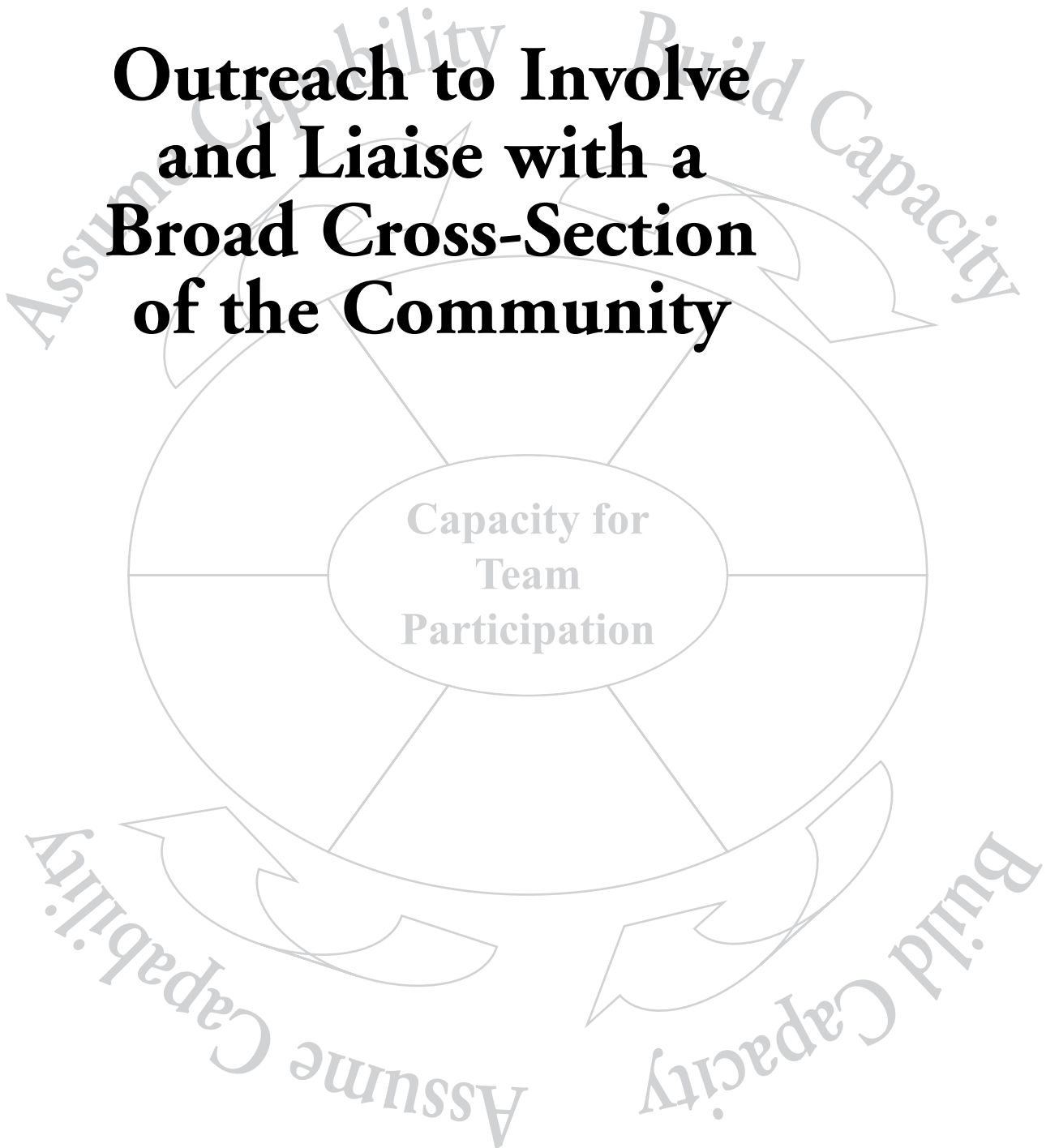
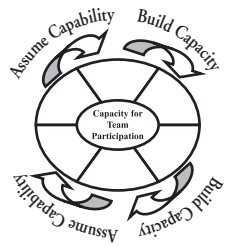


PART TWO:

Outreach to Involve and Liaise with a Broad Cross-Section of the Community





OUTREACH TO INVOLVE AND LIAISE WITH A BROAD CROSS-SECTION OF THE COMMUNITY

Summary of Outreach Activities

The focus of outreach is to give everyone with an interest the opportunity to become involved in developing a coordinated response, and to inform people about the vision for CRNs. This makes addressing adult abuse and neglect a concern of the wider community.

CRNs are doing outreach by:

1. Extending Personal Invitations

- ▶ meeting personally and inviting the participation of concerned citizens and people from programs, agencies and businesses.

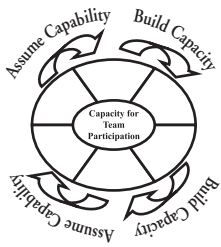
2. Building On Networks that Already Exist

- ▶ attending meetings and gatherings where people already come together, for example, with other related networks like domestic violence coordinating committees, elder abuse committees, seniors/caregivers/advocacy groups, ministerial associations, churches, service clubs, chambers of commerce, care providers, schools.
- ▶ staffing booths at community resource fairs and other community events.

3. Using Print Media to Involve People

- ▶ producing brochures about the vision, purpose and activities of CRNs
- ▶ posting ads and articles in local print media

Some specific examples of these CRN outreach activities follow.



