

**Pink Shirt Day**  
**February 28<sup>th</sup>, 2018**  
**“School Bus Poster Campaign”**



On February 28, 2018, we encourage everyone to practice kindness and wear pink to symbolize that you do not tolerate bullying. In addition the Suicide Prevention Coalition of Champlain East in partnership with STEO, UCDSB, CDSBEO and Kids Help Phone have joined forces to launch a poster campaign in all school buses operated by Student Transportation of Eastern Ontario. The poster launch is expected on pink shirt day as a reminder to students that Kids Help Phone is always open, whenever and wherever, and in any moment of crisis or need.

800 buses, 33,000 student's, 1600 posters

### Quick Facts

Source [www.prevnet.ca](http://www.prevnet.ca)

- Fact:: Children do not grow out of bullying
- Fact:: Bullying affects the majority of our children
- Fact: Bullying can have serious consequences

Schools can get involved on **Pink Shirt** day by:

- Watching & sharing the 30 sec social media video created for this project
- Visiting the Kids Help Phone website [www.kidshelpphone.ca](http://www.kidshelpphone.ca)
- Visiting the Reach Out Now website [www.reachoutnow.ca](http://www.reachoutnow.ca)
- Preparing students for the launch with morning announcements
- Informing parents of this great initiative (email, website, Facebook)