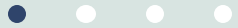

RightPlace

Online Interventions to Prevent Gender-Based Violence:
Building Online-to-Offline Pathways





SECTION **01**

Who We Are

Yorktown Family Services



Introductions

Meet the Team



RightPlace brings together Yorktown Family Services and Moonshot.

Partners since 2021, now applying that collaboration to gender-based violence in the GTA.

Yorktown Family Services

David O'Brien

Director of Service

Karen Blake

Manager, Community-Based Violence Prevention Programs

Glenda Diaz

RightPlace Program Coordinator & Spanish-Speaking Support

Hawi Kassie

RightPlace Care Navigator

Heulwen Williams

Family, Youth & Child Therapist — VAW Focused

Moonshot

Theresa Rajah

Director, OnLine Violence Prevention

Alison Coleman

Head of International Programmes



Understanding The Context

Subtitle



The Toronto Police Service recognises that Intimate Partner Violence (IPV) is a serious social problem that has a direct and continued impact on victims and survivors, families, and overall community safety and well-being in Toronto.

In 2023, Toronto City Council declared Gender-Based Violence and IPV to be an epidemic.

Source: Toronto Police Service — 2024 Annual Intimate Partner Violence Report

In June 2023, Peel Region Council formally declared gender-based and intimate partner violence an epidemic — a designation that reflects the staggering scale of the crisis in the region. In 2024 alone, Peel Police responded to over 16,100 incidents of family and intimate partner violence, averaging 44 disputes every day, and that only accounts for what gets reported.

Source: Peel Region's 2025 Break the Silence press release



Gender-Based Violence in the GTA

The Scale of the Problem



83.5%

Of IPV occurs in the home -
hidden from existing services



25.6%

Increase in family violence incidents **2014-**
2024



95.6%

Of cases are recent —
survivors need immediate support

In 2023, Toronto City Council declared **Gender-Based Violence** and **Intimate Partner Violence** an epidemic. Consistent high rates over 10 years demonstrate an unchanging and urgent need, one that existing services alone cannot fully address.



Reach the Hidden



Access people coping with GBV in silence who would never walk into a service - meeting them where they already are online.

Digital Outreach



Targeted ad campaigns across Google and Reddit - reaching survivors, bystanders, and those who cause harm.

Navigate to Safety



Connect individuals to internal services or external community partners through a trauma-informed Care Navigation process.

Whole Family System



The only program addressing all three: survivors, bystanders, AND those who cause harm - within one coordinated model.

Data-Driven Impact



Collect meaningful outcome data to demonstrate impact, strengthen future funding, and guide continuous improvement.

Fill the Gap



83.5% of IPV occurs in homes — not as visible to existing services. RightPlace bridges the critical gap between online and offline support.



Who We Serve

Safe Pathway and Steps Forward



Safe Pathway

- Anyone experiencing fear, control, or harm in any relationship
- Anyone worried about the safety/wellbeing of a loved one who may be experiencing harm in a relationship
- Anyone who is unsure if you they need support primis in

Steps Forward

- Anyone concerned that their behaviour may be affecting others
- Anyone worried about someone else's behaviour in relationships
- Anyone who is looking to improve their relationships with loved ones



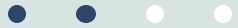
Both programs are voluntary and anonymous for anyone residing in the GTA. Both program ads and websites have been translated into Spanish.



Designed for individuals who may not be aware of or connected to potential services, referrals or traditional pathways for support.



Right Place works alongside clients of all genders, all social locations, immigration status and relationship status.



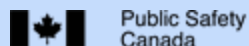
SECTION 02

Who We Are

Moonshot



We use **digital tools** to reach people online who are at-risk and connect them to real-world help.



60+

Countries where we
have worked

30+

Languages across
our programmes

2021

Year our partnership
with Yorktown began

5+

Years of violence
prevention in Canada



We've Done This Before

10-month Digital Intervention Campaign



Before RightPlace, we ran a **10-month digital intervention campaign** in Alberta focused on family violence and suicide. The results proved the model works.

51,897

Total searches recorded
during the campaign

~4,000

Individuals visited
service provider websites

287

People contacted providers
directly via phone, text, email, or live
chat

There was an average of roughly 5 searches related to family violence per hour across the entire campaign
These people were already looking for help. We just needed to make sure they found it.
We brought that learning to the GTA.



How RightPlace Was Developed

Timeline



2021

Yorktown & Moonshot begin working together through the Estimated Time of Arrival (ETA) programme - engaging individuals online at risk of committing violence.



