

# COMPLIANCE DETERMINATION

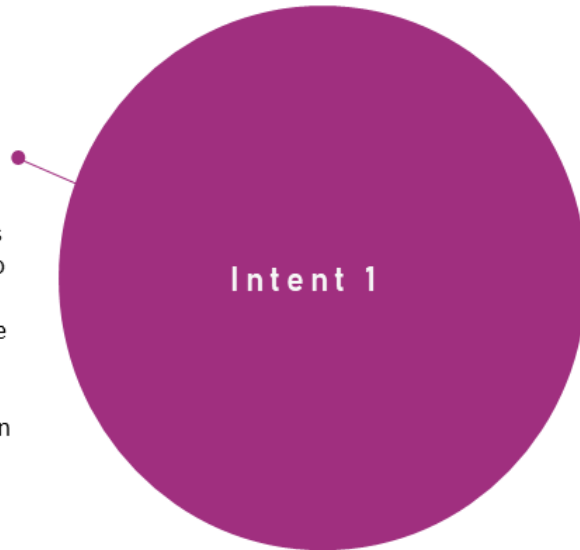
## Angel's Story – Recommendation 3

**Recommendation Summary:** Denounce sexual exploitation of children and youth and raise awareness through a public education campaign.

**Primary Public Body:** Manitoba Families

**1. Carry out public education via awareness campaigns that a) denounce sexual exploitation of children and youth; and b) raise awareness about the demand for purchasing sex and/or sexually exploiting children and youth.**

Families maintained its position, as in previous responses, that the work of public awareness in this area should be community driven and responsive to community identified priorities. This approach to addressing the recommendation is in contrast to the idea of a central global campaign to a non-specific audience. A range of additional community driven public education initiatives about sexual exploitation took place in 2022 and will continue in the future.



### COMPLIANCE DETERMINATION



## Recommendation Compliance Summary

In accordance with subsection 11(1) clause (d) of *The Advocate for Children and Youth Act (ACYA)*, the Advocate retains the responsibility "to monitor the implementation of recommendations included in reports made under section 27 (investigation) or special reports made under section 31."

This form details the assessment of implementation of compliance made under the referenced subsection of the ACYA. MACY assesses implementation of compliance with recommendations once a year but receives updates from public bodies every six months.

1. Recommendation Information	
<b>Special Report Name:</b>	<b>In Need of Protection: Angel's Story</b>
<b>Date Released:</b>	12/13/2018
<b>Full Recommendation:</b> (including details)	<p><b>Recommendation Three:</b> The Manitoba Advocate for Children and Youth recommends that Communication Services Manitoba, Manitoba Education and Training, Manitoba Families, Manitoba Justice, Manitoba Health, Seniors and Active Living, Manitoba Status of Women, and Manitoba Indigenous and Northern Relations collaborate with youth advisory groups, the Canadian Centre for Child Protection, Winnipeg Police Service, Royal Canadian Mounted Police, Indigenous and community organizations, and the Manitoba Advocate for Children and Youth to carry out ongoing public education via awareness campaigns that (a) denounce the sexual exploitation of children and youth and (b) raise awareness about the ongoing demand for purchasing sex and/or sexually exploiting children and youth in Manitoba.</p> <p><b>DETAILS:</b> This plan should:</p> <ul style="list-style-type: none"> <li>• Be centrally driven by an existing inter-departmental working group such as the Deputy Ministers of Health and Social Policy and Priorities (DMHSPP) committee/Healthy Child Deputy Ministers' Committee (HCDMC);</li> <li>• Consider how best to reach those most in need of its information;</li> <li>• Include youth, survivor, and Indigenous community consultation;</li> <li>• Consider if names of adults who are sexually exploiting youth should be publicly shared as is the practice in other provinces;</li> <li>• Be evidence-informed in terms of clear outputs and outcomes and learn from successful campaigns in other jurisdictions;</li> <li>• Avoid sensationalism, inappropriate imagery, or language;</li> <li>• Draw awareness to bystander legislation that provides that all Manitobans must report child sexual exploitation; and</li> <li>• Include provisions for public education and awareness campaigns that coincide with Manitoba's Stop Child Sexual Exploitation Awareness Day every March.</li> </ul>
<b>Intent(s) of Recommendation:</b>	<p>The intents of the recommendation are to:</p> <ol style="list-style-type: none"> <li><b>1. Carry out public education via awareness campaigns that:</b> <ol style="list-style-type: none"> <li><b>a. denounce sexual exploitation of children and youth</b></li> <li><b>b. raise awareness about the demand for purchasing sex and/or sexually exploiting children and youth</b></li> </ol> </li> </ol>

