

Compassione

Maamowewziwin

Pagalang

Inclusivité

Amor

庆祝

It Starts Here

#ITSTARTS

توعية

Equidade



Georgian

Veränderung

Engagement

Zrozumienie

Een ander persoon

A conversation, a movement, a change

How to get involved

What: #ITSTARTS is a public education initiative to promote a unified community that stands up and embraces acceptance, inclusion, equity and diversity. This year's campaign is focused on place and space (It Starts Here).

When: The campaign runs April 23 to May 4, 2018

Who: Everyone. #ITSTARTS is open to everyone living/working/visiting in Simcoe County.

How: Below are a list of activities to take a stand and get involved in the campaign:

1. Pick up cards from your local library branch or request cards from the Local Immigration Partnership (scip@simcoe.ca). Digital copies are available at simcoe.ca/ITSTARTS
2. Share your message:
 - a. Pictures and videos (no more than 30 seconds) on Twitter @simcoecounty, Facebook @CountyofSimcoe and Instagram @experiencesimcoecounty using #ITSTARTS.
 - b. Display the cards and make them visible.
 - c. Perform acts of inclusivity (host a multicultural lunch, learn about different cultures, ask questions, read international authors)
3. Educate yourself. Visit simcoe.ca/ITSTARTS for definitions and resources on how to take safe and purposeful action against racism and discrimination.
4. Challenge friends, family members, colleagues, and community leaders to take a stand. There is strength in numbers!

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Thank you to our committed community partners



We're happy that you have decided to take part in the #ITSTARTS Campaign. As the campaign continues to grow and evolve, please note your photo or video may be used in promotion or advertisement of the Pledge campaign, as well as, additional efforts aimed at addressing racism and discrimination. For additional details, please contact scjia@simcoe.ca.

