

Step Up

FOR IMMEDIATE RELEASE

Do you see me? Dilico Anishinabek Family Care & Children's Aid Society Recognize Children & Youth

Thunder Bay, ON, October 12th, 2017- Dilico Anishinabek Family Care and the Children's Aid Society of the District of Thunder Bay are reminding communities to look out for children and youth.

October is Child Abuse Prevention Month across Ontario and is being proclaimed in several communities across Northwestern Ontario including the city of Thunder Bay. Throughout the month, Dilico Anishinabek Family Care in partnership with the Children's Aid Society of the District of Thunder Bay is hosting their annual Step Up Campaign that has several initiatives that encourages residents, businesses, families, and schools to step up and take responsibility for the safety, happiness and well-being of children.

"The theme of this year's Step Up campaign poses a very important question- 'Do you see us?' Children and youth need to know we are here to support them and that as a community we are watching out for them. Step Up continues to be a very integral community campaign that reminds us that we can all help strengthen families and prevent child abuse," says Darcia Borg, Executive Director, Dilico Anishinabek Family Care.

Today, to recognize Child Abuse Prevention Month, Dilico Anishinabek Family Care and the Children's Aid Society of the District of Thunder Bay announced the #ISeeYou Project at Kookom's Place, a new Dilico service site in the Limbrick neighbourhood. The #ISeeYou Project invites students, children and youth, to participate in a fun and creative art project to design a colourful cutout of themselves. Through the exercise, they will explore and visually express what makes them unique as individuals, while building self-esteem and confidence.

A Step Up Colouring Station will be held on Sunday October 15th, at Intercity Shopping Centre in the Promotions Court between 11:00 am- 4:00 pm. Children and youth are invited to join Dilico and



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Children's Aid Society representatives to colour and decorate their very own #ISeeYou cutout.

In support of Child Abuse Prevention Month, communities are also encouraged to participate in *Go Purple for Prevention Day* on October 24th. To participate, businesses, schools, families and individuals are encouraged to wear purple and host a Go Purple event. Purple is the signature colour of child abuse prevention.

"It is everyone's duty to report a suspicion that a child may be abused, neglected or may be in need of protection. By stepping up, adults can help a child or give a family in crisis the support they need," says Brad Bain, Executive Director, Children's Aid Society of the District of Thunder Bay. "It's also important to remember that it's not up to individuals to determine if a child is experiencing abuse. If you have concerns about a child, please call Dilico or the Children's Aid Society."

Child abuse includes physical, emotional, sexual abuse and neglect. You can step up and become familiar with the signs of child abuse by visiting the Dilico and Children's Aid websites. For further information on the 2017 Step Up campaign and how you can participate, please visit the official Step Up Facebook page: facebook.com/StepUpThunderBay or Dilico.com/stepup.

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Dilico Anishinabek Family Care and The Children's Aid Society of the District of Thunder Bay deliver a range of responsive individual, family and community programs to children, individuals and families in northern Ontario. The agencies work collaboratively with families, youth, children and communities so all children have the opportunity to reach their full potential.

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