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SUMMARY EVALUATION REPORT

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- Centre for Research and Education on Violence Against Women and Children
- Islamic Centre of Southwest Ontario
- London Coordinating Committee to End Woman Abuse
- London Muslim Mosque
- Muslim Association of Canada, London Chapter
- Victim's Witness Assistance Program/Ministry of Attorney General
- Women's Community House

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- Sagofilms
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- Toni Wilson, Thames Valley District School Board

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Community Facilitators

- Emaan Ali
- Amina Al Rohani
- Dalal Atta
- Amal Baobaid
- Syeda Batool
- Entisar Bukair
- Dua Dahrouj
- Elaf Elgharably
- Nassma El Sayegh
- Aosan Farid
- Fattimah Hamam
- Dunia Hamou
- Rayan Hilal
- Najla Kanaan
- Asha Mohamed
- Rezan Mosa
- Ashalul Osman
- Sumayya Tobah
- Sarah Turk
- Ambreen Yousaf

Young Men's Advisory Committee

- Wadhah Baobaid
- Ameer Bourhani
- Elyas Farooqi
- Noorullah Husaini
- Nasrudeen Muhammed
- Reza Naqvi
- Abood Wadi
- Abdihamid Yusuf Abdihalim

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A COMMUNITY DEDICATED TO PREVENTING VIOLENCE IS AN HONOURABLE ONE.

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN



**I PROMOTE HONOUR,
PREVENT VIOLENCE BECAUSE
WHEN WE ADDRESS
GENDER-BASED VIOLENCE
WE STRENGTHEN FAMILIES
AND COMMUNITIES.**

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN

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ABOUT RECLAIM HONOUR

RECLAIM HONOUR MODEL

With funding received from Status of Women Canada to address the issue of honour-based violence, the Muslim Resource Centre for Social Support and Integration (MRCSSI) developed and implemented a community-based violence prevention approach. Central to the project framework were principles of youth participatory action, popular education, and asset-based community development.

A multi-stakeholder strategy was developed to engage key Muslim community leaders, services providers, and organizations, including spiritual and cultural, in the work of addressing and responding to honour-based violence. The multi-stakeholder strategy also focused on establishing working partnerships within the community.

Young Muslim women were recognized as key stakeholders in the work of addressing honour-based violence, as they are most at risk of experiencing such forms of violence. Within the project approach, 21 young Muslim women aged 17-24 years old were engaged and hired as Community Facilitators. These young women co-created 'Reclaim Honour' and developed the project strategy. Once the project was underway, 8 young Muslim men aged 17-24 years old were also engaged within the Reclaim Honour project team, first as an advisory committee, and subsequently as project team members and community facilitators.

Youth drove the design and implementation of the project, drawing upon their leadership, knowledge, and creative skills to develop strategies, which served to raise awareness on issues of gender-based and family violence, as well as foster community engagement and leadership. The community-based violence prevention project framework focused on utilizing the existing strengths within the community, including knowledge, skills, and capacities of different stakeholders and community members.

An important shift that occurred within the Reclaim Honour project and the work of developing and implementing a community-based violence prevention strategy, involved addressing the terminology of 'honour-based violence' and using different language, specifically 'gender-based and family violence.' The Reclaim Honour project deliberately moved away from the language of 'honour-based violence' due to the stigmatizing and 'othering' impacts of this language. Reclaim Honour focused on addressing forms of gender-based and family violence, understanding these as complex forms of violence shaped by socio-cultural contexts and the intersection of multiple factors. Honour-based violence refers to specific forms of gender-based and family violence; these forms of violence are often explained by references to culture and/or religion. By using the language of gender-based and family violence, the Reclaim Honour project used language that was more neutral and universal in order to highlight the fact that such violence affects all communities. At the same time, a contextual and intersectional framework recognizes that gender-based and family violence has different manifestations and forms, and is normalized or justified in varied and specific ways.

The group of 21 Community Facilitators named the project 'Reclaim Honour' with the purpose of:

- Challenging any and all justifications for gender-based and family violence, including justifications of 'honour'
- Challenging simplistic and 'othering' understandings and impacts of prevailing constructions of gender-based and family violence in Muslim communities and families
- Exploring the complexities of different forms of gender-based and family violence
- Honouring the strengths and capacities that exist within girls and women, families, and communities to address issues of gender-based and family violence

RECLAIM HONOUR STRATEGIES AND ACTIVITIES

Between February 2014 and April 2015, Reclaim Honour engaged community members, leaders, and service providers in a process of dialogue and action focused on violence prevention.

