



EVALUTION REPORT

COMMUNITY EXPO: CELEBRATING CHILDREN, YOUTH AND FAMILIES

**THURSDAY, MAY 15 2003:
INTERNATIONAL DAY OF FAMILIES**

ORGANIZED AND HOSTED BY:

**THE WINNIPEG SITE OF
THE CENTRE OF EXCELLENCE FOR CHILD AND YOUTH
CENTRED PRAIRIE COMMUNITIES**

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Health Canada



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Acknowledgements

Many thanks to all of the Network members who assisted in so many ways to make this event happen. Staff at the St. James Civic Centre earned our gratitude by being so very accommodating, generous and helpful. But this event would not have happened without the guidance, support and suggestions provided over the past few months by the Winnipeg Site Steering Committee members and Michael Dudley at IUS. Thanks to everyone involved.

The Centre of Excellence for Child and Youth-Centred Prairie Communities is one of five Centres of Excellence for Children's Well-being funded by Health Canada. Le Centre d' excellence pour les collectivités Centrees sur les enfants et les jeunes des Prairies est l'un des cinq Centres d' excellence pour le bien - etre des enfants finance par Sante Canada.

The views expressed herein do not necessarily represent the official policies of Health Canada. Les vues exprimees ici ne representent pas necessairement la position officielle de Sante Canada

OVERVIEW OF REPORT

What better way to celebrate the International Day of Families in Winnipeg than with an event that showcases the programs, services, research and resources supporting the well-being of children, youth and families in the city? The first *Community Expo* was held on May 15, 2003 at the St. James Civic Centre, organized and hosted by the Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities. There is substantial support by those who attended, and even by those who couldn't, for the *Community Expo* to become an annual event.

This report is an internal evaluation of the *Community Expo: Celebrating Children, Youth and Families*. The report is intended as 1) a decision making tool for the Winnipeg COE Network members about whether to hold future *Community Expos*; 2) a reference document that may be used for detailed planning of a similar future event in Winnipeg, either by the Winnipeg Site of the COE, or by another organization; 3) a report to the Centre of Excellence for Child and Youth Centred Prairie Communities and to the funders (Health Canada); and, 4) a tool to assist communities elsewhere in hosting a similar event.

From the seed of the idea to the day of the *Community Expo*, this report describes the planning process in detail, including the challenges along the way. The evaluations completed by presenters provide excellent feedback about the event, and offer useful ideas for changes that could be made. The appendices include documents used in planning the event.

Many thanks to the Network members, Winnipeg COE Committee members, and the Centre of Excellence for Child and Youth Centred Prairie Communities for their involvement and support in making this happen.

BACKGROUND INFORMATION ON THE WINNIPEG SITE OF THE CENTRE OF EXCELLENCE FOR CHILD AND YOUTH CENTRED PRAIRIE COMMUNITIES

The Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities conducts research about the issues and challenges facing children and youth in Winnipeg, with the hope that, by engaging young people and their families, we can discover the ways that families, communities, service providers and governments can address these challenges.

The Winnipeg Site funds community-based research projects, organizes networking opportunities, disseminates information, and makes library materials available for research, ultimately contributing to the making of a "child and youth friendly Winnipeg."

The Winnipeg Site is guided by a local Network of front line workers, community members, community groups, social service agencies, academic researchers, policy makers and individuals interested in supporting and encouraging children and youth. It includes 198 individuals representing 124 initiatives in Winnipeg.

Network members:

- provide input into research content and process,
- offer guidance to the steering committee,
- put research into action,
- share expertise, adding to a collective knowledge base,
- help disseminate research findings,
- gain and share knowledge about relevant events, research, workshops, conferences, and resources,
- participate in information sharing opportunities
- connect with other members who share common interests in issues affecting children and youth in Winnipeg.

The Network is becoming an umbrella group that serves as a 'one-stop-shop' for anyone interested or involved in issues, services or research related to the well-being of children and youth in Winnipeg.

The Winnipeg Site is located within The Institute of Urban Studies at the University of Winnipeg. If you are interested in learning more about the Winnipeg Site and its research activities, please visit our website at www.uwinnipeg.ca/~ius/coe or contact Anita Friesen, Community Research Coordinator, at 204-982-1152 or by email at a.friesen@uwinnipeg.ca .

PLANNING OF THE *COMMUNITY EXPO*

Goals: One of the main findings that came from the first phase of the research of the Winnipeg Site is that researchers and service providers have difficulty staying abreast of the numerous and diverse supports for the well-being of children and youth available in the city of Winnipeg. It was identified that this difficulty is because information gathering and dissemination requires valuable time and energy that many organizations do not have to spare, and because programs and services change regularly in response to the changing needs of children and youth.

For service providers, knowledge of these supports is crucial to providing effective referrals and services to children and youth. It is also important for service providers in order to avoid unnecessary duplication and to ensure that gaps in the system of supports are closed. For researchers, knowledge of other research projects about children and youth helps to avoid unnecessary duplication and promotes the building of a cumulative body of research. Collaboration between researchers and service providers is mutually beneficial: researchers gain an understanding of issues and gain increased access to resources, while service providers can strengthen their own initiatives by applying research findings.

