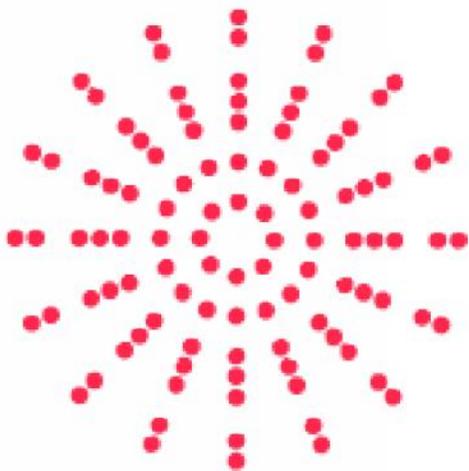


*PROJECT REPORT:
VIBRANT COMMUNITIES
CALGARY*

The Justice System and Poverty: Research Report and Assessment

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CALGARY

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Executive Summary

Student researchers prepared this report in affiliation with the University of Calgary and Vibrant Communities Calgary (VCC). This report provides an examination and assessment of public awareness strategies implemented by various organizations that can be extrapolated and utilized by VCC to engage Calgarians on the intersection of poverty and the justice sector. The primary goals of the project include recommending the best methods and practices to educate citizens of Calgary on the correlation between the combined effects of poverty and the justice sector. The research will inform the Justice Sector Constellation (the Constellation) as it seeks to create systematic change in order to improve the process and outcomes for vulnerable people in addressing their legal issues. The method of analysis for this project consisted of collecting statistical data, analyzing response trends in public awareness/engagement campaigns, and evaluating the best practices of current public awareness/engagement campaigns. Conclusions made from the analyzed information resulted in the following recommendations:

1. The multifaceted campaign must have a clear target audience/demographic.
 - a. Tailor the campaign strategy to fit the target audience/demographic
2. Incorporate old and new technologies to generate awareness
 - a. Have local celebrities, social media influences, and politicians endorse the campaign to obtain a broader reach
3. Integrate the education system(s) into the multifaceted campaign.
 - a. Learning sessions
 - b. High school and/or university clubs

4. Deliberative dialogue
 - a. Roundtable discussions
5. The campaign should evoke an emotional response to ensure long-term investment and interest from the public.

Background

Introduction to Vibrant Communities Calgary

Vibrant Communities Calgary (VCC) is a Calgary-based non-profit organization that is “seeking to engage Calgarians in advocating long-term strategies that address the root causes of poverty in Calgary,” (VCC, 2016a). As an organization, VCC is working towards raising Calgarians’ awareness of the different forms of poverty within the city while upholding leadership, collaboration, social justice, and pragmatism (VCC, 2016a). In 2015, VCC became the steward of the “Enough for All” city-wide poverty reduction strategy in Calgary and has been an ongoing leading contributor to the strategy ever since (VCC, 2016a). VCC is comprised of many components and partnerships, two of which are “Poverty Talks” and the “Justice Sector Constellation” (the Constellation). Poverty Talks is a forum, which “advocates for social and public policy change,” and is guided by a committee of twelve members who have current or previous lived experience with poverty (VCC, 2016b).

The Constellation is a committee comprised of sixteen representatives from various agencies, organizations, government, and non-governmental agencies (VCC, 2018). The Constellation’s purpose is to “intervene at the intersection of poverty and legal system” and provide access to justice resources for low-income Calgarians while making recommendations to important stakeholders to improve the justice system (VCC, 2018). In partnership with VCC, our

report will be focused on assessing and recommending public awareness strategies for engaging and educating Calgarians on the intersection of poverty and the justice sector.

Project Introduction

In partnership with Vibrant Communities Calgary (VCC), our group project focused on public engagement strategies to engage Calgarians on the intersection of poverty and the justice sector. Case studies looked at strategies from used within Canada, the U.S. and other Commonwealth countries such as the U.K., Australia and India. As the U.S. and the Commonwealth countries utilized have similar justice systems to Canada, the chosen case studies will allow us to identify areas of similarities. The aim of the research is to provide viable public awareness strategies to VCC and the Constellation to engage the Calgarian public on the intersection of poverty and the justice system. This final research report was conducted through the use of secondary sources.

Through our project's research outputs, we aim to assist VCC, The Justice Sector Constellation and its allies in achieving their objectives through identifying communication and engagement strategies that help the average citizen learn and confront why certain populations are impacted by the justice system.

Needs Statement

The Constellation of VCC is currently in pursuit of obtaining successful public engagement strategies from other jurisdictions that incite public awareness in Calgary on the issue of poverty intersecting with the justice system. VCC aims to identify communication and

engagement strategies that help the average become aware as to why certain populations are negatively impacted by the justice system. This may help bridge the gap between victims of poverty and their access to resources within various levels of the Canadian justice system. VCC's work through the Constellation is done in hopes to create systematic change within the areas of Canadian legal system that interact with victims of poverty. With the information that this research has gathered, VCC ultimate outcome is to address the needs of victims of poverty Calgary facing legal challenges.

VCC's vision of this research project is to raise public awareness of the intersection between the justice system and poverty in Calgary. Through our project's research outputs, we aim to assist VCC, the Constellation and its allies in achieving their objectives through identifying effective engagement strategies that help the average citizen learn and confront why certain populations are impacted by the justice system.

