



Children and Youth Planning Table Communication Advisory Team Family Compass Marketing Strategy Brainstorm

What are we already doing?

- All VMOs link to Family Compass on their websites (in progress)
- Marketing package available for download
- CYPT Twitter
- Testimonial video
 - o Social media marketing package to be blasted out
- How-to video
- Post cards
- Public Health mail-out to new parents
- WRDSB promotion in 2018/2019 student planner
- Family Compass presentations/booths
 - o How frequent? Which events?
 - o How to we measure success?

Where are the gaps? How do we determine our current knowledge base?

- Metrics from website and other referrals (eg. How did you hear about us?)
 - o Ability to export (I Have A Concern)
 - o Potential for pop up survey?
- CYPT members' shared info – is it getting back to colleagues, staff, front lines?
- Parent Advisory Group (provide feedback, ideas, etc)
- Poll the CYPT for a list of communication pieces to determine opportunities to promote FCWR

How do we market to professionals?

- Local professional conferences
- Chambers of Commerce
- eHealth Centre of Excellence
- Business Improvements Associations (BIAs)



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- Mayors/Regional Council
- Connect with SNR Collaborative and other groups that do workshops. Have Family Compass be a regular guide for presentations.
- LinkedIn
- PRC e-bulletins
- Colleges

How do we market to youth?

- This category may need to be broken down by age
- High school guidance offices
- Church/worship youth groups
- Ask youth where they go/what they use to get info for services (online piece)
- Agencies like YMCA
- Social media (Instagram)
 - o Picture/photo based promotion with real people
- LifeLabs and Family Health Teams
- Bus ads
- Google classroom
- Coaches/sport associations
- Other volunteer groups for youth
- Get them to share with one another (peer to peer)
- Libraries/community centres

How do we market to parents?

- Child care
- Flyers
- Parenting courses
- Schools
- Translate to languages
 - o Approach ethno-cultural groups
- Community newsletters
- Host a community event
- MPs, MPPs
- Banner/pop up that can be borrowed by anyone for events
- Social media (Facebook, mom groups, etc)
- Swap/sell events for parents with young children



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- CYPT members
- Media screens

What is free (or almost free) that we can leverage?

- Social media
- Blogs
- Agency newsletters
 - o Volunteer Action Centre
 - o United Way
 - o KWCF
- Local family fairs
 - o Multicultural Festival
 - o Tri-Pride
- Partner tools
- School Day/Newswire
- Media coverage (newsworthy event angle)
 - o Or op eds or column
- Business cards
- bookmarks