To address this need, Winnipeg Site staff suggested that Network members showcase their programs and services at a Winnipeg COE Network meeting. This idea was brought forward to the Network in October 2002, and through discussion it was decided to make it a stand-alone event. While phase-two research projects would be underway in the Spring of 2003, it was decided that this would be a great time to hold such an event as a way of keeping the momentum of the Network strong, and of increasing the linkages and contacts among the Network members.

Event Framework: The idea of a community event was enthusiastically accepted by Network members. They decided that the primary objective of the event would be to provide an opportunity for members to share information about their programs, services, research, etc. with each other on a broad scale in a single day. A secondary objective would be to provide an opportunity for the public to learn about the supports for children and youth in Winnipeg. Through discussion, the members came to a number of general planning decisions. These were then passed along to the steering committee to determine the details, and given to the Community Research Coordinator for follow-up.

Thursday, May 15th 2003, the *International Day of Families*, was chosen as an appropriate date for the event. The Network decided on a timeframe that encompassed working hours as well as after-work hours in order to

accommodate most people's schedules. From 2:00-4:30 P.M. the event would be only open to registrants so that they would have an opportunity to meet other Network members, visit the displays, and gather information. From 4:30-7:00 P.M. the event would be open to the public. The steering committee approved the title of '*Community Expo: Celebrating Children, Youth and Families*'. Difficulties were encountered in trying to find an appropriate venue that was central, accessible to all, had plenty of parking, could accommodate a large number of display tables, had an adjacent kitchen area, was reasonably priced, and was available on May 15th. After much searching, the St. James Civic Centre at 2055 Ness was found to fit all of these criteria.

Registration: Once the name, time and place of the event were established, more details could be finalized. Registration information and forms were e-mailed to the approximately 175 Network members (Appendix A and B). Registration packages - including information about the Winnipeg Site of the Centre of Excellence and the Network, a Network application form, *Community Expo* information and a registration form - were mailed to over 300 schools and organizations not involved in the Network, encouraging them to join and take part. A small registration fee was charged to cover the cost of the venue. Network members paid \$5 and non-Network members paid \$10. Charging a small fee was a way of securing a commitment from registrants. Charging non-Network registrants double the Network fee was an incentive for them to join the Network. Those who registered were sent comprehensive information to assist them in preparing for the event (Appendix C).

Additional Activities: The Network had suggested that politicians be invited to speak at the *Community Expo*, that media be asked to attend to cover the event, and that a number of youth groups could provide ongoing entertainment. Although great ideas, the steering committee decided that this would be a bit too ambitious for a first-event, and it could potentially 'flop' if not enough members of the public showed up.

The idea of having a youth group provide food and refreshments at a 'Community Café' as a fundraising opportunity was pursued, and a message to the Network brought forth a number of interested groups. Those chosen were the cooking students of the *Resources for Adolescent Parent Program* from *New Directions for Children Youth and Families*.

The information provided in registration forms indicated that only a handful of children/youth would be attending the first portion of the event, and it was impossible to guess how many might attend after 4:30 when the Expo would be open to the public. Given this low anticipated attendance by children/youth, it was decided that the Expo would offer activities for children and youth that would be informally organized and supervised so there would be something for them, but

also so that anyone overseeing the activities would not be disappointed if the turnout was low.

Publicity: Publicity for the event was quite extensive. The University of Winnipeg's Public Relations department wrote a press release and public service announcement that was sent to all major and community newspapers, plus radio and T.V. stations in Winnipeg (See Appendix D and E). Publicity arising from the media release included an hour-long interview of the organizers on a local radio station (CJOB), an article in the *Winnipeg Parent* newspaper (Appendix F), a front-page item in the *Winnipeg Free Press* and an article in the University of Winnipeg's *(in)edition* (Appendix G) Network members also spread the word by putting the *Community Expo* poster in their offices, in libraries, grocery stores and community centers and by sending the poster through their email listserves (Appendix H).



Seven Oaks School Division

MAY 15, 2003 – COMMUNITY EXPO

Set-up: Community Expo registrants had been asked to arrive between 1:00 and 2:00 P.M. to set up their information displays. The St. James Civic Centre staff had done an excellent job in preparing the table layout in the auditorium to accommodate the maximum number of registrants. There were 50 tables available, with 48 organizations and research projects represented (see Appendix I). Two tables were reserved as backup and, as it turned out, one was needed.

Tables had been pre-assigned to registrants according to the requirements indicated on their registration forms. All registrants' requests for tablespace, access to electrical outlets and wallspace were accommodated. Check-in and set-up was a relatively smooth process and continued until about 3:00P.M. Winnipeg COE staff and steering committee members checked people in, collected unpaid registration fees, gave each person a canvas Centre of Excellence bag to hold resources they would collect, and directed them to their respective tables.

