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“CRITTERS” COME TO YUKON SCHOOLS

WHITEHORSE – “Critters” are hitting Whitehorse schools beginning today at Selkirk Elementary School.

“Critters” is a public health campaign that encourages children to cough or sneeze into their elbow or a tissue, and wash, wash, wash their hands afterward,” Glenn Hart, Minister of Health and Social Services said.



To that end, artist Chris Caldwell created a series of whimsical, sympathetic “critters” who demonstrate what to do—and what not to do—to avoid sharing germs. These “critters” are featured in a package that is being distributed to children aged four to 10, through schools, daycares and day homes.



In Whitehorse, Health and Social Services has engaged the services of Graeme Peters, well-known musician and entertainer, to give a fun, interactive and educational school presentation to children aged four to 10. The presentation, complete with humour and music, is geared to teaching kids how to keep their hands clean and why this is important. At the end of each presentation, Peters will distribute “critters” bags with an activity book and other items to remind kids to keep their hands clean.

“It’s particularly important to emphasize good respiratory etiquette at the start of flu season,” Hart added. “Bags will also go to daycares, day homes and home-schooled children.”

The campaign will be translated and distributed to École Whitehorse Elementary School, École Émilie-Tremblay and La garderie du petit cheval blanc in the new year.

Phase two of the campaign involves producing a fun song to air on the radio, a small poster with the song’s lyrics for posting in the family or daycare/school bathrooms, and a newspaper colouring contest.

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