

SOCIAL MEDIA TOOLKIT

National Economic Abuse Awareness Campaign: Help Us Rise 2021

A Month of Action

November 1- November 30th, 2021

“Championing Financially Strong Futures for BIPOC Survivors”

THANK YOU FOR BEING A PART OF #HELPUSRISE2021

Coinciding with National Domestic Violence Awareness Month and Financial Literacy Month (FLM). During the month of November, the Canadian Center for Women’s Empowerment (CCFWE) is raising awareness on economic abuse and recognizes November 26th Economic Abuse Awareness Day (EAAD).

Now in its second year, [#HelpUsRise2021](#) is a national advocacy and awareness campaign to educate Black, Indigenous, and Persons of Colour (BIPOC) survivors, financial institutions, and policymakers about the different economic challenges faced by survivors of domestic violence. Our goal is to work together to amplify the impact of Economic Abuse efforts through consistent messaging.

Thanks for being an advocate for #HelpUsRise2021! In this toolkit, we have included information, background, messaging, and social media content that will be helpful when promoting your involvement in [#HelpUsRise2021](#) and others to join in the promotion of Economic Abuse Awareness Day on November 26, 2021.

INTRODUCTION

We are launching a national campaign in November to educate survivors, financial institutions, and policymakers about the different economic challenges faced by survivors of domestic violence, the prevalence of financial abuse, and the costs of recovery, stigma, unemployment,

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and coercive debt. Knowing what economic abuse is, can help prevent it. We want to provide people with information to identify and respond to it.

CCFWE's 2021 campaign theme is "[Championing Financially Strong Futures for Survivors.](#)" We choose this uplifting message due to the reason that we are dedicated to not only supporting survivors of economic abuse but also empowering survivors to envision a successful and independent future.

[Economic abuse](#) is a pattern of control, exploitation, or sabotage of money, finances, and economic resources (car, food, education, transportation). It affects an individual's capacity to acquire, use and maintain economic resources and threatens their economic security and self-sufficiency. Economic abuse is experienced by women from all backgrounds, regions, and income levels. Women from marginalized groups, including Black, racialized, and Indigenous women, are at a higher risk of economic abuse.

Now more than ever it is important to protect women from economic abuse. A recent study conducted by CCFWE revealed that economic abuse increased as a result of COVID-19. Learn more about our research findings <https://ccfwe.org/research/>

National Economic Abuse Awareness Day (#EAAD), November 26, 2021 is a chance for anyone and everyone; victims, survivors, advocates, financial institutions, law enforcement, supporters, and political leaders, to unite in our work to end economic abuse. We recognize the power that each one of us has in making a difference for someone.

We hope you will join us in this campaign by incorporating some of the provided messaging and images into your Economic Abuse Awareness Month efforts and joining the #HelpUsRise2021 Campaign.

WHO WE ARE

The Canadian Center for Women's Empowerment helps domestic abuse survivors thrive and build financially strong futures. Our work is informed by up-to-date evidence and lived experience. We work collaboratively with organizations and individuals to develop a comprehensive approach that enables domestic violence survivors to recover from economic abuse. It also addresses critical policy gaps that are preventing survivors from recovering and becoming economically secure and independent.

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Your Support is Desperately Needed to #HelpUsRise2021

4 WAYS WE WOULD APPRECIATE YOUR HELP

1. Pledge to Fight Economic Abuse

- Sign our [pledge](#) to fight Economic Abuse and learn how to become an advocate for Economic Justice within your social circles and local communities. Advance gender equality by working to reduce and eliminate incidents of economic abuse affecting Canadian women. Please share this [pledge](#) with your friends and colleagues.

2. November 26 is Economic Abuse Awareness Day

- As part of Canada's National Domestic Violence Awareness Month, we are working to recognize November 26th as Economic Abuse Awareness Day. Please help us recognize this day within your social media platforms & communicate with all your stakeholders. Attend our November 26 online speakers panel discussing how we can all work together to protect women from Economic Abuse.

3. Participate in our Economic Abuse Webinar and Twitter Chat

- Throughout November, CCFWE will be hosting a webinar designed to educate survivors, financial institutions, policymakers, and concerned citizens about financial literacy and how to help survivors of Economic Abuse. Attend and participate in our Twitter chat on November 26th and learn how we can all work together to protect women, gender-diverse communities, and BIPOC groups from Economic Abuse.

