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Ontario Association of Chiefs of Police – Key Messages

Police Week 2025

Date: April 30, 2025

Sunday, May 11 to Saturday, May 17, 2025, has been designated as this year's Police Week in Ontario. Police Week was first observed in 1970 and coincides with Peace Officers Memorial Day, recognized internationally on May 15. This year's theme, ***Protecting Ontario***, provides an opportunity to highlight the important role police members play in community safety, and how members of the community can take an active role in keeping Ontario safe by joining this rewarding profession.

This year's Police Week presents police services with an opportunity to communicate important narratives about how they seek individuals with a passion for strong and vibrant communities on our law enforcement teams. We want to use Police Week to demonstrate to Ontarians the value of the work our police officers and personnel do each day and encourage individuals to consider a career in policing. It is important to use Police Week to support our people and connect positively with all our communities.

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During this year's Police Week, please consider taking the opportunity to highlight traditional and non-traditional recruiting initiatives and promote public safety, crime prevention, and community engagement as important components of a rewarding career.

The OACP partners with the Ministry of the Solicitor General, police services across Ontario, and many community groups to promote and celebrate policing. In addition, the Ministry and the OACP will actively promote policing during Police Week through social media (X: @ONSafety, @OACPOfficial; Instagram: OACPOfficial; Ontario Association of Chiefs of Police on Facebook and LinkedIn, and oacp.bsky.social on BlueSky). Please remember to use the Police Week hashtag #PoliceWeekON/ #Semainedelalpolice in all your service's communications.

Please note that the Canadian Association of Chief of Police (CACP) leads the National Police Week.

OACP Key Messages Specific to Police Week 2025

1. Protecting Ontario Means Strengthening Trust and Partnerships

- Ontario police professionals understand that members of our communities are living in unsettling times. Ontarians care deeply about their families, loved ones, friends, neighbours, and co-workers. Public safety is vital to enhancing the overall well-being of everyone who calls Ontario “home” and police officers and members are dedicated to working with communities to make every community in our province a safe one.
- Police services across Ontario are committed to building and maintaining trust with the communities they serve.
- We work in collaboration with local partners—governments, social services, health care providers, Indigenous and racialized communities, education institutions, and many others—to address the root causes of crime and ensure equitable access to public safety and well-being.
- Community trust is earned through policing excellence and a commitment to extraordinary leadership, transparency, accountability, and respectful engagement on the part of all who serve through policing.

2. Investing in Modern, Responsive, and Inclusive Policing

- Police Week 2025 highlights the evolving role of police in Ontario, including the need for investments in technology, evidence-informed policing, and the wellness of our police members.
- Enhancing training and other supports for police personnel is key component of the vision of Ontario police leadership for a modern, inclusive, and resilient police services across our province.
- Enhanced training in areas such as mental health responses, equity, diversity, and inclusion, and digital crime investigation ensures that Ontario police officers are prepared to meet today’s complex challenges.

3. Collaborative Public Safety Is Essential to Protecting Ontario

- Public safety requires more than just enforcement—it requires a collaborative approach involving police organizations, community agencies and groups, and all levels of government.
- Initiatives in such areas as effective training of police personnel, mobile crisis teams, gun-and-gang violence prevention strategies, and targeted community support programs reflect such partnership models.
- Police Week is an opportunity to recognize the diverse contributions of frontline officers and civilian members, volunteers, and community organizations.

4. Protecting Ontario Requires Action on Key Public Safety Priorities

- The OACP continues to advocate for:
 - Bail reform to address repeat violent offenders and collaboration by all justice partners in justice modernization.
 - Investments in community-based mental health and addiction services.
 - Enhanced support for evidence-informed crime prevention and diversion programs.
 - Strengthened border security to combat illegal firearms and drugs.
 - Effective and sustainable funding from all levels of government to support provincial, municipal, and indigenous police services.
- These and many other issues are not just policing issues—they are public safety issues that affect every Ontarian.

5. Recognizing the Commitment of Ontario's Police Personnel

- Police Week is a time to thank the dedicated police officers and members who serve our communities with professionalism, courage, and compassion.
- We also recognize the need to support the mental health and well-being of our members who face unique occupational stresses in their roles.
- The wellness of police members is a cornerstone of effective policing and public safety.

6. Looking Forward: A Vision for a Safer, Healthier Ontario

- Protecting Ontario is about looking to the future with a proactive and strategic approach.
- We believe in an Ontario that values and promotes equity, diversity, and inclusion as a fundamental value that enhance the uniqueness of Ontario communities. Our diversity is our strength.
- The OACP is committed to working with all stakeholders—government, community partners, other first responders and public services, and the public—to create a province where everyone feels safe, supported, and respected.
- Police Week 2025 is a call to action: to build stronger communities through collaboration, compassion, and leadership.

