

**Family Advisory Committee Minutes**  
 Thursday, October 27/2016 from 6.00pm – 9.00pm, Conference Centre

Item No.	Item	Presenter	Discussion/Action/Timeline
1.0	A Family Like Mine Video	All	Bloom video was showed
2.0	Introductions Shout Outs	Shoshana Alifa Lori Beesley	Brief introduction of all attendees. Family Advisory Committee "Shout out" FAC members who have contributed and made a difference were recognized
3.0	Sub-Committee Work – split into 2 groups	All	<ul style="list-style-type: none"> <li>• Care for the Care Giver</li> <li>• Advancing Options for Hours of Service</li> </ul>
4.0	Youth Advisory Committee	Cristina	<ol style="list-style-type: none"> <li>1. YAC was pleased to welcome Social Worker Gabriella Carafa at this month's meeting. She ran a focus group with YAC to get input on how youth would like to learn about and talk about sexual health with their healthcare providers. Gabriella asked for input for individual client appointments, as well as group programs.</li> <li>2. YAC welcomed 5 new members</li> </ol>
5.0	Capes for Kids Awareness Campaign	Jean Sarah Barker Sandra Hawken Stewart Wong	<p><b>Cape for Kids</b></p> <ul style="list-style-type: none"> <li>• Held two ideation sessions in March                             <ul style="list-style-type: none"> <li>• Family leaders, internal Foundation and Hospital staff &amp; industry experts</li> <li>• Narrowed down to 3 concepts and tested with clients and families</li> </ul> </li> <li>• Second round ideation held with family leaders and industry experts                             <ul style="list-style-type: none"> <li>• Final concept reviewed with families</li> </ul> </li> <li>• Creative concept developed by pro bono agency and reviewed by families</li> <li>• From March 6 -12, wear your cape and join forces to raise money for Holland Bloorview</li> <li>• Sign up online and fundraise – ask friends and family to support</li> </ul>

you

- For every \$50 raised, pledge to wear your cape
  - \$50 – wear to hockey practice
  - \$100 – wear to grocery store
  - \$150 – wear to lunch
- Incentive prizes will support Care for Caregiver program

### **Awareness Campaign Update**

Results to Date:

- Increased Family Engagement
  - 12 client families engaged from agency briefing, concept development, creative review and final execution
  - Family input led to significant changes in language
- Increased Website visitors
  - 39,318 – Foundation (vs 14,500 for previous 6 weeks)
  - 29,271 – Baking Good page
  - Hospital website referred over 4% of traffic!
- Increased Media impressions
  - Over 9 million impressions from 18 different stories
- Unprecedented Advertising Donations
  - Over \$600,000 in donated media space, including TV, radio, print, out of home and online
- Started conversations and discussion on social media
  - Over 4 million impressions on social media
  - Over 200 comments – all positive about campaign and Holland Bloorview
- Strengthened Government Relations
  - Minister Coteau, MP Rob Oliphant, Provincial Advocate Irwin Elman and representative for MP Adam Vaughan all visited cart

Key Learnings and Next Steps:

Key Learnings

- Need for earlier and enhanced information sharing on context, timelines and creative process with families
- Pro-bono partnership means we do not have control of the schedule
- Timelines for large scale brand campaign will always conflict with summer and vacations

Next Steps

- Advocacy focused campaign to launch in August 2017
- Information about advertising process and goals

			<ul style="list-style-type: none"> <li>• Work with Amir to develop a broader process for family engagement</li> </ul>
6.0	Strategic Planning Kick Off	Danny Nashman	<p>An invitation to think boldly about the future of care, services, research and teaching for kids with disabilities and their families</p> <p>Topics We Want to Pollinate:</p> <ul style="list-style-type: none"> <li>• What people value</li> <li>• How we have progressed</li> <li>• What children and families need to support optimal participation and inclusion in life</li> <li>• The expanded roles could we play in supporting children to have a rich and fulfilling experiences that enable them to thrive in their communities</li> <li>• The child and family experience</li> <li>• Reimagining our work -- what could we do if resources were no limit?</li> </ul> <p>What people value:</p> <ul style="list-style-type: none"> <li>• What do people most value most about Holland Bloorview?</li> <li>• Can you think of a particular story or moment where you felt “yes, this is why Holland Bloorview is here – this is what it is meant to do”?</li> <li>• What was happening?</li> <li>• Why does this stand out?</li> </ul> <p>As you reflect on the past 3-5 years at Holland Bloorview, in what ways has the organization, the care and services provided and the partnership with clients and families improved for the better? What changes have you noticed as family leaders?</p> <p><b>Share your thoughts</b>  Strategic planning feedback  Tel: 416-425-6220 or 1-800-363-2440 ext. 3068  E-mail: <a href="mailto:strategy@hollandbloorview.ca">strategy@hollandbloorview.ca</a></p> <p>Feedback from session will be sent with November meeting materials</p>
7.0	Adjournment	All	Meeting was adjourned at 9.00 pm

**Attendees:** Adriane Zarem, Alifa Khan, Angela Robinson, Bruno Geremia, Cristina Malana, Christina Kocsis, Crystal Chin, Diane Savage, Doug Cowan, Gideon Sheps, Heather Evans, Jan Magee, Jean Hammond, Jonah Muskat-Brown, Lies Ferriman, Maria Niembro, Marla Munk, Ruma Achrekar, Scott Cowan, Shoshana Hahn, Shukri Farah, Vivian Low, Amir Karmali, Becky Quinlan, Julia Hanigsberg, Linsey Hutchinson, Lori Beesley, Louise Kublick, Sandra Hawken, Tom Chau, Stewart Wong

**Regrets:** Cheryl Peters, Christina Char, Fred Char, Holly Yip, Joshua Engel-Yan, Linor David Kedar Vilasi, Louise Kinross, Lydia Hanson Melissa Ngo, Sandy Steplock, Suzanne Jorisch, Tim Thuss

**Guests:** Christopher Hopper, Andrea Macdonald, Sarah Barker, Tom Muir