

**MEDIA CONFERENCE**

FOR IMMEDIATE RELEASE

**London, Ontario (January 19, 2012) – Muslim Resource Centre for Social Support and Integration (MRCSSI) launches Family Honour Project.**

The Muslim Resource Centre for Social Support and Integration (MRCSSI) helped develop the Call to Action to Eradicate Domestic Violence that was issued nationwide on November 15, 2011 and was a signatory to that important document. As part of our ongoing work and efforts to respond to that Call, we are launching the Family Honour Project.

We are excited to partner with the CeaseFire Project of Chicago, Illinois, USA to develop this new initiative. CeaseFire is a unique, interdisciplinary, public health approach to violence prevention. This approach maintains that violence is a learned behavior that can be prevented. The model prevents violence using a three-prong approach: Identification and detection; Interruption, intervention and risk reduction; and, Changing behavior and norms.

“CeaseFire relies on partnerships with strong community organizations on the ground that are connected to what is happening in their respective communities and have the influence to disrupt it”  
(Dr. Gary Slutkin, CeaseFire)

This is a data-driven model that uses a combination of statistical information and knowledge of the community to determine where to concentrate efforts, focus resources, and intervene in violence. The MRCSSI will be working with Mr. Norman Kerr, an advisor for CeaseFire to create a parallel model to address what is referred to as “honour related” domestic violence.

In London, Ontario, we are uniquely situated to offer such a program. The MRCSSI, working with a broad range of partners has already established the relationships and the groundwork necessary to ensure the success of a program modeled after the Chicago experience. The Centre for Research & Education on Violence Against Women and Children, Faculty of Education, The University of Western Ontario, will be a research partner in this initiative.

This project will work towards increasing and enhancing safe space for engaging in a dialogue to build culturally appropriate collaborative strategies to address so called “honour related violence”. This project will start with a focus on the Muslim Community in the London area, but we intend to share our experience with communities across the Province in the near future.

What: Media Conference: Family Honour Project

When: January 24, 2012 at 11:00 am

Where: The Community Room, Faculty of Education, Rm1139, John George Althouse Building,  
1137 Western Road, London, Ontario

For more information, please contact:

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