

# Strategic Plan

2024-2029

Final Report

Premier's Action Committee  
on Family Violence Prevention



Comité d'action du premier



# C O N T E N T S

<b>1.</b>	<b>Background</b> Aim to prevent abuse through education and strategy, reporting to the Premier and involving 32 member organizations. Their new strategic plan integrates past frameworks and recent consultations.	<b>04</b>
<b>2.</b>	<b>Methodology</b> PAC's Strategic Plan was formulated through a methodical process, emphasizing extensive stakeholder consultations to ensure a comprehensive understanding of the current challenges and opportunities.	<b>05</b>
<b>3.</b>	<b>Mission, Vision and Guiding Principals</b> Outlining the mission of the Premier's Action Committee on Family Violence Prevention (PAC), focusing on education, strategy development.	<b>07</b>
<b>4.</b>	<b>Strategic Plan</b> The strategic plan aims to boost education and awareness on family violence, enhance collaboration, prioritize continuous learning, and engage members for transformative impact in PEI.	<b>08</b>
<b>5.</b>	<b>Conclusion</b>	<b>14</b>

# B A C K G R O U N D



Premier's Action Committee  
on Family Violence Prevention

The Premier's Action Committee on Family Violence Prevention, referred to as PAC, was first established in 1995 by former Premier Catherine Callbeck as a unified strategy to prevent and eliminate abuse on Prince Edward Island. PAC's goal is to provide education and awareness about family violence prevention and to implement and promote a provincial Family Violence Prevention Strategy.

The Committee reports directly to the Premier on issues related to family violence prevention and intervention. PAC consists of 32 member organizations and includes representatives of government departments, community advocates, crisis and outreach workers, and representatives of legal, medical, and law enforcement circles.

The new PAC strategic plan was developed by integrating insights from past strategic frameworks with findings from 2023 consultations. While leveraging the 2015 plan for historical context, the strategy also incorporates fresh perspectives from recent, independent consultations. This approach ensures a comprehensive strategy that addresses the evolving challenges of family violence prevention, attuned to the diverse needs of PEI's communities.

Additionally, the strategic planning process takes into consideration the Ecological Model of Violence Prevention. This model emphasizes the complex interplay between individual, relational, community, and societal factors in the context of violence prevention. By recognizing that no single factor leads to violence, the Ecological Model encourages a multifaceted approach to prevention, addressing the wide range of influences that contribute to violence.



# M E T H O D O L O G Y

**PAC's Strategic Plan for Family Violence Prevention in PEI was formulated through a methodical process, emphasizing extensive stakeholder consultations to ensure a comprehensive understanding of the current challenges and opportunities within the realm of family violence prevention.**

These consultations were pivotal, engaging a wide range of stakeholders from PAC administrators to working group chairs, capturing diverse insights and perspectives crucial for the plan's development.

A significant feature of this process included a strategic planning session with the PAC Committee, enhanced by a detailed survey to gather input from members, aligning the strategic direction with the collective vision and practical

experiences of those directly involved in combating family violence. The consultation phase was further supported by a selective review of pertinent literature and previous strategic priorities, focusing on their continued relevance and impact.

Following the consultations, a thorough analysis of the feedback and data collected was conducted to identify essential themes, challenges, and oppor-

tunities. This analysis informed the development of targeted strategic objectives and actions, ensuring the new strategic plan is evidence-based and aligns with the community's current needs and the overarching goals of the Premier's Action Committee. This approach has laid the groundwork for a strategic plan that is both responsive and forward-looking, aimed at significantly improving the safety and well-being of individuals and families across PEI.



# MISSION, VISION, AND GUIDING PRINCIPLES

## MANDATE AND ROLE OF PAC

The description of PAC's role has been updated to more accurately reflect its current mandate and activities.

**The Premier's Action Committee on Family Violence Prevention's mandate is to enhance the coordination and impact of collective efforts in family violence prevention. Its primary role includes, offering support to various initiatives, and nurturing a culture of information sharing, education, and collaboration in this vital area.**

## PAC'S VISION STATEMENT

A society where all individuals are safe, respected, and valued; where any form of violence is unacceptable; and where children, women, and men have opportunities to reach their full potential and contribute to the overall well-being of all families and communities.



