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social planning
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NEWSFLASH

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211 LAUNCHES IN THE SOO

Citizens of Sault Ste. Marie have a new number to call for any questions they have about services in their community, as the 211 service was officially launched September 28th.

The phones have been busy at the LSPC's 211 Contact Centre since the successful public launch and awareness campaign in Sault Ste Marie with an extra 732 calls in October being made from the Sault Ste Marie District from people looking for programs and services in and outside their community.

211 is currently available in sixty percent of the province, and Sault Ste. Marie and Thunder Bay are now the two communities that have the service in Northern Ontario. More Northern Ontario communities are getting on board and the plan is to have 211 available to all of Northern Ontario by 2011. Presently, 211 online information is available to all Northern Ontarians by using the search feature on www.211ontarionorth.ca.



YOUTH STRATEGY FOR THUNDER BAY

We are pleased to announce the development of a youth initiative listed as one of LSPC's priorities at its last strategic planning session. In partnership with the United Way of Thunder Bay and funding from its YouthScape project, this 6 month study will be completed by March 2010. An action plan and process engaging youth has been developed; the research project will include various literature reviews, including relevant past community documents, best practices for youth across the country, and both qualitative and quantitative analyses of data derived from youth (both mainstream and Aboriginal), youth agencies and the broader community. A team of researchers, led by Dr. Norm Sakamoto has been hired to conduct the research.

We invite all organizations whose mandate is to provide programs for youth to participate in an on-line survey available on our web site at www.lspc.ca.



*It's the month before Christmas and all through the city,
People are worried and it isn't pretty.
"How will I fill the stockings?!" they cry
If only there was help standing by!
But look! There is help and it's waiting for you,
For seasonal needs and all the year through.
It's 211 North, here to refer you
To resources for needs that you might incur
On food banks, on heat bills,
On presents for tots,
On clothing, on health care,
Even flu shots!
At last, at last a stress free December
Dial 211, it's all you need to remember
150 languages, I didn't misspeak
And don't forget we're open 7 days a week!*

BINGO VOLUNTEERS

Can you help out once or twice a month?

Volunteers are needed for our upcoming matinee bingos on

Jan 8th, Jan 18th, Feb 5th, Feb 16th and March 11th

Please phone **624-1720** or email info@lspc.ca



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PROJECT UPDATE: HOUSING AND HOMELESSNESS COMMUNITY PLAN

The Lakehead Social Planning Council has hired a Project Coordinator to complete the required tasks of the Housing and Homelessness Community Plan Project. This project will serve the community and assist with the efforts of many of our partners in the delivery of Housing and Homelessness services. This will be accomplished by taking stock of the existing services that exist in Thunder Bay designed to assist those faced with issues of housing insecurity and homelessness. The project will also map how these projects are currently financed. In addition, this project will research the current avenues of funding earmarked for housing and homelessness projects and initiatives at the Federal and Provincial levels of government and through foundations and other granting agencies. This will assist the community in the identification of funding streams that may not be currently accessed.

Finally, this project will host a Housing and Homelessness Public Forum that will present the Homelessness Partnering Initiative, showcase current projects developed utilizing Homelessness Partnering Initiative dollars, specifically the 'My Own Place' project implemented by the John Howard Society, conduct a number of Focus Groups to identify priorities to update our Community Plan, and alert a broad demographic to the work of the Housing and Homelessness Coalition with the goal of engaging new partners to our Coalition. The Housing and Homelessness Public Forum will be held on Thursday December 10th.

NEW TO OUR LIBRARY

Charities and Not-For-Profit Administration and Governance Handbook, Second Edition

Donald J. Bourgeois, 2009

Community Conversations

Mobilizing the Ideas, Skills and Passion of Community Organizations, Governments, Businesses and People

Paul Born, 2008

Social Sector Entrepreneurship and Innovation

Tips and Practices for growing your social sector organization, including earned income development, strategic planning and partnership building.

Warren Tranquada, John Baker and John Pepin, 2007

**Thank you to Imagine Canada's
Non Profit Library for
its contribution.**

WINTER WARMTH

The Winter Warmth Fund in Thunder Bay is a partnership between the United Way, Union Gas and Lakehead Social Planning Council. This fund is available to assist low-income Union Gas customers that meet the eligibility criteria and that are either in arrears or unable to make their next payment due to special circumstances. This program was created 5 years ago to help people keep their homes warm throughout the winter months.

For more information or to apply for assistance please contact the Lakehead Social Planning Council at 807-624-1720.





