Calgary and Area RCSD Communication Plan

Background

Regional Collaborative Service Delivery (RCSD) is a provincial program[1] championed by the ministries of Children's Services, Community and Social Services, Education, and Health, and further supported by Alberta Health Services, school authorities, interested First Nations and community organizations. Through partners working together children, youth, and their families have the supports and services they need to be healthy, resilient, and successful in school, at home, and in their community[2].

Regional partners work collaboratively and share available resources to address identified needs, co-ordinate and leverage systems, build system capacity, and plan for sustainability in order to meet the needs of children, youth, and their families. A key focus is on strengthening the capacity of service providers to work collaboratively to coordinate and integrate supports and services and smooth transitions points for families.

Calgary and Area RCSD is one of 17 RCSD regions across the province.

Purpose

The purpose of this communication plan is to help guide the formal communication activities of Calgary and Area RCSD as they relate to undertaking the work of the collaborative and communicating the completion of the outlined goals of the collaborative to key stakeholders. Furthermore, the intent is for this plan to be a resource to partners as they communicate internally and externally to champion and leverage the work of the RCSD network. As the communication needs and context of the partnership may change, this is a living document and will be updated as required. It is understood that informal communication among the partner organizations is foundational to the ongoing development of the partnership and this plan is not intended to replace those important exchanges.

Provincial Vision

Alberta children, youth, and their families are healthy, resilient, and realize their full potential at home, in school, and in their community.

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[1] "Program" is the language from the Provincial RCSD Office and reflect the government categorization of funding rather than an specific program or service. Please refer to communication materials for disambiguation.

[2] *Regional Collaborative Service Delivery: Regional Handbook for 2019/20*, June 2019.

Alberta's Approach to Collaborative Practice

RCSD builds on the principles, listed below, described in Alberta's Approach to Collaborative Practice. This Approach was designed to assist partners in building a community that supports collaboration and is inclusive for all. Those principles are:

1. Collaboration;
2. Shared leadership;
3. Team based;
4. School-community linked;
5. Persistent;
6. Family voice and choice;
7. Natural supports;
8. Cultural responsiveness;
9. Individualized;
10. Strength based; and
11. Data informed.

Calgary and Area RCSD Partners

Parents, Children, and Youth
Alberta Health Services
Calgary and Area Charter Schools
Calgary and Area Private Schools
Calgary Board of Education
Calgary Catholic School District
Calgary Region Children's Services
Calgary Region Community and Social Services
Palliser Regional Schools
Rocky View Schools
Tsuut'ina Nation

Target Audiences[3]

Parents, Children and Youth

Calgary and Area RCSD partners
- Regional Executive and Leadership Teams
- Service providers
- Senior leadership and governance structures

Other RCSD Regions

Provincial RCSD Regional Office
- RCSD Executive Steering Committee
- RCSD Operations Committee

Provincial Government (in particular the ministries partnering on RCSD)

Other child/youth provincial initiatives

Treaty 7 Nations

Community Agencies and Stakeholders

Municipal Governments

Professional Regulatory Bodies and Colleges

Academic and Research Stakeholders

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[3] See the Stakeholder Matrix from the work of the Accountability and Assurance Committee for a detailed look at Calgary and Area RCSD's stakeholders.

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Communication Objectives

Communication objectives will change over time as Calgary and Area RCSD grows and develops. The following goals and objectives are relevant to the current phase and work of Calgary and Area RCSD:

1. Support and encourage a culture of mutual respect across child and youth serving sectors that values the contributions of all sectors to the well-being of children and youth and shares the best practices of all partners.
2. Build internal and external stakeholder awareness of and commitment to the RCSD approach and engage partners to actively champion Calgary and Area RCSD within their own systems and networks.
3. Assist partners in engaging staff in the change process by providing communication tools and strategies.
4. Provide assurance to families that Calgary and Area RCSD partners strive to improve and develop supports and services in the region that is guided by the voices of families.
5. Create awareness of the real and potential benefits of collaboration and integrated service delivery for families and for Calgary and Area RCSD partners.
6. Profile the work that is being done collectively within the region to meet the needs of children, youth, and their families.
7. Encourage partners to bring additional resources into the partnership (e.g. information and knowledge, in-kind supports, fiscal, etc.).
8. Encourage partners and other child and youth serving stakeholders to utilize the RCSD partnership as a foundation for further collaborative work.
9. Communicate the importance and benefits of cross sector information sharing.
10. Communicate Calgary and Area RCSD successes to Government and, in particular, to the RCSD Provincial Office.

