

CITY OF BURNABY

COMMUNITY POLICING COMMITTEE

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

RE: STOP THE SEXUAL EXPLOITATION OF CHILDREN AND YOUTH  
AWARENESS WEEK: 2001 MARCH 5 - 11

RECOMMENDATION:

1. **THAT** this report be forwarded to Council for information.

REPORT

The Community Policing Committee, at its Open meeting held on 2001 February 08, received and adopted the *attached* report providing information on the proposed activities of the Burnaby-New Westminster Task Force on the Sexual Exploitation of Children and Youth during "STOP the Sexual Exploitation of Children and Youth Awareness Week".

Respectfully submitted,

Councillor D. Evans  
Chair

Councillor G. Begin  
Vice Chair

<p>: COPY - CITY MANAGER - DIRECTOR ENGINEERING - DIRECTOR FINANCE - DIR. PLNG. &amp; BLDG. - DIR. PARKS, REC. &amp; CULT. SERV. - OFFICER-IN-CHARGE, R.C.M.P.</p>
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**TO:** COMMUNITY POLICING COMMITTEE February 2, 2001  
**FROM:** DIRECTOR PLANNING AND BUILDING OUR FILE: 17.317.1  
**SUBJECT: STOP THE SEXUAL EXPLOITATION OF CHILDREN AND YOUTH AWARENESS WEEK: MARCH 5 - 11, 2001**  
**PURPOSE:** To provide the Committee and Council with information on the proposed activities of the Burnaby-New Westminster Task Force on the Sexual Exploitation of Children and Youth during "STOP the Sexual Exploitation of Children and Youth Awareness Week".

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**RECOMMENDATION:**

1. **THAT** this report be forwarded to Council for information.

**REPORT**

**1.0 BACKGROUND**

March 5 - 11, 2001 has been proclaimed by the Province of British Columbia as "STOP the Sexual Exploitation of Children and Youth Awareness Week". This is the third consecutive year in which the week has been proclaimed by the Province, and by many communities around the province. It is also the third year in which the Burnaby-New Westminster Task Force on the Sexual Exploitation of Children & Youth, which is a subcommittee of Council's Community Policing Committee, is proposing to undertake a variety of activities to help raise general public awareness of the issue of child and youth exploitation in the commercial sex trade.

In 1999 and 2000, Burnaby City Council, at the request of the Task Force, formally proclaimed the awareness week in Burnaby. Local community newspapers provided coverage on the issue in both years, and that interest spread to a number of minority culture newspapers in 2000. With a grant from the Province in 2000, the Task Force was also able to air a 30 second television ad on child and youth sexual exploitation in late night hours during the awareness week, and suspend four street banners with the wording "Buying sex from a child or youth is a crime. It's child abuse!" from prominent pedestrian overpasses in Burnaby.

## 2.0 PROPOSED AWARENESS-RAISING ACTIVITIES FOR 2001

The Task Force's proposed activities to mark "STOP the Sexual Exploitation of Children and Youth Awareness Week" in 2001 are outlined below. As the Task Force's ability to undertake some of the activities will depend on the resources available to it and the priorities of a Provincial grant committee, it is possible that not all the activities will be accomplished for the designated week in 2001.

### 2.1 Proclamation of the Week by Burnaby and New Westminster City Councils

As in the past two years, the Task Force will request that both Burnaby and New Westminster City Councils proclaim March 5 - 11, 2001 as "STOP the Sexual Exploitation of Children and Youth Awareness Week."

### 2.2 Poster and Banner Campaign

The proposed poster/banner campaign is designed to convey the following two messages to the public:

- that recruitment into the sex trade can happen to any child, regardless of family wealth, cultural and educational background, or social status
- that children and youth working in the sex trade are not criminals, but that the people who buy sex from them are engaging in child abuse and are, therefore, criminals.

The Task Force is proposing to produce full-colour posters which deliver those messages, and display them in a variety of public venues in Burnaby and New Westminster during the week. The image and logo for the posters were produced for the Task Force's pilot public awareness campaign in 2000. A black and white sample is *attached* as Appendix 1. The posters - which will be available in two sizes: 3 x 5 feet and 11 x 17 inches - will appear in City Hall, and in recreation centres, libraries, and community police offices. It is also proposed to display, during the designated week, banners/signs with the same "It's a crime" message on nine City of Burnaby residential waste collection vehicles which are outfitted with advertising space. Local shopping centres are also being approached to host static displays of the poster during the week, and the Information Burnaby kiosk in the pedestrian link between Metrotown Centre and Metropolis at Metrotown will be utilized. The Task Force is also proposing to display large poster ads in the seven Skytrain stations in Burnaby and New Westminster, and small banner ads with the "It's a crime" message in selected buses which serve the two communities. Both types of ads would be posted for the entire month of March. The posters and banners will not note the date of the week, and so will be

reusable as awareness raising tools in future.

