



## Speaking on Behalf of Moms Stop the Harm (MSTH)

June 2025

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Dear MSTH Contractors, Board Members, Co-Founders, Volunteers, and Members,

Thank you for all the incredible work you do to support MSTH and its mission. We deeply appreciate your passion and commitment to advocating for change.

As part of our ongoing efforts to ensure clear and consistent messaging, we want to provide some important guidelines regarding public commentary and media interactions.

To protect the integrity of MSTH, only authorized representatives may speak to the media or post on official MSTH social media platforms (Facebook, BlueSky, Instagram, X, YouTube, and Threads). This helps maintain alignment with our values and ensures accurate communication.

If you are approached by the media, we ask that you kindly redirect inquiries by saying:  
*"I'm not the appropriate person to address your inquiry, but I'd be happy to pass along your contact information to the appropriate spokesperson."*

Then, please follow these simple steps to notify the Executive Director:

1. Let the ED know that you've been contacted by the media. Address available here under [Management Team](#).
2. Provide the following details:
  - Media outlet name
  - Journalist's name and contact information (phone/email)
  - Their geographic region
  - Their deadline
  - The topic or focus of their inquiry

We encourage all MSTH members and volunteers to express their personal views on issues they care about. However, if doing so while wearing MSTH apparel or at an MSTH-branded event, it's important to clarify that these opinions are personal and not representative of MSTH as an organization.

Additionally, all public comments—whether in person or online—should be made respectfully and should not disclose any confidential information. Any official MSTH statements must come from designated spokespersons to ensure accuracy and alignment with our mission and policies.

As a registered Canadian charity, MSTH follows guidelines set by the Canada Revenue Agency (CRA). While we advocate for compassionate, evidence-based policy changes, we remain non-partisan and do not endorse political parties or candidates.

Our communications should focus on policy discussions rather than individual political figures. We are sharing this information broadly to ensure all stakeholders are informed and can help safeguard MSTH's mission.

If you ever have any questions or need clarification on these guidelines, please don't hesitate to reach out to our Executive Director—we're happy to help!

Thank you for your dedication to MSTH. Your contributions make a meaningful impact, and we're grateful to have you as part of our community.

Warm regards,

MSTH Leadership