



## **Growth Department**

## **Memorandum**

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<b>TO:</b>	Krista Power, Director – Legislative Services & City Clerk	<b>FILE:</b>
<b>FROM:</b>	Louisa Costanzo, Manager Community Safety and Well-Being, Strategic and Engagement Division – Growth Department	
<b>DATE:</b>	06/04/2025 (mm/dd/yyyy)	
<b>SUBJECT:</b>	Declaration of Support- Planet Youth Thunder Bay	
<b>MEETING &amp; DATE:</b>	Committee of the Whole - 07/14/2025 (mm/dd/yyyy)	

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Since 2023, staff from the Strategy & Engagement Division and Recreation & Culture Division have been working with a group of community partners, led by the United Way Thunder Bay, to explore the feasibility of adapting the Icelandic Prevention Model (IPM) in Thunder Bay. The IPM is an internationally recognized, evidence-informed approach designed to reduce youth substance use by strengthening protective factors across families, schools, peer groups, and the broader community. The model emphasizes early intervention, long-term prevention, and sustained cross-sector collaboration, guided by local data and responsive to community priorities.

Locally, the Planet Youth Thunder Bay initiative is working to adapt this model in a manner that reflects the unique cultural, social, and geographic realities of Thunder Bay. Particular emphasis is being placed on ensuring cultural responsiveness, with Indigenous leadership and community voices guiding much of the early discussion and design.

This work has included early planning meetings, stakeholder engagement, knowledge exchange with communities in Canada and internationally who have successfully implemented similar prevention-based models. Community partners are working toward a multi-year, collaborative implementation strategy supported by local data and guided by youth, families, educators, and service providers.

The Planet Youth Thunder Bay initiative aligns with the City's ongoing commitment to advancing community safety, well-being, and youth development through prevention, collaboration, and cross-sector partnerships.

As part of the next phase of development, the City of Thunder Bay is being asked to formally sign the attached Declaration of Support to demonstrate its commitment to this collaborative process. The City's role would include:

- Providing support through the Strategy & Engagement Division and Recreation & Culture Division to assist with grant applications related to the initiative.
- Administration from the Strategy & Engagement Division and Recreation & Culture Division participating on the executive committee, planning committee and ongoing development discussions through public engagement – to encourage and support participation by residents and community organizations in the design, planning, and eventual implementation of the model.

The Declaration outlines three primary areas of commitment:

- Exploration & Collaboration
- Awareness & Education
- Cultural & Community Responsiveness

By endorsing the Declaration, the City acknowledges the importance of youth well-being as a collective responsibility and affirms its role as a partner in the early development of Planet Youth Thunder Bay.

Therefore, it is recommended that the Corporation of the City of Thunder Bay sign the Declaration of Support to formalize a collaborative relationship in advancing a locally driven and community-tailored model for Planet Youth Thunder Bay. This initiative focuses on upstream prevention, aiming to reduce youth substance use by strengthening protective factors across families, schools, peer groups, and the broader community.

### ***RECOMMENDATION***

WITH RESPECT to the Memorandum from Louisa Costanzo, Manager – Community Safety & Well-Being, dated June 4, 2025, we recommend that Mayor sign the Declaration of Commitment for Planet Youth Thunder Bay;

AND THAT the City support this initiative through participation in planning activities, grant development, and public engagement in alignment with existing roles and resources;

AND THAT any necessary by-laws be presented to City Council for ratification.