

# COMPLIANCE DETERMINATION

## Angel's Story- Recommendation 3

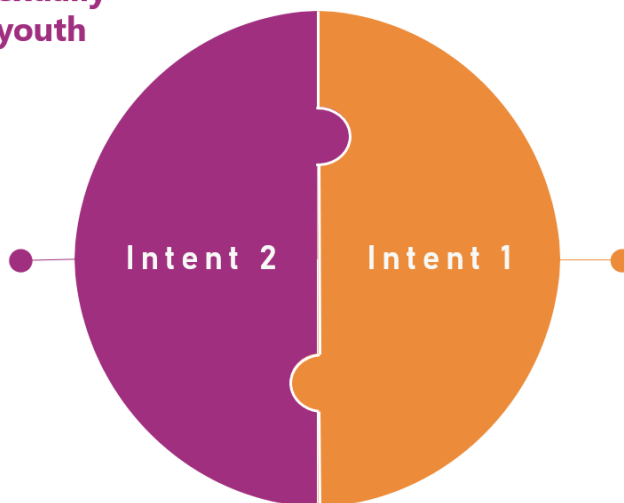
**Recommendation Summary:** Denounce sexual exploitation of children and youth and raise awareness through a public education campaign.

**Primary Public Body:** Manitoba Families

### 2. Raise public awareness about the demand for purchasing sex and/or sexually exploiting children and youth

Through initiatives such as awareness workshops, public education is carried out by Tracia's Trust regional teams which are committees of multi-system stakeholders working to increase public knowledge on sexual exploitation and human trafficking. The outputs and outcomes of regional teams was evidenced, however, no explanation of how the activities meet the intent nor were specific details described.

**Outstanding Action:** Clarity of how the outputs and outcomes of initiatives meet the intent of this recommendation.



### 1. Denounce sexual exploitation of children and youth

The Government of Manitoba signed the Proclamation of Stop Child Sexual Exploitation Awareness Week on March 6, 2020.

**Actions met the intent of the recommendation in 2020.**

## COMPLIANCE DETERMINATION

0.50

Partially Compliant

The denunciation of sexual exploitation of children and youth and awareness and educational initiatives by the Tracia's Trust regional teams implement important requirements of the recommendation, but deficiencies remain in clarifying how the initiatives meet the intent of this recommendation.

## Recommendation Compliance Summary

This form details the assessment of compliance with recommendations made under Section 27 and Section 31 of *The Advocate for Children and Youth Act*. MACY assesses recommendations for compliance once a year but receives updates from the public bodies every six months.

<b>1. Recommendation Information</b>	
<b>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 (now Manitoba Education), Manitoba Families, Manitoba Justice, Manitoba Health, Seniors and Active Living (now Health and Seniors Care), 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>	May 31, 2021
	June 30, 2020
	December 31, 2019
	June 27, 2019
<b>2. Compliance Determination</b>	
<b>Partially Compliant 0.50</b>	Actions taken only implement part of the recommendation. Important requirements have been met and the recommendation is acted upon, however, deficiencies remain.
<b>Self-Assessment</b>	Fully Compliant (for Intent 1)
<b>Previous Compliance Determination</b>	Partially Compliant
<b>3. Rationale for Determination</b> <i>(How did you reach this compliance determination)</i>	
<p><b>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.</b></p> <p><b>2021</b></p> <ul style="list-style-type: none"> <li>• The annual Stop Child Sexual Exploitation Awareness 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 Scantbury. 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.</li> <li>• 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. <ul style="list-style-type: none"> <li>○ 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.</li> <li>○ On March 8, 2021 during the Stop Child Sexual Exploitation Week, the province announced investments of \$900,000 towards combatting sexual abuse and exploitation. The investments include: <ul style="list-style-type: none"> <li>▪ 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.</li> </ul> </li> </ul> </li> </ul>	

- \$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 Day 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:** The most important requirements have been met and significant movement is seen in public education investments, which is promising. Still, certain deficiencies affect the adequacy of implementation, including the lack of a completed centrally driven public education campaign aimed at the public at large and the lack of information provided on the outputs and outcomes of public education activities. Actions reported implement part of the recommendation. As such, at this time, this recommendation remains partially compliant.