Who is a Community Leader?
Traditionally, police officers have fulfilled the role of Community Leader; however, any positive adult role model from outside the school environment can be a Community Leader. Below are some ideas:

- Act as a catalyst for launching the WITS Programs by helping schools get started through the Swearing-In Ceremony and Tug-of-Help
- Sustain interest in WITS by regularly participating in school activities like assemblies and classroom visits
- Champion the programs’ messages by initiating a positive first contact with children and reinforcing that there is a greater support network they can call on for help

Find the leaders that are the best fit for your school. Recruit several Community Leaders to share the WITS message and engage your entire community!

Artists
Athletes
Business leaders
Politicians
High school or university students

Scientists
Firefighters
Paramedics
Public health nurses
Multicultural leaders
Elders

Why are Community Leaders important?
Research shows that bullying prevention programs work best when everyone is involved: schools, families and people in the community! Community Leaders:

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- Sustain interest in WITS by regularly participating in school activities like assemblies and classroom visits
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Did you Know... WITS has a section on its website just for Community Leaders. Visit witsprogram.ca/community for handy tools, resources and online training to get your Community Leaders ready to take on their role!

Need help finding a match for your school? Want to share your ideas? Reach the WITS Team at 1-855-858-8766 or wits@uvic.ca

www.witsprogram.ca