



Dear Parents and Guardians,

Your child's hockey association, **Airdrie Minor Hockey Association**, has requested Calgary Communities Against Sexual Abuse (CCASA) to present the "Who Do You Tell?"™ (WDYT?)™ Program on **September 28, 2026**. Your child is invited to participate.

Program Importance:

- In Alberta, **just under 1 in 2 girls (44%) and 1 in 4 (24%) boys** experience sexual abuse before the age of 18 (Association of Alberta Sexual Assault Services, 2020). Many children never tell anyone of their abuse and the long-term effects can be devastating. For these reasons, we know it is very important for children to attend the WDYT™ Program. **The WDYT™ Program is a safety and education program, not a sexuality education program.**

Program Details:

- **History:** CCASA, Calgary's primary sexual abuse service, has delivered this program to children and their teachers in both the Calgary Board of Education and the Calgary Catholic School District since 1994.
- **Curriculum:** The language and messages of this program are carefully crafted and presented to align with the Alberta Education Health and Life Curriculum for each grade level. Delivered in an engaging and positive manner, the program teaches children that their bodies are their own, that inappropriate touches—described as 'different kinds of not okay touches' for K-3 and 'child sexual abuse' for Grades 4-6—are never their fault, and that they should always tell a trusted adult if they feel confused or scared by any touch or behavior.
- **Confidentiality:** Classroom lists are used for name tags and participation tracking, kept confidential, and destroyed after the program.

Follow-Up Time:

- During the classroom presentations, all children will have the chance to request follow-up time with WDYT?™ Educators to ask questions or share concerns. Additionally, Educators may speak with a child if they require clarification about something a child has said or written in class.
- Occasionally, children have concerns involving bullying, family violence/conflict, sexual abuse, or other serious concerns. These situations may require Educators to obtain family contact information (name, phone numbers, address) from the school to complete needed follow-up with parents/guardians, school/agency staff, and/or Child and Family Services.

Consent for Information Access:

- Under the Freedom of Information and Protection of Privacy Act, parental consent is required for Educators to access child and family contact information.

Parent Information Session:

- Parents and guardians are invited to an information session on Zoom, **September 23, 2026 from 5:30pm-7:00pm** via a link sent to parents by email. WDYT?™ Educators will discuss the content of the classroom program and issues surrounding child sexual abuse. This session is for adults only.

For more information, contact CCASA at education@calgarycasa.com or 403-237-5888 (Mon-Fri, 9 am – 5 pm).

We look forward to presenting the "Who Do You Tell?"™ Program to your child!



“Who Do You Tell?”™

Program Permission Form

TO BE RETURNED TO THE ELEMENTARY SCHOOL TEACHER

- ☐ **I WANT** my child to participate in the *“Who Do You Tell?”™ Program* and to speak with “WDYT?” Educators upon request. I consent to the school providing my child’s name and if necessary, family contact information to the “WDYT?”™ Educators.
- ☐ **I DO NOT WANT** my child to participate in the program.

Child’s Name: _____

Teacher’s Name: _____

Date: _____

Parent/Guardian Name: _____

Parent Guardian Signature: _____

Parent/Guardian Contact Phone Number: _____