

ANNUAL COMMUNICATION PLAN 2019-20



Key Message for this year:

We are improving how we include young people's participation and uphold their rights in everything we do.

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 2019/2020:

For the first time...

- Create and share short videos about our work.
- Purchase ads on Social Media to provide information to more people about our work.

We will also continue....

- Information on social media.
- An agency newsletter twice a year.
- Results of Ministry reviews on our website.
- Agency data on the publically reported Key Performance Indicators.
- All required and additional information on our website in compliance with the Public Sector Accountability and Transparency Act.
- Information for 60s Scoop survivors and the class action lawsuit.
- Information about our Board of Directors and the Board's work.