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5th NATIONAL COMMUNITY HEALTH NURSES CONFERENCE

THE TIME IS NOW:

Influence, Impacts, Outcomes



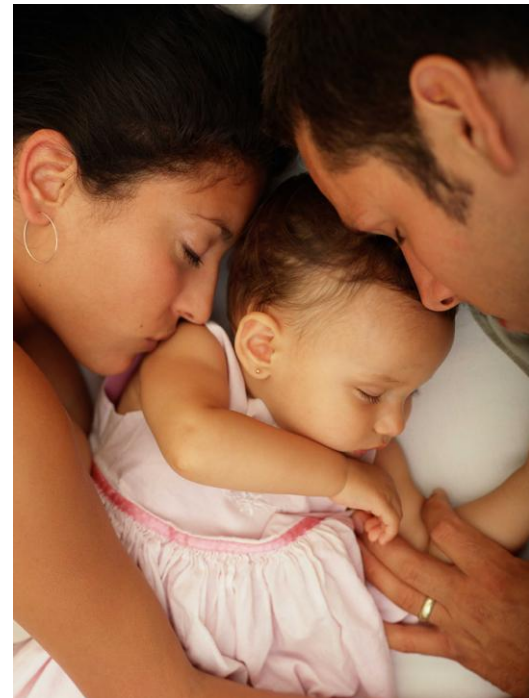
**Community Health Nurses Conference
Halifax, Nova Scotia
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Community Engagement Success -- Innovative Planning or Unexpected Reward?

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Mother Reach London & Middlesex

- Coalition of over 20 community members and professionals
- Established in 2003 with a 3 year provincial government grant
- Health Unit lead



Vision

- Mother Reach London & Middlesex promotes a caring community to educate, treat, and support women and their families who are at risk for, or who are experiencing, perinatal mood and anxiety disorders

Mission

- Public/professional awareness of perinatal mood and anxiety disorders
- Improved access to services
- Dissemination of information and resources for all postpartum women, their families and caregivers

Activities

- Media campaign
- Professional education & best practices
- Policy development
- Website
www.helpformom.ca
- phone line -
“519-672-HOPE”
- Print resources
- presentations



Activities

- Weekly drop-in for women and families (peer & professional support)
- Evaluation
- Father / couple support sessions
- Ontario Trillium Foundation 2 year grant



Situation in 2009

- Ontario Trillium Foundation grant ending
- Evaluation of drop-in program done
- Interest in maintaining and expanding programs
- High level of energy & support on coalition

Sustainability Plan

- Grant applications
- Explore partnerships
- Fundraising

“Out of the Blue”

- Silent auction fundraiser
- Coalition workgroup created
- Motivated leader
- Planning Sept - April



Planning Workgroup

- Invited coalition members
- Put an invitation out to community for volunteers (interest and/or experience)
- Invited “peer moms” – women who had gone through the drop-in program
- Engaged nursing students from UWO

Event Planning

- Auction items from businesses
- Media outlets for promotion
- Communication company for design, printing
- Venue, refreshments, entertainment, flowers, linens, etc.
- Awareness raising
- Ticket sales

The Unexpected ...

Awareness Raising

- Book store events
- Opportunity to raise awareness and would get % of sales back to Mother Reach



- Stories shared
- Cash donations
- Offers to help with “Out of the Blue”



Ticket Sales



- Original target (“those who attend such fundraising events”)
 - Ticket price moderately high
- ↓
- Ticket sales from those who had been touched by perinatal mood & anxiety disorders

Auction Items

- All members of planning group were challenged to go out into community and seek items (coalition, community & student volunteers, peer moms)
 - We were focussed on securing enough to make the event worthwhile
- ↓
- We had too many items!

And more ...

- Support from media
- Support from local businesses
- Peer moms wanted to share their stories and time
- Health related business sponsorships

“Friend Raising”



- Relationships, Partnerships, Sponsorships
- Engaging supporters as you ask for help
- This makes fundraising an important community engagement strategy

(Tamarack Institute of Community Engagement)

The Big Event

- Art gallery venue
- Live band
- Catered finger foods; blue signature drink
- Flower arrangements
- Peer moms' story and song
- Silent auction tables; live auction
- Volunteer staffing

Challenges



- Short term engagement rather than continuous or longer term
- Lack of resources to hold an event the following year
- We didn't have charitable status # so challenge with donation receipts

Where we are now in 2011

- Received 2nd Ontario Trillium Foundation grant (1 year)
- Allowed us to expand services to include peer support outreach & presentations (targeting diverse groups – rural, French language, Aboriginal, and diverse cultures)

Where we are now in 2011

- Shift in some key coalition members
- Focus on internal structures
- Exploring “charitable status”
- But ... grant ends end of July
- Challenging coalition agencies to consider how they can support Mother Reach to continue



**We hope that we have built a
program that the community won't
want to let go**

Questions?