2024

Alberta campaign demonstrates that digital redirect campaigns can connect people to GBV support services at scale. The case for applying this model to the GTA is built.



2025

MCCSS funds RightPlace. Yorktown and Moonshot design a three-audience programme reaching survivors, bystanders, and people causing harm.

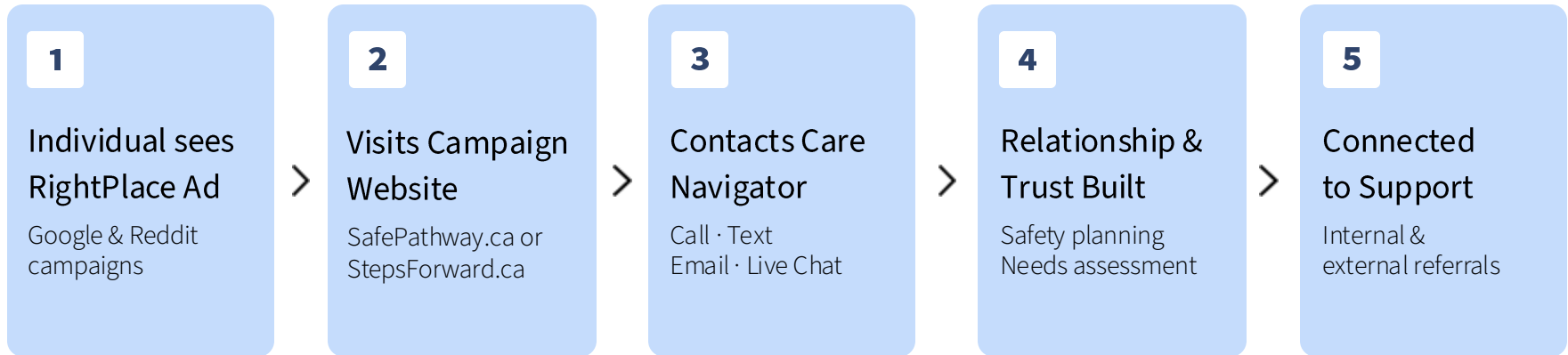


Nov 2025

Safe Pathway and Steps Forward websites launch. Google Ads and Reddit campaigns go live across the GTA.



Three audiences reached through one coordinated programme (in English & Spanish):
Survivors · Bystanders · People Causing Harm





A First-of-Its-Kind

Three Audiences, One Programme



Safe Pathway



Survivors & Bystanders

Anyone experiencing fear, control, or harm in a relationship. Anyone worried about a loved one. Anonymous, voluntary, available across the GTA.

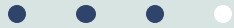
Steps Forward



People Causing Harm

Anyone concerned their behaviour may be affecting others. Anyone looking to improve their relationships. Non-judgmental, confidential, change-focused.

Both programmes are voluntary, anonymous, and available to anyone in the GTA regardless of gender, immigration status, or relationship type.



SECTION 03

What The Numbers Are Telling Us

Campaign Data



Topline Results

Google Ads and Reddit Ads



GOOGLE ADS

50,800+

Offers of support served via Google

3,555

Clicks through to campaign websites

REDDIT ADS

967,500+

Offers of support served via Reddit

4,163

Clicks through to campaign websites

WEBSITE

5,500+

Active users

382

Returning users

114

Users accessed resource links

* Data covers November 25 2025– February 25, 2026.



For the majority of participants, contacting RightPlace was their first time reaching out to any supportive service

Gender of Participants

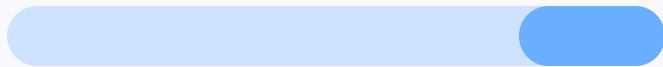
RightPlace is open to and actively reaches people of all genders - reflecting the full reality of GBV.

2,079

Female

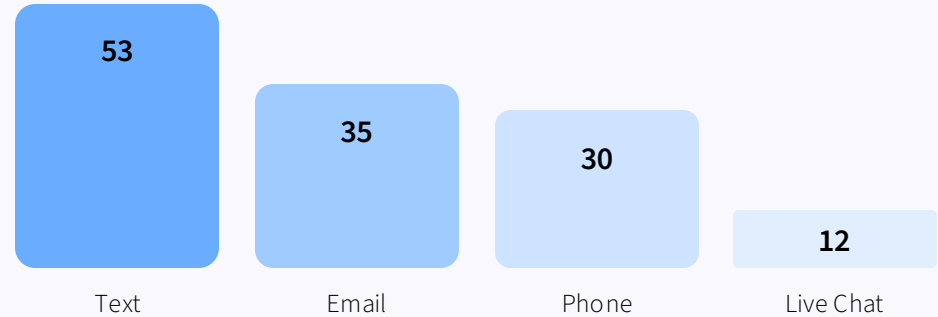
550

Male



How People Made Contact

36 participants used multiple contact methods — indicating sustained engagement.





