



## CK Child and Youth Planning Network

### MEETING Minutes - Wed Apr 21, 2021 TIME: 9:00am - Noon Video Conference

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**Present: Welcome Suzanne Powell!** Kelly Emery, Ann Robinson, Rachel Guerin, Allison Ford, Ben Hazzard, Faith Hale, Jeff Nelson, Karen Kennedy, Krystal Michaud, Mary Lynn Anderson Michelle Schurter, Sarah Hart, Theresa McFadden, Ben Hazzard, JoDee Anderson, Jennifer Smith **Regrets:** Laura McDougald, Janine Dunn, Norm Conkey

#### 1. Welcome! How about that spring snowfall?!?

#### 2. HCD Tip Sheet – suggestions for updates?

- Add – 2<sup>nd</sup> page: Empathy Map
- Add - Feedback Grid with prototype (showing the 4 quadrants)
- Add - Key Stakeholder Grid – who is invested, who has decision making powers.

**Action:** Jen will revise the Tip Sheet with these additions and resend.

#### *What remains with you from our HCD training?*

- People don't always say what they will do
- Digging deeper to get real thoughts and opinions
- Be present and listen
- Symptoms vs root cause
- Proper way to ask questions
- Explaining the why of what we're doing/researching and what we're going to do with the information they give us. I find it furthers the discussion and sometimes I learn even more from parents/ families
- Connecting with people more holistically.
- Empathy mapping - who are the key stakeholders
- Try (test) and listen (get feedback).
- Transparency for change for the better

#### 3. “Pitch” Presentation 1: Library (Sarah Hart)

##### **“How Might We...” Find what information new moms need and best share that information?**

- Kelly presented to Rotary the importance of Early Literacy and brain development – they may become interested in funding this project again.
- Previous supporters donated \$2,000 per year, though the price of books have gone up considerably. Finding is not an issue for the Library. They have agreed to step forward to support
- Looking for books with diversity and multiple languages
- wondering if moms who received the book would be willing to pay it forward
- Simple post card or a magnet with the book with logos and links
- Network of midwives?
- Indigenous family outreach for those who don't have children in hospital
- When they get the first book, could they text you to get a second book? If someone texts you, now you know someone took the time to read it and wants more. Plus you have an active recipient for possible data collection if wanted. Getting people to text with something simple, is pretty effective....

- one list might be another option
- Doula Network
- Do you have a network of Mom ambassadors....around here there are always Moms who are informal leaders of 'clothing swaps' and mommy groups or they are the moderator of a Facebook mommy group if you could get a few Babes and Books Mom Ambassadors, they can connect you to the community too...
- A service book mark or sticker inside the book with a QR code which leads to information regarding the importance of reading to your baby and baby brain development "5 Early Literacy Tips"
- Could you mail out / drop off a book at baby's 6 month birthday? The first few months I remember being a blur with way too many handouts from the doctor and hospital on everything from speech and language, to breastfeeding.... Some unexpected little package that comes at a later date than birth might be a nice break for Mom.
- Is there something that happens within CK between 0-12 months (e.g., at a provincial level people sign up for birth certificate), but what happens within CK that could trigger the link with the books.
- family health teams, OB, and Community Health Teams
- I collaborated with an All mamas group in Windsor to promote Early ON in our schools and that was a really great route for us. They put a bilingual card in a swag bag which are given to moms who are part of the group.
- Start in the prenatal phase / Expecting moms group/ Prenatal classes and New Mom support groups
- Social media - that's where moms are
- Idea: Dad's Groups? / Having Mom's prenatal/birthing partner become the one to connect with for literacy.

#### 4. "Pitch" Presentation 2: Toy Boxes (Karen Kennedy) Feedback:

##### "How Might We..." Present these boxes to engage the community?

- This reminds me of the surveys that we have used for our families who have participated in Kindergarten Registration to see what mattered most to them.
- Youth design contest for design / design with graffiti style art?
- Find your target market, establish branding, tagline, marketing, and then start the campaign.
- Contact info on the box? Or make branding so obvious that people can find it online.
- Business development mentors: support youth entrepreneurs
- Engage 'Ran & Shine' and Community Youth – Restorative Justice CK. They need to put in hours, so having them clean around the area on a regular basis is an idea.
- Connect with Neighbourhood Advisory Committees – possibly target marketing to each location using their neighborhood's input and participation
- Beautiful letter that explains why you should not wreck this box with beautiful artwork painted by children.
- Have artwork that was drawn by children and then printed into stickers
- Mark Reinhart is a good resource and well connected in the community and could give ideas on community involved art.
- QR code or website address – 'Coming Soon' banner
- What about tapping into the ECE students at St. Clair College as part of their learning experience.
- Summer students

- When you open the pods, Is there one very simple question that we could use to collect data on the 'pods' and the impact. Same question at every pod - even paint the question on the pod....and ask them to text you their answer- maybe there is a draw for a free rec class at the municipality to be drawn weekly or something.
- I'm worried people will rip the banner off again a sticker may be more helpful. Love QR code idea!
- Before they are open...could you paint on it, if this pod was full of fun things for you to play with, what would you put in here? Text us at...
- Possibly connect with a printing company who may be able to "wrap it" with artwork. Using First Nation art, children's art, youth art... just some thoughts for when you get there :-)
- Survey to new moms with targeted advertising
- HCD might suggest....getting a group of moms and asking them some questions. Where are they over the course of the week....Who do they talk to? What do they see? E.g. Grocery store in the diaper aisle.... Instagram, etc. Could we do empathy maps with a few mom group participants?
- I think it's important to consider that dads are in need of information also be in care of babies in CK.
- A follow-up survey at 3 months about whether they were able to access any of the services through the bookmark Public Health 3 month follow-up connection survey
- Consistent hashtag that always follows it
- Sarah, I really liked the 5 tips/ developmental stages for early literacy on the bookmark... I wonder about putting it on a sticker and actually sticking it in the book (inside of front cover, back of book), with a link/ QR code/ website that they can go to. That way sticker doesn't get lost and if they don't get to it right away but go to sit down and read the book one night later on, it is still there
- Have a separate working group with PHU, etc.
- Having students share info in the diaper aisle in the grocery stores.
- Starting now with a quick win – books to PHU to hand out to new moms, plus work on next steps
- CTC would capture those who are high risk births from out of town

## 5. Advocacy for CYPN re: COVID

Supporting children and youth in our community: Do we see this network as having a voice for advocacy? (Eg. Signing a letter of support, such as for universal child care, etc.)

**Action:** Kelly and Jen will put together a covering letter for CYPN members to share with their boards, etc. for signatory approval.

## 6. Member Updates

- (Please see attached)

## 7. Discussion on Next Month's Meeting

- Next month we'll be learning about the "Halton 7" and discussing Data Mobilization.
- Please reminder to invite your Data people! Share the Zoom Link:  
<https://chatham-kent-ca.zoom.us/j/95384446730?pwd=Mk9VQXdiakFFVE8xTTJJOmkyVFQ0Zz09>  
 Meeting ID: 953 8444 6730  
 Passcode: 211842

## 10. Closing Comments

- Thanks, everyone!