

# Calgary Fetal Alcohol Network, CFAN 2003-YEAR IN REVIEW

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## MAIN STRATEGIC DIRECTIONS FOR 2003:

- ➔ GOVERNANCE
- ⇒ PREVENTION & PUBLIC AWARENESS
  - (Community Development & Marketing)
- ⇒ PROFESSIONAL KNOWLEDGE & RESOURCE 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)
- PREVENTION AND PUBLIC AWARENESS
- KNOWLEDGE AND SKILL DEVELOPMENT
- RESOURCE COORDINATION AND DEVELOPMENT

## COMMITTEE STRUCTURE TO BE ALIGNED WITH NEW STRATEGIC DIRECTIONS

### Achievements:

- Sub-committees secured 2 Co-Chairs for 12 month terms, Shirley Wormsbecker, Professional Knowledge & Resource Development, Theresa Hermary, Prevention & Public Awareness
- Ensure working groups have dedicated members

**STRATEGIC DIRECTION: Governance**

**MEASURABLE ACCOMPLISHMENTS**

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

- Incorporation?
- Develop long term funding plan
- Acquire funding for identified projects and address gaps
- Business Development & Membership Development

**RESPONSIBILITY**

*Who is responsible?*

- Executive
- Shelley may have some responsibility for funding issues

**TIMELINE**

*When are things to be accomplished?*

**Incorporation:**

- Jim Beaton resigned from the sub-committee in mid-2003
- This business was put on hold until an ad-hoc committee was struck at the Strategic Planning Session in September 2003
- January, 2004 – Strategic Planning Session to finalize the direction & plan

**Business Development:**

- There was a focus on Business and Membership development. Over 25 agencies were identified and invited to become members of CFAN. As of December 2003 there are over 45 agencies and approx. 125 members/supporters
- The Alberta Government was approached and introduced to CFAN. We met with Yvonne Collinson and Bonnie Stoneshouse from Community Development. Yvette Biggs met with Colleen Klein. Also, Darren Joslin from Children Services was contacted.
- Many Partnerships and “links” were developed with various agencies, the United Way, the Calgary Children’s Initiative, the Calgary John Howard Society (new fiscal agent), as well as other regions such as the PACE social marketing program in Halifax

**Funding:**

- **CFAN Financial Plan** was worked on and a budget was developed (see attached). This was complicated due to the various funders and fiscal agents
- Funding proposals were submitted to the Women In Motion and the FCSS / City of Calgary – however they were declined
- Funding opportunities were researched and identified by Shelley and Arwen Gibson, U of C Practicum Student, however active funding was not conducted due to limited resources and direction
- United Way contributed \$20,000 for the Committee Coordinator, \$12,500 for the Research project and another \$10,000 for the Committee Coordinator position in early 2004. The Calgary John Howard Society is the fiscal agent.

#### **Infrastructure & Tools:**

- A “**virtual office**” was developed that included tools such as cell phone lap top computer
- **Other resources** such as internet and mailing location were developed by Shelley using her business Shaw account and Joining Forces, office location for mail & faxes
- **Society Number** – N/A at this time
- Dedicated CFAN **Bank Account** was set up and Donna Anderson assisted as the overall **Bookkeeper...**
- The **Canadian Homes Outcomes program** was purchased and CFAN’s site has been developed. The basic proposal information is online including 3 past funding proposals, (ie, United Way, FCSS). A research component was developed and is to be used by the current FASD MAPS project partners

#### **Marketing Initiatives:**

- Marketing Tools such as, website [www.calgaryfasd.com](http://www.calgaryfasd.com) was developed by the Webmaster Esther Lee. Esther’s services have been secured for 1 year to assist with ongoing development and updates to the website
- CFAN brochure was designed and produced. Two versions were created
- Power Point presentations were developed and circulated to all members to use whenever applicable
- A CFAN Introduction & Marketing Package was designed and developed to use when soliciting for new members or funders
- Women’s Show, Oct 25 & 26 in conjunction with Circle Of Friends

**STRATEGIC DIRECTION:**  
**Prevention & Public Awareness**

**MEASURABLE ACCOMPLISHMENTS**

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

**RESPONSIBILITY**

*Who is responsible?*

- Prevention & Public Awareness Subcommittee
- Community Development and Marketing Facilitator - position
- Theresa Hermary is the Co-Chair