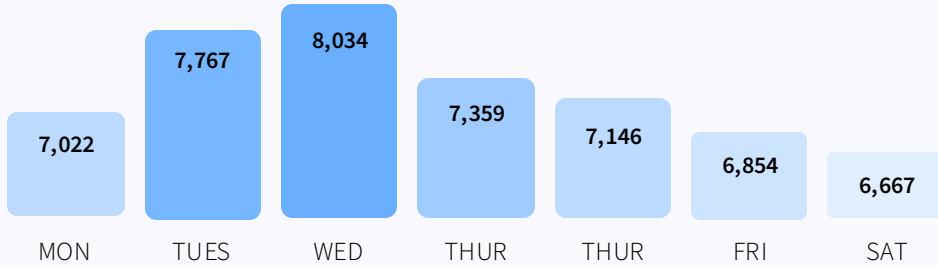
Demographic & Geographic Profile

Who Is Reaching Out



For the majority of participants, contacting RightPlace was their first time reaching out to any supportive service

Impressions By Day



Impressions By Hour



Out-of-Hours Contact

36%

of participants attempted to make contact **outside regular business hours** — underscoring the critical role of digital access as a complement to in-person services



Survivors



- women's safe house
- assaulted women's helpline
- woman help center
- women's help center near me
- what is mental abuse in a relationship
- obtaining a restraining order
- homeless shelter for women with children
- women emergency shelter
- safe houses for women and children
- when is it emotional abuse

Bystanders



- how to recognize abuse in a relationship
- shelters for domestic violence near me
- domestic violence hotline number
- how to get help for domestic violence victims
- signs of controlling behaviour
- signs of emotional abuse in adults
- reporting suspected child abuse
- how to help a victim of domestic violence
- warning signs of domestic violence
- how to support someone who is being abused

People Causing Harm



- how to control anger in the moment
- what's a healthy relationship like
- psychological abuse
- my anger is out of control
- how to stop being jealous
- how to earn trust back
- how to rebuild trust after hurting someone
- signs of emotional abuse
- toxic relationship
- I keep arguing with my partner



The Need Is Greater Than We Can Currently Meet

The Demand Gap



Our search impression data tells us something critical: there are more people actively searching for GBV support than our current campaigns are able to reach..

The Search Volume Is There

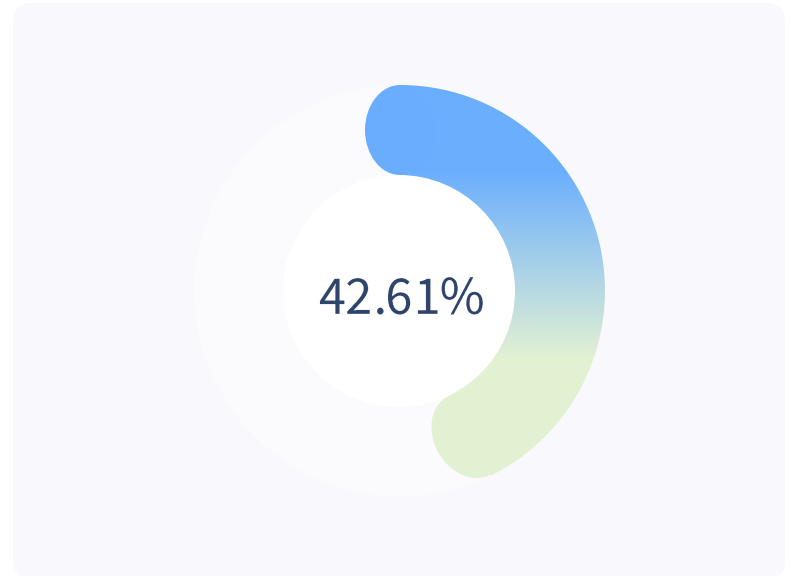
Thousands of people in the GTA are searching for GBV support online every month. The demand signal is clear and consistent.

We Are Not Reaching All of Them

Current campaign capacity means we are capturing only a portion of that search volume — particularly for survivor-focused terms.

This Is the Case for Scale

Expanded funding means more people reached at the moment they are already looking for help — before crisis escalates.





