Women are Superheroes
Marketing Campaign

Contributed by the Vancouver, British Columbia, Police Department
The Vancouver Police Department (VPD) engages in the active recruitment of female police officers in an effort to reflect the diverse communities we serve. When we demonstrate to potential applicants that our department is comprised of individuals from a variety of backgrounds in terms of gender, ethnicity, culture, religion, age, sexual orientation and physical size, we find that individuals who may have historically believed that they don’t “fit the mold” see that there is, in fact, no “mold” at all.

As the first police agency in Canada to hire women, the VPD has a lengthy history of effective targeted female recruitment which is consistently reflected in the composition of the recruit classes graduating from the Justice Institute of British Columbia (JIBC). On average, approximately 40% of the VPD recruits in each graduating class are women.

A common thread that runs through all of the VPD’s recruiting campaigns is the notion that our police officers are part of the communities we serve and those communities are part of us. Employing a philosophy of inclusion, integrity and compassion, our media campaigns show women, who are themselves diverse, that they too can be highly effective members of the policing community. These campaigns are supported through active recruiting initiatives such as the Recruiting Unit’s attendance at
schools, colleges, and universities to inform students about a career with the VPD, and what early steps they may take for a successful path into policing.

The VPD also hosts a Cadet Program - a community-based youth leadership program that brings together gender diverse students in Grades 10 through 12 from secondary schools across the city. Led by VPD officers, who serve as cadet instructors throughout the 28-week program, youth participants take part in a variety of activities and events designed to bolster and strengthen skills in the areas of teamwork, leadership, community service, physical fitness, nutrition, communication, public speaking and more. This program serves to not only inspire many participants to subsequently apply to the VPD but also helps in all aspects of their growth and development into responsible, confident, community focused adults.

Given the VPD’s outreach efforts, currently 27% of VPD police officers are female. Respect for equity, diversity, and inclusion is of upmost importance to the VPD and communications are routinely updated to ensure gender diverse options are provided as a selection criterion when identifying gender in internal and external correspondence.

The VPD encourages all police agencies to continue to explore diverse initiatives for hiring women – effectiveness comes from face to face opportunities for women to ask questions, learn more from other female officers, and develop role models in policing. Additionally, media campaigns that highlight a welcoming, diverse, inclusive organization are critical to effectively recruiting gender diverse applicants.
RISE TO THE CHALLENGE
BECOME A VPD CADET

APPLICATIONS FOR THE 2021-2022
ACCEPTED MARCH 1-MAY 15

TO BE ELIGIBLE, APPLICANTS MUST MEET THE FOLLOWING REQUIREMENTS:
• CURRENTLY IN GRADE 9, 10 OR 11 AT A VANCOURER SCHOOL OR RESIDE IN VANCOURER
• A STUDENT WHO WANTS TO GRADUATE AND DOESN’T MISS A LOT OF SCHOOL
• A DESIRE TO LEARN NEW SKILLS AND FURTHER DEVELOP THEMSELVES IN THE AREAS OF
  LEADERSHIP, TEAMWORK, AND COMMUNICATION
• SOMEONE WHO WANTS TO MAKE THEIR COMMUNITY A BETTER PLACE

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WITH SUPPORT FROM

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