



GUIDE & RESOURCE MANUAL

PINK SHIRT DAY

BY MAKAIYA ITO

MOUNT ROYAL UNIVERSITY

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CONTACT LIST

PROJECT PARTICIPANTS:

Cornerstone Youth Centre:

- Melissa Tran (Practicum and Program Coordinator)
- Email: melissa@cyccalgary.com

Calgary Afterschool-Bob Bahan:

- Korey Carter
- Email: korey.carter@calgary.ca

Greater Forest Lawn 55+ Society:

- Jenna Jepson (Was ED but no longer works there)
- Norma Jean (New ED, I did not work with them)
- Email:
- Ann Craig
- Email: ancraig@shaw.ca
- Was amazing and assisted with the set-up, running event and was my liaison with GFL55+

CONTACT WITH REPLY:

Urban Society for Aboriginal Youth:

- Levi First Charger
- Email: operationsdirector@usay.ca
- Was a participant but withdrew

Antyx:

- Simone (Community Engagement Worker)
- Email: simone@antyx.org
- Interested but stopped responding
- Jeffrey (Programs Team Lead)
- Email: jeffrey@antyx.org
- Responded but was not serious about participating

Womens Centre Calgary:

- Era Rana
- Email: era@womenscentrecalgary.org
- Interested in participating but the response was too close to the event date

CONTACT LIST

CONTACTED WITHOUT REPLY:

Trellis- Renfrew Club:

- Email: hpawson@growwithtrellis.ca

Sir Wilfrid Laurier School:

- Andrea Petroni
- Email: ampetroni@cbe.ab.ca

Earnest Morrow School:

- Cheri Schwartz
- Email: clschwartz@cbe.ab.ca

Forest Lawn High School:

- Matt Fell
- Email: mcfell@cbe.ab.ca

Jack James High School:

- Jennifer Gorkoff
- Email: jlgorkoff@cbe.ab.ca
- No longer a staff member

ADDITIONAL CONTACTS:

Fuse 33:

- Maria
- Email: may.hoover@gmail.com
- Peter Wong
- Email: peterwyq@gmail.com
- Works with the vinyl cutter, shared advice for t-shirts

Cub and Scouts:

- Scouter Rick
- Email: mighty70th@yahoo.com
- Used the space at GFL55+ for his program, and had a cub attend the event

The Smile of a Child (European Antibullying Network):

- Piji Protopsaltis
- Email: eansecretariat@antibullying.eu
- Marc Van den Reeck
- Email: mvdreeck@gmail.com

Mount Royal University Practicum Student (2023)

- Makaiya Ito
- Email: mito183@mtroyal.ca
- If you have any questions feel free to reach out!

RECOMMENDED TO-DO LIST

- Brainstorm and determine your project idea and come up with a plan and action steps.
 - What is the purpose?
 - What are your goals?
 - What is your vision?
 - What is your project description?
 - Who is your target population?

 - Based on your target population, research what surrounding agencies would fit with your project idea and population.
 - Draft a project proposal
(for me this evolved as I progressed but I included my description, my vision and the purpose of the project)
 - Contact and send your proposal to the agencies/ organizations/programs in regards to seeking participants (see contact list)

 - Create promotional content to advertise your project.
 - Digital and physical posters
 - Create social media content
 - Send out invitations
(I didn't do this but I think it could have been helpful)

 - Create t-shirt designs, look into the printing process, and make additional t-shirt or vinyl orders. (see t-shirts section)
 - Who will be receiving the t-shirts?
 - How many will you need?
 - Will you include the participant logo on the t-shirt?
- 



RECOMMENDED TO-DO LIST

- What will your launch look like? Will there be an event?
If so, look into event logistics. (see event section)
 - Where will the event be held?
 - What type of venue/space will you need?
 - Tables, chairs, technology, etc.?
 - Will the youth be required to attend?
 - If so, look into liability
 - Will it be a drop-in or a designated time?
 - Is there parking or near public transit?

