

TOWN of KENSINGTON

COMMUNITY ACTION PLAN to PREVENT GENDER-BASED VIOLENCE

GOAL: To engage people and groups across the Kensington community in achievable actions that contribute to preventing gender-based violence.

PRIORITIES FOR ACTION: Actions respond to five priorities set out by Kensington residents in consultations: a) Community Connections and Engagement; b) Education, Awareness, and Resource Accessibility; c) Early Intervention and Prevention; d) Supporting Survivors; and e) Policy Change and Advocacy.

September 2024 - August 2026

#	ACTION	RESPONSIBLE	LEAD CONTACT	RESOURCES	OUTCOMES/IDEAS	TIMELINE
1	Make a public declaration against Gender-Based Violence, and an announcement of the community action plan	Kensington Town Council	Mayor Caseley	PEIACSW staff to assist	<ul style="list-style-type: none"> * Public declaration supported by communications plan (news releases) regarding commitment to end gender-based violence and information about the community action plan * Visibility, approachability, commitment, and unity of message from Town of Kensington 	Fall 2024
2	Develop new signage sharing key messages related to gender-based violence prevention for use at community events	Town of Kensington	Town of Kensington staff	To be determined, based on specs of signs	<ul style="list-style-type: none"> * Pop-up sign that can be used at variety of community events * Banner that can be carried for Walk in Silence or hung at community events * Billboard at Tims drive-through * QR code on signs that lead to resource information 	By Family Violence Prevention Week, May 2025 and ongoing
3	Identify opportunities to include and engage newcomers to Kensington in community activities, and to explore funding to support activities	Town of Kensington	Town of Kensington staff	Community-group partner	<ul style="list-style-type: none"> * Identify a community organization to partner with to identify opportunities and, together, set a continuous process to identify opportunities for inclusion * Apply for funding for newcomer engagement through GEDI funding stream - funding specifically aimed at gender-based violence prevention * Leverage this action plan for funding opportunities. 	2026 and ongoing

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4	Bolster success of annual Walk in Silence to prevent family violence with addition of a guest speaker and promotion plan	Town of Kensington, through Kensington Police Services	Police Chief	PAC Family Violence Prevention mini-grant	* Increased awareness, visibility, and attendance at annual Walk in Silence, with increased engagement, such as a speaker or a social time incorporated into the event	Family Violence Week, May 2025
5	Create, distribute, and place family violence information stickers for washrooms throughout Kensington area	Town of Kensington, with distribution support from community groups	Town of Kensington, through the Kensington Police Service and Municipal Clerk staff	Town designs and prints new stickers Distribution through community groups such as church groups and the Chamber of Commerce	* Creation of a family violence information sticker with Kensington branding and a QR code for more information * Placement of stickers in all washrooms of Town facilities and all public washrooms in Kensington * Encouragement from Town for local schools and businesses to place stickers in their washrooms * Placement of all stickers in washroom facilities throughout the community and surrounding area	By Family Violence Prevention Week, May 2025
6	Set up prominent purple ribbon displays and distribution in public spaces including Town Hall, schools, libraries, and businesses across the Town of Kensington and surrounding area	Town of Kensington, with distribution support from Chamber of Commerce, Home & School	Kensington Police Service	500 purple ribbons on bookmarks, provided at no cost through PEIACSW	* Distribution of 500 purple ribbons between the International Day for Elimination of Violence Against Women and the National Day of Remembrance and Action on Violence Against Women * Purple Ribbon bookmark in every book checked out of Kensington library	November 25 to December 6, 2024 & November 25, 2024 to December 6, 2025
7	Add the Purple Ribbon symbol on Town water bills	Town of Kensington staff	Town of Kensington staff	Purple ribbon image provided by PEIACSW	* Purple ribbon symbol on all Town utility bills providing a link for more information/resources	Fall 2024 and ongoing
8	Take advantage of training opportunities in gender-based violence to model leadership and signal commitment to ending violence	Town of Kensington to support, promote,	Town Council	Training resources available in PEI such as SHIFT, FVPS	* All Council members and staff trained in some aspect(s) of gender-based violence prevention, for example: SHIFT training from Human Rights Commission	Training to take place throughout 2025/2026

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		fund and host training		outreach, Occupational Health and Safety, UPEI continuing education	* Partnership with community organizations for training opportunities to be made available to and taken up by employers in the region	
9	Monitor progress on this action plan and report on—and celebrate—accomplishments!	Town of Kensington Council	Mayor and CAO		* Ensure there is a short (1-2 minute) update on action plan progress on the agenda at each Council meeting	Until the completion of the action plan