Military Family Services, a division of Canadian Forces Morale and Welfare Services, works to ensure that the Canadian military family community is well supported in order for military families to lead positive, nurturing family lives comparable to other Canadian families.
I am delighted to share the Military Family Services 2015 Annual Report with you to highlight the activities and accomplishments of the past year. The year has been marked by a number of leadership changes within Military Family Services and the defence community at large. My posting as Director of Military Family Services also coincided with Lieutenant-General Christine Whitecross becoming the Commander of Military Personnel Command and General Jonathan Vance becoming Chief of Defence Staff.

In October 2015, a new government and cabinet gave us The Honourable Harjit Sajjan as our Minister of National Defence and The Honourable Kent Hehr as Minister for Veterans Affairs and Associate Minister of National Defence. Throughout these changes I am proud to say that our focus remained on our operating priorities and delivering relevant programs and services to address the challenges of modern military families.

Our four organizational priorities have and will continue to guide our efforts in supporting the military family community into 2016. We are deliberate in our efforts to stay on course and focused on our priority areas:

1. Enhance awareness, access and use of physical and mental health services;
2. Optimize the Military Family Services Program;
3. Communicate more effectively with families; and
4. Strengthen existing partnerships, foster new ones and more fully leverage these relationships.

I am pleased to share the highlights of our accomplishments over the past year – a year marked by a greater level of engagement from our partners, staff and families alike. I want to acknowledge the dedication of Military Family Services’ staff, along with Board members, staff, and volunteers at Military Family Resource Centres. I must also thank and acknowledge our partners and stakeholders who have collectively contributed to the support delivered to the military family community in 2015. Together, we are making a real difference for the military families who stand proudly in support of their serving loved one.

C. D. Harris
Colonel
Director of Military Family Services
Canadian Forces Morale and Welfare Services
Military Family Services, a division of Canadian Forces Morale and Welfare Services, manages the Military Family Services Program and Children's Education Management on behalf of the Department of National Defence and the Canadian Armed Forces. As part of this centralized management function, we also operate two national services for families through the Family Information Line and FamilyForce.ca. Military Family Services funds, promotes and sustains the excellence, relevance and accountability of both services.

Military Family Services develops policies and standards, invests financial resources, offers professional guidance, and makes available performance measurement tools to promote and sustain the excellence, relevance and accountability of our programs and services to military families. Military Family Services is the primary funder of Military Family Resource Centres which are located on bases/wings and units located across Canada, with additional service points in the United States and Europe.
Military Family Services Program
The Military Family Services Program is continually modernizing to better align with the needs of contemporary military families. The Military Family Services Program builds on community engagement to create family-centred services and ensures long-term value, sustainability and accountability.

The modernization of the Military Family Services Program is ongoing. In 2015, there were 11 Working Groups, comprised of Military Family Services and Military Family Resource Centre staff members, and in some cases family members, who worked collaboratively to advance a number of key issues, policies and areas of importance. These included: Special Needs, Support to Parents, Child Care, Parameters for Practice, Communications and Marketing, R2MR, Community Engagement, Mental Health Strategy, Organizational Accreditation, Funding and Performance Management.

Children's Education Management
In 2015, guidance counselling services and eligibility for tutoring services in Canada became available for families – another tangible example of the modernization of services intended to meet the needs of families. Approximately 700 families were served in 2015 by this new service and more than 3,000 education-related claims were processed representing approximately $7 million. These claims covered all education-related compensation and benefits from tutoring to tuition, to board and lodging at residential schools, to supporting travel for family reunions.

Military Family Resource Centres - Local Services
Through Military Family Resource Centres, the programs and services of the Military Family Services Program are made available to meet the needs of: Canadian Armed Forces personnel (Regular and Reserve Force) and their parents, spouses, children & relatives, families of the fallen and medically-releasing members and their families.

National Services
In addition to services and support available locally at Military Family Resource Centres, Military Family Services also connects military families to services and support through the 24/7 Family Information Line and online at FamilyForce.ca.
How are we enhancing awareness, access and use of physical and mental health services for the benefit of military families?

**Veteran Family Program**
Available to medically-released members and their families for a period of two years post-release in October 2015. Seven participating Military Family Resource Centres in Esquimalt, Edmonton, Shilo, Trenton, North Bay, Valcartier and Halifax

**Strongest Families’ Parenting Support**
An innovative distance education program which provides telephone-based parenting intervention to parents of children with behavioral or emotional problems. Available at MFRCs in Kingston, St. John’s and Halifax

**Calian’s Family Doctor Referral Network**
The Military Family Doctor Network helps match physicians practicing at Calian's Primacy Clinics in Loblaw grocery store locations (including Real Canadian Superstore®, Zehrs®, Loblaws® and No Frills®) with military families in need of a family physician.