The variety and visual appeal of the displays was impressive, as was the knowledge of those who worked the tables, and the quality of resources available. The approximately 120 presenters had the opportunity to network and gather information until 4:30 at which time the doors were opened to the public. Admission was free. About 75 people came for this portion of the event. Each member of the public was greeted and given a canvas bag, compliments of the Centre of Excellence for Child and Youth Centred Prairie Communities. All registrants and members of the public were invited to enter a draw for door prizes. These prizes were generously donated by the Public Relations department of the University of Winnipeg, the Winnipeg Site of the COE, and by the Winnipeg Military Family Resource Centre.



Turning Point

Additional Activities: The *Resources for Adolescent Parent Program* group provided an excellent range of healthy food in their “Community Café” including fruit salad, sandwiches and wraps, homemade cookies and squares and bannock. The City of Winnipeg provided ‘Rec-Techs’ to supervise outdoor activities for youth. There was a table covered in paper for children to draw and colour on, right next to the Public Library’s “Reading Nook”. A few other tables had activities for kids, plus free draws and giveaways. Mascots were present to entertain and give away hugs and handshakes.

Cost Recovery Budget

<u>Registration \$ Intake</u>	<u>Costs</u>
\$10.00 x 2 = \$ 20.00	Venue Rental \$45.72/hr x 5 hrs. = 228.60
\$ 5.00 x 46 = <u>\$230.00</u>	Tax 16.00
<u>\$250.00</u>	Miscellaneous supplies 29.03
	Postage 323.36
	Ad in <i>Winnipeg Parent</i> <u>95.00</u>
	\$691.99

Net cost to Winnipeg Site = \$441.99



Colouring Table

FEEDBACK FROM REGISTRANTS

Following the event, registrants of the *Community Expo* were asked to provide a rated evaluation on elements of the event using a scale of 1 to 5 (1 = poor to 5 = excellent). Comments were also welcomed. Ratings feedback was fairly consistent among those who completed the evaluation form (Appendix J).

Elements of *Community Expo* that were rated highly (4 and 5):

- Initial Information provided with registration form
- Cost to register
- Information provided in registration package
- Information provided on the website
- Opportunities to network and gather information

Elements of *Community Expo* that scored well (rating of some 3, mostly 4 and 5)

- Accommodation of display space needs
- Community Cafe
- Ease of setting up and signing in
- Appropriateness of timeframes
- Helpfulness of organizers

Elements of *Community Expo* that scored mid-range (rating mostly 3 and 4):

- Choice of venue: location, size and appropriateness
- Layout of tables

Element of *Community Expo* that could use the most improvement:

- Activities for children and youth (equal rating of 2, 3 and 4)

Overall, suggestions offered were useful and constructive. Below is a sample of the most frequent and notable comments.

What did we do well?

- Excellent number and mix of agencies in attendance
- Great networking opportunities
- Communication about the event was good
- Very well organized at all stages
- Organizers were friendly and helpful
- Great to have the café run by a community agency youth group
- Healthy food was an excellent idea

What suggestions can you offer for improvement?

- The timeframe for Networking was too long (1 1/2 hours including set-up would be sufficient)
- Start later in the day
- Promote more to attract larger public participation
- A different time of year may be better: Soccer and baseball practices/games for most families makes it hard for them to attend on weeknights in spring/summer
- More activities that would be appealing for families (speakers, draws, hands-on workshops, outside activities)
- A more central location would be better
- Hold it in a mall where there is more public traffic to give more exposure to agencies
- Hold it on a Saturday or Sunday or tie into another family event to get better public turnout

Additional Comments:

- It would have been nice if there had been an introductory welcome from the organizers to add some cohesion to the event
- Stage displays were not visited much because they were hard to find



Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities

The Centre of Excellence for Child and Youth Centred Prairie Communities, Winnipeg Site, June 2003

POSITIVE OUTCOMES

Overall, the Community Expo was a great success. The primary goal was definitely achieved - the goal of Network members making connections with each other and increasing their knowledge of programs, services and research. Service providers and researchers learned what others in Winnipeg are doing to support the well-being of children and youth. Registrants gathered information, chatted at length about their work, and discovered new ways to collaborate. These connections continue to grow following the Expo, as frequent requests are made by Network members for contact information of other registrants.

The event itself was fairly straightforward to organize and did not consume a great deal of staff or member time. The enthusiasm and support of Network members, including the Steering Committee, was strong throughout the process. The event was much stronger for having been based entirely on ideas and input from Network and Committee members. Their involvement in planning, as registrants, and as volunteers made the event possible and successful.

Registrants' display space needs were accommodated according to their requests. This was a difficult balancing act as the electrical outlets and wall space for displays was limited. Set-up and dismantling of the event went smoothly. The 'Community Café' provided the *Resources for Adolescent Parent Program* group an opportunity to practice their culinary skills, to learn organizational and customer service skills, and to raise money for their program.