Project strategies included:

- Relationship-building activities and community outreach
- Community engagement and participation strategies
- Awareness-raising and public education strategies focused on naming and recognizing the issue of gender-based and family violence
- Fostering collaboration and mobilizing community stakeholders to strengthen community accountability and responsibility
- Creating opportunities for engagement and discussion with young Muslim women
- Arts-based strategies and projects with Muslim youth grounded within principles of popular education
- Workshops with service providers
- Community conversations and events
- Mobilizing social media platforms to foster dialogue and raise awareness



GOALS

The Reclaim Honour process unfolded with multiple goals in place, including:

- Centering around the leadership and knowledge of young Muslim women
- Raising awareness and naming the issue of gender-based and family violence within London Muslim communities and service providers in order to break the silence and stigma around the issue
- Deconstructing the concept of honour-based violence and highlighting the complexities and contextual realities of gender-based and family violence within Muslim communities
- Building relationships and partnerships with Muslim community organizations, leaders, and service providers
- Engaging Muslim community members in dialogue and discussion
- Building community capacities to respond to and address the issue

VISION

Voices united to end violence in the name of honour.

MISSION

Reclaim Honour works to promote honour and prevent violence against girls and women through the support of the community.

In our work, we seek to:

- Recognize and address the issue of gender-based violence
- Encourage more complex understandings of the issue
- Provide a platform for young women to share their insight and define solutions
- Engage Muslim communities and service providers to be part of the dialogue and learning
- Collaborate to develop culturally appropriate supports and services

**WE CREATE
SAFETY FOR
GIRLS BY
EMBRACING
DIFFERENCES.**

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN



VIOLENCE PREVENTION IS RESPECTING HER VOICE.

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN



EVALUATION CONTEXT

EVALUATION OBJECTIVES

Project evaluation was conducted throughout the duration of the Reclaim Honour project. There was a specific focus on project outcome evaluation between January 2015 and March 2015. The objectives of the evaluation were:

1. To gather data to inform decision making throughout the implementation of the project.
2. To determine whether the anticipated short-term outcomes of the project were met through the delivery of project activities.
3. To develop an evidence-based model that can be applied in other mainstream and ethno-cultural communities.
4. To identify and document key learnings that will enhance the project process and outcomes.

OUTCOMES FOR EVALUATION

An evaluation framework was created to guide the evaluation process. This evaluation focused specifically on the following short-term outcomes:

- Community partners and stakeholders collaborate on this project
- A safe space is created for community dialogue and with reciprocal learning for all stakeholders
- Young women identify and define the context of honour-based violence
- Young people have the skills to lead participatory, arts-based community violence prevention strategies
- Community agencies and community members have an increased understanding of the needs of women and girls at risk of, or experiencing violence in the name of honour
- Increased awareness and efficacy of service delivery protocols and models for engaging women from collectivist cultures
- The Muslim community is empowered and mobilized to take responsibility for honour-based violence against women and girls
- A multi-agency strategy is developed that addresses the specific needs of local women and girls

DEFINITIONS AND TERMINOLOGY

Descriptions of the different groups involved in the Reclaim Honour evaluation process are outlined below.

Community Facilitators: A group of 21 young women aged 17-24 within London's Muslim communities who were engaged to design and implement the project. A group of 8 young Muslim men aged 17-24 were also involved with the project through a Young Men's Advisory Committee. For the purpose of this evaluation and report, Community Facilitators refers to both the young Muslim women and men.

Project Supporters: For the purpose of this report and evaluation, 'project supporters' refers to a group of community members who were involved in the Reclaim Honour project as key stakeholders. This group includes leaders in the Muslim community (i.e. community leaders) such as religious leaders, representatives from community partners, Reclaim Honour project staff, and Board Members of the Muslim Resource Centre for Social Support and Integration.

Honour-based Violence: Several different but related terms to identify honour-based violence are used by evaluation participants throughout this report. These terms include 'honour-based violence,' 'honour-related violence,' 'family-based violence,' 'gender-based violence,' and 'gender-based family violence.' These terms are often used interchangeably throughout the responses collected from evaluation participants.

The term 'honour-based violence' was used throughout the evaluation process for Reclaim Honour and has been used within the Demonstrated Outcomes section of this report in order to stay true to the original evaluation plan and Funder's framework. However, starting within the Findings and Observations Summary section of this report, the term 'gender-based and family violence' is used as alternative terminology for 'honour-based violence' to reflect the transition in language that occurred during the Reclaim Honour project.



METHODOLOGY

DATA COLLECTION METHODS

The evaluation incorporated both qualitative and quantitative methods of data collection, including:

Focus Groups

Two focus groups were held at the end of the project, one with Reclaim Honour Community Facilitators and one with community leaders and partners. In total, 10 Community Facilitators and 10 community leaders and partners participated in the focus groups. Focus groups were 60 minutes in duration.

Interviews and Surveys

At the end of the project, Community Facilitators, community leaders and partners, project coordinators, and Board Members of the Muslim Resource Centre for Social Support and Integration participated in 30-minute phone interviews or an online survey. In total, 18 Community Facilitators and 12 project supporters completed a phone interview or online survey.

Documentation Review

Project documents received throughout the course of the project were also integrated into the evaluation process. These documents included workshop and event feedback, notes from Community Facilitator meetings and community conversations, and survey results from community leaders.

