

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

2003-Year Objectives

The following document has been developed to assist in planning CFAN's 2003 Objectives. 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
- ☐ 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)
- KNOWLEDGE AND SKILL DEVELOPMENT
- PREVENTION AND PUBLIC AWARENESS
- RESOURCE COORDINATION AND DEVELOPMENT

COMMITTEE STRUCTURE TO BE ALIGNED WITH NEW STRATEGIC DIRECTIONS

Recommendations:

- Sub-committees assign Co-Chairs for 6 – 12 month terms
- Ensure working group 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 is leading the way to explore further with the assistance of a sub-committee
- Determine process & costs

Infrastructure & Tools:

- Office & office set up (phone/fax, internet, computers, desks...)
- Society Number, Bank Accounts, Bookkeeper...
- Marketing Tools such as, website, brochures.

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)
- Confirm the status of the funding proposals to the Women In Motion, Clarica & the FCSS / City of Calgary for the Advocate/Mentor Project

Business Development:

- Focus on Membership development and invite all Calgary & area agencies to become active members &/or supporters
- Generate a letter and distribute in Q'1 / 03 inviting agencies to participate
- Government liaison?
- Seek Linkages & Partnerships...

**STRATEGIC DIRECTION:
Prevention & Public Awareness**

MEASURABLE ACCOMPLISHMENTS

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

- Yvette Biggs has been contracted as the Community Development & Marketing Facilitator position starting in July 2002 – March 2003. **Note:** Anila Ramaliu, Calgary Health Region has submitted a request for extension for April 1 – December 31, 2003

RESPONSIBILITY

Who is responsible?

- Prevention & Public Awareness Subcommittee
- Yvette Biggs, Community Development and Marketing Facilitator
- Secure input & approvals from CFAN committee & Co-chairs

TIMELINE

When are things to be accomplished?

- **Community Development & Social Marketing plan**
- Via the CHR's 3CHEERS initiative - Yvette Biggs to implement the plan that includes:
- Circle of Friends strategy
- Buy-in with CFAN members, various community and organization key stakeholders such as, Mayor's Youth Council, U of C, Mount Royal, SAIT...
- To ensure that the plan is implemented and evaluated throughout 2003 (* Yvette's idea – re: targeting "Parents of Tomorrow" – kids & decrees for when they become parents)
- **Marketing Initiatives:**
- Purse web marketing: www.joiningforces & www.fas.com
- Update provincial website – ARBI
- CFAN Brochures – revise, produce & distribute
- **International FAS Day** on Tuesday Sept 9th
- Continue to target Professionals and send FASD information regarding the FAS Day
- Continue ongoing communication as part of the CFAN Supporters database / contact list
- Shelley & Yvette are active members and represent CFAN on the Social Marketing Task Force

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

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

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
- Secure input & approvals from CFAN committee & Co-chairs
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TIMELINE

When are things to be accomplished?

- FASD Conference – Spring or Fall?

Calgary FASD Resource Directory:

- CFAN has secured a \$3,500 contract with the Calgary Children's Initiative to develop the directory by February 28
- In the process of Agency information gathering
- Shelley is currently securing printing / design quotes x 3.
- 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
- Distribution to professionals and the general public that have an interest in FASD

Other:

- Develop presentation materials, include a brainstorming element at the end of each session to address / strategize ways for best practices, best strategies...
- Develop a new CFAN Brochure & Presentation Package
- Identify needs of rural & urban communities - extended region as of April 1, 2003-01
- Develop partnership with Calgary Link
- Develop FASD Guide for Parents, for Professionals, for 0 – 6, etc...

The Family Advocate & Parent Mentorship Support Project:

- Joining Forces has developed FASD Information Sessions – explore ongoing Info Sessions throughout 2003
- Explore the opportunity to work with Carmen Esch & CRV to develop a relationship building campaign starting in 2003
- 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

- **FASD Conference in Spring / 03**
- CFAN has secured the surplus monies of \$6,575
- Strike sub-committee to develop the project, perhaps secure a P/T Coordinator?
- Ensure “pressing topics” are immediately addressed such as, Managing FASD/Managing Behaviours, Sexuality & Teens, Parenting Tips...