

I joined Headlines at the beginning of November (2002) just as the school workshops were getting under way. For the first two weeks of my employment I was working under the guidance of the talented Sheelagh Davis, former Outreach Coordinator.

In October, Sheelagh had sent a call out to graphic artists at all the public secondary schools in Vancouver for an image to use for our publicity materials. We received entries from **Britannia Secondary, John Oliver, Vancouver Technical, Windermere, Gladstone, SouthTown Alternate School, and Sir Charles Tupper**. With the advice and assistance of **Five Stones Creative** (Nancy and Allen), we selected a piece from **Sen Nguyen**, a grade twelve student from John Oliver.

As I was training, the Gladstone and Tupper workshops were taking place (Gladstone was November 4-8 and Tupper was November 25 - 19). Again from Sheelagh's instigation, people from the following organizations came to see the performances at the end of the Tupper workshop (December 2 & 3): **UBC** (Professor at the Faculty of Education), **Vancouver School Board** (School Board Trustee, Violence Prevention Coordinator, Abuse Prevention Coordinator and Youth and Family Workers), **District Parents' Advisory Council (DPAC)**, **Churchill Secondary** (Vice Principal), **Safe Teen** (President, Office Manager and Facilitators), **YouthCo. AIDS Society** (Volunteer).

On December 6th, students from Tupper performed one of the plays at the **Safe Schools Conference** held at the Hilton Vancouver Airport Hotel. Audience included "Safe School Contacts" from around the province, **Dan Blake**, Social Responsibility Coordinator for the **British Columbia Teachers' Federation (BCTF)** and **Lisa Pedrini**, Violence Prevention Coordinator at the **Vancouver School Board (VSB)**.

These two "previews" greatly helped with getting educators aware of both the form and the impact of the work. It meant they had a context from which to promote the show.

The BCTF, VSB, Safe Schools Centre and DPAC were all very generous with distributing lots of promotional materials. This was facilitated by taking time to meet with them personally. However, I did not get the assistance of any of these contacts until after they had seen the previews. This attests not only to the persuasive power of Forum Theatre, but also to having something to offer at the initial stages of forming a relationship. One of my goals for next time is to find more ways to offer preview opportunities from which other community organizers can promote the work.

While I don't know if any one place brought in lots of audience members I do know that each brought in some. I have heard that researchers have proven that people need to see a logo/promotional material five times before they will actually absorb it into their consciousness. Personal contact is an important way to shorten the lapse between seeing a flyer and considering attending the event. Direct experience of the work is great for leveraging "word of mouth" publicity but it is not the only method. Being involved in community gatherings and connecting with individuals and supporting their organizations is both fun and pragmatic!

Also in December, **Nadim Kara**, a good friend and youth development coordinator at the **Self Help Resources Association (SHRA)**, told me about a youth action toolkit project that is unfolding at SHRA as a joint effort of two of their programs - **YouthNet** and *kinex*, *the youth initiative*.

On December 12th, Jen Cressey, (Headlines' Publicist), and I met with **Junie Désil** (Youth Community Developer, SHRA). Together, we began to plan an outreach strategy that would showcase the toolkit that Junie is developing. While this contact is documented in the database portion of this report, I should emphasize that it was quite an important relationship. SHRA does great grassroots community development in Vancouver and within the organization there is a very special culture created by the energy and talents of some very remarkable young people. And, as Junie was also green on her team, it was a very lovely connection for me on a personal level because we were both in a stage of learning and growth. This relationship gave momentum to the project on more than one level.

Also in early December I began meeting with Youth Driven, a capacity-building project of the Environmental Youth Alliance that serves other youth driven and youth serving organizations. Again, the details are in the database portion of this report but important to note in this overview is how effective this networking time was in bringing people to the show. I saw youth community activists at every show and I also got to hear their feedback on the piece. This was a very satisfying part of my job!

By December 20th I had begun an evolving database of community contacts including many youth driven and youth serving programs, projects and agencies. This is what I have attached as the detailed "database portion" of this report. I have not included the contact information on the outgoing report, but many of these organizations can be tracked online. We have published this report online to give people a sense of how the outreach role functions. I hope that it offers insight to the community-based nature of the process.

While there are 36 contact records in this database, if I include the individual community centres, neighbourhood houses and schools, there are over 60. Each summary offers a sample of the time and resources that were invested in not only bringing people to the show, but also promoting a greater awareness of both the theme (bullying) and the process (Boal-based theatre work, in particular Forum Theatre). What the database summaries do not explore are the overall issues that I believe will be a continual process of learning and revision in my outreaching strategies, such as:

- getting full houses during the first week, creating momentum (a "buzz") before the run
- making sure a "sold out show" really means that there are no available seats when the performance begins (the problem of accepting reservations without prepayment)
- swiftly assessing time and priorities: how to balance outreach and marketing
- *outreach goals*: using my energies to get to the internal mechanisms of an organization so that other networks are effectively publicizing the work and building awareness so that every house is "alive" and ready to engage (at the cost of reaching fewer people)
- *marketing goals*: cast the net as wide as possible (at the cost of being grassroots, losing connection with audiences)
- ensuring that every audience represents a diversity of people and perspectives

One way to get more people out to see the show in the future could be to offer more complimentary tickets (comps) or discounted group rates for the first week of the run. This

would start the "word of mouth" network going through community groups. Also, we could designate one performance to a special partner group - for example, give an afternoon show to students at Tupper and/or Gladstone.

