

Dress Purple Day Campaign



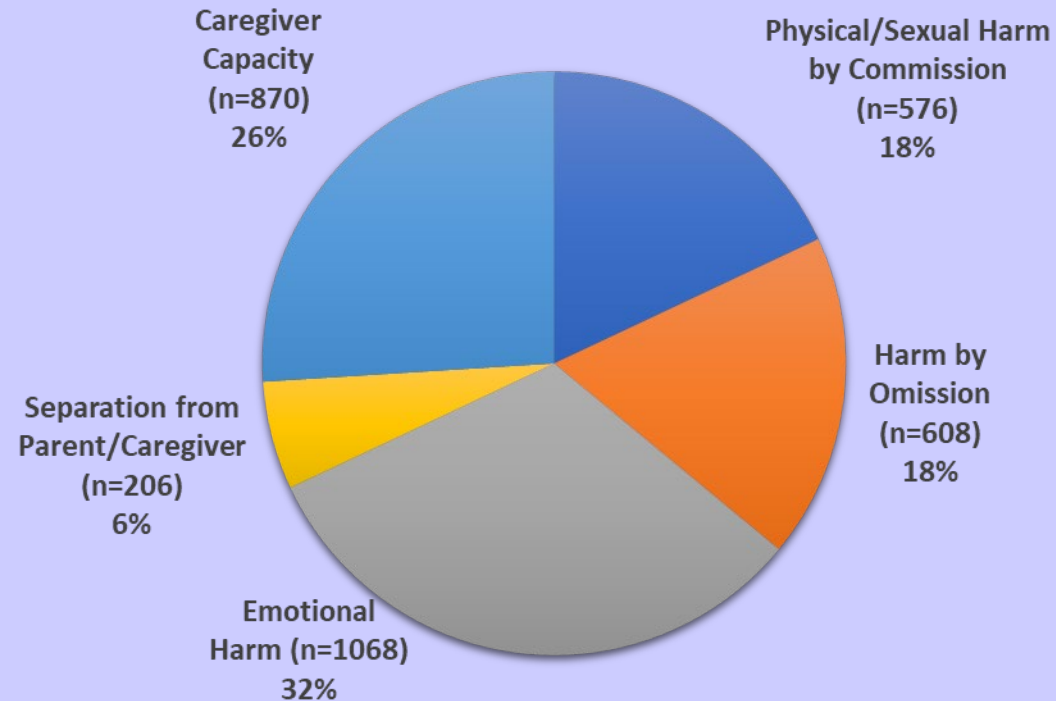
What is Dress Purple Day?

Every 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. On Dress Purple Day Children's Aid Societies collaborate with community partners, to speak up for every child and youth's right to safety and well-being in all spaces and to celebrate the community that cares for kids.



There are many reasons that HSCA become involved with families.

All 2020-2021 Child Protection Intakes Documented, by Primary Code Section (n=3,328)



As you can see only 20% of referrals are related to the extreme abuse most people associate with child welfare.

The majority of children receiving service from HCAS is a result of families being unable to meet children's physical and emotional needs. Some of the difficulties that our families face include mental health concerns, addictions, social isolation, trauma, and extreme financial stress.

What We Know About Child Protection:

- * Nearly 50% of all substantiated investigations of child abuse in Ontario involved exposure to intimate partner violence.
- * In 21% of substantiated investigations, neglect was identified as the overriding concern, while physical abuse was the primary form of maltreatment in 19% of the families.
- * In 97% of investigations by Children's Aid Societies, children and families are provided with services in their homes. Only 3% of investigations involved moving a child or youth out of their home for their safety and well-being.

The top referrers to Children's Aid Societies in order are:

1. Law Enforcement
2. Parent/Custodial parent
3. School/educational personnel
4. Medical/Mental health professionals



Children's Aid Societies investigate referrals from professionals and the public concerned about a caregiver's treatment of a child or youth. These concerns include that a child or youth is experiencing physical, sexual, and emotional abuse, and/or that a child or youth is being neglected. CASs often work with children and youth where neglect is a key factor. Their families may be struggling with chronic challenges such as mental health issues, addiction, domestic violence, or extreme financial stress.



COVID Impact on Service

Major Impacts

- People's mental health was precarious. We saw more substance abuse and anxiety in children and youth.
- Precarious Housing with many due to both costs and limited rental units available
- Continued worry and calls from schools concerned they have not seen a child in a long time and attendance issues
- Increase in domestic violence, parental mental health concerns and custody/access issues
- Community partners faced challenges with recruitment to critical supports to children, youth and families i.e., Respite Services
- Internet connectivity and high-speed internet access for clients to access services from more rural communities was not available or too costly.

