



Children and Youth Planning Table Communication Advisory Team Minutes

September 16, 2019

9:30am to 11:00am

KW Habilitation,

Present: Scott Williams; Stacey McCormick; Sherry Morley; Margie McLean; Carly Greco (recorder)

Guests: None

Regrets: Dayna Giorgio

Welcome and Introduction

Margie welcomed everyone to the meeting.

Action:

None.

Updates

Less Telling More Asking

Less Telling More Asking youth engagement resource has now been published as pdf, and seven videos which were released over the summer. Open rates and Twitter traction were positive.

Alison also presented Less Telling More Asking to council last week, which also went well. Margie provided CAT members a postcard summary of Less Talking More Asking resource, which was handed out at council.

The Buzzfeed-style video production is ongoing with the goal of presenting it at the September 26 CYPT meeting. Youth and service providers are scheduled to film on Thursday (September 19).

Working Differently

Margie provided an update on the Working Differently video which was filmed and shared in the August bulletin and its view rates, which were positive. There will be more short videos made moving forward. Committee members provided positive feedback on the levels of engagement and short length of the video, but provided feedback that the splicing sometimes left unclear what question had been asked to the person speaking.



Children and Youth Planning Table of Waterloo Region

Family Compass

Margie shared progress on the upcoming Family Compass video: family sharing their experience with Family Compass, and a youth. Good draft of the video should be sent this week. We are approaching two years of Family Compass.

Action:

Staff will ask all CYPT members to confirm that CYPT is on their safe senders list during the September 26 meeting.

Stacey, Scott and Sherry will provide feedback on the Family Compass video once a draft is received.

Terms of Reference/Co-Chair

The terms of reference for the Communications Advisory Team have not been updated or in several years. Looking at the Data, Research and Evaluation group for a model for the Terms of Reference, including moving to a Chair or Co-Chair model, was discussed and agreed upon.

Stacey was selected Chair of the Communications Advisory Team by consensus.

Action:

Margie to make clear call out for more members to increase invested membership.

Stacey to call and chair the next meeting.

Work Review Plan

Discussion was held around updating the Family Compass section of the work plan. Team discussed several options for outreach and resource developments including:

- Connecting with 211 for resource distribution;

- Potential to have an ad placed on mycommunity.ca;

- Creating banner ads that could be placed on any website;

- Development of a package that could bring Family Compass more recognition;

- Development of a communications plan that includes targeting to providers and families separately, and possibly youth;

- Outreach to school boards to have Family Compass information in student agendas.

Action:

Team to brainstorm targets for Family Compass communications strategy at October meeting.

Backbone staff reach out to school boards to confirm whether Family Compass information is placed in 2019/202 student agendas.



CYPT Communications Request Survey

Margie discussed the lack of use of the CYPT's communications request survey. Team discussed ways to improve and increase social media communications requests:

- Changing the order of pages and removing initial pages so that members are asked up front whether or not their request meets the criteria;
- Encouraging members to use #CYWellbeingWR or tagging @CYPTWR when they want CYPT to share information.

Action:

Margie to update front page of survey to remove current chart and add question asking members which criteria their request meets.

New Business

Tuck Institute

The Tuck Institute emailed Alison requesting inclusion of their resource on the CYPT website. Team discussed whether criteria should be developed for which resources CYPT is sharing. Decision made that the Tuck Institute's request is not a good fit for CYPT.

Results and Decision making on the CYPT website

Margie discussed ways that CYPT could increase transparency by including a place to show votes and decisions on the website. Team discussed that this seems like a governance issue, and that a governance page could be created where decisions, as well as past minutes, are listed in addition to on the calendar.

Kids Take Over - UNICEF

November 20th is UNICEF's International Day of the Child: this year's theme is Kids Take Over. Discussion held about how CYPT can encourage membership to participate and ways that membership might participate. Suggestions included:

- Inviting members to bring children and youth to Nov 20 meeting
- Region-specific hashtag
- Engaging young people to write blog posts about their experience taking something over, sharing those posts over several weeks or months
- Leading a Kids Takeover Challenge

Margie also shared feedback received on the Team's previous decision that CYPT is an advocacy group. Feedback received was that some members do want CYPT to advocate for children in some contexts. Margie spoke with CYPT co-chairs about sharing UNICEF's Vote for Every Child campaign. Team agreed that sharing content is appropriate.

Action:

- Margie to add governance page to website where minutes and decision will be shared



Children and Youth Planning Table of Waterloo Region

- Margie to do outreach to municipalities, partners within the Region of Waterloo, Kitchener Youth Action Council, KW Community Foundation, and local media regarding Kids Take Over