



June 1, 2018

NEWS RELEASE: #PROUDBLACKSCARBTO

Heritage Skills Development Centre (HSDC) is proud to announce our #PROUDBLACKSCARBTO campaign to address systemic issues faced by black youth, including increasing rates of violence against and among black youth. Our goal is to raise awareness, educate, empower and promote positive images of black youth. The #ProudBlackScarbtO campaign aims to empower high risk black youth between 12-25 and provide them with the information, mentorship and platform necessary to become more resilient.

The #ProudBlackScarbtO initiative specifically aims empower youth through education, awareness and collective action. The campaign will also reduce negative perceptions of black youth, low self-esteem and a sense of neglect and exclusion that many black youth feel from the community, which often leads to involvement in violence.

Project details:

- Campaign Launch with Scarborough Celebrates Black Youth at the Scarborough Celebrates Canada Festival: July 1st, 2018
- Workshops on:
 - Know Your Rights
 - Cultural Identity and Black Role Models
 - Strong Leaders
 - Inspiring Black Youth
- Black Youth Voices Showcase Event
- Inspiring Black Youth Showcase at the Scarborough Afro-Carib Fest (SACF) on August 25-26, 2018

About the Ontario Black Youth Action Plan

The Ontario Black Youth Action Plan (OBYAP) is a proactive four year commitment from the Ministry of Children and Youth Services to support 10,800 Black children, youth and their families annually. There is an urgent need to address violence and victimization affecting Black Ontarians. The OBYAP objective is to reduce instances of violence for Black children, youth and families by addressing the root causes of violence.

About HSDC

Heritage Skills Development Centre (HSDC) is a non-profit organization established in 1993 with a mission to promote the health, social, cultural and economic sufficiency of the marginalized, at-risk youth and newcomer groups in the Greater Toronto Area. For more information about us, please visit www.hsdconline.org.

Contact information/How to Get Involved:

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