## GUIDING PRINCIPLES

**Any form of violence in relationships is not acceptable.**

**All people and families are valued.**

**Everyone is entitled to a safe and secure environment, personal well-being, dignity, and respect.**

**Everyone, including victims, survivors, witnesses, and offenders, is entitled to accessible and appropriate high-quality service and information which is consistent and respectful.**

**All persons are equal regardless of race, religion, creed, colour, age, sex, gender identity or expression, marital status, sexual orientation, physical or mental ability, and ethnic or national origin.**

**Preventing and responding to family violence is a shared responsibility.**

**The knowledge of survivors is important in the design and delivery of services.**



# OVERVIEW OF STRATEGIC PLAN



## 5-YEAR VISION

Over the next five years, PAC will focus on elevating education and awareness about family violence across PEI, enhancing collaboration for more coordinated efforts, prioritizing continuous learning and evaluation, and nurturing a more engaged membership to support these transformative goals.

**Awareness & Education**

Empowering the community through education and collaboration to foster understanding and inspire action against family violence

**A**

**Learning and Evaluation**

Creating a culture of continuous learning, evaluating, and research to ensure accountability with the strategic plan, driving sustained impact and maintaining alignment with our mission

**B**

**Collaboration and coordination**

Fostering effective governance active member engagement and strategic partnerships to enhance organizational accountability and effectiveness

**C**



# PILLARS

## Awareness and Education



The Awareness and Education pillar stands as a critical component of the mission, focusing on enlightening the public and key decision-makers about pertinent issues. Initiatives such as Family Violence Prevention Week, engaging workshops, and strategic collaborations with partners are employed to foster a well-informed community capable of contributing to meaningful change. This pillar emphasizes not only the dissemination of knowledge but also the importance of collective action and education in driving societal transformation. By making awareness and education a priority, individuals are equipped with the necessary tools and understanding to advocate for and effect positive changes.

## Collaboration and Coordination



The Collaboration and Coordination pillar emphasizes the importance of active engagement and effective governance within the organization, as well as fostering collaboration with partners. This pillar aims to cultivate strong synergies among PAC's various working groups and the overarching committee. By coordinating efforts and fostering partnerships, this pillar elevates the relevance, operational efficiency, and accountability across all factions, while concurrently ensuring that the committee mirrors the organization's broad-spectrum goals.

## Learning and Evaluation



The Learning and Evaluation pillar is dedicated to fostering a culture of research, innovation, and continuous improvement. Recognizing the challenges of limited time, capacity, and resources, this pillar aims to carve out a space for critical research and the development of meaningful partnerships. Evaluation is a key component, focused on ensuring alignment with objectives, measuring impact, and verifying that actions are congruent with the stated goals. Through tracking progress and assessing the effectiveness of initiatives, this pillar supports the organization's commitment to learning from its experiences and making informed adjustments.

# PILLARS

## PILLARS

The “pillars” are the building blocks that support the overarching structure of an organization’s strategic plan. These pillars are critical areas of focus that an organization commits to in order to achieve its mission, vision, and goals. Each pillar represents a broad area of activity or a key theme that is essential for the organization’s success. Under each pillar, specific objectives and strategic actions are defined, outlining how the organization intends to address that area comprehensively.

## STRATEGIC OBJECTIVES

Strategic objectives are the “What” of the strategic plan. They are the main objectives we are setting out to achieve and are directly linked to each pillar under which they fall. These strategic objectives are the goals that will be measured when evaluating the progress of the plan using Key Performance Indicators (KPIs). See KPI description below.

**Important Note:** The strategic objectives become SMART goals (Specific, Measurable, Attainable, Realistic, and Timely) once they are paired with a key performance indicator (KPI), in other words, how are they being measured.

## STRATEGIC ACTIONS

The strategic actions outlined in this strategic plan are the “How” of the plan. Once we know in which direction we are heading, it is important to know how we will get there. These actions provide concrete steps to achieve the strategic goals.

## KEY PERFORMANCE INDICATORS

The Key Performance Indicators (KPIs) allow for a concrete way to measure the progress of the strategic plan. It is essential that PAC track these KPIs every year to measure the progress and ensure the organization is achieving its goals. The implementation tool (see Appendix C) is the best way to keep track of these KPIs and to outline actions and timelines.

## Strategic Objectives

## Strategic Actions

### Objective 1

Foster PAC's role in coordinating and ensuring the availability of navigational tools providing information for victims and others impacted by family violence.

