



NANAIMO LADYSMITH
PUBLIC SCHOOLS

Letter from the Board of Education and
Nanaimo District Teachers Association
March 9, 2021

Creative Outdoor Advertising
2402 Stouffville Road
Box 245
Gormley, Ontario L0H 1G0

RE: Controversial Advertisements Near Schools

To whom it may concern,

We are writing on behalf the Nanaimo Ladysmith Public Schools' Board of Education (the Board) and the Nanaimo District Teachers' Association (NDTA) requesting that Creative Outdoor Advertising please refrain from displaying advertising by the **Crossroads Pregnancy Centre** around its schools in Nanaimo and Ladysmith, British Columbia.

Recently, a bus bench displaying a Crossroads Pregnancy Centre ad was found directly adjacent to Nanaimo District Secondary School (395 Wakesiah Avenue). This matter was brought forth to the Board by the NDTA union executive and was discussed at a recent Board meeting on February 24, 2021.

The Crossroads Pregnancy Centre is an organization whose services do not align with those of the B.C. education curriculum. The company does not provide accurate, evidence-based clinical information on all available options for pregnant woman. On their website, the company also admits to both their illegitimacy as a health care provider and their refusal to support all available options.

The Board and the NDTA are concerned about any advertising targeting our students that may have a negative impact on their social and emotional well-being. We ask that your company take this into consideration when assessing the location of advertising around our school locations.

We appreciate you taking this into consideration for any future advertising with the organization.

Sincerely,

Charlene McKay
Board Chair

Denise Wood
President, NDTA