



Knowledge Sharing Project—A Year in Review

Highlights—September 2015 - September 2016

September – December 2015: Hub Launch and Stakeholder Engagement

- The CNPEA hub officially launched September 1st, 2015
- Multifaceted dissemination strategy to launch the hub. Including
 - Printed promotional material (5 bilingual posters and handbills)
 - extended bilingual messaging for social media.
- Shared with over 530 stakeholders, including 353 CNPEA members, participants of the early 2015 *Toronto Knowledge Sharing Event*, and key leaders from academia, government, health care practitioners and regulatory bodies.
- Communication and Hub launch activities continue to grow CNPEA membership (384 members) as well as social media audience
 - **Evaluation:** Leading up to and following the launch of the Hub September 1st, early evaluation of the Hub began, with a focus on the use and feedback on the hub
 - **WEAAD:** a sub-committee of the CNPEA Board was formed to plan WEAAD 2016 activities to develop a joint WEAAD and Intergenerational Day campaign and event(s).
 - 7 new guest posts and new resources posted regularly. 4 new webinars held, including 2 webinars about the Hub to encourage stakeholders' use and understanding of the site.

January – March 2016 – Implementation of a sustainability strategy

- Creation of a Sustainability Committee
- Sponsorship package developed and disseminated to various prospective funders in the private sector. (This included a sponsorship policy, sponsorship letter, and infographic summarizing the work of CNPEA and of the Hub).
- *Donate* button added to the Hub
- Application for registered charitable status
- Development of a short video introducing CNPEA.
- Application for project funding from the Family Violence Initiative Fund



- Development of a workshop to be presented at the Annual Nice Knowledge Exchange
- 9 new blog posts, 2 webinars (including one on a train the trainer program with BCCEAS)
- Effort to support engagement with healthcare professionals:
 - Placement of University of Lakehead Master of Public Health Practicum student
 - Promotion of the hub with various nursing communities across Canada.
 - Development of a Memorandum of Understanding with the Licensed Practical Nurses Association of BC, participation in their AGM and Conference.
- Development of a Student Ambassador program to encourage the participation of students to the Hub.
- **Evaluation:** Website feedback survey disseminated and installed on the site. 54 participants.
- **WEAAD:** Development of a webinar on intergenerational initiatives and of a joint campaign with the Elder Justice League.

April 2016 - June 2016 – WEAAD and wrap-up of the Knowledge-Sharing Project

- **Sustainability:** Two new funding sources secured
 - *Family Violence Initiative Fund: \$20,000*
 - *Nova Scotia Department of Seniors: First sponsor \$25,000*
- **Webinars:** 3 webinars hosted, including 2 for WEAAD “Then, Now and Tomorrow Tools and Initiatives to Raise Awareness and End Elder Abuse” and “Intergenerational Solutions to Elder Abuse: Kids and Seniors Work It Out”
- WEAAD lead to all-time high activity on the Hub and social media platforms and increase of membership
- Record-breaking 17 new blog posts on the Hub.
- **Evaluation:** In person meeting of the Management team and Sustainability Committee in Vancouver to discuss strategic development of the Network, changing role of the Board, project staff changes and supervision etc.
- Development of the final evaluation report.
- Release of the CNPEA video



July 2016- September 2016

- Work starts on the FVIF project- Search for resources, call for webinar themes and presenters
- Sustainability Committee continues to focus its efforts on private sector sponsors as well as locating new sources of funding.
- Policy Committee updates current Board nomination policy.
- Call for new Board candidates for the 2016 AGM.
- **WEAAD**: Planning starts with Elder Justice League for WEAAD 2017. Development of a new joint logo for a unified social media presence.
- Hub and social media channels are still updated regularly. No webinars in the summer. 5 blog posts and numerous new resources added.
- Development of a Media package

Where are we now?

- The hub celebrated its first year of existence on September 1st, 2016
- All commitments and final reports were delivered to the funder at the end of June 2016.
- A comprehensive and sturdy bilingual social media strategy is in place. CNPEA's social media reach has grown exponentially and internationally. This is thanks, in no small part, to the Elder Justice League

We are:

- Implementing the sustainability strategy and looking for additional sponsors, supporters and sources of project funding
- Planning WEAAD 2017 activities
- Developing a new year's worth of webinars for 2016-2017
- Continuing the promotion and update of the hub
- Monitoring hub use and stakeholder feedback
- Supporting stakeholders to make use of this new resource
- Working on a new project, financed by the Family Violence Initiative Fund