FLM2022 #financialabuse #EAAD #HelpUsRise2022 #endeconomicabuse

- Coerced debt and bad credit scores often prevent survivors from securing housing in the short and long terms, even post-pandemic, or make it more difficult to get a credit card, student loan, line of credit, car loan, and potentially a job due to screening by some employers. These barriers are larger for Black, Indigenous, People of Colour (BIPOC) and other marginalized groups like gender diverse people. Learn more about the @CCFWE's 13 Policy recommendations to protect survivors. https://ccfwe.org/13-policy-recommendations-from-consultations-to-inform-canadas-national-action-plan-to-end-gbv/ #NationalWomanAbusePreventionMonth #EconomicAbuse #FLM2022 #financialabuse #EAAD #HelpUsRise2022 #endeconomicabuse
- Lack of access to economic resources can result in marginalized women staying with their abusive partners longer, especially during the housing crisis post-pandemic, and experiencing more harm as a result. Here are @CCFWE's 6 steps checklist you need to regain control of your life and economic freedom: <u>https://ccfwe.org/6-step-checklist-for-domestic-abuse-survivors/</u> #NationalWomanAbusePreventionMonth #EconomicAbuse #FLM2022 #financialabuse #EAAD #HelpUsRise2022 #endeconomicabuse
- Everyone has a role to play in the fight against Economic Abuse. This Economic Abuse Awareness Day, @CCFWE calls upon the government, financial institutions, landlords, law enforcement, the justice system, businesses, and housing sectors to fight Economic Abuse. Join me signing the pledge at https://ccfwe.org/ccfwe-pledge/ #NationalWomanAbusePreventionMonth

#EconomicAbuse #FLM2022 #financialabuse #EAAD #HelpUsRise2022 #endeconomicabuse

 There are gaps in research on the multi-faceted nature of #EconomicAbuse & we need your help to get BIPOC women and marginalized communities represented in post-pandemic research on the impacts of EA. Write to your City Mayor today download @ccfwe's social media toolkit here: <u>https://ccfwe.org/share2022/</u> #HelpUsRise2022

SHAREABLE GRAPHICS

All graphics for the #HelpUsRise2022 campaign can be downloaded here. The #HelpUsRise2022 online Social Media Tool Kit includes:

- I Pledge Graphic. Download English [here] and French [here].
- We Pledge Graphic. Download English [here] and French [here].
- Bank Pledge Graphic. Download English [here] and French [here].
- Definition of Economic Abuse Graphic. Download English [here] and French [here].
- Economic Empowerment Checklist Graphic. Download English [here] and French [here].
- Help Us Rise 2022 Logo. Download English [here] and French [here].
- Help Us Rise 2022 Email Banner. Download Bilingual [here].
- Help Us Rise 2022 Banner. Download Bilingual [here].
- Help Us Rise 2022 Zoom Background. Download Bilingual [here]
- Download all graphics including IG stories (.zip file) [here].
- Download all graphics [here].

SAMPLE PRESS RELEASE

[Organization Name] joins National Economic Abuse Awareness Day in Month-Long Campaign to Raise Awareness About Economic Abuse

[CITY, Province, (Date)] — Each year, advocates, survivors, and supporters recognize November 26th as National Economic Abuse Awareness Day. This November, [*insert organization name*] joins the Canadian Center for Women's Empowerment (CCFWE) for a national conversation about the importance of recognizing the system change that is needed to end Economic Abuse, and to empower thriving survivors.

Economic Abuse is experienced by women from all backgrounds, regions, and income levels. Women from marginalized groups, including Black, Indigenous, and People of Colour (BIPOC) as well as other marginalized, gender-diverse, and racialized groups, are at a higher risk of Economic Abuse. More prevalent than most realize, 94 percent of women who experience

intimate partner violence also experience some form of Economic Abuse, making the two closely linked.

There are a myriad of factors involved in the perpetuation of Economic Abuse. This year's campaign intersects with Financial Literacy Month and National Woman Abuse Prevention Month, which is an opportunity to highlight the complex connections between these themes and shed light on system change as an approach to ending Economic Abuse. System change, housing, post-pandemic effects, and BIPOC women, victims, and survivors are the focus of this campaign.