 - Create a plan for when you are working on the project with the youth /facilitating. This may look different depending on the project.
 - Will you be facilitating or will staff do it for you?
 - Will you need any supplies?
 - How will you present the project to the participants?

 - Depending on the project, you may need to have the participants complete consent forms. This will give you permission to use their projects if they make anything.
 - Edit the consent forms below to fit your project
 - Try and get it to the participants asap
 - Be sure to have the organization approve of it
- 

T-SHIRTS

T-SHIRT INFO

- Ordered from Wordans Wholesale Clothing & Accessories
- Gildan G500 - Heavy cotton t-shirt (light pink)
- Sizes ordered:
 - Small: 14 (one used for 2023)
 - Medium: 15
 - Large: 15
 - X-Large: 5
 - These sizes were chosen because adults from GFL55+ were going to participate. Smaller sizes may be needed depending on your participants.
- Price \$258 total (Free shipping, arrived in 4 days)

T-SHIRT PRINT

- Connection to Fuse 33 (see contact list)
- They have a vinyl heat press and vinyl cutter
 - Maria noted that the heat press hasn't been used much and she isn't sure how to use it. It is fairly easy but if you need additional help, the Makers Studio at MRU has one and they can show you how to use it there.
- They can show you how to use the vinyl cutter but the rest of the process is up to you to complete therefore you might need some volunteers to help.
- Prices:
 - \$70/month/person (they will waive the 3 months commitment)
 - \$25/day/person drop-in
 - Cost of heat-press vinyl

EVENTS

LOCATION

- In the past, they have held the event at Evergreen Theatre
- In my research, I found the Crossroads Community Association

Greater Forest Lawn 55+ Society (GFSL55+S)

- I held my event here and they donated the space
- A large variety of tables (round and rectangle)
- I used their auditorium space which is the biggest room, although they have other options

Recommendations

- Keep in mind that there is no budget therefore in-kind donations are preferable (though this may change?)
 - Look into if one of the participating agencies/organizations has a suitable space
 - When inquiring about prices, remember to mention you are working for a non-profit organization, this may motivate people to donate their space
- I recommend contacting GFSL55+S
 - Based on my discussions, they sound interested in participating again next year although they do have a new director
 - They are located close to 12CSI

CONSENT FORMS

Both Media Release forms are the same, this is intended to be for the youth to give permission to use their projects, but some agencies want guardian signatures as well.

MEDIA RELEASE FORM

I, _____ (participant name), grant permission to IMPACT Pink Shirt Day Project, hereinafter known as the “Media” to use my project (art work, written work, photo voice, music/song, dance, video, audio, etc.) for use in Media publications including:

(Check All That Apply)

Social Media Videos In-person event

I hereby waive any right to inspect or approve the finished photographs or electronic matter of my project that may be used in conjunction with them now or in the future, whether that use is known to me or unknown, and I waive any right to royalties or other compensation arising from or related to the use of the project.

Please initial the paragraph below:

_____ - I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

Participant Name (please print): _____

Participant Signature: _____

Date: _____

Program/Agency: _____

Can copy and paste over to a document for printing

CONSENT FORMS

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Participant Name (please print): _____

Participant Signature: _____

Date: _____

Parent/Guardian Name (please print): _____

Parent/Guardian Signature: _____

Date: _____

Program/Agency: _____

CONSENT FORMS

IMPACT Pink Shirt Day Permission Slip

Details: Youth will create a project that allows them to advocate for, and speak up about experiences and issues related to bullying in a way that is meaningful to them. They will be creating various projects that have the potential to include artwork, written work, music/song, photo voice, dance, video, audio or other. These projects will be launched virtually and at an in-person event on February 22nd., 2023.

I/We have read and agree to/understand the information above and the nature of the project and I/We allow the participation of _____ in the IMPACT Pink Shirt Day Project. We understand that the youth may be creating digital media.