The event was planned as partially 'cost recoverable' for the Winnipeg COE site. It was important to keep the fee affordable enough so as not to discourage anyone from registering. Registrants were pleased with the low fee, but the fee only covered the cost of renting the venue. Other costs were shouldered by the Winnipeg Site.

Publicity about the Community Expo increased the Centre of Excellence's visibility in the community. Linking a targeted mail-out to non-members with the notice of the Expo increased the size of the Network by about 20 new members. The Winnipeg Site itself gained much exposure and raised awareness of its research and networking by having a display at the Expo.

CHALLENGES

This was the first time that the Winnipeg COE Site had organized a Community Expo, or any event like it, so the planners and organizers did not have the learning and experience of past events to draw upon. Some aspects of the event could have been better orchestrated, but it is the learning from these experiences that will enhance the next Community Expo.

The mailing out of information and Community Expo registration forms to non-Network members succeeded in building membership and Expo registrants; however, it was fairly expensive. Sending out a call for registration, and regular reminders, by email to Network members was time and cost-effective. By the registration deadline on April 11th, however, there were only 17 registrants. Because of this low number, consideration was given to canceling the event due to lack of interest. Instead, a reminder was sent to the Network. This brought additional registrations. In fact, Network members continued to register until the day of the Expo. This made it difficult to send out registration packages on time, plan table assignments, adjust the number of documents to have available, and estimate the amount of food to be prepared. It also created extra work, as the registration packages had to be prepared and sent one at a time, as the registrations came in following the deadline.

No fax number was provided on the registration form because people were meant to submit their registration with their fee payment by mail. A large proportion of the registrants, however, faxed their forms in and sent a cheque later by mail or else waited to pay at the Expo. This made it somewhat confusing to track, and it was also time consuming to collect the registration fees and provide receipts on the day of the Expo.

Children and youth were encouraged to showcase their own initiatives at the Expo. There were only a few projects with children and youth as presenters. The invitations specifically targeting children and youth that were sent to every school in the city did not produce the desired results.



Wolseley Family Place

In order to ensure that the registration fee would be affordable to everyone, the cost recovery budget was kept very low. This left very little money for extras, such as advertising, that would have improved the event. Despite this, the advertising was quite extensive. Most advertisers and media cut content and, in the process, removed the acknowledgement to Health Canada, our funders.

On the day of the Expo, the organizers showed up 15 minutes later than planned. Some of the registrants had arrived early and were waiting. This meant that the check-in process was a bit more disorganized than hoped for. Rather than having them check in to receive information and table assignment as they arrived, the organizers immediately gave the registrants their table assignment and asked them to return to check-in once they were set up. In the end, this worked out well.

The low public attendance level was a disappointment for most registrants. As this was the first Community Expo, however, it was impossible to predict how many people would attend. This made much of the planning very difficult for the 4:30 - 7:00 P.M. phase. The activities for children and youth were minimal because the organizers did not know how many would attend, or what ages they would be. The Colouring Table was fairly well used, but the Library's reading nook was not. The City of Winnipeg's 'Rec Techs' attracted only two youth to shoot hoops outside, and they were both presenters.

The encouraging aspect of these challenges is that they are all quite manageable, if not solvable. Some uncertainties, such as public attendance, will always exist, no matter how carefully and effectively the event is planned.

RECOMMENDATIONS

If the primary goal for the Expo continues to be that of a networking opportunity for organizations, then perhaps the Franco-Manitoban Cultural Centre or another venue of that size would be more suitable, as it would accommodate a predicted increase in number of registrants. Inquiries made while planning this Community Expo indicated that the cost to rent this type of venue would be between \$600 and \$800. If the event were to operate on a cost-recovery basis, then the registration fees would have to be increased considerably to offset this cost. If the real costs, including those for publicity, postage and miscellaneous items were also added, this would raise the fee considerably. Some of this would be offset by the additional fees collected from a higher number of registrants, but the increase may still place the fee at a level that would not be affordable for some potential registrants. This would require close calculation and consideration.

If the primary goal of the Community Expo became that of increasing the public exposure of Network members, then the suggestion that it be held in a mall might work well. This would mean that it might not be possible to repeat some of the aspects of the Expo, such as the extensive opportunity for Networking for registrants, the 'Community Café', and outdoor activities for youth.

Regardless of the direction the Community Expo would take, it would be necessary to devote more resources to publicity with the intention of gaining more registrants and of reaching more of the public. Other ideas put forth in the evaluations for increasing attendance of both presenters and the public included holding the event on a Saturday, in a more central location and earlier in the Spring (before summer sports start up and prior to gardening and 'lake' season).

As a Networking opportunity, the issue of time allotted exclusively for that purpose should be revisited. More effective and creative methods of including children and youth's initiatives and involvement would be welcomed. The process of inviting registrations and providing information seemed to be efficient and effective, but could certainly be expanded to include a broader range of initiatives.

