

INTER-CITY FORUM ON SOCIAL POLICY

June 14, 2019

9:30 a.m. – 2:00 p.m.

Royal Executive Inn, Leduc, Alberta

In Attendance

<input type="checkbox"/>	Gerald Aalbers	Lloydminster	<input type="checkbox"/>	Chantal McKenzie	Spruce Grove
<input type="checkbox"/>	Toni Elliott	RMWB	<input type="checkbox"/>	Tina Petrow	Airdrie
<input type="checkbox"/>	Krista Balsom	RMWB	<input type="checkbox"/>	Jenny Kain	Edmonton
<input type="checkbox"/>	Paula Young	Calgary	<input type="checkbox"/>	Erin McKeown	Spruce Grove
<input type="checkbox"/>	Tricia Hercina	Red Deer	<input type="checkbox"/>	Tyler Gandam	Wetaskiwin
<input type="checkbox"/>	Judy Smith	Edmonton	<input type="checkbox"/>	Dianne Wyntjes	Red Deer
<input type="checkbox"/>	Bev Esslinger	Edmonton	<input type="checkbox"/>	Danielle Fermin	Chestermere*
<input type="checkbox"/>	Karla Cote	Calgary	<input type="checkbox"/>	Bree Claude	Strathcona County
<input type="checkbox"/>	Angela Sutherland	Grande Prairie	<input type="checkbox"/>	Brittany Bishop	Lethbridge*
<input type="checkbox"/>	Connie Smigielski	St. Albert	<input type="checkbox"/>	Leah Prestayko	Medicine Hat*
<input type="checkbox"/>	Kim Schmidt	Cold Lake	<input type="checkbox"/>	Julie Friesen	Medicine Hat*
<input type="checkbox"/>	Clay Aragon	Airdrie	<input type="checkbox"/>	Colleen Burton-Ochocki	FCSSAA

*denotes telephone attendance

	ITEM	ACTION
1.	<p><u>Meeting Called to Order</u></p> <ul style="list-style-type: none"> At 9:05 am the Chair, Councillor Esslinger called the meeting to order. 	
2.	<p><u>Welcome and Introductions, Approval of Agenda and Review of March 22, 2019 Minutes</u></p> <ul style="list-style-type: none"> The Minutes were accepted as presented The Agenda was accepted as presented 	
3.	<p><u>Addition of City of Beaumont as Member City</u></p> <ul style="list-style-type: none"> Invitation extended to City of Beaumont. They are interested but were unable to attend today. 	

4.	<p><u>Election of Chair and Co-Chair</u></p> <ul style="list-style-type: none"> Decision deferred until September meeting. Participants will consider this in preparation for next meeting. If any questions contact Cllr Esslinger or Jenny. 	
5.	<p><u>Updates</u></p> <p><u>FCSSAA</u></p> <ul style="list-style-type: none"> Met with RMA prior to election - decision to form stronger partnerships and to work/strategize together on messaging of priorities. Also have a meeting with AUMA scheduled. Conference: Roger Epp, keynote speaker and closing keynote by David Irvine. Theme: Resilient People-Strong Communities Just completed 8 regional meetings. Each region has a different regional meeting. Ken Dropko attended each meeting to bring a provincial update. Discussion focused on need for FCSS to get a cohesive message out. As well update on FCSSAA grant for operations - new process so uncertainty around this grant. Online learning modules - new module on homelessness will be up approximately end of August. Board completed strategic planning session last week. Relationship with GoA one of the top priorities. Starting work on updating website. <p><u>FCM Update</u></p> <ul style="list-style-type: none"> Just finished national conference; focus on how to empower canadian municipalities to best serve citizens. Affordable housing, transit, energy infrastructure and protection of environment all discussed. Largest attendance yet at FCM. All party leaders came and spoke One of the resolutions was put forward by CoE on Gender Based Violence Prevention; endorsed national strategy and asked that municipalities be engaged in the delivery at the local level. Lots of conversation about many issues. Next board meeting is in September. AUMA put together Canadian Energy meetings. Message: not just Alberta oil, it is Canadian energy issue. 	