Please initial all that apply:

I allow videos to be shared on @impact_antibullying or Partner Platforms with the participant's face:

Parent/Guardian (or participant over 18) Initial: _____

I allow audio of the participant's voice to be shared on @impact_antibullying or Partner Platforms:

Parent/Guardian (or participant over 18) Initial: _____

I allow the participant's first name to be attached to the project to be shared on @impact_antibullying or Partner Partner Platforms:

Parent/Guardian (or participant over 18) Initial: _____

I allow the participant's age to be attached to the project to be shared on @impact_antibullying or Partner Partner Platforms:

Parent/Guardian (or participant over 18) Initial: _____

I am not comfortable with any video or voice, or other representation of the participant to be shared on @impact_antibullying or Partner Platforms and would prefer for the participant to participate in an unidentifiable project.

Parent/Guardian (or participant over 18) Initial: _____

Participant Signature: _____

Parent/Guardian Signature required if youth under 18 years of age.

Parent/Guardian Name (printed): _____

Parent/Guardian Signature: _____

(please return signed portion to your group leader or email it to makaiya@12csi.ca)

Edit as necessary

REFLECTION QUESTIONNAIRE

I sent the following forms to both Cornerstone Youth Centre and Calgary Afterschool.

IMPACT Reflection Questionnaire - Staff/Leaders

Program/Agency: _____

What did you like/enjoy about the project?

Would you participate in future Pink Shirt Day projects? Why or why not?

Do you have any observations/reflections about how the youth responded to the project?

How did you feel about assisting the youth with their projects?

How could the project (IMPACT) be improved?

Are there any recommendations or changes you would make to the process/delivery?

Did you have any concerns about the project?

Free space to list any other reflections, thoughts, comments, recommendations, or questions you may have:

REFLECTION QUESTIONNAIRE

IMPACT Reflection Questionnaire - Participants

Program/Agency: _____

Why did you choose to participate in this project?

Would you participate in a Pink Shirt Day project again? Why or why not?

How did you feel while completing the project?

How did you feel after completing the project?

Did you learn anything about yourself and/or others?

How could the project (IMPACT) be improved?

Are there any recommendations or changes you would make to the process/delivery?

Free space to list any other reflections, thoughts, comments, recommendations, or questions you may have:

PROJECT EVALUATION

YOUTH PARTICIPANTS

Program/Agency: Calgary Afterschool (Bob Bahan)

Why did you choose to participate in this project?

- To raise awareness
- Because I understand how it feels to get bullied

Would you participate in a Pink Shirt Day project again? Why or why not?

- Yes, to stop bullies
- Yes, it was fun to show something and show care for bullying

How did you feel while completing the project?

- Good
- Good

How did you feel after completing the project?

- Confident
- Good

Did you learn anything about yourself and/or others?

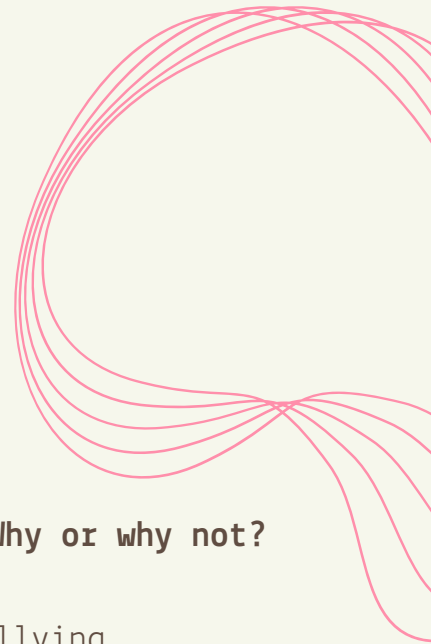
- Yes, ----- is a good dancer
- That I am a fast learner

How could the project (IMPACT) be improved?

- Don't be afraid to express yourself (may have misunderstood the question?)

Are there any recommendations or changes you would make to the process/delivery?

- No
- More time to complete it



PROJECT EVALUATION

STAFF/LEADERS

Program/Agency: Calgary Afterschool (Bob Bahan)

What did you like/enjoy about the project?

- It allowed participants to reflect on their past experiences and open up about them.
- Coming together as a community.

Would you participate in future Pink Shirt Day projects? Why or why not?

- Yes, I would, having a safe space to express oneself.
- Sure?