With the 'wrinkles ironed out' and increased attendance, additional features could be added to the Community Expo. Some suggestions from Network members include opening remarks by the organizers, speakers such as politicians, entertainment provided by youth, more activities for children, youth and families, presentations/workshops, and awards presentations. Through these changes, the 'Community Expo' could potentially grow into a much anticipated and appreciated annual event that would serve as an invaluable educational and publicity tool for initiatives in the city that support the well-being of children and youth.

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APPENDIX A : INFO ABOUT COMMUNITY EXPO

INTERNATIONAL DAY OF FAMILIES
THURSDAY, MAY 15 2003
2:00 – 7:00 P.M.

COMMUNITY EXPO: CELEBRATING CHILDREN, YOUTH AND FAMILIES

ST. JAMES CIVIC CENTRE,
2055 NESS AVENUE, WINNIPEG

The *Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities* invites you to join us on Thursday, May 15th, International Day of Families, to celebrate children, youth and families at our **Community Expo**.

This event will **showcase** community-based programs, services and research targeting issues impacting children, youth and families in Winnipeg. Youth are also encouraged to showcase their community initiatives.

This is an excellent opportunity to **gather current information, get your message out and connect with others** who are involved in a wide range of local initiatives that are improving the well being of our city's families, children and youth. The early portion of the Expo (2:00 – 4:30) will be open only to those who are registered so that they have the opportunity to mingle and make valuable connections. After that, the doors will be open to the public (4:30– 7:00).

Table display space will be provided for a small fee to those wishing to share information about their initiatives (\$5 for Network members, \$10 for Non-Network members). Children are welcome to come and enjoy the **Fun-Zone!**

If you would like to have a display table at the **Community Expo**, please fill out an application form. Once registered, you will be provided with a full package of information and instructions. For more information please contact Anita Friesen by phone at 982-1152 or by email at a.friesen@uwinnipeg.ca.

Spaces are limited, so please register early!



APPENDIX B: REGISTRATION FORM

The Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities presents...

**COMMUNITY EXPO:
CELEBRATING CHILDREN, YOUTH AND FAMILIES**

**THURSDAY, MAY 15 2003 2:00 – 7:00 P.M.
ST. JAMES CIVIC CENTRE, 2055 NESS AVENUE, WINNIPEG**



REGISTRATION FORM

**** Space is limited and will be allocated on a 'first come, first served' basis, so apply early. Please enclose payment (by cheque or money order) to ensure that your space will be reserved. Your registration will be confirmed when you receive a registration package that will be sent by mail three weeks prior to the Expo. If we are unable to accommodate you due to space restrictions, your payment will be returned in full.

1. Name of Organization, Program, Research, etc. to be showcased:

2. Name of Contact person _____

Phone number _____ **Fax Number** _____

Email address _____

Mailing Address _____ **Winnipeg, MB** _____ **(Postal Code)**

3. Number and ages of children attending _____

4. Display Space: (please keep in mind that space is limited and request only what you need)

full table (Tables are approximately 8 feet by 2.5 feet)

OR

half table

Plug-in

Wall space for display purposes (posters, etc)

Wheelchair accessibility for presenters

___ **number of chairs for presenters**

Other requirements: _____

5. Expo Registration Fees enclosed (per display space)

\$5 for Winnipeg Network members

\$10 for non-Network presenters

(Note: Membership in the Winnipeg Network is **free** and brings many advantages with it! See information enclosed. If you are not currently a member but **would like to join** and take advantage of the reduced Expo registration fee, simply **fill out the Membership form** enclosed and submit it along with this form and the \$5 fee).
(over)

Please make cheque or money order payable to “Institute of Urban Studies” (on memo line, please add “COE”)

Please return completed form(s) and Registration fee to:

Anita Friesen,
Winnipeg Site,
Centre of Excellence for Child and Youth Centred Prairie Communities
Institute of Urban Studies,
346 Portage Avenue, Winnipeg MB,
R3C 0C3

For more information:

Please contact Anita Friesen, Community Research Coordinator
by phone at 982-1152 or by email at a.friesen@uwinnipeg.ca.

APPENDIX C: INFORMATION SENT TO REGISTRANTS



Winnipeg Site of the
Centre of Excellence for Child and Youth Centred Prairie Communities,
Institute of Urban Studies
346 Portage Avenue
Winnipeg, Manitoba
R3C 0C3

April 24, 2003

Re: Community Expo: Celebrating Children, Youth and Families

Hi Registrant!

Thank you for your interest in the Winnipeg COE's premiere of the **Community Expo**. Registration has been very high, and so has public interest in the event. It will be held, as planned, at the St. James Civic Centre at 2055 Ness Avenue on Thursday, May 15, 2003 (the International Day of Families). This package will provide you with information to assist you in preparing for the day.

