

FOR IMMEDIATE RELEASE

Neighbours, Friends and Families Launches “Rural Roots” Initiative to Empower Rural Communities in Addressing Intimate Partner Violence

March 7, 2024

(Oshawa, ON) [Neighbours, Friends and Families](#) (NFF) proudly unveils the [Rural Roots](#) initiative, a collaborative effort in partnership [Lanark County Interval](#) House and [Luke's Place](#). Born from a commitment to address intimate partner violence (IPV) in rural areas, Rural Roots will equip individuals with the knowledge and tools to support survivors within their rural communities.

The genesis of Rural Roots is in the webinar, “[A Rural Inquest: The Role of Neighbours, Friends and Families in Keeping Women Safe](#),” which delved into the inquest into the 2015 murders of three women in a rural community in eastern Ontario. Rural Roots strives to bridge gaps in understanding and support for survivors of IPV in rural communities.

Rural IPV presents distinct challenges that are frequently overlooked in urban centric narratives. For example, rural victim/survivors are 30% more likely to face firearm threats compared to their urban counterparts.

Rural Roots empowers individuals to take meaningful action through a simple framework: See it, Name it, Check it.

See it: be aware of common warning signs of IPV so you know it when you see it.

Name it: for what it is, to yourself, and to the person you are concerned about.

Check it: for danger, for yourself, and reach out for community expertise.

Neighbours, friends and family members can offer practical assistance and play an important role in increasing the safety of IPV survivors and their children.

Together, we can make a difference in the lives of rural survivors of IPV. Join us in championing, safety, support, and empowerment within our communities.

For more information or to get involved visit:

<https://www.neighboursfriendsandfamilies.ca/rural-roots/index.html>

[Neighbors, Friends and Families](#) is a provincial public education campaign out of the [Centre for Research and Education on Violence Against Women and Children](#) and is dedicated to

preventing intimate partner violence and domestic homicides by raising awareness and empowering individuals to take action within their communities.

To find local resources in your area, visit <https://sheltersafe.ca/get-help/>

Contact Information:

NFF/CREVAWC Office - Christine Wildman 519-661-4040

Luke's Place – Pamela Cross 613-328-1851

Lanark County Interval House – Erin Lee 613-878-5700, Brianne Luckasavitch 343-551-9586