<b>Issue:</b>	Sexual Exploitation
<b>Primary Department:</b>	Manitoba Families
<b>Dates of Previous Official Updates from Public Body:</b>	June 30, 2022
	May 31, 2021
	June 30, 2020
	December 31, 2019
	June 27, 2019

**2. Compliance Determination**

<b>Fully Compliant 1.0</b>	Actions taken fully implement the recommendation
<b>Self-Assessment</b>	Fully Compliant
<b>Previous Compliance Determination</b>	Partially Compliant

**3. Rationale for Determination**  
*(How did you reach this compliance determination)*

**Intent 1: Carry out public education via awareness campaigns that a) denounce sexual exploitation of children and youth; and b) raise awareness about the demand for purchasing sex and/or sexually exploiting children and youth.**

**2022**

- Manitoba Families maintained the position, as in previous responses, that the work of public awareness in this area should be community-driven and responsive to community identified priorities. The response discusses the findings of the report as focusing on specific groups to receive education and awareness, and the work of the province in this area supports those findings. This approach to addressing the recommendation is in contrast to the idea of a central global campaign to a non-specific audience.
- In the most recent response, Manitoba Families details the following funding and initiatives:
  - In recognition of Stop Child Sexual Exploitation Awareness Week, the Clan Mothers Healing Village, in collaboration with Tracia’s Trust, shared two first of its kind Indigenous led online safety tools. Information and links to the tools can be found here: <https://www.gov.mb.ca/fs/traciustrust/empowerment.html>.
  - The first piece of the toolkit, the Clan Mothers Healing Village Northern Radio Campaign, is designed to provide online safety and awareness for parents and caregivers of children who, due to the prevalence of COVID-19, are experiencing an increase in internet use. On March 15, 2022, Tracia’s Trust premiered the Northern Radio Campaign (featured in several Indigenous languages) to provide awareness for vulnerable youth and their caregivers in northern Manitoba communities via the Tracia’s Trust webpage. Along with the sound-bites, a video featuring a local Elder is attached. This collaborative campaign created by the Clan Mothers Healing Village in partnership with Tracia’s Trust is also accessible through the Clan Mothers Healing Village Website.
  - The second tool is a four-part land-based healing video series called *The Journey of Piyesis* for which curriculum was developed for land-based teachings and ceremonies. It was created for those who work with Winnipeg’s at-risk youth. This online tool kit was launched via the Tracia’s Trust website in honour of Stop Child Sexual Exploitation Awareness Week, as well as through the Clan Mothers Healing Village webpage, on March 14, 2022. Following its initial launch, links to the four-part video series were distributed to Tracia’s Trust partners, CFS agencies, and service providers who support at-risk youth.

