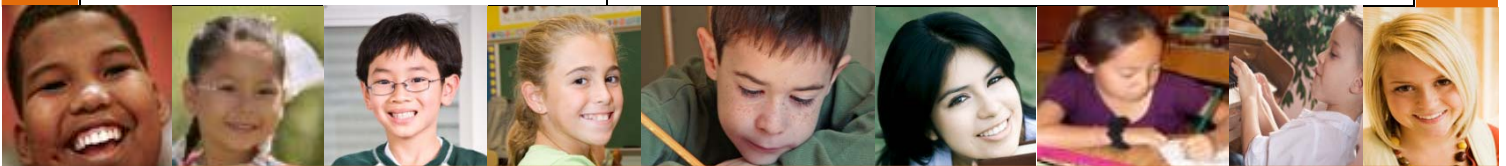


“Get CYF Red Deer!”



Principle	Ask Yourself . . .
<p>GROW: Children and youth stretch, increase, change, and become bigger in an effort to reach their full potential in all aspects of life</p>	<p>How does my [business, organization, facility, culture, event, program, place, activity] support healthy social, physical, intellectual, emotional, spiritual, and creative growth and development in children and youth?</p>
<p>ENGAGE: Children and youth are attracted, interested, consulted, and involved as active participants in the development of plans, processes and decisions in all facets of community life.</p>	<p>How does my [business, organization, facility, culture, event, program, place, activity] provide an atmosphere where the unique qualities, abilities and contributions of children and youth are sought, accepted, respected, and incorporated?</p> <p>Are children and youth who interact with my [business, organization, facility, culture, event, program, place, activity] given opportunities and/or room to:</p> <ul style="list-style-type: none"> • Actively participate? • Be heard and acknowledged? • Share in planning, processes and decision-making?
<p>THRIVE: Children and youth flourish and blossom with vitality and vigor.</p>	<p>How does my [business, organization, facility, culture, event, program, place, activity] provide experiences, values and an atmosphere where children and youth can be supported in their efforts to:</p> <ul style="list-style-type: none"> • Explore new ideas and try new things? • Develop strong interpersonal skills and relationships? • Flourish and be successful?





Child & Youth Friendly Red Deer (CYFRD) FREQUENTLY ASKED QUESTIONS

What is Child & Youth Friendly?

A Child & Youth Friendly city is a city where children and youth are embraced to grow and thrive in all aspects of development including their physical, intellectual, emotional, spiritual, social, and creative well being. The vision statement for CYFRD: **The Red Deer community purposefully and consciously adopts a Child & Youth Friendly culture that recognizes and honours the gifts of all children and youth, and provides for every aspect of their needs and well being.**

Where did it come from?

As a result of 2007 discussions within The Children's Working Group, The Leadership Centre assigned a group of adult learners to research CYF. The group discovered that the United Nations Convention on the Rights of the Child is the most widely supported international treaty in United Nations history. Canada is a signatory nation. The Leadership Centre participants surveyed the community, researched other Child & Youth Friendly cities in Canada and produced a report, available at www.fsca.ca. A subsequent series of meetings with community stakeholders led to the formation of a smaller "initiator" group which is working to support child and youth friendly principles and values, and to explore potential strategies and actions for our community.

Why does it matter to Red Deer? How will it help?

Research clearly shows that the overall "health" of children and youth has a direct impact on civic vitality. By creating a community culture that cultivates conditions for realizing the optimal potential in future generations, every aspect of community life can be improved, including social connectedness, outcomes for education, reduction in crime rates, increased prosperity and lower health care costs.

What is the CYF plan for Red Deer and who does it include?

The committee wishes to support the development of a Child & Youth Friendly culture, founded on the principles of non-discrimination, the best interests of children, inclusion, and their right to maximum development and respect. The work plan for 2009/10 includes promoting community awareness and understanding of CYF and what a Child & Youth Friendly culture consists of, and plans to develop relevant and usable tools that can support community participation in the development of this culture. CYFRD hopes to engage adults, mobilize youth, activate sectors and influence civic decisions – essentially, to include everyone in the city and area to promote CYF culture, principles and practice.

What will it cost me? What is my part?

Although there is no direct cost, registration or membership to participate, there may be costs that businesses, organizations or the municipality realize in order to ensure that facilities, services, programs, activities or atmospheres are Child & Youth Friendly. Fees are not assessed to any individual or organization by the CYF Committee – there is no registration or cost to participate. All members of community are encouraged to become aware of CYF principles and utilize CYFRD tools to evaluate their facilities, culture and services for alignment with CYF principles. Ideas for promoting CYF culture in Red Deer are always welcomed by the committee!

Where do I get more information?

Laurie Lafortune
Understanding the Early Years Project Coordinator
Family Services of Central Alberta
403.309.8224
llafortune@fsca.ca

Danielle Klooster
Manager, Policy, Advocacy, & Communications
Red Deer Chamber of Commerce
403.347.4491
dklooster@reddeerchamber

