



Cut it Out

Salons Against Domestic Abuse



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Welcome

Neighbours, Friends and Families (NFF) is a public education campaign designed to raise awareness of the signs of domestic violence so that those friends and family, and community members, can provide support and referrals to their clients.

Cut it Out is a project of the NFF campaign. Cut it Out builds awareness of domestic violence and trains salon professionals to recognize warning signs and safely refer clients to local resources.

This guide was developed by a salon professional in collaboration with the NFF Provincial Team. It has been adapted with the permission of Cut it Out – Salons Against Domestic Violence.

Key Messages

- Neighbours, friends and families have a crucial role to play in preventing domestic violence.
- You can learn about the warning signs of domestic violence and how to help.
- NFF brochures, safety cards and web resources are tools that can help prevent domestic violence.



Program overview

Salon Professionals have a role to play in preventing domestic violence. The Cut it Out campaign is designed to raise awareness about domestic violence and provide salon professionals with information and strategies to help them:

- **Recognize** the warning signs of domestic violence
- **Respond** by supporting clients who are affected by domestic violence
- **Refer** clients to supportive resources in the community

Cut it Out builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources.

Cut it Out was conceived and first implemented in 2002 in the state of Alabama and has become a national American program of the Salons Against Domestic Violence Fund dedicated to mobilizing salon professionals.

Why salon professionals?

Research shows many people experiencing domestic violence face significant barriers to getting help and often do not access formal services such as police or shelters. They do, however, talk to someone they trust. Salon professionals are skilled and experienced listeners who have developed a bond of trust with their clients.

The Cut it Out campaign respects the trusting relationship between a client and a salon professional. Because of the intimate and nurturing nature of the relationship, a salon professional who sees a client regularly may learn about abuse. This unique relationship may allow salon professionals to spot signs of physical or emotional abuse others may never see.

Domestic Violence

Domestic violence is any use of physical or sexual force, actual or threatened, in an intimate relationship, including emotional/psychological abuse or harassing behaviour. Intimate relationships include those between the opposite-sex and same-sex partners. These relationships vary in duration and legal formality, and include current and former dating, common-law and married couples.

Criminal Code offences include, but are not limited to, homicide, assault, sexual assault, threatening death or bodily harm, forcible confinement, harassment/stalking, abduction, breach of court orders and property-related offences. These abusive behaviours exist within a context where the purpose is to gain power, control, and induce fear.



Recognize

What does domestic violence look like?

Domestic violence can affect anyone, regardless of gender, sexual identity, age, socioeconomic status (income, education, occupation), culture, race, ethnicity, or faith.

Domestic violence can affect a person's physical, emotional, spiritual, sexual, and financial well-being. The impacts will be different for everyone. You may not see any physical signs of abuse (i.e. physical injuries or marks), but that doesn't mean the warning signs aren't present.

Physical abuse: Physical abuse is the most commonly understood form of violence. It includes hitting, strangulation (choking), pushing, punching, slapping, kicking, hair pulling, stabbing, or mutilation.

The effects of physical abuse can include:

- Broken bones
- Head or spinal injuries
- Broken teeth, cuts, headaches, concussion
- Bruises, pain, trauma
- Isolation (hiding the injuries)

Emotional or Psychological Abuse: Emotional abuse (also referred to as psychological or verbal abuse) includes insults, humiliation, yelling, put-downs and threats, harming pets or damaging property, and blaming victims for the violence.

The effects of emotional abuse can include:

- Feeling 'crazy' or insane (gaslighting)
- Living in constant fear
- Feeling worthless/useless
- Low self-esteem, anxiety & worry
- Feeling depressed
- Mental illness
- Withdrawal from family & friends
- Eating and sleeping problems
- Post traumatic stress disorder
- Loss of energy, apathy
- Loss of community & culture
- Self-blame
- Self-harm

Spiritual/Cultural Abuse: Spiritual/cultural abuse prevents someone from expressing spiritual, or cultural beliefs, putting barriers in place to prevent someone from practicing their faith or culture, using spirituality or culture to humiliate or degrade, or making fun of their religious beliefs or culture.