DATA ANALYSIS

Focus group, survey, and interview responses were analyzed at the total, aggregate level. The project had two key respondent groups – Community Facilitators and project supporters. Data was divided by respondent group, then analyzed and themed by question. Results were mapped against the project outcomes and indicators. A process analysis identified successes and recommendations.

The following sections of the report include the findings derived from the analysis.



PROMOTE HONOUR, PREVENT VIOLENCE BY CREATING SAFE PLACES FOR CONVERSATION, REFLECTION AND ACTION ON ISSUES OF GENDER-BASED VIOLENCE.

**PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN**



**PROMOTE HONOUR,
PREVENT VIOLENCE
BY UNDERSTANDING
THE IMPACTS OF
VIOLENCE FROM HER
PERSPECTIVE.**

**PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN**

BY THE NUMBERS

21  8 

21 young Muslim women and 8 young Muslim men, ages 17-24, served as **Community Facilitators and co-creators**

40+ 

events, workshops, presentations, and community conversations occurred throughout the project

222 

Muslim community members engaged in project workshops, discussion groups, and community conversations

18 

community workshops and community conversations were conducted

3 

Friday sermons on the issue of violence against women and girls were delivered with a **reach of about 500 community members**

4 

large-scale community events were attended by 335 community members and service providers

58  19

team meetings were held with young women Community Facilitators | integrated team meetings with both young women and men

10 

conference presentations were facilitated and delivered nationally and internationally

2  4

webinars were developed and delivered

 21 

Muslim community leaders supported the project process

3 

formal training opportunities were provided for Community Facilitators

6 

youth-centred micro-grants were received and implemented

4 

social media platforms were utilized and a project website was developed

612 

Twitter followers

665 

Facebook likes and followers

207 

followers on Instagram

1,898 

views across 3 YouTube videos

PROMOTE HONOUR PREVENT VIOLENCE CAMPAIGN
REACHED 19,472 ON FACEBOOK AND 13,744 ON TWITTER

**WE PROMOTE HONOUR,
PREVENT VIOLENCE
BECAUSE GENDER
EQUITY IS VALUED IN OUR
FAITH.**

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN



**THE MESSENGER OF GOD PBUH SAID, "GENTLENESS NEVER ACCOMPANIES
ANYTHING WITHOUT ENHANCING IT, NOR IS IT EVER REMOVED FROM
ANYTHING WITHOUT DEMEANING IT." AL-BAYHAQI**

[TRANS. HAMZA YUSUF]

PROMOTE HONOUR
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DEMONSTRATED OUTCOMES

OUTCOME 1

COLLABORATION AND CONNECTION

Community relationships were strengthened as a result of Reclaim Honour, creating capacity and a foundation for future collaboration and partnership opportunities within the community.

DEMONSTRATED RESULTS

100%



of project supporters agreed that relationships for stronger future collaboration were formed

100%



of project supporters agreed that relationships between community stakeholders have been strengthened

34-42



meetings were held with community stakeholders and partners



WHAT RESPONDENTS HAD TO SAY:

- “The Reclaim Honour team has been able to bring together the many different faces of leadership in the Muslim community that have rarely worked together on any issue.”
- “Reclaim Honour created a foundation for the next steps with community leaders and service providers.”
- “We were able to establish a connection and start conversations between three large religious institutions in the city – that has never happened before.”

OUTCOME 2

SAFE SPACE FOR COMMUNITY DIALOGUE

Initiating discussion is a significant achievement for Reclaim Honour as this was the first time that dedicated conversations about honour-based violence occurred within this community. Using neutral language helped to create a supportive environment that fostered open dialogue.

DEMONSTRATED RESULTS

100%



of project supporters had an increased capacity to engage in discussion and dialogue about honour-based violence

100%



of project supporters had opportunities for reciprocal learning and participated in meaningful dialogue

83%



of the Community Facilitators feel confident speaking about honour-based violence



WHAT RESPONDENTS HAD TO SAY:

- “We broke barriers around recognizing the issue within the Muslim community.”
- “There were comments by young girls in workshops saying ‘I didn’t know there was a safe place to talk about some of these issues.’ It reduced the stigma among young girls.”
- “To be able to breach the subject is a step in and of itself. It gave an opportunity for others to speak about it comfortably and in a safe place.”

OUTCOME 3

YOUNG WOMEN IDENTIFY AND DEFINE THE ISSUE

The young Muslim women who were engaged as Community Facilitators spent the first few months of the project discussing the meaning of honour-based violence and learning about the context in which the issue is situated.


