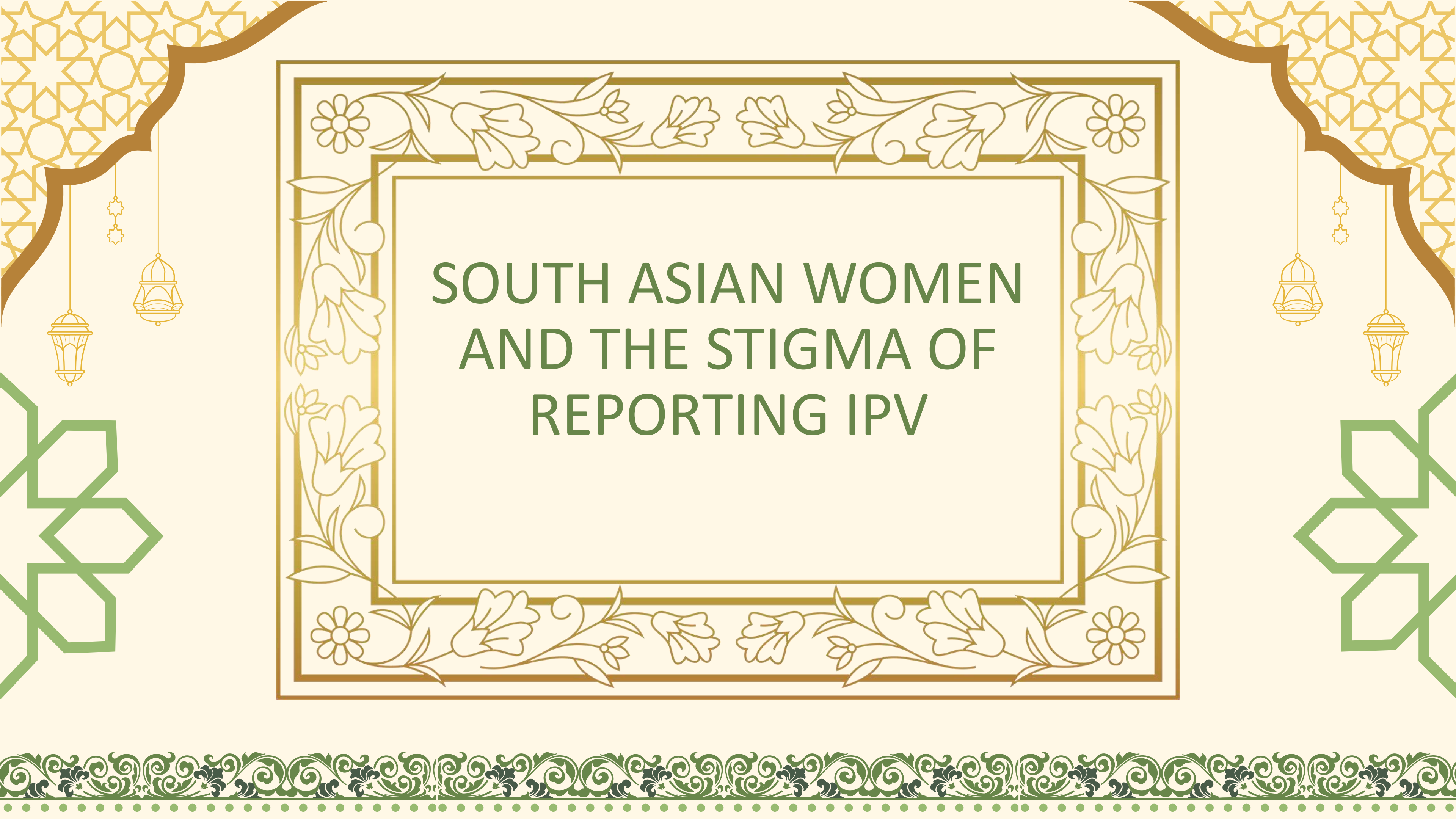




SOUTH ASIAN WOMEN AND THE STIGMA OF REPORTING IPV

Team Members

Karm Grewal - Melissa Umali - Surleen Shoker

Land Acknowledgement

We acknowledge that we have the privilege of living,
learning, and playing on the unceded and traditional
territories of the Coast Salish and Tsawwassen
Peoples