The effects of spiritual/cultural abuse can include:

- Loss of sense of self
- Feeling of hopelessness and isolation
- Loss of culture
- Loss of connection to faith and community

Sexual Abuse: Sexual abuse includes sexual exploitation, unwanted sexual touching, forced penetration (rape), and other sexual activities considered by the victim to be degrading, humiliating, and painful. These behaviours are committed without consent or the ability to consent, against a person's will, obtained by force, or threat of force or intimidation. It can also include not letting someone use birth control, not letting them choose when they want to get pregnant, or sexually transmitted infections.

The effects of sexual abuse can include:

- Feelings of shame, guilt, or embarrassment
- Inability to have healthy sexual relationships
- Suicidal thoughts/attempts
- Reproductive and gynecological problems
- Poor body image
- Eating and sleeping disorders
- Low self-esteem, self-blame and self-harm
- Unwanted pregnancy/Sexually transmitted infection (STI)
- Feeling depressed
- Loss of energy, apathy

Abuse has a profound impact on children, their safety, mental health and well being. Contact your local Children's Services office if you have concerns for children living with domestic violence.

Warning signs of abuse

Increasing salon professionals knowledge and recognition of the warning signs of abuse is one of the key objectives of the Cut it Out program.

Identifying warning signs and risk factors are ways to help those around the victim and abuser recognize and understand what they are seeing and be able to intervene.

Warning signs of abusive behaviour:

- Client is called names
- The client is not able to speak, their partner dominates the conversation
- Their partner checks up on them all of the time
- Their partner tries to suggest they are the victim and rationalizes or justifies their behaviour
- The partner tries to come between you and the client
- Their partner expresses a feeling of ownership over the client
- The client's partner lies or exaggerates their good qualities
- The client's partner acts superior and as if they have more value than others

Domestic violence affects your client, your client's children and the entire community.

Warning signs of domestic violence:

- The client may be apologetic and makes excuses for their partner's behaviour or becomes aggressive and angry
- The client is nervous to speak while their partner is there
- They might be sick more often and misses work, or other responsibilities
- They try to cover their bruises
- They cancel plans, make excuses at the last minute, or tries to avoid you on the street or outside of the salon
- They seem sad lonely, withdrawn and is afraid
- They use drugs or alcohol to cope

Signs someone might be at high risk

As a salon professional we have an important and unique role in helping to prevent domestic violence. It is important to recognize signs that someone is at high risk and factors that lead to serious harm or domestic homicide.

Domestic homicide, or murder by an intimate partner, represent 17% of all solved homicides in Canada. (Stats. Canada 2008)

Though domestic violence can affect a person of any gender, women do experience higher levels of physical violence and domestic homicide. Domestic Death Review Committee (2010) identified the top 10 risk factors for women who were killed by their current or ex-spouse. These may increase the risk of violence. If you recognize one or more of these risk factors, encourage your client to seek supports and to make a safety plan.

- Actual or pending separation
- History of domestic violence
- Obsessive behaviour displayed by the perpetrator
- Perpetrator depressed in the opinions of professionals and/or family and friends
- Prior threats/attempts to commit suicide
- Perpetrator unemployed
- Prior threats to kill the victim
- Prior attempts to isolate the victim
- Access to or possession of firearms
- Control of most or all of the victim's daily activities

If you suspect or witness any of these high risk signs, there is help to get additional information and support additional information and support. You can call the Family Violence Info Line at 310-1818. If you are fearful for your client's safety, or your safety, call the police.

What does domestic violence look like in the salon setting?