What We Learned — And How It Shaped the Campaign

Focus Groups, Community-Informed Design



RightPlace was designed with community input from practitioners, survivors, and bystanders. Focus group findings directly shaped campaign decisions.

Safety & Privacy Are Non-Negotiable

Anonymity, fast-exit buttons, and non-institutional language were identified as essential — reflected in both website design and ad copy.

Language Is Access

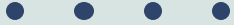
Participants emphasised that support in your first language isn't a preference, it's a barrier to access. This drove the Spanish-language campaign and website.

Human Connection Converts Digital to Real

Compassion and live human support at the point of contact was identified as the critical bridge. This validated the Care Navigator model.

Platform Choice Matters

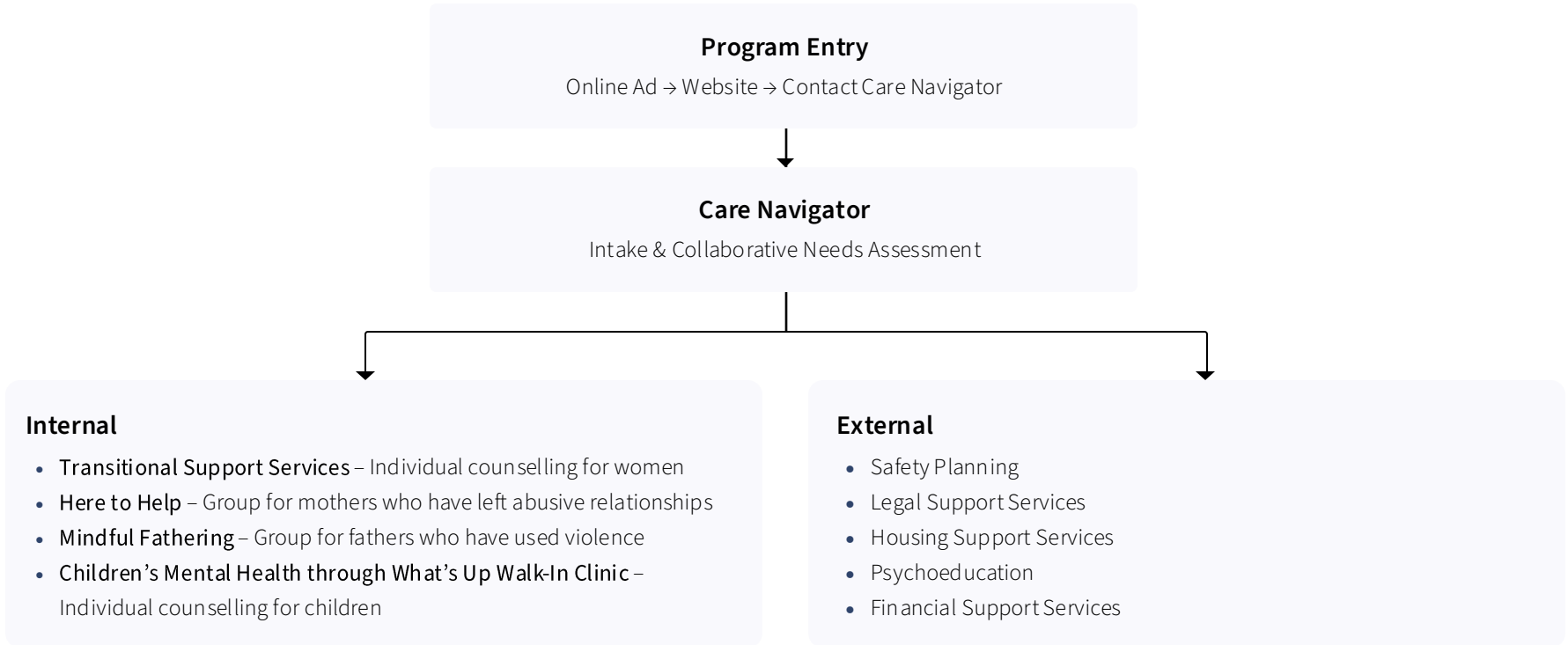
Different audiences are on different platforms. Google captures active search intent; Reddit reaches people in community conversation. Both are essential.



SECTION 04

Care Navigation & Service Provision

What Happens When Someone Reaches Out





Maria's Story

Case Scenario — Bystander



"I didn't know where to turn.
I just knew I had to do something."

Maria, a concerned sister, saw a RightPlace ad asking:
"Do you know someone in an abusive relationship?"

She found the Safe Pathway website and called the Care Navigator — her first concern was whether the programme was connected to immigration services.