We worked hard to ensure that the cost of the tickets are cheap (\$12 for general admission, \$8 for students and \$6 for matinees and preview). Perhaps instead, we could raise the general ticket price and have room for offering deals to those who need it. There is definitely something to be said for the psychological effect of offering a deal.

Almost without exception, everyone at the community centres and neighbourhood houses told me that they're operating with extremely tight funds and asked for discounted rates. However, considering that the youth worker who told me that they fund their out-trips by emptying the arcade machines in the lobby brought a group, I think that if people want it enough, they will find the funds. While it is critical to make sure that our shows are accessible to the community, it is also important to me that people value the work. I am interested in how to get people aware of its value and personally invested so that payment for this art is a gratifying part of the exchange. This is such a steep challenge, though! Certainly during the first week of the run, while houses were low, we asked ourselves many questions about "buy-in", community funding, and the effects of consumer culture on artistic production. By the second week, however, we packed every house. I believe that publicity from "word of mouth" is the best trick in this trade!

A strategy to implement in the future: tightly focus on the target group, ask questions about what kinds of things they would spend money on, how they might share cost between organization and members, what their resources and limitations are - Is timing, location, transportation prohibitive? Find out what will make it impossible for them to refuse!

In the case of school groups who may have been able to get funds to bring a group couldn't come to an evening event. Teachers are already putting in too much overtime but many asked if we could bring the show to their school. While people at neighbourhood houses and community centres said they couldn't afford the show, I think that if I could offer a deal on ticket prices, I might find out what they could afford. I think that the outreach process requires not only finding a balance between depth and breadth, it also requires a balance between raising awareness about the work and exploring the resources and limitations of community groups... and knowing when to cut your losses! At some point, people just can't get to the show. Casting the net as wide as possible is the only other safeguard. Jen Cressey's role in getting the information out to general public was critical in this regard.

For the future, I would like to explore offering more previews or some other ways to engage with the project prior to the run of the show. Even from a publicity stand-point, it makes sense to build some momentum. It carries out ripples and initiates the kinds of thoughts that prepare an audience to attend the event with "active eyes".

For the next project I am keenly interested in discovering how to bring audiences who are invested, alert and ready to make every show crackle with energy. Ultimately, that is the integral piece to this art: its relationship to its audience. For the workshop process there is a lot of things at stake, but for the interactive performance process, I feel that every show becomes about who is in the room.

And speaking of "who is in the room" I would like to add a few words about entering Headlines and growing with this team. While the objective of this report is to examine the

outreach portion of the project, I don't think that the overall health of the organization can be overlooked. My colleagues were (and continue to be) incredibly supportive, intelligent, thoughtful, creative, generous, kind and a whole lot of fun to be around! I have been really delighted to be here and I think that the atmosphere of mutual respect characterizes this whole project. This context has enabled me to find energy in dedication which is reflected in how I "reach out" and represent Headlines in the communities we serve.

Organization	Notes
<p>Asian Society for the intervention of AIDS (ASIA)</p>	<p>I first heard about ASIA through a friend who recommended that I include them. Monica and I first spoke in January. She talked to me about how Western stereo-types of masculinity often put Asian men disproportionately at risk for becoming targets of homophobic violence. The resource table included five different pamphlets from ASIA (20 pamphlets if you count same content, different languages). The most popular seemed to be "Open your Eyes", health care information in Chinese and Japanese.</p> <p>Monica sent us an excellent letter of support included in the Feedback section of this report.</p>
<p>BCTF British Columbia Teachers' Federation</p>	<p>Dan was first contacted by Sheelagh (former Outreach Coordinator at Headlines) at the end of October. He was invited to come see the workshop performances, but couldn't make it until the SafeSchools conference in Richmond (Dec 6th). He gave an positive response and we met again to talk about the show in January. He distributed our flyers to the Presidents of the Drama and Counselling Provincial Specialist Associations (80 PSAs). (More info available at http://www.bctf.bc.ca/PSAs/.) Information about the show was mailed to the Representative Assembly (200+) in the last week of January.</p> <p>Dan came to see the show on February 16th and I have included his email in the "Feedback" section of the report.</p> <p>In talking with him since, he has told me that his term at the BCTF ends in August. He is interviewing for a position as a Faculty Associate at SFU and is interested in how teachers in training may better understand this work as it applies to their teaching practices. He suggested that his students might benefit from having some training in TFL techniques.</p> <p>It is also important to note that the BCTF monthly magazine "The Teacher" put a feature article on Don't Say A Word on the back page of their February issue.</p>
<p>Boys and Girls Club</p>	<p>I got a lead to this organization through a series of investigations... From Michael's suggestion "PAVE", I found the phone number for Parents Together, a group housed within the Boys and Girls Club. Someone then directed me to the Odyssey Program then someone at the Odyssey Program decided to bring a group to Opening. I think this is a valuable episode to harvest for future outreaching because it seemed that the wheels turned internally, like things picked up from their end. A theme in many of these summaries is that I had prior context for building a relationship whereas these folks signed up with very minimal contact (a call and a fax on Feb 7th). It makes me ask more questions about how to outreach with "as little as possible, as much as necessary". How does the ball get rolling so that I am not overextending? How do balance outreach and marketing?</p>
<p>Broadway Youth Resource Centre (BYRC)</p>	<p>I presented to the staff in February. A group from Urban Native Youth Association (UNYA) who have programs at the BYRC</p>

