

Ontario Dementia Advisory Group

ODAG'S Communication Strategy



DRAFT 2

Ontario Dementia Advisory Group

Introduction

This document outlines the Ontario Dementia Advisory Group's Communication Strategy as defined by the group and its Partners.

Within the document, it defines the following as:

- A **goal** is a broad primary outcome.
- A **strategy** is the approach you take to achieve a goal.
- An **objective** is a measurable step you take to achieve a strategy.
- A **tactic** is a tool you use in pursuing an objective associated.

Who we are

People living with dementia advocating for people living with dementia in Ontario, Canada.

Our Vision

People living with dementia in Ontario will be directly involved as experts and at the center of our own care.

Our Goals

1. Be involved in the development and implementation of public policy that will affect people living with dementia across Ontario.
2. Mentor others in how to encourage and aide in the development of skills that support in the engagement of people with dementia in a meaningful way.
3. Build a network of people with dementia across Ontario through local/regional Working Groups.

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Strategies, Objectives & Tactics to Achieve Goals

Goal 1:

Be involved in the development and implementation of public policy that will affect people living with dementia across Ontario.

Strategy:

Persuade influential and appropriate Ontario Government agencies that we should be an early and active stakeholder participant in all public policy that will affect people living with dementia.

Objective

By example, inspire and encourage/assist fellow people with dementia to be actively engaged in public policy and advocacy.

Tactics

Be identified as stakeholders with the Ontario Government in appropriate dementia focused policies. This will be done by the utilization of current and future relationships in government through Alzheimer Society of Ontario acting as our liaison.

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Goal 2:

Mentor others in how to encourage and aid in the development of skills that support in the engagement of people with dementia in a meaningful way.

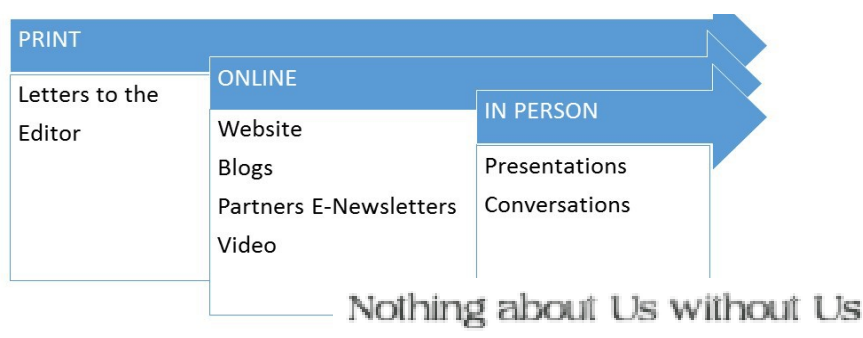
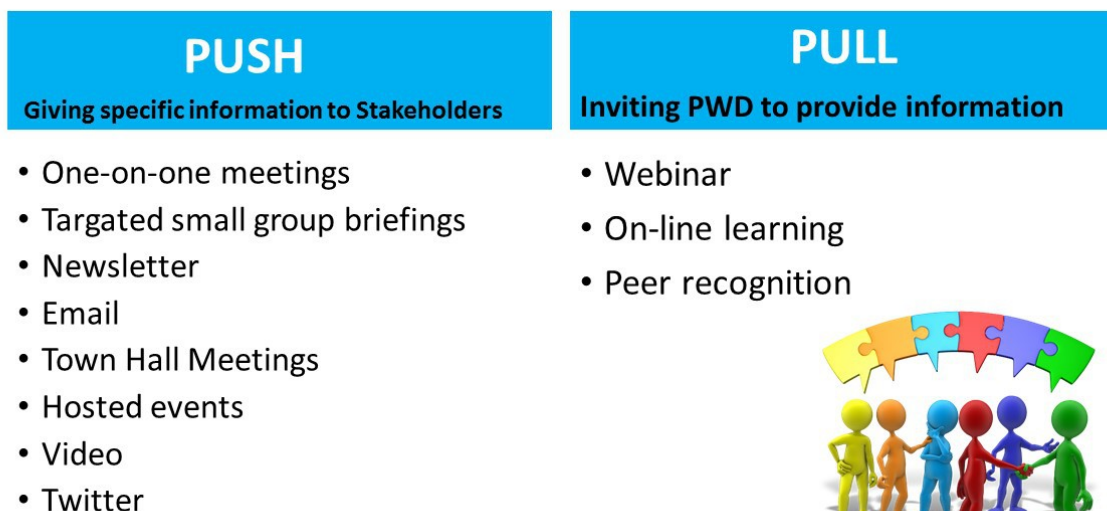
Strategy:

Develop guides on involving people with dementia, including how to support the creation of advisory groups and practical considerations learned through the process of establishing ODAG. This can include improving upon existing guides, and developing new ones based on our collective experience.

Objective

Tactics

Tactics to distribute and receive information



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Goal 3:

Build a network of people with dementia across Ontario through local/regional Working Groups.

Strategy:

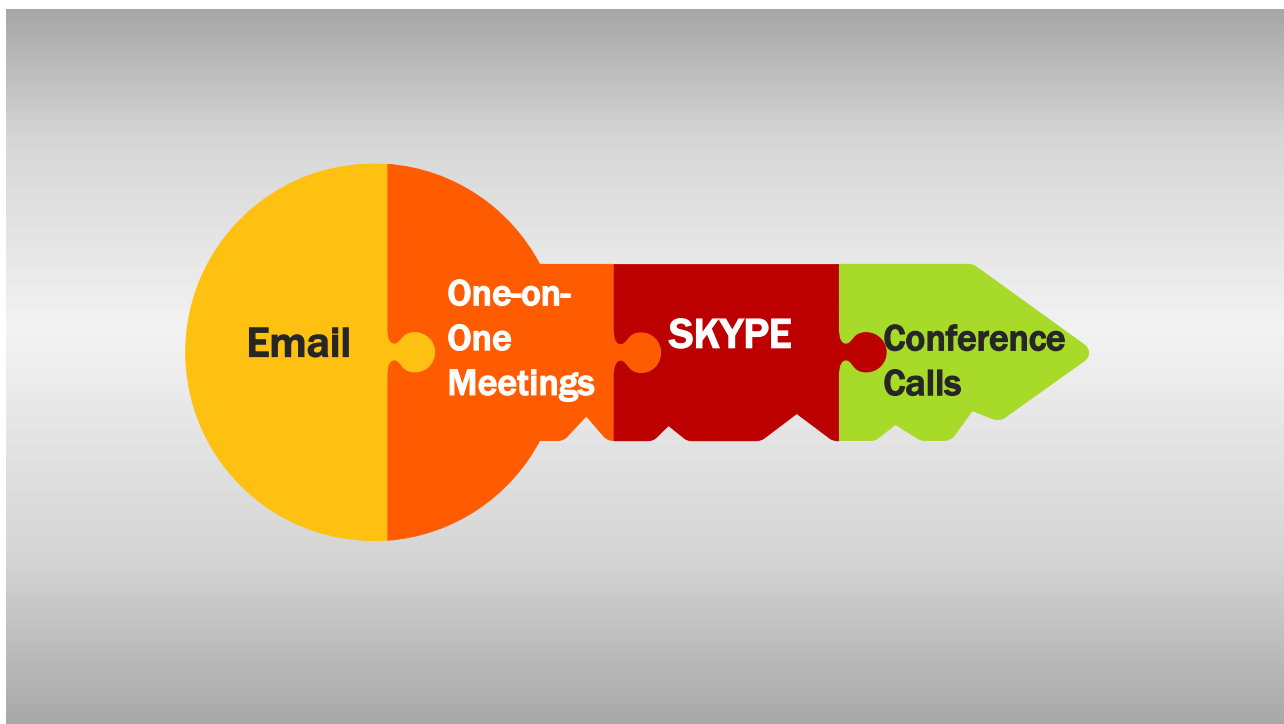
Identify and connect with current working/local Working Groups via introduction from Alzheimer's of Ontario.



