



FORWARD FOCUS MARKETING

Purpose Statement: To establish contemporary communication and marketing strategies that reach all audiences, including potential customers and partners, to raise awareness of the Agency's services and to support sustainable revenue generation goals.



CENTRAL 33 LEAMINGTON HUB

Purpose Statement: To foster greater collaboration across multiple organizations, in order to improve response to families and people looking for supports and services, through shared space and improved access to clear and meaningful information.



MY SUPPORT LINK

Purpose Statement: To be an innovative web-based application for people with intellectual disabilities and their families to easily connect with one another, and to share resources and access: a) affordable and flexible supports, including creative living, respite/short break and inclusive community participation, b) qualified and reliable support workers, and c) social and educational information.



SELECT A BREAK

Purpose Statement: To develop and provide 'Right Fit Respite Options' that are affordable, flexible and reflect sensitivity to individual and family needs.



THE RIGHT SUPPORT IN MY HOME

Purpose Statement: To develop a full range of community residential support options which provide the right level of support to promote independence, self-determination, community involvement and contribution for adults with intellectual disabilities.

How were working group members chosen?

It is important that each working group is composed of a variety of stakeholders. A Team Lead was appointed from the REAL Change Steering Committee. Calls for Participation went out for Support Workers and Managers. One Administration or Human Resources representative was selected for each pilot for administrative support and full participation. Family representatives and community partners were invited based on their experience and areas of expertise.

How were pilot areas selected?

Information gathering took place last fall where input was provided by all stakeholders regarding the types of supports and services people and their families are looking to purchase, and the areas where our organization can change to respond to the new environment. Revised Strategic Goals and Priorities were established in early 2016 which guided our selection of 5 major themes to focus the work of REAL Change Pilot Projects.