<p>Bullying.org "www.bullying.org is a multiple award-winning Web site that was created to help people around the world deal positively with the issues of bullying and teasing. www.bullying.org is a supportive, safe online community where people can learn that they are NOT alone in being bullied and teased, that being bullied and teased is NOT their fault and that they CAN do something about it. People can contribute their personal stories, poems, images, oral stories (audio files), music and even animations and movies. www.bullying.org also has a "Helpful Resources" page that features many other helpful resources for those looking for further information about bullying and teasing. www.bullying.org is the number one Web site in the world about bullying."</p>	<p>brought a group to the show.</p> <p>Through this web site and list serve, Bill shared our message about Don't Say A Word (DSAW). The list serve has thousands of people on it. In return, we included a link to their web site from ours as well as a mention in the program.</p> <p>It is hard to measure the effectiveness of this connection and I am a skeptic when it comes to "online community-building", however, there is evidence that the internet does promote a sense of equality in a culture that places so much pressure on appearances.</p> <p>I spoke with Bill a few times and he told me about the precautions they take to ensure anonymity and preserve safety for contributors. The main objective of this site is to let kids know that if they are experiencing bullying, that they are not alone. This site aims to be a peer-driven, peer-supporting space. Based on the acclaim they have received, they are achieving this.</p> <p>More info on Bill available at www.inukshuck.com.</p>
<p>Burnaby School District (BSB)</p>	<p>The protocol for distributing through the BSB is much simpler than through the VSB.</p> <p>As with the VSB, Drama Heads received enough flyers for one class and Counseling Heads received flyers for 10% of the school population. As some of the schools have over 2000 students lots of flyers went out.</p> <p>I think that outreaching to this group was potentially a good thing, but probably needed more context. That of course can be hugely time-consuming. My greatest wish for next time is to focus on building deeper connections with fewer people because I'm not convinced that a package of flyers will be effectively distributed without more relationship-building, especially during these times. With cutbacks to social services, people are quite strapped for time.</p> <p>I will also note here that I might have done more to outreach to other school districts - North Vancouver/West Vancouver, New Westminster, Richmond... but overall, resources were allocated according to our priorities. Again, I question the value of distributing materials without context (if not relationship, at least stronger influence through word of mouth in those districts.) I am pleased with the coverage that we got by focussing on youth in the immediate vicinity.</p>
<p>Check Your Head, the Youth Global Education Network</p>	<p>Our poster went on their door and flyers went on their rack (Jan 24). I was proud to see, at a Spearhead concert at the Commodore (Feb 7), our flyers at the Check Your Head table, located beside t-shirt sales.</p>

	<p>Michael Franti (lead singer/songwriter) is very outspoken on political issues, particularly about the death penalty in the US and issues of corporate globalization. Their concert tour was called "Power to the Peaceful". They are amazing artists and it was great to have Don't Say A Word promoted there.</p>
<p>Civic Youth Strategy (CYS) Youth Outreach Team</p> <p>vancouveryouth.ca</p>	<p>Civic Youth Strategy is part of the Social Planning Department of the City of Vancouver. My contact with them began through YouthNet in March of '02. CYS included us on the "Upcoming Events" page of their web site. We included them on our web site as well as in our program. I passed flyers on to them for a presentation they gave at Lord Byng regarding violence prevention.</p>
<p>Community Based Youth Workers from every Community Centre (CC) and Neighbourhood House (NH) in Vancouver</p>	<p>Starting January 10th, I peppered these folks with a series of phone calls, faxes, and mailed information! I got the list of names and numbers from Social Planning at the City. Thirty-two contacts in all.</p> <p>Most I spoke with personally, many however, I couldn't catch (some only work evenings and weekends). In my conversations, I learned that some have absolutely no program funds; all asked about group rates, discounts and free tickets. One youth worker even told me that they fund their out trips using the money collected from video game machines in the lobby.</p> <p>This was particularly difficult for me to negotiate as I believe that these are the contacts who are best able to fulfil the "community outreach" portion of the work. They are connected with youth who are experiencing violence (at home and at school) . They have ongoing contact with youth outside of either setting. And they have (potentially) the most opportune relationships to benefit from this event and build on it to effectively promote safety. Looking back, I wish that I had offered them some kind of discount for the first week's run (while houses were slow). Even though the tickets were as cheap as we could make them, it seemed like they needed to have the psychological enticement that they are going to be "met half way".</p> <p>Nicole (Youth Worker who has taken the Theatre for Living training with David) volunteered at our box office for 5 shows. After promoting it to her kids (and sending kids our way to flyer other events) she watched on every night of the first week's run to see who would show up. When she noticed that her kids weren't showing up on their own, she arranged with me to charge them half price for tickets and she would pay the second half. She enticed four kids to the Feb 22 matinee this way!</p> <p>Also for future reference, I might suggest that youth workers subsidize a portion of the ticket sales (from activity programs) and share the cost with the youth.</p> <p>Those who came: Collingwood NH, False Creek CC, Britannia CC, Kensington CC, Kiwassa NH. Ray Cam CC, and Urban Native Youth Association (UNYA). And, of course, Little Mountain Neighbourhood House (LMNH)!</p> <p>Ingrid is the President of LMNH. On her initiative, the LMNH winter</p>

