



Children and Youth Planning Table Communication Advisory Team Minutes

January 20, 2020

9:30am to 11:00am

KW Habilitation, 99 Ottawa St S, Kitchener, ON N2G 3S8

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

Guests: Nadia Khan

Regrets: Jane Tuer, Scott Williams; Dayna Giorgio; Shay Dipraseuth; Teresa Pitman

Welcome and Introduction

Stacey welcomed everyone to the meeting. Margie introduced CYPT's new MSW student Nadia Khan.

Action:

None.

Member Updates

None.

Action:

None.

Family Compass Updates

Following the Family Compass Marketing Plan brainstorm conducted during CAT's most recent meeting, Margie has compiled the ideas generated and has begun developing suggested materials

1. All content from the existing marketing folder for the website has been updated to current language.
2. Social media content has been created and updated.
3. Video format slides have been created for partner organizations with screens in their reception/waiting areas.
4. Business cards have been developed.
 - a. Stacey requested that the business cards should reference the 3 doors.
 - b. Feedback received that members will need to be mindful of costs for printing in colour.



Children and Youth Planning Table of Waterloo Region

- c. Feedback received that cap locks is inaccessible for AODA requirements, so should be addressed.
5. Margie developed a bookmark.
 - a. Feedback received that this should be updated with the same comments as business cards (three door and AODA compliance).

Action:

Margie will update the folder of Family Compass marketing materials on the website.

Margie will update the Family Compass business card and bookmark designs to include the 3 doors and to be mindful of use of capital letters.

Kids Have Questions

Margie provided a background and update on the status of Kids Hav Questions, following the CYPT General Membership Meeting on November 20, 2019.

- 140+ questions were received from children and youth.
 - These questions fell into several broad categories, such as (but not limited to) questions for their Prime Minister, questions for their Mayor, questions about education, and questions about climate.
- CYPT views this response rate as an opportunity for children to feel valued, heard and included by having their questions answered.
 - On November 20, members spent time answering the questions around the room.
 - Margie has connected with school boards, and has drafted letters to Waterloo Region mayors, Chair Redman, local MPs and MPPs, and intends to draft letters to Premier Ford and Prime Minister Trudeau with relevant questions.
- Kids Have Questions engagement rate offers an opportunity to raise the profile of the CYPT locally and with government partners.
 - There is also an opportunity to use social media to raise the profile of this project.
 - Margie has been answering questions on social media every Friday. Work to include different formats (ie. video) to answer questions is ongoing.

Action:

Margie will continue to answer Kids Have Question questions via social media, and move forward with drafting and sending letters to elected and local leaders with the aim of providing fulsome answers to the children and youth who asked questions.

Margie is reaching out to individual CYPT members who may be best placed to answer specific questions.



CPLC

Stacey provided an update on a request received from CPLC's to support their work in three ways: assist in the development of key messages; support marketing the upcoming Infant Mental Health Training webinar; and updating their promotional materials and ensuring that they're on brand.

- Question around whether there should be a form or process for nested/affiliated groups requesting support from the CAT Team. Stacey suggested the process include a meeting with CAT Team for background and contextual information.

Action:

Margie and Stacey to meet with the co-chairs of CPLC, either at their next meeting or separately.

Margie to hold Feb 28 (CPLC's next meeting) and connect with Shannon about attending.

Margie to review current Communications Request form to see if it could be adapted for internal support requests.

2020 Work Plan

Margie reviewed the 2019 work plan and items that will carry forward into 2020. Stacey shared that top two priorities at this time should be ensuring Family Compass marketing takes place and addressing CPLC's request for support.

CYPT Annual Report is also upcoming, which will be Margie's priority for much of February. Annual survey is currently being filled out by members.

Action:

All CAT Team members to complete the Annual Survey.

Margie and Stacey to Shannon to the next CAT meeting to discuss the 2020 Work Plan as it moves beyond the length of Margie's contract.

Margie to review her personal work plan and see if there are items that CAT Team members can help support.

New Business

None.

Action:

None.