



**YWCA**  
CANADA

NATIONAL ADVOCACY.  
COMMUNITY ACTION.

UNE VOIX NATIONALE.  
DES ACTIONS LOCALES.

# THE ROSE CAMPAIGN

ENDING GENDER-BASED VIOLENCE



**YWCA Canada's Rose Campaign is a national advocacy campaign to end violence against women, girls, and gender diverse people. Named after the original rose button that commemorated the murder of 14 young women on December 6, 1989, the Rose Campaign calls on Canadians to mourn and use the symbol of the rose to act, educate, and work towards creating change. Our fight will continue in their memory until our streets, campuses, workplaces, and our homes are safe.**

## WHY DECEMBER 6, 1989?

December 6 is Canada's National Day of Remembrance and Action on Violence Against Women. The date is etched in history to remember the 1989 mass shooting deliberately targeting women at the École Polytechnique in Montreal resulting in the death of 14 young women. Canadians reacted with shock, sorrow and outrage. Their loss served as a rallying point, igniting a powerful movement to speak out against gender-based violence and take action to end it.

Together, we remember: Geneviève Bergeron, Hélène Colgan, Nathalie Croteau, Barbara Daigneault, Anne-Marie Edward, Maud Haviernick, Maryse Laganière, Maryse Leclair, Sonia Pelletier, Michèle Richard, Annie St-Arneault, Annie Turcotte, Barbara Klucznik-Widajewicz, and Anne-Marie Lemay.

YWCA Canada's Rose Campaign is part of the broader 16 Days of Activism Against Gender-Based Violence campaign starting on the International Day for the Elimination of Violence Against Women on November 25, to the National Day of Remembrance and Action on Violence Against Women on December 6, ending on World Human Rights Day on December 10. This is a global movement to speak out against gender-based violence and create a world where all people can live free from violence. Join YWCA Canada's Rose Campaign to help create a safer world for women, girls, and gender diverse people. **#YWCARoseCampaign2024**

## WHY SHOULD YOU ACT BECAUSE WE SEE, WE LISTEN, AND WE ACT

- **Nearly 1 in 2 women** report having experienced harassment or sexual assault in the workplace.
- **Employees aged 25 to 34 years** report the highest rate of experiencing harassment or sexual assault in the workplace.
- **58% of women with disabilities** reported experiencing harassment or sexual assault in the workplace.
- **43% Indigenous women** experienced harassment or sexual assault in the workplace.
- **Over 1 in 3 immigrant women** reported ever experiencing harassment or sexual assault in the workplace.



## ENDING GENDER-BASED VIOLENCE IS TODAY'S FIGHT

Everyone can take action to end violence against women, girls and gender diverse people. There are many small ways to create change that have a lasting impact. Participate in the Rose Campaign by planning activities or events in your workplace to raise awareness and inspire action.



- **Plan a Candlelight Vigil in Remembrance of the École Polytechnique Massacre:**

- Since the tragedy at L'École Polytechnique in 1989, vigils have been held every year across Canada to commemorate the lives lost and draw attention to taking action on violence against women and girls.
- Vigils are usually held outdoors as participants light candles and place lanterns, roses, and/or flowers to pay tribute to each of the 14 women.
- Invite your colleagues to join and to share their reflections.
- Take pictures and share them on social media (with consent of attendees) and add **#YWCARoseCampaign2024**.

- **Host a Rose Campaign Lunch & Learn**

- Invite your colleagues to a one-hour lunch to learn more about what happened at École Polytechnique in 1989 and discuss what you can do as a group.
- Don't forget to include trigger warnings. It is a great opportunity to create a safe and comprehensive space for your attendees.
- Open the discussion with how your attendees feel and prepare some questions to start the discussion (how do you feel about what happened? How could we make our community safer? What can we do at our level to advance gender equity?).