	<p>newsletter, VOICES, included a write up about DSAW.</p>
<p>District Parent Advisory Committee, Vancouver (DPAC)</p>	<p>I first contacted Annie in November and she came to see the Tupper workshop performance (December 3). Followed up by phone and sent her more info about the shows. On her invitation, I presented at a city-wide PAC Chair meeting (Jan 30th) held at the VSB. Many people were impressed by the work and took flyers and posters to tell others about it. Neither Annie or Rosemary came to see DSAW, but I believe some their promotions rippled out. In a recent conversation at the BCTF Outreach Fair (March 17) with Catherine, a woman who I met during my presentation at the DPAC meeting, she said that she was not able to attend, but promoted it through her child's school and attested that other parents had also done so.</p>
<p>Dusk to Dawn</p>	<p>Theo is a facilitator for the Earth Project (DanceArts) and knows about the work of Headlines. I sent him flyers and posters.</p>
<p>GAB Youth Services, a project of the Centre (for gay, lesbian, bisexual and transgendered people)</p>	<p>Sent them a bunch of flyers/posters in the mail. After a couple of conversations, we added a link to their web site, a space in the program and placed brochures from Gab on the resource table. Romi came out to see the opening. I continue to meet Nancy at YD and YouthNet meetings. She's given me lots of positive feedback about this work.</p>
<p>Justice Institute (J.I.)</p>	<p>They sent out 2,000 postcards to the members of the Justice Institute's Degree Partnership Program. They have an undergrad partnership with SFU and a masters partnership with Royal Roads. Students are typically mid-career working in the fields of conflict resolution, the justice system, peer mediation, public safety, etc.</p> <p>One woman from the J.I. also teaches at Douglas College and distributed flyers to staff and students in the Social services and Humanities. Two people came out to see the show and gave their praises!</p>
<p>Kind Act Network Assn of BC</p> <p>****EDUCATION AND OUTREACH****</p> <p>While we had not originally anticipated this award category, we felt that we wanted to acknowledge all the work and energy that has been invested in raising awareness and educating people on the value of kindness as an antidote to violence. We wish to specially acknowledge the following two schools:</p> <p>* Sir Charles Tupper Secondary, Vancouver, UNI 062 - for your ongoing commitment to raising awareness through numerous anti-bullying and kindness</p>	<p>We included mention of both their Coinspiracy Campaign and Tupper's involvement in our program and on the web site, including a link. In return, they included a front page announcement about the show on their web site and links to another summary page as well as to our web site.</p> <p>As many people are actively involved in this campaign (62 schools in BC), I am certain that this gave us coverage to many people around the province and around the world who may not have otherwise heard about our show. Nadine also gave very positive feedback (see the "Feedback" section of the report).</p> <p>They also brought with them a woman who works on Kindness in the workplace, She is very interested in what possibilities this show opened for her and is thinking about future participation.</p>

<p>theatrical performances to schools and the general public. For information on Don't Say A Word, see the following link: http://www.headlinestheatre.com/dsaw/index.htm</p>	
<p>Leave Out Violence (LOVE)</p>	<p>This is a national organization with their Vancouver office located in the BYRC. Among other violence prevention presentations, projects and programs, they offer a photojournalism course to "at risk" youth. Black and White photographs taken by Vancouver youth were included in our lobby as a way to showcase this program. We also included their newspapers on our resource table (which were quite popular) and a mention in our program.</p> <p>Erin came to the Feb 22 matinee and had good things to say about the show.</p>
<p>McCreery Foundation</p> <p>Youth Advisory Council "wants to give youth the opportunity to acquire the tools they need to take action". March 21-23, "Breaking Barriers and Building Bridges" youth-for-youth leadership conference.</p>	<p>Contacted them through phone and mail. Alison was quite willing to assist with publicising.</p>
<p>Mind Body Love</p>	<p>Maggie contacted me (January 6) after receiving our newsletter calling out to youth violence prevention projects. She said their events had petered out of late and they had been hoping for an opportunity to create a higher profile. Maggie and Warren came to the Jan 10th meeting to scope the space at Tupper and were very enthusiastic and thoughtful in their offer.</p> <p>Messages around harm reduction are contentious. Their objective is to assist youth who are already involved with drug and party culture to make intelligent, informed choices; not the same as a "total abstinence" policy. We had some good discussions about what it might mean to place their messages in a school setting and also about what kind of momentum they wanted to collect.</p> <p>While in the end, they declined to produce something for the lobby space, Warren was quite pleased with what he learned in having had these conversations. It allowed them to come together in a more strategic way; it gave them some momentum to plan what they had only vaguely considered before (how to present their work holistically inside secondary schools) and it presented them with something new to explore - creating display/installation art.</p> <p>Warren and Maggie came to the Preview show and were quite blown away. They were very supportive, positive and thoughtful in all my communications with them. I am sure that they will be willing to support Headlines in our next project.</p>
<p>Parent Support Services of BC</p>	<p>Jim was very generous and accommodating! Although very few pamphlets were taken from our table, I felt very pleased to have Parent Support Services represented as I am sure that those who did take one may have needed it. We also included them in the program. They received four complimentary tickets to the February</p>

