



CANADIAN CENTER  
FOR WOMEN'S  
EMPOWERMENT

CENTRE CANADIEN  
POUR L'AUTONOMISATION  
DES FEMMES

# SOCIAL MEDIA TOOLKIT

National Economic Abuse Awareness Campaign

**#HelpUsRise2023**

## A MONTH OF ACTION!

### FINANCIAL INCLUSION OF ECONOMIC ABUSE SURVIVORS

November 1 - November 30, 2023

#### Help Us Fight Economic Abuse and Empower Survivors

Coinciding with National Woman Abuse Prevention Month and Financial Literacy Month (FLM), the Canadian Center for Women's Empowerment (CCFWE) will be raising awareness on domestic Economic Abuse to empower survivors from November 1st to November 30th, 2023.

This year's HELP US RISE Campaign is themed "Financial Inclusion of Economic Abuse Survivors," and our tagline is "**Strengthening Access to Financial Resources for Economic Abuse Survivors**." During the month, our messaging will be framed around what current barriers exist that hinder women from accessing financial services and potential solutions for fostering economic equity.

In addition to this, on **November 26th, Economic Abuse Awareness Day (EAAD)**, CCFWE, in collaboration with women's service organizations, women, financial institutions, advocates, and our global partners, will raise awareness of Economic Abuse with a focus on the Financial inclusion of Economic Abuse Survivors through strengthening and increasing access to financial resources for Economic Abuse Survivors. Our efforts will target migrant women, refugee women, and women from newcomer communities.

In this tool kit, you will find out more about who we are as CCFWE, about the HELP US RISE Campaign, the purpose, the focus, the call to action, four ways to get involved, the month-long plan, sample press release, commitment letters, newsletter content, email template, and our downloadable Social Media Toolkit.

#### Who we are

The Canadian Centre for Women's Empowerment (CCFWE) is the only national non-profit organization dedicated to addressing Economic Abuse through system change, education and

awareness, mentorship, economic empowerment, and groundbreaking evidence informed by lived experience. Learn more: <https://ccfwe.org/>.

## **What is Help Us Rise?**

#HelpUsRise2023 is a national awareness campaign whose overall goal is to raise awareness and empower survivors of Economic Abuse to access the resources they need, free themselves from financial abuse, and attain economic empowerment. The campaign also targets families, educators, policymakers, financial institutions, social service providers, essential service providers (e.g., utilities, hydro, telecomms), other private sectors (e.g., businesses, organizations, shelters, lawyers, grassroots initiatives), and governments.

In the fourth year of #HelpUsRise2023, our primary focus is to enhance awareness on multiple fronts and amplify the voices of immigrants, newcomers, refugees, and service providers. The goal is to emphasize that ending Economic Abuse is intricately connected to putting a stop to domestic violence and eliminating barriers related to economic resources and financial literacy. However, we understand that Economic Abuse extends beyond these aspects.

We firmly believe that this national campaign will encompass shifts in people's attitudes, alterations in social norms within relationships, and structural changes in policies, practices, and resources meant to support victims and survivors

## **Why the Campaign**

- To raise awareness and provide education to survivors, social workers, settlement workers, academics, researchers, advocates, the private sector, and policymakers about the significant impact, nature, and prevalence of domestic Economic Abuse.
- To amplify the voices of immigrants and service providers, ensuring their perspectives and experiences are heard and acknowledged.
- To influence policy changes and foster systemic transformations that empower Economic Abuse survivors to achieve economic independence.
- To mobilize and garner the support of individuals, survivors, families, educators, policymakers, financial institutions, social service providers, private sectors, and governments. Together, we aim to take decisive action and pledge to End Economic Abuse through the initiative of "Strengthening Access to Financial Resources for Economic Abuse Survivors."

## **What is Economic Abuse?**

[Economic Abuse](#) involves a perpetrator exhibiting 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. Learn more <https://ccfwe.org/what-is-economic-abuse/>. [A recent study](#) conducted by CCWFE revealed that Economic Abuse increased due to COVID-19. 79% of social service provider staff stated that their clients often stay in abusive relationships due to the lack of housing accessibility in the area.

## What is Coerced Debt?

Coerced debt is usually incurred by the perpetrator under the name and identity of the victim through domestic violence or human trafficking. It is a form of coercive control, identity theft, and economic abuse that usually happens through the use of threat, force, exploitation, or fraud (Surviving Economic Abuse, 2019). Learn more about <https://ccfwe.org/what-is-coerced-debt/>.

