



# M.A.P.S.

(Mapping & Planning Support)  
Alberta Capital Region  
Annual Report 2013



Funded by



THE CITY OF  
**Edmonton** COMMUNITY SERVICES

**Edmonton & Area**  
Child & Family Services

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# Annual Report 2013

## WHO WE ARE

M.A.P.S. (Mapping & Planning Support) Alberta Capital Region is a team of 5 people who support groups of human service providers and community members to do effective collaborative planning and to make evidenced based decisions. M.A.P.S. facilitates community engagement processes among service providers and community members. Various forms of community mapping are used as tools to build capacity among participants for planning. M.A.P.S. brings together the professions of social work and social geography resulting in an effective social planning approach.

## M.A.P.S. VISION

Healthy and resilient communities for children, youth, individuals and families.

## MISSION STATEMENT

M.A.P.S. facilitates processes with human service providers and/or community members to identify and amass information for the purpose of creating community profiles and assisting with their use in collaborative planning.

## GOALS

- Relationships among service providers/community groups will be enhanced.
- Human service providers/funders/residents will be more informed about their community of interest.
- Human service providers/funders will be able to plan more effectively together.
- Human service providers will be able to make more evidenced based decisions.



## Our Cover Page

The “Concept Cloud” or “Wordle” that appears on the front page of this report has been created using “Text is Beautiful” (TIB).

TIB identifies emergent concepts and utilizes a rich array of metrics to highlight meaningful relationships. The text contained in this Annual Report was used to generate this Concept Cloud.

## Coordinator's Report

2013 was a banner year for growth and development at M.A.P.S. Alberta Capital Region.

In 2013 M.A.P.S. received funding from Child and Family Services which allowed us to grow our team to include a part time Research Coordinator and an additional part time Social Geographer. As a result we were able to add research to our activities and to respond to more requests for community mapping support.

We focused on six streams of activities.

- Continued development of our social mapping expertise and innovative approaches to sharing complex information
- Community mapping and collaborative planning utilizing the 5 phase model developed by M.A.P.S. (page 6) with geographic Local Area Networks
- Supported local and regional community mapping committees with administrative support
- Engaged in/facilitated/supported collaborative planning processes with existing partnership efforts as requested
- Participated in Leadership Development
- Conducted research for the purpose of enhancing community profiles and
- Improved access to maps and shared data

In 2013 M.A.P.S. continued to raise the bar on social mapping innovation and the creation of social mapping tools to meet community need. For instance, we created a Best Practice Research Wiki to assist our human service sector colleagues in accessing information easily and quickly for planning and/or decision making purposes (page 15). We created and delivered client caseload distribution maps and investment maps to our funding partners which assisted them in their planning processes. We created our first web based interactive map which allows a user to determine what layers of information they would like to include in their map. (page 14). We facilitated a process mapping exercise with one of our collaborative partners to help them identify how to enhance the service for seniors. We also began using infogram technology towards the goal of making our stories available in a variety of formats, and therefore accessible to a variety of people.

With the final release of 2011 census data in October 2013 we were able to update our Edmonton Social Atlas and Regional Social Atlas with the most recent information available. Our partners are now able to conveniently view both 2006 and 2011 social demographic data. We have also grown our capacity to engage residents in planning processes. We created surveys and interview processes for speaking with youth in two projects during the year and created a survey for residents with the goal of identifying needed services in a geographical area. We also spent considerable effort in updating our website to make our maps and complimentary information more accessible. We want to ensure that the community profiles and maps are available to support city wide and regional planning efforts as well as Local Area Networks. Our website site statistics for the period March, 2013 to February 2014 indicate a 329% increase in *average daily visits*.

Some innovative collaborative projects we have been a part of in 2013 include: the Mill Woods Social Norms campaign which seeks to capture typical youth behaviour in Mill Woods and correct inaccurate stereotypes through a broad community education campaign (page 16); the South West Collaborative Resource Centre Committee which has been working to demonstrate the need for a Family Resource Centre in Southwest Edmonton, including interviewing residents (page 17), and the Safe Streets Project being carried out by the Old Strathcona Community Mapping and Planning Committee, which is in its' 3<sup>rd</sup> phase of a dialogue with youth engaged in high risk behavior (page 10).

M.A.P.S. made a commitment to build leadership capacity throughout our region by facilitating the Leadership Challenge course as part of a training team made up of 5 colleagues in different roles and from different organizations within our sector (page 19). To date approximately 330 colleagues have been trained. M.A.P.S. remains committed to this endeavour.

Our annual Showcase, held in May, highlighted some very effective collaborative work being carried out in our region (page 20).

In November of 2013 we undertook an evaluation survey with our partners and got some valuable feedback which will help us improve our supports and services. See the results on page 22.

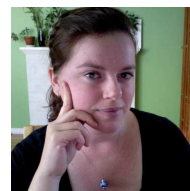
It is a pleasure to work within a small committed team of dedicated staff pictured below.



**Deborah Morrison,**  
Coordinator &  
Partnership Enhancement  
Facilitator



**Michelle King & