






The PRTG believes that every child and youth deserve the right to live within a safe, healthy and compassionate community. To achieve this goal all community members must have their own basic needs met and be able to fully participate in the life of their community. If members of a community do not have their basic needs met, they are unable to support themselves and the potential of child, youth and all others within that community. A compassionate community is one in which all members care about one another.



Vision All children, youth and families thriving in a strong, nurturing community
Mission To maximize the capacity, effectiveness and cultural uniqueness of the child youth and family service system through collective efforts
Values Integrity, Respect, Innovation, Collaboration

STRATEGIC PLAN	OBJECTIVES	WORK PLAN ACTIVITIES	TIMELINE	INDICATORS	OUTCOMES	IMPACT
Foster representation and equity by understanding and supporting the communities we serve	1. Advance cultural competencies/sensitivity as populations change in our region	1. Support Simcoe County Circles through: <ul style="list-style-type: none"> Increasing Bridges Out of Poverty (BOP) trained facilitators amongst Task Group members Promotion of BOP workshops Promotion of Getting Ahead (GA) programs Promotion of Circles, including recruitment of Allies and Leaders 	September 2019 to June 2020	# of PRTG member trained facilitators # of participants attending BOP workshops # of GA programs completed # GA graduates # of Circles Leader/Ally pairs # Circles graduates	Increased number of social assistance recipients who have participated in Circles	How much did we do?
	2. Ensure voices are heard	2. Recruit new members representing various key stakeholders, geographies sectors, initiatives and/or populations in Simcoe County	September 2019 to June 2020	Completed PRTG Diversity Matrix PRTG Diversity Matrix.xlsx	Regional representation across Simcoe County from various sectors on PRTG	
	3. Strengthen membership engagement and representation	3. Support the development of the Coalition Lived Experience Guidelines, then using the Guidelines to engage people with lived experience of poverty in the work of the Task Group	Develop: September 2019 to June 2020 Use: September 2020 to June 2021	Coalition/PRTG defined specific goals and process for engaging people with lived experience # of times people with lived experience are engaged	Developed Coalition Lived Experience Guidelines Lived experience of poverty representation	
Advocate for service system change by forming a powerful voice	1. Identification of key community concerns	1.1 Understand the differences in poverty issues and reduction priorities for Simcoe County by region and create summary report, use existing information (UWSM community consultations) 1.2 Develop a dissemination plan with respect to the differences, including making recommendations to Coalition membership	September 2020 to June 2021	# of advocacy initiatives engaged in (letters, deputations, surveys, meetings) with elected officials, MPs, MPP's PRTG representation on Coalition Advocacy Working Group Priorities report released # of knowledge exchange activities with respect to regional priority report	Increased awareness of poverty factors and oppression across sectors Increase in policies addressing system barriers at the local, regional and provincial levels Increased public understanding of	How much did we do?

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				SMDHU Rapid Risk Factor Surveillance System (RRFSS) regarding public perceptions on poverty and equity issues	poverty and equity in Simcoe County (RRFSS)	How well did we do it? 
	2. Inform the community and employers of the Living Wage and value	2.1 Develop a communication strategy to the City of Barrie for the 2018 Living Wage calculation, include updates to toolkit materials 2.2 Identify ways to engage employers	September 2019 to June 2020	# of new organizations registered as a Living Wage Employer through OLWN, including City of Barrie	Form a PRTG Living Wage Working Group to support Living Wage initiatives	
	3. Increase awareness of Coalition value proposition	3. Engage in advocacy initiatives in consultations with the Coalition Advocacy Working Group	Support through the Federal Election, Fall 2019			
Advance collective action to improve experiences for children, youth and families	1. Develop cross sectional opportunities for solving issues	1. Ensure coordinated planning and implementation of PRTG and SCATEH initiatives on similar issues	September 2019 to June 2020	Participate in the planning of the SCATEG/PRTG Social Determinants of Health (SDOH) Event, November 1 # of PRTG members at the SDOH Event # of cooperative activities between SCATEH and PRTG (e.g. Homelessness Enumeration activities, SDOH Event) information sharing, and presentations) # of new or enhanced multi-partner initiatives	Expanded reach of PRTG initiatives through partnerships with SCATEH	Is anyone better off? 
	2. Focus on prevention work	2.1 Identify issues suitable for collective action based on regional poverty reduction priorities identified above 2.2 Ensure coordinated planning and implementation of activities for issues identified in 2.1	September 2020 to June 2021		Increase in programs addressing system barriers at the local, regional and provincial levels	

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	3. Increase Coalition and PRTG advancement and sustainability	3.1 Share Vibrant Cities - Cities Reducing Poverty monthly newsletter with Task Group agenda 3.2 Investigate the feasibility of Simcoe County Poverty Reduction Strategy 3.3 Investigate funding opportunities to fund a paid coordinator 3.4 Update PRTG webpage	3.1 and 3.4 September 2019 to June 2020 3.2 and 3.3 September 2020 to June 2021	Research conducted into the feasibility of a Poverty Reduction Strategy FTE allotment to paid coordinator time	Poverty Reduction Strategy Webpage is current	
Build on the knowledge of individuals and organizations to strengthen community wisdom	1. Increase knowledge of available services and programs, reports, and guides	1. Create one-pagers for quick reference of relevant presentations, reports, guides, etc.	September 2019 to June 2020	# of one-pagers available for quick reference	Knowledgeable community to make informed decisions Long term: basic needs are met to fully participate in their community Reduction in percent of families living below the LIM	Is anyone better off? 

RBA LEGEND

How Much <ul style="list-style-type: none">○ <i>What is the quantity of effort?</i>○ <i>Counting...</i>	How Well <ul style="list-style-type: none">○ <i>What is the quality of effort?</i>○ <i>Are we doing services, systems, and processes better?</i>
Is Anyone Better Off <ul style="list-style-type: none">○ <i>What are the impacts?</i>○ <i>What are the outcomes?</i>○ <i>Are people better off after the services?</i>	

Coalition Strategy Identified Impacts after 3 Years

Measures of Success

- Increase number of integrated services and partnerships
- Improvements in navigating system
- Increase in shared resources
- Reduction in duplication of services
- Improvements in equity and representation
- Addition of child and youth programs and services
- Improvements of supports for families