Red flags for possible abuse:

- Bruising, abrasions, or cuts in the hairline or scalp area in different stages of healing
- Bald spots indicating hair has been torn or pulled out
- Unusual, unexplained bruisingBruises are minimized and explained by clumsiness, ie. "I walked into a door"
- Hair frailty, brittleness due to stress
- Inability to keep appointments
- Unusual payment methods ie. Paying with cash and credit card
- Partner always accompanies client to the appointments or waits outside in the parking lot
- Reports partner is extremely jealous
- Injuries not seen, but may be indicated by the clients difficulty of sitting in the chair, having hair washed, or general mobility issues due to soreness, tenderness, bruising, or other internal injuries
- Frequent illness, stress-related issues such as migraines, generalized pain, soreness, backaches, stomach ailments, eating/sleeping disorders, bruises/marks on body
- Isolated from family and friends
- Shows strong emotions or behaviour that seem out of character
- Hesitancy to make another appointment without checking with their partner

Evidence of one of these does not necessarily mean your client is being abused, but seeing several signs may indicate a pattern of behaviour... When in doubt, gently notice what you have observed and affirm your concerns: “I’ve noticed you seem... and your partner checks on you during your appointments. Here’s a phone number if you need to talk to anyone about what’s going on.”

Quick list to guide your response:

DO...

- Believe the client
- Respect their right to privacy
- Encourage the client to get medical attention
- Know when to refer
- Respect confidentiality

DON'T...

- Tell your client you know how they feel
- Force them to talk if they are not ready
- Be judgmental or blame
- Give advice or problem solve

Signs and Signals

Your client may wish to discuss any of the following;

- Their partner restricts visits to the salon.
- Their partner is controlling and extremely jealous.
- Relationship problems that seem controlling or abusive.
- The client is not able to make choices about their own hairstyle, their partner makes these choices.
- The salon is the only place they are allowed to go alone because it is a non-threatening environment.

Respond

As a salon professional you are **NOT** in a position to counsel your client. Know how to respond respectfully, effectively, sensitively and confidently.

When you notice warning signs: Helpful responses

Remember, give information, not advice. “I’m concerned for your safety, there are people who can help.” OR “You can call the Family Violence Information Line (310-1818) or call 211 to connect with resources that can help.”

Reassure your client you will respect and protect their privacy.

Express concern and validate the client’s feelings. Just knowing there is someone to talk to who can listen be supportive is helpful to a victim of abuse.

“They had no right to do that to you. It is not your fault.”

“You are not alone.”

“That sounds really scary.”

Encourage contacting a community agency for assistance in creating a safety plan.

If you are fearful for your client’s safety or if your client discloses immediate harm by their partner, call the police or 911.

Every situation is unique and your quick response to warning signs will play a key factor in the client getting help.

Q. How do you reach out to someone who may be experiencing abuse?

- A. Many people hesitate to speak with someone they think is being abused because they don't know what to say or how to say it. Keep in mind that anyone can experience abuse.

You may hesitate to get involved because you think abuse is a personal matter and that it is not your business. You may also think that the person being abused would reach out if there was really a problem. But many people find it hard to talk about abuse and to ask for help, especially if they believe the violence is their fault, or have been turned away if they asked for help in the past.

Most people who are offered help deeply appreciate it, even if they don't say so.

It takes a lot of time, planning, help, and support to be safe. When someone is still in an abusive situation, or still in the planning stages of leaving, it is important for them to know help is available when they are ready. There are people who care about them and can offer support for their situation.

Remember, you don't have to be an expert and your role is not to be a counsellor.

There are professionals in your community who provide expert services and advice.

Overcoming hesitation

Talk to the client discreetly.

Place “Cut it Out” information in a private area of the salon.

It takes courage and is not always easy to respond.

Points of Concern

- You feel it's none of your business.
- You don't know what to say.
- You might make things worse.
- It's not serious enough to involve the police.
- You are afraid your client will become angry with you.
- You are afraid their partner will become angry with you.
- You feel that both partners are your friends.
- You believe that if the client wanted help, they would ask
- You believe that if the partner wanted help or to stop their abusive behaviours, then they would.
- You think it is a family matter.



Points to Consider

- It could be a matter of life or death.
- Violence in the community is everyone's business.
- Saying you care and are concerned is a good start.
- Doing nothing could make things worse.
- Police are trained to respond and utilize other resources.
- Your client may have never had a chance to talk about the abuse and get support.
- Your client will know you care.
- It gives you the chance to offer your help.
- Your client is being abused and lives in fear.
- Your client may be too afraid and ashamed to ask for help.
- The partner may be too ashamed to ask for help.