Scope

The desired end result is a report and presentation with recommendations on how to educate and engage the public about the intersection of poverty and the legal system. Furthermore, the report will identify some successful initiatives and practices in other jurisdictions in the chosen case study countries. The final product will be delivered by way of investigation and critical analysis of case study countries throughout the research phase of the project. The case study countries will discuss successful methods of public engagement regarding the intersection of poverty with the various levels of the justice systems from Canada,

the U.S., the U.K., and Australia. The utilized case study locations could serve as models of best practices for an awareness and engagement campaigns targeting the local Calgarian community.

The long-term outcome(s) of the coherent project will help the Constellation raise public awareness of the various issues related to poverty and the legal system as well as public support for systemic change within the legal system. The report will aid the Constellation in the pursuit of obtaining successful public engagement strategies that may help social systems intervene at the intersection of poverty and the justice system in order for those in the community facing legal challenges to have the ability to access the appropriate legal resources they may need.

Product and Project Beneficiaries

The product of the research will benefit VCC and the Constellation. The report may also assist future students of the Development Studies program as an example of how to conduct research and facilitate project management with fellow peers. The results and recommendations from this research project will contribute to the long-term vision and priority outcomes of VCC's Enough 4 All strategy of the Calgary Poverty Reduction Initiative. As well, on a larger scale, the project will potentially benefit victims of poverty attempting to overcome adversities connected to the justice system.

Beneficiaries will also include allies of victims of poverty in need of assistance within the justice system, such as local non-profits who work with the municipal, provincial, and federal levels of justice. The long-term beneficiaries of the final product include Calgarian taxpayers and the general public who will benefit from awareness initiatives which will, in turn, improve the relationship between Canada's social and legal systems.

Methods

Objective 1: Public Engagement Research and Literature Review

The research into public engagement surrounding the intersection between the justice system and victims of poverty will consist of online readings and review of relevant literature sources. The pertinent information from the research will then be used to create the final report in which best practices and effective strategies to engage the public will be suggested.

Objective 2: Creating the Research Report

To create the key deliverable, the research report, all team members utilized GoogleDocs to compile their findings and compose their assigned sections of the report.

Objective 3: Presentation to the Justice Constellation

To prepare for the presentation to the Constellation and VCC, the team members will have copies of the finalized research report prepared for the members of the Constellation. As well, team members will create a coherent and engaging presentation containing the compiled research within the report. Finally, the team members will prepare to answer any questions or receive any feedback provided by the members of the Constellation.

Performance Indicators

The success of this project will be based upon both client satisfaction and whether we, as background researchers, are able to compile a conceptual and realistic answer to our research question. This question being: What are the best practices and effective strategies to engage the public and increase awareness about the intersection between the justice system and the victims

of poverty? Additionally, our project's success will be determined by how well our final research will assist VCC in their public engagement campaigns in Calgary.

Barriers to Research

As with any research project, our team encountered a few notable barriers during our project. The first barrier our team faced was the limited time frame we were required to complete the project in. Our group experienced minor setbacks, which challenged us to effectively re-focus and ensure we still met deadlines to complete our project on time. The second challenge was communication barriers within our team as well as between our team and VCC. Effective and clear communication is integral to any project, and our communication skills were challenged and built upon throughout this project. The third barrier to research our group encountered was the struggle to find adequate and relevant sources to answer our research question, due to the ambiguity in the direction we were to take. This barrier led into another setback our team faced, which was the reinvention of our project focus and subsequent research question twice within the project timeline. The change in research focus and question produced major setbacks in our research phase, as the project focus determined the sources we sought out, thus when the project focus changed, so did our sources. Despite these four barriers to research we experienced, our team was able to complete the project and produce a thought-provoking and useful report that will benefit VCC and the Constellation as well as those who read it and utilize the recommendations.

Literature Review

What do Calgarians Respond to?

In 2013, the Calgary Homeless Foundation (CHF) partnered with Ipsos to conduct a “Tracking Study.” The purpose of the study was to compare the results of public engagement methods with the results of the 2011 Tracking Study (Ipsos, 2013). The methods for the study consisted of an online survey completed willingly by 602 Calgarians between April 23 and May 8, 2013 (Ipsos, 2013). The component of the study most useful to VCC is the section of the survey pertaining to public responses to CHF advertisements, as this data can inform VCC about what methods of advertising Calgarians respond most to.

There were two questions within the online survey focused on the CHF advertisements:

- a) Now please look at the following advertisements you may have seen on a billboard or in transit (bus or bench) lately. Have you seen any of these ads recently?
- b) Please look at the following photographs of people holding up signs or message boards around the City of Calgary. Have you seen people holding signs/message boards like these? (Ipsos, 2013, p.23).

The following options, and their respective response rates, under the “Billboard/Transit Ads” category, were available for respondents to choose from:

- Seen any ad (27% of respondents)
- Bench: Image of person sleeping on bus bench (11% of respondents)
- Billboard #1: (11% of respondents)
- Bus Shelter: (10% of respondents)

- Billboard #2: (9% of respondents)
- Banner #1: (5% of respondents)
- Banner #2: (5% of respondents)
- Banner #3: (4% of respondents)
- Banner #4: (3% of respondents) (Ipsos, 2013, p.23).

The following options, and their respective response rates, under the “Guerilla Sign Ads” category, were available for respondents to choose from:

- Fact #1: Sign held by campaigner on street (4% of respondents)
- Fact #2: (5% of respondents)
- Fact #3: Signs held by campaigners on street (3% of respondents)
- Guerilla #1: (3% of respondents)
- Guerilla #2: (3% of respondents) (Ipsos, 2013, p.23).

