



# WebXchange: MFRC Innovative Ideas

Information as a Service

19 April 2018

Terry Telford and Julie Hollinger

[Terry.Telford@forces.gc.ca](mailto:Terry.Telford@forces.gc.ca),

[mcc.pmfrc@bellnet.ca](mailto:mcc.pmfrc@bellnet.ca)

+ PETAWAWA MFRC



## + Needs – and content – are ever-changing

- Because regular moves are a part of military life, our families – and their needs – are always changing
- Many ways to get feedback:
  - Conversations during clear-ins and with welcome calls
  - Social Media
  - Feedback from staff
  - Community Needs Assessments



## + Welcome Packages

- We review content every year
- Information that is important to our clients:
  - Kennels and horse-boarding facilities
  - Food banks
  - Legal advice / mediation
  - Medical care
  - Home care services



Balancing act  
between providing  
too much  
information, and  
cutting content that  
people want &  
need.

# + Developing targeted marketing materials

- Developed a series of posters that highlight programs for adults, families or children.
- Created similar resources for deployment support programs and services (Petawawa is currently in high-readiness), special needs programming and French-language programming.



**APRIL PROGRAMS & EVENTS FOR FAMILIES**  
 17 of www.cafpac.ca | 1-800-363-2211 - April

**CREATE A DEPLOYMENT WALL**  
 APRIL 10 / 11 AM - 12:30 PM  
 Are you ready to go? A deployment wall is a programme made from items you don't want to lose. They can include a photo that is both well thought out, in a decorated envelope. There are many ways to make it for you, so it is important to you and your family. Please register by April 10.

**SATURDAY MORNING BREAKFAST**  
 PLATEAU  
 APRIL 13 / 12:30 PM  
 Spend a Saturday morning eating with your children and eating together to create an event and structure. This day program will be open to kids and get back to work before we start. Please register by April 10.

**PREGNATAL NUTRITION PROGRAM**  
 MONDAY / 7:00 AM - 7:45 PM / 10 WEEKS / 10 WEEKS  
 The goal is to provide the development of babies and their health and reduce the risk of complications. Please register by April 10.

**FOX EXCEPTIONAL FAMILIES**  
 EXCEPTIONAL FAMILIES MEETING / APRIL 14 / 10 AM - 12:30 PM  
 This is an opportunity for families who have children with special needs to connect, share information and receive support. Please register by April 10.

**WEDNESDAY APRIL 18 / 11 AM**  
 This meeting is for families who have children with special needs to connect, share information and receive support. Please register by April 10.

**CAF Connect.ca @ Petawawa**



**PMFRFC DEPLOYMENT PROGRAMS**  
 APRIL 1 MAY 1 2018

**DEPLOYMENT SUPERVISED CARE**  
 APRIL 7 / 9 AM - NOON (SBC) | JUNE 2 / 9:30 - 12:30 PM (SBC)  
 APRIL 11 / 8:30 - 11:30 PM (SBC) | JUNE 8 / 9 AM - 12:00 PM (SBC)  
 APRIL 17 / 9 AM - NOON (SBC) | JUNE 14 / 9:30 - 12:30 PM (SBC)  
 APRIL 21 / 9:30 - 12:30 PM (SBC) | JUNE 18 / 9 AM - NOON (SBC)  
 MAY 2 / 9:30 - 12:30 PM (SBC) | MAY 15 / 9 AM - NOON (SBC)  
 MAY 12 / 9:30 - 12:30 PM (SBC) | MAY 24 / 9 AM - NOON (SBC)

**DEPLOYMENT PEO TIPS**  
 APRIL 11 / 7:30 AM - 8 PM / 10 WEEKS  
 MAY 2 / 7:30 AM - 8 PM / 10 WEEKS / 10 WEEKS

**COUPLES REINTEGRATION**  
 APRIL 18 / 10 AM - 12 PM  
 Couples who have experienced a deployment from the opportunity to enjoy a meal together while spending time with each other.