	<ul style="list-style-type: none"> • Lot of effort put forward by AUMA and RMA to advance this message. • Major party leaders did not mention energy or pipelines in their speeches. • <i>Future Action: Could consider what resolutions this group would like to put forward to FCM in future. Next year Annual meeting will be in Toronto. Lot of FCM events happening next year.</i> • Committee reps will be confirmed in July. • Can leverage this opportunity to move particular agenda items forward. • Mayor Don Iveson re-elected as lead of Big City Mayors. <p><u>AUMA</u></p> <ul style="list-style-type: none"> • Just finished 2 weeks of summer municipal leaders caucus. • Valleyview, Fort Sask, Claresholm and Ponoka. • Going forward holding these meetings in different municipalities. • Reception with Ministers and MLAs next week - aim specifically to build relationships. • Big City Charters got deal with MSI and expectation is that this will be the same for other municipalities. • Also working on Cannabis Excise tax sharing. • This may be something this group wants to lobby for - to get additional funding for municipalities for addictions, mental health, etc. 	
6.	<p><u>FCSS Discussion and Potential Advocacy and Review of Provincial Platform Commitments</u></p> <p>Attendees reviewed provincial platform commitments. Significant difference in the messaging from the provincial government. Anticipate some budget implications. Timing very important for advocacy.</p> <ul style="list-style-type: none"> • As social sector messaging is often very targeted. Need to clarify how it aligns with message of new provincial government • Need to be very strategic. • Need to align FCSS outcomes with the provincial priorities. • Red tape/bureaucracy - municipalities know best where to target funding. • Timing essential; next few weeks critical. 	