The survey found that, overall, one in four respondents saw at least one form of CHF advertising in Calgary and the most seen ads were in the “Billboard/Transit Ads” category (Ipsos, 2013). Ipsos concluded that Billboard and Transit advertisements were more effective than Guerilla Sign Ads (Ipsos, 2013). In addition to revealing which types of advertisements Calgarians respond to the most, this study also found that those who saw advertisements were more likely to offer financial and moral support to CHF’s campaign (Ipsos, 2013). The respondents who saw ads were more likely to feel they had a role in ending homelessness and be more supportive of homelessness programs (Ipsos, 2013). As well, Calgarians who saw CHF ads

were roughly ten percent more likely to donate to emergency essential services, affordable housing, and support programs than those who had not seen any CHF advertising (Ipsos, 2013).

The results of CHF's 2013 Tracking Study are incredibly useful to VCC and the Constellation's efforts in educating and engaging the Calgary public regarding the intersection of poverty and the legal system. VCC and the Constellation can utilize the study's results to create the most effective advertising, as the study reveals what methods work best in Calgary. Calgarians As well, using the most effective advertising methods will increase the chances of raising Calgarians' awareness about the intersection between poverty and the justice system. These results will enable VCC to be strategic and efficient in the way they approach Calgarians and create long-lasting results.

Strengthening Public Engagement in Edmonton

In 2015, the City of Edmonton in partnership with the Centre for Public Involvement in Edmonton and Edmonton Multicultural Coalition created a public engagement framework to increase civic participation from Edmontonians. Additionally, the objective of this framework is to improve the civic infrastructure of the city (Centre for Public Involvement, 2015). The framework highlights previous and current civic public engagement initiatives that have a heavy focus on capacity building.

For instance, the City of Edmonton initiated the Planning Academy to assist citizens in understanding the planning process of various development projects within the city; moreover, the program encourages public participation in this process (Centre for Public Involvement, 2015). Program participants gain insight and perspective of the roles, rights, and interests of all parties involved in the planning process. The program offers multiple courses which highlight

city development topics such as Land Use Planning and Urban Design (Centre for Public Involvement, 2015). Additionally, these courses offer opportunities for discussions with professionals in the field and the ability to participate in the groundwork (Centre for Public Involvement, 2015).

Moreover, the City of Edmonton Office of the City Clerk offers multiple civic learning and engagement initiatives. For instance, the Understanding City Hall program is offered to children (primarily middle school to high school) to further their understanding of the decision-making process of the City Council (Centre for Public Involvement, 2015). The programs are designed in workshop-style environments to enhance the learning capacities from participants (Centre for Public Involvement, 2015).

This case study is very relatable to the needs of VCC in terms of public engagement strategies. This case study provides insight into how these educational programs enhance public engagement in a Canadian city, such as Edmonton, about their local justice system. In terms of socio-economic conditions and culture, Calgary and Edmonton are very similar, thus affirming the relevance and usability of this case. Educational programs, like the ones described above, can assist VCC to raise awareness specifically in school-aged Calgarians about the intersection between the justice system and poverty.

The Newfoundland and Labrador Public Engagement Strategy to Engage Youth in Being Productive Members of Society

This case study looks into a public engagement campaign facilitated by Baltimore secondary school in Newfoundland. The school is located in the small, historic community of

Ferryland on the Southern Shore of Newfoundland (Office of Public Engagement Newfoundland & Labrador, 2018). Students of the school wanted to work collaboratively with school staff, other students, their local youth network and the general public to cultivate an atmosphere that supported the youth and career planning activities. They established the Baltimore School Participatory Communications (Community Radio) Sessions public engagement campaign. The purpose of having public engagement was for students to be consulted on the types of information they needed or questions they needed answers to make informed career decisions

Students of Baltimore School from grade 7 to 12, school staff and members of the community established community radio sessions to reach out to the general public. This was done to develop a public engagement and communication through community radio and webcast sessions related to community participation and career planning for youth in the area. Sessions focused on information sharing to spread the word and promote youth productivity in through volunteerism in the community. It was as well a mechanism utilizing communication and discussion dialogues to encourage youth to engage in community service learning for development purposes (Office of Public Engagement Newfoundland & Labrador, 2018).

The community radio and webcast sessions gathered informative feedback from local community members. The objective of input from the general public was to encourage deliberative dialogue from all members of the community to help youth become positively involved in their local community, so they may develop into productive and successful members of their society. Electronic polling for public feedback during and after radio and webcasting sessions were utilized to actively engage community members. Students and members of the Community Youth Network (CYN) were presented with the opportunity to be radio reporters

and journalists traveling within the community to broaden communication between youth, the school, and the public.

The public engagement strategy utilized in this case study was successful in sparking public engagement based on the Information gathered. The communicative strategies used by the community radio sessions and webcasts not only helped promote awareness for youth proactivity in the community, it also helped the community expand their overall experience in using participatory communication methods (Office of Public Engagement Newfoundland & Labrador, 2018).

