

# THE SUPER POWER PROJECT



## PRESS KIT



MEDIA CONTACT  
SuperPower@HelloCoolWorld.com

GOOD COMPANY COMMUNICATIONS  
Katherine Dodds  
604.251.5567 • mobile 604.722.3004

WAVAW • Dalya Israel • 604.255.6228 x 224

[WWW.THESUPERPOWERPROJECT.COM](http://WWW.THESUPERPOWERPROJECT.COM)



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## ABOUT THE PROJECT

The Super Power Project is a violence prevention project directed by youth, for youth, and supported by media professionals, communications experts and educators, around the issue of sexualized violence.

Over the past year, Women Against Violence Against Women (WAVAW) and Good Company Communications teamed up with teens aged 12 to 17 in multi-media workshops. The workshops provided a fun way to engage with a serious issue, and out of them came some amazing youth-produced media: videos, a flash animation, and comics, all of which are outreach tools for further discussion. The messages are aimed at the participants' peers – high school-aged youth in BC – to expose how gender stereotypes contribute to violence in dating relationships.

In this pilot year, we've been also working closely with Haisla Nation youth in Kitimaat Village, BC, as well as with diverse youth from across Vancouver. We've also been doing offline and online research and focus testing. Some of the online focus testing has reached youth in Victoria and other parts of BC.

Out of these workshops we've created a flash animation and comics featuring the Super Hero Characters E-Man and M. Power. "E" stands for empathy: E-Man can read minds and, more incredibly, he understands! M. Power is from the future and she can reveal her visions to help teens avert disastrous choices. The comics also feature the "real" teens, and the visuals and graphics carry over to the videos. With this colourful comic style, we are creating a recognizable look-and-feel that provides an effective framework for story telling, while connecting all the elements to an overall campaign. This short animated film will launch online along with the Haisla Nation youth's "Blend Out" PSA, which parodies the Axe Body Spray commercial.

The majority of BC youth are active online so the awareness campaign will launch on Facebook and YouTube, and feature contests and links back to [TheSuperPowerProject.com](http://TheSuperPowerProject.com). The youth team's videos will premiere in April at community screenings in Kitimaat Village and Vancouver.

## PROJECT PARTNERS

### **WAVAW (Women Against Violence Against Women) Rape Crisis Centre**

A non-profit organization that has been providing sexual assault support services to women girls in the Greater Vancouver area since 1982.

WAVAW works for the prevention and eradication of all forms of violence against women through the provision of direct services to women who have experienced violence and the promotion of social and attitudinal change. We are open and accessible to all women including sex-trade worker and trans-gender women. We operate within a feminist and anti-oppression framework, and are committed to non-violence. WAVAW provides the following services free of charge to all women:

- 24 hour toll-free Crisis Line



- Individual Counselling
- Support Groups
- Specialized Community Based Victim Services Program and Hospital Accompaniment Service
- Medical and Legal Advocacy
- Outreach and Awareness

Our commitment is to not only ensuring that all women have access to vital sexual assault support services and advocacy, and to actively work to prevent violence through education and awareness about the factors that lead to violence. Our outreach programs are presented to both girls and boys, men and women, depending on the particular context (school, workplace, social groups). WAVAW has developed customized public awareness campaigns, workshops, resources and teaching materials that are accessible and relevant to specific groups and audiences. The Super Power Project is an integral part of our violence prevention work.

### **Good Company Communications**

*Ideas to audiences > Audiences to Action > Action to Outcome*

Good Company Communications is most famous for directing the marketing and branding for Canada's top documentary *The Corporation*. Founder and Creative Director Katherine Dodds got her start in advertising at Adbusters Magazine in the '90s when she directed their Calvin Klein Ad Parody. The 30 second television spot reportedly got the attention of Calvin Klein himself. Recently Dodds won the Woman of Vision award from Women in Film for her work in new media through GCC's HelloCoolWorld.com network.

Good Company Communications provides support or full production for projects and campaigns, from identity creation to ongoing strategic promotion, creation of new media components, evaluation, and everything in between. Our clients are the social issue film/documentary community and non-profits, with a special emphasis on sexual health, violence prevention and youth.

We combine social marketing best practices, with grassroots movement building, and the new tools for online engagement that the social networking sites provide. (Facebook, Myspace, YouTube, etc.) One of the very few companies in Canada specializing in multi-media web- enabled social marketing campaigns, we are deeply committed to working collaboratively with youth and with clients, while delivering totally professional end products. We have developed workshop methods using new media that have provided a model for this project.



