



AEAAC
Alberta Elder Abuse
Awareness Council

Alberta Elder Abuse Awareness Council

Communications Master Plan 2019-2021

This plan was developed for the Alberta Elder Abuse
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Achieving the Alberta Elder Abuse Awareness Council's Vision

The Alberta Elder Abuse Awareness Council's Communication Plan lays the foundation for a strategic approach to communication. This plan focuses on building relationships with main target groups through sustainable and timely communication. It emphasizes the Council's commitment to open, two-way dialogue, listening to its members and partners to collaborate and actively engage Albertans. The Communications Plan reflects the Council's vision and mission and will be reviewed/revised annually to ensure alignment with the Council's strategic priorities.

Vision

Alberta's older adults are valued and live free from abuse

Mission

We are a council of Albertans dedicated to increasing awareness and supporting community responses to elder abuse

Background

Our Process

The Alberta Elder Abuse Awareness Council's Communications Plan is built on the belief that relationships and engagement are the best way to support our vision. The guiding principles, objectives, and actions contained in this plan were developed through input from:

- ▶ The 2018-2021 Strategic Plan
- ▶ Staff and Council members who participated in the development of the strategic plan and oversee the operations of the Council

The result is a Communications Plan that integrates direction from the Council, staff, and Grapevine Communications consultants. It establishes the foundation for a strategic communications approach that is committed to listening and responding to AEAAC's audiences and a Council that is knowledgeable, accountable, aware of their responsibilities and supported in those roles.

Themes

The Alberta Elder Abuse Awareness Council launched a membership initiative in 2017. The Council has faced many cultural shifts in Alberta and recognizes the need to transform AEAAC from an organization that provides information in an ad-hoc fashion to a strategic organization that is committed to two-way communications, meaningful engagement, and collaboration. We have developed a Strategic Plan and are investing in developing the communications tools to help us reach our desired outcomes and realize our vision.

We have a responsibility to communicate and engage with our members, and Albertans. Everyone representing older Albertans has a role to play in communicating, and communication is key to achieving AEAAC's strategic priorities.

However, it is also important to note that achieving an environment where everyone plays a role in effective communications depends on having the framework and tools in place to support them.

The strategic planning work helped to frame conversations, highlighting the important aspects and outcomes of effective communication:

- Provide clear, relevant, and timely information
- Keep members informed and engaged
- Be responsive and ensure follow up
- Improve current channels of communication and ensure tools are user-friendly
- Encourage and facilitate partnerships and collaboration
- Demonstrate our commitment to our Vision

Collaboration & Partnerships

Awareness & Prevention

Member and Council Relations

A Vision for the Future

The Alberta Elder Abuse Awareness Council recently identified four outcomes it wants to achieve as the result of investing in communications activities. These outcomes are tied to the AEAAC's 2018-2021 Strategic Plan and will act as a guiding document for the future.

Over the next three years, AEAAC is committed to implementing the actions as outlined on the following pages to ensure measurable results. The outcomes are written as statements that, if everything is achieved, the AEAAC's key stakeholders will agree with in three year's time.

Desired Outcome 1

The AEAAC is a strong Council where members are supported and informed. The Council Board and staff understand their communications responsibilities and are supported.

Desired Outcome 2

The AEAAC is a proactive Council that builds relationships, collaborates, and encourages engagement to support their mission and vision.

Desired Outcome 3

The AEAAC is a trusted advisor for Albertans on how to embrace a culture of an older adult community that is valued and free from abuse.

Key audiences & effective communications tools

Communication activities can be described as serving internal and external audiences. While best practices and tactics to engage with and make an impact on these audiences can be similar, the most effective and accessible tools to reach these audiences differ substantially.

The following chart identifies key internal and external audiences and the most effective communications tools currently available to AEAAC to communicate with these audiences.

Internal Communication Tools	<ul style="list-style-type: none"> Reports Meetings Word of Mouth Email Text Messaging Telephone Webinar Teleconference Brochures Website Presentations 	Internal Audiences	<ul style="list-style-type: none"> Members Council Board Council Staff
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<ul style="list-style-type: none"> Members Agencies Community Groups Associations Government Advocates & Volunteers Law Enforcement Victim Services Academics Private Sector Caregivers Healthcare Providers & Agencies 	External Audiences	<ul style="list-style-type: none"> Website Digital/Social Media FAQs Flyers Guides Reports Letters Media Kits Advertising Graphics Mailings Presentations New Media Posters 	External Communication Tools
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Effective engagement tools

The purpose of communication is to impact the way people feel or behave. The AEAAC plans to use its communication and engagement tactics and tools, in accordance with the IAP2 spectrum of engagement, to do

everything from influence a key audience, by helping them to access information, to partnering with them to achieve shared goals.

