



IT STARTS WITH YOU. IT STAYS WITH HIM.

It Starts With You. It Stays With Him is an innovative social media campaign aimed at inspiring and supporting men to be good role models for the boys in their personal and professional lives and promote healthy, equal relationships with women, girls, and other men.

The campaign consists of e-learning modules for elementary school teachers, youth and youth workers; a series of digital stories, and a public service announcement.

Visit itstartswithyou.ca to access educational tools, lesson plans, interactive exercises, workshop templates, digital stories, and much more.

For further information,
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