
Media Release



Caring Adults Matter Campaign Launched December 12, 2023 - For immediate release

Timiskaming Health Unit (THU), along with the EarlyON ON y va Collaborative partners Centre pour enfants Timiskaming Child Care, Centre de Santé Communautaire and Keepers of the Circle, are launching a campaign that aims to inspire adults in our community that all interactions with young people can have a positive impact. Simple actions can help promote well-being, resiliency and a flourishing life for children and youth. The campaign offers practical ideas for caring adults that can have a positive impact on the emotional health and well-being of children and youth.

“It’s never too early to start building resilience and positive qualities in young people. The developmental years of 0-6 are critical in building positive relationships, but caring relationships with adults are essential as the child continues to grow, and develop” notes Kim Jackson, EarlyON ON y va Program Director.

Science tells us that having at least one supportive relationship and multiple opportunities to develop coping skills are essential building blocks to cope with life’s challenges. Whether you are a parent, grandparent, aunt or uncle, coach, friend, teacher, youth worker or neighbour, you can have a powerful impact on the young people in your life.

“Sometimes, people forget the impact they can have on others. As an adult in a young person’s life, your actions and words can have such a profound effect. Caring adults play an important role in the lives of children and youth” says Krystal Oviatt, a public health promoter with THU.

Forging meaningful relationships with youth should involve five critical aspects: caring, showing support while challenging them to be their best selves, sharing power, showing respect, and expanding their sense of possibilities and opportunities.

Look for the messages on Facebook and around our communities, helping to provide actionable ideas to help young people thrive. For more information on ways to support children in our communities visit the Parenting in Timiskaming Facebook page or www.timiskaminghu.com.

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For more information

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