The utilization of community radio and webcasts was effective in reaching the target audience who were all members of Ferryland. The incorporation of old media technology like radio and new media technology like online webcasting was highly effective in reaching their large target audience for this capacity building public engagement campaign. Other successes of this Public engagement strategy included deliberative dialogue amongst community members as students were given the opportunity to take on roles as table facilitators, recorders and roaming reporters during the session

When considering whether public participation is appropriate for a project, it is imperative to consider the possible impact of not involving certain demographics of the public simply based on engagement strategies. We are in a digital age but, many still read traditional forms of media such as newspaper and radio regardless of age. Factoring in these methods to gain public outreach on top of various forms of social media such as Twitter, Instagram, and Facebook increase the likelihood of effective public outreach (Office of Public Engagement Newfoundland & Labrador, 2018).

The power of media is unbound. Using multifaceted approaches via media methods such as incorporating traditional media approaches like community radio sessions on CBC radio or CJSW university radio, and contemporary social media like creative and up to date Twitter, Instagram and Facebook accounts with webcast links to discussions to engage the public, is another recommendation.

These methods of public engagement successfully incorporate effective old and new technologies in a creative manner to capture the attention of the targeted demographics. The interest and investment of Calgarians to engage in the discussion of ways to effectively intervene at the intersection of poverty and the justice system would through multifaceted approaches of communication further ensures long-term investment and interest of the issue from Calgarians. It would also encourage more involvement to mitigate the social problem.

With this, actions for Calgarians to take on would be carrying on the conversation of the social issue in public and private spheres to garner more support. Actions for the stakeholders would be working collaboratively with all involved and communicating the results of a public engagement initiative back to participate. Stakeholders communicating results back to the public is a fundamental principle of continual engagement of the public and ensures that those who contributed understand how their knowledge and ideas were or were not implemented to make them feel acknowledged, understood and appreciated. Partakers in the discussion ought to feel recognized for their inputs and updated on some components regarding whatever decisions are being made.

#WhoWillYouHelp

“#WhoWillYouHelp” is a multimedia public engagement and awareness campaign regarding the issue of sexual violence and harassment faced by women. The campaign originated

from the “It’s Never Okay - Ontario’s Action Plan to Stop Sexual Violence and Harassment.” The initial phase of “#WhoWillYouHelp” was a high-profile public education advertisement highlighting the influence of bystanders on sexual violence and/or harassment.

To briefly summarize the video advertisement, the first half portrayed various scenarios of sexual harassment and violence. For instance, one scene depicted a male coworker inappropriately touching a female coworker; whereas another scene showed a man utilizing a date rape drug at a bar (Lyfeblood.com/DarcSun Entertainment, 2015, 0:10 & 0:30). In each scenario the harasser looked directly into the camera and thanked the viewer for not reporting the situation (#WhoWillYouHelp, 2015). Alternatively, the second half of the video portrayed the same scenarios but demonstrated what happens when you, the bystander, speak up and/or report the situation (#WhoWillYouHelp, 2015). In each scenario the fourth wall was broken; however, it was the victim who broke it and thanked the viewer for taking action (#WhoWillYouHelp, 2015). The purpose behind having both the harasser and victims break the fourth wall was to directly engage the viewer in the role of a bystander. Moreover, it emphasized the campaign’s primary message “...that we all have a role to play in stopping sexual violence and harassment from happening...” (Government of Ontario, 2015, 11).

The “#WhoWillYouHelp” video has been tremendously successful, generating over 85 million views worldwide (Government of Ontario, 2015). Additionally, a post-campaign survey conducted by the Government of Ontario found that 55 percent of participants strongly agreed they had an obligation to intervene when witnessing sexual harassment and/or violence; Whereas prior to the campaign's launch, only 37 percent of Ontarians strongly agreed with this statement (Government of Ontario, 2015). The “#WhoWillYouHelp” campaign has also included multiple

online campaigns and sparked an international online discussion regarding the role of bystanders in sexual violence and/or harassment. Due to the success of the “#WhoWillYouHelp” ad and campaign it has been adopted by other Canadian provinces, in addition to other countries. For instance, the province of Saskatchewan has launched the “#WhoWillYouHelpSK” campaign to target and engage young people on the province's high rates of violence and sexual/domestic abuse (CBC News, 2015). Within Alberta, the “#IBelieveYou” campaign follows the same principles and approach as the “#WhoWillYouHelp” campaign. Due to this campaign there has been a 20 percent increase of sexual assault reporting within the City of Calgary, Alberta (Gilligan, 2015).

The second phase of the “#WhoWillYouHelp” campaign has focused on addressing the areas of uncertainty surrounding sexual violence and/or harassment. The purpose of this second phase has been to emphasize there are no "grey areas" or circumstances in which sexual violence and/or harassment is acceptable. The results from this phase are still undetermined, as it was launched near the end of 2016 and its impact is currently being measured.

The success of the campaign is largely credited to its capacity to evoke an emotional response from the public viewers which in turn ensured lasting and effective change in public perceptions. Therefore, it is critical that VCC's public engagement and awareness campaign surrounding the intersection between poverty and the justice system also evokes some type of emotional response. Based on the outcomes of the “#WhoWillYouHelp” campaign this response is most effectively obtained when the public is engaged in a way to make them realize they can be apart of both the problem and the solution the campaign is demonstrating. Additionally, VCC must incorporate some level social media into the campaign to obtain a wider impact. The

“#WhoWillYouHelp” campaign utilized a simple and memorable hashtag to do this, which has generated an ongoing conversation online. Social media platforms such as Facebook, Twitter, Instagram, and YouTube are highly recommended to be included in this aspect of the campaign as they are the most widely used online applications worldwide.