Do you have any observations/reflections about how the youth responded to the project?

- Any youth who did participate felt like it was a safe space and a way to express themselves and they felt like they were being heard.
- It could have been a bit better executed with the planning.

How did you feel about assisting the youth with their projects?

- Hearing some of the stories was slightly upsetting, but I was glad I was able to be a guide to whatever it was they wanted to make.
- Could have gone better.

How could the project (IMPACT) be improved?

- I think it's good as is.
- I think it's good enough as is.

Are there any recommendations or changes you would make to the process/delivery?

- I think that this project should take place a little more often, allowing participants to take the weight off their shoulders rather than bottle it all up.
- Maybe be better with time management and starting projects earlier

Did you have any concerns about the project?

- Nope.

PERSONAL REFLECTION

My project goals:

- To use Pink Shirt Day as a vehicle to bring community members together, igniting conversations about bullying.
- To inspire and motivate children/youth to advocate and share their views and experiences related to bullying in a way that fits with who they are as individuals.
- To create a safe space for people to speak up, connect to one another, feel heard, and empowered.

Goal evaluation:

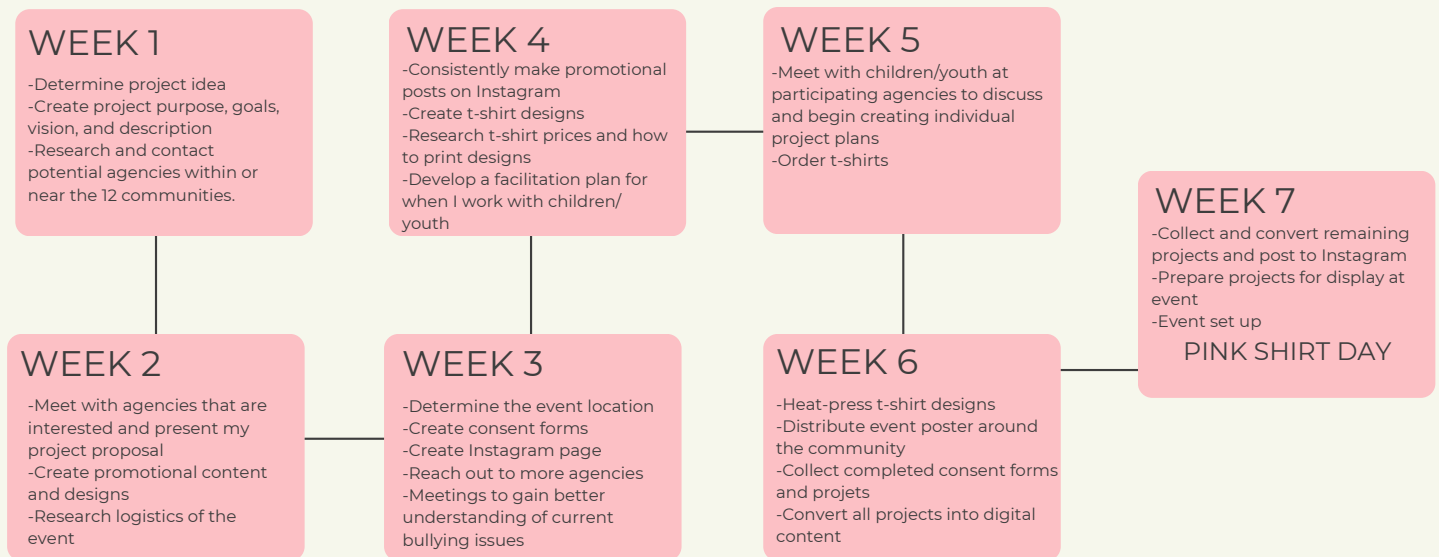
- Despite the event attendance being small (around 12), this allowed for deeper, one-on-one conversations about bullying, and current systems/how it is being dealt with and allowed for more project observation time.
- There was a pretty vast variety of projects including dance, art of varying forms, and poetry. Different perspectives, experiences, and views were also present which demonstrates the self-advocacy component I was hoping for.
- The vulnerability found in many of the projects demonstrates the safety that they must have felt, and a staff member reported the participants felt safe and heard through creating their projects. Having a virtual launch as well as an event, created a larger audience for their voices and more of an opportunity for people to connect.

