

Canadian School Counselling Week
February 1 – 5, 2021
School Counsellors Chapter
Canadian Counselling and Psychotherapy Association
Summary of Events

Canadian School Counselling Week is held annually the first week of February. The week is to recognize the contributions of the School Counselling Profession to the personal, social, educational, and career development, and the mental health and well being, of all students in Canada. Canadian School Counselling Week is organized by the School Counsellors Chapter of the Canadian Counselling and Psychotherapy Association and supported by regional School Counselling Associations in Canadian provinces and territories.

The goal of Canadian School Counselling Week is to increase the public's awareness of the scope of programs and services that characterize the School Counselling Profession in Canada and highlight the role of School Counsellors in supporting student success. Various templates of promotional materials are available on the CCPA School Counsellors Chapter website. Resources may be downloaded by School Counsellors to advertise and organize plans for Canadian School Counselling Week. Resources include a sample press release and proclamation, sample posters, certificates and suggested activities.

Overview of 2021 Canadian School Counselling Week (Summary of Events):

- Promoted by the Canadian Counselling and Psychotherapy Association (tweeted and posted on the CCPA website; e-mailed to all CCPA members; press release to media outlets in Canada).
- Promoted by the CCPA School Counsellors Chapter (tweeted and posted on the Chapter website: e-mailed to all Chapter members).
- Video Message by the Honourable Justin Trudeau, Prime Minister of Canada, was posted on the CCPA School Counsellors Chapter website.
- Video Message by the Honourable Seamus O'Regan, Member of Parliament (Saint John's South—Mount Pearl, Newfoundland and Labrador) and Minister of Natural Resources, was posted on the CCPA School Counsellors Chapter website.
- Recognition of Canadian School Counselling Week in the House of Commons on February 4, 2021, by the Honourable Geoff Regan, Member of Parliament (Halifax West).
- CCPA sent the following packages (English and French) to all Ministries/Departments of Education in Canada: embargoed press release; overview of Canadian School Counselling Week; and an electronic copy of the bilingual Canadian School Counselling Week poster.
- The Nova Scotia Department of Education sent promotional materials to all Regional Centres for Education in Nova Scotia; Regional Centres sent materials to all school counsellors and promoted the week on websites, e.g. Halifax Regional Centre for Education and the Chignecto-Central Regional Centre for Education. The week was also promoted on Twitter accounts.
- Promoted by the Nova Scotia Teachers Union publication, "The Teacher."
- Proclamation in the Halifax Regional Municipality, Nova Scotia, by the Mayor of Halifax.
- Promoted on the CKBW FM radio station, Bridgewater, Nova Scotia.
- Both the Newfoundland and Labrador English School District and the Newfoundland and Labrador Counsellors' and Psychologists' Association promoted Canadian School Counselling Week throughout the province via their websites and Twitter/Instagram.

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Page Two

- Promoted in Ontario on the websites of the Toronto Catholic District School Board, My Algoma, Orangeville Today, and St. Gregory Catholic School.
- Promoted by the Canadian Accredited Independent Schools (CAIS).
- Promoted by the Conference of Independent Schools of Ontario (CIS Ontario).
- Promoted on the Living Sky School Division website, Twitter, and Facebook in Saskatchewan. School Counsellors in Saskatchewan did a Healthy Mind Challenge where classrooms and students won prizes and posted a video regarding the event. In Saskatchewan, schools included information about the week on their morning announcements and their weekly newsletter to parents. The Student Services Coordinator added the poster and message to a Facebook page to promote the week.
- A number of celebrations took place in individual schools across Canada.

Report submitted by:

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CCPA School Counsellors Chapter
May 15, 2021