Her sister Sofia was in an abusive relationship with three young children. Maria felt helpless and afraid that involving anyone might make things worse.

She wanted to help her sister escape the abuse and keep the children safe.

Presenting Issues

Intimate Partner Violence

Bystander - Unsure How to Help

Fear of Making Situation Worse

Confidentiality Concerns

Newcomer Family - Limited Support
Network



Lily's Story

Case Scenario — Survivor



"I am grateful that you took the time to speak with me in Spanish."

Lily saw the Spanish-language RightPlace ad, which led her to the Spanish Safe Pathway website. **Although she had lived in Canada for several years, she wanted to share her experience in her first language.**

Lily was in a precarious living situation, attending post-secondary, with no extended family in Canada beyond her abuser's network. She had heard difficult stories about shelters and was afraid.

The Care Navigator spoke with her about what to expect and connected her with AWHL and the Barbra Schlifer Commemorative Clinic. **She found a shelter spot at a VAW shelter.**

Presenting Issues

Intimate Partner Violence

Wanting Support in First Language

Fear of the System

Housing Concerns

Limited Support Network



Who RightPlace Has Reached



94

Total individuals who reached out

77

Meaningfully engaged (resources, safety planning, follow-up)

80

Survivors served

8

Bystanders served

Emotional support provided

38 participants

Resource navigation

32 participants

Safety planning

18 participants

Referrals to counselling services

20+ participants

Legal support referrals

7 participants

Language support accessed

Spanish: 2 · Urdu: 3

Most contacts occurred via text (53) and email (35). Weekend contacts were most frequent. **36% of all contact attempts occurred outside business hours.**

* Data covers November 25 2025– December 31, 2025.



Reaching the Hardest-to-Reach Audience

People Causing Harm



What We Know So Far

Website traffic for Steps Forward is present — people are finding the site.

Direct Care Navigator contact from this population has been limited, though we have connected with a small number of fathers and provided external referrals.

This is consistent with what we know from the literature: this population is the most hesitant to self-identify and seek help.

What We Are Doing About It

- Refining ad copy and messaging
- Expanding keyword strategy to reach people earlier in their search journey
- Exploring YouTube as an additional platform for this audience
- Applying learnings from our existing perpetrator-focused campaigns in other contexts
- Continuing to analyse website behaviour data to understand drop-off points



What RightPlace Has Taught Us

Key Learnings



Digital access reaches the unreachable



The majority of participants said this was their first time reaching out to any service. Digital anonymity removes a critical barrier.

Out-of-hours demand is real



36% of contact attempts occurred outside business hours — digital pathways extend the reach of in-person services into times they cannot cover.

Language is a gateway, not a preference



The Spanish campaign and website directly enabled Lily's story. Language access isn't optional — it's foundational to equitable service.

Bystanders are an underutilised entry point



Bystanders like Maria are motivated, reachable, and can be the critical bridge to survivors who are not yet ready to reach out themselves.

Demand exceeds current capacity



Search volume data shows more people are looking for help than we are currently reaching — making the case for sustained and expanded funding.

The whole-family model is needed



Safety planning, children's mental health, accountability programming — no single service can meet the full spectrum of need. Coordination is essential.



Where We Go From Here

Next Steps



Moonshot — Digital Expansion



- Expand to YouTube to reach people causing harm earlier in the search journey
- Broaden keyword strategy to capture more of the documented search volume
- Continue optimising multilingual campaigns — particularly Spanish
- Deepen search intelligence analysis to guide campaign decisions
- Build the evidence base to support scaling beyond the GTA

Yorktown — Service Development



- Grow Care Navigator capacity to meet increasing demand
- Partnership with Barbra Schlifer Commemorative Clinic
- Strengthen connections with housing, legal, and culturally specific agencies
- Ongoing consultation with U of T ThRive Lab for research and evaluation
- Multi-sector collaboration across housing, health, justice, and education

Shared vision: the model is proven, the need is documented. The question is scale.



Thank You

Questions & Discussion



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Moonshot

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alison@moonshotteam.com

Survivors & Bystanders



www.safepathway.ca

People Causing Harm



www.stepsforward.ca

Yorktown Family Services



www.yorktownfamilyservices.com

Mindful Fathering



mindfulfathering.ca

Abrigo Centre



abrigo.ca

2024 Annual IPV Report



data.torontopolice.on.ca

Here to Help



www.yorktownfamilyservices.com/programs/here-to-help/

VAW Directory: Strengthening Pathways



VAW Directory: Strengthening Pathways (February 2026)