



# BRANDON SCHOOL DIVISION

## MEDIA ADVISORY

**To:** All Local Media  
**Date:** Friday, September 1, 2017  
**From:** Brandon School Division Office of Communications  
**Re:** Brandon School Division Student Safety Social Media Campaign

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Brandon School Division is committed to providing a safe and inclusive place for all of our students, and is proud to be partnering with the Brandon Police Service, the Canadian Red Cross, and our own Youth Revolution Team Members to launch a Divisional Student Safety Social Media Campaign.

Messaging will be featured on our Divisional and School based websites and social media accounts, with a focus on:

- Promoting healthy relationships for our students and their families;
- Cyber Safety;
- Stranger Danger; and
- Sexual Exploitation.

*We take student safety very seriously in our Division, and this social media campaign will assist in notifying and educating the public and our students about best practices, when it comes to student safety. Let's help prevent these incidents and talk to our children about the importance of keeping themselves safe.*

*Dr. Marc D. Casavant, Superintendent/CEO*

Bringing together community agencies to assist with providing resources and external contacts, various print communications will also be made available, such as:

- *Be Safe!* Personal Safety Program from the Canadian Red Cross;
- Safe & Caring Schools: A Whole School Approach to Planning for Safety & Belonging from Manitoba Education & Training;
- Canadian Centre for Child Protection; and
- Many, many more.

**For more information, please contact:**

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*“Accepting the Challenge”*