1. Extending Personal Invitations

▶▶ **Send Personal Invitations - West Kootenay, North Island, Smithers**

- ▶▶ Whether it is an invitation to attend a meeting, a workshop or a community event, people respond very well to personal invitations to attend, especially if an RSVP is included. Follow up phone calls work too because people feel their being there is valued.

▶▶ **Note About CRN Inserted with Pay Cheque - East Kootenay, West Kootenay**

Invitations to participate in the CRN were included with the pay slips of those working in Home Support, Community Living, Mental Health, Community Services etc.

▶▶ **Involve Multicultural Organizations - Richmond**

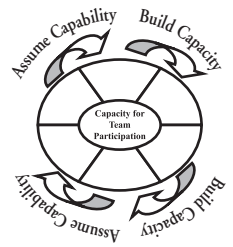
Ethnically diverse communities find that multicultural organizations are a great way to connect with a wide range of people who may want to be involved.

▶▶ **Target Financial Institutions - Comox Valley, Delta, Cranbrook, Parksville/Qualicum, South Surrey/White Rock**

Because of the concern about financial abuse, financial institutions can be an integral part of CRNs. They can play a unique role in education, prevention and intervention.

▶▶ **Link with “Lifelong Learning” Group - Mission**

Look at who in your community is interested in learning who might be interested in co-sponsoring the events. They often have an established connection to the community and can be a vehicle for involving people in the CRN process.



▶▶ **Involve Youth - Richmond, Kaslo, Sea-to-Sky**

Many communities have found that involving youth groups or individual young people in the process is very rewarding. Their boundless energy and creativity is a great asset to CRN development. It is a great opportunity for them to learn about community issues and become a part of the solution at an early age. Young people invariably report that involvement has been an important learning and growing experience for them.

▶▶ **Grass Roots Involvement - Southern Gulf Islands, Kaslo, Salmon Arm, Kelowna, Peachland, Prince Rupert**

These communities have begun their process with lots of people who do not work in the health or social services system, (i.e.: people from crafts and artists' groups, the Legion, service clubs) and people potentially more personally affected by the legislation.

▶▶ **Invitations to Involve Police - West Kootenay**

In Castlegar, the coordinator met with the RCMP Sergeant in charge of the detachment, spoke with him about the CRN and got commitment from him regarding police involvement. The Mission Statement of the RCMP's Community Policing initiative fits well with the values guiding CRN development. Discussing how the two augment each other is a great way to approach the RCMP.

▶▶ **Agency People Encouraging Participation – North Island**

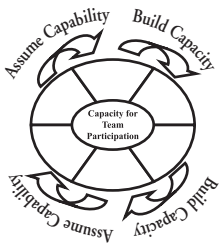
Agency staff let people they support know about the CRN and encouraged their membership.

▶▶ **Retired Person from Agency Asked to Join CRN - East Kootenay**

Retired people with years of experience in banking and other agencies or Ministries are a great asset to any CRN.

▶▶ **Buddy System re: Rides and Information - South Fraser, Cariboo**

People are often reluctant to participate when they do not know others or have missed a meeting or two. Having a "partner" who offers rides and/or information or updates helps to alleviate feelings of not belonging.



2. Build on Networks that Already Exist

▶▶ **Go to Where People Are - Cariboo, Burnaby**

Making the effort to go to people, on their “turf”, often works better than expecting them to attend meetings.

▶▶ **Partner with Groups Which Already Exist - Fort St. John, Tri Cities, Castlegar**

In some communities a number of groups meet to discuss similar issues. For example, in Castlegar, the Castlegar Community Response to Violence group was made up of many of those who would be on the CRN. The groups worked together, with a few representatives attending both meetings, giving reports and coordinating shared activities and initiatives.

▶▶ **Build on Groups That Already Exist - West Kootenay, South Surrey/White Rock, Sea-to-Sky**

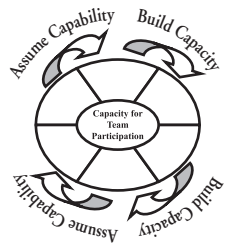
Instead of trying to start from scratch, the coordinator in Nelson looked at what linkages and networks already existed and used them to put together a CRN Steering Committee. South Surrey/White Rock built on their Community Action Network and the Seniors Advisory Committee was the starting point in Sea-to-Sky.

▶▶ **Ask CRN Members with Membership in Other Groups to do Outreach/Education - North/Central Surrey, Quesnel, North Okanagan, Smithers, Penticton**

Members of CRNs invariably have connections with other organizations and can use those ties to do outreach and education.

▶▶ **Booths at Health Fairs - South Fraser, Elk Valley, North Island, Parksville/Qualicum, Williams Lake**

Setting up a booth at a health fair, the BC Seniors Games, or other appropriate event is a great way of getting the CRN word out to a lot of people.



3. Using Print Media

▶▶ **Brochures About the CRN - Cranbrook, Powell River, Comox Valley, White Rock/South Surrey, Parksville/Qualicum, Tri-Cities, Mount Waddington**

These communities, as well as many others, have developed brochures, which outline the work of the CRN. Some also identify where help is available for adults experiencing abuse or neglect.

▶▶ **Articles or Information About the CRN in the Newspaper- Powell River, Peachland, Smithers, Port Alberni**

These communities have submitted information to their local newspapers about their CRNs, with a brief overview of the legislation included in some.