



CK Child and Youth Planning Network

MEETING Minutes - Wed Sept 15, 2021 TIME: 9:00am – 12:00pm Video Conference

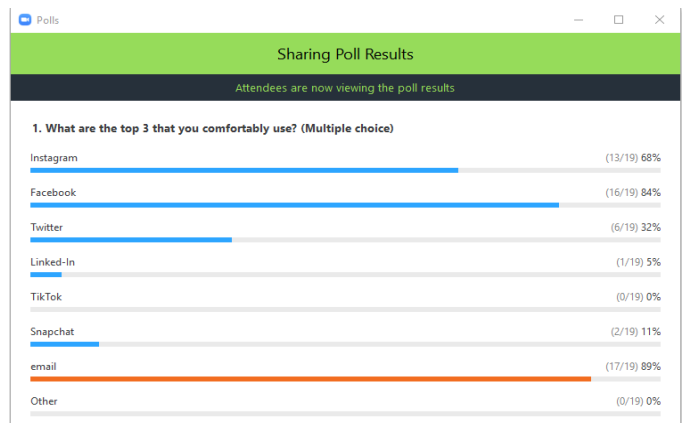
Present: Kahentiiosa Yen, Krystal Michaud, Chantelle Lumley, Carol Moore, Brenda Corchis, Dan Hunter, Ann Robinson, Cathy Knowler, Karen Kennedy, Mikki Edwards, Theresa McFadden, JoDee Anderson, Robyn Gore, Rachel Guerin, Michelle Schurter, Faith Hale, Janine Dunn, Tina Fehr, Laura McDougald, Amelia Morrison, Connie DaSilva

Regrets: Kelly Emery, Sarah Fraleigh

- **Welcome / Icebreaker:** “What did you most enjoy about your summer, and what are you looking forward to in the near future?”
- **Pitch Presentation: CKCS New Logo (Carol Moore and JoDee Anderson)**
 - Brainstorming for concepts for new logo/name
 - Suggestion to not rush the process and possibly include ceremony.
 - Suggestion to ask clients to share their experiences in order to create new branding that captures the desired outcome, instead of the services offered.



- **Pitch Presentation: CYPN Communications (Michelle Schurter)** A discussion regarding how best to communicate within this network, and build ways to share communications outside CYPN as well.
 - EarlyON wants to be able to post more stories, polls and sharing.
 - School boards – Instagram
 - Rec: Instagram / stories / reels / polls, TicTok
 - CKPL has FB, Twitter, and Instagram. I am cognizant of starting other platforms because it's a capacity issue. I don't want to start something that we can't sustain
 - Messaging might change depending on platform.
 - Child Care centres mostly use facebook and emails
 - TVCC: facebook, twitter, and e newsletters at TVCC
 - From Vic: Really appreciate consolidated e-newsletters, where capacity exists!
We use FB, Instagram, and to a much lesser extend Twitter. We also have a new LivingCK quarterly newsletter - targeted to interested/new residents
 - Ska:Na uses mostly Facebook, newsletters and emails to reach out to parents.
 - Concerns re: using personal social media accounts vs. using organizational account.
 - We need to decide reason for social media: To share info amongst ourselves, or to promote to clientele? We get updates from meetings and minutes that include community updates.



- Emails are the easiest way to share and transfer information within our organizations
 - Our next step: We'll discuss within the 'CYPN Leadership group' meeting. If you're interested in joining this meeting, please connect with Kelly.
 - **We can start informally by following each other!** Links that members shared have been added to the Service Updates page. Please continue to send them to Jen Smith to add to this ongoing list. Also, click on www.chatham-kent.ca/CYPN and click open the CYPN Partnership List. Click on anyone's icon to reach their webpage, which should include links to their social media. Links to all webpages are also on the monthly *CYPN Service Updates*.
- **COVID / Vaccine Policy-Making Discussion** (*Rachel Guerin*)
 - Is anyone hitting any roadblocks, or any issues that the network could brainstorm on?
 - Is there interest in CYPN helping members to navigate through language, etc.?
 - Sharing policies would be helpful – if anyone would like to send their policy our way to help others, and if anyone would like to see wording, please connect with Jen.
 - Do we want further discussion regarding language for all CYPN member organizations to use?
 - We'll revisit next meeting.
- **CK Data Leads Updates** (*Carol Moore*)
 - **Survey**
 - The survey has been reviewed by various people for feedback
 - Final run-through of questions with CYPN members.
 - **Evaluation and Planning Coordinator Position**
 - We were hoping to staff the position earlier, but are now focused on having someone start January 2022.
 - **Senior Leadership Presentation**
 - Will be going to the Ontario Health Team to present this project as a 4-5 year program in their ask for funding the position. Once they've tweaked the presentation, they'll send to CYPN members to be able to show to all.
- **Advocacy Updates** (*Krystal Michaud*)
 - **Our Federal funding letter has been supported by the Council and Mayor!**
 - **CYPN Members: Please see attached and please bring this forward within your own organization as an example of our advocacy efforts and to encourage this to be shared!**
 - Anything else that you have coming up in your organizations that CYPN can advocate for?
- **Network Updates** (*Please see attached*)