4. Share #HelpUsRise2021 on Social Media in November

- In order to help raise awareness about economic abuse, we urge you to discuss Economic Abuse on your organization's social media channels in November, tagging #EAAD #HelpUsRise2021 @CCFWE. We will be asking supporters to share and engage with our campaign content as well as sign our [pledge](#). Download promotional material, including [digital content and social media toolkit](#).

Please see the following pages for social media inspiration and how you can get involved.

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SOCIAL MEDIA MESSAGING

Hashtag Guidance

We do ask that when you use any of the provided [social media content](#) that you contribute them with the provided hashtags #EAAD, #FLM2021, #financialabuse, #HelpUsRise2021 #endeconomicabuse for Help Us Rise Awareness Campaign specifically on Twitter and Instagram.

Here's a quick rundown of what you can expect so that you can plan ahead:

Week 1: Awareness on Economic Abuse and Financial Literacy:

- Economic abuse doesn't end when the relationship does. The impact of economic abuse can prevent recovery and interfere with your work, education, and family life. Learn more about the Economic Abuse Power Control Wheel at <https://ccfwe.org/economic-abuse-power-control-wheel/>.
- Financial literacy and recognizing the red flags of Financial and Economic Abuse are important steps to regaining control of your economic freedom and independence. CCFWE offers training to help you better understand economic abuse. Please visit <https://ccfwe.org/educationandawareness/>.
- Share a post on your own social channels that bring awareness to Economic Abuse. Show your support for survivors and a commitment to ending Economic Abuse. Survivors urgently need your voice. Get the [digital posters and our toolkit](#).

Week 2: Policy and System Change and Coercive Debt:

- Coerced debt and bad credit scores often prevent survivors from securing housing in the short and long terms. It can make it more difficult to get a credit card, student loan, line of credit, car loan, and potentially a job loss due to screening by some employers. Learn more about the impact of Economic Abuse <https://ccfwe.org/what-is-economic-abuse/>.
- All stakeholders including the government, financial institutions, the justice system, utility companies, landlords, academic institutions must take action. They all have a role to play in combating Economic Abuse. Policy and system change is key to ending Economic Abuse, and we need your voice to make a difference. Sign our [pledge](#) to fight Economic Abuse and become an advocate for Economic Justice within your social circles and local communities.

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Week 3: Protect Black, Indigenous, People of Color from Economic Abuse:

- Economic Abuse can happen to anyone, and it's likely happening to someone close to you. Black, Indigenous, racialized, newcomers, and immigrant women are more vulnerable to Economic Abuse. Many survivors do not seek support because of barriers such as language or culture. Visit our website to find the [6 steps checklist you need to regain control of your life and economic freedom](#).
- We believe that financial institutions have a large role to help survivors of economic abuse by offering services such as interest-deferred payments, flexible repayment options, and other personal banking alternatives. CCFWE prepared policy recommendations for the Financial Consumer Agency of Canada which details the steps and procedures banking staff must take to properly assess, prevent, and protect survivors of Financial Abuse. Read the report here: <https://heyzine.com/flip-book/84ab3b93fa.html>

Week 4: National Economic Abuse Awareness Day, and the 16 Days of Activism against Gender-Based Violence

- In honor of the upcoming [#16DaysOfActivism against Gender-Based Violence](#), the Canadian Center for Women's Empowerment (CCFWE) in collaboration with our international partners across four continents (United Kingdom, Australia, and New Zealand) will be sharing 16 survivor stories of economic abuse around the world from November 25th to December 10th to raise awareness of the immense impact that economic abuse has on a global scale. Organizations from the United Kingdom, Australia, and New Zealand will pose thought-provoking questions for users to engage and learn more about Economic Abuse.
- The National Day of Awareness for Economic Abuse and Survivors of Economic Injustice is being internationally advocated on November 26th. The purpose of this day is to educate allies, financial institutions, and policymakers on how to better support survivors in navigating economic and systemic challenges.
- Everyone has a role to play in the fight against Economic Abuse. The CCFWE calls upon the Canadian federal government, financial institutions, landlords, law enforcement, and businesses to commit to ending Economic Abuse by signing our [pledge](#).

