



SAFER  
SCHOOLS  
TOGETHER

Hello Everyone,

We appreciate the care and concern being shown regarding possible images of the Tumbler Ridge tragedy circulating on various social media platforms. At this time, SST can confidently confirm that all images currently circulating have been created using Artificial Intelligence (AI). Our team is monitoring these images and any new ones that may surface, and this monitoring will continue over the coming weeks.

AI generated images and posts of this nature are typically assembled using a combination of publicly available images and AI-generated framing. Due to the international media attention around this traumatic event, AI has been able to scrape the internet for images and manipulate them for this purpose. The system then uses keywords to generate attention grabbing, news-style headlines and captions to appear legitimate.

Because these images are being reshared, we strongly recommend schools continue to promote the strategy of Report, Don't Repost. This assists our B.C. communities in mitigating the spread of misinformation. We have attached posters, branded with the *erase* strategy, containing this message for you to print and share at your discretion.

If you have any questions or wish to speak with someone at SST, please do not hesitate to email us at [intake@saferschoolstogether.com](mailto:intake@saferschoolstogether.com)

Though these past weeks have been profoundly difficult, they have also shown the strength of compassion, hope, and community. We are deeply grateful for your steady guidance and the care you continue to provide to your school communities during this challenging time.

With kind regards,

A handwritten signature in black ink that reads 'Theresa Campbell'.

Theresa Campbell