	15 th show.
<p>Red Cross RespectEd</p>	<p>I have had ongoing contact with Kevina through my work with YouthNet. She was very supportive of this project! She came to the Jan 10th meeting at Tupper (regarding how to showcase youth and violence prevention art & social change projects in the lobby space) and suggested that while the material they currently have (white silk banners with the "UN Rights of the Child conventions") may or may not be applicable for this project, she knows that their youth council may be interested in creating something if there was still space available. As the lobby design evolved, we decided against adding Red Cross art. We did, however, include there materials on our resource table, in our program and a link on our web site.</p> <p>Kevina distributed flyers and posters to her youth council and (despite a bad cold) she came to see the show on Opening. She also told others at the Red Cross and Desiree has since requested more information about the show to take to a Red Cross Committee. She would like to recommend that they submit a nomination for Headlines to receive the "Power of Humanity" award for contribution of a community group. Her feedback was very positive indeed!</p>
<p>Restorative Justice Programs</p> <p>John Howard Society of the L.M.</p> <p>Vancouver Aboriginal Transformative Justice Services</p> <p>Vancouver Assn of Transformative Justice: Just Solutions</p> <p>E. Fry Society of Greater Van</p>	<p>On the internet, I found a provincial directory of Restorative Justice Programs. I faxed all three of the Lower Mainland programs. Also, I contacted the Elizabeth Fry Society with the same information and same results!</p> <p>Charlotte (Vancouver Assn of Transformative Justice: Just Solutions) called to thank me for the information and promptly included a write-up in her frequent list serve "For your interest" emails.</p> <p>I followed up with a couple of phone calls, including (during the first week's run when houses were shockingly low) an offer for complimentary tickets. No responses. My guess is that the timing was too brief, or perhaps another case of under-funded, over-worked - but without so much as a conversation, it is hard to know for sure.</p>
<p>Safe Schools Centre (Ministry of Public Safety and Solicitor General's Office)</p> <p>A coordinating body for Provincial initiatives which is also home to an excellent resource centre/ library.</p> <p>They have created purple resource kits that are in every public and private school in the province and have "Safe School" contacts at every school. They hosted a conference (Dec 5 &6) where we presented a play from</p>	<p>Following from contact with Sheelagh, I first spoke with Jamie in November. He invited us to perform at the Safe Schools Conference, December 6th. Met with him Jan 9th to see what kinds of resources are at the Safe Schools Resource Centre and I gave him flyers and posters to display. Safe Schools is linked to our site and was included in our program. Their materials are great and I am pleased that I made the trip to see what they offer.</p> <p>I also learned, while booking reservations that one woman heard about the show via flyers displayed at the Centre. Jamie couldn't make it to the show, but sent his regrets and best wishes.</p> <p>For future reference, he is who I would contact if applying for National Crime Prevention (NCPC) money (up to \$50,000). He also mentioned a provincial "Safe Streets, Safe Schools" fund (up to \$5,000). I have since received, by way of Juliana Torjek at CYS, a document of funding sources that were collected by</p>

<p>the Tupper workshop.</p>	<p>NCPC.</p>
<p>School Board Trustees</p>	<p>Board of Trustees were aware of DSAW through the Vancouver School Board (VSB). Adrienne came with her son to the Feb 21 show. Kevin came to the Feb 22 (evening) show. Both gave very positive feedback.</p>
<p>School Liaison Officers</p>	<p>I got Gary's contact info from Nathan at Civic Youth Strategy (CYS) because Nathan is involved with building relationships with "youth-friendly" police officers.</p>
<p>SEARCH graduates - Alliance for Arts and Culture</p>	<p>Michelle (a fabulous outreach supporter!) announced to SEARCH grads that there were volunteer opportunities at Headlines. Three people responded. I will not keep their names on file because none were called upon, however I feel it is important to know that this community is out there. The SEARCH grads are all people looking to participate in arts and culture activities, build connections and gain experience.</p>
<p>Self Help Resources Association</p> <p>Home to Kinnex, the Youth Initiative and Youth Net Vancouver, a team of young people who facilitate discussions on mental health and mental illness.</p>	<p>Much evolution happened for both parties as a result of this collaboration! Originally, I had discussed with Nadim (then Junie's supervisor at SHRA) how this production might offer a "point of leverage" to a project that was coming together as a jointly funded effort from YouthNet and Kinnex. The project being a "Youth Action Toolkit" for which Junie was hired to create and facilitate a community-process design model. After a couple of phone conversations, Jen Cressey (Headlines' Publicist) and I met with Junie (December 12) to ask in more detail how use of our lobby space might showcase the toolkit project in a way that would bring participants/resources to her work as well as bring youth to our show.</p> <p>Also, I was interested in asking Junie for her advice and assistance in the "what next" portion of the outreach. As in, after youth come to see the show and they are keen to do something about violence in their community, where can they go? How do they get connected with positive actions? What would the toolkit project actually offer youth and how could the lobby space be used most effectively to create some momentum?</p> <p>It took quite a while to really decipher what was realistic on her end and still consistent with what the lobby space means to us. When we finally got to looking at how her contributions must stay close to her goals for her project (not create more work than was required), it became clear that showcasing the actual toolkit models was not going to be feasible. Instead, we put up the YouthNet display board, Kinnex "Facilitate This" brochures and included a feature page on the toolkit project on the back of the program. Basically, these efforts were to leverage participants in the future unfolding of her project, rather than offer people the finished product.</p> <p>Involvement in positive community engagement serves as "violence prevention" and, should anyone choose to follow-up with Junie's "call outs" participation in her project could give youth an antidote to isolation and apathy - an alternative that might abate that which often underlies violence and aggression.</p>

