

Understanding, Equity, Change, Engagement, Compassion, Love, Respect, Celebration
Inclusivity, Positivity, Acceptance, Connection, Education, Awareness, Enrichment, Unity,
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#ITSTARTS With

@simcoecounty



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#ITSTARTS



A conversation, a movement, a change

How to get involved

What: #ITSTARTS is a public education initiative to promote a unified community that embraces acceptance, inclusion, equity and diversity.

When: The campaign runs for the month of March.

Who: Everyone. #ITSTARTS is open to everyone living/working/visiting in Simcoe County.

How: Below are a list of activities to take a stand and get involved in the campaign:

1. Pick up cards from your local library or download from simcoe.ca/ITSTARTS
2. Share your message:
 - a. Pictures and videos on Twitter @simcoecounty, Facebook @CountyofSimcoe and Instagram @experiencesimcoecounty using #ITSTARTS.
 - b. Display the cards and make them visible.
 - c. Perform acts of inclusivity (host a multicultural lunch, explore different cultures, ask questions, read international authors)
3. Educate yourself. Visit simcoe.ca/ITSTARTS for definitions and resources on how to take safe and purposeful action against racism and discrimination.
4. Challenge friends, family members, colleagues, and community leaders to take a stand.

Thank you to our committed community partners



We're happy that you have decided to take part in the #ITSTARTS Campaign. As the campaign continues to grow and evolve, please note your photo or video may be used in promotion or advertisement of the Pledge campaign, as well as, additional efforts aimed at addressing racism and discrimination. For additional details, please contact sclip@simcoe.ca.



Immigration, Refugees
and Citizenship Canada

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