

SEND THE RIGHT MESSAGE

An LGBTQ Allyship Campaign for Youth

NEWS – For immediate release

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Planned Parenthood Toronto launches a new campaign encouraging straight and cisgender youth to challenge everyday instances of homophobia, biphobia, and transphobia.

The LGBTQ Youth Initiative at Planned Parenthood Toronto will launch Send the Right Message on September 26th, 2017. This LGBTQ youth-led campaign provides resources for straight and cisgender youth who want to help improve the lives of LGBTQ people. As a comprehensive public campaign, activities range from TTC advertisements, to a video on pronoun use entitled “They Go By Them”, to an extensive [online educational resource](#). Topics include privilege, practical tools for supporting LGBTQ+ identities as a straight or cisgendered ally, and how to be accountable if you mess up.

The campaign launch will be celebrated with a free party on Sept 26, 2017 from 7 to 10 PM at Buddies in Bad Times Theatre. Planned Parenthood Toronto invites LGBTQ youth, their allies and service providers for an evening of performances by LGBTQ youth, raffle prizes, food, giveaways and a photo booth.

QUOTES

“I’m proud to have helped create a campaign like this. After I started medically transitioning, some of my close friends assumed that I would be straight. They didn’t understand the fluidity of sexuality and gender identity. Hopefully a resource like this can help them.”

— Sylvan Tang, LGBTQ Youth Initiative member

“We’re so excited to launch the Send the Right Message campaign, which offers straight, cisgender youth practical tools for supporting their LGBTQ+ friends. These tools are as simple as respecting a person’s pronouns, or not questioning someone’s sexuality. Everyday actions of allyship have a big impact on the wellbeing of LGBTQ+ youth.”

— Sarah Hobbs Blyth, Executive Director Planned Parenthood Toronto

QUICK FACTS

- LGBTQ youth disproportionately face discrimination, verbal abuse, and physical assault.
- LGBTQ youth frequently experience homophobia, biphobia and transphobia from peers, which is a significant barrier to positive relationships between LGBTQ youth and other youth.
- In order to support LGBTQ youth in forming and maintaining healthy relationships with peers, it is necessary to challenge and break down the barriers that are created by homophobic, biphobic, and transphobic attitudes and assumptions.

LEARN MORE

- <http://www.sendtherightmessage.ca/>

For more information or to set up an interview with
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