## Ways we would appreciate your help!

### Here are four ways to engage.

This month is a chance for everyone: victims, survivors, settlement workers, advocates, financial institutions, law enforcement, supporters, social service providers, policymakers, and political leaders to unite in our work to recognize the system change that is needed in order to end Economic Abuse and empower survivors to regain their future.

#### 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. In previous campaigns, over 125 individuals from all across Canada have signed the pledge.

#### 2. November 26 is Economic Abuse Awareness Day (EAAD)

- Help us recognize this day within your networks, at home, and work & communicate with all your stakeholders through regular and social media channels
- Use our Social Media Toolkit to show support and share your message about this day

#### 4. Share #HelpUsRise2023 on Social Media in November

- Discuss Economic Abuse on your organization's social media channels in November - use the campaign promotional messages in our social media toolkit.
- Download the 2023 Help Us Rise campaign [Social Media Toolkit](#) and customize the campaign messages to share on your social media platforms and raise public awareness on the nature, scope, and impact of Economic Abuse to a larger audience, including women who might experience or are at risk of experiencing Economic Abuse
- Take a picture or record a video of yourself highlighting any of the Help Us Rise 2023 Campaign messages. Make sure to tag @CCFWE and #HelpUsRise2023.
- Use the Help Us Rise Campaign advocacy messaging to conduct an interview with a news outlet, host a Facebook live, Instagram live, or a Twitter Space engagement by calling on the public to take action and champion the empowerment of Economic Abuse survivors.
- Educate others. Use CCFWE [Education Materials](#) and [tools](#) to educate others and host workshops or discussions on Economic Abuse.

- Download our [Economic Abuse Screening Tool](#), designed for service providers who work with survivors of domestic abuse.
- Use the HelpUsRise Campaign draft letter below to write a letter to your MP, MPP, Mayor, governor, or your bank asking them to proclaim November 26 as Economic Abuse Awareness Day and to show public support for victims of Domestic Economic Abuse.
- Register and participate in the Financial Futures Summit: <https://ccfwe.org/financial-futures-summit-event-nov-16th-2023/>
- Use our resources and materials to train your staff on ending Economic Abuse.

Get ready to do advocacy work on social media throughout the month of November! Use our awareness materials and create content that brings awareness to Economic Abuse, show support for survivors, and makes a commitment to ending Economic Abuse. Survivors urgently need your voice. [Visit our Social Media Toolkit to share now.](#)

### **Campaign Hashtags**

#HelpUsRise2023 (for CCFWE Economic Abuse Awareness Month), #EAAD (for Economic Abuse Awareness Day, Nov 26), #FLM2023 (for Financial Literacy Month), #WomanAbusePreventionMonth (for National Woman Abuse Prevention Month), #16Days (For 16 Days of Activism Against Gender-Based Violence, Nov 25 - Dec 10), #FinancialAbuse, #coerceddebt, #EconomicAbuse, #EndEconomicAbuse, #FinancialLiteracy, #FinancialInclusion  
*Please remember to tag us @ccfwe and your networks!*

**We have divided the event into four weeks, with each week focusing on a specific topic. Here's a quick rundown of our weekly themes and sample social media promo messages so you can align your content:**

### ***Week 1 - Economic Abuse***

#### **Facts**

- Economic Abuse occurs when a domestic partner interferes with employment, controls access to finances, refuses to contribute to costs, or generates financial costs without consent. Join @CCFWE's 4th Economic Abuse national awareness campaign to protect Canadian women from Economic Abuse. #HelpUsRise2023 and get involved at <https://ccfwe.org/helpusrise-campaign/>
- Economic Abuse is experienced by more than 96% of women who experience intimate partner violence. It hinders mental health and prolongs vulnerability, with 1 in 4 women facing financial abuse even after leaving abusers.
- Economic Abuse is a seldom-talked-about yet prevalent issue faced by survivors of domestic violence in Canada. It's experienced by more than 96% of women who experience intimate partner violence. Economic abuse can have a profoundly devastating effect on women: it impacts mental health. Sign the #HelpUsRise2023

Pledge to Fight Economic Abuse and become an advocate for economic justice in your community <https://ccfwe.org/the-pledge/>