Objective

Contact each local / Working Group in Ontario with the intention of introducing ODAG and share its goals. Communicate *how* the local group fits into the over-all ODAG goals.

Tactics

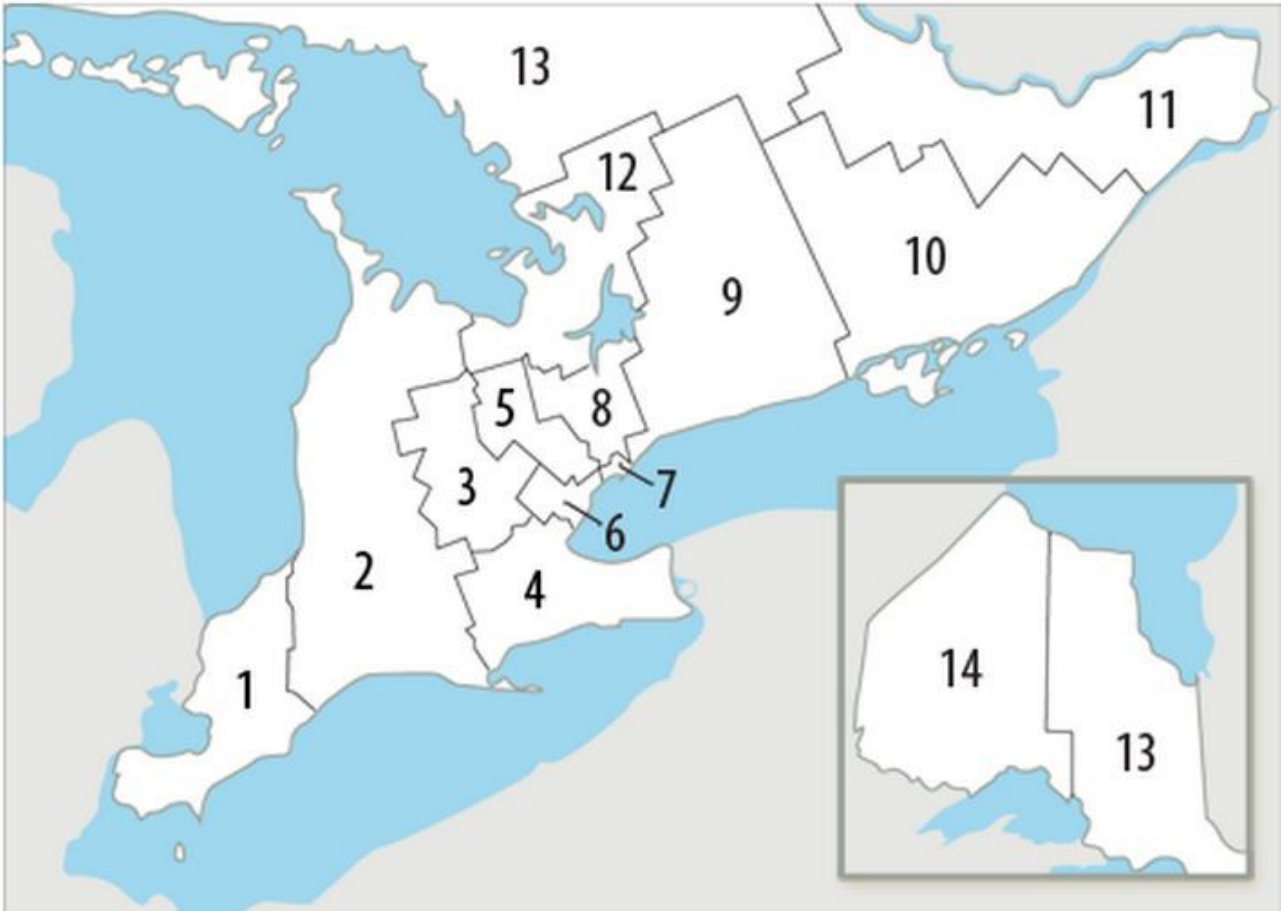


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LHIN's with ASO Chapters by Region

