



DRESS PURPLE DAY – October 24, 2019

Every October, children's aid societies from across the province raise awareness that help is available for children and youth, and the important role that adults and communities play in supporting vulnerable children, youth and families.

On October 24th, 2019 - Ontario Dress Purple Day, children's aid societies will collaborate with key partners, including boards of education, schools and child care providers, to celebrate the community that cares for kids and to speak up for every child and youth's right to safety and well-being in all spaces.

The focus of Ontario Dress Purple Day is to raise awareness about the role that adults in the community play in supporting the rights of children and youth to safety and well-being. Research shows that ensuring that children and youth are aware of helping adults in their support network is an important prevention tool. On Ontario Dress Purple Day students learn about their right to safety and well-being and the existence of networks of support to help them when they experience challenges.

All members of the community play a role in ensuring children's safety and well-being, but teachers and other education professionals are in a unique position because they may be the only "helping" adult a child or youth encounters daily. Education professionals can be the vital link for a child or youth who is experiencing abuse or neglect at home or in the community.

It is our goal to help spread the message that a call to children's aid leads to an offer of help. The majority of families (90%) working with the agency do so while children remain in the home. In fact, the province's leading academic study on child abuse and neglect show that children remained at home in 97% of CAS investigations.

During the month of October, we are asking our community partners to help raise awareness and show support for the work of child protection agencies by sharing information and participating in our social media campaign using the hashtag **#IBREAKthesilence**.

The key tag line associated with Ontario Dress Purple Day is, "It takes a community to care for kids."



EVERY CHILD HAS A RIGHT TO SAFETY AND WELL-BEING

ONTARIO DRESS PURPLE DAY

OCTOBER 24

IT TAKES A COMMUNITY TO CARE FOR KIDS

#IBREAKthesilence
oacas.org/DressPurpleDay