### Sample Social Media Post Week 1

- November 26 is Economic Abuse Awareness Day! Join the #HelpUsRise2023 Campaign and help us recognize this day by taking action, raising awareness, and supporting survivors. Let's make a difference together! Learn more <https://shorturl.at/dIP35> #EconomicAbuseAwarenessDay #SupportSurvivors #EconomicJustice
- We all have a part to play in efforts to #EndEconomicAbuse & create a safer world for survivors. Follow #HelpUsRise2023 to advocate for ending #EconomicAbuse & give a voice to #survivor #HelpUsRise2023 is about raising awareness to #EndEconomicAbuse and #CoercedDebt. learn more about Economic Abuse [ccfwe.org/what-is-economic-abuse/](https://ccfwe.org/what-is-economic-abuse/)
- I took @ccfwe's pledge for Economic Abuse Awareness Day #EAAD. Join me in the fight against #EconomicAbuse & help survivors rise #BIPOC #women. Pledge today at [ccfwe.org/ccfwe-pledge/](https://ccfwe.org/ccfwe-pledge/) #HelpUsRise2023 #EndEconomicAbuse

### Week 2 - Policy and System Change to Fight Against Economic Abuse

- The Canadian Center for Women's Empowerment (CCFWE) has adapted and sparked change through system change and policy influencing. CCFWE continues to make an impact on the lives of survivors, allies, and the public across Canada and beyond through influencing policy and system change to advocate for a supportive policy environment for survivors of Economic Abuse to regain their future.
- CCFWE has submitted various Policy recommendations to policy and lawmakers at various levels of government. Our Policy influence work has also been directed to the private sector, like financial and utility institutions. Learn about CCFWE's policy recommendations: <https://ccfwe.org/policy-recommendations-and-submissions>
- CCFWE has also developed [factsheets](#) for survivors, social service providers, and Financial Institutions with strategic guidance, steps, and recommendations on responding to and supporting survivors of Economic Abuse

## WE NEED REAL, BOLD ACTIONS

### Join Our Call to Action

#### *Towards the public*

- Sign our petition online <https://petitions.ourcommons.ca/en/Petition/Sign/e-4660> for the federal government to declare November 26 National Economic Abuse Awareness Day.
- Write a letter to your MP to fund more research, data, and training to transform social and institutional responses to Economic Abuse.
- Write to our city council/municipality and request to proclaim EAAD.

### **Towards federal government**

- Consider our petition and declare November 26 National Economic Abuse Awareness Day.
- Fund more research, data, and training to transform social and institutional responses to Economic Abuse.
- *Specifically to MPs* - share a message of your solidarity with Economic Abuse survivors and raise awareness about Help Us Rise Campaign and Economic Abuse.

### **Municipalities**

- Proclaim November 26 Economic Abuse Awareness Day
- Address Economic Abuse in your communities.

### **Sample Social Media Post on Week 2**

- Did you know that Economic Abuse affects over 96% of women who experience intimate partner violence? Let's take action and change these statistics! Join the #HelpUsRise2023 Campaign and commit to #EndEconomicAbuse, #BreakTheSilence, and #SupportSurvivors.
- As a policy maker, I pledge and stand for women's #empowerment, #economic #justice, and #systemchange. #HelpUsRise2023
- We/I pledge to combat #EconomicAbuse affecting minority communities. Join me/us in taking action! Pledge here: <https://ccfwe.org/ccfwe-pledge/> @ccfwe
- Join me and write a letter to my representatives, mayor, and bank asking them to proclaim November 26 as Economic Abuse Awareness Day. Advocate for victims and survivors! #SupportSurvivors #HelpUsRise2023 #EndEconomicAbuse #EAAD

### **Week 3: Financial Inclusion**

Financial Inclusion means that individuals and businesses have access to valuable and affordable financial products and services that meet their needs – transactions, payments, savings, credit, and insurance – delivered responsibly and sustainably.

Financial Inclusion is an area of growing global interest in women's empowerment, policy, and programming. While increased economic autonomy may be expected to reduce the prevalence of intimate partner violence, the mechanisms and context through which this relationship manifests are not well understood. Economic Abuse and financial inclusion are interconnected aspects that can significantly impact individuals, particularly women, in various ways.

Understanding their relationship sheds light on the broader implications of Economic Abuse in the context of financial inclusion.

Recognizing and addressing the relationship between economic abuse and financial inclusion is essential for promoting economic empowerment, gender equality, and Economic Abuse response. It underscores the need for comprehensive efforts that combine financial inclusion strategies with initiatives aimed at preventing and addressing Economic Abuse.