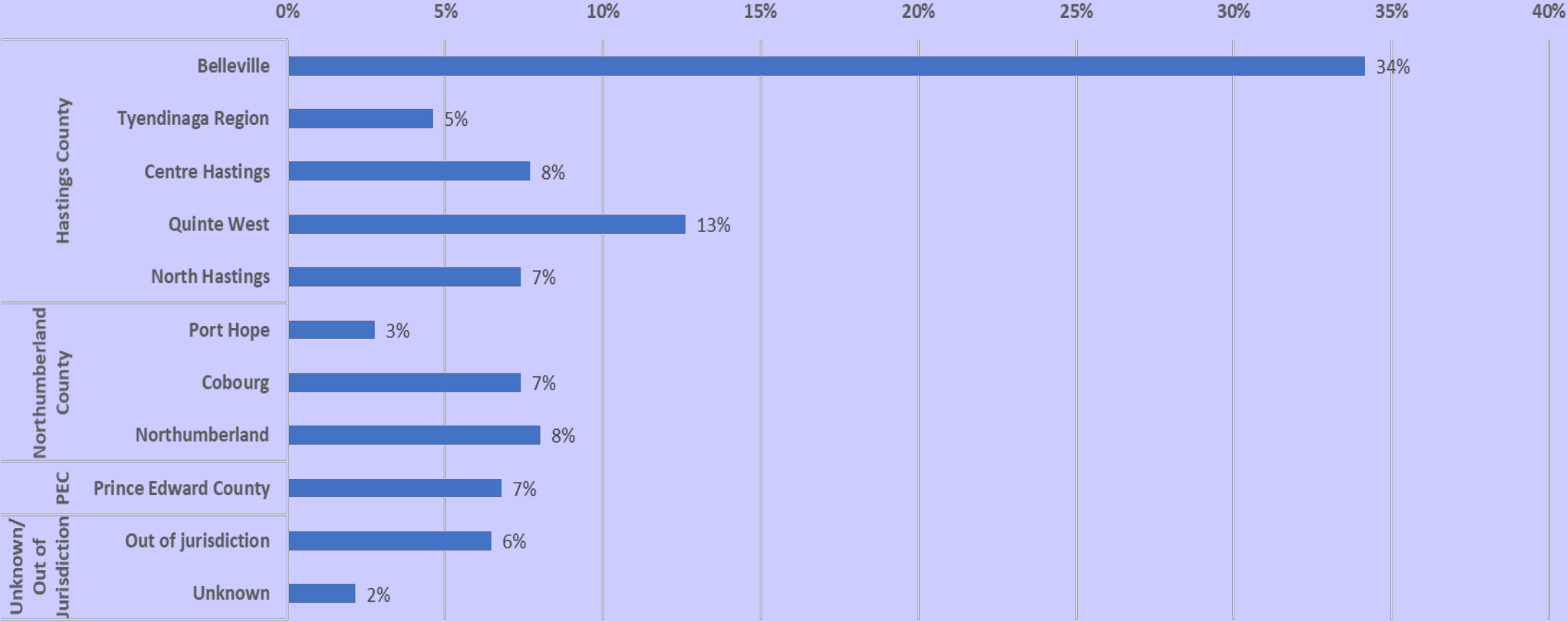
COVID What we have learned

- To be creative in interventions with families (i.e., Parent Enrichment Program; further building family support systems Network Development, In-House tutoring program available to all children, youth and families we support)
- Creative use of funding and stretching monies in partnership – cost share, prioritizing educational assessments – link to Stability and Transportation Supports
- Linking callers with community agencies as opposed to files opening with HSCA
- Continue to spend more time with families; which helps to better understanding of the overall picture and clients needs
- Doing some work virtually allowed for some processes to move quicker (i.e., mediation), more training opportunities, less time spent in court, meetings could happen quicker and regular contact with co-workers

Geographic Breakdown - Regions

Families Receiving Ongoing Service, Percentage by Region - As of March 31st, 2021

Based on Address of Primary Client as of March 31st, 2021 - Note that this is an approximation based on mailing/residential address only



What YOU Can Do...

Call Highland Shores if you have any concerns that a child or youth may be in need of protection or assistance. Reach out to neighbors and friends to check in, offer support. Know that your call to HSCA could lead to the help and support for a child, youth and their family.

Show your support by wearing a purple ribbon or purchase a purple item from The Children's Foundation and wear it proudly during the month of October!



What YOU Can Do...

This year, we are asking you to think about why you wear purple, make a video, tell everyone why you wear purple, and post it on your social media.

Let the community know that you are there to support children, youth and families!

We encourage you to use the #iwearpurplebecause hashtag on your social media accounts!

Show your support by wearing a purple ribbon or purchase a purple item from The Children's Foundation and wear it proudly during the month of October!



You Can Make a Difference!

Join us to help raise awareness by wearing purple
on Dress Purple Day, October 27, 2022.



Purple t-shirts can be purchased from The Children's Foundation,
613-962-9292 or thechildrensfoundation.ca