

## **Beyond Borders/ECPAT Canada**

### **“Not Your Child Not Mine Not Anyone’s”**

#### **2011 President’s Progress Report to the Board Submitted at the Annual General Meeting, February 9, 2012 Winnipeg, Manitoba**

The mandate of Beyond Borders/ECPAT Canada is to be a voice for sexually exploited children and to take action to prevent their sexual victimization. We are the Canadian arm of the international ECPAT movement working in solidarity with our secretariat in Bangkok and with ECPATs in 75 countries around the world.

The commitment, drive, optimism and combined expertise of our ever-expanding pan-Canadian team of volunteers enables Beyond Borders /ECPAT Canada to meet the challenge of combating child sexual abuse both at the national and international level. Our advocacy programs include Supreme Court of Canada and other legal challenges, judicial reform initiatives, case monitoring activity, youth mentoring, educational presentations and projects, the Beyond Borders Media Awards and the innovative Man to Man/ Homme À Homme campaigns.

Following are the highlights from the past year:

### **THE BODY SHOP CAMPAIGN**

**Beyond Borders/ECPAT CANADA** launched the Stop Sex Trafficking of Children and Young People campaign with The Body Shop in 2009. This campaign has been an enormous success. In 2011 The Body Shop raised just under \$100,000.00 to support the activities of Beyond Borders/ ECPAT Canada.

This year, a petition was launched in all The Body Shop stores across Canada and signed by more than a half million Canadians calling on the government to take more action to stop child sex trafficking. Beyond Borders /ECPAT Canada and The Body Shop handed the Stop Sex Trafficking of Children and Young People petition over to the Canadian government on August 31, 2011 in our nation’s capital, Ottawa.

In one of ECPAT's most successful handovers, Public Safety Minister, the Honourable Vic Toews, accepted the petition on behalf of the Government of Canada. Toews acknowledged the hard work of Beyond Borders/ECPAT Canada on the issue of human trafficking and child sexual exploitation. He praised both The Body Shop staff and The Body Shop customers for their commitment to sexually damaged children.

### **Accolades and Recognition**

There is no question that the funds Beyond Borders/ ECPAT Canada has received from The Body Shop campaign have resulted in increased capacity and awareness of the work of ECPAT in Canada.

This is evidenced by the fact that as a direct result of the work by volunteers and supporters, president and co-founder, Rosalind Prober has been the recipient of the following in 2011:

- **Doctors Manitoba** award for contribution toward improving and promoting the health and safety of Manitobans.
- Named one of Canada's **Top 25 Women of Influence**.
- Nominated for the **Prime Minister's Volunteer Service Award**

## **ENDING THE DEMAND: THE MAN TO MAN/HOMME À HOMME CAMPAIGN**

### **The challenge**

It's an unfortunately reality that men carry out more than 95% of crimes involving child sexual exploitation. Most men are outraged at the thought of the sexual abuse of children. It is a small 2-4% of the male population carrying out this abuse on countless girls and boys.

Despite the above facts, men are not heavily engaged or vocal about the issue of child sexual exploitation. Volunteer and government-based organizations tackling this problem primarily comprise women. But this is not a "women's issue". Given the statistics cited above, one could argue it is a "male issue". Clearly, we all need to take action to stop the sexual exploitation of children.

### **The goal**

Beyond Borders/ ECPAT Canada continues in 2011 to do something unique in the fight against child sexual exploitation. It wants to increase male awareness and involvement on this issue across Canada. It wants men to share in the responsibility for stopping this crime.

### **The Man-to-Man/"Homme- à -Homme" campaign**

Commencing in 2009, funds from The Body Shop made it possible to engage a public relations practitioner with child welfare expertise to help us create a bilingual public awareness campaign on the issue of child sexual exploitation. Many such campaigns have been launched by advocacy organizations in the past. This one, however, was to be directed specifically to men.

Through detailed research, strategic outreach and leveraging of relationships, we recruited English and French-Canadian celebrity men to join the campaign. They are as follows:

## English

**Jacques Villeneuve** – Formula One Race Car Driver (appears in both languages)

**Jason Priestley** – Actor/Director

**A.J. Buckley** – Actor (CSI: New York)

**Rick Campanelli** – Co-host, ET Canada

**Jay Manuel** – Producer/Host, Canada’s Next Top Model

**Manoj Sood** – Actor (Little Mosque on the Prairie)

**Lorne Cardinal** – Actor (Corner Gas)

**Victor Malarek** – Journalist/Author

**Israel Idonije** – NFL athlete, Chicago Bears

**Paul Brandt** – Musician/Founder of Priceles\$

**Len Cariou** – Actor (Blue Bloods)

## French

**Robert Piché** – Pilot/hero/philanthropist

**Yvon Deschamps** – Actor

**Jean-Luc Brassard** - Olympic medalist

**Charles Lafortune** – Actor (Are you Smarter than a 5<sup>th</sup> Grader?)

**André Chagnon** – Business mogul/philanthropist

**Gildor Roy** – Actor/TV Host/Singer

**Louis Garneau** – Elite cyclist/cyclewear manufacturer

**Paul Houde** - Actor/sports commentator/TV Host (Le cercle)

**Éric Salvail** – Radio & TV Host/Producer (Dieu Merci!)

**Guillaume Latendresse** – NHL Athlete

**Bruny Surin** – Olympic Athlete

**André Robitaille** – Actor/TV host (C’est juste de la TV)

All of the celebrity participants agreed to create a statement that spoke directly to other men about the issue of child sexual exploitation. The statement, along with their head shots appear on two campaign web sites – **endthedemand.ca** (English) and **taparolecompte.ca** (French).