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## SOME COMMENTS FROM THE SUPER POWER PROJECT'S YOUTH PARTICIPANTS

*This workshop helped me identify things like violence and stereotypes. It happens all around us and it happens every day, you just don't notice it.*

*-Female, age 12.*

*I'm interested in getting the video out to a wider audience because I'm proud to be a part of this group... teens like us can make a difference so what's stopping others?*

*-Female, age 13*

*I will probably tell my future children (hopefully) about it so they will not have to be violent.*

*-Male, age 13.*



*Kitamaat Village and Vancouver youth teams in their comic book form*

## WHAT'S AT STAKE: A PATTERN OF VIOLENCE IN CANADA & BC

In 2005/2006, the Canadian Centre for Justice Statistics conducted its second national Victim Services Survey. According to the survey, there were over **400,000** Canadians who sought assistance from victim service agencies over the course of one year, and over **46,000** people in BC alone. On a single day, agencies served over **8,000** people, mostly female, the majority being victims of violent crime. BC represented 13% of the total number with **1,079** people helped, all on just one day.

Yet these figures are likely only a fraction of the number of actual victims. Research shows that most victims do not turn to formal agencies such as the police or victim services. According to a Statistics Canada report citing the 2004 General Social Survey (GSS) on victimization, "in only **1%** of violent incidents did the victim seek support specifically from a victim service agency." The GSS also revealed that young people are the most at risk, especially Aboriginals.



## FACTS & STATS

### The Numbers Don't Tell the Real Story

- Only 33% of violent victimization incidents were reported to the police and only 9% of violent victimizations resulted in the victim seeking help from a formal agency, such as victim services and crisis lines, counselors or psychologists, or community or family centers. Furthermore, in only 1% of violent incidents did the victim seek support specifically from a victim service agency.<sup>2</sup>
- The victimization least likely to be reported was sexual assault.<sup>3</sup> Less than 8% of women report the assault to the police.<sup>3, 4</sup> Only 39% of physical assaults are reported.<sup>4</sup>
- In BC, 3,794 sexual assaults and other sexual offences were reported to the police in 2005.<sup>5</sup> If this represents only 8%, then the total number would be **47,425**.

### Youth and Violence

- Approximately 1 in 3 sexually active adolescent girls reported experiencing physical or sexual violence from dating partners.<sup>6</sup>
- In 2003, 9% of all students in grades 9 through 12 reported having been raped at some time in their lives.<sup>7</sup>
- Violent victimization was highest among young people aged 15 to 24.<sup>3</sup>
- 9 to 17-year-old girls have the highest rate of sexual assault and physical assaults by friends or acquaintances.<sup>8</sup>
- A survey of 388 female college seniors showed that 79.3% of those sampled who reported having been raped or sexually assaulted while intoxicated put all or part of the blame on themselves. 50% of the women raped by force or threat of force also took on some degree of self-blame.<sup>9</sup>

### Where the Super Power Project Fits In

- Schools may well be the training grounds for sexual and domestic violence through the practice of and permission given to the public performance of sexual harassment. Peer-to-peer sexual harassment is rampant in elementary and secondary schools across the country. Yet, when educators and policy makers consider interventions to curb youth violence, they usually overlook sexual and gender violence.<sup>10</sup>

### VICTIM SERVICES SURVEY 2005/2006<sup>1</sup>

#### Canada

The cost of providing formal services to victims of crime (excluding compensation programs), totaled \$152.2 million.<sup>2</sup>

Between April 1<sup>st</sup> 2005 and March 31<sup>st</sup> 2006, 589 victim service agencies reported serving 400,017 people.

In a snapshot taken on April 19, 2006:

→636 victim service agencies reported serving 8,080 people: 1,851 victims of sexual assault and 3,411 victims of other violent offences including physical assault.

→68% were female and 20% were male. 12% were gender unreported.

→72% were victims of crimes against the person (32% were sexual assault) and (59% were other violent offences including physical assault).

#### British Columbia

Between April 1<sup>st</sup> 2005 and March 31<sup>st</sup> 2006, 114 victim service agencies reported serving 46,367 people.

In a snapshot taken on April 19, 2006:<sup>1</sup>

→127 victim services agencies reported serving 1,079 people: 210 victims of sexual assault and 419 victims of other violent offences including physical assault.

→69% were victims of crimes against the person (28% were sexual assault) and (57% were other violent offences including physical assault).

→70% were female and 21% were male. 9% were gender unreported.



- One identified way of meeting the needs of victims is to target specialized populations.<sup>2</sup>
- Rates of victimization were higher among various sub-groups. For example, individuals who identified themselves as Aboriginal were three times as likely as the non-Aboriginal population to report being a victim of a violent offence.<sup>3</sup>
- Research that has focused on determining the most frequently identified needs of those who use victim services most often points to the need for information and support.<sup>2</sup>

## SOURCES

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Media contacts:

Good Company Communications: Katherine Dodds: 604.251.5567  
Mobile: 604.722.3004

WAVAW: Dalya Israel 604.255.6228 x 224

Project website: <http://www.TheSuperPowerProject.com>