DEMONSTRATED RESULTS

100% 

of Community Facilitators increased their understanding of honour-based violence

100% 

of Community Facilitators engaged in community dialogues

95% 

of Community Facilitators were part of identifying solutions and strategies to address the issue

89% 

of Community Facilitators have a good understanding of honour-based violence as a result of participating in Reclaim Honour



WHAT RESPONDENTS HAD TO SAY:

- “It was helpful to start our work by having team meetings. We discussed, deconstructed, and analyzed the issue. Our discussions mimicked future community conversations.”
- “Reclaim Honour made me feel that I can have the power to change the narrative that dictates Muslim women. I believe that we can all have an impact on one another and on the narrative that dictates our lives.”
- “I felt valued in the project and it made me realize that I really play a role, where I stand, and how this group of people can work together to make a difference.”

OUTCOME 4

SKILL AND LEADERSHIP DEVELOPMENT

Leadership, facilitation, and creative engagement skills, as well as skills to recognize and address honour-based violence, were fostered among the young women and men who participated in the project.

DEMONSTRATED RESULTS

95% 

of Community Facilitators have an increased capacity to engage in discussion and dialogue about honour-based violence

88% 

of Community Facilitators feel they have the ability to make a difference

78% 

of Community Facilitators have an increased capacity to identify solutions and strategies to address honour-based violence



WHAT RESPONDENTS HAD TO SAY:

- “Participating in facilitation training helped me increase my confidence and develop skills.”
- “I feel empowered to make positive changes in my own community and feel confident in my abilities to bring about positive change.”
- “This was one of my first opportunities to be given a leadership position and it gave me better confidence. I am able to speak about the issue of honour-based violence now.”

OUTCOME 5

COMMUNITY UNDERSTANDING OF WOMEN'S NEEDS

One of the successes of the Reclaim Honour project was raising awareness and providing education for community members, community leaders, and service providers through workshops, presentations, social media, and events.

DEMONSTRATED RESULTS

100% 

of project supporters increased their understanding of the needs of women and girls at risk of, or experiencing, violence in the name of honour

90% 

of project supporters reported that Reclaim Honour helped raise awareness of issues of honour-based violence

90% 

of project supporters reported that the project helped increase understanding of issues related to honour-based violence

90% 

of project supporters gained knowledge of issues of honour-based violence



WHAT RESPONDENTS HAD TO SAY:

- “Engaging and including the community has ensured that contextual factors influencing behavior are explored and understood in a way that leads to shifts in awareness and the unlayering of the complexities of the issue.”
- “There is more awareness among service providers.”
- “Participants understand violence more easily and understand the forms and spectrums of violence. They understand violence from the perspective of young women. It brought different communities together, but we began to understand our sameness.”

OUTCOME 6

SERVICE DELIVERY AND MODELS FOR ENGAGEMENT

Service providers received training on honour-based violence and how to recognize it among young women and girls. Many project supporters indicated that they would like to receive further training and tools to help with their work.

DEMONSTRATED RESULTS

90% 

of project supporters are better prepared to support women and girls who have experienced or are at risk of experiencing honour-based violence

70% 

of project supporters increased their knowledge of how to identify risk factors for honour-based violence

70% 

of project supporters increased their awareness of service delivery options to support young women



WHAT RESPONDENTS HAD TO SAY:

- “The participants are more equipped to have conversations about gender-based violence.”
- “I learned a lot about gender-based violence and how it exists in different communities.”
- “I learned about the number of service providers available in the community. It’s good to learn what resources are available.”

OUTCOME 7

EMPOWERMENT AND MOBILIZATION

Reclaim Honour initiated a shift in the attitudes of many Muslim community members. Engaging and generating buy-in from key stakeholders helped to foster a movement within the community toward open discussion and naming the issue. Reclaim Honour built capacity within community members and leaders, particularly within young people, to start addressing honour-based violence.

DEMONSTRATED RESULTS

94% 

of Community Facilitators felt empowered to make positive changes in the community

83% 

of Community Facilitators feel they have the tools to address honour-based violence

80% 

of project supporters feel they have the tools to address honour-based violence



WHAT RESPONDENTS HAD TO SAY:

- “The community now feels a responsibility to build a better culture – the conversation is becoming normalized now.”
- “As a minority group, we challenged mainstream ideas about gender-based violence.”
- “We moved from people not trusting us to people asking us how we can establish a program to start conversations. That shift highlights the success in the community.”

OUTCOME 8

A COMMUNITY-BASED VIOLENCE PREVENTION STRATEGY

Reclaim Honour developed a multiple-agency strategy to help address the specific needs of local women and girls who have or are experiencing honour-based violence. Project supporters affirmed the value of having a multi-agency strategy, with many service providers reporting that they could benefit from further training.

