

# Purple Ribbon Campaign



## What is Sexism?

- Sexism is the system and practice of discriminating against a person on the basis of sex.
- Types of sexism against women include, but are not limited to, the following:
  - regarding women as stereotypes;
  - prejudice against women;
  - defining women with regard to their sexual availability and attractiveness to men;
  - all conscious or unconscious assumptions which lead to the unequal treatment of women.

## What is Violence Against Women?

- Violence against women is any act of gender-based violence that results in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or private life.
- Violence and abuse are best understood as a pattern of behaviour intended to establish power and maintain control over family, household members, intimate partners, colleagues or groups.
- The roots of all forms of violence and abuse are founded in the many types of inequality which continue to exist and grow in our society.
- Women in Newfoundland and Labrador experience physical, sexual, emotional, psychological, spiritual and cultural violence, as well as verbal and financial abuse and neglect.

Purple Ribbon Campaign  
Violence Prevention Initiative  
Women's Policy Office  
PO Box 8700, 4th Floor, West Block  
Confederation Building  
St. John's, NL A1B 4J6

T: (709) 729-5009  
F: (709) 729-2331  
[vpi@gov.nl.ca](mailto:vpi@gov.nl.ca)

[www.gov.nl.ca/vpi](http://www.gov.nl.ca/vpi)  
[www.gov.nl.ca/wpo](http://www.gov.nl.ca/wpo)