	<ul style="list-style-type: none"> • Mayor Iveson carries a significant advantage - seen as playing a significant role in this task and as a lead for provincial mayors. • Need for a champion on cabinet. • Minister Sawhney, based out of Calgary; need to ensure this Minister gets information from City of Calgary supported by the rest of the municipalities. • Try to link where UCP party and government wants to go and highlight/align our program with this. • Responsibility to carry a common message to our MLAs. • Critical to have the same messaging; concise and clear. • Treasury Board is also a key player as currently everything is going through Treasury Board. • Need to increase awareness of FCSS - A lot of the new MLAs do not know what FCSS is and the breadth of organizations served. • Not sure if they are aware of how communities rely on this funding for local preventive social supports. • City of Calgary met with all candidates prior to election, developed a toolkit and are willing to share this toolkit. Now in process of looking at taking these messages forward. Working with FCSS funded agencies to take them forward. • Currently refining their key messages to resonate with the new government priorities. Cllr Craw is trying to set up a meeting with our new Minister of Community and Social Services. Calgary FCSS forum also trying to set up a meeting with Calgary Caucus. • Once consistent messaging is confirmed, each municipality could meet with their respective MLAs. • Could engage similar strategy to FCM: identify 3 key messages and work on these with a common front. • Key messages need to focus on value of FCSS program in general. • Have to align this with Social Return on Investment. • Suggestion to add the lens of efficiency/fiscal responsibility. • Calgary Social Policy collaborative: organizations meeting to discuss social policy issues. They brought in a strategist who worked with the provincial government to provide advice on how to advance this work. Couple of new suggestions: often hear fiscal/cost saving message a lot and it may not be as effective. • Key messages from this session: <ul style="list-style-type: none"> ○ Read UCP platform; 	
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	<ul style="list-style-type: none"> ○ Align with the platform; ○ Focus on solution that will help government achieve party platform (families, voluntary sector); ○ Who do you talk to? Go to the lowest person on the totem pole or others in different positions. <ul style="list-style-type: none"> ● Getting time with others within the Ministry and connection with policy directors within Premier's office will be key. ● Consider connections/opportunities with other groups/coalitions engaging in advocacy. ● Consider how to also engage smaller municipalities as they play a key role. ● Good connection - "robust civil society". ● Getting information on FCSS to all MLAs. ● Link each Minister's work to FCSS. ● Importance of connection to agencies in our communities and engage them in delivering messaging. ● Unique program in Alberta - no other province in the country has this program. ● Consider how other municipalities across the country are delivering similar social programming. ● Have to demonstrate cost savings through delivering this program. ● Need to tap into their own words - e.g. "Hard time for families" FCSS programs have been supporting families during this hard time. <p><u>Group broke into 4 small groups to develop key messages</u> <u>Most focused on 3 common themes:</u></p> <ul style="list-style-type: none"> ● FCSS contributes to economic well-being. Albertans are better off, triple bottom line (CED), supporting Albertans getting back to work, FCSS leverages municipal dollars and prevention ensures a healthy workforce; prevention is cost effective ● People/strong and healthy families - create a healthier Alberta. ● Community: strength of civil society, partnerships, community impact (what would impact be without FCSS/role of FCSS), FCSS is connected, knows local people. <p><u>Group divided into 2 groups to build on the work done on Key Messages</u></p>	
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	<p>1. Key Messages (refinement)</p> <p>2. Strategy & Target Audience</p> <p><u>Strategy and Target Audience</u></p> <ul style="list-style-type: none"> • Who should we talk to and how? <ul style="list-style-type: none"> ○ Standing committee on Families and Communities; meeting on June 20th - Laile Goodridge is Chair, Lori Sigurdson is Co-Chair; Cllr Esslinger and Cllr Balsom will take the lead on this. ○ Letter from ICFSP to Minister of Community and Social Services, Minister of Seniors and Housing, Children's Services, Multiculturalism and Status of Women, Addictions and Mental Health, Municipal Affairs, Indigenous Affairs, Minister of Finance and any other portfolios with linkages to FCSS. ○ Local municipalities will reach out to their local MLA so that it reaches every MLA. ○ Cllr Esslinger and Edmonton representatives to meet with Minister and with local MLAs. ○ ICFSP will also send to Deputy Ministers from an administrative connection to advise them that the letters are going to the Minister and with other details: <ul style="list-style-type: none"> ■ Build on work Calgary has already done - general FCSS fact sheet, local statistics/information, 3 key messages, common Q&A's, template for a letter that can be sent out to MLAs and include a request to meet: get this info out to all organizations. ■ Have to also get it to partner agencies to reach out and meet with MLAs. ■ Use local examples where possible. ■ Consider role of municipal elected officials. ■ FCSS program leads meet with senior administrators. ■ Industry is also a significant stakeholder - they have a role to play as they have a direct link to government - use relationships to bolster messaging. ■ Also fanning out to all memberships we are associated with to encourage them to connect. 	<p>Letter from ICFSP to all Municipal Councils that sit at the ICFSP - and attach the toolkit</p> <p>This will be sent to all participants - both elected officials and the administration rep on ICFSP</p> <p>This table will also ask FCSSAA, RMA and AUMA to distribute the toolkit to all of their contacts</p>
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	<ul style="list-style-type: none"> ○ Need to consider potential link with OSSI (Outreach support services) - suggestion to consider this based on local context and relationships. ○ Engage other key organizations: United Way, Big Brothers/Big Sisters, Catholic Social Services, Canadian Mental Health Association, Edmonton Chamber of Voluntary organizations, AB Non profit network, ACWS, ACSW; very powerful to engage partners as they have a wide reach; keep this at the local level. Each local FCSS will determine who best key allies are to engage in their areas and seek their involvement in getting message out. ○ Include local testimonials; that is focused on prevention (Judy and Colleen will include this suggestion in the template). ○ When Calgary met with Minister, they included Chestermere to show how the program works in different areas. ○ Include a reference to using social media as possible when municipalities are reaching out e.g. hashtags to use, tweets, etc (include in toolkit). ○ Include link to FCSS regulation and act or website and reference purpose. ○ In toolkit include reference to consider local context and opportunities for alignment with other linked efforts that contribute to social well being support social fabric of the community. <p>Next Steps/Actions</p> <ol style="list-style-type: none"> 1. Action: Cllr Esslinger and Cllr Balsom following up with Chair of Standing Committee. 2. Action: FCSS fact sheet - FCSSAA will develop this in collaboration with Board. 3. Action: Each FCSS organization will develop local stats, information and testimonials (responsibility of each FCSS office). 4. Action: Judy & Colleen will provide template to guide the local fact sheet/information. 5. Action: use 3 key messages developed today and to be finalized by Thursday. 6. Action: Judy will follow up with Directors Network Board and will engage them to update the Q/A. 	<p>Colleen Burton-Ochocki sent out link to FCSS story that could augment messaging and discussions over time</p>
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	<p>7. Action: City of Edmonton will identify someone to pull the toolkit packages together.</p> <p>Cllr Esslinger and Cllr Balsom followed up with Laila Goodridge. Suggestion was to send a letter to committee clerk. Cllr Esslinger will meet Leila for an introductory meeting week of June 17th to discuss the work of the committee and opportunities for working together, etc.</p> <p><u>Plan for Key Messages</u></p> <p>Identified core of key messages</p> <ol style="list-style-type: none"> 1. Why FCSS is critical to Albertans: <ul style="list-style-type: none"> ■ Making life better for Albertans; ■ Reducing isolation (seniors, newcomers, etc); ■ Overall support for those struggling with addictions, homelessness, mental health, etc. 2. Prosperous Alberta: <ul style="list-style-type: none"> ● Getting people back to work by strengthening families and communities; ● Creating healthy communities; ● Supporting individuals and orgs to build a strong community. 3. Efficient local partnerships: <ul style="list-style-type: none"> ● Organizational effectiveness; ● Accountability to the taxpayer; ● Leveraging local knowledge and relationships; ● Community decides what is best. <p>“Give a little, Get a lot”</p> <ul style="list-style-type: none"> ● Action: Work group will refine and get back to ICFSP participants by end of next week 	<p>Add Social Policy Advocacy as a standing item to all future ICFSP meetings to identify proactive opportunities for advocacy or provide updates on efforts underway.</p> <p>Working group to finalize key messages</p>
7.	<p><u>Opioids Don’t Discriminate Update</u></p> <ul style="list-style-type: none"> ● Interactive exhibit that was postponed due to explosion. ● Had some good results. ● Work done in collaboration with a drug strategy group; FCSS was a convenor. 	