Refer

The best role you can take is to provide your client with information or resources from your local community.

If this is an emergency or you are afraid for your safety or safety of a client, call 911 or your local police service.

If you or someone you know is being abused, call:

- **Family Violence Info Line (24/7): 310-1818**
- **24 Hour Community and Social Services Help Line: 211**
- **Alberta Council of Women Shelters: 1-866-331-3933**

Take action

- What you can do is be supportive, and let your client know there are services they can contact for support.
- You are not expected to be an expert. It is NOT your role to give personal advice, problem solve or provide counselling.
- Whether your client-at-risk discloses or not, your aim is to support and provide information and resources.
- Encourage your client to seek resources to create a safety plan.
- Every situation is unique and your quick response to warning signs will play a key factor in your client seeking support.
- Salons are open spaces, remember to be aware of your surroundings when discussing domestic abuse with your client.
- Discourage gossip, show respect and support.



What you can say and do

Here are some of the ways you can help when you recognize warning signs...

- Talk to your client about what you see and let them know you care and are concerned. Tell your client that you believe them and it is not their fault.
- Do not encourage your client to confront their partner because it could put their safety at risk. Instead, encourage connecting with a community resource to complete a safety plan.
- Know that you or your client can call or access the many community resources.
- Encourage safety planning.

Give information, not advice. You might say, “There are resources available to help keep you safe when you are ready to reach out. Would you like me to share the information with you?”



Resources

If not us, who?

If not now, when?

As a salon professional, you have an important role to play. This campaign was developed to provide accurate information to salon professionals and strategies to help you better understand how to recognize and respond effectively to a client who is abused.

The contents of this guide are meant to assist you in your role as a salon professional. The first step is to have the courage to recognize a client who could be experiencing abuse. The tools in this guide provide you with resources to refer the client to safe community support.

Start with the heart



Domestic Violence Resources and Community Supports

Where to get information?

These websites have reliable information on services and supports to help women who are experiencing domestic violence.

Family Violence Info Line

A 24-hour, toll-free helpline in Alberta for anyone experiencing family violence or abuse, or who knows someone that has questions about family violence. Provides information about family violence programs and services, as well as advice and support through telephone and chat.

Toll free: 310-1818

24-Hour Distress Line (Crisis Support Centre)

211 is a free, confidential service that provides information and referral to a wide range of community, social and government services. Certified community resource specialists are trained to provide support and help you navigate the complex network of social services.

Just dial 2-1-1

211edmonton.com

The Today Centre

The Today Centre provides immediate, short-term, practical and emotional support to those experiencing family violence.

780-455-6880 to speak with a Family Violence Specialist
thetodaycentre.ca

Willow Net

A website by the Centre for Public Legal Education Alberta providing legal information about abuse and the law in Alberta.

willownet.ca

Family Violence Prevention Centre

FVPC offers Outreach Support, Furniture Program, Partner Assist Outreach Program, Support & advocacy from trained court workers to assist in navigating the court processes related to domestic violence.

[780.423.1635](tel:780.423.1635)

Stop Abuse in Families (SAIF) Society

Provides free counselling services to clients that are experiencing abuse and its devastating effects to the family unit. We also offer support groups, and provide educational prevention programs to schools and groups in our community.

[780-460-2195](tel:780-460-2195)

stopabuse.ca

Centre for Public Legal Education Alberta (CPLEA)

Domestic Violence Series – a series of 20 tip sheets on various topics regarding domestic violence topics such as Emergency Protection Orders, Fleeing Violence, Custody Orders, Choosing a Family Lawyer

cplea.ca/publications/abuse-and-family-violence/

[#domesticviolenceseries](https://twitter.com/domesticviolenceseries)

