



**National  
Multiple Births  
Awareness Day!  
May 28th**



**Multiple Births Canada /**

**Naissance multiples Canada**

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*Supporting  
Multiple Births  
Together*

## Is Your Community Ready To Celebrate?

National Multiple Births Awareness Day was first celebrated in 2005, making this the third year Canada's multiple-birth community unites for this national celebration.

### Why May 28<sup>th</sup>?

This is the birth date of the Dionne quintuplets. Public interest from their birth (May 28, 1934) throughout their childhood highlighted many stereotypes about multiples that the Dionnes themselves sought to break down in their later lives.

While many were concerned about their well-being, their exploitation by the public and media has left a lasting mark in Canadian history. Many lessons were learned through this experience, not the least of which is the acknowledgement of the importance of bonding—between multiple-birth children, with their siblings, and with their parents.

The Dionnes taught us that individuality is crucial to a healthy multiple-birth relationship. National Multiple Births Awareness Day seeks to build upon the lessons of their life experiences to raise awareness of the unique needs and challenges faced by multiple-birth children and their families.

### What is the theme for 2007?

Multiple-birth children are individuals, and as such their development as individuals must be encouraged and respected in all aspects of their lives. For multiples to have the extraordinary benefit of growing up in supportive partnership with each other, we must also respect and nurture the development of healthy relationships between them.

More specifically, during 2007, Canada's multiple-birth community is: *Raising awareness of the need to recognize and encourage the individuality of multiple-birth individuals, while respecting the uniqueness of their multiple-birth relationship.*

### What is planned for 2007?

Nationally, a letter writing campaign to online and print news providers is in progress. Multiple Births Canada has a goal of contacting 1,000 media outlets by the summer of 2007. Many of these news providers have already printed the letter, resulting in many responses.

Locally, Chapters and other multiple-birth groups will hold picnics, family walks, mini fairs, and media events. Some will also hold multiples panels where multiple-birth individuals discuss what it means to be a twin, triplet, quadruplet or quintuplet.

Big or small, every celebration helps to create awareness and build community! Here are some ideas to help you plan your event and a timeline for getting things done.

(cont'd)



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## Is Your Community Ready To Celebrate? (cont'd)

### What can Chapters and other multiple-birth groups do?

First, decide how much time, energy and financial resources you can allocate to your event. Plan accordingly. While the most popular event has been family gatherings, some communities hold the event in conjunction with their semi-annual clothing sales. Other ideas that will work:

- *Multiples Panel.* This is a great opportunity for multiple-birth individuals to address the questions of many new multiple-birth parents. This can be a private event, or include an invitation to educators, service providers, health professionals and media. An outline of how to organize a Multiple Births Panel is available for download from the MBC website.
- *Poster and Pamphlet Campaign.* Multiple Births Canada has recently produced bilingual posters and pamphlets to assist Chapters with outreach campaigns in their communities. Free copies are available by faxing the Business Office at 1-705-429-9809, emailing [office@multiplebirthscanada.org](mailto:office@multiplebirthscanada.org) or calling toll free 1-866-228-8824.
- *Family Gathering.* This can be in someone's backyard, the local zoo, or at the park. It can be a simple picnic, or can include other elements such as kid's games, media interviews, a scavenger hunt or other fun family activity. A template for a celebration cake, which can also be used as a t-shirt transfer, is available for download from the MBC website.

### When do you get started?

1. **Early May** – Send a letter to your city/town council requesting they proclaim May 28<sup>th</sup> National Multiple Births Awareness Day in your area; choose your event and assign duties to key organizers, contact MBC with your event details, put one person in charge of Media Relations; print the media kit and resource pieces from the MBC website – and finally if you have questions, contact [communications@multiplebirthscanada.org](mailto:communications@multiplebirthscanada.org).
2. **Three weeks before** – Invite members to your event and start preparing.
3. **Two weeks before** – Invite the media with a media advisory and follow-up phone call.
4. **The week of the event** – Work on final preparations; produce media kits for distribution.
5. **Day before** – Telephone your members to remind them of your event.
6. **May 28<sup>th</sup> or the date your Chapter has chosen** – Greet the media. Hand out media kits and answer questions. Help raise awareness! Celebrate!
7. **HAVE FUN!** Take lots of pictures. If you have approval to share them with the rest of Canada, post them on our website! Email to [office@multiplebirthscanada.org](mailto:office@multiplebirthscanada.org)

**If your event receives exceptional media support,  
consider nominating that media outlet  
for this year's Media Award!**