

Say Hello on Halloween

A Project of *Our Kids Our Business, Treasure Valley*

In response to the unprecedented outpouring of community support in the days following the disappearance of 8 year old Robert Manwill this summer, a new initiative called *Our Kids: Our Business* is being formed in the Treasure Valley to protect and nurture our community's children.

Our Kids: Our Business is kicking off a campaign to strengthen our families and communities throughout the Treasure Valley. *Our Kids: Our Business* plans to sponsor and encourage a variety of activities that will help us to know our neighbors better, learn how we can help each other out in times of need, and engage people in a dialogue about how we can build a community which works for and supports families with children. Based on the commitments we make together as a community, we will then take action to strengthen our neighborhoods.

As a first action in this initiative, *Our Kids: Our Business* is calling on our communities to "Say Hello on Halloween." The idea is that as children and their parents are out trick or treating, we use this opportunity to get to know our neighbors. What better time is there then when we are going door to door in our neighborhoods?

This Halloween, display a "Say Hello on Halloween" sign. Signs are available on line at www.idahochildrenstrustfund.idaho.gov. *Our Kids: Our Business* is also asking that each one of us get to know the names of the children in our neighborhood. Get to know their parents.

We do not want to lose another child. We believe that building strong families and strong communities is the way to prevent abuse of children. We also believe that strong families and communities will help *all* of our families and children thrive.

Our Kids: Our Business in the Treasure Valley is being modeled after an effort by the same name in Spokane and northern Idaho that was started several years ago to respond to another tragic childhood death by abuse in Spokane. This initiative asks the community to take specific action in support of five promises to children.

All children will have access to:

1. Caring adults;
2. Safe places and constructive activities;
3. A healthy start and future;
4. Effective education; and
5. Opportunities to serve.

For more information contact: Idaho Children's Trust Fund, 386-9317 or e-mail hansenm2@dhw.idaho.gov.