

ADVOCACY COMPONENTS AND DEVELOPMENT - April 4, 2011

ADVOCATES GROUPS (Newmarket – Richmond Hill, Markham)

- Advocates Groups – Individuals marginalized by Income who are interested in advocacy efforts around poverty issues; interested in training around reaching out to other people, networking and civic engagement
- Calendar for meetings with Advocates Groups in north and south
- Engaging the ISARC contributors from RH along with CL in the south for regular meetings
- Using POOR NO MORE video as a tool to engage in discussion
- Letter writing Campaign, phone calls to MPP offices, (potential referendum on HFS)
- Mailboxes in different locations where people can put their letters to MPPs and Endorsements of the HFS
- Civic Engagement training tools from Sean Meagher at Public Interest

PRESENTATIONS AND PUBLIC OPPORTUNITIES

- Hunger Awareness Day – May 31st; POOR NO MORE SCREENED IN NEWMARKET
- Other opportunities to screen Poor No More – in the south and in the north
- Presentation at Slices for Social Justice – May 19, 2011
- POVERTY FREE ONTARIO PRESENTATION – SPNO – June 17, 2011 at Aurora Library 9-12:00
- Attending Children, youth and Families Summit in May to arrive at one advocacy voice for York Region – perhaps speak to their advocacy committee prior

VIDEO DEVELOPMENT

- Video as a tool to motivate and inspire people to get involved – more from awareness to ACTION
- Call to Action Tool
- Discussion Tool – Questions prepared for after the Video, which focus on Next Steps for Advocates
- Website Tool and Presence
- Accompanied by Powerpoint Presentation that includes more information specific to poverty in York Region and Ontario; and more specific actions that we can engage in locally

SOCIAL NETWORKING POSSIBILITIES

- Website – Blog on YRFN Website or other websites – who to do this
- Sending updates to My Wong at Sweet Lovable; other with blogs
- Twitter
- Facebook
- Links in Signature

ADVOCACY PLAN FOR PARTNERS INVOLVED

- Engaging New Partners at the Do The Math Table
Ie. Community Living, Crosslinks – Loft (Housing Worker); members of Advocates grp in NM
- Ideas: Krasman, Aids Committee, Women’s Centre, Health Centre, Women’s Support Network of York Region, other Food Banks or Meal Programs, Charles Beer, John Rogers(consultants), Sean Meagher
- Media Awareness Campaign – identifying roles and a calendar for people to plug into; watching for stories to respond to – either online or in the local papers; responding; writing letters to the editor
- Social Marketing Roles – Blogs, Website updates, (Student ??)
- Research on Advocacy tools/resources and adapting them to the website for Advocacy Resources Section (Student??)
- Networking Exercise Chart – to be shared on the website, with other agencies and groups that we present to or are linked to, and the PFIB site.
- Presentation at various Boards of agencies involved in our Group
- Requests to speak and present our VIDEO (after June)

TRAINING OPPORTUNITIES

- Sharing what we’ve learned about advocacy opportunities with other agencies and partners
- Use of Website to share with other groups (beginning anytime)
- Use of Webinars to do workshops (develop over summer months)
- Training with advocate groups (ongoing); Tuesday AM in NM; RH group beg April 20th
- Some training ideas: How to use the video and discussion tools; use of Language when discussing Determinants of Health – how to bring people on side with the issues; building on opportunities for individuals marginalized by income, to advocate and network with others.

OPPORTUNITIES FOR STUDENT INVOLVEMENT, RESEARCH OR PROJECTS

- Social Networking Support
- Research on Advocacy Models to utilize
- Webinar development for training purposes
- Other tools for networking ie. AVAAZ