As well, the pedestrian overpass banners which were produced for the week in 2000 will be suspended again from the overpasses on Canada Way in front of City Hall, and on Kingsway at Central Park. A representation of the banners is *attached* as Appendix 2.

Finally, enquiries are being made within the school system in both communities regarding the feasibility of displaying posters in high schools. If possible, those displays would be supplemented with presentations by Task Force members to some classes during the week.

### **2.3 Information Pamphlet**

The Task Force is in the process of preparing a colour pamphlet which will contain information on how to assess whether a young person is at risk of recruitment into the sex trade, the realities of life in the sex trade, what individuals should do if they suspect a child or youth they know is being recruited into the sex trade, and where in Burnaby and New Westminster help can be obtained. The pamphlet is targeted to adults. It is proposed to make the pamphlets available in those public venues in which posters are mounted, and in the offices and work places of local service providers. As youth from cultural minorities are particularly vulnerable to recruitment into the sex trade, the Task Force is also proposing to have the pamphlet translated into Chinese, Korean, Punjabi and Spanish.

As a complement to the pamphlet, the Task Force is considering the production, in concert with the Burnaby School District, of a wallet-sized resource card which outlines the resources available in Burnaby for high-risk youth. It would be made available to youth in Burnaby high schools, and to other youth through youth centres and other youth-oriented venues starting in early March.

### **2.4 Media Campaign**

In partnership with the Provincial Prostitution Unit (PPU), the Task Force proposes to encourage local television stations to highlight sexual exploitation during the designated week. A panel consisting of members of the PPU (a division of the Provincial Ministry of Attorney General), the Burnaby-New Westminster Task Force, Children of the Street Society (a province-wide non-profit society dedicated to supporting the families of children who have been lost to the street) and possibly another Lower Mainland task force working on the issue of child and youth sexual exploitation will be proposed as a means of informing the public about the Province-wide week and its purpose, and of activities taking place in local communities. As well, the Task Force will liaise with community newspapers to inform them of the week and to provide them with information on the activities of the Task Force.

## 2.5 Other Initiatives

An article highlighting the week has been included in the February issue of InfoBurnaby, and it is hoped that the information in the Task Force's pamphlet can be posted on the City of Burnaby's website during the designated week.

## 2.6 Funding the Proposed Activities

The Provincial Assistant Deputy Minister's Committee on Prostitution is making grants of up to \$5,000 available to groups around the Province to undertake projects which address the sexual exploitation of children and youth. The deadline for applications was February 2, 2001. The Task Force has submitted an application for \$5,000 to cover the costs of producing the posters and the youth information cards, as well as the translation and formatting in the appropriate alphabet/script of the pamphlet into the four languages noted above. Successful applicants will be informed on or about February 13, 2001. If a grant is not forthcoming, or a grant smaller than that requested is approved, proposed activities will be prioritized and a more limited number undertaken.

As the lead time required for producing the Skytrain ads and bus card ads precludes waiting to hear the results of the grant application, the Task Force is proposing to cover the costs of those items with funds allocated to it within a budget account at the City of New Westminster. The same fund will be used to cover the costs of printing some English language pamphlets. It is proposed that funds from the Community Policing Committee's 2001 budget be allocated to cover the costs of banners for the Burnaby waste collection vehicles, and for printing additional English language pamphlets. The estimated cost is between \$500 and \$1,000, depending on the number of pamphlets printed. It should be noted that at the Community Policing meeting of 2000 September 14 and the Council meeting of 2000 September 25, a progress report on the activities of the Task Force was considered and approved. That report proposed that \$5,000 be set aside in the Community Policing Committee's 2001 budget for incidental Task Force expenses such as refreshments and meeting venues for presentations, meeting facilitation, and translation and printing of information materials.

## 3.0 SUMMARY AND CONCLUSION

March 5 - 11, 2001 has been proclaimed by the Provincial government as "STOP the Sexual Exploitation of Children and Youth Awareness Week". As in past years, the Burnaby-New Westminster Task Force is proposing, unless otherwise directed, to undertake a number of activities during the week to raise awareness of the plight of children and youth in the sex trade.

The Task Force has applied to the Provincial Assistant Deputy Minister's Committee on Prostitution for a grant of \$5,000 to cover the costs of producing posters and wallet-sized

youth information cards, and of translating/formatting the Task Force's pamphlet into Chinese, Korean, Punjabi and Spanish. Depending on the amount of grant approved by the Province, the Task Force will pursue those activities which are considered priorities by the funding body and Task Force members, and which are feasible with the grant funds available.

