

**MEDIA RELEASE**  
**June 1, 2009**

## **Health Canada Funds Local Partners to Deliver the “Value Every Kid” Initiative**

**Girls Inc., in partnership with Every Kid in our Communities, the Leeds, Grenville and Lanark District Health Unit, and Country Roads Community Health Centre, has recently received a grant from Health Canada’s Drug Strategy Community Initiatives Fund in the amount of almost \$123,000. Over the next two years, these partners will implement a comprehensive substance misuse prevention project entitled “Value Every Kid”. The goal of this project is to involve parents, educators, community leaders, youth organizations and health and allied professionals, who influence or support children and youth, to prevent illicit drug use.**

**The “Value Every Kid” project will involve a number of strategies, one of which will be the use of media to communicate messages around developing assets in children, and to offer support for parents and anyone who is important in the life of a child.**

**Over the course of this two year project, the Girls Inc. “Friendly PEERsuasion Program” will be offered to more than 400 grade 5 and 6 girls in 34 different schools/classrooms across Leeds and Grenville. The community of Gananoque is the first to experience this hands-on interactive program, where girls will develop skills to resist pressures known to lead to the use of harmful substances.**

**At the conclusion of each 10 week Friendly PEERsuasion Program, parents and community members will have the opportunity to participate in a Parent Forum. At the forum, parents will be presented with information on how to raise healthy, caring, and responsible children through the use of the Developmental Assets Framework. Parents will also have the opportunity to link with resources in their community. The first parent forum is open to all parents/caregivers in the Gananoque community, and will be held on June 8 at the Kinsmen Club of Gananoque, starting at 7:00pm.**

For more information on the “Value Every Kid” Project, please visit [www.everykid.on.ca](http://www.everykid.on.ca) or call the Health ACTION Line at 1-800-660-5853.

For more information on Health Canada’s Drug Strategy Community Initiatives Fund, please visit: [www.hc-sc.gc.ca/hl-vs/drug-droques/dscif-ficsa/index-eng.php](http://www.hc-sc.gc.ca/hl-vs/drug-droques/dscif-ficsa/index-eng.php)

Production of this “Value Every Kid” project has been made possible through a financial contribution from Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

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