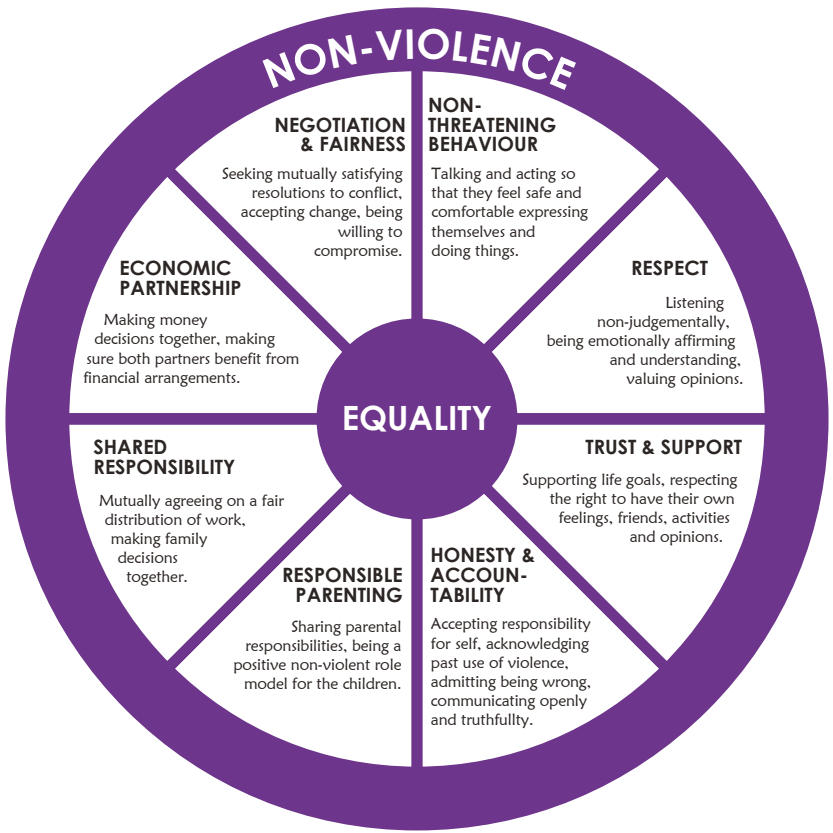
Native Women's Association of Canada

NWAC has created a resource titled, You Are Not Alone: A Toolkit for Aboriginal Women Escaping Domestic Violence, which provides Aboriginal women with community safety planning resources to address domestic violence.

nwac.ca/policy-areas/violence-prevention-and-safety/you-are-not-alone



Additional Information



What is the “Equality Wheel”?

The Equality Wheel is a diagram used to explain the dynamics of healthy relationship. It is applicable to all forms of relationships;with friends, dating partners, intimate partners, life partners, or family members. Each section of the wheel supports and reinforces the others, with equality always at the center. The Equality wheel can be used by anyone as a guide to maintaining healthy patterns in a relationship.

The centre of the wheel

Equality: Equality is the foundation of any healthy relationship

The spokes of the wheel

Trust: Trust appropriately. You would trust your life partner more than you would trust a new acquaintance.

Support: Support each other. Encourage others in their goals, activities, and personal growth.

Respect: Respect other people's boundaries. Learn other people's boundaries and do not infringe upon them.

Responsibility: Share responsibility for maintaining a relationship. Both people in a relationship should be included in making decisions.

Communication: Communicate effectively. Effective communication involves clearly expressing your thoughts, feelings, and listening to others.