It is proposed that the cost of other initiatives, including the display of posters/banners in Skytrain stations, on buses, and on Burnaby residential waste collection vehicles, and the printing of an English language pamphlet, be covered by funds previously allocated for Task Force activities by the City of Burnaby and the City of New Westminster. Burnaby's share of the costs are estimated at between \$500 and \$1,000, depending on the number of pamphlets printed.

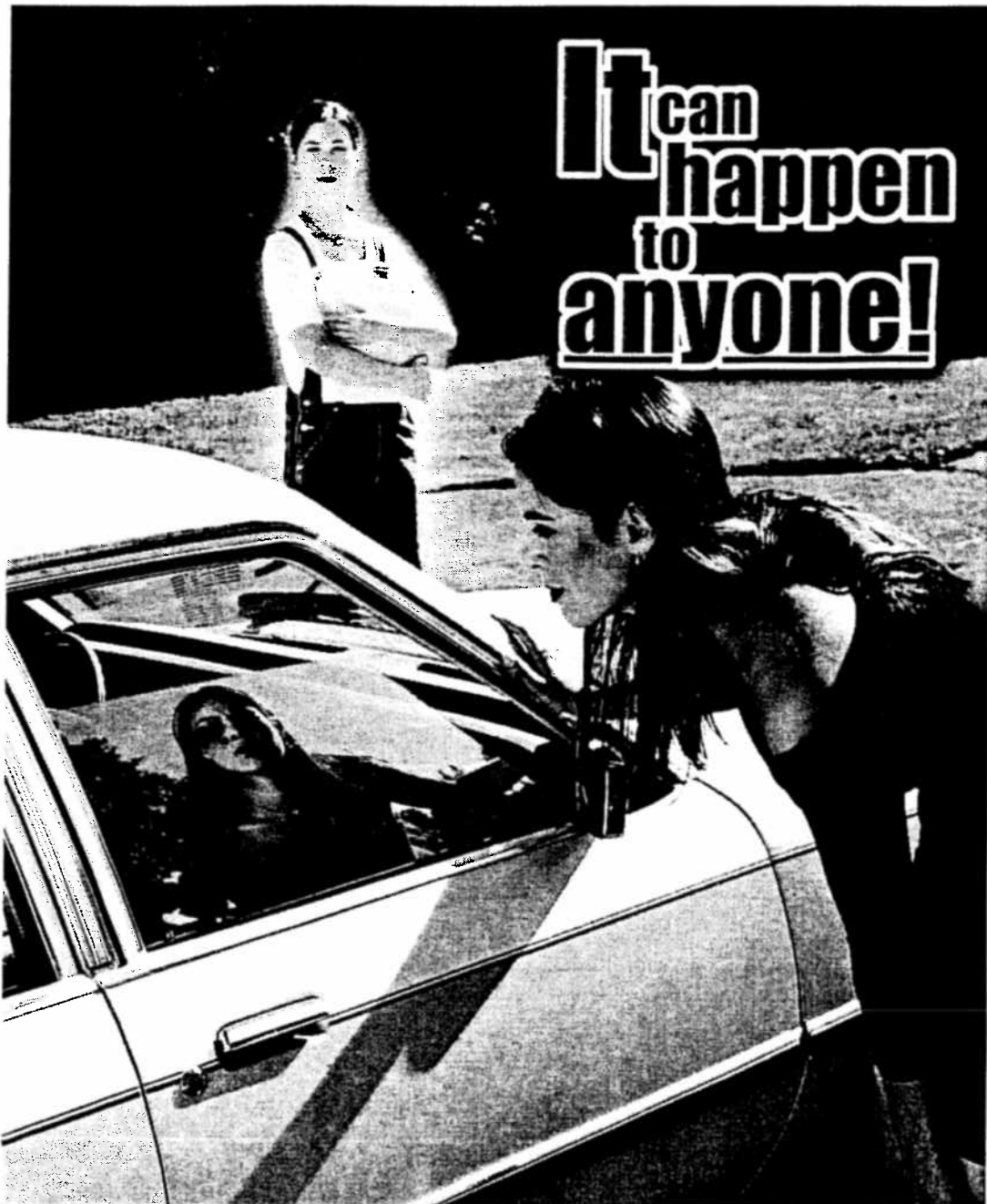
This report is for the information of the Committee and Council.

  
D.G. Stenson, Director  
PLANNING AND BUILDING

JS/sa

- cc: City Manager  
Deputy City Manager, Corporate Services  
Director Engineering  
Director Finance  
Director Parks, Recreation & Cultural Services  
OIC - Burnaby RCMP

Attachments



**It can  
happen  
to  
anyone!**

**Buying sex from a child or youth  
is a crime! It is child abuse.**



**Buying sex from a child or youth is a crime! It is child abuse.**

**STOP the Sexual Exploitation of Children and Youth Awareness Week**