


ADVOCACY GROUP MEETING MINUTES
Monday, March 15, 2021
9:30am - 11:00am
Videoconference

Attended:	Guests :	Regrets
Lucy Gowers (Chair) James Thomson Suzanna McCarthy Kathy Manners Catherine Howes	Joan Kennedy (CTC) Serge Paul (CTC)	

Item		Minutes	Action
1.	Welcome	The meeting attendees each briefly introduced themselves.	
2.	Connection to Community Working Group <ul style="list-style-type: none"> • Draft Terms of Reference • Draft Definition 	<p>Draft Terms of Reference The committee reviewed the DRAFT ToR and agreed to the content therein. A deadline for the end of the working group remains to be established.</p> <p>The working group would like to advocate for Connection to Community as a integral part of the upcoming Coalition strategic plan.</p> <p>Draft Definition “Connection to Community” The formation of the draft definition was deferred to the next meeting on April 19, 2021.</p> <p>The group discussed the meanings of “Connection to Community” such as:</p> <ul style="list-style-type: none"> • How we reach people in community. • Help with efficiently connecting to the right service in the community. 	<p>Lucy to call for additional work group participants at EC meeting and Coalition meeting.</p> <p>Kathy to perform a literature review on Connection to Community and report back at next meeting.</p> <p>Kathy to share stakeholder map and each group member populate from their organization’s viewpoint.</p>

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	<ul style="list-style-type: none"> • Knowing the right agency to refer the public to • Navigating the system • Knowing what services are out there. • Connection to language-appropriate services - Better connection during time of stress/trauma.** • Belonging vs Isolation • Reduces barriers <p>Some important points were discussed such as:</p> <ul style="list-style-type: none"> • Recognizing each Coalition member organization is at a different stage in its development – work of coalition is to leverage resources around the table to help each member so that everyone is engaged and helping with connection to community in each way we can. • Two-way connection – internally we need to know all the services and organizations available and what they do, but also the public needs to know what organizations are out there and available to them so they know where to go when they need services. • Co-ordinated access to services so each Coalition member is familiar with all other member services. <p>A review of CTC Survey results took place. The group felt these were comprehensive but that we also needed to emphasize the relationship aspect. Connection to Community is a reciprocal relationship - an agency might feel they have connected to their community, but the people also must feel connected to the agency. Public trust in their community and in the agencies within their community is essential.</p>	<p>Kathy to capture best practices from Coalition members who are doing well around connection to community – 221, BPL. SCDSB</p>
2.	<p>Approval of Minutes</p> <ul style="list-style-type: none"> • Feb 8, 2021 	<p>Moved by James Thompson, seconded by Suzanna McCarthy, that the minutes of February 8, 2021, be approved.</p>
3.	<p>Digital Access - Letter Campaign</p> <div style="text-align: center;">  <p>Fireside Costs to Produce - Digital Ac</p> </div>	<p>The group agreed that the cost to create the functionality on the website was good but wanted more information on the cost to reproduce the campaign for future letters. The Coalition needs to be strategic on its use, so it does not become white noise. It can be especially useful during elections to push advocacy issues important to the Coalition.</p>

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<p>4.</p> <p>New Business</p> <ul style="list-style-type: none"> • Advocacy for Paid Sick Days • Canada Healthy Communities Initiative • Vaccination - Vulnerable People 	<p>Advocacy for Paid Sick Days Kathy reported that the SMDHU is developed an advocacy paper that was sent to the province on Feb 17 regarding paid sick days as a part of employment standards. Kathy polled the group to see if Advocacy wants to support it. The group agreed to generate a position paper and take it to EC then Coalition for approval.</p> <p>James brought up whether we should align with work of SMDHU or do on our own. The first step regardless would be identifying key experts. If the SMDHU is already doing it, maybe just reach out to them with an outline. Might be some additional work done we can pull from to create a one-pager on behalf of Coalition.</p> <p>Canada Healthy Communities Initiative Applications for Round 1 are now closed and all applicants will receive results by April 30, 2021. The application portal will reopen on May 14, 2021, at 9:00 AM AST for Round 2.</p> <p>Vaccination Initiative – Vulnerable Peoples Lucy brought up Vaccination of Vulnerable Peoples as being of significant concern in Simcoe County. The two vaccine schedule makes it difficult for people in the shelter system and there are challenges with moving around and inability to locate for a 2nd shot. Additionally, they are at significantly higher risk due to close quarters. The group considered drafting a position paper and will defer further discussion to the next meeting.</p> <p>The group discussed the importance of ongoing MP/MPP participation at meetings. The importance of recurring attendance of MPs & MPPs at our meetings was emphasized. A suggestion to create a “newsletter type product that the EA sends out quarterly to let them know what we’re working on. It could also be sent to Coalition members foster engagement in the work of Advocacy group. There are additional implications for MPs and MPP contacts if the Coalition expands into Muskoka.</p> <p>The group discussed future advocacy initiatives for consideration:</p> <ul style="list-style-type: none"> • CERB Repayment • Black North Initiative - https://blacknorth.ca/ 	<p>James to reach out to his contact at SMDHU as well as the Coalition member Carolyn Shoreman.</p> <p>Poll Coalition members at the Coalition meeting if this is something the Coalition should advocate for. Catherine to create poll.</p>

Item		Minutes	Action
5.	Next Steps	<ol style="list-style-type: none"> 1. Definition of Connection to Community 2. Speak with Coalition members who are doing it well and get their insight. 3. Come up with questions at next meeting. 4. Keep CTC Workgroup as part of Advocacy Group 5. Increase CTC Committee time to 45-60 minutes <p>Lucy will present Advocacy Group Meeting update at EC and Coalition.</p>	

Next Meeting: April 19, 2021, 9:30am - 11:00am