	<p>It was a delight to work with Junie and I am looking forward to continuing a relationship with her as I feel invested in the success of her work and I know that SHRA, as a key Vancouver grassroots community development organization, will continue to be a resource for future outreach.</p>
<p>Theatre Cares</p>	<p>They sent us a letter (January 6) requesting our participation in Theatre Cares Week (Feb 9 to 16, 2003). We agreed! During Theatre Cares Week, David made announcements after each show about how the theatre community is raising funds for Vancouver organizations who assist people living with HIV and AIDS. This year Triage Emergency and Care Services were the recipients of the funds. Our total donations were \$304.62.</p>
<p>Together Against Violence Network (North Vancouver)</p>	<p>Although this is a national initiative, North Vancouver is the only BC office and Yvonne's coalition-building and documentation work is focussed on North Shore events, organizations, and sponsors. Every year there is a "Together Against Violence Month" and a "Turn Off the Violence Day" where various service providers offer public education events. I had a lovely conversation with Yvonne in December and learned more about her position and how the network operates. She sent out information to the Network via email and fax in January.</p>
<p>Tupper Secondary School</p>	<p>Where to begin?! The staff here were truly phenomenal. This being my first project with Headlines, I have to say, negotiating with this administration and figuring out what our policies and protocols are, what are our limitations and resources, what do we need and what can we give... there were many ways that we could have gotten in messy situations. Their willingness to assist us, to stay flexible and generous made the process a unusually gracious one. I think it is on account of the respect I received from everyone there that I come out on the other end feeling like a professional! And I have a ton of respect for everyone at Tupper - secretaries, food staff, janitors, teachers, students. They were all very thoughtful and kind.</p>
<p>Urban Native Youth Association</p>	<p>After a couple of conversations with Preston, I was invited to speak at a BYRC staff meeting (February 4) and we talked about how this might be a tool for building safety for their youth. Many of the youth that come to BYRC however are not necessarily in school and, for First Nations youth especially, violence can often be more prevalent coming from people in authority positions rather than from peers.</p> <p>UNYA called and booked tickets for youth at the drop-in centre on Hastings, but I also contacted them independently of Preston at the BYRC. When Eddy came by to pay for the tickets, I spoke with him about the show and about how he might prepare/follow-up with his kids. He invited me to come speak at the drop in. When I went (Feb 10), I met Laura and spoke with about 4 youth. The drop-in being a drop-in, the atmosphere was very casual, so it was more like a conversation than a "presentation". I had a nice chat with Laura while I was there and learned that many of these youth are also not in school (or at least not in the main public schools). I had a good time talking with them. One kid who was expelled from school for being a "bully" was particularly thoughtful</p>

	<p>and friendly. This group came to the Feb 20 show.</p>
<p>Vancouver Crisis Centre</p> <p>Community Ed Program: volunteers who go to schools and present workshops on street management and suicide prevention.</p>	<p>Met Sonya through YouthNet last summer. She was very busy when I first called and didn't get back to me until the show was already in progress. She delivered a stack of business card sized laminated info cards on suicide prevention. Thereafter, I went to audience members after each show, particularly young people, to say, "Now that you have seen this show, you may be better able to recognize when your friends are really stressed out or dealing with something that you think they may need support for. Sometimes friends can be a great support and sometimes people need to talk with another person outside their group of friends. These people are great and if you or a friend needs help, you can use this card."</p> <p>I have no way of measuring what effect this may have for those who took the cards, but my hope was to create little ambassadors! Based on my work at YouthNet, I believe that peers can be tremendous supports, but they also need to know that they have youth-friendly allies in counselling and advocacy services. The other part to doing this was that it gave me a way to start conversations with people about the resources and community partners and get feedback on the show. For future, I think it would have been very cool if we had had YouthNet or Crisis Centre volunteers (peers, high school aged) who were there to do this at the end of every show.</p>
<p>Vancouver School Board (VSB)</p>	<p>Sheelagh first made contact with Lisa in early Oct '02. Lisa came on with much enthusiasm, professionalism and power. She is not only the Safe Schools Coordinator for the VSB, but she is also working towards her Masters in conflict resolution through Royal Roads.</p> <p>I first met Lisa at the Safe Schools Conference (Dec 5) which she had directed us to through her contact with Jamie at the Safe Schools Centre. She spoke very clearly to the MLAs on the Safe School Task Force about the situation Safe Schools contacts faced as highly motivated and greatly under-funded people. Through a show of hands, she got the audience to demonstrate that most of these people are school administrators who run violence-prevention programs off the sides of their desks, in their "spare time" and through moneys raised outside of provincial funding.</p> <p>Her, Jan and Isabel were all very kind and "on the ball" when I met with them (December 19). They were very supportive in using both the VSB inter-school mail distribution as well as the "Focus on Harassment and Intimidation" (FoHI) contact people. The FOHI is a binder of materials developed with Lisa's direction; it is a tool for policy development within schools. A link to some of these materials (and another provincial program "Live Violence Free") was included on our website. They are also in the process of developing FoHi contacts and have a regular FoHI mail-out in which DSAW was mentioned.</p> <p>Through the inter-school mail, we sent packages to Drama Head Teachers, Councelling Dept. Heads, Parent Advisory Councils, and Student Council Leader Teachers at all 18 main schools in Vancouver. (the process for doing inter-school mail is on file.)</p>