Details:

- There is plenty of free parking at the St. James Civic Centre
- By bus it is only a 20 minute ride from downtown on #24 Ness, which lets you off at the parking lot
- Check in/set up time for registrants is from 1:00 – 2:00 P.M. in the auditorium, which is on your right as you enter the building
- Check in at the Winnipeg COE's table to receive your package and table assignment, and to meet the staff and Committee members
- The Winnipeg COE will have a draw for door prizes, and will provide a canvas bag to everyone who attends (while supplies last)
- Please have someone available at your table from 2:00 until 7:00 P.M.
- The time from 2:00 - 4:30 has been set aside for registrants to chat, make valuable connections, find out what projects others are working on, and find ways to collaborate in initiatives and research. This is the primary purpose of the Expo: to give our Network an opportunity to network face-to-face. (We will not be expecting many children or youth during this time, but they are certainly welcome).
- From 4:30 -7:00 the doors will open to the general public. Since this is the first time that we have undertaken such an event, we are not certain as to the turnout. There will be a colouring table, a reading nook and face-painting for kids. For youth, there will be supervised outdoor activities.
- Washrooms and coat room are conveniently adjacent to the auditorium
- There will be plenty of healthful refreshments and light supper fare (sandwiches, etc) available at reasonable prices at the 'Community Café'
- We will close things down right at 7:00P.M.

Checklist of what you may want to bring:

- ❑ Please bring a good-sized **sign** from which people can easily identify your initiative
- ❑ You will probably want to have plentiful **information** about your initiative for people to take away with them, such as pamphlets, posters, research, publications, booklets, etc.
- ❑ Don't forget your **business cards!**
- ❑ If you requested an electrical outlet (plug-in) on your registration form please bring an **extension cord** (or two). The longer, the better!
- ❑ If you have requested wall space, you will want to bring some **masking tape** or such to hang things on the cement walls (tacks just won't do it, I'm afraid)
- ❑ **Pens, paper, markers, scissors**, etc. are always good to have on hand, too.
- ❑ **Freebies!** You may want to bring something to entice people to your table such as free draws, giveaways like bookmarks, buttons or fridge magnets, or even just a dish of candies.
- ❑ A **tablecloth or cover** for the front and top of tables, if you wish. The tables are about 8 feet by 2.5 feet.
- ❑ Although certainly not necessary, you may want to have **activities** for children and youth.
- ❑ Go wild, be creative, have fun!

Enclosed in this package, you will find a receipt for your registration fee, and posters that you can post wherever you like. You will also find a list of the registrants to date – we are still accepting registrations, so tell your friends, but let them know that there are not many spaces left.

If you have any questions or ideas to share, please feel free to contact me anytime by phone at 982-1152 or by email at a.friesen@uwinnipeg.ca. And if you haven't visited our website lately, please do so! The news page is regularly updated (www.uwinnipeg.ca/~ius.coe). Don't forget to keep me informed about anything that you think the Network would be interested in knowing regarding children and youth in Winnipeg, and I will pass it along, plus post it on our website.

See you on May 15th!

Anita Friesen
Community Research Coordinator

NEWS BULLETIN

Tuesday, April 22, 2003
For Immediate Release

**Community Expo:
Celebrating Children, Youth, and Families**

Winnipeg — The whole family is invited to celebrate the International Day of Families on Thursday, May 15 at the St. James Civic Centre, site of *Community Expo: Celebrating Children, Youth, and Families*. Discover the many ways Winnipeg is working to ensure the health and well-being of families, youth, and children—and enjoy activities, goodies and face-painting!

The Expo is sponsored by the Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities, which is a “network of networks,” committed to discovering ways to best support children and youth. Comprised of community members and groups, social service agencies, academic researchers, and policy makers in six Canadian Prairie communities, the Centre conducts practical, action-based research on key health and development issues affecting children and youth. The Winnipeg Site is administered by the Institute of Urban Studies at the University of Winnipeg.

The Community Expo will showcase family resource centres, literacy programs, crisis lines, recreation programs, addictions education programs, employment services, and much more. “Often people with young children don’t know where to go when they have an issue,” says Anita Friesen, Community Research Coordinator at the Institute of Urban Studies. “The Expo is a wonderful way to highlight resources and programs for families.”

Hundreds of groups and individuals have joined the initiative, allowing the Centre to develop a diverse representation from Aboriginal, community, academic, and government stakeholders. “The Centre is unique in its focus on the opportunities and challenges urban Prairie communities experience in supporting the healthy development of their children and youth,” Friesen notes. “The goal is to support families and the community to promote the spiritual, emotional, intellectual, and social development of children and youth.”

From 2:00 p.m. to 4:30 p.m., service providers and researchers who are registered as presenters will have the opportunity to share their ideas and information while connecting with others who are working to improve community capacity to care for our children and youth. The doors will be open to the public from 4:30 to 7:00 p.m.; admission is free. The Community Expo will be a ‘one-stop-shop’ for those who would like to explore all that Winnipeg has to offer children, youth, and families.

The Funzone, reading nook, and face painting will provide entertainment for children of all ages! There will also be door-prizes and a ‘Community Café’ with homemade goodies and light fare. For more information and presenter registration details please visit www.uwinnipeg.ca/~ius/coe or contact Anita Friesen at 982-1152 or a.friesen@uwinnipeg.ca.

