

2016 / 2017

# ANNUAL COMMUNICATION PLAN



## Key Message for this year:

We want to hear from families. We are developing a way for families to tell us if our services were helpful and why. It's an important part of our goal to have everyone "All at the Table" - one of our strategic directions.

## 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 2016/2017:

### For the first time...

- We will create and post at least twice a week on an agency Facebook page and a Twitter Account.
- We will create and share a video with information about the new provincial electronic database we will be implementing this year. It's called CPIN – Child Protection Information Network.
- We will share three news releases about our work.

### We will also continue....

- To share an agency newsletter that provides key information about our Strategic Plan and Our Stories twice a year.
- To share the results of any Ministry reviews on our website.
- To share our agency's data on the publically reported Key Performance Indicators.
- To post on our website all required and additional information about our agency's work in compliance with the Public Sector Accountability and Transparency Act.
- To present to community partners about our work and the changes we've made.