DEMONSTRATED RESULTS

70% 

of project supporters agreed that the multi-agency strategy will add value to the community

60% 

of project supporters agreed that a multiple community partner strategy has been developed

21 

community partners and stakeholders participated in Reclaim Honour



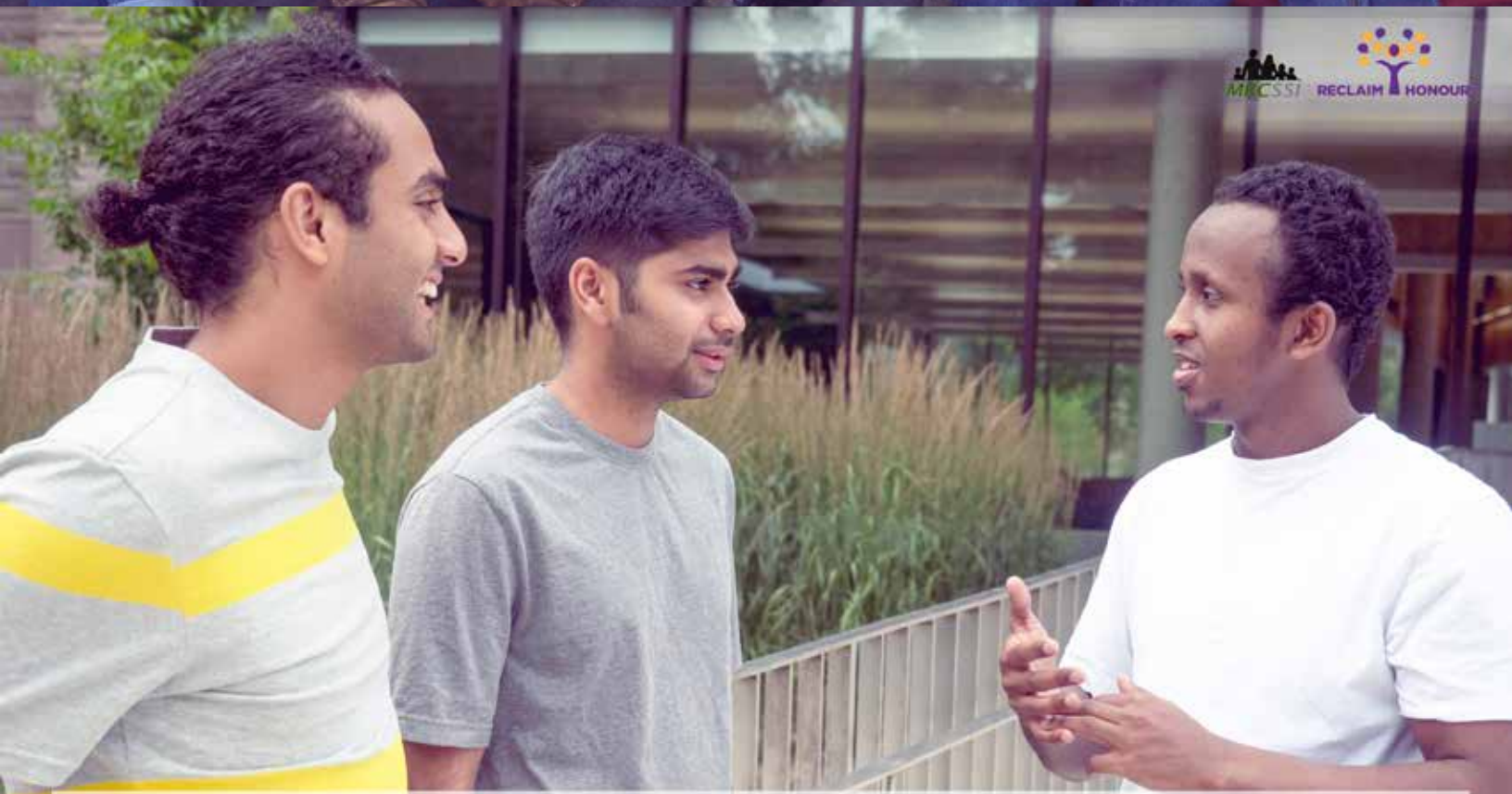
WHAT RESPONDENTS HAD TO SAY:

- “Service providers, the Muslim community as a whole, and young Muslim women all being able to speak together about this issue was huge.”
- “I strongly agree that this project had great value.”
- “The impact is now moving beyond the 30 champions. There are more advocates now than before.”



HONOUR HER VOICE BECAUSE SHE DEFINES WHAT SHE NEEDS.

PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN



AS MEN, WE VALUE THE WELL-BEING OF GIRLS AND WOMEN AND RESPECT THEIR RIGHTS.

RECLAIM HONOUR TEAM EXPERIENCES

Reclaim Honour not only generated awareness and impact at a community level, but it also impacted the lives of the young Muslim women and men that worked on the project team. The Community Facilitators have many positive memories of their involvement with the project, including personal growth and learning, developing new relationships, engaging with the community, and building their skills.

