

COMMITTEE OF THE WHOLE – SEPTEMBER 15, 2008

PROCLAMATION REQUEST – CHILD ABUSE & NEGLECT PREVENTION MONTH – OCTOBER 2008

Recommendation

The City Clerk recommends:

- 1) That October 2008 be proclaimed as “Child Abuse & Neglect Prevention Month”; and
- 2) That the proclamation be posted on the City’s website and published on the City Page, space permitting.

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City’s website under “Events – Proclamations”. Publishing proclamations on the City Page depends on space availability.

Purpose

To respond to the request received from the Executive Director of Boost Child Abuse Prevention & Intervention.

Background - Analysis and Options

The correspondence received from the Executive Director of Boost Child Abuse Prevention & Intervention is attached. (Attachment #1).

The proclamation request meets the City’s Proclamation Policy, as follows:

“That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”

Boost Child Abuse Prevention & Intervention (formerly known as Toronto Child Abuse Centre) is planning their 4th annual ***Go Purple for Prevention!*** campaign, to raise awareness and provide education for the general public in their efforts to eliminate abuse and violence in the lives of children and youth. Boost is seeking the city’s support in pledging that caring for children is a communal commitment and to make a promise to our children to teach, guide and protect them.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

Staff is recommending that October 2008 be proclaimed as "Child Abuse & Neglect Prevention Month", and that the proclamation be posted on the City's website and published on the City Page, space permitting.

Attachments

Attachment #1 - Correspondence from Boost Child Abuse Prevention & Intervention, dated August 12, 2008

Report prepared by:

Connie Bonsignore, Admin Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

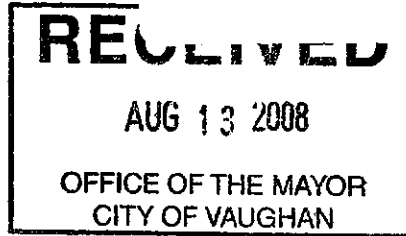
BOOST

CHILD ABUSE PREVENTION & INTERVENTION

August 12, 2008

Attachment # 1

Her Worship Linda D. Jackson & Council
City of Vaughan
2141 Major Mackenzie Drive
Vaughan ON L6A 1T1



Dear Her Worship Linda D. Jackson & Council,

BOOST Child Abuse Prevention & Intervention (formerly known as Toronto Child Abuse Centre) is planning the 4th annual **Go Purple for Prevention!** campaign. The purpose of the campaign is to raise awareness and provide education for the general public in our efforts to eliminate abuse and violence in the lives of children and youth..

The **Go Purple for Prevention!** campaign is an important opportunity for *all* Ontario citizens to participate and support the need for child abuse awareness and prevention. Every year, thousands of children and youth are affected by violence and abuse. We believe that through education and prevention we *can* make a difference. This year's theme is "**It's Natural to Protect**" and was designed by students at Seneca College based on examples of how animals protect their young. Other messages in the campaign will include: "**It's Natural to Teach**" and "**It's Natural to Guide**".

We are seeking your support to proclaim **October as Child Abuse & Neglect Prevention Month** in your community. We would like to invite you and the City of Vaughan in pledging that caring for children is a communal commitment and to make a promise to our children to teach, guide and protect them.

Plans for this year's campaign include:

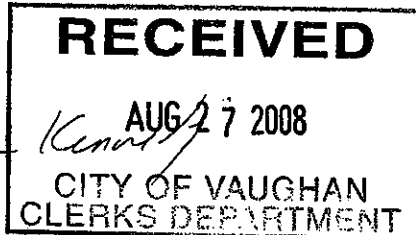
- ❖ Media launch of the **Go Purple for Prevention!** campaign on September 25, 2008 to inform the general public that October is Child Abuse & Neglect Prevention month
- ❖ Collaboration and partnership with Toronto Police Services and Seneca College for the "**It's Natural to Protect**", "**It's Natural to Teach**" and "**It's Natural to Guide**" theme
- ❖ A contest will be held for children to use their creativity to express what "**It's Natural to Protect**", "**It's Natural to Teach**" and "**It's Natural to Guide**" means to them
- ❖ To increase the number of support from municipalities from across Ontario for the **Go Purple for Prevention!** campaign
- ❖ Fundraising events to provide Boost with the financial assistance required to run our numerous programs
- ❖ Button distribution at Toronto Maple Leaf Hockey game on October 4, 2008

Your support is critical to the success of the campaign and our efforts to encourage the entire community to participate. Please feel free to contact us with any questions. Please see attached sample copy of Proclamation and information brochure with registration form. Please do not hesitate to contact **Siew Lee Brett** at 416-515-1100 ext. 224 to discuss an event in your community.

We look forward to our continued partnership with you and the City of Vaughan to end violence and abuse in the lives of children and youth.

Thank you.

Yours truly,



Karyn Kennedy,
Executive Director

Siew Lee Brett
Coordinator of Fundraising & Special Events

Encls:

BOOST

CHILD ABUSE PREVENTION & INTERVENTION

It's Natural to PROTECT

When a baby girl is born, it spends most of its time lying down carefully guarded by its mother. If the mother needs to leave, a maternity group will take care of her calf until she returns.

