

# Calgary Fetal Alcohol Network, CFAN (Formerly Region 4 FAS Steering Committee)

## 2002 Year In Review

The following document has been developed to assess CFAN's progress during the past year. The report was derived from the June, 2002 Strategic Planning session. Please review and take a moment to determine where we go in 2003.

### IDENTIFICATION OF STRATEGIC DIRECTIONS FOR 2003

*Based on our review of previous work, what things should we start, stop and continue to achieve our desired outcomes?*

#### MAIN STRATEGIC DIRECTIONS FOR 2003:

- ☐ GOVERNANCE
- ☐ PROFESSIONAL KNOWLEDGE AND SKILL DEVELOPMENT
- ☐ PREVENTION AND PUBLIC AWARENESS
- ☐ RESOURCE COORDINATION AND DEVELOPMENT

#### ORIGINAL STRATEGIC DIRECTIONS FROM 2000

- MANAGING COMMITTEE (infrastructure) resources (committee development and direction) (RENAMED GOVERNANCE)
- AWARENESS AND INVESTIGATION OF FUNDING OPPORTUNITIES (COMBINED WITH GOVERNANCE)
- RESEARCH DEVELOPMENT (COMBINED WITH GOVERNANCE)
- KNOWLEDGE AND SKILL DEVELOPMENT
- PREVENTION AND PUBLIC AWARENESS
- RESOURCE COORDINATION AND DEVELOPMENT

COMMITTEE STRUCTURE TO BE ALIGNED  
WITH NEW STRATEGIC DIRECTIONS

**STRATEGIC DIRECTION: Governance**

**MEASURABLE ACCOMPLISHMENTS**

*What specific things do we want to achieve in this area?*

- canvas membership regarding decision to incorporate or not
- make decision regarding incorporation
- develop long term funding plan
- acquire funding for identified projects and address gaps
- prepare draft implementation plan

**RESPONSIBILITY**

*Who is responsible?*

- Executive
- Danielle may have some responsibility for funding issues

**TIMELINE**

*When are things to be accomplished?*

- draft implementation plan due at July 2002 Steering Committee meeting
- decisions regarding incorporation to be made at August committee meeting

**Note:** Shelley Repka replaced Danielle Ladouceur in July /02

Kevin Morey replaced Sylvia Loewen as Co-Chair in the spring/02

Carol Urness replaced Jim Beaton as Co-Chair in October/02

Anila Ramaliu replaced Sylvia Loewen as Fiscal Agent in October/02

**Incorporation:**

- This item was discussed throughout the year & the membership voted to explore the opportunity, pros & cons to incorporate at the November meeting
- Jim Beaton is leading the way to explore further with the assistance of a sub-committee
- **Name Change:** In August the membership voted to change the name to the Calgary Fetal Alcohol Network, CFAN

**Funding:**

- Shelley has researched and identified the current budget & funding requirements
- Shelley developed a 2003 budget forecast, surplus budget for 2001/2002 & list of potential funding partners (to submit letters of intention in Q'1/03)
- Jim Beaton, Kevin Morey & Shelley, met with Carol Oliver and secured \$10,000 in funding for the Committee Coordinator position
- Shelley has submitted funding proposals to the Women In Motion and to forward a proposal to the FCSS / City of Calgary for the Advocate/Mentor Project

**STRATEGIC DIRECTION: Prevention and Public Awareness**

**MEASURABLE ACCOMPLISHMENTS**

*What specific things do we want to achieve in this area?*

- social marketing person to be hired to work with subcommittee(given)
- pursue web marketing: www.joiningforces www.fas.com
- update provincial website
- subcommittee draft implementation plan to be presented at July 2002 Steering Committee meeting

