

The Peer Champion Model as an anti-racist approach to anti-VAW work

Sidrah Ahmad

Ontario Council of Agencies Serving Immigrants - OCASI
Pathways to Prosperity Conference

Anti-VAW work in racialized communities must use an anti-racist praxis

- The Peer Champion model is a powerful tool for anti-racist anti-VAW work
 - challenges the notion of the “white saviour”
 - challenges the notion that culture is the problem
 - values knowledge produced within racialized communities
 - builds community capacity rather than creating dependence

What is the Peer Champion model?

- ✓ Focuses on recruiting and training members of racialized, immigrant, and refugee communities
- ✓ Training is carried out using adult education principles that focuses on building on existing knowledge of the Champions
- ✓ Champions act as ambassadors for the campaign, conversation-starters, advocates, leaders, and educators
- ✓ *Key qualities of a Peer Champion:* passion to end VAW, connections within their communities, leadership qualities, and analysis on racism and gender-based violence issues

2017 Peer Champions



Assets of the Peer Champion Model

- ✓ Expertise and knowledge of racialized and immigrant communities drives the project
- ✓ Nuanced approaches catered to the needs of individual communities, rather than generalizing about all communities
- ✓ Reduction of language barriers
- ✓ Creativity
- ✓ Building solidarity within and between communities

Examples of Peer Champion Work

Scarborough – “Bring an Aunty”, created by A.N.B.U.



BRING AN AUNTY

ANBU has partnered with OCASI to raise awareness on intimate partner violence.



SUNDAY 12:00 - 4:00 PM
JULY 30, 2017
Scarborough Village Rec. Centre
3600 Kingston Road