100% 

of Community Facilitators had a positive experience in the project and felt valued by their peers for their contributions

100% 

of Community Facilitators experienced positive relationships and felt respected in the project team

95% 

of Community Facilitators broadened their social network as a result of participating in Reclaim Honour

83% 

of Community Facilitators reported that they had the opportunity to generate strategies to address honour-based violence

Community Facilitators received formal training

- 18 Community Facilitators completed Facilitation Training
- 6 Community Facilitators participated in a Train the Trainer Workshop
- 9 Community Facilitators completed Violence Prevention Training

Community Facilitators actively participated in the development and implementation of community-based violence prevention strategies

- 13 Community Facilitators conducted community workshops
- 16 Community Facilitators led community conversations
- 13 Community Facilitators presented at or moderated community events
- 21 Community Facilitators participated in developing the Promote Honour Prevent Violence Campaign
- 23 Community Facilitators helped plan, organize, and implement community events and launches
- 10 Community Facilitators presented at conferences



WHAT PROJECT TEAM MEMBERS HAD TO SAY:

- “I have experienced tremendous growth during my time with Reclaim Honour. I feel confident to lead and facilitate conversations about this sensitive topic. I feel confident enough to challenge others to think about the issue through different lenses and to challenge problematic thinking.”
- “This project has been an amazing experience! I felt my voice was heard and included when making decisions. I felt very engaged with the project.”
- “The project was a really positive experience. Being able to help our own community was very empowering.”
- “It has provided me with inspiration, opportunity, and capacity on how to be a positive agent in addressing issues that affect the community.”
- “The friends I have met really push me to step outside my comfort zone and grow. I have gained skills to lead and facilitate conversation groups and I have improved my public speaking skills.”



PROJECT SUPPORTER EXPERIENCES

Project supporters of Reclaim Honour had the opportunity to increase their understanding of honour-based violence, were engaged in educational workshops and events, and were able to contribute to identifying solutions and strategies to address the issue.

100% 

of project supporters increased their capacity to identify solutions and strategies to address honour-based violence

100% 

of project supporters had a positive experience with Reclaim Honour, found the experience valuable, and felt engaged in the project

100% 

of project supporters reported an increased capacity to and involvement in identifying solutions and strategies to address honour-based violence

11 

community partners were represented on the project Steering Committee



WHAT PROJECT SUPPORTERS HAD TO SAY:

- “In the workshop they gave scenarios and stories. It was a window into women’s lives. In those discussions, it helped challenge my biases and stereotypes. What I see as empowerment as a woman may look different for others. It brought new perspective.”
- “I already have significant experience with this issue. It reinforced the importance of context and the need for in-depth understanding of the issue. It’s so complex.”
- “Outside of Reclaim Honour circles, I started to see things in the community I had not noticed before. I was much more aware. I changed my language within my job, based on my involvement in the project.”
- “I learned how to talk about honour-related violence and how to have a dialogue in a more comfortable way. Leaders in the Muslim community are open to discussing this issue.”
- “I am very excited about how this can improve communication between the community and service providers.”

RECLAIM HONOUR IN THE COMMUNITY

Reclaim Honour fostered community conversations and engagement with the issue of honour-based violence. Communication barriers were broken down, myths were addressed, and a sense of responsibility to address honour-based violence became instilled within the community.

100% 

of Community Facilitators reported that Reclaim Honour had an impact on the London community

80% 

of project supporters agree that project activities engaged members of London's Muslim communities on the issue of honour-based violence

80% 

of project supporters believe Reclaim Honour impacted the London community

3 

Friday sermons on the issue of violence against women and girls were delivered with a reach of about 500 community members



STORIES OF COMMUNITY IMPACT:

- "It has helped initiate the shift in attitudes, perceptions, and behaviours of families, communities, and hopefully in the future, of mainstream services. This paradigm shift will have significant positive family safety implications for many Muslim families in our community."
- "Having youth lead this conversation has impacted the community. Seeing 20 or so women standing up to talk about family and gender-based violence was impactful."
- "Youth and women can now name and identify various forms of violence."
- "Transformation within the Muslim leadership, I've seen it with my own eyes. Executive Directors from other agencies have been inspired by the young women and their approach."
- "It has helped be a model and inspire other communities to follow."
- "I've heard talk between people that wouldn't normally talk about these issues."



AS A RESOURCEFUL COMMUNITY IT IS OUR COLLECTIVE RESPONSIBILITY TO ADDRESS GENDER-BASED VIOLENCE.

**PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN**

WE PROMOTE HONOUR AND PREVENT VIOLENCE THROUGH OUR COMMITMENT TO COLLABORATION, COMMUNITY ENGAGEMENT AND RELATIONSHIP BUILDING.

**PROMOTE HONOUR
PREVENT VIOLENCE
CAMPAIGN**

MRCSSI BOARD OF DIRECTORS



FINDINGS AND OBSERVATIONS

SUMMARY

In addition to the outcomes reported in the Demonstrated Outcomes section above, a critical component of the evaluation process was analyzing and understanding the design of the Reclaim Honour project model. The analysis resulted in the identification of key learnings, promising practices, and recommendations.

In accordance with the learning and terminology shift used during the Reclaim Honour project, the term 'gender-based and family violence' is used in place of 'honour-based violence' from this point forward.