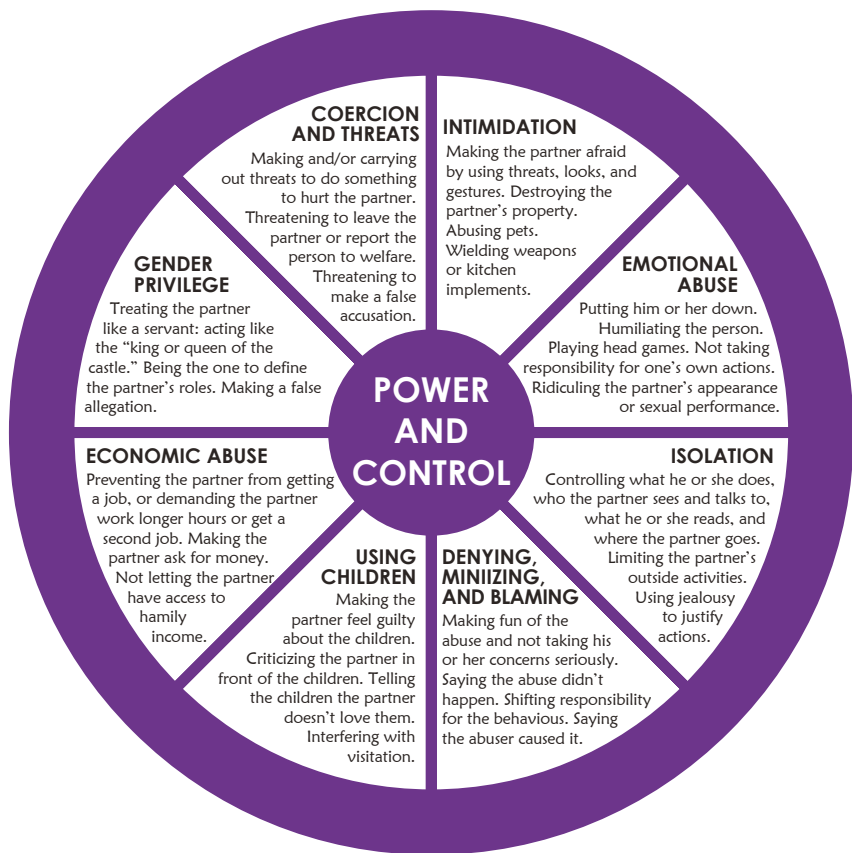
Boundaries: Maintain healthy boundaries. Create safe and comfortable space to experience relationships by defining and communicating your boundaries to others.

Honesty: Be open and honest. It is important for both people in a relationship to be honest about their intentions, feelings, or desires.

Accountability: Be responsible for your own actions. Talk to others to understand how your actions affect them.

The outer circle of the wheel

Non-Violence: There is no place for violent acts or behaviours in healthy relationships. Examples of violent acts or behaviours include yelling, name-calling, minimizing feelings, throwing things, unwanted touching, pushing, hitting, stalking, and forced sex.



Power and Control Wheel

Physical or sexual assaults, or threats to commit them, are forms of domestic violence most recognized by the community and elicit awareness of the problem. However, the use of other abuse behaviours by the abusive person, when reinforced by one or more acts of physical violence, make up a larger system of abuse.

Regardless of frequency or severity of physical assaults, these tactics instill fear of future violent attacks, and allow the abuser to gain greater power over their partner's life and choices.

The Power & Control diagram is a particularly helpful tool in understanding the overall pattern of abusive and violent behaviours, which are used by an abuser to establish and maintain control over his/her partner.

Very often, one or more violent incidents are accompanied by an array of these other types of abuse. They are less-easily identified, yet firmly establish a pattern of intimidation and control in the relationship.



Advocacy Wheel

Confidentiality: As a first step confidentiality must be established.

Discussing the possibility of victimization must occur in private. A victim of domestic abuse will not typically disclose a history of violence in the presence of the perpetrator or other family members. If the person being abused discloses violence in the presence of their abuser they may experience retaliation.

Acknowledge Injustice: Let the person being abused know the violence perpetrated against them is not their fault. No one deserves to be abused. No one has the right to use violence and intimidation to control another person in an effort to keep them in a relationship. What has happened is not their fault.

Autonomy: Empowering advocacy is based on the fundamental belief that victims of domestic violence have the right to control their own lives. In the process of victimization, control has been taken away from them. In your interaction with a victim, you can give them that control back by respecting their decisions and reaffirming that they have the right to live free of violence and coercion.

Safety Planning: What are their options? Where can they go? How will they get there? How can someone keep themselves safe if they are still living with the abuser? What about the children, or pets? Is calling the police a safe option? Someone should never do safety planning without the help of a professional. If someone you know is being abused, connect them a community domestic violence agency or shelter.

Promote Access to Community Services: Provide information about services and supports that are available to provide additional help for when they are ready.



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