

Appendix D

How to Communicate Your Message:

You know what works best in your community. Recognizing the communication style of your community will help your Community Engagement Hub achieve successful outcomes. What has worked in the past? Are there previous initiatives that worked effectively in your community? Some communities are familiar with using events as a main strategy of receiving information and having their voices heard. Other communities might be separated by great distances and are more likely to utilize web-based communication tools. This section was created based on the information provided in the pre-planning questionnaire and the July 22nd, 2010 Communications Planning Session:

Locations – Keeping in mind the lifestyle and demographics of the First Nations people in the Community Hub’s service area, the venues chosen for events and in-person community engagement should take into consideration how the people within the community prefer to receive their information, and more importantly, how they prefer to engage with other members of their community.

Elders – Communicate with Elders through gatherings, their home care worker, families and friends, or direct delivery, including gatherings.

Adults – Learn how the adult population in your community prefers to communicate, whether it is through attending meetings, seeing posters, flyers, websites (ie. Facebook), advertising in public venues, social services offices, band offices, word-of-mouth, or reading the Band newsletter.

Youth – Discover how youth prefer to receive information; it could be through social networking, in-person/ direct contact or internet through social networking vehicles (ie. Facebook, Twitter, Myspace), or email, and secondly through the same media vehicles as adults.

Home and Away – It will be helpful to get an idea of how many of your community’s members currently reside on and off reserve. This will help your Community Engagement Hub determine what kinds of communications would work best for members living home and away.