

2017 / 2018

ANNUAL COMMUNICATION PLAN



Key Message for this year:

We are Chasing Zero. It's a strategic direction to have all children and youth in Sarnia-Lambton growing up safe with families.

Key Success Marker - Zero children and youth growing up in care by 2020.

Another Strategic Direction is "Sharing Our Stories"

By sharing our heartfelt stories, challenges and the changes we are making, we can better educate our community about the valuable work we do with children, youth and families.

Key Success Marker – We have an annual communication plan that provides the public with more information about the work we do. This is the plan for 2017/2018:

For the first time...

- We will present to community partners our Chasing Zero strategic direction and the progress we are making.
- We will communicate in a variety of ways the link for Sixties Scoop survivors to register with the class action lawsuit.
- We will communicate in a variety of ways the increase to the age of protection - from 16 - 18 years.

We will also continue....

- To share information on social media
- To share an agency newsletter twice a year.
- To share the results of any Ministry reviews on our website.
- To share our agency's data on the publicly reported Key Performance Indicators