	<p>It seemed to me that the only school that responded to these materials (and subsequent follow-up calls/faxes) was Lord Byng. Jen Cressey and I also went to do presentations to student council and the peer counselling groups at this schools and the Civic Youth Strategy followed up by mentioning DSAW in a presentation they did to grade eight students on violence prevention. Eric brought 13 boys to the Feb 20 show.</p> <p>If I knew then...I would have spent more time visiting/contacting the alternate schools where teachers seem more connected to grassroots community development projects. I think it was good to have such a presence in the main schools and I believe our materials were distributed and brought out audience members, but getting the school to orchestrate a group seemed to be too much to ask for. Teachers that I spoke with were disappointed that they couldn't go during school hours. It might have been opportune to do one day show for Tupper students at least.</p> <p>Still to follow up with: we discussed putting ten spaces for the TFL trainings on hold, pending some grant sourcing so that teachers who might be interested in using this work to build safety in their schools might could attend.</p> <p>Overall, Lisa is very very busy and not easy to get a hold of, but she is very supportive of this work. Isabel and Lisa came to see the show.</p>
<p>Vancouver East Cultural Centre (VECC)Youth Outreach Program</p>	<p>When I called Leanne to see if she would be interested in putting together a piece to include in our program, she responded right away. She had already received materials about DSAW and had given them to the Youth Advisory Council that puts together Youth Week programming at the VECC. They had also placed our flyers in the foyer and had been telling youth about the show.</p>
<p>Watari Youth and Family</p>	<p>Michelle has been a supporter of our work in the past and distributed materials for this show. Watari's resource guide is linked to our site.</p>
<p>Youth Community Asset Mapping</p>	<p>Wei Hsi is a friend and community organizer. He suggested ASIA and GAB... both services were very pleased to support the show and gave materials to be included on our table. The Youth Mappers are also in Ignite Magazine (see Youth Driven).</p>
<p>Youth Driven (YD) - a project of Environmental Youth Alliance (EYA)</p> <p>"We aim to empower young people by engaging them in their communities, spreading awareness of existing youth driven projects and services, and acting as a network and a liaison between individual youth and organizations run by their peers." Members of YD: EYA, RPYS, Check, YouthCo, HIJOS, Condomania, Canadian Women</p>	<p>Youth Driven is a project that runs out of EYA (Environmental Youth Alliance). I have been meeting with them since Dec 9 to build a model for a new civic Youth Advocate, how to get a wider range of youth participating in civic issues and developing resources to make youth voices heard at the level of civic legislation.</p> <p>All the folks who I have met during these meetings were very intelligent, active, and fun! Many also approached me afterwards to find out more about Headlines and DSAW.</p> <p>The meetings became key places for handing out flyers/ posters and gathering momentum on the word-of-mouth network! We included the Ignite magazine on our Resource table, but it was so popular, the stack didn't last more than two shows! Jackie, EYA,</p>

<p>and Children's Hospital, Youth Community Asset Mapping, Access to Media Education (AMES), CYS, Youth Health Program, MindBodyLove Kinex, YouthNet, LOVE, GAB, and others! See Ignite magazine!</p>	<p>brought a group of 9 to the Feb 20 show.</p> <p>While the they were very supportive and interested in DSAW, I think our next project will be much more integral to these folks as an organization and as individuals. Tanya has already sent a letter of support for PD and I will begin announcing it at the next meeting!</p>
<p>YouthCo Aids Society</p>	<p>YouthCo has grown a Forum Theatre troupe from trainings with Victor Porter. Tamara is the Coordinator, Caitlin (who was our mid-point Joker for the web cast) is a Joker, and I have met other actors in the troupe. YouthCo volunteers are known in the activist community as insightful, compassionate and hard-working folks. I also see that they offer an important component to our work - the grassroots mobilization. For youth who want to work positively towards community development, this is an organization that is using theatre work to explore social issues.</p> <p>After several email and phone exchanges, I met Jess at a YD meeting (Dec 9) and then later met Tamara at the YouthCo. studio/office (Jan 17) to talk about DSAW. Tamara brought a group of YouthCo. volunteers as well as their materials to the Preview. Their stuff made the resource table look very sexy! YouthCo. was also included in our program and on the web site.</p> <p>I attended the "Shoot for Safety" conference (Feb 28) and participated in a forum theatre workshop. They are doing great stuff and I look forward to continuing to build strong relationships with all the folks at this organization.</p>
<p>YouthNet Vancouver</p> <p>"A collaborative community approach to enabling youth to openly discuss their mental health and well being, strengthen their community of supports and take change for social action, Youth Net Vancouver is a youth-run initiative dedicated to improving the mental health and well-being of youth in the City of Vancouver. Their core program involves older youth-led discussion groups for younger youth about mental health and wellness."</p>	<p>I have been a volunteer with YouthNet since last March (2002). Youth Net is a program that is housed within the Self Help Resources Association (SHRA). There is a strong relationship and support base from them ...and these folks are good friends!</p> <p>Jackie and Jaime are both leaving YouthNet this summer. In any case, I know the facilitation team - about thirty highly-active, interesting and diverse young people - and they may be a great publicity resource for the project ahead. After the last YouthNet meeting, several people said that they had heard many incredible stories from their peers who had gone to Don't Say A Word.</p>

Here is a collection of the responses we got via email.

hi david,

i went to the headlines theatre presentation of "don't say a word" last night, and i thought the play was accurately presented. the actors did a great job of convincing the audience of their roles and the message was incredibly strong. on top of that, the interactive portion of the play was great, too. it was interesting to see how different people use different approaches to resolve the situation at hand. and that more often than not, for the audience last night, the 'bully' is treated like he/she is the victim of an unfortunate home life (or whatever the applicable circumstance may be), and sadly, the real victim remains the victim.

