



Multiple Births
Naissances multiples
C A N A D A

National Multiple Births Awareness Day!

May 28th



www.multiplebirthscanada.org

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Supporting

Multiple Births

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Is Your Community Ready To Celebrate?

Why celebrate National Multiple Births Awareness Day?

Established in 2005 by Multiple Births Canada, National Multiple Births Awareness Day is designated as the day for raising national awareness of the unique issues faced by multiple-birth individuals and their families. The date of May 28th is symbolic as it is the birth date of the Dionne quintuplets, who helped Canadians to better understand the challenges faced by Canada's multiple-birth community.

What is the theme for 2013?

The 2013 National Multiple Births Awareness Day theme is:

You're not alone - Canada's multiple-birth community is here to support you.

What is the purpose of this year's awareness theme?

This theme allows Canadian multiple-birth families to recognize the strength of belonging to an MBC Affiliate Organization (Chapter) or other multiple-birth group.

Why is this important?

The key message is that experienced mentors, multiple-birth families who have experienced the unique issues faced by being part of the multiple-birth community, are ready and able to help lighten the load. By sharing experiential knowledge, gathering to network, and being there for one another, MBC Affiliate Organizations (Chapters) or other multiple-birth groups strengthen each multiple-birth parent's ability to make informed decisions and effectively handle the distinct challenges experienced as parents of twins, triplets or more.

What can be done locally to create awareness?

To celebrate National Multiple Births Awareness Day MBC encourages Affiliate Organizations (Chapters) and other multiple-birth groups to host local family events such as picnics, park visits, pancake breakfasts or other social events. These events will draw public attention to the organization and the support it offers to multiple-birth families, which may not be well-known in their communities.

We also encourage family, friends and supporters to wear burgundy ribbons the week of May 26-June 1.

Families with twins should each wear two ribbons on their shirt, families with triplets should each wear three ribbons etc. The ribbon will signify the message – You are not alone.



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What are the steps to a successful event?

First, decide how much time, energy and financial resources you can allocate to your event. Plan accordingly. While the most popular event has been family gatherings, some communities hold the event in conjunction with their semi-annual clothing sales. Other ideas that will work:

- Go to the zoo.
- Picnic at a park.
- Book lanes at a bowling alley.
- Meet at your local pool.
- Plan a scavenger hunt.
- Arrange a boardwalk stroll.
- Have a professional photographer do family portraits.
- MBC encourages Chapters and non-affiliate multiple-birth groups to partner together to plan regional events. If located in close proximity to an amusement park with a picnic area, it would be ideal to contact the facility to request a special day and discount.
- Ask your members to answer the question – *"How belonging to my Chapter or non-affiliate multiple-birth group made a difference for me (my family)."* They can share their personal experience via Facebook, on your group's website, as a letter to the editor in your community's newspaper, etc.
- Invite journalists to your community or regional celebration where you will - introduce the theme, have parents speak about their individual experiences as a member of Canada's multiple-birth community, and hand out the National Multiple Births Awareness Day communication materials.

What else should we do?

PROMOTE YOUR GROUP:

- Distribute business cards with your outreach contact information.
- Hand out MBC brochures.
- Have a display board highlighting some of your group's activities.

TAKE LOTS OF PICTURES:

Once you have approval to share your pictures, email them to office@multiplebirthscanada.org and MBC will post them on our website! Videos are also welcome.

**If your event receives
exceptional media support,
consider nominating that media outlet
for this year's Media Award!**