**CAF Connect.ca @ Petawawa**

**CRFMP PROGRAMMES FRANÇAIS**  
 WWW.CAF.PAC.CA

**LET'S CHAT!**  
 LET'S CHAT! / 17 APRIL / 10:30 - 11:30 | LET'S CHAT! / 17 JUNE / 10:30 - 11:30  
 LET'S CHAT! / 24 APRIL / 10:30 - 11:30 | LET'S CHAT! / 24 JUNE / 10:30 - 11:30  
 LET'S CHAT! / 30 APRIL / 10:30 - 11:30 | LET'S CHAT! / 30 JUNE / 10:30 - 11:30

**PAUSE SANTÉ**  
 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM

**FAISONS DE LA MUSIQUE**  
 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM

**CRÉER VOTRE PROPRE COURONNE DU PRINTEMPS**  
 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM / 10:30 AM - 12:30 PM

**CAF Connect.ca @ Petawawa**

# + Information is a service we can all provide

- Our employees are our best ambassadors. Sometimes child care staff is in better position to reach out to families. (e.g., deployments, special needs, etc.)
- Provide front-line staff, child care staff and all employees the tools they need.



## Mini Posters

3.5 x 4.25 inches  
Easy to handout  
Can put in your wallet/ on your fridge



## Agency Business Card

One card with all of our key numbers



# Kingston Military Family Resource Centre

---

Information as a Service



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston



Terry Telford

---

- Communications Specialist
- Started with KMFRC in 2010
- Marketing, Communications, Sales and Management since 1991



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston

## MFS Social Media Strategy

- 38% of families like social media
- 37% of families like websites
- 63% of families like email



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston

Garrison Life

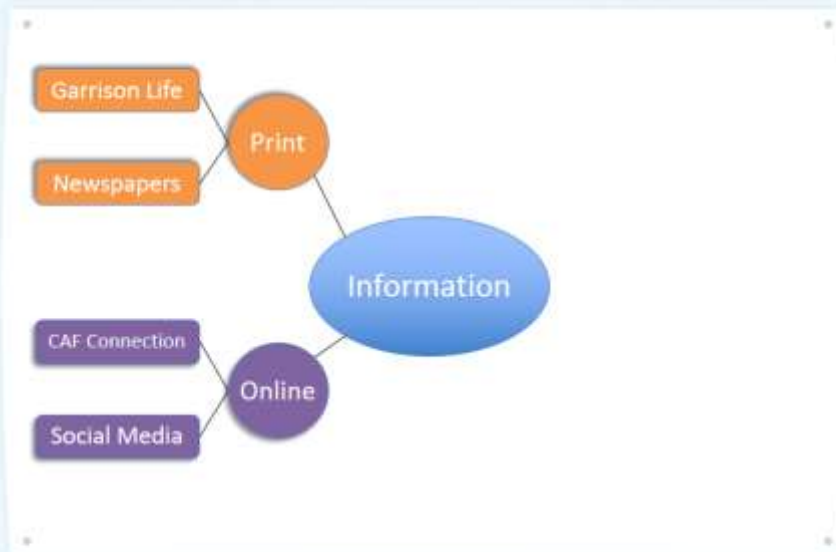
Newspapers

Print

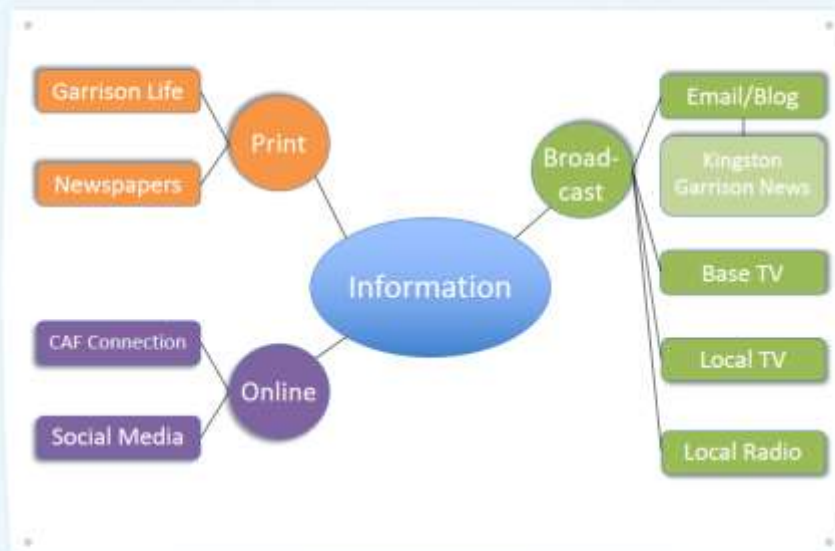
Information



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston



Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston

Consistent Messaging

EMAIL / BLOG

GARRISON NEWS  
NOUVELLES DE LA GARRISON

FACEBOOK

TWITTER

CAF Connection

KMFRC.com/vfp

Kingston Military Family Resource Centre  
Centre des ressources pour familles militaires de Kingston