i was the victim of 'bullying' in high school actually, at gladstone, back in 1988) and it got to the point where i had to leave the school for another one in burnaby. like the protagonist jack, i had friends that did nothing to help me out. the scene in which jack was made to kiss joanne's shoe was particularly difficult for me to watch, because something similar happened to me. i contemplated suicide too, because i felt as though i had no other options. i felt as if i had nowhere to turn, and i was deathly afraid that if i went to a teacher or my parents, things would escalate, and then things would be worse for me, in two ways: first of all, because i'd gotten somebody 'higher up' involve and would be considered a rat and secondly, because i'd run to someone for help, instead of resolving the issue on my own, which meant i could get teased for being a baby. the play brought back many emotions for me, mainly anger and sadness (and a feeling of despondence, as well). you and your team of actors made the situation realistic; thank you for having the guts to tell it like it really is. these things don't go away. my situation happened almost 15 years ago, and i can still remember the names of all the girls who teased, bullied, tortured, and harassed me to the point where i felt like suicide was the only answer (luckily, i fled from gladstone, but she still continued to call me at home and harass me, threatening to come to the high school i'd transferred to and 'get me'). in fact, when i think of the girls who made grades 9 and 10 absolute hell for me, i get really pissed off. how dare they? i imagine, though, that they have no recollection of me, or what they did to me. i, on the other hand, can remember every face, every name, every word, every threat, and when i was watching the play, i could remember all the fear, helplessness, and anger that i felt at the time. the ironic twist about this is that the main girl behind that situation is now a teacher for the vancouver school board!

thank you again for putting on such an emotion-evoking play, and showing people what really happens when violence in the schools is not curbed or dealt with in a serious manner. i'll be back to catch another performance sometime next week, and i've spread the word.

sincerely,

Hi Jen,

That was awesome! Congratulations to you all!

I had to leave as soon as it finished otherwise I was going to cry there. I was a very bullied kid - at home and at school - and contemplated suicide a lot -- especially in high school. The play, and the increasing intensity of the emotional tenor of the room as the audience got more and more involved brought back floods of emotions that had been more- or less-well buried for decades. A friend and I sat and processed for a couple of hours afterwards (well, mostly she listened and I talked and cried).

The place also looked great, the setting *really* worked and the actors did a fantastic job. I've done psychodrama type stuff before but this was my first real exposure to forum theatre and I had no idea it could be so powerful. I can only imagine the intensity and power of the workshops that you folks did with the kids beforehand. I also slowly appreciated the genius of the story itself - it's archetypal nature - as the forum unfolded and I got to see the significance of each character and the events that were depicted.

Thank you.

Hi Jennifer,

I thoroughly enjoyed the performance last night. The high school students were wonderful. They were so confident in dealing with the interventions and improvised brilliantly.

David was amazing as usual. Audience and actors alike have complete confidence in him. It makes me anxious about how anyone else could possibly 'manage' the examination of the interventions as well as he does. On both occasions that I've seen the performance a potentially 'difficult' adult made an intervention that David handled superbly.

Dan
BCTF

Don't Say A Word Final Report

Hi Jennifer,

It was wonderful finally getting a chance to meet you on Thursday evening at the opening night of Don't Say a Word. What a compelling, moving and inspiring evening. I couldn't say enough about it and hope that the people I contacted will end up coming to the performance. I know that four more team members went on Friday and were also very moved.

I am just heading out of town for a while but wanted to quickly send you the e-broadcasts we forwarded to our database. You mentioned that you were keeping a record of any broadcasts that included a reference to the play. As you know, the play is also listed on both our sites www.kindacts.net <<http://www.kindacts.net>> and www.investinakinderworld.com <<http://www.investinakinderworld.com>> on the homepage.

What your team is doing is incredible and so very important. You are such an inspiration. THANK YOU!

Kindest regards,
Nadine Marshall
KindActs

Hi Jennifer,

I have shared your message with everyone on our listserv which has thousands of people on it. I hope this helps a little.

Would you please be so kind as to let your audiences know about www.bullying.org <<http://www.bullying.org>> as a place where they can go for help, support and information.

Thanks very much!
Most sincerely,

Bill

William Belsey
Creator / Facilitator
www.bullying.org

--
David

I attended Don't Say a Word last Friday, Feb 21st. I was impressed with the way it created a space for people to grapple with issues of violence in very real and meaningful ways. It was fabulous to see the engagement of the audience, particularly the youth, in creating new possibilities. I appreciated the energy, talent and humour of the cast. I also

appreciated your skill and compassion in walking through these important issues.

I was struck by the multitude of openings for change highlighted in the production, and it prompted me to consider the opportunities I have in my life to make "insightful interventions". I left the production feeling very hopeful and inspired.

Thank you for reaching for the shoes...

Desiree
Red Cross

Good Morning Dylan!

The webcast was fantastic. What a powerful play! We had 16 people join us for the afternoon. 6 high school students (Gr 9-11), 4 university students (Fine Arts, Education), 2 parents, 4 Facilitators of our ACT program.

Despite some tech glitches (on our end) we were able to piece together the play and take part in some interventions. The discussions which took place before and after the play were tremendous. It helped us see new direction for our program, helped us learn some of David Diamond's excellent technique in debriefing and guiding intervention -- wow, he is masterful at this!

As well, the students who have developed plays her for our retreat were able to see that the process we are working on here is something being done elsewhere -you know, something these crazy people here haven't just dreamed up :)

Overall, we are energized, ready to begin planning our mid-April retreat with 10 schools and ready to get working with our seniors to develop more plays. I am going to use this process to develop my Masters studies as well, I'm just totally sold on this as a technique for making change. I see some huge huge possibilities for taking this to Reserve communities in our area as a healing project -- I'll begin with mine!

Thanks so much and look forward to talking to you again soon!

Lori Aitcheson
Consultant, Education Equity
Regina Public School