Key Messages

The delivery of key messages will be tailored in form, frequency, and channel as required to the particular audience.

- RCSD is not a service or program, but a collaborative approach of partners working together to streamline, integrate, and allocate resources within a geographical area.
- RCSD is not a replacement of other services or funding sources, but an enhancement of services for children, youth, and families.
- The RCSD approach can be leveraged to advance other relevant initiatives across the partnership.
- Calgary and Area RCSD embraces the full scope of the provincial RCSD mandate.
- Calgary and Area RCSD is a public sector inter-organizational network. The value of such networks is in their ability to address complex issues through a multisectoral and multidisciplinary approach by leveraging the strength of relationships, resources and collaboration.
- Calgary and Area RCSD partners are asked to stretch boundaries and mandates and promote collaborative relationships across systems.
- Partners are asked to actively engage and participate in the work of the network by assessing and adapting practice, trying new approaches, and being open to learning.

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- The work, resources, and funding of Calgary and Area RCSD is the collective stewardship, responsibility, and accountability of all partners.
- Partners are committed to addressing problems that relate to RCSD arising within or across partner organizations and partners will hold each other accountable to agreed upon RCSD processes and priorities[4].
- Calgary and Area RCSD's network ways of working span our work. See https://www.calgaryandarearcsd.ca/what-we-do/conceptual-model-definitions/ for a definition for each of these six commitments.
- Partnering with families requires the purposeful engagement and involvement of children, youth, and families in decision making processes related to both their own individual learning and well-being and to broader service planning.
- Timely and open sharing of information and resource is supported by provincial legislation and a key component of success to enabling better supports and services for children, youth, and families.
- Using evidence to inform practice requires partner systems to embrace the latest and best research and practice innovations. Working in an evidence informed way also means understanding the issue being addressed, what works, who to involve and how to involve them, why this action is required, and how to put what works into practice.
- Partners recognize that transition points (e.g., age, progression through the grades, school changes, life and developmental milestones) are areas of risk for families and often points where service gaps could emerge as families move in and out of, and between/among systems.

Strategies and Activities

Strategy – build stakeholder awareness of RCSD approach and profile of Calgary and Area RCSD network.
Activities:

- Development and dissemination of monthly eNewsletter to subscription list
- Development of Calgary and Area RCSD website
- Community presentations on RCSD partnership approach and projects
- Individual meetings with key influencers
- Purchase branded giveaways (pens) for distribution at learning events
- Develop and purchase two (2) free standing, banners/info cards with Calgary and Area RCSD branding and messaging for display at events and special meetings
- Reciprocally link the Calgary and Area RCSD website to partner websites

Strategy – cultivate culture of collaboration and championship of the Calgary and Area RCSD network and approach in partner organizations.
Activities:

- Summarize collaborative accomplishments, informal and formal, in user friendly language for dissemination within partner organizations and beyond
- Develop the story of RCSD and why it matters, focussing on benefits for partners and families (e.g., elevator speech)

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[4] *Executive Team Key Messages for Calgary and Area RCSD Partner Organizations*, September 2018.

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- Profile the work of RCSD partners when aligned with RCSD goals *or* work with partners to help them identify how their organization contributes to and is aligned with RCSD goals

Strategy – build a common commitment to a responsive service system that adapts and adjusts based on needs and evidence
Activities:

- Use the RCSD newsletter to disseminate research findings and policy shifts.
- Share key Calgary and Area RCSD documents and resources with other RCSD regions
- Engage other RCSDs in learning events or other Calgary and RCSD initiatives that bring the latest evidence into practice

Other Strategies and Activities as needs arise.