If children are our responsibility, why are so many being harmed?

Parenting is a communal commitment.

Make a promise to our children: *To Teach, Guide and Protect.*

To register or for more information please contact:
Siew Lee Brett
Fundraising and Event Coordinator

890 Yonge Street, 11th floor
Toronto, Ontario, M4W 3P4
Telephone: 416-515-1100 Ext 224
Fax: 416-515-1227
E-mail: brett@boostforkids.org

Register for the Go Purple for Prevention! Campaign

YES! I/we would like to support the 2008 Go Purple for Prevention! campaign. Please send us the Go Purple for Prevention! package.

Municipality: _____

Contact Person: _____

Mailing Address: _____

Email: _____

Tel: _____ Fax: _____

Type of event/activity planned: _____

Date of event/activity: _____

Number of people expected: _____

Please send Go Purple for Prevention! buttons and/or posters: _____

Number of buttons: _____

Number of posters: _____



sincerely appreciates your support!

THANK YOU!

GO PURPLE FOR PREVENTION!

Get involved! This October Go Purple for Prevention!

October is Child Abuse Prevention Month and BOOST Child Abuse Prevention & Intervention (formerly known as Toronto Child Abuse Centre) is launching its 4th annual Go Purple for Prevention! campaign. The campaign is held each year to raise awareness and provide education to prevent abuse and violence in the lives of children and youth.

This campaign will provide an opportunity for all schools, organizations, churches, community agencies, businesses and individuals to participate and help promote the need for child abuse awareness and prevention. We believe that through education and prevention **we can make a difference.**

For 26 years, BOOST has worked effectively with child protection, police, education, child care providers, children's mental health and other community agencies to improve the response to children and youth who are at risk of, or who have been victimized by abuse and violence.

Every year, thousands of children and youth are affected by violence and abuse. We believe that through education and prevention we can make a difference.

Child Abuse Prevention is Everyone's Business

How you can support and participate in the

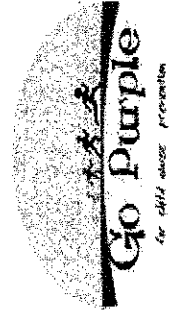
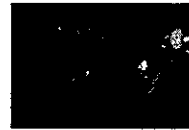
Go Purple for Prevention! campaign:

- ◆ Proclaim October as Child Abuse & Neglect Prevention Month in your community
- ◆ Make a promise to the children in your community that you will teach, guide and protect them
- ◆ Distribute posters to inform everyone in your community that October is Child Abuse & Neglect Prevention
- ◆ Organize a fundraising event such as a golf tournament, dress down day, dance or any other creative activities to support BOOST or your local programs
- ◆ Plan a Go Purple Day and wear purple to show your support for child abuse prevention. Don't forget to send us the pictures so we can post them on our website!

The Go Purple for Prevention! campaign is an important opportunity for all citizens to participate in, and promote the need for child abuse awareness and prevention.

Boost Child Abuse Prevention & Intervention would sincerely like to thank the following municipalities in proclaiming October 2007 as Child Abuse Prevention month in their communities:

Town of Ajax by the Lake	Town of Milton
Town of Amprior	Township of Montague
Town of Auroara	Town of Newmarket
City of Belleville	City of Niagara Falls
Municipality of Clarington	Northeastern Manitoulin
Town of Caledon	Township of Oro-Medonte
Town of Cochrane	City of Oshawa
City of Cornwall	Town of Penetanguishene
Township of Ear Falls	City of Peterborough
Town of East Gwillimbury	Prince Edward County
Town of Fort Erie	Municipality of Port Hope
Galway-Cavendish & Harvey	Town of Richmond Hill
Town of Georgina	Town of St. Marys
Township of Ignace	City of St. Thomas
Killaloe, Hargarty & Richards	City of Thorold
Town of Kingsville	City of Toronto
Town of Markham	Municipality of Tweed
Merrickvill-Wolford	



BOOST

CHILD ABUSE PREVENTION & INTERVENTION

Boost Child Abuse Prevention & Intervention would sincerely like to thank the following municipalities in proclaiming October 2007 as Child Abuse Prevention month in their communities:

- Town of Ajax by the Lake
- Town of Amprior
- Town of Aurora
- City of Belleville
- Township of Galway-Cavendish & Harvey
- Corporation of the Municipality of Clarington
- Town of Caledon
- The Corporation of the Town of Cochrane
- City of Cornwall
- Township of Ear Falls
- Town of Fort Erie
- The Corporation of the Township of Ignace
- Town of Georgina
- Township of Killaloe, Hargarty and Richards
- Town of Kingsville
- The Corporation of the Town of Markham
- Village of Merrickville-Wolford
- Town of Milton
- Town of Newmarket
- City of Niagara Falls
- Town of Northeastern Manitoulin and the Islands
- The Corporation of the Township of Oro-Medonte
- City of Oshawa
- Town of Pectanguishene
- City of Peterborough
- County of Prince Edward County
- Municipality of Port Hope
- Town of Richmond Hill
- Town of East Gwillimbury
- Township of Montague
- Town of St. Marys
- City of St. Thomas
- City of Thorold
- City of Toronto
- The Corporation of the Municipality of Tweed