APPENDIX E: Public Service Announcement

COMMUNITY EXPO: CELEBRATING CHILDREN, YOUTH AND FAMILIES
THURSDAY, MAY 15 2003, ST. JAMES CIVIC CENTRE, 2055 NESS AVENUE,
WINNIPEG

The *Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities* invites you to celebrate the International Day of Families at our Community Expo. This event will showcase community-based programs, services, and research targeting issues impacting children, youth and families in Winnipeg. Youth are encouraged to showcase their own community initiatives. Children are welcome to come and enjoy a reading nook, fun zone and other activities.

2:00-4:30 – networking for registered presenters
4:30– 7:00 – open to the public. No admission charge.

For more information and registration details please visit our newpage at www.uwinnipeg.ca/~ius/coe or contact Anita Friesen at 982-1152 or a.friesen@uwinnipeg.ca.

APPENDIX F: ARTICLE IN WINNIPEG PARENT

Community Expo: Celebrating Children, Youth and Families

The Centre of Excellence for Child and Youth Centred Prairie Communities is highlighting the work of family-oriented community organizations on Thursday, May 15—the International Day of Families—at the *Community Expo: Celebrating Children, Youth and Families*. The Expo will showcase family resource centres, literacy programs, crisis lines, recreation programs, addictions education programs, employment services, and much more.

The Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities, administered by the University of Winnipeg’s Institute of Urban Studies, is a “network of networks.” Comprised of community members and groups, social service agencies, academic researchers, and policy makers in six Canadian Prairie communities, the Centre draws on both community resources and academic skill to discover how communities can nurture and enhance the spiritual, emotional, intellectual, and social development of children and youth.

From 2:00 p.m. to 4:30 p.m., service providers and researchers who are registered as presenters will have the opportunity to share their ideas and information while connecting with others who are working to improve community capacity to care for our children and youth. The doors will be open to the public from 4:30 to 7:00 p.m.; admission is free. The Community Expo will be a ‘one-stop-shop’ for those who would like to explore Winnipeg’s community supports, services, research, and programs for children, youth and families.

The Funzone, reading nook, and face painting will provide entertainment for children, and there will also be a ‘Community Café’ with homemade goodies and light fare.

For more information and presenter registration details please visit the Winnipeg Site’s newspace at www.uwinnipeg.ca/~ius/coe or contact Anita Friesen at 982-1152 or a.friesen@uwinnipeg.ca.

Date: Thursday May 15th

Time: 2:00 – 7:00 pm

Where: St. James Civic Centre, 2055 Ness

APPENDIX G: (in)edition ARTICLE

Community Expo: Celebrating Children, Youth and Families

Prairie communities are working to ensure the health and well-being of families, youth, and children. The Centre of Excellence for Child and Youth Centred Prairie Communities will highlight that work on Thursday, May 15—the International Day of Families—when it hosts a *Community Expo: Celebrating Children, Youth and Families* at the St. James Civic Centre. The Expo will showcase family resource centres, literacy programs, crisis lines, recreation programs, addictions education programs, employment services, and much more.

The Winnipeg Site of the Centre of Excellence for Child and Youth Centred Prairie Communities, located within The University of Winnipeg’s Institute of Urban Studies, is a “network of networks.” Comprised of community members and groups, social service agencies, academic researchers, and policy makers in six Canadian Prairie communities, the Centre conducts practical, action-based research on key health and development issues affecting children and youth.

“The Centre is committed to discovering ways to best support children and youth,” says Anita Friesen, Community Research Coordinator. “Research which draws on both community knowledge and academic skill is a key part of this process.”

Hundreds of groups and individuals have joined the initiative, allowing the Centre to maintain a diverse representation from Aboriginal, community, academic, and government stakeholders. “The Centre is unique in its focus on the opportunities and challenges urban Prairie communities experience in supporting the healthy development of their children and youth.”

Committed to improving access to existing knowledge, creating new knowledge, and using both to influence policy and practice, the Centre draws on both community resources and academic skill in discovering how communities can nurture and enhance the spiritual, emotional, intellectual, and social development of children and youth.

From 2:00 p.m. to 4:30 p.m., service providers and researchers who are registered as presenters will have the opportunity to share their ideas and information while connecting with others who are working to improve community capacity to care for our children and youth. The doors will be open to the public from 4:30 to 7:00 p.m.; admission is free. The Community Expo will be a ‘one-stop-shop’ for those who would like to explore Winnipeg’s community supports, services, research, and programs for children, youth and families.

The Funzone, reading nook, and face painting will provide entertainment for children of all ages! There will also be a ‘Community Café’ with homemade goodies and light fare. For more information and presenter registration details please visit the Winnipeg Site’s webpage at www.uwinnipeg.ca/~ius/coe or contact Anita Friesen at 982-1152 or a.friesen@uwinnipeg.ca.

