

Appendix O

Case-Study: “Raising Awareness about FNHC and our HUB”

Introduction

Carrier Sekani Family Services (CSFS) began recruiting its member First Nations into its Community Engagement Hub in 2010. Today, the CSFS Hub is comprised of eight First Nations in the Central Northern Interior region of British Columbia. The CSFS Community Engagement strategy is simple: to engage and to develop forums for the discussion of community health at the grass-roots level. For a Hub in its first year, improving the overall awareness of the First Nations Health Council and our CSFS Hub was a main priority. This case study aims to shed light on the various methods that the Hub coordinators at CSFS have utilized to raise awareness.

Our Methods

At first, we utilized one of the most basic tools to raising awareness: presentation time at meetings. We made ourselves available for any speaking engagement possible, whether it be a Chief and Council meeting at one of our member Band offices, a Board of Directors meeting, a Northern Health Authority Aboriginal Health Improvement Committee meeting, or an internal Staff meeting. Whenever we saw an opportunity for agenda time, we would book ourselves in. After about two months, people became well aware of our Hub, who we were, and of course, our mandates: communication, collaboration, and planning!



Making Learning Fun and Rewarding

One of our more innovative strategies to raising awareness in regards to the HUB and the First Nations Health Council was our “HUB Awareness Contest”. We worked with our IT department to place all of the most relevant documents on our website. The files included the Transformative Change Accord and the First Nations Tripartite Health Plan, a Health Actions PowerPoint presentation, as well as our CSFS HUB introduction presentation. From the various documents, participants completed a survey which they mailed or faxed back into us. A participant from Takla Lake scored 95/100 and was rewarded 1st prize: a trip to Vancouver to watch the Canucks! The runner-up scored 90/100 and was rewarded with a \$100 VISA gift card.

By Nathan Teegee
For more information, please contact:
Nathan Teegee (nathan@csfs.org) or
Barby Skaling (barby@csfs.org)
Carrier Sekani Family Services
Community Engagement HUB