



Speak up for kids  
#iBREAKthesilence

Dear Parents and Caregivers,

Did you know that October is Child Abuse Prevention Month? At **Family & Children's Services of the Waterloo Region** our role is to respond and work together with families, their supports, schools and our community to prevent harm to children and to protect and care for children who have been abused or neglected. We know that child abuse and neglect are not easy topics to talk about, but it is a serious issue and it is important that we all join the conversation. Children and youth depend on all of us to be aware and to speak up for them when they need help.

This year **October 19, 2016 is GO PURPLE DAY!**

Across the province, hundreds of schools will **GO PURPLE** to break the silence that surrounds child abuse and neglect. In **Waterloo Region** staff and students at all boards of education will wear purple to raise awareness about child abuse and neglect, and the role that we all have in keeping kids safe.

Together, we are asking you to **encourage your child to wear something purple on October 19.**

On any given day, **Family & Children's Services of the Waterloo Region** is working with more than **1,200** local families facing challenges such as poverty, unemployment, ill health, domestic violence, mental health issues, or caring for a child who has serious physical, emotional or developmental difficulties. Many families just need some parenting support and helpful services. Ontario's leading academic study on child abuse and neglect shows that children remained at home in 97 percent of CAS investigations. (Ontario Incidence Study of Reported Child Abuse and Neglect, 2013)

We would like to thank you in advance for your participation in **GO PURPLE DAY** on **October 19, 2016.**

Together we can break the silence and keep children safe in our community.

## OCTOBER IS CHILD ABUSE PREVENTION MONTH

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### What does it mean when your child wears purple on October 19th?

- Wearing purple brings attention to the importance of speaking up when children or youth need protection.
- Abuse can be physical, sexual and/or emotional. It can also be neglect.
- Most families we work with just need some help and support. Across Ontario, 97% of families are caring safely for their children at home. (Ontario Incidence Study of Reported Child Abuse and Neglect, 2013)

### Do you have questions about child abuse or neglect?

More information about child abuse and neglect, as well as supports and services offered by Family & Children's Services is available at [www.facswaterloo.org](http://www.facswaterloo.org)

If you have a concern or you are worried about a child, please call us. We're here to help.

**519-576-0540**