

**BE MORE
THAN A BYSTANDER
BREAK THE SILENCE ON
GENDER-BASED VIOLENCE**

Be More Than A Bystander – Program Summary

The *Be More Than a Bystander* program emphasizes the crucial role of bystanders – especially *male* bystanders – in breaking the silence on gender-based violence. Developed through a partnership between the Ending Violence Association of BC (EVA BC) and the BC Lions football team, *Be More Than a Bystander* is a groundbreaking initiative that utilizes male athletes' profile and platform as role models to substantially increasing awareness and understanding about the impact of men's violence against women. The program provides tools, language and practical ideas about how to be more than a bystander, how to speak up and how to communicate that violence and abuse is not acceptable.

Founded in 2011, *Be More Than a Bystander* has trained over 121,000 people, majority youth, in-person in BC schools and other community events, and its messages about speaking up and breaking the silence surrounding violence against women have been seen or heard hundreds of millions of times. The program has continued to grow, with former BC Lions JR LaRose and Angus Reid continuing their role as spokespersons for the program with EVA BC, presenting at post-secondary institutions, community events, conferences, and more.

The Ending Violence Association of BC (EVA BC) is a provincial non-profit organization that has existed in BC for 25 years and serves as a resource for **over 300 community-based services and initiatives** supporting survivors of sexual assault, relationship violence, child abuse and criminal harassment. Established in 1992, this charitable, non-profit organization provides anti-violence programs across BC with issue-based consultation and analysis, resource development, training, research and education. EVA BC also works with communities across BC to foster cross sectoral coordination, to prevent violence against women and children and collaborates with government, police and other systems and public authorities to increase safety and to ensure that victims of violence do not fall through the cracks

FOUNDING PARTNERS:



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