The Wheelchair Challenge

The “Wheelchair Challenge” is an interactive public engagement campaign that focused on addressing the barriers mobility challenged individuals face. The challenge has been employed and adapted by multiple organizations and municipalities worldwide. The primary purpose and objective of this challenge was to provide an interactive experience for non-mobility-challenged individuals to gain insight into the barriers mobility-challenged individuals face day-to-day.

Rebound WA, located in Western Australian, is one organization that has repeatedly employed the “Wheelchair Challenge” in its public awareness and engagement campaigns. The organization focuses its campaigning towards school-aged children and teenagers (Rebound WA, 2017). For instance, at Hale School, twenty-six students participated in the Wheelchair Challenge and fundraised over AUD\$12,000 for Rebound WA (Thomas, 2016). Participants reported the challenge was extremely informative and eye-opening to the barriers wheelchair users encounter on a daily basis (Thomas, 2016). Similarly, in Canada, Spinal Cord Injury Canada has employed the Wheelchair Challenge in its fundraising and awareness campaigns. In 2013, the organization challenged twenty-six Members of Parliament (MPs) to spend their workday in a wheelchair (Brampton Guardian, 2013).

The success of this challenge and awareness campaign is primarily due to its interactive nature. By having individuals experience first hand the difficulties and barriers encountered by

wheelchair users, it facilitates a deeper understanding of the central problem; therefore, it is essential that VCC's campaign(s) employ an interactive element that creates a similar experience. Moreover, it is recommended that VCC's engagement efforts target children and teenagers in school to ensure lasting systemic and behavioral change.

Public Confidence in the NSW Criminal System

Targeted Community Association Workshops

The New South Wales Sentencing Council (NSW) recently produced a report titled *Public Confidence in the NSW Criminal System*, which is aimed at identifying public confidence issues as well as strategies to restore awareness and assurance in the criminal justice sector. In relation to this, the report utilizes a number of case studies pertaining to public awareness and confidence in the justice sector (Butler & McFarlane, 2009). While the report is produced by the NSW Sentencing Council, which is advisory body formed by the New South Wales government in an effort to ensure consistency in sentencing offenders, the case studies included are from a multitude of countries, including Canada and the United States.

The report recognizes the need to improve public knowledge and awareness of crime, poverty and justice issues (Butler & McFarlane, 2009). Without knowledge of justice issues or the measures by which the justice system operates, individuals receive their primary information on the issues from news media, which often portrays the issues in an unfair manner. Through the negative manner, justice issues are portrayed through various media outlets, individuals may become dissatisfied with the criminal justice sector as a whole, thus being less likely to support individuals who are at the intersection of poverty and the justice sector.

The NSW Sentencing Council identifies three main approaches to promote public confidence in the criminal justice system, which include maintaining continual public consultation through surveys, improving public knowledge on criminal justice issues as well as developing a targeted media strategy in aim of promoting open dialogue between the justice sector and press (Butler & McFarlane, 2009). While these recommendations are targeting as promoting public confidence in the justice sector, through analyzing a number of the related case studies, one can infer on recommendations for increasing public awareness on the intersection of poverty and the justice sector.

There are a number of Australian court-based initiatives that seek to address low levels of public confidence in the justice sector. Based on the Justice Sector Constellation's need to educate the average Calgarian on the intersection of poverty and the justice sector, one may recommend general court workshops, which are addressed to community groups. Currently, in Australia, there are approximately 30 general court information workshops conducted for targeted groups such as Probus and Neighbourhood Watch (Butler & McFarlane, 2009). The established workshops cover a range of topics, including the proceedings of a courtroom and the sentencing process. The workshops are ongoing and incorporate pertinent information to the community group.

The workshops can be adapted to educating the Calgarian population on the intersection of poverty and the justice sector through focusing on the relevant cases and barriers which marginalized groups may face. The public awareness program is applicable to the nature of Calgary as a large number of individuals are involved in a community organization or group of some type. The Federation of Calgary Communities (2017) reported that there are currently 150 community associations across the city, as well as over 20,000 community association

volunteers. These non-for-profit organizations provide a multitude of services, including sports classes, childcare, community gardens, language classes and seniors clubs (Federation of Calgary Communities, 2017). The opportunities of the community organization are centered on the ideas of education, recreation, and socialization.

Through hosting workshops on the intersection of poverty and the justice sector through community associations, the information can be tailored to the demographics of the group. This can include utilizing translators and relevant cases to the community. While a community in a lower socioeconomic area may have established knowledge on the implications of poverty, a community in a more influential area may have individuals who are less aware of the implications of poverty. Through this targeted approach, relevant information can be communicated to individuals, therefore strengthening the public awareness campaign.

Justice on Wheels

The New South Wales Sentencing Council (NSW) also identified the example of “Justice on Wheels” to educate community members on the justice sector and related implications of poverty. The concept was originally enacted to combat low levels of public confidence within the justice sector in the US, during the 1980s and 1990s (Butler & McFarlane, 2009). The Justice on Wheels program was piloted in Wisconsin, with the aim of having community members be able to list oral arguments of the Supreme Court (Butler & McFarlane, 2009). Justice on Wheels is a mobile bus which has been renovated to represent a stand courtroom, including a judge as well as attorneys. Individuals are able to enter and sit down in the bus, to witness a stand court case take place. The concept is unique as the majority of individuals who visit the Justice on Wheels would otherwise be un-exposed to a court case.

