Trauma-informed Community of Practice Meeting

June 11, 2025

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MC
2023

Agenda

1. Welcome
2. Presentation by members of PHAC team
3. Sustainability Working Group Updates
4. Conference and Knowledge Exchange planning and updates
5. Project Sharing
6. Upcoming Webinars & KH Presents!

Meet the New KH Team members

Dr. Nicole Jeffrey

Esther (Na) Li

Zayah Samad

Welcome
Shannon Hurley
PHAC

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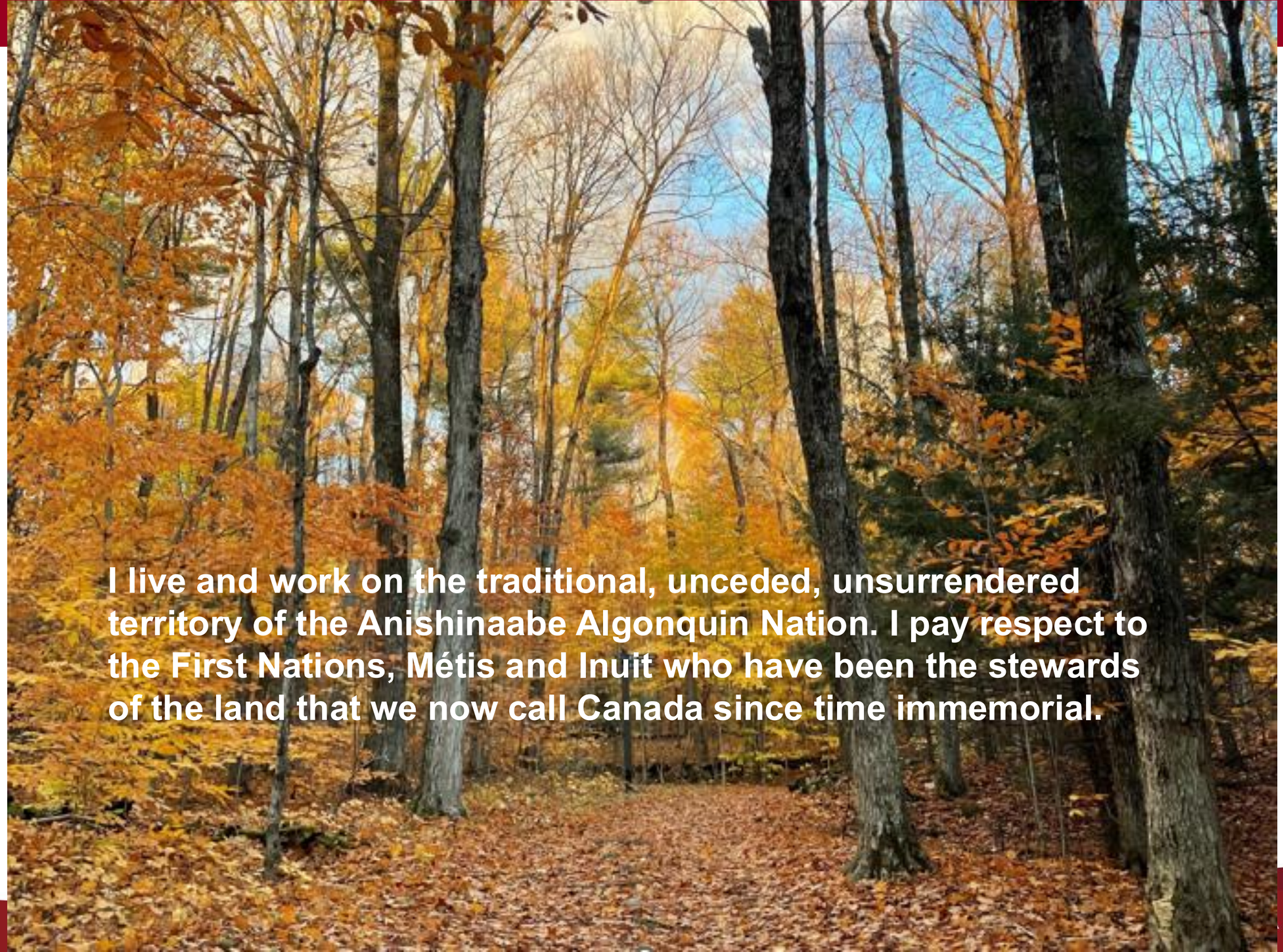
Public Health Agency of Canada | Agence de la santé publique du Canada