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Sample Tweets

- November is #EconomicAbuse and Financial Literacy Awareness Month if you wish to learn more about #economicabuse. Please visit www.ccfwe.org #EAAD #HelpUsRise2021 #FLM2021 @FCACan @CdnBankers @ccfwe
- #EconomicAbuse occurs when a domestic partner interferes with employment, controls finances, or refuses to contribute to costs. Join the #HelpUsRise 2021 campaign to protect Canadians from Economic Abuse. #EAAD #FLM2021
- The @ccfwe Economic Empowerment Checklist assists in aiding economic abuse survivors. #EAAD #FLM2021 #HelpUsRise2021
- I took @ccfwe's #pledge for #EAAD in November. Join me in the pledge to fight #economicabuse. #HelpUsRise2021 #FLM2021 @endvawnetwork @FCACan @CdnBankers
- We pledge to join the fight to end #economicabuse across Canada. Learn more and join me in advocating for economic justice within your own community: www.ccfwe.org #EAAD #HelpUsRise2021 #FLM2021
- As an employee working in a Canadian financial institution, I believe in women's empowerment, economic justice, and equality. I pledge to take action against #economicabuse @ccfwe! Join me @FCACan @CdnBankers
- Did you know that women who experience #economicabuse are 5x more likely to experience physical violence than those who don't? Take a pledge today @ccfwe #EAAD #HelpUsRise2021 #FLM2021
- If your partner is sabotaging your morning routine by withholding your method of transportation, it's not just an inconvenience, It is #EconomicAbuse. Learn more about why it's present in 95% of abusive relationships. #EAAD #HelpUsRise2021 #FLM2021. Follow @ccfwe for more info
- #EconomicAbuse can manifest in a number of ways. Regardless of the coercive behavior(s) used, it always comes back to power and control over the victim. #EAAD #HelpUsRise2021 #FLM2021 <https://ccfwe.org/economic-abuse-power-control-wheel/>
- All have a role to play in ending #economicabuse and creating a safer world for survivors @ccfwe. #HelpUsRise #FLM2021 #economicabuse #financial abuse.
- The @ccfwe urges the Canadian government and financial institutions @FCACan @CdnBankers to implement policies/programs to protect support survivors of #economicabuse. Visit policy recommendations www.ccfwe.org. #EAAD #HelpUsRise2021 #FLM2021 @endvawnetwork
- Family violence is a problem for financial institutions. @FCACan @CdnBankers, It is a risk if loans can't be repaid. It is a risk if they become homeless and lose income in the financial fallout of abuse. #HelpUsRise2021 #FLM2021 #economicabuse #financial abuse

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Facebook

- Economic Abuse has a cascading effect on many aspects of women's lives including social support, employment stability, emotional and psychological well-being. Learn more about Economic Abuse here <https://ccfwe.org/what-is-economic-abuse/>
- Economic Abuse is designed to reinforce or create economic instability. It tarnishes not only the survivor's livelihood but can also have a lasting psychological impact that can affect generations if the cycle of violence is not broken.
- I just signed up for the [pledge](#) to honor Economic Abuse Awareness Month and learn how to become an advocate for Economic Justice. Please join me here <https://ccfwe.org/ccfwe-pledge/>
- Coerced debt and bad credit scores often prevent survivors from securing housing in the short and long terms or make it more difficult to get a credit card, student loan, line of credit, car loan, and potentially a job due to screening by some employers. Learn more about the CCFWE's 13 Policy recommendations to protect survivors. <https://ccfwe.org/13-policy-recommendations-from-consultations-to-inform-canadas-national-action-plan-to-end-gbv/>
- Lack of access to economic resources can result in women staying with their abusive partners longer and experiencing more harm as a result. Here are the 6 steps checklist you need to regain control of your life and economic freedom. <https://ccfwe.org/6-step-checklist-for-domestic-abuse-survivors/>
- Economic abuse is associated with depressive symptoms and other negative mental health concerns (quality of life, PTSD, etc.) Learn why we want to address economic abuse here <https://ccfwe.org/why-we-want-to-address-economic-justice/>
- Everyone has a role to play in the fight against Economic Abuse. This #EAAD, CCFWE calls upon the government, financial institutions, landlords, law enforcement, the justice system, and businesses to fight economic abuse. Join me signing the pledge at <https://ccfwe.org/ccfwe-pledge/>

