



2020 Dress Purple Day Key Messages

Dress Purple Day Campaign

- 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, we celebrate the community that cares for families and share the message that help is available and no one is alone.
- On Dress Purple Day, we raise awareness that Children's Aid Societies are community organizations that are part of the circle of care that supports the well-being of children, youth, and families.
- Dress Purple Day offers an opportunity to remind Ontarians that Children's Aid Societies work together with many other social service providers to help children, youth, and families facing challenges.
- On Dress Purple Day, Children's Aid Societies collaborate with key 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.
- Dress Purple Day offers an opportunity to raise awareness among children and youth, including elementary, middle, and high school students, about their right to safety and well-being in all spaces.
- Dress Purple Day offers an opportunity to remind adults about the important role they play in supporting vulnerable children, youth, and families. This includes every adult's legal duty to call their local Children's Aid Society if they have a concern about the safety or well-being of a child or youth.
- Provincial classroom prevention resources are now available to support teachers to engage in conversations with elementary, middle, and high school students about their safety and well-being in all aspects of their lives and their networks of support. The [Dress Purple Day Provincial Classroom Resources](#) were developed in response to inquest recommendations for age appropriate, child-rights focused child abuse and neglect prevention materials for students.

COVID-19 and Dress Purple Day

- The COVID-19 pandemic has created additional stresses for families, and in some cases has increased risk for the well-being and safety of vulnerable children, youth, and families.
- COVID-19 can lead to an increase in risk factors surrounding mental health, intimate partner violence, and maltreatment of children and youth. Ontarians in need of help are encouraged to reach out to the services available in their community, including



Children's Aid Societies, or if they know a young person or family in need of support.

- Dress Purple Day offers an opportunity to remind Ontarians that Children's Aid Societies and Indigenous Child and Family Well-Being Agencies are open and providing services, and that if they have a concern about the safety or well-being of a child or youth or if their family is in need of support, they should call their local CAS.