

## COMMUNICATION TEAM MINUTES

TUESDAY, SEPTEMBER 3, 2013, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES

IN ATTENDANCE: Bonnie Perrigard (Co-Chair), Maribeth deSnoo (Co-Chair), Kellie Brace, Donna Kaye, Allison Behring, Theresa Dostaler, Wendy Anderson (Coordinator)

REGRETS: Linda Duffy-Brown, Brandi Hodge has resigned

**MANDATE:** The Communication Team is responsible for developing and implementing a communication plan which includes strategies for communication throughout the Network, with and between organizations and the community. Strategies will include common branding, parent/youth engagement and CYSN website. In addition, this Team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
<b>1. Welcome and Introductions</b>	Bonnie is chair. Welcome Allison Behring, Youth Engagement Coordinator and Health Promoter with the Health Unit. She is attending today to see if this team is a good fit. The group advised that her youth ambassadors would be welcome at CYSN, team, committee, etc. meetings. Theresa Dostaler's contract with CYSN is over but she will be attending certain meetings as a volunteer. Thank you, Theresa!		
<b>2. Review of Agenda</b>	Accepted.		
<b>3. Motion to Approve Minutes</b>	Motion: Maribeth, Second: Donna, All in Favour, Carried.		

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<p><b>4. Business Arising from Minutes</b></p> <p>a) Network Meeting Highlights from June 27<sup>th</sup></p> <p>b) Coordinating Team Update from June 20<sup>th</sup></p>	<p>Based on input from members, Network meeting frequency has been changed from monthly to the 4<sup>th</sup> Thursday morning of February, April, June, September and November from 9:30am-noon. Networking will be offered from 9-9:30am. The CYSN was advised that common messages will be developed over the summer months for inclusion in promotional materials; i.e., brochure, etc.</p> <p>A self-assessment tool, recommended to the Network by a Logic Model Working Group in 2010, has gone to the Community Indicators and Measures Committee for review, in preparation for an evaluation of the CYSN in 2014.</p>		
<p><b>5. Work Plan</b></p> <p>a) Website Update &amp; Stats</p> <p>b) Planning for Facebook/ Twitter/ Youtube Channel Launch</p>	<p>Wendy reviewed new additions with the team including resources (e.g., ASD funding, mental health brochure, referral map), minutes for all groups, templates, etc. and the blog. Last week there were 43 new and 22 returning visitors - the week prior saw 34 new and 10 returning. Theresa suggested that Wendy's weekly email be posted on the website for the convenience of members. The facebook, twitter and youtube icons should be moved up. Wendy mentioned that the logo placement is not consistent with branding.</p> <p>Theresa presented the social media platform and suggestions for improvement were made. Member</p>	<p>Everyone agreed that the social media</p>	<p>Wendy will pursue local 211 data with Resource Sharing Committee. Theresa and Wendy will develop a website data report. Wendy will contact Snap about a NEWS button and design changes.</p> <p>Wendy will revise the social media document. Theresa</p>

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c) Youtube NWD Video Status	<p>youtube videos will be included as a way of supporting our membership. The amount of work social media will create for Wendy was raised. It was agreed that members should be encouraged to take some ownership of CYSN social media.</p> <p>Theresa connected and Wendy followed up with Cathy Goddard, Professor, Television and New Media Production at Loyalist. Our project has been added to the list which students will decide upon.</p>	<p>launch should occur at the November Network meeting.</p>	<p>offered to assist with the maintenance of facebook, twitter and youtube channel.</p> <p>Alternatives to Loyalist would be high schools. Wendy and Theresa will locate “aspiring actors” to act out our NWD role play at the Nov 7<sup>th</sup> Expo – if a video is not available.</p>
d) Review and Discussion of Draft Brochures – CYSN and NWD	<p>Content changes were discussed and it was decided that formatting should be similar but don’t need to follow the Report Card brochure exactly. Once finalized, a few copies will be printed but members and partners will be asked to download and print from the CYSN website.</p>	<p>A proof of the CYSN brochure will be shared at September Network meeting.</p>	<p>Wendy will send revised CYSN draft to Team for email review. The NWD draft will go to the Service Pathway Committee for finalization.</p>
e) Engaging Primary Health Care Providers	<p>Wendy advised that she has been working with members and partners to update the 18-month well-baby referral map. The final product will be sent to primary health care providers – along with other resources - with the assistance of our FHTs, CHCs and QHC members. This is a first effort to engage primary health care providers and make them aware of the CYSN. A cover letter is being reviewed by the CYSN co-chairs. Wendy is also presenting to the PE FHT on September 18<sup>th</sup>.</p>		<p>Wendy will also present this information to the Service Pathway / Community Engagement Committee as it falls within their mandate.</p> <p>The team directed Wendy to fast-track the CYSN brochure for distribution on the 18<sup>th</sup>.</p>

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6. New Business			
7. Next Meeting - 3 <sup>rd</sup> Monday, 1:30 - 3:30pm, CMHS	Monday, October 21 <sup>st</sup> , 1:30-3:30pm, CMHS		If you are attending or not: <a href="mailto:mdesnoo@hpedsb.on.ca">mdesnoo@hpedsb.on.ca</a> <a href="mailto:Bonnie.Perrigard@HighlandsHoresCAS.com">Bonnie.Perrigard@HighlandsHoresCAS.com</a> <a href="mailto:wanderson@cmhs-hpe.on.ca">wanderson@cmhs-hpe.on.ca</a>
8. Adjournment			