

COMMUNICATION TEAM

MINUTES

Monday, December 3, 9:30-11:30am

Children's Mental Health Services

- Present:
- Bonnie Perrigard – Highland Shores Children's Aid
 - Donna Kaye – Family Space
 - Helene Cadotte-Gagnon – Trenton Military Family Resource Centre
 - Kerry Donnell - Hastings and Prince Edward District School Board
 - Maribeth deSnoo – Hastings and Prince Edward Learning Foundation
 - Theresa Dostaler – Children and Youth Services Network
 - Wendy Anderson – Children and Youth Services Network
- Guest:
- Emily MacDonald – SNAP Design
- Regrets:
- Amy Watkins – United Way Quinte
 - Brandi Hodge – United Way Quinte
 - Johanne Huiskamp – Community Living Prince Edward
 - Michael Weaver – Algonquin and Lakeshore Catholic District School Board
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1. Welcome and Introductions

2. Terms of Reference

- The team mandate was reviewed and the last sentence revised to:
“In addition, this team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.”
- Current membership was reviewed. Maribeth will approach her contacts at QHC about joining the group.
- Wendy asked members to give some thought to becoming a co-chair, representing communications on the Coordinating Team, and assuming responsibility for minutes.

3. Review of Draft Communication Plan

Theresa reviewed the draft plan with the group. Discussion resulted in the following:

- It is important to develop processes for internal and external communication.
- Our target audiences are Network members, professionals from member and non-member organizations and the community; i.e., parents, physicians, elected officials, etc.
- In terms of the community, our main purpose is to connect them with services

- Next would be informing them about the work of the Network (awareness) and gathering community input on issues – perhaps through the blog.
- The work plan format was revised to include - objectives, timelines, strategies, action/activities and indicators.
- The website and orientation package were identified as short-term priorities.
- How the Network is funded should be included in the orientation package

4. Preview the CYSN Website

Suggestions were proposed by the group which Emily will summarize and forward. Also:

- Member sites should have our logo that links to our website
- Testimonials could be utilized to get professionals Involved
- Need member input on site – especially member list by function
- QR codes for Red Cards and Checkered Flags should take users directly to resource
- Need to get rid of old site

5. Determine Next Steps

- Maribeth will contact QHC
- Theresa will make changes to draft plan as discussed
- Emily will email list of proposed website changes for team review
- Wendy will continue to send website content to Emily

6. Next Meeting

Monday, December 17, 2012, 1:30-3:30pm, CMHS