- **30% of all women aged 15 years of or older**, report that they have experienced sexual assault at least once since the age of 15.
- **On any given night in Canada, 3,491 women and their 2,724 children** sleep in shelters because home is not a safe place.
- **2/3 of people in Canada** know a woman who has experienced physical, sexual, or emotional abuse.
- **44% of young women and gender diverse youth aged 16 to 30** in Canada have been personally targeted by online hate speech.

- Take some pictures and share them on social media (with the consent of attendees) and add **#YWCARoseCampaign2024**.
- **Encourage your colleagues to join a YWCA or local women's shelter event to remember the victims of École Polytechnique.**
- **Host a Letter Writing Event for an Equitable and Safe Future for All:**
  - Host a letter writing event and invite your colleagues to send an email to their Member of Parliament asking for more government action to prevent violence against women, girls, and gender diverse people.
  - Share the date and time on your internal communication channels.
  - Take some pictures and share them on social media (With consent of attendees) and add **#YWCARoseCampaign2024**.
- **Scatter Petals:**
  - Cut out rose petals from construction paper.
  - Hand petals out and invite your team to write their wish or message on a petal. The message should promote nonviolence or reflect a personal wish or memory. Overall, it is a wish for a better future for women, girls and gender diverse individuals.
  - Hang petals around your place of work to inspire change and collective action.

- **35% of the racialized women** reported ever experiencing harassment or sexual assault in the workplace.
- **At least 1 woman or girl** is killed every 2.5 days in Canada, mostly by male accused.
- **Indigenous women and girls** are 12 times more likely to be murdered or missing than any other women in Canada.
- **More than 4 in 10 women** have experienced some form of intimate partner violence (IPV) in their lifetimes.

## EVERY STEP IS A BIG STEP TO ADVANCE GENDER EQUITY:

- Speak out against gender-based violence
- Encourage your workplace to build a more inclusive space for women and gender diverse people by including free pads and tampons in every bathroom.
- Foster an inclusive environment of kindness and respect for all genders.
- Learn about using inclusive language.
- Create a page full of resources from your community to share with your colleagues. Check out the YWCA near you for additional resources.

## Healthy Connections Checkup

Answer questions for signs of growing up. Use the information to identify healthy, unhealthy, and mixed connections. You will learn how to make healthy choices and how to make healthy connections.

Read the questions carefully. Use the numbers below to learn more about your connection. There is no right or wrong answer. All connections are different and all are important. You can use this to help you make healthy choices and connections.

	Yes	No
1. Do you and your friend(s)/partner(s) respect each other and avoid putting each other down?	<input type="checkbox"/>	<input type="checkbox"/>
2. Can you tell his or her secrets or have a relationship with someone even if you are different from him or her?	<input type="checkbox"/>	<input type="checkbox"/>
3. Can you share your feelings, wants, and needs with your friend(s)/partner(s) without having to worry about judgement?	<input type="checkbox"/>	<input type="checkbox"/>
4. Does your friend(s)/partner(s) give you words of encouragement?	<input type="checkbox"/>	<input type="checkbox"/>
5. Can you and your friend(s)/partner(s) have other friends on all the same or each other's?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you and your friend(s)/partner(s) hug/hot?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you feel comfortable and safe with your friend(s)/partner(s)?	<input type="checkbox"/>	<input type="checkbox"/>
8. Did both you and your friend(s)/partner(s) happily agree to be friends or in the relationship?	<input type="checkbox"/>	<input type="checkbox"/>

**NOT ONLINE.  
NOT ON CAMPUS.**

**WHAT IS H.E.A.R.T.?**

Empowering all members of the campus community to respond effectively and empathetically when someone discloses gender-based violence.

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## YWCA CANADA

YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people. For 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives.

Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all.

Please consider collecting **donations** as part of your event and pledging them to YWCA Canada.

**If you have any questions related to this toolkit, send us an email:**  
**[advocacy@ywcacanada.ca](mailto:advocacy@ywcacanada.ca)**

**For more information, check out [our website](#).**

**Stay in touch! Follow us on social media:**  
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