- On June 17, 2022, Manitoba announced funding to be provided to The Joy Smith Foundation to support their public awareness and training about exploitation (of youth and adults): <https://news.gov.mb.ca/news/?archive=&item=55204>. On June 28, 2022, Manitoba announced funding to the Canadian Centre for Child Protection to support their awareness and prevention work about exploitation with children, families, and educators (<https://news.gov.mb.ca/news/?archive=&item=55301>).
- In March 2021, the Department of Families provided the Manitoba Hotel Association (MHA) with a one-time grant of \$200,000 to develop an education and awareness campaign regarding sexual exploitation and human trafficking. The funds were used by the MHA to create a training program for hotel staff. The training, entitled Keep Kids Safe: How to Spot and Report Child & Youth Exploitation, was developed in partnership with the Manitoba Tourism Education Council as well as community leadership, including experiential voices. It was launched in October 2021. The training can be completed either online or in a paper format.
- Key outcomes to date: 344 hotel staff have registered for the training, 180 hotel staff have completed the training, and promotional materials were distributed to 265 hotels.
- Manitoba Families continues to report on the work of the Tracia's Trust Regional Teams. Six Regional Teams organized a variety of public awareness activities such as walks, forums, art contests, etc. The previously inactive teams of Steinbach, the National Jewish Council of Women, and Norway House have expressed interest in re-starting and submitted funding proposals in spring 2022.
- On May 12, 2022, Manitoba introduced new legislation, as well as amendments to existing acts, that would further protect vulnerable children and youth who are at risk of human trafficking and sexual exploitation.  
<https://news.gov.mb.ca/news/index.html?item=54517&posted=2022-05-12>.

## 2021

- The annual Stop Child Sexual Exploitation Awareness Week event is hosted on a rotational basis through collaboration between Manitoba's Sexual Exploitation Unit (SEU) and Regional Teams. In previous years it has been hosted in Winnipeg, Thompson, and Scantebury. The Regional Teams take turns volunteering to support the initiative to promote diversity and inclusion in the province. Due to the COVID-19 pandemic and restrictions, and inability to host in-person event, the province supported the Trafficked Persons Response Network, which hosted the inaugural Defend Dignity-Disrupt Demand digital conference. The province contributed to the event by coordinating targeted training for law enforcement supported by Manitoba Justice, which included a presentation by StreetReach's program manager.
- Manitoba Families noted that Manitoba is the only province that uses fees from offenders to pay for John School, which addresses concerns about demand for sexual exploitation.
  - Women Seeking Alternatives is a program hosted by the Salvation Army and is not financially supported by Tracia's Trust. The SEU, however, provides staff to support important events for participants like the annual SNOW night. In 2020/21, the Advisory Council of Knowledge Keepers financially assisted with SNOW night through their response to a COVID-19 outreach initiative.
  - On March 8, 2021 during the Stop Child Sexual Exploitation Awareness Week, the province announced investments of \$900,000 towards combatting sexual abuse and exploitation. The investments include:

- Funding to the Manitoba Hotel Association with one-time grant funding of \$200,000 to modernize the Manitoba Hotel Association training and public awareness campaign. The funding will support engagement and consultation on the current training gaps and limitations, a draft of industry training materials with stakeholders under the Tracia's Trust Strategy, and engagement/consultation with Indigenous stakeholders and experiential persons to ensure inclusion. The outcome of this work will be the production of a final training module and awareness materials for publication within the hotel sector.
  - \$80,000 to New Directions for Children, Youth, Adults and Families to update its training to service providers who work with sexually exploited youth, so it reflects emerging best practices and enhances supports. The training will be provided to group care staff, child welfare workers and community partner organizations.
  - A total of \$424,000 in new annual funding to the Toba Centre for Children and Youth to support the development of a new model of community-based supports for abused children, in consultation with community stakeholders. The funding will also support Toba's transition to a full child advocacy centre.
  - A total of more than \$200,000 for two-year contracts with three organizations to provide abuse investigation training and online standards training. These contracts will be awarded to The Forensic Practice, The Whole Truth, and Technology for Learning Group.
- On April 16, 2021, the province announced \$35,000 of funding to Clan Mothers Healing Village (CMHV) for a northern awareness campaign. The funding is helping to coordinate work across partners to develop, prepare, and distribute public education materials. The target audience for this public education campaign is parents, caregivers, and vulnerable youth in Northern Manitoba. CMHV is developing a sound bite, video, and handhels in local Indigenous languages of Manitoba. The work is reported to be well under way.
- The Department of Families reported that Tracia's Trust Regional Teams constitute committees, coalitions, or groups comprised of multi-system stakeholders, with the goal of increasing public awareness and education to address issues related to sexual exploitation and human trafficking regionally and provincially. The work of the regional teams is supported by staff from the Sexual Exploitation Unit, and Tracia's Trust currently provides funding to seven Regional Teams across the province (Flin Flon, Norway House, Pine Falls, Steinbach, Thompson and two in Winnipeg). Of the seven Regional Teams, six completed their public education initiatives that coincide with Manitoba's Stop Child Sexual Exploitation Awareness Week every March. One regional team had to completely pause their planned activities but will move forward with the activities over the next fiscal period.
- Information provided on activities outlined clear outputs and outcomes for public education initiatives as evidenced by the Tracia's Trust Regional Teams Guideline Manual. There was not an explanation, however, provided as to how the activities described meet the intent of the recommendation and its specific details, including learning from successful campaigns in other jurisdictions in order to be evidence-informed.