Challenges:

- My biggest challenge was the short period of time leading up to Pink Shirt Day and the need to start everything from scratch.
- It was challenging finding organizations willing to participate on such short notice. I hope the contact list will help in getting to them faster.
- While it was out of my control, there was a major snowstorm the day of the event which I believe impacted the number of people that attended.

PERSONAL REFLECTION

TIMELINE



This was the timeline that I created for my project. There are parts of it that had to be adapted and there are parts (t-shirt printing) that I had to remove due to lack of time. My hope is that this manual will set the foundation for a faster process and will provide the tools and information that can be otherwise time-consuming to gather. With the t-shirts having been already ordered, this will allow you to get a head start on the printing process.

Things I wish I would have done:

- To promote the event, I did visit WINS thrift store which neighbours GFL55+S and they put up a poster although I wish I had the time to advertise more in local stores.
- I think it would have been beneficial to send out e-invites to organizations and agencies in the area to promote the event a little more.
- It was hard due to the short timeline but I would have loved to incorporate the other organizations that were interested to get a broader project base.

RESOURCES

THE SMILE OF THE CHILD

This information was shared by Piji and the content is primarily written in Greek. There is the option for it to be in English but the formatting may change.

- **The Smile of the Child works on Prevention** (plus you can take a closer look at your website for more info on all our actions)

<https://www.hamogelo.gr/gr/en/paidia-thimata-vias:scholeia/>

- **YouSmile - The European Student Volunteer Network of The Smile of the Child**

<https://www.yousmile.gr>

- **You Smile - Anual Report**

[https://emailmg.ipage.com/roundcube/?
_task=mail&_frame=1&_mbox=INBOX&_uid=59&_part=2&_action=get&_extwin=1](https://emailmg.ipage.com/roundcube/?_task=mail&_frame=1&_mbox=INBOX&_uid=59&_part=2&_action=get&_extwin=1)

- **The Speak (up) Now campaign on bullying**

<https://www.milatora.gr>

- **Last year's Press Release on the National Day against School Violence and Bullying** (March 6th, 2022)

[https://www.hamogelo.gr/gr/en/ta-nea-mas/mila-tora-enantia-stin-endoscholiki-
via-kai-ton-ekfovismo/](https://www.hamogelo.gr/gr/en/ta-nea-mas/mila-tora-enantia-stin-endoscholiki-via-kai-ton-ekfovismo/)

- **Bullying Diaries**, 51' minute documentary addressed to youth aged 12-18, filmed in Greece and the UK, in the framework of European Daphne programme "E-abc", coordinated by The Smile of the Child

