



Community Safety and Well-being Partnership Council (CSWBPC) Meeting Minutes

Thursday, October 28, 2021

2:00 – 3:30 pm

Zoom Meeting

Present:

Brent Kittmer, Amy Gangl, Dan Hobson, Rebecca Clothier, Theresa Campbell, Dave Sinko, Mike Adair, Kim McElroy (co-chair), Greg Skinner (co-chair), Jeneane Fast (CSWB staff)

Regrets:

Joan Thomson

1.0. Approval of September 23 Minutes

Minutes of the September meeting were approved.

2.0. Key Stakeholder Committee

CSWB co-chairs and staff presented recommendations for initial invitees to the Key Stakeholder Committee which included:

- Medical Officer of Health, Huron Perth Public Health (HPPH)
- President and CEO, Huron Perth Healthcare Alliance (HPHA)
- Executive Director, Choices for Change
- Executive Member, Huron Perth and Area Ontario Health Team (HPA-OHT)
- Executive Director, United Way Perth-Huron (UWPH)
- Executive Director, Huron-Perth Children's Aid Society (CAS)
- Co-Chair, Stop VAW Coordinating Committee of Perth

These positions were chosen for the following reasons:

- Well-connected to represent their sector
- Involved in other collaborative committees or initiatives
- Have the potential to provide expertise on several CSWB priority areas
- Have decision-making authority for their organizations and committees



The suggested invitation process would consist of a written letter from the CSWB co-chairs with some background information and an invitation to meet in person to review the Terms of Reference and discuss expectations and responsibilities.

Discussion:

It was agreed that the list was a good start and that it made sense to include people whose positions span multiple CSWB priorities. Initially the list was provided with people's names, but the group suggested we focus on the position rather than the person to allow more flexibility for the organizations or initiatives when deciding who would represent them. It was agreed, however, that KSC members should have decision-making authority – either through their position or by delegation.

There was also a request to make sure long-term care was represented in the healthcare sector, in addition to population health (HPPH) and primary health (HPHA). Several LTC homes are members of the OHT-HPA and that representative could provide that specific perspective. If not, an executive director from a LTC facility could be invited.

The group agreed with the invitation process and there was consensus to move forward.

Action Item	Person Responsible	Complete by
Draft invitation letter	Staff	Nov. 5
Send out letters	Co-chairs	Nov. 10
Meet with potential members	Co-chairs	Ongoing

3.0. Collaborative Committee Inventory

Staff provided an update on the inventory.

- 10 groups have been contacted:
 - ✓ Stop VAW Coordinating Committee of Perth
 - ✓ Huron Perth and Area Ontario Health Team
 - ✓ Addiction and Mental Health Alliance
 - ✓ Social Research and Planning Council
 - ✓ Coordinated Access System Leadership Group
 - ✓ North Perth Community Committee
 - ✓ North Perth Community Hub Potential Tenants
 - ✓ Kids First Huron Perth
 - ✓ Children's Charter
 - ✓ Indigenous Learning Community of Practice
- 5 groups have responded (in orange)
- 2 surveys have been completed (in blue)

The following groups have yet to be contacted:



- Accessibility Advisory Committee
- Perth County Committee on Affordable and Attainable Housing (CAAH)
- Perth Elder Abuse Committee
- Stratford Police Services Community Equity Action Team (CEAT)
- Huron-Perth Situation Table
- St. Marys Community Committee
- Stratford Community Committee

Discussion:

The group talked about the possibility of creating a way for committees to self-identify and complete the survey on their own which led to a larger discussion about communications (see 5.0. below). In terms of the inventory, the group agreed that a more public reach out would be beneficial to help make sure no committee is being missed because we aren't aware of it. They suggested adding a 'get involved' page to the website and sending out a call-to-action press release.

Action Item	Person Responsible	Complete by
Add 'Get Involved' page to website	Staff	Nov. 10
Draft promo materials (e.g. poster, media release)	Staff	Nov. 10
Send out materials	Staff	Nov. 15

4.0. Website Update

www.cswb-stratfordperthstmarys.com went live on October 14th. Promotional materials (media release and key social media messages) were shared with municipal partners on October 19th. The link is located on each municipal website. Information was also shared through the CSWB email distribution list.

Website Analytics (as of October 28th)

- Total visits = 338
- Unique visitors = 306
- Newsletter subscribers = 25

5.0. Communications Strategy

Developing a strategy to communicate the goals of the CSWB and its initiatives on an ongoing basis is a key implementation activity for the Partnership Council. The group agreed that keeping the public's interest in the Plan and its activities is important to keep momentum going. Creating a broader reach for the collaborative committee inventory could help people and groups understand what is happening and how they fit in. It was agreed that now is an appropriate time to create a more formal communications plan to help guide the CSWBPC. Several members, including Paramedics and St. Marys, offered some support with strategy templates and marketing materials.



Action Item	Person Responsible	Complete by
Reach out to municipal communications staff for support with strategy development	Staff	Nov. 5
Draft communications strategy	Staff	Nov. 19

6.0. Standing Items

6.1. Huron CSWB

Mikaela Johnson has been identified as the contact person for the Huron CSWB. The co-chairs will reach out to her to establish a process for each CSWB to share information and provide updates.

6.2. St. Marys Community Wellness Committee

St. Marys' Community Wellness Committee was established to address, highlight, and respond to issues arising from the pandemic. The group relies heavily on communications but also provides some direct service and is guided by a local action plan. It meets bi-monthly and there is also representation from police and social services. The next issue on the table is focusing on supporting people transitioning from CERB as that federal program winds down. The group has agreed to align its work with the CSWB priorities.

Action Item	Person Responsible	Complete by
Connect with Huron CSWB	Co-chairs	Nov. 12

7.0. Other Items

City of Stratford Social Services has changed its financial support of the United Way Perth Huron from a grant to a purchase of service agreement. One outcome of this is that the SRPC arm of the United Way will align its work, activities, and research with the CSWB priorities.

8.0. Next Meeting

- Thursday, November 25
- 2:00 – 3:30 pm
- Zoom link
- Agenda to follow