PRESS RELEASE
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SPEAK UP FOR KIDS
October is Child Abuse and Neglect Prevention Month

Ottawa – Ensuring the safety and well-being of children and youth is a shared responsibility. According to section 72(1) of the Child and Family Services Act, every Ontarian has a legal obligation to contact their local Children’s Aid Society if they suspect a child is being abused or neglected.

In order to spread awareness of this duty across the province, October is recognized as Child Abuse and Neglect Prevention month. The provincial campaign is urging community members to “Speak up for Kids” and report signs of abuse or neglect. Marked by Dress Purple Day on October 16, 2015, the campaign’s main goal is to keep children and youth safe by increasing public knowledge of child abuse and neglect.

For the second year in a row, the Children’s Aid Society of Ottawa (CASO) is partnering with various school boards in the Ottawa area in order to spread this message to a wide range of professionals and community members. Schools across the city will be receiving campaign t-shirts and materials in the form of posters and activity sheets for kids of all ages.

It’s important to recognize that in more than 90 per cent of cases in which CASO became involved; work was done within the family while the child remained at home. The vast majority of interventions simply involve connecting the family to appropriate services within the community.

"At the Children’s Aid Society of Ottawa, we know that it’s difficult to report any concerns or suspicions about a child," says Barbara MacKinnon, Executive Director of the Children’s Aid Society of Ottawa. "But when you do, it makes it that much easier for us to help the families in need of our assistance.

If you are concerned about child, please call the Children’s Aid Society of Ottawa at (613)747-7800.

For more information:

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