


Notes

<p>Communication-Enhancing</p>  <p>Communication</p>	<p>What is the goal of your program, initiative, or action?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Building trust for families <input type="checkbox"/> Building relationships between families and the organization <input type="checkbox"/> Building relationships between families and other families <input type="checkbox"/> Gaining access to families <input type="checkbox"/> Sharing information with families <input type="checkbox"/> Sharing available resources for families and members 	
<p>These are some examples of what you can do to target different audiences. Many of these examples can include more than one audience.</p>	<p>Who is Your Target Audience? (It can be more than one)</p> <ul style="list-style-type: none"> <input type="checkbox"/> New members <ul style="list-style-type: none"> • Social media (Facebook) <ul style="list-style-type: none"> • Able to target large audiences, gain access to whole families, and share information. Mostly used by existing members and younger families. <input type="checkbox"/> Existing members <ul style="list-style-type: none"> • Websites/information hubs <ul style="list-style-type: none"> • Able to target large audiences, gain access to whole families, and share information. <input type="checkbox"/> Members close to retirement <ul style="list-style-type: none"> • Email lists <ul style="list-style-type: none"> • Able to target large audiences, gain access to whole families, and share information. Mostly used by existing members and those closer to retirement. <input type="checkbox"/> Young families <ul style="list-style-type: none"> • Newsletters <ul style="list-style-type: none"> • Likely able to build on current communication methods such as corporate communications. It is able to target large audiences, gain access to whole families, and share information. <input type="checkbox"/> Chosen family (close friends, dating partners, etc.) <ul style="list-style-type: none"> • Websites/information hubs <ul style="list-style-type: none"> • Able to target large audiences, gain access to whole families, and share information. <input type="checkbox"/> Children (young children, school age, adult) <ul style="list-style-type: none"> • Children groups <ul style="list-style-type: none"> • Occasional meetings with other children in the organization so they have friends that understand the public safety family life. <input type="checkbox"/> Parents <ul style="list-style-type: none"> • Websites/information hubs <ul style="list-style-type: none"> • Able to target large audiences, gain access to whole families, and share information. <input type="checkbox"/> Other _____ 	
	<p>Resources</p> <ul style="list-style-type: none"> • Low-High • May require funds for online platforms, publication, dissemination • Requires 'in-kind' resources to produce the materials 	
	<p>Readiness</p> <ul style="list-style-type: none"> • Requires medium preparation from organization • Requires low-medium readiness from members • Requires low readiness and trust from families 	

Are you improving on another program, initiative or action?

	What are you currently doing?	What are you planning for the future?
What is the point of your program, initiative or action?		
Who does it target?		
What resources does it require?		
What level of readiness does it require?		

Personal Notes:

Want to plan or improve on your own?

[Some Things to Consider](#)

Some Things to Consider

TAKING STOCK			
Something to consider:	Answer	Thoughts for next steps	Example
Will planning a new program, initiative or action be better than what you have in place now? <ul style="list-style-type: none"> • Are you planning something new or improving a current program, initiative or action? 	<input type="checkbox"/> Yes <input type="checkbox"/> No		Families are rarely included in my organization, so anything I put in place will be better.
Do you have access to resources for these programs, initiatives or actions? Do you know your budget? <ul style="list-style-type: none"> • If not, are there other avenues to gaining the necessary resources? (i.e., unions, partners, grants, etc.) 	<input type="checkbox"/> Yes <input type="checkbox"/> No		I have a budget of ____ for wellness programs, I can allocate ____ for family activities.
Do you have dedicated personnel time to plan, develop, work on, and implement these programs, initiatives or actions within their roles? <ul style="list-style-type: none"> • If not, do you have personnel willing to do this as a 'side of desk' task? • Who else can help plan and run this program, initiative or action? 	<input type="checkbox"/> Yes <input type="checkbox"/> No		I have a wellness team that can spend some time on family initiatives.
Do you have resources to market your program, initiative or event? <ul style="list-style-type: none"> • Consider corporate communication methods, union messages, etc. 	<input type="checkbox"/> Yes <input type="checkbox"/> No		I planned a holiday party and told everyone through corporate communications and the union sent out emails.

