



**National  
Multiple Births  
Awareness Day!**  
**May 28th**



[www.multiplebirthscanada.org](http://www.multiplebirthscanada.org)

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*Supporting  
Multiple Births  
Together*

# 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 recognized as the time for raising national awareness of the unique issues faced by multiple-birth individuals and their families. The date of May 28<sup>th</sup> is symbolic as it is the birth date of the Dionne quintuplets, who helped Canadians to better understand challenges faced by Canada's multiple-birth community.

## What is the theme for 2014?

*It's a multiple's choice: encourage twins, triplets, and more to make individual decisions.*

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

To provide insight into the individualization process for twins, triplets and more. To recognize that encouraging multiple-birth children to make individual decisions helps them to become strong, self-assured adults. Whether they make the same or different decision is equally acceptable; the importance is in encouraging each child to make autonomous choices.

## Why is this important?

While all children must experience the individualization process to reach full potential as an adult, multiples have the additional developmental task of becoming autonomous to each other. Twin pairs, or triplets, and more are at least as deeply bonded to each other as they are to their primary caregivers. This must be respected and considered by all involved.

Allowing multiple-birth children to make individual decisions appropriate to their stage of growth allows them to become more aware of their own wishes and preferences, and to discover the freedom to express those choices, sometimes the same as their multiple sibling(s) and sometimes different.

## 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 draw attention to local support systems and to resource materials that educate and inform others of this year's theme. To access these documents visit <http://multiplebirthscanada.org/index.php/about-us/events/>.

**We also encourage family, friends and supporters to wear burgundy ribbons the week of May 25-June 1.**

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



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C A N A D A

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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 public awareness walk or parade.
- 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 do you encourage individual decision-making for your twins, triplets, or more?” 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 details.
- Hand out MBC brochures.
- Have a display board highlighting your group’s activities.

#### TAKE LOTS OF PICTURES:

Once you have approval to share your pictures, email them to [office@multiplebirthscanada.org](mailto: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!***