



Children and Youth Planning Table Communication Advisory Team Meeting Minutes

Date: Monday October 19th, 2020
Time: 9:00am – 11:30am
Location: Zoom
Present: Margie McLean, Dana Giorgio, Stacey McCormick, Alison Pearson, Jane Tuer, Scott Williams, Shay Dip, Emily McClement
Regrets: Stacey Morley

Topic:

CYPT and Belonging:

Alison shared the Belonging visual with the CAT team, which was created from the March 12th Voting Members meeting. The members had unpacked the idea of belonging for children and youth and had looked at it from a true collective impact standpoint.

The current focus is on Belonging, with 75 percent of time focused on this area and System Coordination Work, with 25 percent of time focused here. Supporting all of these efforts includes the Data, Research and Evaluation team (DRE), Communications Advisory Team (CAT), and training through the Continuous Professional Learning Committee (CPLC). Ongoing efforts are also made to connect this with Smart Waterloo Region.

Alison also shared that for the CYPT, the definition used for you is pre-birth to 18ish. The “ish” is especially important, as it allows partner organizations to use their own definitions.

Action:

None.

Topic

WWR Hope Campaign:

Scott provided an up an update from the WWR Hope Campaign meeting from October 15th. Scott shared that this meeting was a large brainstorming session that looked at Finding Hope as a movement rather than simply a campaign.



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Hope is said to be a road for resilience and is also seen as a social contagion. They want to help people find their own sense of hope and share it with others. They hope this will happen by people sharing their stories, possibly through social media.

The Finding Hope campaign has been launched on the Wellbeing Waterloo Region website and can be found using this link: <http://www.wellbeingwaterloo.ca/blog/finding-hope/>

Action:

The CAT team can help support by sharing the information and website for WWR and their Finding Hope movement.

Topic

CAT Meetings:

COVID has put a spin on how we have been able to conduct our meetings. The CAT team has continued checking in with one another via email. Members of the team felt that email communication can offer a way to keep a record of conversations and they allow members to respond when they are able to. However, it is noted that sometimes emails are missed due to other matters coming up and requiring immediate attention.

Currently we are meeting quarterly via zoom and as projects arise, we continue to connect through email. It is acknowledged that there is value in meeting in person, however, as it currently stands, this is not possible due to many new health guidelines. When warmer weather comes, the CAT team will re-evaluate and discuss the possibility of meeting outside.

It was important to note that emails are being sent with a purpose, and everyone contributes to the purpose through the threads.

The CAT team was informed that Stacey Morley has accepted a new contract and is currently unsure if she will be able to continue supporting the CAT team.

Action:

Future zoom meetings will be scheduled for 9:30am



Topic

CYPT Website:

Margie discussed with the CAT team how the audience the CYPT website is targeted to is possibly shifting from professionals/organizations to community members (family, children). Since March, the CYPT website has hosted connections to supports for families for COVID resources, as well as the Youth Impact Survey (YIS). The team is now cognizant that it is not just service partners accessing the webpage.

The team was invited to share their thoughts on the current language used and structure of the website. Plans have been made to further review the website so that recommendations can be shared with the team at a later date.

It was suggested that if we are interested in connecting with a larger community audience, that we could look at expanding the CYPT website presence on Social Media ex. Facebook, twitter (partners focus), Instagram (youth focus). It was noted that there currently is not a large family / parent following on social media and that Facebook is not being utilized.

Another suggestion regarding the website is to look at modeling it after the Family Compass website, which utilizes different 'doors' to access supports.

Action:

Jane has volunteered to look at the CYPT website to review it for clear language and readability

Dana has also volunteered for the second Look

Margie to follow-up with Jane and Dana regarding their review

Recommendations will be sent to the team following the reviews.

Topic

Family Compass:

Feedback was sought from the CAT team around Family Compass. Suggestions listed below:

- It was shared that the website does not appear to be user friendly for folks with lower literacy levels.
 - Need for clear language so that the information is better understood. The current language used appears to be high level.
 - People are having difficulty navigating the website.
 - The use of all capitals can be hard to read.
 - The need for more specific words rather than general terms.



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- Finding that families are able to access the website when they have someone supporting them, however they have difficulty accessing when on their own
- Some people become frustrated very fast
- A lot of people do not necessarily know about the website (including service providers and community members)
 - All voting members are supposed to have a link to the Family Compass website on their personal website
 - Finding that those who know about Family Compass are not necessarily supporting families directly. For example, teachers may not know about the website, but Board members do

The CYPT does use Twitter to share the Family Compass website, although the frequency of this being shared has declined. Marketing support is available through Margie, however it is not necessarily being accessed. Suggestions for increasing social media presence included reaching out to the Community Foundation and UNICEF could possibly help us to share the website, creating Facebook ads, signing up for Google Suites and utilizing the google ads, as well as the possibility of using the Finding Hope Movement to connect with Family Compass.

CAT team members discussed sending out a survey to gather further insight from community partners regarding their experience with the Family Compass website. This survey would explore what community partners like or dislike about the website, their awareness of the site, frequency of use, suggestions for improvement, feedback they have received from clients, and whether they are following the CYPT on social media.

Action:

Review Family Compass website for readability and ease of use

Create survey to gather further information regarding the Family Compass website.