Canada

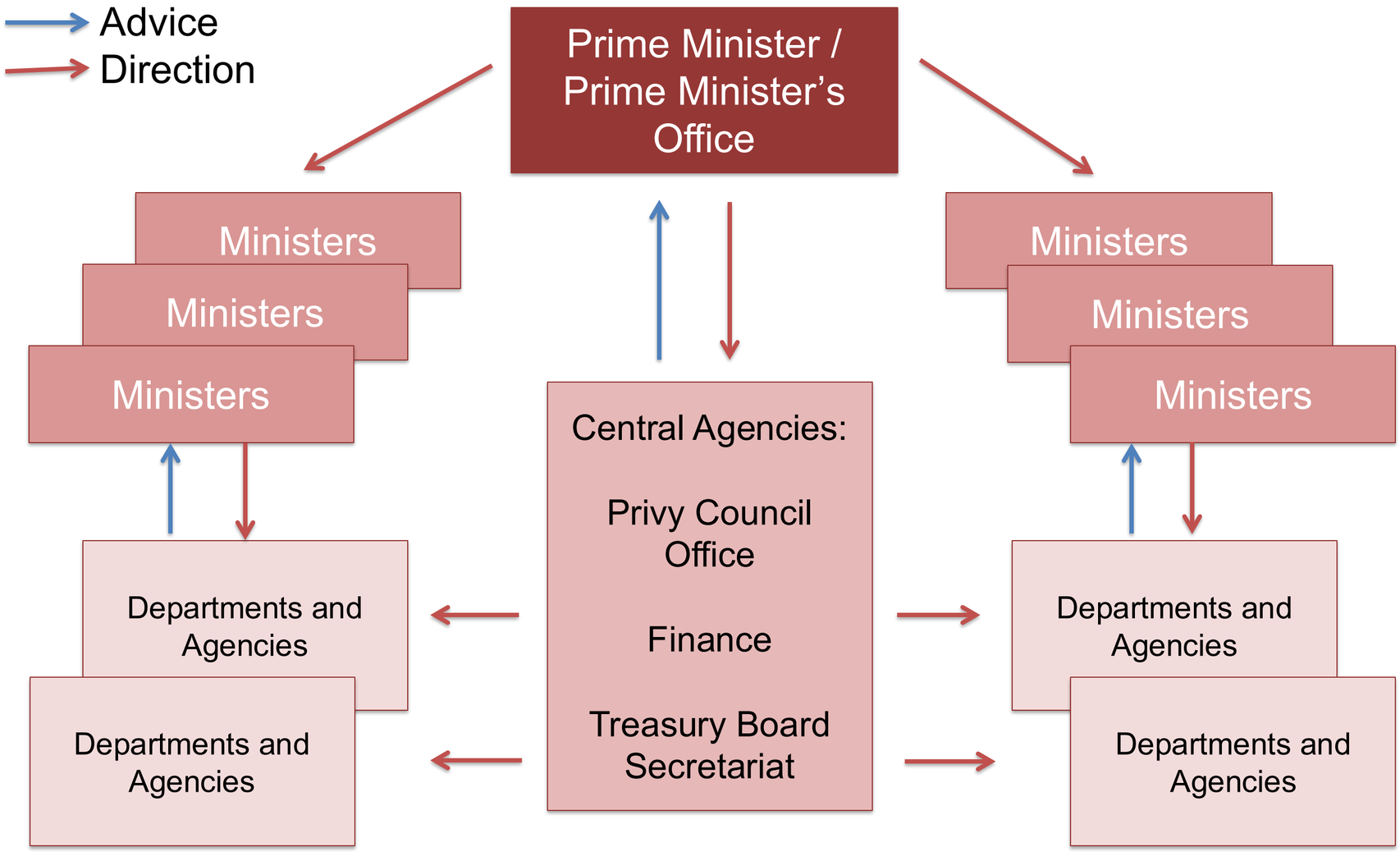
Sustaining Impact by Influencing Policy

Engaging public sector officials

PROTECTING AND EMPOWERING CANADIANS
TO IMPROVE THEIR HEALTH

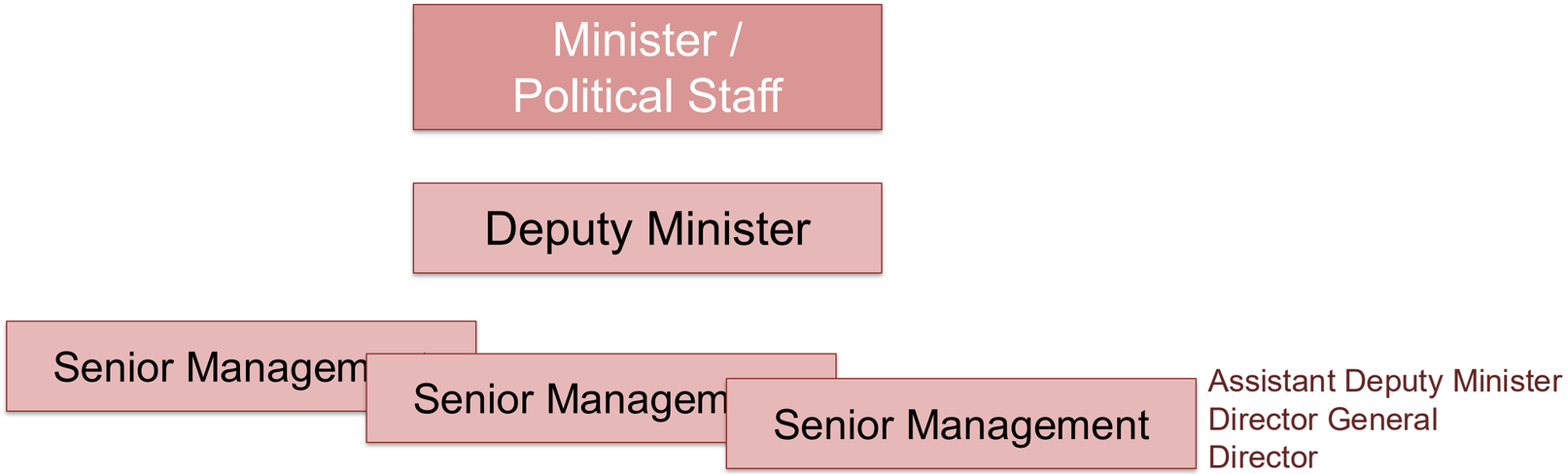

I live and work on the traditional, unceded, unsurrendered territory of the Anishinaabe Algonquin Nation. I pay respect to the First Nations, Métis and Inuit who have been the stewards of the land that we now call Canada since time immemorial.

Policy Making Context: Structure of Government



This is a federal example. Names are different at the Provincial and Territorial level

Typical Department Structure



Policy functions

- Research, analysis
- Relationships with experts, partners, stakeholders
- Planning, strategy
- (Legislative drafting instructions)

Source of advice and recommendations

Operational functions

- Funding
- (Regulation/enforcement)
- (Direct service delivery)
- Communications

Closest to populations being reached

Corporate functions

Includes:

- compliance with internal regulations and policies
- Results/ accountability

Government Policy-Making Context: the Government's Agenda

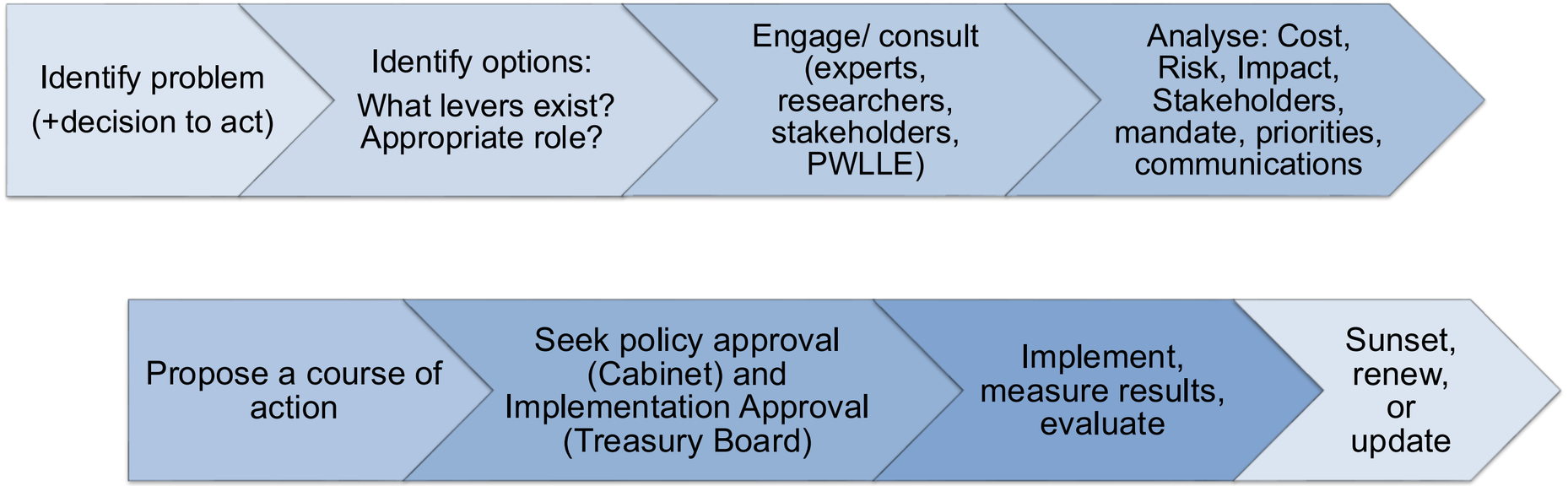
- Party platform
- Mandate letter(s)
- Speech from the Throne
- Budget
- Intergovernmental agreements
- International commitments
- Policy statements

At the Department level:

- Departmental Plan
- Spending estimates

Government Policy-Making Process (in an ideal world)

Opportunities to influence at various stages



Examples of (federal) levers to achieve policy objectives

- Economic levers
  - Grants and Contributions
  - Contracts
  - Tax incentives and disincentives
- Guidance or standards
- Workforce development (training and resources)
- Convening and facilitating collaboration
- Legislation (regulations)
- Information/education (web content, campaigns)

Mobilizing knowledge to inform policy

What knowledge? What purpose?

For example (if focused on research/learnings):

Outcomes of an individual study	Often valuable to researchers, experts - Add to a body of evidence, feed into future studies or reviews
Collective/expert consensus, Systematic reviews, meta-analyses	Often valuable to practitioners, policy makers - Bring attention to an issue, influence the degree and nature of action/investment - Inform the choice of programs for delivery - Inform policy/program design - Shift thinking or practice across a field
Process learnings Lived experience Professional/practice experience Culture and traditional knowledge	Valuable to researchers, practitioners, policy makers - Inform program design - Inform future research design

Identify your Audience

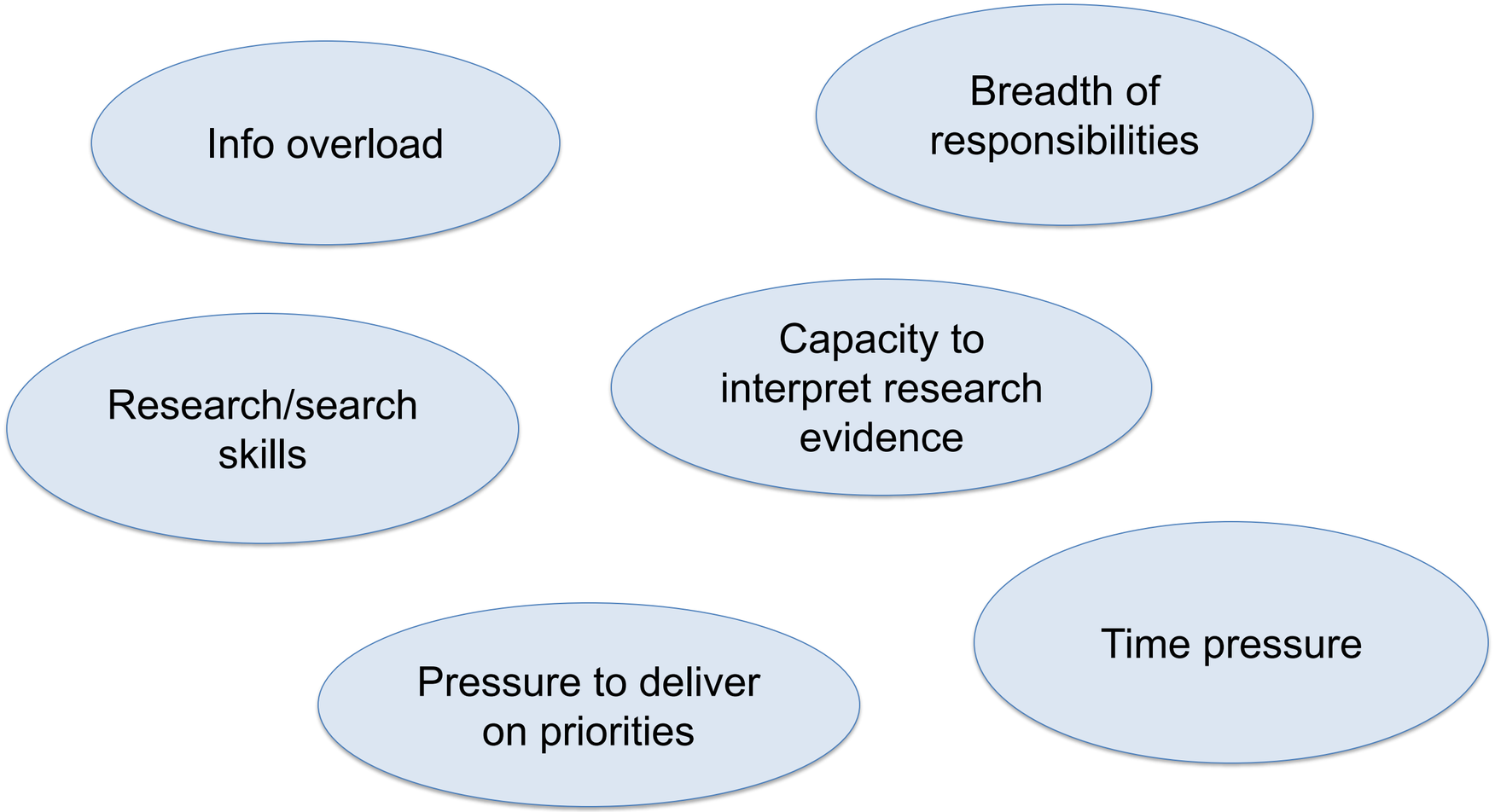
Reach Multiple levels

- Elected officials and their staff: Set the agenda
- Senior public sector managers: Lead… but rely on analysis and advice from policy and program leads
- Policy or Program advisor: provide analysis, advice and influence… but do not set the agenda

Finding the program or policy lead

- They may seek out your expertise
- Use an online directory (GEDS, Info-GO, BC Directory, etc)
- Request a meeting at the senior level – it may be delegated to a program or policy advisor

Understand capacity of your audience



Frame the issue to gain the attention of your audience

- Connect with priorities
- Frame the issue in terms of areas of interest to your audience, for example:
  - Suicide prevention
  - Mental health
  - Overdose crisis
  - Gender-based violence
  - Economy? Security?
  - Homelessness/housing?

Take Advantage of Timing

- Be ready when the issue is on the Government's radar

Mechanisms: For Senior Management

- More senior = More concise
- Clear, easy to understand (no technical terms)
- Easy to communicate (use key words that will resonate)
- Visually appealing (Colours, layout, infographics)
- One-page/placemat-style documents work well
- For written material, do not exceed three pages (ten pages for a PPT presentation)
- Use stories to illustrate your point
  - Knowledge Hub Bulletin is a good example of a visually appealing product with easy to understand language and engaging tone

For all audiences	
Credible, accurate, accessible facts	Make your point clear: Actionable message

Mechanisms: for Policy/Program Advisors

- Research briefs or summaries are highly appreciated
- Personal engagement: offer to meet, invite to a forum or symposium, speak at a conference
  - First educate, assist, inform; then influence
  - Use stories, examples, case studies
- Push information out through electronic channels
  - Short, efficient messages, clear titles
- Passive dissemination such as posting on a website – best accompanied by some sort of “push”, bulletin or notice
- Convey the same message consistently, through different channels to different people

Who are you?

Be a credible partner/expert:

- Present your title and affiliations
- If you can, speak on behalf of a collective
- Represent an organization

Other Ideas?

- What has worked for you?

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Sustainability Report

Introduction

- **The purpose of this presentation is to get your feedback!**
- Sustainability is a key challenge for GBV work
- Program reasons but also *institutional walls* (Ahmed, 2017)
- Not sustaining can lead to backslides in GBV progress
- Sustainability should be *the heart of the work*

Literature Review

- Sustainability is not consistently defined
- Process vs. Outcome approach
- Both/and approach
- **Costs of not sustaining projects:** financial, ethical, moral, psychological, etc.
- Everyone involved is responsible for sustainability

Methods

1. **Working Group meetings**
   - Pathways to sustainability + notes from meetings
2. **Review of Final Reports from first investment**
   - Examining what aspects of programs were sustained
3. **Interviews with past CoP members**
   - Zoom interviews (n=17) + thematic analysis

Results: What does sustainability mean?

- The continuation of an effective program
- **But also...** sustaining knowledge, relationships, impact, scaling programs, etc.
- **CoP members said:** Sustainability efforts must start early and be at the heart of the work

Results: Sustainability challenges at program level

- Leadership opposition
- Competing (host) organizational priorities
- High personnel turnover
- Competing personal priorities
- Burnout

Results: Sustainability challenges at systemic level

- Short-term nature of most funding models
- Funding calls for "new" projects
- Shifts in political climates
- Funders are also systemically constrained

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Results: Successful sustainability outcomes

2/3 of projects sustained in some way!

1. Sustaining knowledge, training, and capacity
2. Sustaining impact in communities, organizations, and sectors
3. Scaling effective programs, adaptation, and institutionalization
4. Sustaining collaborations and partnerships
5. Sustaining effective programs

Results: Predictors of Sustainability

- Program champions
- Starting sustainability efforts early
- Developing relationships/partnerships
- Developing training materials/capacity
- Community buy-in

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Knowledge exchange planning

September 30, 2025,
Delta Airport Hotel
699 Dixon Rd; Toronto

KE Agenda

September 30th is National Day for Truth and Reconciliation

KE Agenda

Project presentations - Exploring collective impact and sustainability (5 minutes each)

- Maximum 5 slides
  - Title
  - Reach of your project: how many? who?
  - Lessons learned – what you might do differently next time
  - What is being sustained at the end of the project and how?
  - One slide includes an image or photo that reflects one aspect of success from your project

Slides must be submitted to Knowledge Hub by September 2, 2025 in order to be translated

Conference Planning and Updates

More than 120 submissions – mini-presentations and posters
More than 30 submissions from CoP members
Expecting more than 250 people to attend
Hope to circulate full agenda by early -mid July

If you haven't booked your hotel rooms yet, please do so ASAP. Block is almost full.

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Project Sharing

Upcoming Webinar Series

June 19th

Strengthening Community Responses to Elder Mistreatment: Innovations, Interventions, and Lessons learned

RISE, AIM, & ARMCAR

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June 24th

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July 10th

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Upcoming KH Presents

June 25th

Stephanie Begun, Gaja Ananthathurai, &

Rasnat Chowdhury

Findings from Sharing in the Healing Journey

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2025-2026 CoP meetings

- September 10, 2025 1:00 – 2:30 p.m. ET
- December 10, 2025 1:00 – 2:30 p.m. ET
- March 4, 2026 1:00 – 2:30 p.m. ET

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Thank you!

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