

Committee of the Whole (2) Report

DATE: Tuesday, May 9, 2023 **WARD(S):** ALL

TITLE: PROCLAMATION REQUESTS
NATIONAL DEAFBLIND AWARENESS MONTH, BRAIN INJURY
AWARENESS MONTH AND LONGEST DAY OF SMILES

FROM:
Wendy Law, Deputy City Manager, Legal and Administrative Services & City Solicitor

ACTION: DECISION

Purpose

To seek approval for the proclamation requests received for National Deafblind Awareness Month, Brain Injury Awareness Month, and Longest Day of SMILES.

Report Highlights

- Respond to the request for proclamation received from the Canadian Helen Keller Centre/National Deafblind Awareness Committee.
- Respond to the request for proclamation received from the Brain Injury Association of York Region.
- Respond to the request for proclamation received from Operation Smile Canada.

Recommendations

1. THAT June 2023 be proclaimed as “National Deafblind Awareness Month”;
2. THAT June 2023 be proclaimed as “Brain Injury Awareness Month”;
3. THAT June 18, 2023, be proclaimed as “Longest Day of SMILES”; and,
4. THAT the proclamations be posted on the City’s website and the Corporate and Strategic Communications department be directed to promote the above-noted proclamations through the various corporate channels.

Background

National Deafblind Awareness Month

June is celebrated as National Deafblind Awareness Month, marking the birth month of Helen Keller, who is one of the most famous people who was deafblind. Recognizing this month builds awareness around the distinct experience of Canadians who are deafblind.

Council has previously granted this request for proclamation.

Brain Injury Awareness Month

June is Brain Injury Awareness Month in Canada. As per statistics provided by the Brain Injury Association of York Region, 452 Canadians suffer a serious traumatic brain injury every day. This does not include concussions, non-traumatic brain injuries, military injuries, or unreported cases.

Canadian brain injury associations are working together to spread awareness and advocate the need to change the classification surrounding traumatic brain injuries.

Council has previously granted this request for proclamation.

Longest Day of SMILES

Operation Smile Canada is a volunteer-based global charity that exists to ensure access to safe and effective cleft surgery. The Longest Day of SMILES campaign is a means to raise awareness and funds to help a child born with a cleft condition find free cleft surgery and comprehensive care.

By proclaiming the date of June 18, 2023 as the Longest Day of SMILES, the organization hopes it will raise awareness to provide waiting children with exceptional cleft care and a new smile.

Council has previously granted this request for proclamation.

Previous Reports/Authority

National Deafblind Awareness Month

[Committee of the Whole \(2\) – April 13, 2021](#)

Brain Injury Awareness Month

[Committee of the Whole \(2\) – June 21, 2022](#)

Longest Day of SMILES

[Committee of the Whole \(2\) – May 10, 2023](#)

Analysis and Options

National Deafblind Awareness Month

The proclamation request meets the requirements of the City's Proclamation Policy, as follows:

- 2.1. For the purposes of section 2, a proclamation may be issued for:
 - 2.1.4. Public awareness campaigns

Brain Injury Awareness Month

The proclamation request meets the requirements of the City's Proclamation Policy, as follows:

- 2.1. For the purposes of section 2, a proclamation may be issued for:
 - 2.1.4. Public awareness campaigns

Longest Day of SMILES

The proclamation request meets the requirements of the City's Proclamation Policy, as follows:

- 2.1. For the purposes of section 2, a proclamation may be issued for:
 - 2.1.3. Charitable and non-profit fundraising campaigns

Financial Impact

None.

Operational Impact

The Corporate Communications team will oversee the promotion of these proclamations on corporate channels.

Broader Regional Impacts/Considerations

None.

Conclusion

Having reviewed these requests, staff is recommending that June 2023 be proclaimed as National Deafblind Awareness Month, that June 2023 be proclaimed as Brain Injury Awareness Month, that June 18, 2023, be proclaimed as Longest Day of SMILES, and that the proclamations be posted on the City's website and the Corporate and Strategic Communications department be directed to promote the above-noted proclamations through the various corporate channels.

For more information, please contact: Todd Coles, City Clerk, ext. 8281

Attachments

1. Correspondence from Canadian Helen Keller Centre/National Deafblind Awareness Committee, received on January 17, 2023
2. Correspondence from Brain Injury Association of York Region, received on April 17, 2023
3. Correspondence from Operation Smile Canada, received on April 17, 2023

Prepared by


Julia Bartolomeo, Supervisor, City Clerk's Administrative Services, ext. 8280

Approved by



Wendy Law, Deputy City Manager
Legal and Administrative Services
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Reviewed by



Vince Musacchio
on behalf of Nick Spensieri,
City Manager