In a similar case, the Colorado Supreme Court, and the Court of Appeals, travel through the state to various high schools, for students to have an opportunity to observe oral argument (Butler & McFarlane, 2009). This provides high school students an opportunity to gain a better understanding of court proceedings as well as network with members of the Bar Association. In addition, students are able to discuss the judiciary, the law as well as cases to better prepare themselves for the future and potential experiences with a court (Butler & McFarlane, 2009).

This idea can be adapted to Calgary through a targeted public awareness campaign with utilized members of the Bar Association and court-house. Renovating an existing bus to depict a Justice on Wheels is a potentially viable option, as the public awareness campaign could reach a diverse group of individuals. This type of display could visit both schools and various community events, including local festivals and events including vendors. The mobility of the display is beneficial as the public awareness campaign has the ability to reach targeted groups of individuals, without the individuals having to make a conscious effort to visit the display.

Through the opportunity for community members to witness a standard court proceeding, they would likely be more understanding the extraneous circumstances which individuals affected by poverty and the justice sector face. This would create a general understanding of the need for targeted programs to alleviate repercussions for these individuals. This public awareness campaign would relate to the goals of a multi-faceted, targeted approach as well as invoke an emotional response from the target audience.

Based on this case study, it is recommended that the public awareness campaign should be a multi-faceted, targeted approach. Why? Because the city of Calgary has a diverse population, including individuals and groups of various ethnic backgrounds, religions, socio-economic statuses, political associations and various demographic factors, a targeted approach is

needed to most effectively educate individuals. Through a targeted approach, a public awareness campaign can best educate individuals through building on their existing knowledge and experiences. Certain populations may be more open to exploring the intersection of poverty and the justice sector, while others may be more opposed to understanding the implications these scenarios have on other another.

Through understanding the perspective of individuals, information within a public awareness campaign can be better tailored for the group in mention. In addition, an important consideration is the age of the group which is targeted. With younger populations, public awareness campaigns rooted in social media may be more effective, while older generations may respond better to information shared through workshops and other more direct approaches. The most important consideration here is understanding which types of campaigns relate best to varying demographic groups. This can be further implemented through hosting various, smaller public awareness campaigns that are designed to educate a specific population.

Chew on This

In 2013, Stephen Hamill, Tahir Turk, Nandita Murukutla, Mohamed Ghamrawy, and Sandra Mullin (Hamill et al.) produced a research paper examining the effectiveness of three social media campaigns aimed at raising awareness and stopping tobacco use in low-income and middle-income countries. Hamill et al. emphasized that “while traditional media channels—particularly television—continue to have the largest audiences, new media that rely on digital or networked technology, such as the internet or mobile phones, cannot be ignored,” (Hamill et al., 2013). For the purpose of this paper, attention will only be given to the third case study presented and examined by Hamill et al., as it is the most relevant to VCC’s desired outcome.

In this specific case study, an Indian media campaign entitled “ChewOnThis” was launched in 2011 to increase awareness and advocacy against chewing/smokeless tobacco products (Hamill et al., 2013). The campaign consisted of online ads and social media sharing on platforms, like Facebook, in combination with a “traditional mass media campaign” funded by the Indian Government that included television, radio, print, and outdoor public service announcements (Hamill et al., 2013). The campaign lasted six weeks and the total cost, including paid advertising options on platforms like Facebook and YouTube, was US\$15,000.00 (Hamill et al., 2013). The campaign also included unique strategies such as SMS text messages, which were sent out by a marketing firm to mobile phone numbers derived from credit card applications and websites who sell user information for marketing uses (Hamill et al., 2013). The results of their efforts were the following: the campaign ad was displayed on Google network platforms, like YouTube, more than 2.5 million times, 67.9% of the visits to the campaign website were from the Google ad network, 27.1% of the site visits were direct or from untraceable sources, and 4.8% were from Facebook (Hamill et al., 2013). A tool that the ChewOnThis campaign utilized that may be of use to VCC and the Constellation is a sharing tool from AddThis “which allows users to promote messages out to Facebook, Twitter, Google+, email and 345 other services and platforms,” (Hamill et al., 2013).

There are three main takeaways from the ChewOnThis campaign that are most useful to VCC and the Constellation. The first suggestion is that successful awareness campaigns should utilize multiple media formats and the online components should “run in parallel to significant paid or earned media, and incorporated online advertising,” (Hamill et al., 2013). The second finding from this case study is that the campaign will likely be more successful if it engages with existing advocates of the issue and taps into “existing networks and recruit[s] those with attitudes

predisposed to participate,” (Hamill et al., 2013). The final take away from the ChewOnThis campaign is that many social media forums are free to use and have relatively low advertisement costs, as such, “campaigns can be launched with fewer resources, [which is] an attractive opportunity in resource-constrained environments,” (Hamill et al., 2013). All three of these findings from the ChewOnThis awareness campaign in India can be utilized by VCC to increase the success of their efforts to engage the Calgary public.