SHAREABLE GRAPHICS

All graphics for the 2021 #HelpUsRise campaign can be downloaded [here](#). The #HelpUsRise2021 online [Social Media Tool Kit](#) Includes:

- [Pledge Graphics](#). Download [\[here.\]](#) English and French
- [Economic Empowerment Checklist Graphic](#). Download [\[here.\]](#) English and French
- [Help Us Raise 2021 Logo](#). Download [\[here.\]](#) English and French

SAMPLE PRESS RELEASE

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[Organization Name] joins National Economic Abuse Awareness Day Month in Campaign to Raise Awareness About Economic Abuse

[CITY, Province, (Date)] — This November, *[insert organization name]* joins the Canadian Center for Women's Empowerment (CCFWE) for a national conversation in time for National Economic Abuse Awareness Month. Each year advocates, survivors, and supporters recognize November as National Economic Abuse Awareness Month.

Economic abuse is experienced by women from all backgrounds, regions, and income levels. Women from marginalized groups, including Black, racialized, and Indigenous women, are at a higher risk of economic abuse. This year's campaign theme, "Championing financially strong futures for BIPOC survivors", strives to highlight the importance of financial security among survivors. More prevalent than most realize, 94 percent of women who experience intimate partner violence also experience some form of Economic Abuse.

[If available, personalize, by inserting a paragraph with info, service stats, etc. about your coalition and domestic violence in your state.]

Throughout the month of November, *[organization name]* and National Economic Abuse Awareness Day will be sharing content on their social media channels to help raise awareness and educate the public and financial institutions on the complex dynamics of economic abuse. Each week in November from the 1st to 31st is dedicated to a specific action plan which is designed to engage advocates, partners, and the public in starting a national conversation and to educate the victims, survivors, financial institutions, and policymakers about the different economic challenges faced by survivors, (costs of trauma recovery, unemployment, and coercive debt)

Sample Emails and Newsletter Content

Sample organization /Local Program Newsletter Article

Email Subject: Be the Change, Start an Online Campaign this National Economic Abuse Awareness Month

Economic Abuse is a seldom-talked-about yet prevalent issue faced by survivors of domestic violence in Canada. More than 94% of women who experience intimate partner violence also experience some form of Economic Abuse. Bank customers, especially women, who seek loans from banks or who present to banks with high levels of financial stress might well be victims of economic abuse.

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To be able to support and help victims and survivors, and to prevent domestic violence in the future, we all need to talk about it. And to talk about domestic violence, we need others to fully understand what it is.

As a supporter of domestic violence victims and survivors, we need you to help us spread the word this November during National Economic Abuse Awareness Day (November 26th, 2021).

This year's National Economic Abuse Awareness Day theme is "Championing financially strong futures for BIPOC survivors" to highlight the fact that Economic Abuse can happen to anyone and is more prevalent than people realize. Both [\[insert organization /Program Name\]](#) and National Economic Abuse Awareness Day will be sharing social content on their channels throughout the month that focuses on getting back to basics in raising awareness about what Economic Abuse is, who it impacts, and why we all need to care.

Join us! Help us amplify this important message and get a conversation started by sharing the content on your own social networks.

Contact

If you have any questions about the Economic Abuse Awareness Month content or resources, please contact:

Bree Cousineau (she/her)

Communications & Marketing Officer

Canadian Center for Women's Empowerment (CCFWE)

[Email: Info@ccfwe.org](mailto:Info@ccfwe.org)

Thank You for being an advocate for Economic Justice!



NOVEMBER 26
ECONOMIC ABUSE
AWARENESS DAY

*Championing financially strong futures
for survivors.*

HELP US RISE 2021

26 NOVEMBRE
JOURNÉE DE SENSIBILISATION
AUX ABUS ÉCONOMIQUES

*Promouvoir un avenir financièrement stable
pour les survivants.*

AIDEZ-NOUS À NOUS RELEVER 2021



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