**RESPONSIBILITY**

*Who is responsible?*

- Prevention and Public Awareness Subcommittee

**TIMELINE**

*When are things to be accomplished?*

**draft implementation plan due at July 2002 Steering Committee meeting**

- Yvette Biggs has been contracted as the Community Development & Marketing Facilitator position starting in July, 2002 – March, 2003
- Revelation Marketing developed the Social Marketing Plan in May, 2002 for \$10,000
- Yvette Biggs has developed the Marketing Plan to a Community Development & Social Marketing plan and strategy that includes various community and organization key stakeholders
- Shelley Repka & Yvette Biggs compiled and submitted the Social Marketing proposal for \$125,000 to the CHR's 3CHEERS initiative
- Shelley & Yvette are active members and represent CFAN on the Social Marketing Task Force
- Yvette will be presenting and working with the sub-committee starting in January
- International FAS Day was held on Monday, Sept 9<sup>th</sup>. Yvette organized & implemented various components such as:
  - public & media awareness campaign including posters, brochures, CFAN brochure, media release,...
  - kick-off was held at the Children's Hospital and was attended by over 100 people
  - information tables were set up at the U of C, SAIT & Mt. Royal College
  - Yvette continues to work and develop relationships with various organizations & special events such as, Alcohol Awareness Week @ U of C, SAIT...

**STRATEGIC DIRECTION: Resource Coordination and Development**

**MEASURABLE ACCOMPLISHMENTS**

*What specific things do we want to achieve in this area?*

- identify barriers and strategies to better advocate for young adults
- involve AISH / PDD on committee (member or liaison role)
- subcommittee draft implementation plan to be presented at July 2002 Steering Committee meeting

**RESPONSIBILITY**

*Who is responsible?*

- Subcommittee

**TIMELINE**

*When are things to be accomplished?*

- draft implementation plan due at July 2002 Steering Committee meeting

- **Note:** The Resource Coordination & Development Sub-committee & the Professional Knowledge and Skill Development – merged @ the September CFAN meeting to become the Knowledge & Resource Development Sub-committee
- The Advocate / Mentor Project have identified the various barriers and strategies to better advocate for children & young adults – Community Services @ the U of C have submitted a proposal to the Alberta Gov't to address this issue – ongoing development
- The Advocates have explored the opportunity to work with Carmen Esch & CRV to develop a relationship building campaign starting in 2003
- CFAN has secured a \$3,500 contract with the Calgary Children's Initiative to develop a FASD Resource Directory. The CFAN Membership will be included in the directory & the process of development. Calgary Healthy Start Alliance is working on the project and developing the database. Soft versions in PDF format will be produced as well as min 1,000 hard copies for distribution to professionals and the general public that have an interest in FASD

**STRATEGIC DIRECTION: Professional Knowledge and Skill Development**

**MEASURABLE ACCOMPLISHMENTS**

*What specific things do we want to achieve in this area?*

- identify best practices re FASD (people in committee/ navigating systems)
- communicate best practices information (members bring back to agencies / annual conference?)
- subcommittee draft implementation plan to be presented at July 2002 Steering Committee meeting

**RESPONSIBILITY**

*Who is responsible?*

- Professional Knowledge and Skill Development Subcommittee

**TIMELINE**

*When are things to be accomplished?*

- draft implementation plan due at July 2002 Steering Committee meeting
- before annual conference

**Note: See notes in section above**

- The Advocate / Mentor Project has been addressing these elements of best practices and implementing change
- CFAN has acquired the Canadian Outcomes database system and has been working with the program to include as a key process / intake element with the Advocate / Mentor Project. In addition, the program is to be used by CFAN as a research component focusing on the FASD issue in Alberta – mainly Calgary & area
- Professionals were targeted and sent FASD information regarding the FAS Day & we continue ongoing communication as part of the CFAN Supporters database / contact list
- We've focused on Membership development and have invited various individuals &/or organizations to be either active members &/or supporters such as, Servants Anonymous, Gordon Kliewer, BSN, CHR – HIV Designated Nurse, Calgary Health Region, MediGene Services Inc., Canadian Institute of Child Health, Aboriginal Child & Youth Care Worker Program