KEY LEARNINGS FROM THE RECLAIM HONOUR PROJECT

Connecting with Services Providers

Reclaim Honour was able to connect with service providers to build knowledge about complexities of gender-based and family violence, what such violence looks like, and the multiple forms it can take, as well as share a framework for a contextual and intersectional approach. Creating opportunities for service providers to connect helps to foster cross-agency collaboration and a service network. Further, generating opportunities for dialogue and shared learning helps to strengthen collaborative responses and develop culturally integrative supports and services. Moving forward, conducting further training and full-day workshops with service providers, as well as developing resources and materials, would be helpful next steps.

Understanding the Community

The project team recognized that they were addressing a sensitive issue in the community and it took some time for the community to become open to the project. It is important to understand community perceptions and perspectives about the issue being addressed, and to start with a process that acknowledges community concerns and strengths. Engaging the community at an earlier point in the project would have been helpful in order to understand community members' perceptions and understanding of the issue, as well as to better understand concerns and integrate suggestions.

The term 'honour-based violence' and the project name 'Reclaim Honour' initially created a barrier for community engagement. The project specifically recognized the problematic construction of honour-based violence and served to problematize this concept. Throughout the project, 'gender-based violence' was intentionally used to reflect the project team's evolution of understanding of the complexity of the issue. How an issue is conceptualized and named matters. Using the language of 'gender-based and family violence' throughout the project reflected a conceptual approach grounded within a critical intersectional feminist framework, clearly naming the issue being addressed. Engaging a critical conceptualization and this language facilitated opportunities for more complex knowledge development, awareness, and community engagement.

A Strengths-Based Approach is Meaningful

Involving religious leaders and social institutions in the community, as well as engaging young people as leaders of the dialogue, helped to foster support and legitimacy for addressing gender-based and family violence. This strengths-based approach helped to develop capacity within the community to address the issue, as well as fostered trust and ownership of the issue within the community. Building upon the experiences, knowledge, and skills of young Muslim women was a key piece of the strengths-based approach. Incorporating young males into the project team was positive and added a diversity of perspectives on the issue and project strategies. Further, engaging Muslim community leaders, organizations, and community members as resources, partners, and allies, rather than as barriers to addressing the issue, was a central element of the community-based violence prevention approach.

Evolving Project Approach

The Reclaim Honour team learned that developing community capacities to engage with a sensitive issue is a process that takes time to establish, but is an important process to work through. This process included building awareness within the community, developing rapport with community members, and fostering a sense of responsibility within the community to address gender-based and family violence. Education and awareness-raising strategies through events and activities was a key strategy for engaging the community. It was noted that raising awareness, sharing messages, and engaging stakeholders using multiple strategies was effective in facilitating multiple points of engagement and awareness. Strategies included visual and arts-based messaging, panel discussions and keynote speakers, community conversations, and interactive workshop structures.

Engaging with a Sensitive Issue

Gender-based and family violence are sensitive and complex issues that are deeply personal. People have varying experiences and it is an issue that may be emotionally triggering for people at different times and in different ways. In order to facilitate safe participation, it is important from the outset to be aware of the possible emotional risks and integrate responsive supports for self-care. Ensuring safe participation involves allowing people to define safe and meaningful participation, and being responsive to people's social contexts, experiences, and needs. Creating safe spaces involves building these spaces collaboratively, checking-in with people, listening and responding, and integrating supports.

STRENGTHS AND PROMISING PRACTICES

Strengths and promising practices of the Reclaim Honour project included:

- **Awareness and Understanding of Gender-Based and Family Violence:** The use of neutral language (i.e. gender-based and family violence) and a critical conceptual framework were key in the development of a meaningful process of engagement, dialogue, learning, and awareness of a sensitive issue. A process of engagement and dialogue not only served to raise awareness, but also strengthened understandings of the complexities of gender-based and family violence.

- **Acceptance and Reducing Stigma:** A major success of the project was creating a transformation within the Muslim community to recognize, be more open to, and be invested in addressing gender-based and family violence. The project helped to dispel myths and reduce stigma so that people could engage in the discussion. A collective sense of accountability was strengthened as multiple stakeholders assumed responsibility for addressing the issue.
- **Creating Connections:** Establishing connections with service providers, community members, religious leaders, high schools, and other organizations doing similar work helped to foster community buy-in and rapport. Fostering partnerships also created champions within the community and leaders to address the issue. Service providers appreciated the opportunity to collaborate during workshops and explore the issue together.

▪ **Strengths-Based Approach:** Employing a strengths-based approach allowed the Reclaim Honour project to build capacity within community leaders and organizations, foster young leaders, and build on existing community resources. The strengths-based approach also drew upon Islam as a resource for understanding and addressing the issue and engaged spiritual leaders as partners and key voices within the process. Using existing community resources helps to foster the development of social capital, supports skill development within community members, and generates commitment from community stakeholders.



