



FOR RELEASE

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## **Am I the Solution? social marketing campaign continues**

WHITEHORSE—Work is underway to develop new components for the Am I the Solution? anti-violence social marketing campaign, Minister Responsible for the Women's Directorate Elaine Taylor announced.

"Am I the Solution has been an effective approach to reaching broader audiences in Yukon about the effects of violence in our communities and what we, as individuals, can do to address it," Taylor said. "We are using new technology and social media to engage men, youth and families in the campaign to raise awareness and prevent violence against women and girls."

Components of the campaign's first phase have included:

- An initial series of posters and advertisements encouraging Yukoners to think about the ways everyone has an impact on the issue of violence against women and girls.
- A Facebook page featuring 150 portraits of Yukoners who are committed to ending violence against women and girls.
- A social art project composed of five standing wooden silhouettes featuring anti-violence messaging.
- A series of posters targeted at youth 13 to 17 years old depicting statistics on violence against women and girls and inviting youth to change their attitudes and behaviours.
- A book, called Only You Are You, which features anti-violence messaging and behavioural guidance for pre-school children. The book is distributed throughout Yukon to parents and caregivers through existing programs and services.
- A training program entitled MOVE! Youth Helping Youth End Violence that created a YouTube video on bullying which can be seen at <http://yukonyouth.com/2013/01/move-youth-create-anti-bullying-psa-video/>.

Work on the second phase has commenced to develop new components for this fall and winter. A new advisory committee comprising representatives from BYTE, Les EssentiElles, and the Victoria Faulkner Women's Centre as well as a First Nations youth and communications professional will guide the second phase of the campaign. For more information visit [www.facebook.com/AmItheSolution](http://www.facebook.com/AmItheSolution).

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