

Key Communication Activities



Branding

- A logo was developed
- It was broadly used in internal and external communications

- A BBQ was hosted for over 350 families, other organizations, and interested community members
- It created greater understanding of the project and pilot work being done.

Events



Champions

- Employee participation was encouraged in Innovative Thinking Discussions led by REAL Change Champions
- A culture of innovation was supported and facilitated

- Four articles were written for The Profile Newsletter
- All employees, people receiving support and their families, volunteers, and community partners were reached

Print Media



Video

- Seven REAL Change video updates were created and shared.

- Regular social media posts were shared with the public
- A REAL Change email account was established for further communication

Social Media



Engagement

- Several "Calls for Participation" were sent out to engage people from all direct support positions

- REAL Change has been presented to well over 1,000 people across Ontario
- Presentations were both in-person and via web or teleconference.

Sharing