General Police Week Key Messages

- Policing in Canada is founded on trust, accountability, and support for all the communities we serve. Policing is a vital public service, and police members are ultimately responsible to the people of Ontario. Fair and unbiased policing must be a hallmark of Ontario policing.
- Police Week provides us with an opportunity to promote the bonds between police and our communities. Without public trust, police services cannot serve their communities effectively.
- Frontline police officers and members work hard every day to keep Ontarians safe. Police Week is about acknowledging their hard work in delivering community safety services in a professional, accountable, and effective manner. It provides

opportunities for police and the community to celebrate policing and to talk about how members of the community can join this rewarding profession.

- Police members do important law enforcement and community building work every day that often goes unnoticed, unreported, and sometimes uncelebrated. Police Week is an opportunity to highlight some of the exceptional everyday work of police members and thank them for their dedication to our communities.
- Policing as a career provides individuals to not only enjoy a rich and rewarding career but empowers them to make a real difference in the lives of their fellow Ontarians. There are many opportunities both for sworn police officers and other police members to contribute to safe and healthy communities.
- To ensure safe and healthy communities, we require a collaborative effort by police organizations and between police services, other first responders, as well as social, business, and community organizations. We must all work together to manage the risks and impacts to the health and safety of Canadians caused by crime, natural disasters, mental illness, addiction, etc. As frontline first responders, police officers are often the gateway to many community supports. Our goal is always to make that first contact meaningful and to achieve the best possible outcome.
- Police in Ontario have heard and continue to carefully listen to communities about the need for continuous improvement in the delivery of policing services. Our services are making real and tangible efforts to “re-imagine” policing to ensure we adapt and respond to changing community health and safety needs. We remain committed to community engagement, well-being, and proactive crime prevention efforts that reflect true partnerships.
- Investing in the evolving needs of Ontario police services is an investment in our Province’s future. We need to attract quality candidates to our profession, evolve our professionalism, and provide police members with the tools they need to keep us safe.
- We believe in community policing. It’s what we do. For community policing to positively impact our communities, we need individuals, families, businesses, and community groups to work together.
- Community partnerships play a key role in modern and effective policing. As public service organizations, Ontario police services and their members are held to high levels of professionalism and accountability. In order to meet these goals, government, businesses, community groups, and individual Ontarians must work together to identify common community safety and well-being needs and meet these goals.
- Policing requires police leaders and personnel to be adaptable and professional. Better, more effective, and accountable policing depends increasingly on partnering with other government, business, and community groups to deliver services that meet Ontarians changing public expectations when it comes to law enforcement and community safety.

*We believe in
community
policing. It's
what we do.*

Key Messages – Get to Know Policing

- We invite Ontarians to get to know their police services, frontline police officers and other members better. Proactive, positive, professional, and accountable policing is vital to building strong, healthy communities.
- Police officers come from many different backgrounds. While we always strive to have police services that reflect our communities, we know that we always have work to do to recruit and attract the best candidates.
- Individuals considering a career in policing are encouraged to reach out to police services during Police Week to find out more about a career in policing. Police services are looking to attract highly qualified and motivated people from many different backgrounds.
- A great place to start is the OACP Constable Selection System. Find out what you need to apply for a Police Constable position with our Ontario police services at www.oacpcertificate.ca. You can also check out opportunities with individual police services as a sworn police officer or in a civilian position. The possibilities are endless.

Our national, provincial, municipal, and Indigenous police services are proud to have individuals who bring exceptional talents and a commitment to life-long learning.

- Because of the varied nature of police work, this is a profession where people will apply the skills and experiences they have developed from their previous training, education, and professional and personal life. Policing offers opportunities for personal growth, continuous learning, a high level of job satisfaction, specialization, promotion opportunities, and excellent salary, benefits, and pension.
- Our national, provincial, municipal, and Indigenous police services are proud to have individuals who bring exceptional talents and a commitment to life-long learning. We welcome opportunities to engage with the people we serve during Police Week and throughout the year to promote and make policing better.

Social Media and Police Week

During Police Week, many social media options are available to you. Some of the most popular social media tools are Twitter and Instagram (to name just two platforms). Part of the appeal of Twitter, Instagram, and other social media platforms is the spontaneity and connectedness they offer. We urge you to develop a strategy that will allow your police organization to utilize social media to communicate Police Week events and messages:

- Use the hashtag **#PoliceWeekON/#Semainedelalpolice** and **#ProtectingOntario** in all your Police Week communications.
- Tag the OACP, the Ministry of the Solicitor General, and your local Member(s) of the Provincial Parliament MPPs) on your social media posts so they can support your organization.
- Share your stories with the OACP about individual police officers and other personnel and how they are positively contributing to safer communities. We want to highlight individual members of police organizations and their work throughout Police Week. Photos are encouraged and welcome!
- Share with the OACP examples of programs and community initiatives that positively contribute to safer communities.
- Use photos and images you own to promote Police Week and the Police Week theme.
- Plan your tweets and other social media engagement. Invite feedback from the community.
- Look for and retweet the @OACPOfficial social media posts (X, Instagram, BlueSky, Facebook, LinkedIn) as well as other police organizations' posts.
- Contact the OACP if you think we can promote your police organization and members through our communication channels. For example, our [Heroes Beyond the Badge](#) highlights police personnel and their work, which often goes unappreciated. We can also publish short, blog-type stories about police issues, programs, personnel, etc. on our [HQ Magazine website](#).

When engaging with individuals or groups during Police Week, here are a few suggestions:

- **Invite conversations – even difficult ones.** It is important that we be open to engaging with community members on all levels, including on social media. This engagement must be done professionally and respectfully by both police and members of the public. Of course, not all social media communications directed at your police organization merit interaction.
- **Engage, don't debate.** It is up to each police organization to decide whether or

not to engage with groups who may wish to be critical of policing, police services, or police leaders. However, not engaging may be positioned by such groups as disrespectful and evidence that police don't care about their issues. Of course, communication that involves hateful views/behaviours (racist, sexist, homophobic, etc.) should never be tolerated.

- **Use media, such as photos and video links**, as part of your social media postings.

Sample Social Media Posts

X (Twitter)

- 📌 It's Police Week 2025! This year's theme: **"Protecting Ontario"**. In Toronto, that means collaboration, innovation & trust. Together, we're building safer, healthier communities. ❤️ #PoliceWeekON #ProtectingOntario
- Police are working with community partners to improve safety, support youth, & respond to mental health crises with care. Let's protect Ontario—together. 👮🤝🏠 #PoliceWeekON #ProtectingOntario #CommunitySafety

Instagram (Carousel/Story Format)

Post 1 (Image: Police Week Logo or community event) **Police Week 2025**

Theme: "Protecting Ontario"

We're celebrating partnerships, innovation & service. #PoliceWeekON #ProtectingOntario

Post 2 (Image: Officer with community member)

👮💬 **Protecting Ontario starts in our neighborhoods.**

We work every day with Toronto's diverse communities to build trust. #PoliceWeekON #ProtectingOntario

Post 3 (Image: Mental health crisis response or youth program)

🧠📞 **Supporting mental health. Protecting our youth.**

We're investing in solutions that go beyond enforcement. #CommunityFirst #PoliceWeekON #ProtectingOntario

Post 4 (Image: Group of officers & community)

👏 **THANK YOU** to the frontline and civilian police personnel serving our community with dedication and heart.

#PoliceWeekON #ProtectingOntario

Facebook

📣 Police Week 2025 is here!

This year's theme, "**Protecting Ontario**," reminds us that safety begins in our communities. That means working hand-in-hand with local partners, supporting youth, responding to mental health crises with compassion, and building trust with every interaction.

We're advocating for reforms and investments that make our city safer for all—including improved bail systems and justice modernization, community-based mental health supports, and enhanced police training.

Thank you to all the officers and civilian personnel who serve in our province with professionalism, empathy, and courage.

Let's keep building a safer, healthier Ontario—together.
#PoliceWeekON #ProtectingOntario #CommunitySafety

BlueSky

Celebrating #PoliceWeekON under the theme "Protecting Ontario."

We're working with community groups, health partners & youth advocates to make safety inclusive, modern & community-led.

Thank you to those who serve—and to all who partner with us. ❤️
#PoliceWeekON #ProtectingOntario

LinkedIn

Police Week 2025 – "Protecting Ontario"

This week, we recognize the vital role that police services play in building safer, healthier communities across Ontario.

We're proud to partner with community organizations, mental health professionals, and local leaders to advance collaborative, inclusive approaches to public safety.

The Ontario Association of Chiefs of Police continues to advocate for:

- Bail reform to address repeat violent offenders and collaboration by all justice partners in justice modernization.
- Investments in community-based mental health and addiction services.
- Enhanced support for evidence-informed crime prevention and diversion programs.
- Strengthened border security to combat illegal firearms and drugs.
- Effective and sustainable funding from all levels of government to support provincial, municipal, and indigenous police services.

- Let's honour our officers and civilian personnel while recommitting to the work ahead.
#PoliceWeekON #ProtectingOntario #CommunitySafety #OACP
#PublicSafetyLeadership
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The Ontario Association of Chiefs of Police is the Voice of Ontario's Police Leaders

Members of the Ontario Association of Chiefs of Police Serve their communities as the senior police leaders in municipal, regional, provincial, National, and Indigenous police services across Ontario