Increasing Level of Participation 					
	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide stakeholders with timely, relevant information to assist them in understanding the social issue, alternatives, opportunities and/or solution.	To obtain feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure their concerns and aspirations are consistently understood and considered.	To partner with stakeholders in each aspect of the decision, including the development of alternatives and identification of preferred solution.	To place the final decision-making in the hands of the stakeholder.
Promise to Stakeholders	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspiration, and provide feedback on how the input influenced the decision.	We will work with you to ensure your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influence the decision.	We will look to you for advice and innovation in formulating solutions and incorporating your advice and recommendation into the decisions to the maximum extent possible.	We will implement what you decide.
Example Techniques	<ul style="list-style-type: none"> • Fact sheets • Websites 	<ul style="list-style-type: none"> • Stakeholder comment • Focus groups • Surveys • Stakeholder meetings 	<ul style="list-style-type: none"> • Workshops • Deliberative polling 	<ul style="list-style-type: none"> • Stakeholder advisory committees • Consensus building • Participatory decision-making 	<ul style="list-style-type: none"> • Stakeholder juries • Ballots • Delegated decision

Positioning Statements and Key Messages

Positioning statements reflect how the Alberta Elder Abuse Awareness Council wants to be recognized and experienced by its key audiences. They work to differentiate the Council and help it stand apart for its strengths. Positioning statements include both emotional (i.e. Pride, Possibility) context and factual statements. They are the type of content that can be leveraged and integrated into descriptions, stories, graphics and more. They are baseline statements that become fodder for creative communication activities that strive to provoke (emotion) and invoke (evidence-based) feelings and behaviours from target audiences.

In addition to positioning statements, key messages will also be important to the AEAAC's communication success. Key messages reflect factual, top-of-mind messages that convey the most important information for people to understand, to help the AEAAC achieve its desired outcomes. Key messages will be imperative to helping people, external and internal to the organization, understand and feel part of the AEAAC's progress.



Positioning Statements

The Alberta Elder Abuse Awareness Council is a group of Albertans dedicated to increasing awareness and supporting a community response to older adult abuse. Canada's fastest growing population is over the age of 65 and rapidly becoming vulnerable to abuse that can rob older adults of their well-being, dignity, and horrifyingly, their lives.

We Are Allies for Alberta's Older Adults

The AEAAC acts as an ally for older Albertans. The Alberta Elder Abuse Awareness Council fulfills this mandate by:

- ▶ Promoting the well-being and security of older adults
- ▶ Increasing community awareness about the effects of elder abuse and how it affects people's lives

We Are Awareness Raisers

The AEAAC is committed to raising awareness about elder abuse. We fulfill this mandate by:

- ▶ Developing resources to address and raise awareness about elder abuse
- ▶ Coordinating opportunities for accessing information and skills development

We Are Part Of A Community

The AEACC recognizes its role in developing and contributing to a community in order to support and achieve its Vision, as well as mutually desired outcomes. We fulfil this mandate by:

- ▶ Partnering and collaborating with agencies, government, and the private sector community to support all of Alberta's older adults in living valued lives, free from abuse
- ▶ Engaging a variety of target audiences through various methodologies and models

Evaluation

Over next three years, Alberta Elder Abuse Awareness Council is committed to realizing the specific action items identified in this Communication Plan.

Some action may be completed within the first year, while other action items involve organizational culture and process changes, and will be addressed over the three-year period of this plan.

The following section describes how we will measure progress and identify whether we are achieving our desired outcomes. The evaluation plan contains two distinct elements. On the one hand, it is meant to gauge progress on the three desired outcomes. On the other hand, it is meant to track the delivery of the actions associated with each outcome and their contribution toward the three desired outcomes.

Progress on the three desired outcomes

One of the key benefits of evaluation is not only to achieve the desired outcomes

described in this plan but also to gauge progress toward these outcomes and allow for adaptation, as required.

Given that the AEAAC has identified three desired outcomes that will be influenced by communication activities, it is important to have a primary mechanism to measure progress for all three. The most efficient and meaningful way to gauge progress on these outcomes will be to include questions about them in an annual Satisfaction Survey. The first year will set a benchmark for performance and progress on these outcomes can be measured against the benchmark results in the coming years.