FREE

- FOOD c/o Fusion by T
- YOGA Sessions
- LUSH Products
- & OTHER GIVEAWAYS

For more information, contact us at ask@anbu.ca



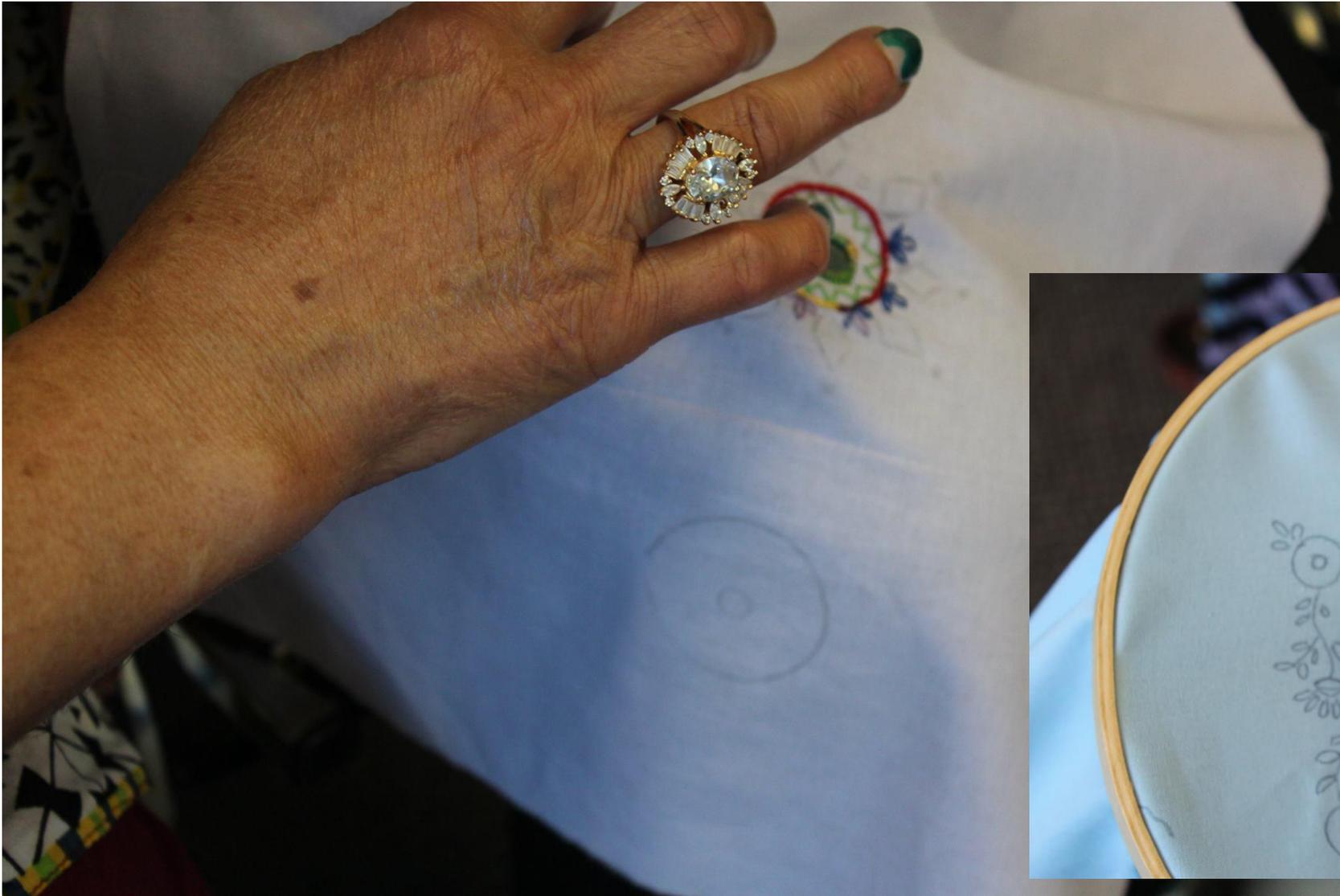




Mississauga – Afghan embroidery session



Mississauga – Afghan embroidery session



Mississauga – Afghan embroidery session



Mississauga – Afghan embroidery session



Mississauga – Afghan embroidery session



Across Ontario – The LOVE Walk



Across Ontario – The LOVE Walk



North York



Ottawa



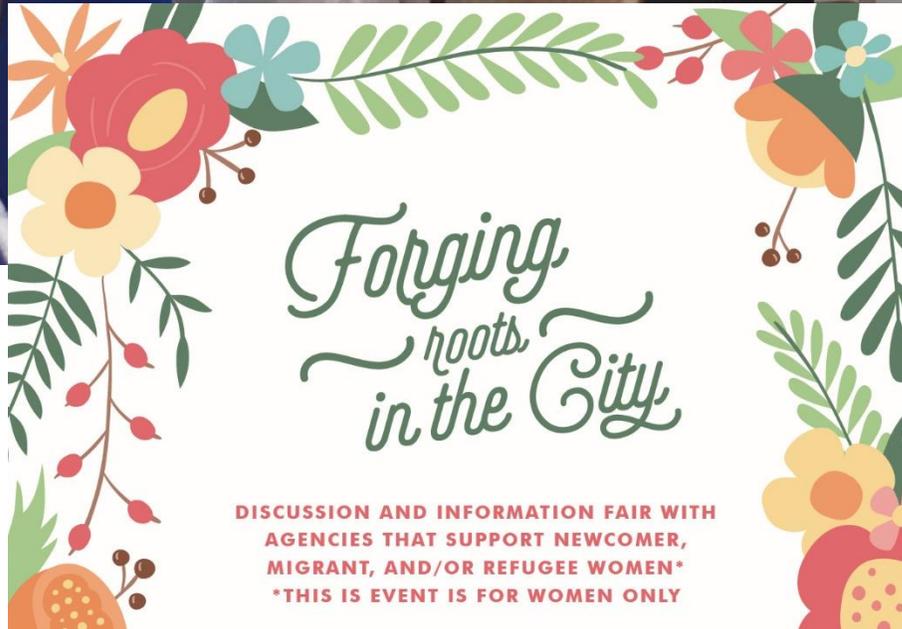
Newmarket



Parkdale



Ottawa event for the Latin community





Brantford – session with service providers



Engaging Men

- ✓ Giving sermons against gender-based violence at Newmarket mosque
- ✓ Held an awareness event in Ramadan attended by 300 people



