

***Canadian School Counselling Week***  
***February 6 – 10, 2023***  
***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.

The School Counsellors Chapter continues to work with CCPA National Office and Impact Public Affairs to develop a social media campaign for Canadian School Counselling Week (CSCW):

- A hashtag: #schoolcounsellorshelp
- A theme: “Who We Are and How We Help” (focusing on school counsellor role and identity)
- A tagline: “Support, Intervene, Advocate,” highlighting the importance of school counsellors as they “support, intervene, advocate” as part of their roles.
- A social media kit, including a poster and social media shareable graphics, was developed by a professional graphic designer which expanded on the CSCW theme.
- Promoted by the Canadian Counselling and Psychotherapy Association (tweeted and posted on the CCPA website; e-mailed to all CCPA members).
- Prior to the week, the School Counsellors Chapter website was refreshed with a new layout to improve ease of access to CSCW materials.
- An SO-31 statement in the House of Commons was secured after Celeste Alberga contacted Member of Parliament, Patricia Lattanzio, Saint-Leonard—Saint-Michel, Quebec with a request to recognize Canadian School Counselling Week. The SO-31 was read in the House of Commons on February 9, 2023 and the video was posted on the School Counsellors Chapter website.
- Previous Video Message by the Honourable Justin Trudeau, Prime Minister of Canada, and previous SO-31 videos by Members of Parliament are posted on the School Counsellors Chapter website.
- Recognized by the Pembina Trails Teachers’ Association in Manitoba and posted on the website.
- Recognized by the school districts in New Brunswick with an e-mail sent to all school counsellors.
- Recognized by the Regional Centres for Education in Nova Scotia and posted on websites.
- Proclamation in the Halifax Regional Municipality, Nova Scotia, by the Mayor of Halifax.
- A number of celebrations took place in individual schools across Canada.

Appreciation is extended to CCPA National Office and Impact Public Affairs for their support of 2023 Canadian School Counselling Week. The following are excerpts from a 2023 Canadian School Counselling Week Reflection Report created by Lindsey Thomson, Manager, CCPA Public Affairs:

Sophie Normand, Impact Public Affairs:

- Edited/updated the graphics and created banner image for website and social media headers
- Edited and distributed the press release
- Contacted the Canadian Federation of Teachers for website coverage of the week
- Obtained a video clip for the SO-31 in the House of Commons

Lindsey Thomson (and members of the team from CCPA National Office):

- Reused, reviewed and revised the key messages
- Updated the 2022 press release
- Updated the layout to the School Counsellors Chapter website to highlight CSCW
- Created four pre-CSCW social media posts to spread the word throughout January
- Created three CSCW social media posts that were shared on social media during CSCW
- E-mailed 260 stakeholders mid-January to alert them to CSCW (School Boards, Ministries/Departments of Education, etc.)
- Researched and updated the contact information for 50+ contacts from 2022
- E-mailed 260 stakeholders on February 6 for the 2023 start to the week
- Updated the contact list for all external stakeholders
- Reached out directly to the Director of Public Affairs for the Canadian Teachers Federation; resulted in no commitment for social media posts; no response on sharing content directly on CTF website.
- Sent personalized e-mails to each Minister of Education across Canada
- Scheduling social media posts on Facebook, Instagram, and LinkedIn
- Updated content on the School Counsellors Chapter webpage
- Ensured content was accurately updated for French and English version on the Chapter website
- Updated CCPA homepage banner with CSCW graphic and link to Chapter website
- Translation of all CSCW content into French

Lindsey Thomson will be meeting with members of the School Counsellors Chapter Executive to further review 2023 CSCW and co-develop plans for the 10<sup>th</sup> Anniversary of the week to be held February 5 – 9, 2024.

Report submitted by:

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May 27, 2023