How to get involved

What: #ITSTARTS is a public education initiative to promote a unified community that stands up and embraces acceptance, inclusion, equity and diversity.

When: The campaign runs for the month of March.

Who: Everyone. #ITSTARTS is open to everyone living/working/visiting in Simcoe County.

How: Below are a list of activities to take a stand and get involved in the campaign:

1. Pick up cards from your local library branch or request cards from the Local Immigration Partnership (sclip@simcoe.ca). Digital copies are available at simcoe.ca/ITSTARTS

2. Share your message:
   a. Pictures and videos on Twitter @simcoecounty, Facebook @CountyofSimcoe and Instagram @experiencesimcoe using #ITSTARTS.
   b. Display the cards and make them visible.
   c. Perform acts of inclusivity (host a multicultural lunch, learn about different cultures, ask questions, read international authors)

3. Educate yourself. Visit simcoe.ca/ITSTARTS for definitions and resources on how to take safe and purposeful action against racism and discrimination.

4. Challenge friends, family members, colleagues, and community leaders to take a stand. There is strength in numbers!

Thank you to our committed community partners

We're happy that you have decided to take part in the #ITSTARTS Campaign. As the campaign continues to grow and evolve, please note your photo or video may be used in promotion or advertisement of the Pledge campaign, as well as, additional efforts aimed at addressing racism and discrimination. For additional details, please contact sclip@simcoe.ca.

Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada