



Knowledge Sharing Project—A Year in Review

1. Highlights—October 2014 - September 2015

September – December 2014 – Data collection and stakeholder engagement

- Completed stakeholder consultations, 7 English and 2 French language consultations with 238 stakeholders participating in:
 - Vancouver and Victoria via videoconference, BC
 - Edmonton (x2), Alberta
 - Manitoba, Saskatchewan
 - Toronto and Ottawa, Ontario
 - Northern Territories via teleconference
 - Atlantic Canada via teleconference
 - Montreal, Quebec
- Needs Assessment Survey is also completed, with a total of 260 respondents, 218 in English and 42 in French.
- CNPEA membership doubles to 195. Many new members registered from the stakeholder consultations and needs assessment survey.
- Simon Fraser University Gerontology student completed literature scan, identifying over 350 elder abuse tools
- Hosted first stakeholder webinar: *Working with Different Ethno-Cultural Communities to Prevent Elder Abuse: Challenges and Strategies* hosted by the Project Coordinator and featured three different community-based programs. Approximately 100 stakeholders registered for the event.
- The first bilingual newsletter was emailed in October to the CNPEA membership list. A second newsletter was emailed in December featuring new CNPEA logo and branding.
- A new CNPEA Temporary website created by CCEL begins to feature promising elder abuse projects via blog.

January – April 2015 – Content creation, sharing evaluation results and continued stakeholder engagement

- CNPEA Innovation in Elder Abuse Prevention Event, soft launch of Hub - March 2-3rd over 50 elder abuse stakeholders, including CNPEA Board members, Knowledge Sharing Project Advisory Committee and Management



Team from across the country, gathered in Toronto for the Stakeholders were given the opportunity to connect with other stakeholders on the elder abuse issues that are pressing to them both in their own practice and as it relates to the sustainability of the Hub.

- CNPEA hired a full-time Communications Assistant to support the Project and refine communications strategy: bi-lingual newsletters are mailed to members monthly and CNPEA Facebook and Twitter accounts are created. Webinars and blog posts are consistent.
- *Interim Evaluation Report* and *Stakeholder Consultation Survey Report* are published, translated and shared on the CNPEA website.
- Preparations begin for WEAAD 2015.
- Project is presented at various conferences and events, including a French language event hosted by the *Association des juristes d'expression française de la Saskatchewan* in Saskatoon
- Several media interviews

May- September 2015 – WEAAD, preparing for and launching Hub

- Resources continue to be added to Hub. Community message board is created.
- CNPEA acts as a conduit for WEAAD events across Canada and internationally, including participating in a weekly twitter chat organized by the National Center on Elder Abuse to usher in WEAAD.
- Three webinars are presented (Restorative Approaches in Nova Scotia, Social Media use to support practice and Promising Approaches to support elder women who are abused).
- CNPEA membership continues to grow to over 340 stakeholders.
- Stakeholders continue to be engaged through bilingual newsletters, and social network (Facebook, Twitter, and, LinkedIn). Stakeholders contribute to Hub through guest blog posts.
- Bilingual project newsletter published monthly.
- Presentation in Edmonton at FACE it conference.
- Continued development of existing and new relationships with key contacts and potential funders. Team begins to review sustainability plan.
- A sub-committee is created and holds its first meeting to plan a WEAAD & IG DAY joint campaign and event(s) for 2016 and beyond.
- Hub dissemination plan is implemented, with strategic social media messaging distributed to over 500 stakeholders, along with 5 posters designed for the occasion (available for download on the Hub)



- Hub is launched September 1st 2015!
- Krista James presents a series of Hub introduction webinars, hosted by some of our members shortly after the launch.
- Membership jumps to 385.
- The Hub enters its early evaluation phase: monitoring the use and feedback on the hub is the primary focus of the next few months with the help of evaluator Diana Tindall who will also help design the long-term evaluation plan.

2. Where are we now?

- The hub was launched on schedule on September 1
- A comprehensive bilingual social media strategy is in motion
- The project is on schedule with respect to all commitments to the funder

We are:

- Translating tool descriptions on website into French to enhance French content
- Implementing the sustainability strategy
- Planning WEAAD 2016 activities
- Organizing ongoing webinars
- Recruiting guest blog writers
- Promoting the hub
- Monitoring hub use and stakeholder feedback
- Supporting stakeholders to make use of this new resource