



FOR RELEASE  
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## **Campaign provides Internet safety information to youth**

WHITEHORSE—The Government of Yukon and the Canadian Centre for Child Protection launched the Need Help Now campaign to promote safe and responsible use of communication technologies among youth.

"Protecting youth who use the Internet is a responsibility we all share," Minister of Justice Mike Nixon said. "Through our partnership with the Canadian Centre for Child Protection, the Yukon government is working to educate young people and provide resources that will help them mitigate and manage dangerous online behaviours."

A new website, radio PSAs and printed educational resources will provide Yukon schools, parents and youth organizations with information about cyberbullying, the harmful impacts of sending explicit texts and photos, and the importance of getting help when it's needed.

"It is critical that youth have the tools to protect themselves in today's ever-changing online environment," Minister of Education Elaine Taylor said. "The Yukon government is committed to the safe use of technology, addressing issues such as cyberbullying and teaching responsible online behaviours in our schools and beyond."

In 2012, the Yukon government committed \$75,000 over three years to bring Canadian centre resources to Yukon. The partnership was launched with the I Reported It! campaign, which focused on the prevention of online exploitation of children.

"We hope this campaign helps youth understand when they need help, where to get that help and why it is so important to reach out to a safe adult," executive director for the Canadian Centre for Child Protection Lianna McDonald said.

### **Learn more:**

Visit [needhelpnow.ca](http://needhelpnow.ca)

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