- » Keep the PAC website updated (included up-to-date statistics) and actively work to boost its visibility and encourage its use among stakeholders
- » Coordinate with 211 (United Way) to ensure good navigation and awareness of family violence prevention services.
- » Inform PAC partners, members, and service providers about PAC resources and ensure these tools are readily accessible to them.
- » Organize and/or arrange training sessions for staff from various organizations on the wide impacts of family violence.

### Objective 2

Educate the public on what constitutes family violence, its impacts, and prevention efforts.

- » Continue to organize Family Violence Prevention Week and/or related awareness activities.
- » Provide or assist in training to the general public via partner organizations on what constitutes family violence.
- » Review and update the Family Violence Statement.
- » Identify key audiences for each education and awareness initiative and training.
- » Organize and/or arrange training and education sessions tailored to the unique aspects of family violence prevention for identified key audiences. (ex. Decision makers, those not directly engaged in FVPW).
- » Develop tools related to a Family Violence Prevention lens for decision-makers.

## Strategic Objectives

## Strategic Actions

## Objective 1

Optimize the working groups through better collaboration, accountability, communication, and clarity of roles.

- » Implement a procedure where each Working Group provides regular updates to each other, and each WG meeting starts with a PAC update.
- » Clearly define and document the roles, responsibilities, and duration for PAC members and working groups, and document them accurately.
- » Collaboratively develop an annual work plan with PAC/WG members, aligning the working groups' projects and priorities with the goals of the PAC strategic plan to enhance connection and engagement.
- » Create a reporting procedure for the working groups to ensure that the working groups stay accountable to the strategic plan (reporting back to PAC).

## Objective 2

Strengthen PAC member engagement and increase clarity of the committee's mandate.

- » **Membership and Representation:**
  - In preparation for the next mandate, review and confirm appropriate representation at the PAC table.
  - Continue to review the needs of the community and the PAC membership to ensure suitability and effectiveness and provide recommendations for the next mandate.
  - Implement an on boarding process for new PAC members as well as an orientation for all members at the start of each new mandate, outlining roles and expectations.
  - Regularly review membership for relevancy and effectiveness.
- » **Accountability and Compliance:**
  - Establish and enforce a formal process for the two-missed-meeting policy.
  - Develop a clear policy for appointing alternates.
  - Conduct annual meetings with the Premier.
  - Ensure continuous alignment of the working groups with the strategic plan.
  - Regularly update the roles and responsibilities of PAC members and working groups.
  - Review the PAC Handbook

## Objective 3

Create more opportunities for sharing information and resources, including those of members and partners.

- » Create a specialized area on the PAC website for sharing information and resources submitted by members.
- » Schedule and conduct round-table discussions during PAC meetings for the sharing of best practices and project updates.

## Strategic Objectives

## Strategic Actions

## Objective 1

Identify PEI- specific research needs and critical questions in collaboration with partners to advance PAC initiatives and improve service delivery.

- » Collaboratively develop a list of research questions, assess for priority and identify potential research partners.
- » Obtain current statistics on family violence indicators.

## Objective 2

Develop an overarching evaluation framework aligned with the strategic plan to consistently track results.

- » Track the progress of the strategic plan using the identified KPIs and implementation tool.
- » Develop an annual report summarizing the data gathered from the strategic plan's progress.
- » Review the evaluation framework for Family Violence Prevention Week.

# C O N C L U S I O N



## Premier's Action Committee on Family Violence Prevention

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The strategic plan for 2024-2029 marks a pivotal moment for the Premier's Action Committee on Family Violence Prevention (PAC). This document outlines a clear and actionable path toward reducing family violence across Prince Edward Island, leveraging education, awareness, and collaborative efforts. With its focus on achievable goals and evidence-based strategies, PAC is committed to making significant strides in protecting and supporting individuals and families affected by violence.

PAC's vision and guiding principles underscore the importance of a community where violence is unacceptable, and every individual is valued and safe. The plan's emphasis on practical steps and the mobilization of resources reflects a grounded approach to tackling complex challenges.

As PAC moves to implement this strategic plan, it calls upon its members and partners to engage actively in its execution. The success of this plan relies on the collective effort and dedication to creating a safer, more informed community. This is an opportunity to effect real change, guided by a commitment to prevention, support, and collaboration.







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Comité d'action du premier  
ministre sur la prévention de la  
violence familiale

[StopFamilyViolence.pe.ca](http://StopFamilyViolence.pe.ca)