Several celebrities have also promoted the campaign using their social media outlets such as Twitter, Facebook and their personal websites.

### Results to date

- Beyond Borders has successfully engaged well-known Canadian celebrities in this cause. Their participation is a stepping-stone to further recognition of the organization and cause as well as to encourage even better known celebrities to come on board.
- Beyond Borders has seen growing traffic to its English and French campaign websites as well as to its Facebook fan pages.
- There has been an increase in the number of individuals contacting Beyond Borders to volunteer for the organization. Many of these individuals have been male.
- The campaign resulted in a Toronto production company volunteering to produce the PSA and videos for broadcast and web at cost of production only.
- Donations to Beyond Borders have increased significantly since the start of the campaign.

### Future

Beyond Borders ECPAT Canada in 2011 developed phase III of this campaign in a financial partnership with The Canadian Centre for Child Protection ([protectchildren.ca](http://protectchildren.ca)), who created and oversees [cybertip.ca](http://cybertip.ca) – Canada's tipline for reporting online child sexual exploitation.

Through this partnership, The Man-to-Man campaign in 2012 will pursue increased exposure through traditional and electronic advertising in select Canadian markets.

## SOCIAL MEDIA STRATEGY

Our organization has also been able to develop a social media strategy and now employs **Facebook, Twitter and YouTube** to connect with new and existing supporters, share issue-related news and updates and build relationships with similar organizations globally.

Facebook engagement has been very successful. Both French and English pages have a constantly growing following. At the time of this report, there are more than **3,600** individuals following Beyond Borders on Facebook. Numbers don't tell the whole story, however. What has been most satisfying is the level of engagement on Facebook. Many of our followers regularly comment and engage in discussions about issues and events related to child sexual exploitation. Volunteers have also come forward through this engagement.

Although social media platforms are free to use, monitoring and engagement takes considerable time and effort. We have volunteers assisting with these platforms but it is effective because we have engaged a communications consultant to oversee and manage these platforms. Funds from The Body Shop campaign have allowed us to do this.

For any NGO to successfully execute its mandate, a communications strategy that includes online

engagement is crucial. Without this enhancement to organizational capacity, Beyond Borders ECPAT Canada would be struggling to deliver its message and be less effective at taking action on the issue.

## **Combating Child Sex Tourism**

Beyond Borders/ECPAT Canada continues to be a Canadian representative of the Code of Conduct for the Protection of Children From Sexual Exploitation in Travel and Tourism ([thecode.org](http://thecode.org)).

The Body Shop funds allowed us to work with an instructional design firm, to create a training package entitled: "Combating Child Sex Tourism: A Training Session for Travel & Tourism Industry Professionals". The packet includes a 40-page facilitator guide, a 40-slide PowerPoint deck and a 15-page participant guide, in English and French.

Using this packet, Beyond Borders/ECPAT Canada has developed a team of expert, bilingual facilitators who have approached several entities in the private sector to offer free training services. Two companies have come onboard to date:

### **Transat A.T. Inc.**

Company-wide training sessions first occurred at Transat in October 2010 and continued in 2011. Transat is one of the largest integrated tourism companies in the world and Canada's holiday travel leader. In the context of the implementation of its action plan for corporate responsibility supporting more sustainable tourism, Transat is contributing to the elimination of this global scourge that involves international travelers, notably through awareness raising programs.

Beyond Borders/ECPAT Canada worked as well with ECPAT France, which now is training and raising awareness in Transat's European subsidiary. Transat is also a major sponsor of the Beyond Borders Media Awards.

### **WestJet Airlines**

WestJet has committed in 2011 to supporting Beyond Borders/ ECPAT Canada through the gift of flight as well as by increasing awareness of child sexual exploitation through its social media channels, Up! magazine (inflight magazine), and [westjet.com](http://westjet.com). This year, our co-founder and head of corporate social responsibility initiatives, Mark Hecht, also met with WestJet officials to discuss training and awareness opportunities on the topic of child sex tourism for WestJet staff.

### **Government of Manitoba**

The government of Manitoba has announced that it will be signing the Code of Conduct the Protection of Children from Sexual Exploitation in Travel and Tourism.

## **BEYOND BORDERS YOUTH AND INTERNS**

Youth volunteers played a pivotal role in all Beyond Borders/ECPAT Canada programs, Media Awards, social media and fundraising activities. Our co-founder Mark Erik Hecht worked with interns from Canadian Lawyers abroad and Canadian law schools on a number of initiatives.

