



# Go Purple for Prevention on OCTOBER 22, 2020

**October is national Child Abuse Prevention Month.**

In 2009, Dilico Anishinabek Family Care introduced the Step Up campaign in Northwestern Ontario. Throughout the month of October, residents, businesses and schools have continued to step up annually, to show their willingness to take responsibility for the safety, happiness and health of local children by participating in Step Up community initiatives.

As a part of the campaign we invite you to **Go Purple for Prevention** on Thursday October 22nd!

Over the past decade thousands of people in the Thunder Bay and district have worn purple to show their commitment and support to children and youth in our communities.

## Let's Step Up while we stay apart.

Now more than ever, it's everyone's responsibility to help protect our children.

### Participating is easy.

- 1 Sign up for Go Purple for Prevention Day by submitting your organization, business, company or school name to:

[stepup@firedogpr.com](mailto:stepup@firedogpr.com)

*We will send you some information on how you can participate, along with campaign details.*

- 2 **WEAR PURPLE on October 22nd.**

Take photos or video of your staff, family or students and share them on Facebook and Instagram with **#StepUpTBay** and tag the Step Up pages:

 @StepUpThunderBay  stepup\_tbay

Photos can also be submitted to:  
[stepup@firedogpr.com](mailto:stepup@firedogpr.com)

NEW to this year, you can purchase **Step Up purple masks!** All funding raised will support the Mazinaajim Children's Foundation.



 @StepUpThunderBay

 stepup\_tbay

[dilico.com/stepup](http://dilico.com/stepup)



**Dilico**

Anishinabek Family Care



## Other ways you can Step Up:

- 1 Step Up & Draw Window Art Contest:** Kids! Have your artwork featured on a billboard. With the help of their family, children and youth are encouraged to create a poster for their front window at home to help raise awareness about child abuse prevention and the Step Up campaign. Families can enter one of two ways: **1)** Online by visiting [dilico.com/stepup](http://dilico.com/stepup) or **2)** Via Instagram or Facebook by posting a picture of the artwork on a personal account with the hashtags #StepUp2020 and #contest and tagging us. The winning artist will get their work featured on a billboard in Thunder Bay. Get creative and don't forget to include the Step Up feet!
- 2 Walk the Block for Prevention:** Staying active is important for both our physical and mental health. Being active as a family can benefit everyone, especially during such a stressful time. Families should get outside and walk around the block together for prevention. Don't forget to wear purple. Take a look at other neighbours "Step Up and Draw" pictures. Also check out our **Step Up 2020 Activity Calendar** that provides activities and things parents and caregivers can do to build relationships and strengthen connections with their children!
- 3 Learn the signs of child abuse.** It includes physical, emotional, sexual abuse and neglect. You can step up and become familiar with the signs of child abuse by visiting: [www.dilico.com/signsofabuse](http://www.dilico.com/signsofabuse)

For more details visit:  @StepUpThunderBay

 stepup\_tbay

OR [dilico.com/stepup](http://dilico.com/stepup)