Measuring the impact of communications activities on the desired outcomes

Communications has been shown to be a key element of effectively and efficiently achieving organizational goals, and it is important for the Council to evaluate how its investment in communication is

influencing progress towards its outcomes.

The action plan (see Appendix) outlines the tasks that will support each of the three desired outcomes. Each planned action includes an impact measure to gauge its effect on advancing the Council's three desired outcomes. With respect to aligning performance measures with the Council's actions, it is important to note that they will balance quantitative (numerical measures) with qualitative (description or narrative measures). In addition to the surveys, measurement will be achieved through social media analytics, monitoring of internal and external use of and satisfaction with the Council's communication tools, policies, procedures and protocols, as well as informal conversation, and internal interviews.

Appendix

STRATEGIES	TACTICS	IMPACT MEASURE	TIMELINE		
			2019	2020	2021
Desired Outcome #1 The AEAAC is a strong Council where members are supported and informed. The Council Board and staff understand their communications responsibilities and are supported.					
1.1 Membership Drive Campaign	Social Media - Utilize LinkedIn to promote membership opportunities and benefits. Use of high-quality graphics, video, and images to promote the benefits of membership.	An increased and diverse membership increase with valued members who help AEAAC further its mandate.	X		
	Invitations - Identify and directly invite potential members. Communicate through the use of networking, emails, mailed invites and brochures.		X		
	Website - Update the copy on the website to accurately portray what membership means, the benefits of membership, and how it impacts the community.		X		
1.2 Membership Engagement Campaign	Newsletter - Send monthly newsletter to all members showcasing current work, news, and member news. Utilize the tool to encourage and build community and to show appreciation.	A membership that is engaged and feels they are contributing to reaching the AEAAC's vision.	X		
	Reports - Develop an annual report format for members to highlight the Council's success and plans for the future on an annual basis.			X	
	Events - Host and attend events to support, network, educate, and appreciate members. Examples of this are conferences, workshops, AGM's, etc.			X	
	Meetings - Hold regular/as-needed meetings to update and engage members in the current operations of the AEAAC. Meetings can be held in person, by teleconference, webinar, etc.		X		
	Social Media - Utilize Twitter, Facebook, and LinkedIn to share relevant and engaging content for members. Content may include AEAAC news, polls, other member news and events, grants, stories, education, etc.		X		

STRATEGIES	TACTICS	IMPACT MEASURE	TIMELINE		
			2019	2020	2021
Desired Outcome #2 The AEAAC is a proactive Council that builds relationships, collaborates, and encourages engagement to support their mission and vision.					
2.1 Partnerships and Collaboration	Create a partnerships and engagement policy that clearly identifies roles and responsibilities, the difference between and levels of partnership and collaboration the Council may be willing to enter into, etc.	Ideas, resources, and knowledge are shared, and promote the mandate of AEAAC and it's partners.		X	
2.2 Government Relations	Letter writing - letter writing can be a highly effective tool in influencing and educating others, especially on the government levels. We will use this tactic as needed and as suitable.	AEAAC is regarded as an expert in older adult Abuse Awareness and developing prevention strategies. AEAAC has relationships with key levels of local, provincial, and national government and influences decision-making when necessary. Opportunities to collaborate, partner, and access funding from the government are easily identified.			
	Social Media - Primarily use Twitter to connect and engage with government audiences and specific people on an ongoing basis.			X	
	Policy - Develop a government relations policy that clearly identifies roles and spokespeople, which issues to communicate, how to communicate the issues, who responds, etc.			X	
2.3 World Elder Abuse Day Campaign	Promote and provide messaging for Annual World Elder Abuse Day. Explore opportunities for partnerships and collaboration. Purpose is to inform, engage, and educate target audiences.	Albertans are aware of World Elder Abuse Day and the impact that it has in raising awareness, providing resources, and preventing older adult abuse. Other agencies, organizations, and private sector businesses are aware of and promote the World Elder Abuse Day to its audiences.		X	
	Advertising - Advertisements - Through the use of advertising through television, radio, and print, develop high-quality advertisements about tools, resources, tips, and the day itself.			X	
	Media Relations - Develop a media kit including News releases, backgrounders, FAQs, PSAs, digital assets, images, etc. Identify, target, and build relationships with relevant news outlets and influencers and pitch the importance of the Day and the resources available.			X	
	Social Media - Use Twitter, Instagram, and Facebook to reach and engage Albertans in order to create a dialogue about Elder Abuse in Alberta and World Elder Abuse Day.			X	