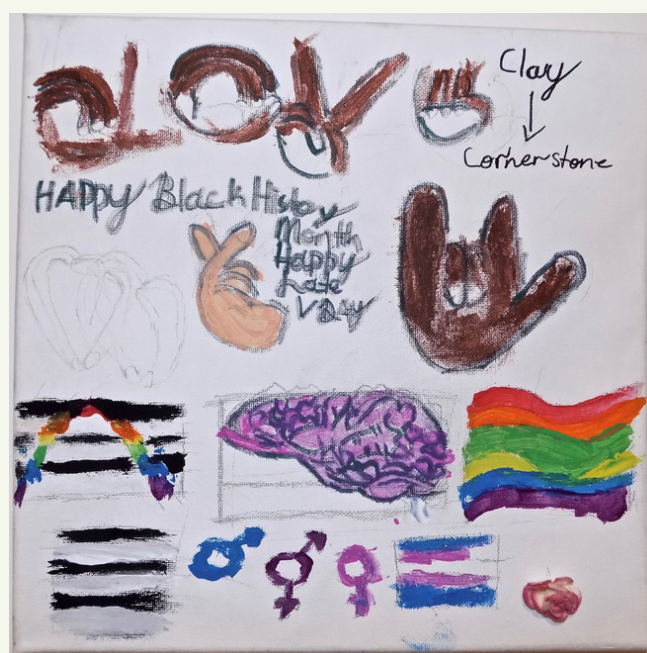
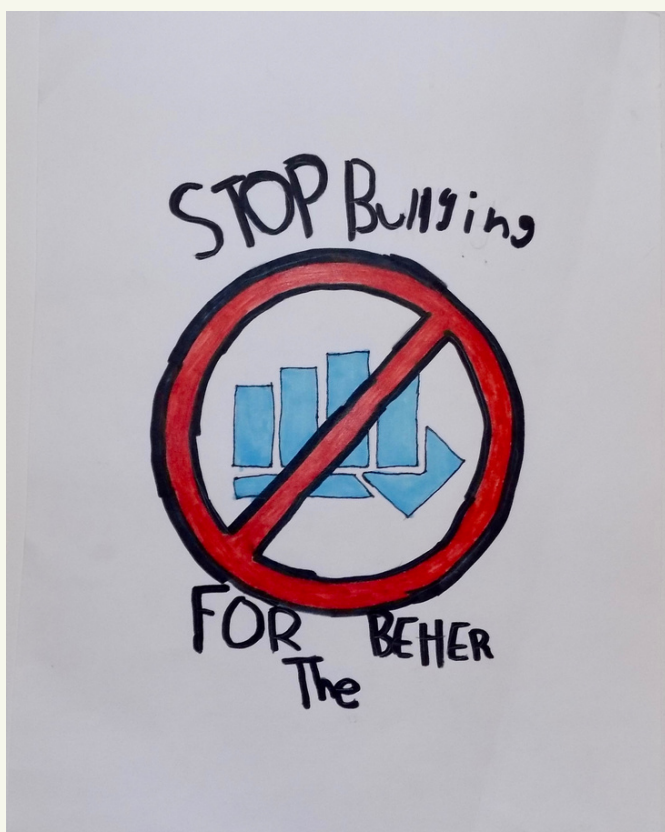
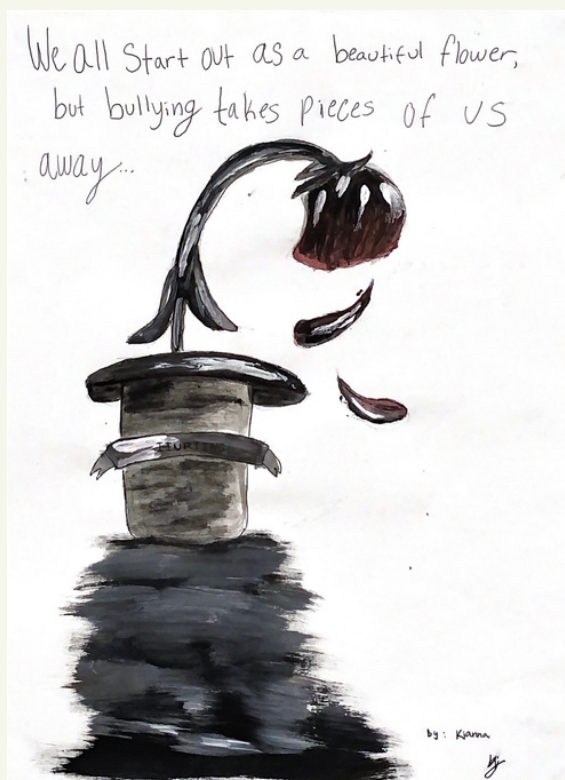
<https://www.youtube.com/watch?v=wAdT6HwRqk8>

- More about the **European Antibullying Network** (EAN)

<https://www.antibullying.eu>

MY PROJECT

I have decided to keep the rights to the project (the name IMPACT (Inspiring and motivating purposeful advocacy, compassion, and togetherness), and the associated Instagram page) that I created so that I can continue to work on it in the future but these are a few projects that the youth created for this year's Pink Shirt Day.



These are four of the fifteen projects that were created. Each of them had a description that accompanied them.