APPENDIX H: ADVERTISING POSTER



COMMUNITY EXPO: CELEBRATING CHILDREN, YOUTH AND FAMILIES

THURSDAY, MAY 15 2003:
INTERNATIONAL DAY OF FAMILIES

ST. JAMES CIVIC CENTRE,
2055 NESS AVENUE, WINNIPEG

- This event will showcase community-based programs, services, and research initiatives that address issues affecting children, youth and families in Winnipeg.
- Youth are encouraged to showcase their own community initiatives or take part in supervised outdoor activities.
- Children are welcome to enjoy a reading nook, colouring table and face painting.
- Coffee, homemade goodies and light fare will be available.

2:00 - 4:30 networking for registered presenters

4:30 - 7:00 open to the public. No admission charge.

For more information and presenter registration details please visit our newspaper at www.uwinnipeg.ca/~ius/coe or contact Anita Friesen at 982-1152 or a.friesen@uwinnipeg.ca



Sponsored by the *Winnipeg Site* of the Centre of Excellence for Child and Youth Centred Prairie Communities. Financial contribution from the *Centres of Excellence for Children's Well-Being Program*, Health Canada

"Working to improve access to existing knowledge, create new knowledge, influence policy and practice, and build the capacity of communities to support children and youth"



APPENDIX I: COMMUNITY EXPO REGISTRANTS

COMMUNITY EXPO: CELEBRATING CHILDREN, YOUTH AND FAMILIES REGISTRANTS

- Resource Conservation Manitoba
- Winnipeg Public Library
- Manitoba Safety Council
- Understanding the Early Years
- Winnipeg Military Family Resource Centre
- Manitoba Foster Family Network
- Canadian Red Cross, RespectED
- Literacy Partners of Manitoba
- Youth for Christ
- Turning Point & Family Counselling Services
- Wolseley Family Place
- Youth Employment Services/Career Circuit
- Seven Oaks School Division - Advancing Community Schools
- Behavioural Health Foundation
- Fetal Alcohol Family Association of Manitoba
- Frontier College
- Community Services, City of Winnipeg
- Manitoba Childcare Coalition
- River East Community Schools Initiative
- Family Services and Housing / Child Protection Branch
- Bookmates Family Literacy
- Osborne House
- Manna Relief – Cystic Fibrosis Study
- Literacy Links
- Al-Anon/Alateen
- Needs for War Affected Families
- Kids Help Phone
- Addictions Foundation of Manitoba - Youth Community Based Services
- Perceptions of Children Living with a Parent with Mental Illness
- Manitoba Schizophrenia Society
- UNPAC Manitoba (United Nations Platform for Action Committee)
- Winnipeg Child and Family Services
- William Whyte Residents Association
- Healthy Child Manitoba
- Block Parent Program of Winnipeg
- Manitoba Child Daycare
- Family Conciliation, Manitoba Family Services and Housing
- Family Studies, U of M
- Ma Mawi Wi Chi Itata Centre
- Youth and STD/HIV prevention project – Sexuality Education Resource Centre
- Child Guidance Clinic
- Growing Years Occupational Therapy Services
- New Directions for Children, Youth, Adults and Families
- Youville Centre
- Manitoba Child Care Association

APPENDIX J: EVALUATION FORM

EVALUATION OF

**COMMUNITY EXPO:
CELEBRATING CHILDREN, YOUTH AND FAMILIES**

**THURSDAY, MAY 15 2003: INTERNATIONAL DAY OF FAMILIES
ST. JAMES CIVIC CENTRE, 2055 NESS AVENUE, WINNIPEG**

**Please let us know what you thought
about the:**

**Rating: please circle
(1 =Poor to 5 =Excellent)**

Comments:

Initial information provided with registration form	1	2	3	4	5
Cost to register (Network \$5, Non-network \$10)	1	2	3	4	5
Information provided in registrants' package	1	2	3	4	5
Information provided on the website	1	2	3	4	5
Ease of setting up and signing in on May 15	1	2	3	4	5
Accommodation of your display space needs	1	2	3	4	5
Choice of venue: location, size, appropriateness	1	2	3	4	5
Layout of the tables	1	2	3	4	5
'Community Café'					
-Quality and variety of food	1	2	3	4	5
-Food servers' helpfulness	1	2	3	4	5
Opportunities to network and gather information	1	2	3	4	5
Activities for children and youth	1	2	3	4	5
Appropriateness of timeframes					
-Set-up 1:00-2:00	1	2	3	4	5
-Networking 2:00-4:30	1	2	3	4	5
-Public 4:30-7:00	1	2	3	4	5
Helpfulness of the organizers	1	2	3	4	5

....next page...

What did we do well?

What suggestions can you offer for improvement?

Additional Comments:

Thank-you for your input. It is greatly appreciated!

Please return your completed evaluation form:

By mail to:
Anita Friesen
Institute of Urban Studies
346 Portage Avenue
Winnipeg MB R3C 0C3

By email to:
a.friesen@uwinnipeg.ca

By fax to:
943-4695 ATT: Anita

Questions? Call Anita at 982-1152