LHIN	MAP	ASO Chapters listed under each LHIN's Community Support Services	ASO Chapters By Region	Region
Erie St. Clair	1	Chatham-Kent Sarnia-Lambton Windsor and Essex County	Chatham-Kent Sarnia-Lambton Windsor and Essex County	South WestRegion
South West	2	Elgin-St. Thomas Grey-Bruce Huron County Condon and Middlesex Oxford Perth County	Elgin-St. Thomas Huron County London and Middlesex Oxford Perth County	
Waterloo Wellington	3	Cambridge Guelph-Wellington Kitchener-WaterlooGrey-Bruce	Cambridge Guelph-Wellington Kitchener-Waterloo	South Central Region
Hamilton Niagara Haldimand Brant	4	Brant Haldimand-Norfolk Hamilton and Halton Niagara Region	Grey-Bruce Dufferin County Brant Haldimand-Norfolk Hamilton and Halton Niagara Region	
Central West	5	Dufferin County peel Toronto York Region	Greater Simcoe County Muskoka peel York Region	Central Region
Mississauga Halton	6	Peel Hamilton and Halton Toronto		
Toronto Central	7	Toronto	Toronto	Toronto Region
Central	8	York Greater Simcoe Toronto	Durham Region Peterborough, KLH	Eastern Region
Central East	9	Durham Region Peterborough, KLH Toronto	Belleville-Hastings Kingston	
South East	10	Belleville-Hastings Kingston Lanark County Leeds-Grenville Prince Edward County	Lanark County Leeds-Grenville Prince Edward County Cornwall and District Ottawa and Renfrew County	
Champlain	11	Cornwall and District Ottawa and Renfrew County Lanark County	North Bay and District Sault Ste. Marie and Algoma	Northern Region
North Simcoe Muskoka	12	Greater Simcoe County Muskoka North East Simcoe CountyGrey-Bruce	Timmins-Porcupine District Sudbury-Manitoulin Kenora and Rainy River Districts Thunder Bay	
North East	13	North Bay and District Sault Ste. Marie and Algoma Timmins-Porcupine District Sudbury-Manitoulin		
North West	14	Kenora and Rainy River Districts Thunder Bay		