Challenges in Peer Champion Work

- Difficult to get sustained funding to support and finance their long-term work
- Peer Champion work is often expected to be carried out on a volunteer basis
- Providing ongoing support to Champions throughout their work
- Peer Champions are highly engaged in their communities and often have multiple commitments and busy schedules

Engaging Peer Champions with Artist Hana Shafi (aka The Frizz Kid)



Which would you choose?

A)



B)

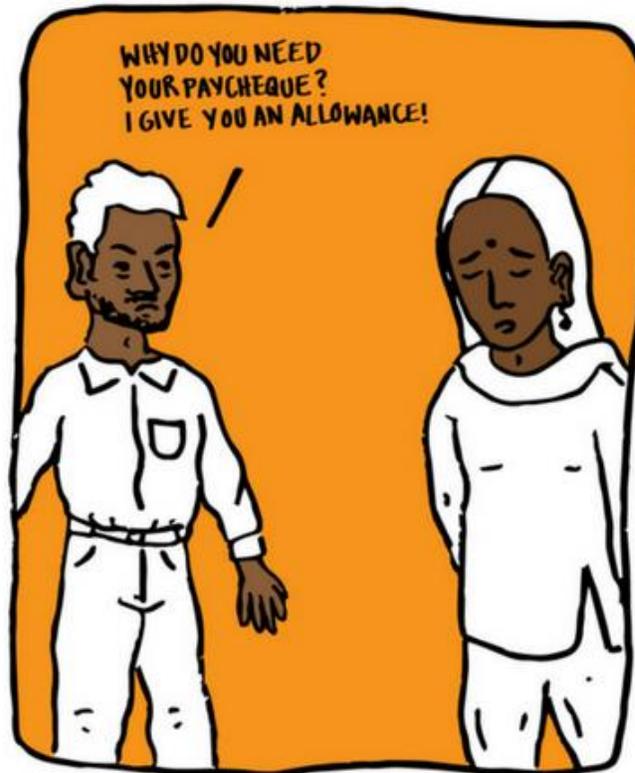


Which would you choose?

A)



B)



Which would you choose?

A)



B)

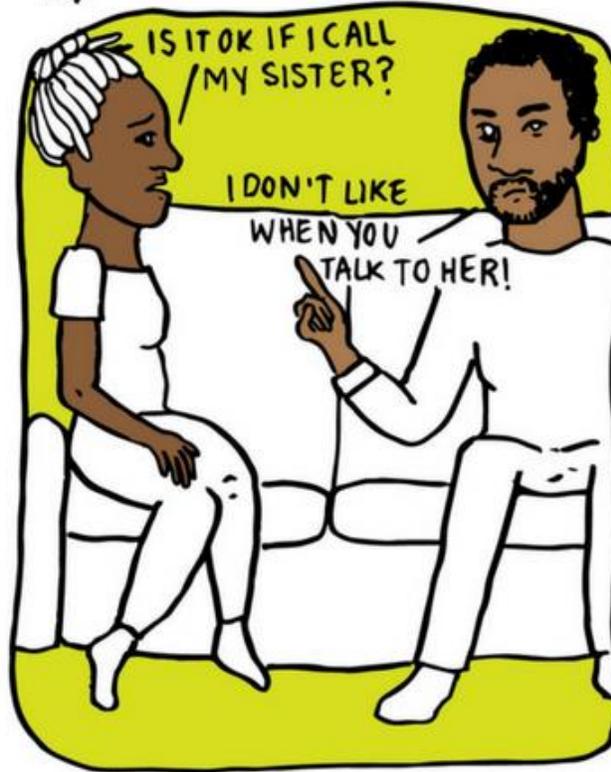


Which would you choose?

A)



B)



Thank you!

Contact me at smahmad@ocasi.org

Q & A