## 2020

- On March 6, 2020, the Province of Manitoba signed a proclamation to declare March 9 to 15 Stop Child Sexual Exploitation Awareness Week. This initiative denounces sexual exploitation and also raises awareness about child sexual exploitation in the media and the public.
- Furthermore, on March 6, 2020, the Province announced new funding for the Canadian Centre for Child Protection (C3P) to develop and launch a new public awareness campaign to combat

online sexual exploitation of children. This campaign, targeted to parents of children aged nine to 12, provides age-appropriate resources dealing with issues such as cyberbullying, online safety, abuse prevention, exploitation, and healthy relationships to children and families so they can better protect children from sexual exploitation, meeting the intent of the recommendation.

- The Manitoba government announced \$20,000 in funding to provide free access to the C3P's Commit to Kids and Kids in the Know programs at all 57 schools in the Seine River and River East Transcona school divisions. Commit to Kids is a training program for those who work with children and includes information about child sexual abuse, grooming, disclosures, and impacts. Kids in the Know is a national interactive, safety education program that uses age-appropriate lessons to increase children's personal safety to decrease risk of sexual abuse and exploitation (News Release, March 2020).
- The Department of Families Sexual Exploitation Unit partnered with the Department of Education on February 14, 2020 (Annual Memorial March for Manitoba for Missing and Murdered Indigenous Women, Girls and 2Spirited), for a one-day awareness workshop for educators. Presentations were made by the StreetReach Unit, New Directions for Children, Youth, Adults and Families, a physical education and health consultant/guidance counsellor (lessons from the classroom). The day included an overview of the Tracia's Trust Strategy, as well as an interactive discourse in smaller groups between participants and representatives from Winnipeg Police Service, the Canadian Centre for Child Protection, and New Directions. The Sexual Exploitation Unit is working in collaboration with the Department of Families training unit to develop a one-day pilot training curriculum to inform all Families staff and build an awareness framework.
- The MACY-RAP response indicated that the Sexual Exploitation Unit partnered with the Advisory Council of Knowledge Keepers to host the Stop Child Sexual Exploitation Awareness Forum during the Awareness Week on March 10 and 11, 2020. The Province funds this free public awareness annual event. 225 attendees included representatives from each regional team and was open to all service stakeholders and community including non-government organizations and surrounding First Nation community representatives. It is promoted by the province on social media sites. This initiative consulted with Indigenous Knowledge Keepers in its development, which is in keeping with the details of the recommendation. Information provided did not outline clear outputs and outcomes for public education initiatives.

**Analysis Summary:** Manitoba Families has responded in detail to this recommendation since 2019, with the new, and continuing, public awareness initiatives it funds and supports with respect to sexual exploitation. The department continues to maintain the position that community-led work is the preferred approach to public awareness, with no evidence to suggest a generic centralized awareness campaign is more effective. The variety of initiatives, and the continued presentation of new initiatives since 2019, indicate a strong commitment to ongoing work in the area of public awareness, that will continue beyond the monitoring of this recommendation. Due to the extensive information provided towards this recommendation, and the commitment to carrying out ongoing public awareness campaigns, education, and initiatives, this recommendation is considered fully compliant.