[If available, personalize, by inserting a paragraph with info, service stats, etc. about your coalition in relation to these themes.]

Throughout the month of November, [*organization name*] and the Canadian Centre for Women's Empowerment (CCFWE) will be sharing content on their social media channels to help raise awareness and educate the public and multiple sectors on the complex dynamics of system change for identifying and ending Economic Abuse.

Each week in November is dedicated to a specific action plan which is designed to educate and engage advocates, partners, and the public in starting a national conversation, and to educate victims, survivors, financial institutions, and system change-makers about the different economic challenges faced by marginalized survivors during the post-pandemic era. The campaign is in its 3rd year, with the need for system change as its main focus for the first time.

Sample Emails and Newsletter Content

Sample organization /Local Program Newsletter Article

Email Subject: Be the Change, Help Us Rise! Start an Online Campaign to Champion National Economic Abuse Awareness & System Change

Economic Abuse is a seldom-talked-about yet prevalent issue faced by survivors of domestic violence in Canada. More than 94% of women who experience intimate partner violence also experience some form of Economic Abuse.

To be able to support victims and survivors on multiple levels as part of system change, and to prevent Domestic Economic Abuse in the future, we all need to talk about it. And to talk about it, we need others to fully understand what it is.

As a supporter of domestic violence victims and survivors, we need you to help us spread the word this November during National Economic Abuse Awareness Day (November 26th, 2022).

This year's National Economic Abuse Awareness Day highlights the fact that Economic Abuse can happen to anyone and is more prevalent than people realize.

Both [*insert organization /Program Name*] and Canadian Centre for Women's Empowerment (@CCFWE) will be sharing social content on their channels throughout the month that focuses on getting back to basics in raising awareness about what Economic Abuse is, who it impacts, and why we all need to care.

Join us! Help us amplify this important message and get a conversation started by sharing the content on your own social networks.

You can share the campaign hashtag of #HelpUsRise2022 to keep this critical conversation engaged.

Sample Commitment Letter

[Recipient First Name Last Name Title City Recipient Address Recipient Address 2 Recipient City, Prov, Postal Code]

Date:

DEAR [Title RECIPIENT Last NAME],

I am writing to you today to request your support for the Canadian Centre for Women's Empowerment's annual Help Us Rise Up Campaign. The aim of the campaign is to raise awareness about the importance of government funding for research. Data is needed to influence policymakers and financial institutions on taking steps to remove structural financial obstacles that impact the economic empowerment of survivors of Economic Abuse.

November is Woman Abuse Prevention Month and National Financial Literacy Month. To honour this, the CCFWE is campaigning for governmental funding of research that will support survivors of Economic Abuse, an aspect of domestic violence that is not yet part of the conversation in Canada.

DID YOU KNOW THAT DURING THE PANDEMIC?

• 80% of victims stated that their abusers displayed more controlling, manipulative, and coercive behaviors pertaining to their finances and economic stability.

- 93% of women have thus experienced their perpetrator withholding money they needed for food, clothes, or other necessities.
- 92% of victims' abusers have refused to get a job forcing victims to support the family alone or rely on alternative economies.

(Source CCFWE, 2021, A study on Access to Economic Resources for Economic Abuse Survivors and Victims During COVID-19 in the National Capital Region, Canada)

We need to follow up on this research. With the support of you and your city, we aim to raise awareness of Economic Abuse, by having your city/council commit to their previous proclamation to help end Economic Abuse by signing this commitment letter while continuing to acknowledge November 26th as a National Day of Awareness for Survivors of Economic Abuse.

Please join us in this worthy endeavor by asking the City and City Council [your city] to sign this commitment to uphold their pledge.

Thank you for your time and consideration.

[Your Name Address City, Prov, Postal Code]

Contact

If you have any questions about the Economic Abuse Awareness Month content or resources, please contact:

Nathalie Martin (she/her)

Director of Communications

Canadian Center for Women's Empowerment (CCFWE)

Email: nathalie.martin@ccfwe.org

Thank You for being an advocate for Economic Justice!





POUR L'AUTONOMISATION DES FEMMES





Women and Gender Femmes et Égalité Equality Canada

des genres Canada

This project is supported by Women and Gender Equality Canada (WAGE).