- **Developing Young Leaders:** The team of Community Facilitators was diverse and inclusive of many different perspectives, which created a space for reciprocal learning such as sharing knowledge and practices for addressing gender-based and family violence. Skill development was a key focus of the project, particularly related to increasing recognition of the context for gender-based and family violence, learning creative skills like spoken word, and increasing young people's capacity to make a difference.
- **Opportunities for Community Engagement:** The development and facilitation of various strategies focused on creating spaces for dialogue, interaction, and community engagement, was recognized as valuable. For example, the Promote Honour Prevent Violence campaign launch helped to bring various project supports and stakeholders together. Several members of the project team noted that the launch event encouraged them in their work because it showed them that others cared about the issue. Workshops were also successful in fostering awareness, education, and discussion about gender-based and family violence.

RECOMMENDATIONS FOR FUTURE DIRECTIONS

Recommendations, developed from participant feedback, included:

- **Communication and Messaging:** Increasing the use of communication methods such as social media, Internet tools, and possibly developing an app, could help to expand the project's reach. Emphasizing stories, using case studies, and providing project updates could also be used as a form of meaningful engagement. Consulting the community at the start of the process to see what they know about the issue could also help with meaningful and effective messaging.

A central part of the project focused on developing relationships and opportunities for dialogue. Using strategies and sharing materials that provide a clearer understanding of the project, the goals, and strategies with respect to addressing gender-based and family violence, as well as violence prevention, would have been helpful.

- **Privacy and Anonymity:** Several stakeholders suggested creating anonymous and private options for engaging in the issue. This could be accomplished by providing private meeting spaces or meeting people where they are at, as opposed to public discussions. Developing community mentors or liaisons within religious and social institutions could connect people who want to engage with the issue in a more private manner.
- **Expand the Reach:** Reclaim Honour engaged many community members in discussion and education. Suggestions for greater outreach included an awareness month, theatre, multi-media activities, increased use of social media, and providing information in different languages. Service providers also suggested further conversations about honour-based violence, as well as more information, tools, and tailored training on how to respond to the issue.
- **Clarify the Strategy and Goals:** Some stakeholders found that there could have been greater clarity and communication of what the project goals and strategies were. A few stakeholders suggested that concrete outreach strategy and action items be developed and shared with partners so that the community could anticipate the next steps and have a clear understanding of what the project would entail. It is important to note that this project focused on creating awareness within key stakeholder groups. A next step in the process will be the development of tools and protocols for addressing gender-based and family violence and further strategies to engage stakeholders.
- **Develop Further Proactive Approaches:** By engaging young people as leaders, developing capacity within the community, and fostering understanding of gender-based and family violence, Reclaim Honour focused on prevention and proactive approaches to addressing the issue. Further approaches that were suggested included equipping parents with strategies to be positive role models and to communicate with their children about the issue, as well as creating a toolkit for service providers to be aware of signs of honour based violence. It was also suggested that a risk assessment survey for families could be developed to help identify those at risk.

A young girl with a ponytail is looking at a bulletin board. The board is covered with handwritten notes on pieces of paper. Some of the visible text on the notes includes "AS A MUSLIM WOMAN, I stand in", "AS A MUSLIMAH, I", and "because le". The girl is in the foreground, slightly out of focus, looking towards the board. The background is a light-colored wall with the bulletin board.

NEXT STEPS

Recognizing that Reclaim Honour was a starting point and that violence prevention work is a process that takes time to engage in, the following are actions and steps that the Reclaim Honour project team has identified for the future:

- Continue to foster mentorship and leadership for young people so that they can address issues of recognizing and responding to the experiences of young Muslim women and men, as well as build healthy families and communities, using strategies specifically related to youth engagement and leadership.
- Strengthen capacities of leaders and organizations in the Muslim community through further knowledge development and training.
- Develop protocols and tools for organizations in order to effectively serve women and girls who have experienced or are experiencing gender-based and family violence.
- Conduct tailored training with service providers, organization staff, and volunteers using specific tools and resources.
- Continue to foster and develop relationships across service providers and Muslim communities in order to collaborate on the issue and create a coordinated response.
- Create further opportunities for investment in violence prevention strategies and develop capacities for early intervention.

CONCLUSION

The initial findings from the evaluation, completed through the surveys, interviews, and focus groups, demonstrate that Reclaim Honour has had a positive impact on the project participants and the community. Overall, the data collected provides evidence of short-term impacts, including:

- Community members, partners, and project participants have an increased understanding and awareness of the issue of gender-based and family violence;
- Young leaders were fostered throughout the process, developing creative skills for engaging the community in discussion around a sensitive topic;
- Strong partnerships and connections were developed amongst community leaders, which will strengthen opportunities for future collaboration; and
- A multi-agency strategy was initiated as a base for further development, with the possibility for future positive impact for young women and girls who are experiencing gender-based and family violence.

The process of creating a model requires many iterative processes and continues to develop with time.

The promising practices and recommendations should be considered to further enhance the continued development of a practice and implementation model in order to generate even greater impact in the future.



RECLAIM HONOUR

SUMMARY EVALUATION REPORT



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