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For Immediate Release

Poster campaign aimed at raising awareness of violence against women

The Nunatsiavut Government has launched a poster campaign aimed at raising awareness of violence against women.

Funded by the Government of Newfoundland and Labrador's Violence Prevention Initiative (VPI), the posters target elders, women and youth. Each poster contains contact information on where people can obtain services within Nunatsiavut.

"Violence against women is an ongoing problem, not only in Nunatsiavut, but throughout the whole of society," said Nunatsiavut's Minister responsible for the Status of Women, Diane Gear. "It affects each and every one of us socially and economically, physically and mentally."

"I would like to congratulate Minister Gear for taking on this wonderful initiative that will support Inuit women in all communities on the Labrador coast," said the Honourable Patty Pottle, Minister of Aboriginal Affairs. "The criteria for projects this year support issues and needs raised by Aboriginal women at national and provincial conferences. The Government of Newfoundland and Labrador is pleased to support the Nunatsiavut Government in the prevention of violence against women, children, youth and older adults in Inuit communities."

A strategic priority for the VPI, as outlined in *Taking Action Against Violence 2006-2012*, is supporting Aboriginal women and children. A key element of the initiative is the partnership with Aboriginal governments and organizations throughout the province. Through a granting program with the Women's Policy Office, the Government of Newfoundland and Labrador provides annual grants for violence prevention projects in Aboriginal communities totaling \$200,000 per year. To date, approximately 30 projects have been funded. This program is one of 150 items contained within the VPI's six-year, \$9.2 million plan of action.

Three sets of three posters will be sent to each Inuit community within Nunatsiavut, with two sets being distributed in Upper Lake Melville. The posters will be displayed in public areas, including Nunatsiavut Department of Health and Social Development offices, the Labrador Health Centre, clinics and businesses.

The posters were designed and printed by the Nunatsiavut Government's Resource Centre in Happy Valley-Goose Bay.

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