

PSA – SPARC Red Deer Launches #sayitforwardcanada Campaign!

USE YOUR WORDS TO MAKE THE WORLD A LITTLE BRIGHTER!

For the month of November, SPARC Red Deer is encouraging all Canadians to “Say It Forward” and send an encouraging message to a friend!

As winter approaches, people are experiencing isolation, loneliness, and depression due to the COVID-19 pandemic and fewer daylight hours. In response, the SPARC coalition (Strengthening Positive Assets Resiliency in Communities), the “SPARC-lers”, are launching a Canada-wide effort to make the world a little brighter called #sayitforwardcanada.

SPARC has created positive message memes such as “You’re a Great Friend” or “You are Loved” that they will be posting daily on their social media accounts. Participants can share these memes and tag a friend or download and email to a friend. Please include a personalized message about why you are sending the meme to that person. More memes are available to download at sparcreddeer.ca.

Here is what we are asking you to do:

1. Download or share the #sayitforwardcanada memes shared by SPARC on Facebook @SPARCRD, Instagram @sparcreddeer, Twitter @sparcrd or www.sparcreddeer.ca.
2. Add a personal message.
3. Add the hashtag #sayitforwardcanada.
4. Tag or send to friends and family.

Let’s start a movement across our great country and #sayitforwardcanada today!

SPARC Red Deer is a local non-profit coalition designed to promote and educate community members and families about the ‘40 Developmental Assets’. The 40 Developmental Assets, developed by the Search Institute, are research-proven life experiences or building blocks which all children need to grow up healthy, caring, and responsible. Research shows that the higher number of these assets a young person has, the more likely they are to thrive and to engage in positive behaviors. Research also shows that the lower number of these assets a young person has, the more likely they are to engage in risky behaviors.

To learn more about SPARC, visit sparcreddeer.ca, or contact Rania Page, SPARC co-chair at 403.896.9431 or sparc40rd@gmail.com.