

## **Funding for “Kid Safe”, A Safety Project**

*(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)*

**The Policy and Finance Committee recommends the adoption of the Recommendation of the Grants Sub-Committee embodied in the following communication (November 10, 1999) from the City Clerk:**

### **Recommendation:**

**The Grants Sub-Committee on November 10, 1999, recommended to the Policy and Finance Committee, and Council, the adoption of the attached report (November 4, 1999) from the Commissioner of Community and Neighbourhood Services recommending that an allocation of \$10,000.00 be made to METRAC for distribution costs associated with the “Kid Safe” hand book.**

---

**(Report dated November 4, 1999 addressed to the  
Grants Sub-Committee from the Commissioner of  
Community and Neighbourhood Services)**

### **Purpose:**

**This report recommends the allocation of \$10,000.00 to the Metro Action Committee on Public Violence Against Women and Children (METRAC).**

### **Financial Implications and Impact Statement:**

The 1999 Consolidated Grants Budget included an amount of \$150,000.00 for the Grants Contingency Fund. Sufficient funds exist in the Grants Contingency Fund for the recommendations contained in this report.

### **Recommendations:**

It is recommended that:

- (1) an allocation of \$10,000.00 from the Grants Contingency be made to METRAC for distribution costs associated with the “Kid Safe” hand book; and
- (2) the appropriate City staff be authorized and directed to give effect thereto.

### Background:

During the 1999 Operating Budget review process, it was recommended that the Grants Contingency Fund be set at \$150,000.00 and that requests for contingency funding be review by the Corporate Grants Team.

METRAC was formed in 1984 to promote and advocate the rights of women and children to live free of violence and the threat of violence. Working in collaboration with communities, government, the education system, police, and health and legal professionals, METRAC helps build effective partnerships and coalitions of people interested in making their community safer. One such partnership resulted in the development of “Kid Safe: A Kid’s Guide to Community Safety”.

### Comments:

Through work with Lord Dufferin School in downtown Toronto, METRAC initiated a project to adapt the safety audit process to involve children in primary grades (4, 5 and 6) to develop the process of Safety Needs and Resource Maps, an education and action tool for learning about personal safety. By creating maps and symbols, children identified their personal safety concerns and needs relevant to their school and neighbouring community and were involved in developing solutions. Through “mapping” the children became “experts” on crime and safety in their community, as it affected them. They developed their own language to address these concerns and they became active participants in making their community safer in a non-threatening and creative learning environment. The results of the collaboration with Lord Dufferin School were then developed into a generic guide for publication and use in any community.

METRAC received funding from various sources, including the former City of Toronto, to develop the guide. Once developed, METRAC identified that the costs to produce 250,000 copies of the guide would be \$90,000.00. This cost did not include distribution costs. In an attempt to secure wide distribution of the guide, METRAC approached the Toronto Star regarding printing and distribution. The Toronto Star agreed to cover the cost to print and distribute the guide with support from the Royal Bank, provided METRAC contributed \$10,000.00. Through this agreement 475,000 copies of the guide were produced, a portion of which were distributed through the Toronto Star. METRAC has requested City of Toronto support for the \$10,000.00 contribution.

City staff have reviewed both the Kid Safe Guide and the extremely beneficial printing and distribution arrangement negotiated with the Toronto Star. The result has been the broad distribution of a critical tool for parents and children in the identification of community safety issues from a child’s perspective. Councillor Chow, in her capacity as the Child and Youth Advocate, has reviewed and strongly endorsed the Kid Safe Guide.

Conclusions:

METRAC has produced an innovative and accessible tool to address community safety from a child's perspective. They have also negotiated a creative and beneficial community, business, government partnership resulting in the wide distribution of the Kid Safe Guide. Additional copies of the Kid Safe Guide will be distributed to all members of Council.

Contact:

Chris Brillinger, Manager, Tel: 392-8608; Fax: 392-8492.

**The Policy and Finance Committee submits the following communication (October 20, 1999) from the City Clerk:**

The Grants Sub-Committee on October 20, 1999, directed that the attached communication (October 18, 1999) from Councillor Olivia Chow, Ward 24 - Downtown, with respect to "Kid Safe", be forwarded to the Policy and Finance Committee.

The Grants Sub-Committee reports, for the information of the Policy and Finance Committee, having directed that:

- (1) a special meeting of the Grants Sub-Committee be held prior to the November 10, 1999, meeting of the Policy and Finance Committee; and
- (2) the Commissioner of Community and Neighbourhood Services be requested to report to such meeting, providing information on the organization's budget and any other financial contributions.

Background:

The Committee had before it a communication (October 18, 1999) from Councillor Olivia Chow, Downtown, proposing a conditional grant of \$10,000.00 for production of a children's educational safety booklet; and requesting that a recommendation from the Grants Sub-Committee be forwarded to the next meeting of City Council.

---

(Communication dated October 18, 1999, addressed to  
the Grants Sub-Committee from Councillor Olivia Chow, -Downtown)

I am submitting a proposal for a conditional grant for a children's educational safety project.

In speaking with the Commissioner of Community and Neighbourhood Services and the appropriate staff they have indicated their support in this project. However, this grant must go through Grants Contingency because "Kid Safe" does not conform to existing criteria for grants.

When this project first came to my attention, METRAC requested \$20,000.00 in funding for printing and distribution from City Hall. Since that time, private and public sector funding from Breaking the Cycle of Violence, United Way of Greater Toronto, Molson's and the Gannet Foundation (Mediacom), has reduced that figure by half. The current request is for \$10,000.00 from the City.

One week before the first day of school, The Toronto Star distributed 350,000 full colour copies of "Kid Safe", an educational safety booklet geared to children.

METRAC pioneered the safety audit process that is so successfully used by the TTC and community groups, universities, community colleges and hundreds of neighbourhood groups and individuals. "Kid Safe" is the result of a 1994 project involving the entire community of Lord Dufferin School in downtown Toronto. Staff, parents, and children worked together to address their safety concerns, developing Safety Needs and Resource Maps, an education and action tool for learning about personal safety. "Kid Safe" is Safety Needs and Resource Maps adapted to a book format.

This is an incredible opportunity for everyone, but especially for the children in the City of Toronto because the "Kid Safe" publication enables them to feel empowered by taking their safety concerns about our City into their own hands.

Because this issue is time-sensitive, I would ask that you please forward your recommendation to the next City Council.

---

(A copy of the communication dated August 5, 1999, from the President, Board of Directors, METRAC, attached to the foregoing communication from Councillor Olivia Chow was forwarded to all Members of Council with the November 10, 1999, agenda of the Policy and Finance Committee and a copy thereof is also on file in the office of the City Clerk.)