



The Front Line draws the Line against Bullying



In Support of the Big Brothers Big Sisters Anti-Bullying Programs

Pink Shirt Day and National Anti-Bullying week are annual events across Canada that brings awareness of the negative and often violent ramifications of bullying.

Emergency service personal is typically the first responders to attend incidents that involve bullying and therefore witness first-hand the devastating impact it can have on individuals, families and the community. It is with that understanding and insight by law enforcement, Alberta Government, Big Brothers Big Sisters and corporate sponsor – Derks Formals which led to the creation of the Pink Uniform Shirt Pin/Anti-Bullying initiative.

This is a joint venture as an anti-bullying campaign, which serves to:

- Reduce victimization;
- Engage emergency service agencies and personnel for support and creating the proper dress and deportment protocol as required to demonstrate support;
- Build and create conversation and awareness of this critical issue; and
- Generate funds for much needed anti-bullying programs.

Emergency services personnel are not able to wear pink t-shirts over their uniform or replace their uniform. Therefore, a pink uniform shirt pin, which carries the same meaning and symbolism of a pink t-shirt, was created as an alternate. The pink uniform shirt pin is to be worn six days prior and up to Pink Shirt Day and during the National Bullying Awareness Week.

Although not only for emergency service personal, many people from universities, schools and the public have all started to come forward to purchase the pin, and provide their support by proudly wearing the pin.

The pins can be purchased at Derks Formals in Edmonton and Calgary for \$5.00 with the profits from the purchase going into the development and operation of a specific frontline funding of Big Brothers Big Sisters Anti-Bullying Programs. These programs incorporate volunteer training, service delivery, prevention factors and prevention tools. The Pink Uniform Pin initiative is not just about uniform protocol and the ideals of what the “pink uniform shirt pins” support, but the proceeds are invested in much needed anti-bullying programs for our youths.