

Tuesday, June 26, 2018

FOR IMMEDIATE RELEASE

MATAWA FIRST NATIONS MANAGEMENT AND MATAWA LEARNING CENTRE WELCOME LAUNCH OF “AM I MISSING?” CAMPAIGN IN RESPONSE TO SEVEN YOUTH INQUEST RECOMMENDATION 91

THUNDER BAY, ON: Matawa First Nations Management (MFNM) and Matawa Learning Centre (MLC) today welcomed the launch of a missing person campaign in response to the Seven Youth Inquest Recommendation 91.

The ‘Am I Missing?’ campaign, launched today, was created through a partnership with representatives from: City of Thunder Bay, Dennis Franklin Cromarty High School, Independent First Nations Alliance, Keewaytinook Okimakanak, Matawa Learning Centre, Nishnawbe Aski Nation, Nishnawbe-Aski Police Service, Northern Nishnawbe Education Council, Shibogama First Nations Council, Thunder Bay Police Service, and Windigo First Nations Council.

Recommendation 91 from the Seven Youth Inquest recommended the establishment of a working group to discuss and implement best practices in order to ensure timely reporting of a missing student and consistent practice among the organizations involved when students are reported missing or during sudden death investigations. The goal of the working group is to effectively and collaboratively develop the deliverables identified under Recommendation 91. Deliverables include policies, procedures, forms, search plans, interviews, press releases, staff training and public awareness.

“As part of the public awareness deliverable, MFNM and MLC are pleased to have been part of the process of implementing this recommendation and launching this campaign,” said David Paul Achneepineskum, MFNM CEO. “Overall, it will provide a sense of comfort for our children, parents and grandparents that the city and partners are working together to follow a protocol to ensure the health and safety for all. We are particularly pleased that everyone is aware of what steps will be taken in cases of reporting on missing youth and what takes place to find missing persons,” he added.

The campaign launch featured the release of a PSA video and accompanying literature that aims to help the public better understand the process of reporting a missing person. It examines and attempts to dispel myths, such as the idea of waiting 24-to-48 hours before filing a missing person report, along with promoting awareness about what the public should do prior to requesting police intervention.

— 30 —

For more information, please contact Carol Audet, Matawa Communications Manager at (807) 632-9663 or by email at caudet@matawa.on.ca.

Matawa First Nations Management is a Tribal Council providing a variety of advisory services and programs to 8 Ojibway and Cree First Nations in James Bay Treaty No. 9 and 1 First Nation in the Robinson-Superior Treaty area. Follow them on Facebook or Twitter @MatawaFN