### **Call to Action**

Participate and share about our virtual Financial Future Summit this November 2023:

<https://ccfwe.org/financial-futures-summit-event-nov-16th-2023/>

### Sample social media posts for week 3

- November is Financial Literacy Month! Let's share resources to face economic challenges confidently. Join @CCFWE's #HelpUsRise2023 Campaign to raise awareness about Economic Abuse and empower survivors #EAAD #FLM2023 @FCACan
- Let's break the silence on Economic Abuse. It occurs when a partner interferes with employment, controls finances, or generates financial costs without consent. Join @CCFWE's #HelpUsRise2023 campaign to protect Canadian women from Economic Abuse. Get involved: <https://ccfwe.org/helpusrise2023-campaign/> @FCACan
- Economic Abuse affects many survivors of domestic violence. It's time to take action. Sign the #HelpUsRise Pledge to Fight Economic Abuse and become an advocate for economic justice in your community: <https://ccfwe.org/the-pledge/> #EAAD #FLM2023 @FCACan

### Week 4 - Coerced Debt

**Slogan:** *"Forced debt is NOT my debt."*

Coerced debt is usually incurred by the perpetrator under the name and identity of the victim through domestic violence or human trafficking. It is a form of coercive control, identity theft, and economic abuse that usually happens through threat, force, or fraud (Surviving Economic Abuse, 2019). Coerced debt can take on a variety of forms, with the perpetrator either

- Accruing credit or loan under your name and identity against your will
- Using your credit cards or any other source to obtain loans against your will.
- Buying something on credit against your will
- Forcing you into a desperate situation where you must obey to take out credit, usually in fear of the safety and well-being of you and others, all of which can create debt.

Learn more about Coerced debt and how you can offer help to Economic Abuse survivors:

<https://ccfwe.org/what-is-coerced-debt/>

### Sample social media post week 4

- Coerced debt is a hidden danger for survivors of domestic violence. Join the #HelpUsRise2023 campaign and participate in our **Podcast on coerced debt**. Learn more <https://shorturl.at/tuwx9> about what we're doing to help survivors break free from this cycle, and participate and listen to our podcast #ForcedDebtNotMyDebt.
- Survivors deserve a fresh start, free from the burden of coerced debt. Join #HelpUsRise2023 Campaign in raising awareness about this silent but devastating form of Economic. Learn more: <https://ccfwe.org/what-is-coerced-debt/>
- Did you know? Coerced debt is now the most common form of economic exploitation faced by survivors. Join the #HelpUsRise2023 campaign as we shed light on this issue and support those affected. Learn more: <https://ccfwe.org/what-is-coerced-debt/>

### Week 5 - National Economic Abuse Awareness Day (#EAAD November 26th)

CCFWE is calling for the recognition of National Economic Abuse Awareness Day (EAAD) to be internationally recognized on November 26th. Economic Abuse can happen to anyone, and it's likely happening to someone close to you. Black, Indigenous, racialized, refugee, newcomers, and immigrant women are most vulnerable to Economic Abuse. Follow us this week to engage with content about BIPOC communities. The purpose of this day is to raise awareness of Economic Abuse prevalence for survivors and to educate allies, advocates, supporters, and influencers on how to better support survivors in navigating economic and systemic challenges. Use the Social Media Toolkit and share your content or our content with #HelpUsRise2023 #EAAD to fire up the conversation - don't forget to tag us so we can share your content.

### **Sign the CCFWE Pledge to Fight Economic Abuse**

- The right to live free from domestic abuse is fundamental. Join @ccfwe to support survivors of domestic Economic Abuse on their journey to regain control over their lives. Sign the pledge to fight Economic Abuse now! <https://ccfwe.org/the-pledge/> #SupportSurvivors #EndEconomicAbuse #HelpUsRise2023.
- We/I committee to create lasting solutions for survivors of Economic Abuse. Join the movement, and let your voice be heard! Sign the pledge to fight Economic Abuse today <https://ccfwe.org/the-pledge/> #HelpUsRise2023 #EndEconomicAbuse
- Stand in solidarity with us "[insert individual or organization name](#)" and CCFWE as we fight Economic Abuse. Together, we can make a difference in survivor's lives. Join the Help Us Rise Campaign and sign the pledge now! <https://ccfwe.org/the-pledge/> #HelpUsRise2023 #StandTogether #EndEconomicAbuse
- I/we stand with @ccfwe to advocate for survivors of Economic Abuse. CCFWE is seeking city proclamations for Economic Abuse Awareness Day on November 26. Let's make a powerful statement together! #EAAD #HelpUsRise2023 #EndEconomic Abuse

