



Message from the Grand Chief

**Let's lift each other up on February 23
#eeyoueenoupinkshirtday**

"You have to talk about bullying for bullying to stop."

Grand Chief Mandy Gull-Masty

Grand Chief Mandy Gull-Masty says bullying is rampant in Eeyou Istchee and can sometimes become dangerous. Experiencing bullying in Eeyou Istchee is evolving and changing our relationships with one another. Bullying is becoming very common - this should not be the case - we must actively work on this issue together.

Bullying has been experienced within the school system - we want to work with our kids to understand where they can find support. The Grand Chief encourages any child who thinks they are experiencing bullying to tell their parents, a trusted adult, or a school employee to resolve the issue as soon as possible.

The way bullying happens now has changed; social media has become a tool for bullying. Students were once able to leave their bully at school, but now the harassments continue in the cyber world.

"We have to realize bullying doesn't ever stop now. It can go on 24 hours a day."

Experiencing bullying through social media is not only occurring with children. As adults, we need to be reminded that we must set the example for a healthy dialogue and create social media forums in anti-bullying because our children are watching, and we are the greatest example.

There is a severe concern about the impacts of bullying. There are also significant consequences for those involved in these activities and can be held responsible through different legal measures.

We hope that pink shirt day is used as an opportunity to have meaningful dialogues with friends, family, and children on the importance of Cree values, especially those relating to compassion and caring for one another.

Gull-Masty says social media has desensitized us to bullying and the key to combatting it is through communication, and it begins at home.



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Grand Chief Mandy Gull-Masty

Getting Involved - Pink Shirt Day Video Message

Share a message on Social Media using the #eeyoueenoupinkshirtday and discuss:

1. What was the last helpful thing you've done for another person?
2. Share a helpful message you would say to someone who is experiencing bullying (video, photo)
3. Share a positive helpful message for someone who is bullying others (video, photo)

About Pink Shirt Day in Eeyou Istchee

Participating in Pink Shirt Day awareness campaigns are meant to provide safe spaces to be able to talk about bullying and to know that there is always someone who is ready to listen. If you or someone you know is being impacted by bullying, you can find help at pinkshirtday.ca

The Cree School Board is leading efforts to address these situations, including parent assemblies, discussion groups, a school wellness survey, and a pilot project for student absences (Mozaik Parent Portal).

This year, in raising awareness about bullying, let's lift each other up by making a positive impact by sharing positive messages with your friends and families not just on February 23, but all year around.

Wîchihîtutâu
LET'S HELP EACH OTHER

SOCIAL MEDIA CHALLENGE
#eeyoueenoupinkshirtday

Share one of the following on TikTok, Instagram or Facebook:

- Compliment someone (make a video message)
- A random act of kindness – help an Elder, shovel a driveway, be a friend (take a photo)
- Send words of hope to someone struggling with bullying

Make sure post is set to public

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