U.K. & The Children's Society "Country Lines" Phenomena: How they are working to tackle the exploitation of minors by gangs

As London’s population density increases, gang activity increases. This comes with competition for territory between gang members as well as evading police officers. “County lines” or “going country” are British terms to explain the phenomenon of gangs exploiting youth, some as young as twelve years old, to sell drugs across county boundaries using dedicated mobile phone lines or ‘deal lines’ to supply drugs. In the suburbs and countryside, territorial competition for gangs and the presence of authorities from the justice system are much less when compared to London. The supply is low, and demand is high in these areas for gang-affiliated drug traffickers outside of the London core. Due to this situation, urban gangs are now exploiting the suburban and rural communities in the U.K.

Gang members recruit and groom youth in the rural and suburban communities. In central London, the gang organizations strategically delegate their young adult members to train new recruits. These young adults then spend long periods of time in the suburbs and rural locations while higher ranked and more experienced members remain in London. They only return to their headquarters to restock on supply and bring back cash to the less populated communities to train

and resupply their new recruits or “runners” who are essentially couriers of drugs and cash. Newly recruited youth go missing for days and even weeks from their families being exploited.

According to the U.K. Children Society’s Commissioner, it estimates around 46,000 children are involved in gang activity (The Children's Society, 2017). Criminal exploitation of youth in the realms of drug and sex trafficking may result in serious physical and psychological trauma, debt bondage, further involvement in illegal activity as they become adults. This feeds into the continual difficulty to break the cycle of poverty in the U.K. Due to these startling numbers, The Children’s Society initiated an ongoing project which facilitates working with the public and its stakeholders Missing People, the all-party parliamentary group (APPG), various charity and voluntary sectors in the U.K. and public service officials of the British Government ranging from local government officials, social workers, members of parliament to the police to tackle the exploitation of minors in the county lines.

Exploitation of minors in marginalized communities by gang organizations in the U.K. is relatively unchallenging for them. Why? because youth in impoverished, marginalized communities have limited accessibility of choice and voice. Therefore, youth growing up in such communities are vulnerable to the social, economic and emotional dynamics of poverty.

On December 2017, The Children’s Society and APPG held an event in London’s parliament hill to raise awareness of minors who go missing due to the ‘County lines’ phenomenon. The Children’s Society partnered up with its stakeholders for this public engagement campaign. The event was an inclusive approach garner support for everyone impacted by the phenomena. The objective was to foster an atmosphere of allyship and actively incite social change through exploring approaches to mitigate the severity of the ‘county lines’ phenomena.

Because this public engagement campaign is ongoing, it is difficult to critically analyze the successes and shortcomings of the campaign currently. The prospects of the success of the public engagement campaign though seem quite high due to the campaign's creative, inclusive, diversified, and innovative approach to accumulating public engagement to raise awareness of the county lines phenomenon.

This public engagement campaign utilized the *contextual safeguarding approach*. This concept was created at the University of Bedfordshire to incite policy changes to safeguard minors. The contextual safeguarding approach identifies certain social relationships formed in the lives of youth formed their schools, online activity, and violence that can cause vulnerability to violence and abuse (Firman, 2017). This approach incorporates the use of influential community supports to recognize effective safeguarding mechanisms. The incorporation of *the contextual safeguarding approach* in this public engagement strategy is a unique way to approach youth. It is an alternative to effectively understanding the social experiences of U.K.'s marginalized youth beyond their family unit that attribute to negative choices in their lives.

In the U.K., there is a shared mental perception of those who commit a crime regardless of its severity among the public. To generalize, it is an image often attributed as reckless and targeted at youth (O'Neil, Kendall-Taylor, & Volmert, 2016) The main issue that marginalized youth face in the context of poverty and the justice system is that, rather than the general public supporting repercussions of criminal activity be rehabilitative, their view is that it should be more punishable. The general view of the public or is that more incarceration of criminals ought to occur according to the U.K public (O'Neil, Kendall-Taylor, & Volmert, 2016). This needs to change and this public engagement campaign a method to head towards positive change as it may change the cynical public bias of marginalized youth involved in criminal activity.

Gang organizations that target minors have power over them and most targeted minors are incapable of recognizing it. Even when they do they feel powerless to do something about it. According to the Criminal Exploitation and County Lines: A toolkit for working with children and young people, gangs in the U.K. perpetrate their underage targets through the following mechanisms, age, gender, monetary incentives, coercion, intimidation intellectually, physically and psychologically. Sexual threats and violence are the most prominent methods of perpetuation (The Children's Society, 2017).

As youth develop into adulthood, socialization outside the home becomes a critical part of their development and productivity in society. The internet, neighborhoods, schools and other external social spheres formed in their environments are more susceptible to participating in gang activity and organized crime (Firman, 2017). The Children's Society's public engagement strategy to tackle the issue of county lines and at the intersection of poverty and the justice system in the U.K. found that community-led campaigns are highly effective for public endorsement in mitigating the issue. These campaigns will benefit from long-term support and training of community supports for continual public awareness on combating the county line phenomenon.

This public engagement campaign shows the importance of active outreach. It incorporates traditional aspects of public engagement such as gathering all members of the U.K. public at a public space like parliament hill. It also incorporates contemporary methods of public engagement like having an interactive, inclusive and socially diverse event to incite change.

Having an event at a governmental facility with public service officials from all levels of decision making in the government along with the general public and allies of poverty would benefit Calgarian in engaging to mitigate the issue of poverty intersecting with the justice sector

by generating an atmosphere that is informative deliberative and co-creative. Why? Because it would show that people the power and capabilities to make high-level decisions such as policymakers and those in the front lines of pushing for justice such as law enforcers are allies of the people most affected. With all involved actively participating in deliberative discussions, it fosters opportunities to engage personal experiences of the public and stirs up conversations that will continue both in the public and private sphere.