Communication Tools

Calgary and Area RCSD utilizes a number of tools, both physical and digital to support its communication activities:

- Calgary and Area RCSD Style Guide and branding look and feel using the logo as a base. See Appendix 1.
- Boilerplate PowerPoint template and standard introductory slides for partner use.
- SimpleSurvey – a Canadian-based, online survey tool used for both survey digitization, evaluation, and registration.
- Mail Chimp – a subscription and mailer management software used to distribute the eNewsletter to ensure delivery through firewalls and compliance with Canadian Anti-Spam Legislation.
- Adobe – software program used to secure documents in PDF format.
- Microsoft Office (365) and OneNote – file, presentation, and spreadsheet creation, cloud storage, and sharing hosted by Calgary Catholic School District.
- Calisto Bluetooth Speaker and Telus Conferencing – hardware to support conference calls.
- Zoom – online software program for virtual meetings with video, audio, and presentation capabilities, used in conjunction with the Meeting Owl speaker and camera.
- Visio – document design software preloaded onto select RCSD devices.
- GSuite – Google's set of online software, primarily used for its Analytics and YouTube platforms to support our website content.

Appendix 1: Style Guide

Calgary and Area RCSD strives for a consistent, accessible, and professional brand in its communications. This document overviews a short list of recommendations to help the Secretariat and regional partners create a consistent image for the partnership.

Naming

- Our full name is "Calgary and Area Regional Collaborative Service Delivery".
- To abbreviate, please use Calgary and Area RCSD.
  - The use of "and" reinforces the full website address. Ampersands (&) or other symbols used to abbreviate "and" are best avoided as they cannot be used in website addresses, file names, and other text-based computer inputs.
- The ampersand is used only in the logo, and this was due to design constraints.
- Please do not precede Calgary and Area RCSD with "the", unless you are referring to a specific committee, working group, person (e.g. the Calgary and Area RCSD Regional Manager), or other possessive cases.
- Files are saved to the SharePoint site managed by the Calgary Catholic School District host. File names are to be brief, consistent, and closed with the date of the most recent edit as **YYYY MM DD**. (e.g. Communication Minutes 2019 09 01.docx). This ensures chronological organization for file storage.

Logo

- The Calgary and Area RCSD Logo can be copied from this document or is available on SharePoint.
- The original size of the logo is 2.78" by 2.78" – if it is resized it must be kept at this square ratio. This is most easily done by using the corners to resize while holding down the "Ctrl" key. Do not enlarge the logo as the resolution will degrade. A higher resolution version is available for design needs but is not recommended for typical documents.
- All documents originating from the Secretariat office will have the logo in the top left-hand corner of the page, or centred on the coversheet of longer documents.
- Calgary and Area RCSD encourages partners to utilize the RCSD logo to link outcomes for in-house and provincial reporting, to demonstrate support for the work of the RCSD to internal and external audiences, and to mark collaboration among the partners of the RCSD.

Messaging

- For consistent messaging, please refer to the Annual Plan or Regional Handbook when discussing mission, vision, outcomes, values, etc. for the collaborative.
- Supporting documents, including a boilerplate Power Point presentation about Calgary and Area RCSD, are available on the intranet to support external communication.
- Any initiatives, resources or projects that are supported by Calgary and Area RCSD should be acknowledged and accompanied by the logo, a relevant description of the partnership and/or how it supported the project. Examples include:
  - "… acknowledges the collaborative support of Calgary and Area RCSD and its partners"

- o "Calgary and Area RCSD is a partnership that works to ensure children, youth, and their families are healthy, resilient, and realize their full potential at home, in school, and in their community".
- When developing shared projects, documents or initiatives, Calgary and Area RCSD encourages early discussion about how authorship and acknowledgements will be determined and positioned.

Grammar and Formatting

As part of its brand image, Calgary and Area RCSD generally follows Oxford English and maintains the following standards in written communications:

- Oxford commas are utilized for lists (a comma is added before the "and" e.g. Children, youth**,** and families)
- Ordinal indicators are used for dates (e.g. 1st, 2nd, and 3rd) however, for non-date uses it is preferable to write out the word (e.g. RCSD's seventh year)
- First capital case is used in tables, graphs, and charts
- Well-being is used over "wellbeing"
- When referring to the population we support, please use "children, youth, and families". Additionally, inclusive language around families includes listing "parents, caregivers, and guardians" and acknowledges other natural supports when appropriate.
- Dates are written, when possible, as 8-digit numerical codes with a space between each unit (YYYY MM DD). This ensures multiple file versions and multiple files show sequentially when displayed.
- Calgary and Area RCSD utilizes Oxford English, in particular:
  - o the inclusion of "u" and double "l" that is omitted in American English (e.g. colo**u**r, hono**u**rarium, behavio**u**r)
  - o the position of "re" at the end of words (e.g. cent**re**, fib**re**)