

# Champion's Drive Earns respect.

It takes courage to stand up for what you believe in and fight for the rights of others. It takes a champion to act on it and nurture a program that changes the culture of a community.



The City of Thunder Bay's first-ever **respect.** Award was presented to Thomas Russell, Administrator Wellness and Diversity – Student Union of Confederation College Inc. Thomas championed the development of Counsellor Jim Lee's positive **respect.** initiative and has continued to be the **respect.** champion.

The **respect.** Award is given to an individual, business or organization who promotes the attitudes, beliefs and behaviours that recognize the importance of human dignity and provides leadership to foster respectful behaviour. The Award recognizes demonstrated leadership in enhancing diversity and respect for others.

"His belief in the **respect.** principles and his passionate presentations have

provided motivation for students, staff and community members," said Dr. Amy Siciliano, PhD, Coordinator – **respect.** and Crime Prevention Council.

With the College's enthusiastic support, Thomas worked with the City's Anti-racism Advisory Committee and the Crime Prevention Council to build a City-wide campaign. His availability to provide advice and support and his ongoing mentoring helped with the successful roll-out of **respect.** across Thunder Bay.

The **respect.** Award is sponsored by Diversity Thunder Bay. For more information on **respect.**, visit [www.thunderbay.ca/respect](http://www.thunderbay.ca/respect)



## Evolution of respect.

**respect.** was founded at Confederation College in 2006, by Counsellor Jim Lees in response to concerns that inappropriate behaviour was increasing, and the College community needed to address the issue.

Following a collaborative effort led by Lees, **respect.**, and its principles were developed to provide the College with a common language to address the hurtful behaviours and words.

Focusing on positive messages and images, **respect.** reminded everyone how they prefer to be treated and how they should be treating others. Lees empowered other College staff, including Thomas Russell (inaugural **respect.** Award Winner), to become **respect.** leaders and nurture the program into becoming mainstream culture on campus, ultimately catching the City's attention as a solution to some of the serious issues affecting the broader community.