



SAVING, AND CHANGING LIVES EVERY DAY

January 17, 2019

Dear Mayor Fred Eisenberger and Hamilton City Councillors

I am writing to you regarding Be More Than a Bystander (BMTAB), a program of Interval House of Hamilton's MentorAction.

Be More Than a Bystander is a community program of MentorAction to end gender-based violence. Be More Than a Bystander was created by EVA BC (Ending Violence Association) and the BC Lions. IHOH purchased the rights to bring BMTB to Hamilton in 2016, and we now have Hamilton's premiere sports organizations on board: Hamilton Bulldogs, McMaster Athletics, and the Hamilton Tiger Cats. Hamilton is the only Canadian city to have all the major sports organizations as partners in BMTB! In addition, this past year we have met with Mohawk College Athletics regarding a BMTB partnership, and training has been undertaken with McMaster University Security Services.

Led through IHOH MentorAction, BMTB has had a combination of short videos played on local TV and radio stations, as well as an education program aimed at junior high, high school students and local sports teams. The message comes from male athletes, hockey, football, etc. – sports icons – using their status and public profile to 'Break the Silence of Violence Against Women'. The PSAs and in-school component demonstrate ideas on how to communicate that certain behaviours, words, action and pictures are unacceptable, inappropriate and intolerable.

Planning is underway for a major community awareness campaign in 2018-19, including the Be More Than A Bystander community show on Cable 14 which is now being broadcast in January, February and then later in the Spring. As part of this broad-based community awareness campaign we are asking if February 2019 (annually) can be designated as Hamilton's Be More Than a Bystander (unofficial) month as Hamilton does not have a proclamation policy. We are respectfully asking if this promotion can be assisted through city social media and website. Arrangements have already been made for the lighting of the new Hamilton sign in front of city hall in the Be More Than A Bystander colours – purple and grey. The week that has been scheduled for this is the week of February 17-23. We are also asking

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that Be More Than a Bystander communication be placed on the upcoming Council Agenda to provide a strong municipal voice to the importance of Be More Than a Bystander.

Thank you, Hamilton, for standing up and speaking out against gender-based violence; you are Being More Than A Bystander.

Sincerely,

Nancy Smith

Executive Director, Interval House of Hamilton

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