

Leading Change: The Alberta CFL Project

Year One: Evaluation Summary
November 2015



Leading Change



Trained players from the Edmonton Eskimos and the Calgary Stampeders facilitated Leading Change workshops in 30 organizations in the first year.



participants were school-aged youth: junior high school students, senior high school students, members of community sports teams as well as members of school sports teams



"Anybody can stop or prevent abusive behavior. It doesn't have to be a huge act of heroism, but rather, smaller things to help out."

"I feel like I will now be more cautious of my actions towards the women in my life"

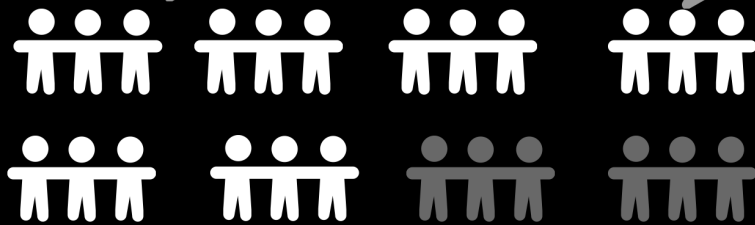
"Me and my friends are responsible to stop violence/abuse."

"It made people more aware of what might be going on right underneath their noses."

"Made me realize how women have to do so much just so they don't get abused."

"Workshop taught us how to prevent abuse and how to help when we see it."

1,034 participants completed evaluation forms

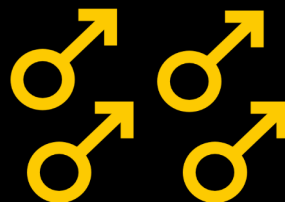


The Program:

Based on the learnings of ACWS' engaging-men programming, their ongoing relationship with MVP Strategies and the success of similar programs in other provinces, ACWS approached both the Edmonton Eskimos and the Calgary Stampeders football clubs about working together to end violence and abuse against women in Alberta.

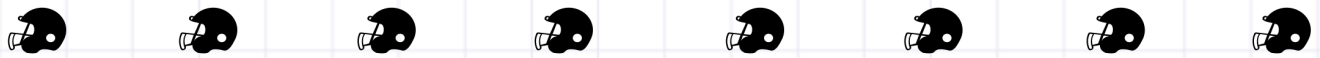
In March 2014, select players from these teams came together for an intensive training on the Leading Change curriculum and learned how to facilitate this conversation with youth.

This report is from their first year in the field.



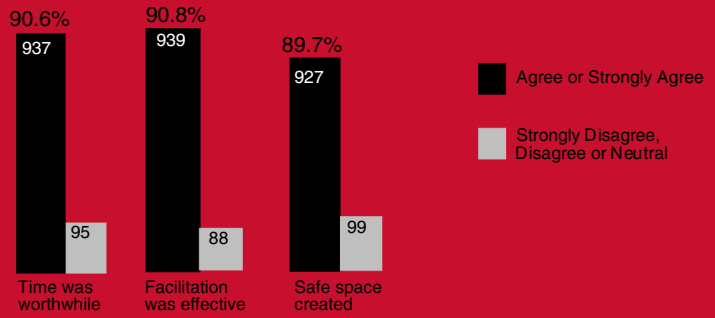
4 workshops were males-only - the rest were mixed gender groups with both genders equally represented



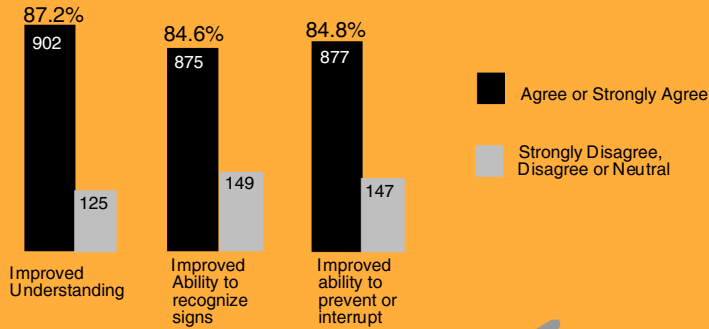


Workshop Delivery

90%-91% of participants were satisfied with workshop delivery - between 927 and 939 participants agreed that the time they spent was worthwhile



Participant's Knowledge



85% of participants agreed or strongly agreed that they have an improved ability to prevent or interrupt abusive behaviors against women and girls.



"I really enjoyed this training and I greatly admire how you guys are taking a stand and speaking out on this topic as not many people do."

"This presentation was moving. It opened my eyes to see the harmful effects of domestic violence - especially to women."

"I liked when it got deep and I heard about when this happened to one of the guys."

"I like football players, they're cool."

Thank you for the leadership of the partnering teams!

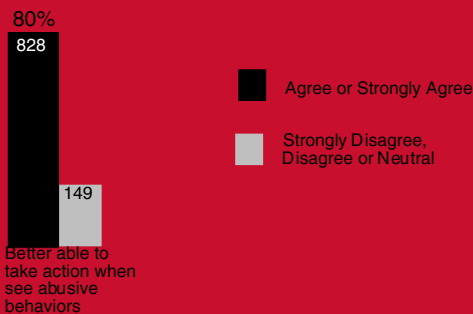


Participant's Opinions & Attitudes



A large majority of participants (80%) agreed that they had a personal responsibility to reduce violence against women and girls.

Taking Action as a result of this session



80% agreed or strongly agreed that as a result of this session, they were better able to take action when they see abusive behaviors.

DATA FROM:
Synergy Research Group Inc. (July 17 2015) "Project Outcomes The Leading Change™: The Alberta CFL Project Workshop Results"



YOUR NAME HERE

The Alberta Council of Women's Shelters is looking for corporate sponsors to support public awareness activities in-stadium, online and on traditional media for the 2016 CFL season, as well as continued in-school and community presentations by the Leading Change trained players. Please contact our office at (780)456-7000 to find out how you can be a part of Leading Change.