**TIMELINE**

*When are things to be accomplished?*

- **Community Development & Social Marketing plan – “Circle of Friends”**
- Via the CHR’s 3CHEERS initiative - Anila Ramaliu, Calgary Health Region has secured an extension for this position April 1 – March 31, 2004, (it is speculated that this position will again be funded and be focused on the Community Development phase of the program)
- Yvette Biggs resigned from the position in July and Nadene Tipper replaced Yvette under the Revelation Marketing contract
- The social marketing program was implemented in the fall and will continue to be developed leading to the 3Cheers launch in Q’1 2004
- The Community Development phase is currently being designed and planned and will continue in conjunction with the social marketing phase until the timing and resources can be secured to focus on this important part of the overall campaign
- **Circle of Friends** – launched at the annual BreakFASD on September 9th
- A “buy-in” was secured with CFAN members, various community and organization key stakeholders such as, U of C, SAIT...
- Marketing “tools” were designed and produced such as, posters, advertisements, pamphlets, Service Provider Tip Sheet, Social Marketing Brief, etc...
- **International FAS Day – BreakFASD** was held on Tuesday Sept 9<sup>th</sup>
- “Internal partners” were the target
- Continue ongoing communication as part of the CFAN Supporters database / contact list
- Shelley & Nadene continue to be active members and represent CFAN on the Social Marketing Task Force & the Community Development Committee

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

**MEASURABLE ACCOMPLISHMENTS**

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

- Identify barriers and strategies to better advocate for young adults – Re: Diane McGregor's project – Crime Prevention 12 month project & 2004 Conference – opportunity for CFAN to participate?
- Involve AISH / PDD on committee (member or liaison role)

**RESPONSIBILITY**

*Who is responsible?*

- Subcommittee & a dedicated FASD Forum Planning Committee were very active with various initiatives
- Shirley Wormsbecker, Co-Chair
- Input & approvals were secured from CFAN committee leadership and members
- Ad-hoc FASD Forum Planning Committee

**TIMELINE**

*When are things to be accomplished?*

- *By December 31, 2003*

**Calgary FASD Resource Directory:**

- CFAN has a strategic partnership with the Calgary Children's Initiative
- The FASD Resource directory was developed and distributed in April for \$3,500
- A revision to the FASD Directory was done in time for the FASD Forum in October for approx. \$1,500
- The Directory is distribution to CFAN members/supporters, professionals and the general public that have an interest in FASD

**FASD Best Practices Research Report – sponsored by the United Way:**

- A succinct summary/report was developed by Clare Dupis at the Community Services Centre, U of C regarding what other jurisdictions are doing and what the research evidence in the literature is with respect to best principles and best practices in order to guide the local development of a service system for adults with FASD
- The research project will utilize a lifespan perspective to identify the most salient issues and resources and to propose directions for the Calgary community to consider and explore

**Arwen Gibson, U of C, Practicum Student Community Rehabilitation and Disability Studies:**

- Assisted CFAN by compiling the FASD Forum post-evaluations and Transition Segment Reports
- Inputted data into the Canadian Homes Institute program and researched potential funders
- Was an active member of the CFAN Strategic Planning ad-hoc committee

**FASD Forum “Give Them Wings & Help Them Fly” was held on Friday, October 24:**

- It was a practical one-day session. The event addressed the transitions of fetal alcohol spectrum disorders, (FASD) faced by individuals from adolescence to adulthood and the role played by their families. It was an opportunity for people to acquire knowledge and information, consider barriers and build momentum for change. Ultimately, the goal was to discover and promote “best practices” within the community that reflect hope, optimism and opportunity.
- The event was attended by over 200 people and generated approximately \$10,000 in revenue for CFAN
- The Transitions Project at the Community Services Centre, University of Calgary is hosting a session on February 6, 2004 at the Red & White Club. This forum may be considered a follow up session for community agencies, service providers, youth and young adults. This session will explore and discuss the needs and barriers present while transitioning to adulthood.
- It has been recommended that CFAN continue to be an active stakeholder.
- **The FASD MAPS project (Mentoring, Advocacy, Partnering & Supports Project):**
- The Project Partners, Project Consultant and project staff continued to work on building the foundation of the project.
- **Mission:** Building bridges, navigating systems & forging roads to success. **Vision:** Hope & Optimism; believing in possibilities, Learning; growing through knowledge & understanding, Collaboration; sharing & caring
- The Project Partners include CFAN as the umbrella organization, Renfrew Educational

Services, Hull Child & Family Services, Community Services Centre, U of C & Joining Forces Fetal Alcohol Society

- There is much concern about the shortfall of financial support, (currently the project is under budgeted by \$70,000+). There is also concern about the expenditures accrued in 2003/04. In addition, Joining Forces has not currently met the contract requirements and there will be a meeting in December 2003 to address this issue
- Gerry Held and Konrad Dytnerski from Region 3 Calgary and Area Child and Family Services are the financial managers and funders of the project. The Project Partners have requested a meeting in early 2004 to address the project funding and resource requirements
- 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