	<ul style="list-style-type: none"> • Took group through a causal layer analysis; ended with focus on empathy and compassion. • Tested exhibit with co-lab group in the City. • Completed ethnographic research on what leads to an opioid addiction landed on 3 different journeys, developed relatable story to deepen understanding. • Successful approach; very relatable and evaluations indicated attendees learned something. • Last day field trip of many sector partners and then a joint conversation. • This group identified 4 areas of focus for follow up: increasing awareness, changing the narrative on who opioid users are, multidisciplinary action, the role of policy and practice change, and use of scientific evidence to inform action. • Desire to have the exhibit travel. Strathcona County is working with legal to get this out and will be putting out a request for expressions of interest who will take on responsibility for this getting this exhibit out and then work on getting it out to other communities. • Diversity and Inclusion exhibit from Regional Municipality of Wood Buffalo; also available to other municipalities 	
8.	<p><u>Intermunicipal Opioid Response</u></p> <ul style="list-style-type: none"> • Mayor of Grand Prairie submitted a grant request to support a proposed Intermunicipal Opioid Response Project. One time money; 18 month project. Grand Prairie is working on connecting with the other cities. Intention is to build on efforts already underway. 	Angela Sutherland will follow up with municipal contacts
10.	<p><u>Next Meeting</u></p> <ul style="list-style-type: none"> • Sept 20th - conference call - tentative if needed • In person meeting - October 25th 	Cllr Esslinger will follow up with Jenny after meeting with Laila on whether she should be invited to the next meeting
	<p><u>Meeting Adjourned</u></p> <p>2:00 p.m. the Chair, Bev Esslinger adjourned the meeting.</p>	