### **Proclamation of Nov 26<sup>th</sup> as National Economic Abuse Awareness Day - Social Media Promotional Messages**

#### **Sample social media**

- Today is National Economic Abuse Awareness Day; thank you, mayors all across Canada, for the proclamation November 26th, "National Economic Abuse Awareness Day." The time to take action against Economic Abuse in Canada is now.

Join the campaign by signing our pledge: <https://ccfwe.org/ccfwe-pledge/>  
#EAAD #HelpUsRise2022

#### **Sample Facebook and LinkedIn Posts during the month of action**

- November is Economic Abuse Awareness Month. Access our educational resources and tools designed to empower survivors, social service providers, and policymakers with the knowledge and skills to prevent Economic Abuse. Learn more: <https://shorturl.at/ahHJ0> #HelpUsRise2023 #EndEconomicAbuse #EAAD
- Want to make a difference? Sign our pledge to fight Economic Abuse and learn how to be an advocate for Economic Justice in your community. Together, we can create change! #HelpUsRise2023 #EndEconomicAbuse #EAAD



- Economic Abuse can have a devastating impact on families. I/we pledge to empower survivors to secure their financial futures and break free from abuse. #HelpUsRise2023

## HELP US RISE 2023 SHAREABLE GRAPHICS

All graphics for the #HelpUsRise2023 campaign can be downloaded [here](#).

## SAMPLE PRESS RELEASE

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

[CITY, Province, (Date)]

Each year, advocates, survivors, and supporters recognize November 26th as National Economic Abuse Awareness Day. This November, [\[insert organization name\]](#) joins the Canadian Center for Women’s Empowerment (CCFWE) for a national conversation about the importance of recognizing the system change that is needed to end Economic Abuse and to empower thriving survivors.

Economic Abuse is experienced by women from all backgrounds, regions, and income levels. Women from marginalized groups, including Black, Indigenous, and People of Colour (BIPOC), as well as other marginalized, gender-diverse, and racialized groups, are at a higher risk of Economic Abuse. More prevalent than most realize, 94% of women who experience intimate partner violence also experience some form of Economic Abuse, making the two closely linked.

There are a myriad of factors involved in the perpetuation of Economic Abuse. This year’s campaign intersects with Financial Literacy Month and National Woman Abuse Prevention Month, which is an opportunity to highlight the complex connections between these themes and shed light on system change as an approach to ending Economic Abuse. System change, housing, post-pandemic effects, and BIPOC women, victims, and survivors are the focus of this campaign.

*[If available, personalize, by inserting a paragraph with info, service stats, etc., about your coalition in relation to these themes.]*

Throughout the month of November, [\[organization name\]](#) and the Canadian Centre for Women’s Empowerment (CCFWE) will be sharing content on their social media channels to help raise awareness and educate the public and multiple sectors on the complex dynamics of system change for identifying and ending Economic Abuse.

Each week in November is dedicated to a specific action theme that is designed to educate and engage advocates, partners, and the public in starting a conversation and to educate victims, survivors, financial institutions, and system change-makers about the different economic challenges faced by survivors during the post-pandemic era. The campaign is in its 4th year, with the need for system change as its main focus for the first time.

## **Sample Emails and Newsletter Content**

### ***Sample organization /Local Program Newsletter Article***

#### **Email Subject: Be the Change, Help Us Rise! Start an Online Campaign to Champion National Economic Abuse Awareness**

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.

To be able to support victims and survivors on multiple levels as part of system change and to prevent Domestic Economic Abuse in the future, we all need to talk about it. And to talk about it, we need others to understand what it is fully.

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, 2023). This year's National Economic Abuse Awareness Day highlights the fact that Economic Abuse can happen to anyone and is more prevalent than people realize.

Both [\[insert organization /Program Name\]](#) and the Canadian Centre for Women's Empowerment (@CCFWE) 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.

You can share the campaign hashtag #HelpUsRise2023 to keep this critical conversation engaged.

## **Contact**

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

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Visti our website [www.ccfwe.org](http://www.ccfwe.org)

**Thank You for being an advocate for Economic Justice!**