



# Crime Prevention Ottawa ACTION REPORT 2010-11

## Message from the Chair

Since 2005, Crime Prevention Ottawa has worked for a better Ottawa—one in which every person and neighbourhood is safe and feels safe. Through valuable community safety initiatives and collaborative evidence-based crime prevention, CPO and its partners are succeeding. As a local businessperson, community leader and volunteer for 20 years, I am touched by the pride and perseverance behind every community safety effort, from the revival of Vanier to the stories of women, men and young people who are making a difference right across this city. In the future, CPO looks forward to enhancing its mandate to support communities where assistance is needed.

**Shad Qadri**, CPO Chair and City of Ottawa Councillor



## OUR PRIORITIES

▶ VIOLENCE AGAINST WOMEN

▶ NEIGHBOURHOODS

▶ YOUTH

### Don't be THAT guy campaign

Launched in May 2011, this provocative poster campaign tackles sexual violence among youth aged 19 to 25 by speaking to young men in language that appeals to them. Many of the city's bars now feature the posters in the men's washrooms.



“When I show the poster to middle-aged people they're shocked, but when I show it to my staff and to youth, they find it very informative, and that says to me that it gets the point across.”

**Steve Monuk**, York Entertainment and ByWard Market BIA

### Sexual Violence, Youth and Drinking

CPO funded research by the Ottawa Rape Crisis Centre, Ottawa Coalition to End Violence Against Women and criminology Professor Holly Johnson to examine sexual assault prevention efforts in Ottawa and best practices. They found a lack of prevention programs to address alcohol-related sexual violence.

### Disabled victims of abuse

CPO's Connecting on Disability and Abuse Committee continued efforts in 2010-11 to reach out to community agencies to increase awareness about the abuse of people with disabilities. The goal? To empower them to better serve disabled victims experiencing or fleeing abuse.

### Youth engagement through graffiti

Now in its second year, the *Paint It Up!* program invested \$50,000 in 10 youth mural projects. The program is designed to prevent crime and graffiti, support community pride through beautification, and engage both youth and the community in a positive initiative.



credit: **Bryan Michaud**  
L'Express d'Ottawa

### Community Safety Awards

The annual Community Safety Awards, held during Crime Prevention Week in November, has become an important way to recognize all those who volunteer and work to make our city a safer place. Congratulations to all nominees and winners!



“What a moving, inspiring evening. It was all about real issues, real caring, real gratitude. You and your staff did a great job and these awards, I am sure, make a real difference in community commitment and awareness.”

**Chantal Bernier**, CPO Board member

### Neighbourhood Toolkit

The CPO team is enhancing the Neighbourhood Toolkit based on feedback from consultations with community groups and stakeholders. The new Toolkit will be more user-friendly with improved content, navigation and functionality.

[www.crimpreventionottawa.ca/toolkit](http://www.crimpreventionottawa.ca/toolkit)

## Multilingual outreach

Our outreach efforts to cultural groups in the city include producing our popular CPO magnets in Chinese, Arabic and Somali, and making our Safe Youth, Safe Communities workshops available in Arabic, Farsi, Spanish and Somali.



## Social media

We have embraced social media as a way of reaching out to our neighbours thanks to feedback from our 2011 communications survey. Find us on Facebook and read Nancy's blog at [www.crimpreventionottawa.wordpress.com](http://www.crimpreventionottawa.wordpress.com). Join the discussion!

## Financial statement

Crime Prevention Ottawa // January 1, 2010 – December 31, 2010

REVENUE	ACTUAL 2010
City of Ottawa	\$400,000
City of Ottawa - In Kind	\$246,642
Federal Government	\$10,176
Other Revenue	\$4,668
<b>TOTAL</b>	<b>\$661,486</b>
EXPENSES	
Staff	\$279,505
CPO Initiatives	\$104,700
Grants	\$268,500
<b>TOTAL</b>	<b>\$652,705</b>
<b>UNSPENT BALANCE AS OF DECEMBER 31, 2010</b>	<b>\$8,781</b>

## CPO by numbers

- 9** Community Safety Awards presented in 2010
- 13** funding agreements in 2010-11
- 19** Paint It Up! youth engagement mural projects commissioned in 2010 & 2011
- 66** news articles and reports about CPO and its initiatives in 2010-11
- 70** Neighbourhood Toolkit community presentations
- 100** teachers trained since 2007 in "The 4th R" dating violence prevention program
- 1,984** people receiving CPO's email communiqués
- 3,700** Don't be THAT Guy posters distributed to Ottawa bars

## Our impact

"In recent years, Crime Prevention Ottawa and members of the community began targeting [Vanier's] streets, many of which had become havens for drugs, prostitutes and crime... Vanier, like Hintonburg, is now a neighbourhood in transition and full of hope."

Ottawa Citizen editorial, August 9, 2011

## Awards

Michael Justinich, CPO's Business Analyst and co-chair of the Youth Gang Prevention Initiative, was awarded the Ottawa Youth Justice Services Network's Award of Excellence in March 2011. Congratulations Mike!

CPO was honoured to receive a Youth Services Bureau Award in 2011 for our commitment to improving the lives of at-risk youth in Ottawa.



## CPO board members

### Shad Qadri (Chair)

Councillor, City of Ottawa

### Janet Crupi (Vice Chair)

Chair, Ottawa Youth Justice Services Network and Coordinator, Community and Justice Services Program, Algonquin College

### Michael Allen

President, United Way/Centraide Ottawa

### Chantal Bernier

President, International Crime Prevention Centre

### David Chernushenko

Councillor, City of Ottawa

### Claude B. Gingras

President, Ginsberg-Gingras et Associés

### Steve Kanellakos

Deputy City Manager, City Operations, City of Ottawa

### Barbara MacKinnon

Executive Director, Children's Aid Society

### Jo-Anne Poirier

CEO, Ottawa Community Housing Corporation

### Bernard Roy

Director of Education, Conseil des écoles catholiques du Centre-Est

### Lucya Spencer

Executive Director, Immigrant Women's Services Ottawa

### Irvin Waller

Professor, Institute for the Prevention of Crime, University of Ottawa

### Vern White

Chief of Police, Ottawa Police Services

### Nancy Worsfold

Executive Director

### Michael Justinich

Business Analyst

### Francine Demers

Administrative Assistant

## Crime Prevention Ottawa

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