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PROJECT UPDATE: THUNDER BAY COMMUNITY SOCIAL PROFILE

The Lakehead Social Planning Council is pleased to announce that the Thunder Bay Community Social Profile is complete. The social profile will provide increased awareness of the various changes in our communities' social-demographic realities and assist human services agencies, businesses, community groups, and decision makers in responding to the changing nature of our city. Similar to many of the other urban centres across Ontario, the population of the CMA of Thunder Bay has undergone significant changes in terms of its population, age distribution, marital status, family structure and size, living arrangement, living quarters, education attainment, workforce and activities, incomes, and so forth. Many of the changes within our city are setting new trends and have the potential of reshaping the community.

In response to these changes and developments, it is important to understand who we are as a community and to identify our social make-up. The Community Social Profile of Thunder Bay attempts to answer this question of identity. A better understanding of ourselves also has many benefits. It provides essential information to all levels of government for their decision-making process in the provision of services to residents. Businesses can better plan, develop, and deliver their goods and services to meet the needs and requirements of their customers. Social service agencies are in a better position to mobilize their resources to bridge the service gaps. Individual residents are better informed of the needs and potentials of their local communities.

Of additional importance to understanding who we are, is also understanding where we are. The Community Social Profile of Thunder Bay, through the use of mapping, identifies the geographic distribution of the various socio-demographic characteristics, as well as the location of the population sub-groups such as seniors, children, youth, families, low income groups, and visible minority groups. Population sub-groups have diverse needs and distinct potential. By knowing their locations, public services can be more effectively and efficiently deployed. Services that were offered a decade ago may not be needed due to the change of client base in a particular location. Un-served or under-served areas can be identified. Social service agencies can better serve their clients by deploying their often limited resources more strategically to meet the needs of the individuals they serve.

SUCCESSFUL AIRS ACCREDITATION

On September 30th, 2009, the Lakehead Social Planning Council, after months of preparation, was advised that its Community Information & Referral Centre (CIRC) was successful in its application for accreditation with the Alliance of Information Resource Specialists (AIRS). After 29 lbs. of documentation had been completed and submitted, the assessment included our ability as an Information & Referral (I&R) program to demonstrate full compliance with the AIRS Standards for Professional Information and Referral. It is the primary quality assurance mechanism for gauging I&R excellence. Accreditation is a multi-phase process that assesses more than 200 distinct operational components and culminates in a detailed onsite review. For 2-1-1 services in particular, it has been deemed an absolute requirement for each of the 8 provincial Centres. We are the 4th 211 Centre in the province to acquire accreditation, preceded by Toronto, Niagara Falls and Simcoe County.

As we confidently await the onsite review scheduled for mid January, we thank all individuals for letters of support and completion of questionnaires that helped to validate our contribution and value to our northern communities through the delivery of Information & Referral for our northern communities.



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COMMUNITY ACCESS PROGRAM - NETWORK NORTH 1

Network North 1 is one of several networks across the country funded by Industry Canada through its Community Access Program (CAP). The project's goal is to lessen the digital divide by providing Internet access and training to targeted groups such as Aboriginals, the Francophone population, youth, new immigrants, seniors, low-income residents, people with disabilities and residents of remote communities. It aims to assist with information that helps individuals to make informed decisions about social, community, health and government issues.



As host of Network North 1, Lakehead Social Planning Council (LSPC) manages and administers the functions of the project. Most recently, \$105,200 in funding from Industry Canada was allocated to Network North 1 for the 2009-2010 fiscal year. This amount will be shared equally among the 28 CAP sites within Network North 1

211ONTARIONORTH.CA—NEW ONLINE FEATURES

Two new features on the 211 website are: "Ask a Question" and the "Live Chat" feature. Ask a Question allows an individual to pose a question regarding government, social, health, and community services directly from the 211 website. The question is responded to by a trained Information & Referral Specialist during regular weekday hours. To date, we have received numerous inquiries not only from the city and District of Thunder Bay but communities beyond. Just one thing to note, that if you want to ask a question of a specific organization, you will need to contact that organization personally.

Brand new to 211North is our Live Chat feature. Once you see the Live Chat icon flashing, a trained Information & Referral Specialist is available to answer your questions immediately and in real time. We anticipate that this will be a very popular feature among everyone accustomed to using online chatting and messaging features. As with the regular telephone tracking procedures, we will track relevant information through both features as well.

Please visit www.211ontarionorth.ca to use these features.



NEW PLACEMENT STUDENT

The Lakehead Social Planning Council welcomes Erin Modin, a second year placement student from Confederation College. Erin is thoroughly enjoying her placement here and finds the information and learning experience very useful for her chosen field as a future Social Service worker.

LAKEHEAD SOCIAL PLANNING COUNCIL

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The Lakehead Social Planning Council gratefully acknowledges the financial support of the Ontario Trillium Foundation, an agency of the Ministry of Culture. The Foundation receives annually \$100 million of government funding generated through Ontario's charity casino initiative.

