

# STRATEGIC PLAN REVIEW

## *Year 2 Report*

The Strategic Plan Review Committee (SPRC) would like to recognize and thank our staff and Board members for their work this last year. Their continued commitment to elder abuse prevention and the CNPEA ensured that we met many of the goals that we had outlined for ourselves in the “before times” (pre-COVID), not knowing that we would be trying to meet these goals while a global pandemic was underway.

This Strategic Plan Report for Year 2 takes into account the changes that we have all experienced, and the SPRC has provided suggestions for adaptation of goals and objectives to the CNPEA Board as we move forward.



## COMMUNICATION & ENGAGEMENT

### Achieved

- Communication with members, stakeholders, and policy makers maintained through monthly newsletters, email, and social media platforms
- Project lead for "Creating A Roadmap for Better Elder Abuse Prevention and Response - A Pan Canadian Engagement Strategy"

### Planning Ahead

- Development of a communications plan in progress
- Creation of an annual standardized membership survey

## POLICY

### Policies Created and Reviewed

- Nominations and Election of Directors
- Orientation of New Board Members
- Creation of Board Member Commitment Form
- Executive Team Succession Policy (in development)

### Planning Ahead

- Social Media Policy
- Addition of a consultant to tackle broader policy work related to aging and elder abuse

## FUNDRAISING & SUSTAINABILITY

### Total Submitted Proposals : 6

- 3 Successful
- 2 declined
- 1 pending

### Planning Ahead

- Finalizing communication framework for donor relations

### Twitter Audience

↑ 10.4%

### Facebook Audience

↑ 51.3%

### Website Views

↑ 15%

### Membership

↑ 21%

### Webinars

Registration: +28.8%

Attendance: +22.5%

YouTube Views: 592

## KNOWLEDGE EXCHANGE

### Activities

Began work on 5-year project, funded by Women and Gender Equality (WAGE) - Government of Canada

Led the WEAAD 2021 Campaign "Rights Don't Get Old"

Addressed two House of Commons Standing Committees

- Human Resources, Skills and Social Development and the Status of Persons with Disabilities ("Study of the impact of COVID-19 on seniors")
- Justice and Human Rights ("Study of elder abuse")

Presented at Virtual Stakeholder Symposium hosted by the Forum of Federal / Provincial / Territorial Ministers Responsible for Seniors

Joined roundtable for the creation of a federal policy definition for Elder Abuse