Recommendations

1. The multifaceted campaign must have a clear target audience and/or demographic.

a. Tailor the campaign strategy to fit the target audience/demographic

The success of an engagement and awareness campaign depends greatly on the amount and types of people reached. Not only do the campaign organizers need to strategically reach important actors and stakeholders relevant to the issue, but also reach the largest audience they can. In terms of VCC's focus issue, when discussing the intersection between poverty and the justice system, the range of demographics to reach is almost endless as a variety of groups and people are involved/affected by this issue. Poverty can affect anyone, thus VCC would benefit from making their engagement strategy multifaceted in order to reach the various populations affected such as families, children, single-mothers, and students.

While the campaign should remain open and multifaceted, it should be organized strategically in order to also reach those involved, employed, and affected by the justice system such as, lawyers, criminals, justice sector employees, judges, governments. In addition to

reaching diverse groups of people, VCC should also engage various age groups into their public awareness campaign in order to impact generations of people. By doing so, it will ensure longevity and interest in their campaign. With combining different methods of engagement and awareness such as both old and new media technologies, personal interaction, and education programs, VCC can create a successful engagement campaign that will increase Calgarians' awareness of the intersection of victims of poverty and the justice system.

2. Incorporate old and new technologies to generate awareness

a. Have local celebrities, social media influences, and politicians endorse the campaign to obtain a broader reach

Society is becoming increasingly reliant on old and new technologies to gain new information; therefore, it is vital to utilize these forms of media to obtain the public's attention and generate a wider audience. Old technologies are classified as print media (ex: newspapers), radio, and televised news; whereas, new technologies are more internet and smartphone-based platforms (ex: Instagram, Facebook, Twitter, etc.). The working and retired populations often respond best to campaigns that utilize the old technologies. In regards to younger populations (< 20), campaigns that employ social media and newer technologies have generated more beneficial responses. Additionally, it is recommended to have local celebrities, respected politicians, and online personalities (ex: bloggers) endorse the campaign to attain a wider audience and greater responses.

3. Integrate the education system(s) into the multifaceted campaign.

a) Learning sessions

b) High school and/or university clubs

The research suggests integrating the education system(s) into the multifaceted campaigns assist robust public engagement. Researchers have found that it is helpful to teach the population at the younger age about government and legal system. If the educational programs regarding the intersection of poverty and justice system are offered from elementary school to university level, people will have the awareness to combat the intersection of poverty and justice system not only for themselves but also their peers and family members. Therefore, it would be helpful to have learning sessions and workshops in elementary school, junior high and high school about the intersection of poverty and justice system. University students are one of the best resources to bring awareness into the society. Therefore, Vibrant Communities Calgary can open chapters in major university campuses in Calgary such as University of Calgary and Mount Royal and have student volunteers to raise awareness towards the intersection of poverty and justice system by organizing multifaceted events.

4. Deliberative dialogue

a) Roundtable discussions

Based on the research findings, VCC can benefit from by incorporating roundtable and deliberative type of discussions. Diversifying the participants involved in the decision-making process will further empower marginalized groups and make them feel validated through the

incorporation of their experiences into the dialogue. Why? because everyone deserves a seat at the table when it comes to inciting public engagement and subsequently, positive change.

Actions for stakeholders include inviting the public to speak with stakeholders in roundtable discussions and workshops to incite change from an institutional perspective is a learning opportunity for all in attendance, promotes new narratives and further promotes public awareness at all levels. Actions for the general public are, to share their valuable experiences and narratives of poverty intersecting with the justice sector. It will further stimulate new narratives and innovate public engagement to foster change.

5. The campaign should evoke an emotional response to ensure long-term investment and interest from the public.

Upon conducting our research, the final recommendation our team suggests the Constellation and VCC take into consideration and/or implement is the following: the public engagement initiative should evoke an emotional response to ensure long-term investment and interest from the public. It is widely understood that people respond through their emotions and are moved by a social issue when it tugs at their heartstrings. Take for example the many television commercials from international development agencies which portray poor children in places like Sub-Saharan Africa living in conditions unfathomable to Western audiences and urges viewers to donate in order to help the child. Or television commercials created by local animal shelters, which portray sad, dirty, and neglected dogs to the tune of somber, emotionally stirring music while asking for donations. These types of advertisements tug at the viewers' hearts and make an emotional connection to the audience by showing the faces of people or animals they can help. These ads create the idea that the viewer can make an easy tangible

difference because they have seen the face of a real being whom they can relate to or have empathy for. If the public can make an emotional connection to the people who are affected by the intersection of poverty and the justice sector in Calgary, our group feels that VCC and the Constellation would have great and long-lasting success with engaging Calgarians with this important issue.

Conclusion

Through research from various other public engagement campaigns, there are a number of key strategies which the Justice Sector Constellation would benefit from incorporating. While educating the average Calgarian on the intersection of poverty and the justice sector can be an arguably ambitious goal, through targeted, multi-faceted campaigns in various arenas, that ultimately invoke an emotion response, public awareness campaigns have the ability to meet this goal. The Justice Sector Constellation can strongly benefit from understanding the targeted demographic of their campaign and thereby tailoring information for this group. The intersection of poverty and the justice sector is an important area to promote, with the need to disseminate information on this area increasingly important.

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