



## Toolkit: Honouring our Children Day 2022

June 24, 2022

### About Honouring our Children Day, #HOCDay, and this toolkit

Honouring Our Children Day is a time to celebrate our children, and remind them that they are special, as well as supported and cared for by their community. First celebrated in 2009, the intention of this day is to celebrate our children and acknowledge their strength, bravery, and resilience. Honouring Our Children Day is an opportunity for your community to come together to show our children that they are part of their circle of care.

This year, we are also taking this opportunity to launch our #YouthKnow Team, a newly created youth advisory team. This team will be formed with youth from our 30 First Nations and will support Tikinagan by providing input about youth culture, social media, and living in their communities. We want to engage, empower, and equip our First Nation youth by hearing their ideas, utilizing their skills, and challenging them as leaders.

This toolkit is intended to support the participation of various stakeholders, including Tikinagan, our communities, our families, our Foster Parents, and our youth. Join us on June 24th or whenever is suitable for your community.

Toolkit includes:

- Key Messaging
- How to Participate
- Contest Information
- A Radio Script
- Social Media messaging and assets
- Event Posters

## Goals of Honouring our Children Day

- To acknowledge the children in Tikinagan care for their strengths and unique identities.
- To show children and youth in Tikinagan care that their communities are part of their circle of care.
- To de-stigmatize views about children and youth in and from care by increasing public awareness and understanding.

## Key Messages

- Tikinagan's 12th Annual Honouring Our Children Day, on June 24th, is all about honouring the children in care throughout the 30 Northwestern Ontario First Nations that the agency serves.
- Honouring Our Children Day is an opportunity to demonstrate Mamow Obiki-Ahwahsoowin - "Everybody working together to raise our children" - and show our children and families they are important.
- Honouring Our Children Day is about being a community that holds our children up and carries them forward.
- Honouring Our Children Day is an opportunity to celebrate children and acknowledge their strength, bravery and resilience.
- Honouring Our Children Day is important as it gives our communities the opportunity to show our children they are supported and loved.
- By celebrating Honouring Our Children Day, our community is showing children in Tikinagan care and their families that we are part of their circle of care.
- Honouring Our Children Day is a time to celebrate our children, and remind them that they are special, supported and cared for by their community.
- Honouring Our Children Day celebrates the accomplishments of our children and youth, intentionally timed right around the end of the school year to celebrate their accomplishments through their hard work and efforts through the year.

## #YouthKnow Team

- #YouthKnow is Tikinagan Child and Family Services' newly created youth advisory committee.
- We're calling it the #YouthKnow Team, because we know youth know. They know about youth culture, social media, living in their communities, and even about Tikinagan.
- Youth voices can better advocate for children's rights and a better future for our children and youth in and out of care. We want to tap into that resource.
- The #YouthKnow Team will engage, empower, and equip our First Nation youth by hearing their ide-as, utilizing their skills, and challenging them as leaders.

- Tikinagan Child and Family Services is looking for First Nation youth connected to our First Nation communities, ages 12-21 to join our youth advisory committee. We will seek input about youth culture, social media, living in their communities, and even about Tikinagan. They can be living in their home community, or in an urban area like Thunder Bay or Sioux Lookout.

## How to Participate

- Attend your community event put on by Tikinagan or organize one of your own;
- Like and share our Facebook posts;
- Invite children and youth to participate in our two contests; and
- Take a moment share with your children how important they are to you. Teach your children about children in care and allow them to become part of someone else's circle of care.

## Contests

### Super You

Design the logo that will represent Honouring Our Children Day.

The logo will be digitized and used for all Tikinagan materials related to Honouring Our Children Day. The winning designer will receive their logo enlarged as a framed print as well as seeing their logo used every year moving forward.

For ages 6-18.

### Logo Design Contest

Have you ever thought of how you might look if you were a superhero? Here's a chance to show the world Super You!

We are looking for drawings created by children and youth from our 30 First Nations! Draw yourself as a hero and tell us about your superhero. Pictures will be featured on our website. One submission per youth. The winning designer will receive their hero enlarged as a framed print.

For ages 3-18.

## Radio Script

If your community has a local radio station, the below script can be used to announce your Honouring our Children Day event:

Children and youth need to be celebrated and honoured from time to time, especially those who are in care and away from their families.

They need to see there is a caring, supportive community, standing with them and cheering them on.

We invite you to join us on [date] from [time] to [time] at the [Location] for [event name/details] at the [Location].

Let's all work together to raise our children and bring joy to the future of our community. Learn more about Honouring Our Children Day at [Tikinagan dot org](http://Tikinagan.org) slash H-O-C Day.

## **Social Media Content**

Spread awareness about Honouring Our Children Day on social media on June 24.

### [Hashtags](#)

#HOCDay

#YouthKnow

### [Website](#)

[Tikinagan.org/HOCDay](http://Tikinagan.org/HOCDay)

[Tikinagan.org/YouthKnow](http://Tikinagan.org/YouthKnow)

Reminder: The Tikinagan Communications Department creates and posts all Tikinagan events onto social media and our website. Once posted, you can share to your community or personal pages. This allows our Team to respond to comments or questions from the agency's page.

## [Social Media Messages](#)

### *Twitter/Instagram*

- We celebrate Honouring Our Children Day to remind our children in Tikinagan care that they are special, supported and loved by their community.
- We celebrate Honouring our Children Day to show our children in care and their families that our community is part of their circle of care.
- We're looking for youth from our communities to join our YouthKnow Team. Check out our website for more info.

## YouthKnow

- Tikinagan wants to engage, empower, and equip our youth by hearing their ideas, utilizing their skills, and challenging them as leaders. Check out the Tikinagan website for more info about YouthKnow.

## Facebook

- Tikinagan's 13th Annual Honoring Our Children Day, on June 24th, is all about honoring the children in care throughout the 30 Northwestern Ontario First Nations that the agency serves. By celebrating, you and your community are showing children in Tikinagan care and their families that you are part of their circle of care. Check out Tikinagan's website to see how you can participate [Tikinagan.org/HOCDay](http://Tikinagan.org/HOCDay)
- We celebrate Honouring Our Children Day to remind our children in Tikinagan care that they are special, as well as supported and loved by their community. Check out Tikinagan's website to see how you can participate [Tikinagan.org/HOCDay](http://Tikinagan.org/HOCDay)
- We are celebrating Honouring Our Children Day to show we are part of Mamow Obiki-Ahwahsoowin – “Everybody working together to raise our children” – and to show our children in care and their families they are important to our community.
- We are celebrating Honouring our Children Day to show our children in care and their families that we are part of their circle of care. Check out Tikinagan's website to see how you can participate! [Tikinagan.org/HOCDay](http://Tikinagan.org/HOCDay)

## YouthKnow

- Tikinagan Child and Family Services are looking for First Nation youth connected to our First Nation communities, ages 12-21 to join our youth advisory committee. We will seek input about youth culture, social media, living in their communities, and even about Tikinagan. They can be living in their home community, or in an urban area like Thunder Bay or Sioux Lookout. For more information go to [Tikinagan.org/YouthKnow](http://Tikinagan.org/YouthKnow)
- Tikinagan and YouthKnow wants to engage, empower, and equip our youth, ages 12-21, from our 30 First Nation communities by hearing their ideas, utilizing their skills, and challenging them as leaders. Check out the [Tikinagan.org/YouthKnow](http://Tikinagan.org/YouthKnow) to learn more and to apply.

## Campaign Assets

- Poster – This poster includes a blank space to write in your event details.