## **FILM DISTRIBUTOR, eOne, JOINS BEYOND BORDERS IN FIGHTING CHILD SEX TRAFFICKING**

Beyond Borders was thrilled to promote the Canadian release of the film, *The Whistleblower* ([thewhistleblower-movie.com](http://thewhistleblower-movie.com)). The film's Canadian distributor, Entertainment One (eOne) donated \$1 from every movie ticket sold in Canada to Beyond Borders/ECPAT Canada, raising approximately \$25,000.00.

This powerful thriller, starring Academy Award® winner Rachel Weisz, dramatically illustrates the realities of sex trafficking of women and girls as well as many of the disturbing barriers that work to preventing its end. These are issues that Beyond Borders/ECPAT Canada has been fighting for well over a decade.

Beyond Borders/ECPAT Canada volunteers gave presentations in Vancouver and Toronto at pre-launch events and urged Canadians to see this important film and to take action against human trafficking. We thank eOne for its contribution to combating child sexual exploitation.

## **FRANCOPHONE CHAPTER - AU-DELÀ DES FRONTIÈRES ECPAT Canada**

One our most active and invaluable volunteers, Louise Pelland from ADF continues in her advisory role to the board, working on the Media Awards as well doing all of our NGO's English to French translation. Danielle Ouimet, the chapter's "marraine" continues ADF's work on the Homme À Homme campaign.

Members of the ADF committee appeared on radio and television as spokespersons, gave presentations in Quebec and attended conferences to raise awareness. ADF members continue to work on the Media Awards, which ensures student and francophone entries from across Canada. A member of ADF was the MC this year for the Media Awards.

## **CASE MONITORING/ MEDIA AND PRO BONO LEGAL INTERVENTION**

Beyond Borders/ECPAT Canada's legal team and legal interns monitored complicated cases in the courts including cases of child sex tourism, child trafficking, internet luring, pardons and passports for convicted sex offenders. Our legal team appeared frequently on national and local media on behalf of the rights of victims.

Our legal counsel, David Matas, was successful with other interveners in the matter of the constitutionality of S. 293 (polygamy) in the Criminal Code of Canada, which was heard in the Supreme Court of British Columbia. David is now advocating on behalf of our NGO for the implementation of the upheld legislation and the arrest of those polygamists involved in child sexual exploitation and child brides.

Regarding a Halifax case, Beyond Borders began steps to intervene in the Supreme Court of Canada in a case involving a 15-year-old child victim who had images and sexual innuendo posted

about her on Facebook by a unknown person. Our aim is to help the child victim in this case find out who the perpetrator is while remaining anonymous. We will seek legal reform on behalf of all children to ensure they remain anonymous while pursuing those who use the Internet to exploit and bully them.

## **MEDIA AWARDS**

The 2011 Beyond Borders Media Awards were a huge success with a new chair, Bev Wiebe, new judges and many out of town participants. Many of Canada's best journalists sent in their work from across Canada and those winning included Linden MacIntyre and Raymonde Provencher. The mayor of Winnipeg, Sam Katz, attended joining Manitoba's Minister of Justice, The Minister of Family Services and the Chief of Police. The event was oversold. The keynote address was by Mark Erik Hecht and focused on the disturbing case of Father Eric Dejaeger. The Winnipeg Foundation once again contributed to the cost of running this important event held to celebrate International Children's Day. Many new sponsors and volunteers joined the committee in 2011.

## **CYBERTIP/CANADIAN CENTRE FOR CHILD PROTECTION**

As a founding member of the cybertip.ca, Beyond Borders continues to be an advisory member. We also have membership with The Canadian Coalition Against Internet Child Exploitation (CCAICE)

## **CANADIAN MUSEUM OF HUMAN RIGHTS**

Beyond Borders/ECPAT Canada board member, David Matas, continues to sit on the museum's content committee to determine the issues it will feature. Museum staff attended our Media Awards and Beyond Borders/ECPAT Canada continues to be invited to Museum events.

## **ECPAT INTERNATIONAL ASSEMBLY PRESENTATIONS AND NEW ECPAT BOARD**

ECPAT International held its national assembly in Paris, France in November. The assembly is an opportunity for ECPAT groups from around the world to share their work and ideas with each other. Two hundred participants from 75 countries attended including four representatives from Beyond Borders/ ECPAT Canada. Deborah Zanke gave two presentations on our Media Awards and working with the Media as well as on our Man To Man Homme à Homme campaign. Mark Hecht presented on model laws to prevent sexual exploitation.

The assembly also included elections for board positions for the next three-year-term. Our president, Rosalind Prober, ended her second and final term on the board while long time board member, David Matas was elected to his first three year term.

**CONGRATULATIONS TO EVERYONE FOR YOUR DEVOTION TO SEXUALLY EXPLOITED CHILDREN EVERYWHERE.**

Respectfully submitted February 9, 2012 by,

*Rosalind Prober*

Rosalind Prober, C.M.  
President  
Beyond Borders ECPAT Canada

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