



Serving the Counties of Hastings, Northumberland and Prince Edward
www.highlandshorescas.com

Monday July 26, 2021

Your Worship Mayor John Henderson and members of council,

RE: PROCLAMATION OF OCTOBER AS DRESS PURPLE MONTH

During the month of October, Children's Aid Societies across the province raise awareness about the important role that individuals and communities play in supporting vulnerable children, youth, and families through the provincially recognized Dress Purple Day campaign (formerly known as Child Abuse Prevention Month) which is marked by a purple ribbon.

Preventing child abuse is a responsibility we all share. Children's Aid Societies and Indigenous Child Well Being Societies are community based organizations that provide protection and support services to children and youth up to the age of 18 across Ontario. With the help of community partners, Children's Aid Societies deliver services that support and strengthen the family. In addition to visiting children and families in their home, child welfare workers help families obtain the services they may need, such as parenting or treatment programs for problems such as addictions, mental health, and anger management.

Children's Aid Societies work first and foremost to keep families together and in about 97 percent of CAS investigations, child protection services are provided while the child or youth lives with their family. In the rare instances that Children's Aid Society removes children from their homes, 85% of those children return to their families within 36 months. The importance of keeping children within their extended families, communities and cultures is also incredibly important.

Highland Shores Children's Aid, in partnership with The Children's Foundation, will be distributing purple ribbons throughout the communities we serve. We are also asking local police and fire departments to show their support by placing a purple ribbon on their vehicles during the month of October. In addition to wearing a purple ribbon during the month, we are encouraging everyone to wear purple on Wednesday **October 27, 2021 for Dress Purple Day**.

At this time, we are respectfully requesting that Council proclaim October as Dress Purple month at your September meeting. We are also requesting permission for our staff to tie purple ribbons in your downtown area. These will be put up on October 1, 2021 and removed by November 1, 2021. By working together, we can make a difference for vulnerable children and youth. Please confirm our attached delegation form attached by contacting Erin Besso at (905) 372-1821 extension 1233 or erin.besso@highlandshorescas.com.

Sincerely,

Tami Callahan, M.S.W., R.S.W.
Executive Director

Our Core Values: Above all - Kids Come First

Respect, Advocacy, Collaboration, Compassion, Integrity, Communication



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