EXTERNAL FACTORS			
Something to consider:	Answer	Thoughts for next steps	Example
Have you looked into what other organizations are doing and if those programs, initiatives or actions could apply to you? <ul style="list-style-type: none"> • If not, consider Garnet Families or PSPNet Families for new research, programs and highlighted family programs across Canada. 	<input type="checkbox"/> Yes <input type="checkbox"/> No		I want to plan a family information night and I like the way another Fire Station ran theirs so I will model mine after it.
Can any external factors disrupt your programs, initiatives or actions and how? <ul style="list-style-type: none"> • Have you considered the geography of your members and families, scheduling due to shift work, online vs. in person, etc.? 	<input type="checkbox"/> Yes <input type="checkbox"/> No		Before scheduling my event I noticed that the night I wanted was the Superbowl, so I rescheduled.
Are there any policies or legislation that can impact your program, initiative or action? <ul style="list-style-type: none"> • What are the eligibility requirements of those policies? (i.e., EFAP only include some family members. • Have you checked your program, initiative or action with relevant people? (i.e., legal, professional standards, HR, training, etc.) 	<input type="checkbox"/> Yes <input type="checkbox"/> No		The CSA Standard for psychological health and safety in paramedic organizations has a line about families to help me get funding.

INTERNAL FACTORS			
Something to consider:	Answer	Thoughts for next steps	Example
Do you have direct access to the families of your members? • If not, consider a Building Belonging Program or a Communication Channel action to build a rapport with the families and collect contact information.	<input type="checkbox"/> Yes <input type="checkbox"/> No		My current access to the families of my members is through my PSP employees. I need to do something to get better access to them directly.
Do you have a culture in your workplace that supports families and family-forward practices? • Have you spoken with your members? Are they ready and willing to have this type of program, initiative or action added to your organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No		My leadership and the culture of the organization is shifting towards positive mental health and family inclusion making now a good time for an event.
Do these family-forward practices align with your organization's goals and values? • Have you discussed this program, initiative or action with your leadership?	<input type="checkbox"/> Yes <input type="checkbox"/> No		The goals and values of my organization are around positive mental health and resiliency so family initiatives align.

IDENTIFYING AN INITIATIVE LEADER			
Something to consider:	Answer	Thoughts for next steps	Example
Do they see a need for family-forward initiatives? • Is this person you, someone else, a team, etc.? ○ If others need to be involved, who are they, are they in your organization, your union, a family member, etc.?	<input type="checkbox"/> Yes <input type="checkbox"/> No		The person leading these programs has a family and wants them to be more involved.
Do they have the opportunity to implement a family-forward-initiative? • Is this person you, someone else, a team, etc.? ○ If others need to be involved, who are they?	<input type="checkbox"/> Yes <input type="checkbox"/> No		The person leading these programs has permission from leadership to spend some time on these programs as a side of desk task.
Are they motivated to implementing a family-forward initiative? • Is this person you, someone else, a team, etc.? ○ If others need to be involved, who are they?	<input type="checkbox"/> Yes <input type="checkbox"/> No		The person leading these programs is motivated to implement these programs because they want their family to see the benefits.

Ready to take action?

[Putting Your Plan Together](#)

Putting Your Plan Together

All previous responses and all personal notes from previous pages will appear here for download.

In the survey you have already established your:

- Readiness baseline,
- Resources,
- Leadership, and
- Priorities.

You then considered a type of program, initiative, or action. There you identified:

- A specific goal,
- A target audience,
- A specific event or action you plan to take, and
- The resources and readiness required.

Then you did some brainstorming about what details and factors of your program, initiative or action. You considered:

- The individual characteristics of the program, initiative or action,
- The internal factors,
- The external factors, and
- Who should plan and run your program, initiative or action.

Now that you have your plan, Copy all the barriers you identified on the previous page and **write down some next steps and plans** that you will do today, in 1 month, 6 months, and a year+.

Barrier Identified	Next steps for today	Plan for 1 month from now	Plan for 6 months from now	Plan for 1 year+ from now

After the program, initiative or action you may want to ask yourself:

- What went well?
- What challenges or obstacles did we face, and how did we address them?
- Were the goals and objectives met? If not, what could have been done differently?
- How did the families and members experience the event? Were there any common themes in their feedback?
- What aspects of the event could have been improved in terms of logistics, communication, or resources?