STRATEGIES	TACTICS	IMPACT MEASURE	TIMELINE		
			2019	2020	2021
Desired Outcome #3 The AEAAC is a trusted advisor and awareness raiser for Albertans on how to embrace a culture of supporting an older adult community that is valued and free from abuse.					
3.1 Develop an older adult Education Campaign	Social Media - Develop a social media campaign to educate seniors about watching for signs of abuse and where to seek information and help.	Older adults in Alberta feel valued and are empowered to live life free from abuse.			X
	Awareness Kits - May include posters, infographics, wallet cards, checklists, etc.				X
	Advertisements - Through the use of advertising through television, radio, and print, develop a series of compelling, educational high-quality campaigns				X
	Media Relations - Develop a media kit including News releases, backgrounders, FAQs, PSAs, digital assets, images, etc. Identify, target, and build relationships with relevant news outlets and influencers and pitch the importance of the campaign and NEWSWORTHY stories.				X
	Website - Use the website to share updates, news, tools, information, and resources for seniors to educate, and provide direction on where to access resources and help.				X
	VR/Augmented Reality - This is relatively considered new media and is a tool that should be explored and considered in developing ways to inform, educate, and Engage older adults in Alberta through experiential empowerment.				X
	3.2 Develop an Older Adult Abuse Awareness & Prevention Campaign		Sponsorships - Look for private sector sponsorship opportunities to connect and develop partnerships with a broader audience.	Albertans are informed and partake in the prevention, identification, and intervention of Elder Abuse.	
Provide communication materials and opportunities to raise awareness and educate Albertans about the impacts of Elder Abuse.					X
Utilize partnerships and collaboration to support AEACC's educational opportunities					X
Events - host pop-ups, attend events as guest speakers					X
Media Relations - Develop a media kit including News releases, backgrounders, FAQs, PSAs, digital assets, images, etc. Identify, target, and build relationships with relevant news outlets and influencers and pitch the importance of the campaign and NEWSWORTHY stories.					X
Social Media - Use Twitter, Instagram, and Facebook to reach and engage Albertans in order to create a dialogue about Elder Abuse in Alberta.					X
VR/Augmented Reality - this is still considered "new media" and is a tool that should be explored and considered in developing ways to inform, educate, and engage Albertans about Elder Abuse through the use of experiential empathy building.					X

STRATEGIES	TACTICS	IMPACT MEASURE	TIMELINE		
			2019	2020	2021
Additional desired outcomes:					
4.1 Conduct annual review of AEAAC's Communications Plan	Identify annual communication priorities	The AEAAC's communication plan is reviewed and adjustments are integrated. The plan is approved by the Council and there is a member awareness of the plan.			X
	Identify key audiences, tasks, and timelines				X
	Determine budget and resource requirements				X
4.2 Create an external communication policy, protocol, and procedures	Clearly identify roles and spokespersons, how to respond to issues, who responds, types of communications - ID tools, links to services, etc.	Approved communication policies, protocols and procedures. Internal and member satisfaction with and perception of communication policies, protocols, and procedures.	X		
4.3 Create a social media strategy and policy	Create a social media strategy and policy. Develop a procedure to clearly identify roles and responsibilities, including content management.	Approved social media strategy and policy.	X		
4.4 Create a media relations policy	Create a media relations policy that clearly identifies roles and spokespersons, how to respond to issues, who responds, types of communications - ID tools, links to resources, etc.	Approved media relations policy. Internal awareness of and satisfaction with the media relations policy.	X		
4.5 Create a website strategy and policy	Create a website strategy that includes protocols. Create a website policy that clearly defines roles and responsibilities of administrators.	Approved website policy and internal awareness of and satisfaction with the website policy.	X		
4.6 Support the development of an engagement plan and policy	Integrate a decision-making model, when and how to engage including engagement tools and techniques to guide implementation.	Approved engagement plan and policy. Internal and external awareness of and satisfaction with the engagement plan and policy.		X	
4.7 Develop branding and marketing policy	Create brand identity policy and guidebook that clearly identifies rules of use, techniques, and tools available.	Approved branding and marketing guidelines and internal awareness of and satisfaction with the policy.	X		