



FOR RELEASE
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Celebrating Safer Internet Day with proactive steps to ensure safety of children

WHITEHORSE—The Yukon government and the Canadian Centre for Child Protection are launching a public awareness campaign to further promote Cybertip.ca and distribute educational Internet safety materials to educate parents and schools about Internet safety for children.

"Kids are facing new risks on the Internet," Justice Minister Mike Nixon said. "With this public awareness campaign we hope to raise awareness about the risks that children may face online and to know more about Cybertip.ca. These efforts are in recognition of Safer Internet Day, which takes place on February 5."

An interdepartmental team made up of officials from the departments of Justice, Education, Health and Social Services, the Women's Directorate and the Youth Directorate will be meeting on February 21 to develop the further collaborative steps of this three year partnership with the Canadian Centre for Child Protection.

"Children and youth are increasingly living out a large proportion of their daily lives online," Canadian Centre for Child Protection executive director Lianna McDonald said. "Parents and teachers need to be fully aware of the risks children and youth may encounter while using the Internet. Often they don't even know where to begin. This is why we want to make sure Yukoners know about our important educational resources to better protect children on the Internet."

For more information about the national centre visit protectchildren.ca.

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Attachment: background information about the public awareness campaign.

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Background

The Canadian Centre for Child Protection is a national non-profit organization dedicated to the personal safety of all children. Their goal is to reduce child victimization by providing programs, services and resources to Canadians to help protect children and reduce their risk of victimization. Below is a brief overview of their four national programs.

On Safer Internet Day – February 5 – the Yukon government and the Canadian Centre for Child Protection will:

- launch the *I Reported It* public awareness campaign on Cybertip.ca
- Cybertip.ca is Canada's tipline for reporting online sexual exploitation of children. It also serves as an educational resource, with analysts providing the public with information on how to keep themselves safe while on the Internet (www.cybertip.ca).
- distribute educational materials to schools and parents such as:
 - *Be Smart, Strong and Safe* – activity booklets for Grade 6 students that help teach children the importance of personal boundaries (www.smartstrongsafe.ca)
 - *Zoe and Molly Online* – a package of Grade 3 and Grade 4 comic books and a teacher guide to help teach the importance of not sharing personal information online without the permission of a parent/guardian and what to do if they come across inappropriate information online (www.zoeandmolly.ca).
 - *The Door That's Not Locked Internet Safety* – brochures for parents and teachers, which has age-specific Internet safety information about online activities that are popular with children and youth of different age groups, the potential risks children and youth face when using certain technologies, as well as ways to talk to children about the difference between healthy and unhealthy relationships (www.thedoorthatsnotlocked.ca).
- *Smartphone Safety* – guide for parents/guardians (www.mobility.protectchildren.ca).

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