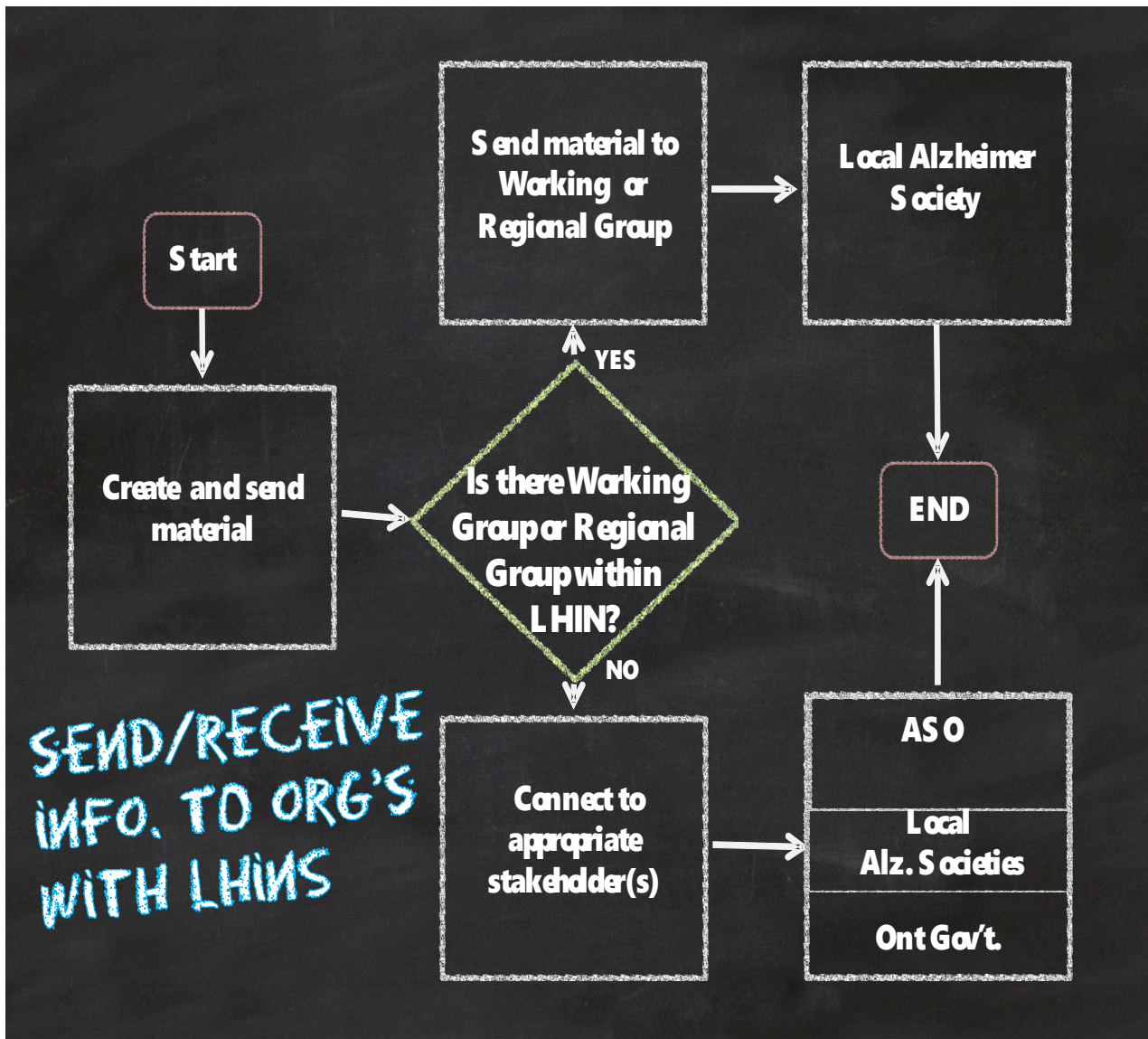
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Map showing location of Ontario's LHINs

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Process for Working with Stakeholders



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Based on a survey of Local Alzheimer Societies across Ontario March 1st, 2015

PWD = Persons with Dementia; CP = Care Partner

Region the group represents	Composition (PWD and/or Care Partners)	Alzheimer Society in that region
Sudbury and Espanola	CP (group of PWD currently being formed)	Sudbury and North Bay and Districts
Muskoka	PWD and CP combined	Muskoka
Owen Sound	PWD and CP combined	Grey-Bruce
Toronto	PWD	Toronto
Niagara Region	PWD	Niagara Region
Windsor	CP and one PWD on group	Windsor-Essex County
Peterborough	PWD	Peterborough, Kawartha Lakes, Northumberland, and Haliburton
London-Middlesex	PWD and CP combined	London-Middlesex
Waterloo-Wellington	PWD	Waterloo-Wellington

NOTE: The composition of the group must be made up of entirely by PWD or PWD and CP combined. Groups with just CP will not be included within the communication plan and will not be considered stakeholders.

For a visual representation on a map, please visit
http://www.mapcustomizer.com/map/Lived_Experience_Ontario

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Stakeholders

A **stakeholder** is any person, organization, social group, or society at large that has a stake in the business of ODAG.

