
February 11, 2021

Charlene McKay, Chair
Board of Trustees, School District 68
395 Wakesiah Avenue
Nanaimo, BC, V9R 3K6

via email

Dear Ms. McKay:

As educators, part of our integrity relies on the accuracy of the information that we use in our work with students. That high ethical standard is undermined by advertising that spreads misinformation and is directed at students. It has come to the attention of our members that there is a bus bench in front of Nanaimo District Secondary School that advertises for the crisis pregnancy centre Crossroads Pregnancy Centre.

Crossroads Pregnancy Centre is a crisis pregnancy centre, an organization that appears to provide health care, but is not a legitimate health care provider. Crisis pregnancy centres do not provide accurate, evidence-based clinical information on all available options for pregnant women. Crossroads Pregnancy Centre admits to both their illegitimacy as a health care provider and their refusal to support all available options on their website (albeit in exceedingly fine print) with the following statement:

"we are not a medical facility and we do not provide or assist in arranging for abortions."

The misinformation that they spread, while not illegal, is deeply unethical as it undermines women's health.

The undermining of women's health is especially egregious in the context of the location of this advertisement outside of a high school. It is clear that this advertisement is targeted at young women who may be in crisis. The unopposed display of this advertisement represents a tacit participation in the violation of women's autonomy, as that organization fails to support women in making decisions that are best for their personal circumstances.

The Personal and Health Education curriculum contains competencies directed at helping students to navigate these sorts of deceitful and unethical materials. One of the curricular competencies states that students are expected to be able to "propose strategies for avoiding and responding to potentially unsafe, abusive, or exploitative situations" and to "analyze and explain how health messages might influence health and well-being". The context of the advertisement relates directly to the Personal and Health Education content that students are expected to know with respect to healthy sexual decision-making. While the location of the bus bench advertisement directly outside of the school makes it exceedingly convenient for a field-trip related to these curriculum learning

standards, it behooves the leadership of our school district to take action to oppose advertisements that are both predatory and misleading.

I urge you to continue to make good on your commitments to student health and well-being by requesting that this bus bench advertisement be removed, and by continuing to ensure that PHE includes awareness about misleading advertising.

Sincerely,



Mr. Jeremy Inscho

NDTA Grievance Officer

Cc: Scott Saywell, Superintendent
Karen Matthews, Manager, Administrative Services