

In Need of Protection (Angel)	Recommendation Three	Reported Status: (not reported)
Report Sent: December 13, 2018	Public Body: Manitoba Education and Training, Manitoba Families, Manitoba Justice, Manitoba Health, Seniors and Active Living	
<p>Recommendation Three:</p> <p>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>DETAILS – This plan should:</p> <ul style="list-style-type: none"> • 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); • Consider how best to reach those most in need of its information; • Include youth, survivor, and Indigenous community consultation; • Consider if names of adults who are sexually exploiting youth should be publicly shared as is the practice in other provinces; • Be evidence-informed in terms of clear outputs and outcomes and learn from successful campaigns in other jurisdictions; • Avoid sensationalism, inappropriate imagery, or language; • Draw awareness to bystander legislation that provides that all Manitobans must report child sexual exploitation; and • Include provisions for public education and awareness campaigns that coincide with Manitoba’s Stop Child Sexual Exploitation Awareness Day every March. 		

Response from the Manitoba Government on June 27, 2019:

Summary of activities completed since report was released

The Tracia's Trust Strategy has included past and ongoing work on public awareness. Twelve regional teams receive funding for public education and to increase awareness of this issue. This regional approach reflects how sexual exploitation presents differently in different areas of the province and allows for responding quickly to local needs and the community. The research report will inform the ongoing work of the regional teams.

Examples of their work include:

- an online initiative to raise awareness among students and youth on issues of sexual exploitation through Snapchat filters,
- presentations on online safety for students, parents and the community,
- creating a Facebook page focused on sexual exploitation, human trafficking and sex work, and
- creating an online tool that allows trafficked or exploited people and sex workers to connect, post warnings and remain safe.

The research report identifies the key finding of the importance of increasing public understanding about the abuse of children through sexual exploitation. Some participants indicated support for renewing the "Stop Sex With Kids" campaign. Others shared concerns about the need to ensure any campaigns are effective. There was debate among participants in the research group whether funds are most effectively used in public awareness campaigns as compared to assisting people who have been exploited.

The work and consultations that led to the research report, as well as its release and related media coverage, all form part of increasing knowledge and public awareness through discussion and dialogue.

In 2018/19, staff from the province's sexual exploitation unit presented the research report's finding to Manitoba Keewatin Okimakanak, University of Winnipeg Global College student advisory council, Manitoba Hydro, Tracia's Trust regional teams and the Child Abuse Committee Conference. Further work and collaboration with stakeholders will inform and support ongoing direction specific to raising regional public awareness.

In addition to work completed in Tracia's Trust, Manitoba Justice announced funding in 2018/19 for the Canadian Centre for Child Protection, including \$20,000 for a pilot project that provides educational materials and training to schools, families and the community in the St. James School Division on how to protect children from sexual exploitation and abduction. For more details, please see: <https://news.gov.mb.ca/news/index.html?item=44662&posted=2018-10-02>

Analysis of Manitoba Government's Response by the Manitoba Advocate for Children and Youth:

Activities Completed:

- Provided information to state that Tracia's Trust has twelve regional teams that receive funding for public education and to increase awareness of sexual exploitation.
 - Release of the Tracia's Trust research report and subsequent presentations of the findings form part of increasing knowledge and public awareness.

- Manitoba Justice announced \$20,000 in funding in 2018/19 for the Canadian Centre for Child Protection to create a pilot project that provides education materials for schools, families, and the community in St. James School Division on how to protect children from sexual exploitation.

Level of Compliance

This response does not indicate whether the activities identified will meet the intent of the recommendation and its details.

Analysis of Response

- As this response progresses, helpful information would include:
 - Indication that a public education strategy is part of the updating of Tracia's Trust, and a measurable outcome of the key findings from the sexual exploitation research report.
 - Detailed information on how public awareness campaigns will reach all Manitobans and involve the stakeholders named in the recommendation.
 - Further details on the St. James Assiniboia School Division pilot project including; who received the materials, and whether this project will be expanded to be part of all of Manitoba's school divisions?

- To be addressed in the short term*:
 - More detailed information and data related to the public education initiatives undertaken by the Tracia's Trust 12 regional teams. What has occurred in the last year? How much funding goes into public education campaigns, and are they measured for effectiveness?
 - Status of implementation
 - Information indicating a timeline for implementation

*On September 30, 2019, the Manitoba Advocate sent a letter to the members of the government's MACY-RAP committee and working group requesting additional information regarding the government's progress



on recommendations made by the Advocate. The Advocate communicated to the government representatives short-term questions for information that could be provided quickly. Additionally, the Advocate sent long-term questions for the government to address in future progress reports. The questions are designed to seek clarification on activities, seek evidence or documentation to support the activities, or to determine how the government's responses are meeting the intent of the recommendations made by the Advocate. All of this information will be used by the Advocate to determine the levels of compliance with implementation, in accordance with s.11(1)(d), s.30(2)(d), and s.30(4), of *The Advocate for Children and Youth Act*.