Introduction

Topic:

Addressing the stigma and lack of reporting of intimate partner violence among South Asian women in Surrey, British Columbia

Presentation Outline:

- Problem Description
- Solution: Initial ED Screening and Assessment
- Solution 2: Community Outreach in Cultural and Religious Centers
- Solution 3: Public Awareness Campaign
- Conclusion

Background

- Intimate Partner Violence is any physical, sexual or psychological harm caused by an intimate partner.
- South Asian women includes women from India, Nepal, Pakistan, Sri Lanka, Afghanistan, Bangladesh, and the Maldives



(World Health Organization, 2024; Baloch et Al., 2025; Tasbiha & Zaidi, 2023)

Barriers for South Asian Women Experiencing IPV

1 Cultural Norms

- Patriarchy, family honour, collectivism
- Shame, blame, social isolation

2 Social Pressure

- Divorce as a cultural failure
- Not alone when meeting with health care providers

3 Socioeconomic Status

- Many are immigrants or children of immigrants
- Language barriers
- Financial dependence

Solutions



Initial ED Screening and
Assessment



Community Outreach in
Cultural and Religious Centers



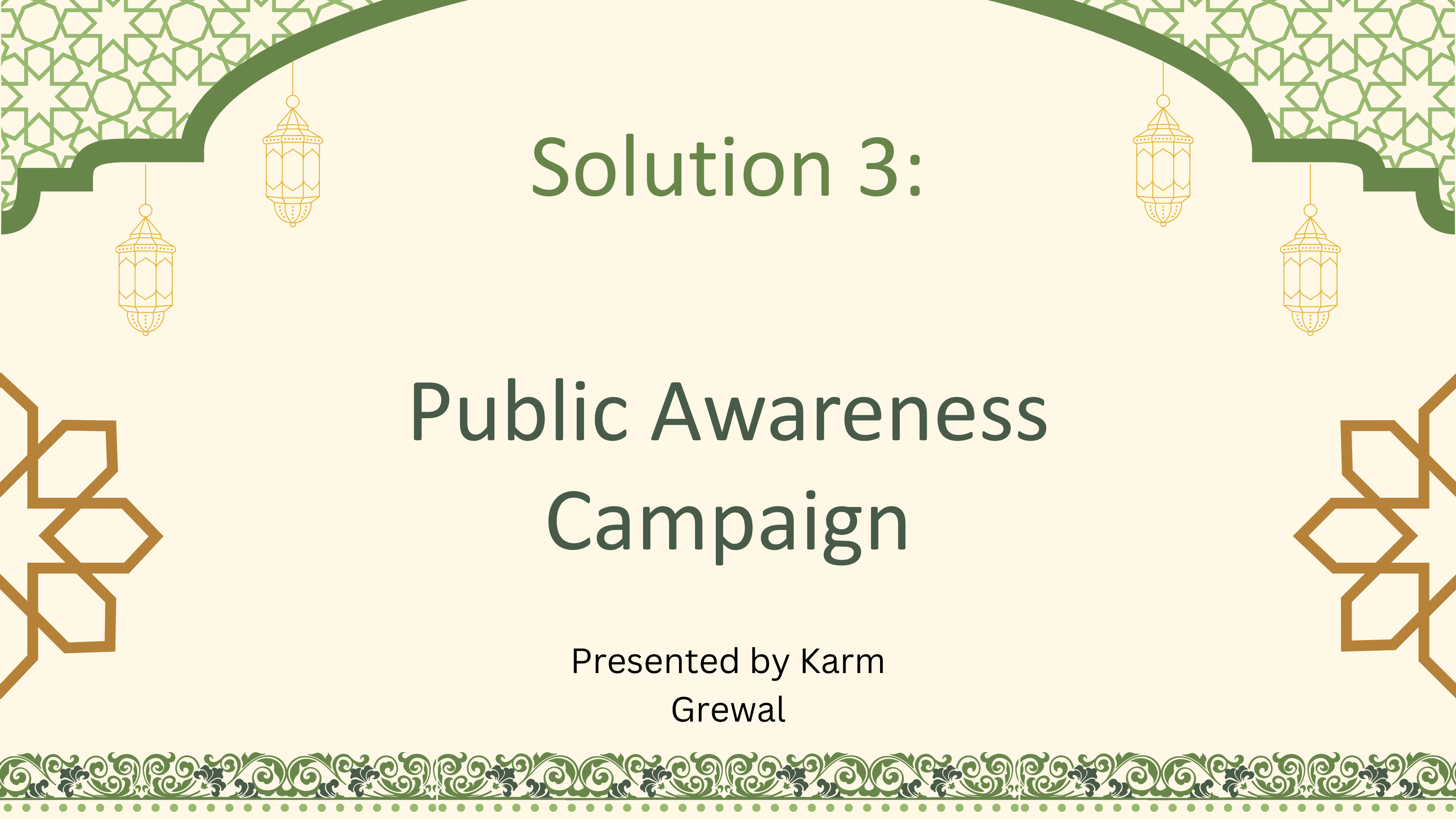
Public Awareness Campaign



Meet Pardeep

- Pardeep, mother of a two-year old girl and wife to Amanjit.
- She lives with her in-laws since they moved to Surrey 3 years ago.
- Her husband has been struggling at work, and his family begins to blame Pardeep for their misfortunes.
- Her treatment at home has increased from emotional abuse to physical.
- The only person she can speak to is her mom, who lives in India.





Solution 3:

