



Children and Youth Planning Table Communication Advisory Team Minutes

October 21, 2019

9:30am to 11:00am

KW Counselling, 480 Charles St E, Kitchener, ON N2G 4K5

Present: Stacey McCormick (Chair); Scott Williams; Sherry Morley; Margie McLean; Dayna Giorgio; Shay Dipraseuth, Teresa Pitman

Guests: Alison Pearson (via phone)

Regrets: Jane Tuer

Welcome and Introduction

Stacey welcomed everyone to the meeting, team members introduced themselves and organizations.

Action:

None.

Member Updates

Membership

Following the call for new members, three new members have joined the CAT team: Teresa Pitman from Family & Children's Services, Shay Dipraseuth from Jacob Hespeler Child Care, and Jane Tuer from Project Read.

Child Abuse Awareness Day

Teresa shared that this Thursday, October 24th, is Child Abuse Awareness Day. Members are encouraged to wear purple in recognition and to raise awareness. Organizations are encouraged to tweet or post using the hashtag #IBreakTheSilence.

Action:

Organizations to check @FACSFoundation for messages to share on Child Abuse Awareness Day. Original tweets should include the hashtag #IBreakTheSilence.



CAT Terms of Reference

Stacey shared a draft of the new CAT Team Terms of Reference, partially adapted from the DRE Team Terms of Reference. Members reviewed the draft and made the following suggestions for changes:

1. Language to be revised to be gender-neutral.
2. Goal of developing a new website to be updated to reflect a goal of maintaining the CYPT website.
3. Goal of developing a new brand to be updated to maintaining a consistent brand.
4. Shared Goals section to be updated to reflect the Voting Member recent decision to proceed with a Shared Measurement Tool that is in line with UNICEF's Index of Child and Youth Wellbeing.

Action:

Margie to make identified changes and share the new draft at the January CAT Team meeting.

Calendar for 2020

Discussion was held around CAT Team meetings for 2020. Stacey shared proposed meeting dates; these were approved and locations were volunteered by members present at the meeting. The 2020 CAT Team meeting schedule is as follows:

- January 20, 2020 (KidsAbility, 500 Hallmark Dr, Waterloo, ON N2K 3P5)
- March 9, 2020 (KW Counselling, 480 Charles St E, Kitchener, ON N2G 4K5)
- June 8, 2020 (EarlyON, 161 Roger St, Waterloo, ON N2J 1B1)
- September 14, 2020 (KW Habilitation, 99 Ottawa St S, Kitchener, ON N2G 3S8)
- December 14, 2020 (Region of Waterloo, 99 Regina St. S., Waterloo, ON N2J 4V3)

Action:

Margie to establish calendar invitations.

Family Compass Marketing Plan

Stacey introduced a brainstorming activity to help plan for a new marketing strategy for Family Compass. Margie prepared six questions, and members participated in brainstorming responses and suggestions to the following questions:

- Where are the gaps? How do we determine our current knowledge base?
- What are we already doing?
- How do we market to professionals?
- How do we market to youth?
- How do we market to parents?
- What is free (or almost free) that we can leverage?

Conversation was held around responses provided. The following priorities were established:



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- Family Compass metrics export.
- Family Compass pop-up survey.
- Re-sharing the resource package making explicit the ability to print, including a new slide with large, bold print.
- Family Compass inclusion in the Conestoga College PRC.
- Family health teams and LifeLabs as spaces for promotion.
- Instagram as the best platform to engage youth.
- Possibilities to advertise on TV screens in public locations (eg. Region, Cities, community centres, agency waiting rooms, etc).
- “Language” button atop of the Family Compass Website should go onto every page
- ELAWR could look at Family Compass to make recommendations around reading level.

Action:

Margie will update the Family Compass package on the CYPT website.

Margie will resent the promotional package for Family Compass to CYPT members.

Margie will also look at the potential of adding Instagram as an outreach tool for the CYPT.

Carly will compile the full list of suggestions and responses to share alongside the minutes.

Carly will develop a survey regarding waiting room televisions for advertising, which Margie will include in the next e-bulletin.

Scott will reach out to the WWLHIN to inquire about the best way to reach family health teams and LifeLabs locations.

Updates on progress/possibility of the priorities to be reviewed at the January 2020 CAT Team meeting.

New Business

None.

Action:

None.