



## Rainy River District Social Services Administration Board

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- Children's Services
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### HOMELESSNESS PUBLIC EDUCATION CAMPAIGN LAUNCHED

The Rainy River District Social Services Administration Board (RRDSSAB) is launching a public education campaign surrounding the issue of homelessness in the district in partnership with the United Native Friendship Centre, Rainy River District Victim Services Program, Salvation Army and the Women's Shelter of Hope.

The RRDSSAB will be visiting local businesses, organizations and community groups in an effort to educate our community about what homelessness looks like in the Rainy River district and what efforts are underway to tackle the growing issue.

RRDSSAB Chief Administrative Officer, Dan McCormick stresses that with cold weather on its way, this initiative will hopefully target the district's most vulnerable community members and assist them in accessing the supports they need.

"Unfortunately there is a stigma around homeless individuals and families, and we hope to not only educate the community about the realities of homelessness and poverty, but also let anyone experiencing hidden homelessness know that there are supports at the RRDSSAB as well as at many of our community partners. The hidden homeless are the largest and most challenging-to-reach group because they don't sleep on the sidewalk – they sleep in cars, on friends' couches, some even in the bush."

Additionally, the RRDSSAB will be conducting a count of homelessness in the district in Spring 2018. The organization has been working with members of the homeless-serving community and is in the planning stages now. Individuals or families who are currently homeless or at risk of homelessness are encouraged to visit the RRDSSAB at 450 Scott Street in Fort Frances, Rawn Road Centre in Atikokan, visit [www.rrdssab.ca](http://www.rrdssab.ca) or call 807-274-5349 to learn what supports may be available.

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For more information, please contact Jamie Petrin, Community Homeless Liaison at [jpetrin@rrdssab.on.ca](mailto:jpetrin@rrdssab.on.ca) or 807-274-5349 ext 248.