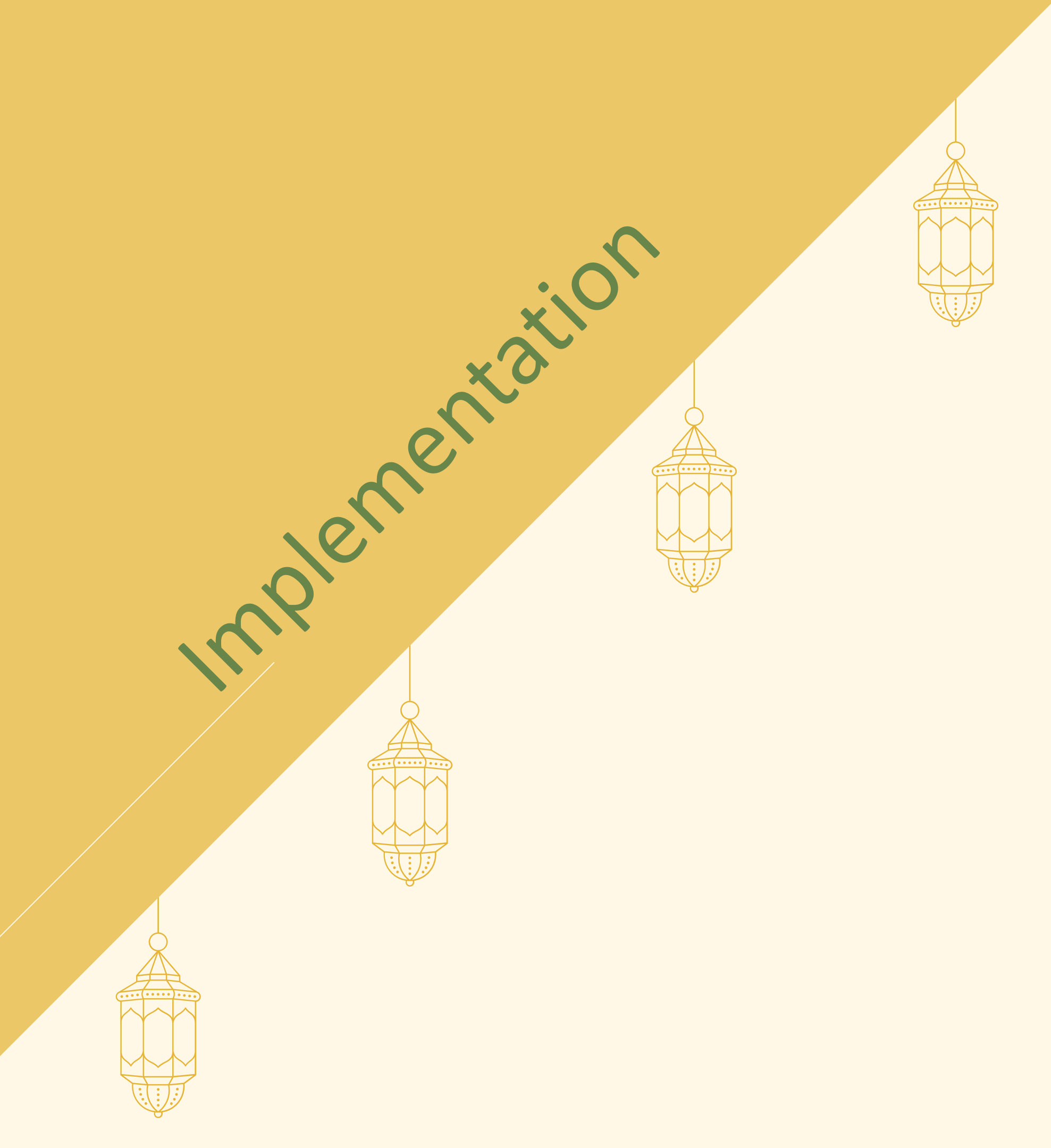
Public Awareness Campaign

Presented by Karm
Grewal

What is a Public Awareness Campaign?

- Reaching out to the community via popular media outlets and popular stores and restaurants
- Aim is to enhance awareness, modify attitudes, shift norms, and redefine IPV as a social problem, not a private one

(Baloch et al., 2025; Pryor et al., 2025; Gadomski et al., 2001; Keller & Honea, 2016; Schucan Bird et al., 2024; Ben-Shlomo et al., 2024)



Implementation

Popular TV:

- Sanjha TV
- Prime Asia TV
- OMNI Punjabi

Popular radio stations:

- redFM 93.1
- Sher-E-Punjab Radio AM600
- Radio India AM1100

Popular Stores:

- Fruiticana
- Sabzi Mandi
- SunFarm

Popular Magazine:

- Darpan Magazine





Why Would It Work?

The Strengths of a Public Awareness Campaign

Wide reach across large sections of the population can get people talking

Message reinforcement

Public health education reshapes how people think and behave, as noted in previous mass media campaigns

Public perception can change when provided with real life perspectives and meanings

Help seeking behaviours start at a community level first before formal help-seeking is seen

Challenges

- Public awareness campaigns are impersonal
- Increased fear/shame/anxiety
- Communities with culturally appropriate resources find that South Asian women do not report
- Informal networks may not know how to respond
- The community does not want to talk about it



Feasibility



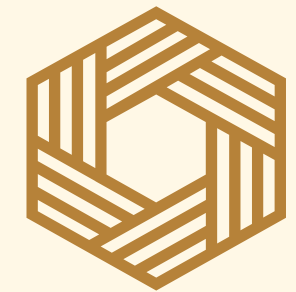
Start strong: define target groups, desired outcomes, and choose messages that will not further hurt victims



Using boards in popular restaurants and stores are free



South Asian media outlets are already talking about stigmatized topics in our community



Use constant reassessment and feedback



Pardeep takes a listen

- Pardeep listens to the local radio, redFM while commuting to work on the bus
- She overhears an interview between the host and Nurse Karm, where they discuss what IPV looks like and how it has become a community problem.
- She hears Nurse Karm talk about how women are afraid to speak up, but shouldn't be because they deserve help too



Conclusion



Solution 1: Initial ED Screening and Assessment

This solution focuses on implementing simple but powerful changes to how we conduct our emergency department intake and assessments.



Solution 2: Community Outreach in Cultural and Religious Centres

Providing direct community outreach and awareness at booths set up in key cultural and religious centres



Solution 3: Public Awareness Campaign

Using South Asian media outlets and restaurants/stores to enhance awareness into how IPV is a community and social problem, not a private one

What can we achieve currently?

Minor changes to existing protocols

Area of change is more localized, less individuals involved to adapt to changes

Does not require change in deeply held cultural values, norms and beliefs

Measurable outcomes

Allows insight into the issue as it stands in the community



Questions and Comments





THANK
YOU

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