Linking Community Front-Line Providers with Families Military Family Services has formed meaningful service connections between community service providers, local Military Family Resource Centres and military families.

**The Bounce Back® program** is a mental health program funded by the Provincial Health Services Authority in BC designed to help address the challenges of some mental health issues such as mild to moderate depression, low mood, or stress, with or without anxiety.

**The Equinoxe Virtual Clinic** provides potential solutions for families served by the Mainland BC Military Family Resource Centre. Equinoxe LifeCare is a certified health care management company that has been in operation for 25 years.
Military Family Services enlists and mobilizes community partners to contribute their expertise and community footprint to meet the needs of military families.
Our approach in the past year was to increasingly engage with families to find out more about their realities, how we might improve the materials and services prepared for them, and to increasingly build a virtual connectivity between families themselves. In addition to traditional resources, we increased our efforts through social media with targeted campaigns and strategies. Ultimately, our objective is to have families who are aware and connected to the services available, in order for them to feel empowered in mitigating any life challenges.
EMPOWERING FAMILIES

How are we communicating more effectively with families?

A Family Guide to the Military Experience
Published in March 2015, this Guide is intended to help families balance the challenges of frequent relocations, separation and risk while maintaining overall health and well-being for their entire family.

Military Family Panel Process
The Family Panel Process has been set-up to hear from as many families as possible to improve services, tailor programs and advise senior leadership about the issues that matter most to families.

- **#MyVoice** - A forum that’s open to all military family members and where every voice counts. Feedback is shared with other service providers and military leadership, and will be integrated into programs and services.

- **Follow us on Facebook** - In 2015, we put in place a thematic post strategy throughout the week to boost engagement with families and keep them tuned in so that we can continue to keep them informed of the programs and services intended for them.

- **#RealMilitaryPeople** - This weekly facebook post provides a closer look at some of the challenges and joys that come from being part of the military family community.

### SOCIAL MEDIA HIGHLIGHTS

- **Facebook**
  - 573 original posts on our pages
  - 2,600 people were reached by our posts
  - 36,411 have seen our most popular post

- **Twitter**
  - 781 original tweets sent out
  - 250,000 times users saw our tweets
  - 3,600 times our users interacted with our tweets

- **YouTube**
  - 20 original family vignettes on our channel
  - 6,000 views on all of our vignettes
  - 1,400 views on our most popular vignette
How are we strengthening existing partnerships, fostering new ones and more fully leveraging these relationships?

Performance Measurement

MFS has developed performance measures that focus on the extent to which MFS activities and services are contributing to family well-being. The dashboard below provides a summary of MFS impact in terms of awareness, access and use of services by military families. The dashboard also highlights services that have been deemed important by families. Family feedback is shared through www.facebook.com/groups/MyVoiceMaVoix.

**AWARENESS**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in sessions of FamilyForce.ca</td>
<td>2.0%</td>
</tr>
<tr>
<td>Requests for our programs &amp; services</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Families welcomed to their new community</td>
<td>10,699</td>
</tr>
</tbody>
</table>

**ACCESS**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families connected with a Family Info Line</td>
<td>954</td>
</tr>
<tr>
<td>Connections to the Family Info Line</td>
<td>1,572</td>
</tr>
<tr>
<td>Allocated to military families by Children’s Education</td>
<td>$7,600,000</td>
</tr>
</tbody>
</table>

**USE**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used mental health services</td>
<td>6,280</td>
</tr>
<tr>
<td>Used child care services</td>
<td>12,553</td>
</tr>
<tr>
<td>Adults and youth used education services</td>
<td>5,035</td>
</tr>
</tbody>
</table>

**STRATEGIC OUTCOMES**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost associated per family member</td>
<td>$703</td>
</tr>
<tr>
<td>Families satisfied with Military Family</td>
<td>68%</td>
</tr>
<tr>
<td>Families feel resilient</td>
<td>80.3%</td>
</tr>
</tbody>
</table>

Find out more about the measures by visiting www.familyforce.ca/EN/Pages/FamilyDashboard.aspx
Communities lie at the heart of supporting modern military families effectively. Military Family Services, in collaboration with Military Family Resource Centres, key partners and stakeholders—must strive to mobilize, deploy and sustain the network of support required to contribute to the well-being of military members and their families.

In the past year, we have made significant strides in this area and have seen real commitment and engagement from this community.