

## POSITION PAPER

### USE OF IMAGES OF BLOCK PARENT SIGN AND LOGO ON WEB SITES

The Block Parent Program of Canada Inc. does not feel that there is any significant risk of anyone enlarging and copying the image of the Block Parent sign or logo from a web site and using it for purposes other than those intended by BPPCI for the following reasons:

1. It is our experience that anyone wanting to use either of the images in a large format has experienced major problems with distortion.
2. The Block Parent sign does not draw children to a particular location. Children only seek and access a Block Parent site when they are in danger.
3. There are simpler methods that would-be perpetrators could use to attract a child to a particular location other than using a Block Parent sign.
4. Perpetrators do not want to draw attention to themselves, and by displaying a Block Parent sign, they would be doing so.
5. All communities maintain records of Block Parent signs and homes. It would be a very high risk for a perpetrator to place a sign in their window and attract attention to themselves.
6. Work involved in downloading an image, enlarging it and copying it would simply not be worthwhile.
7. These images have been available for over 35 years on brochures, reports, etc. and could have been enlarged and printed by means of a photocopier, yet no such incidents of forgery have been reported.

However, due to public concern regarding the possibility of enlarging and printing the Block Parent sign or logo, BPPCI has taken the following steps to guard against this action:

1. Produced an electronic version of the image of both the Block Parent sign and logo with the words "*DO NOT COPY*" superimposed diagonally across the image.
2. Have made this available for downloading from the national web site.
3. Have instructed all our members to replace any existing image on their web site with the protected image.
4. Have drafted policy regarding use of the Block Parent sign or logo on web sites and have distributed this to all voting members and community Programs and included on our web site.

BPPCI recognises the fact that enlarging and copying the Block Parent sign or logo could pose some danger and therefore feel that we have taken the necessary precautions to guard against such actions in the future. BPPCI is committed to following through on any additional suggestions or changes. Please contact our office at 1-800-663-1134.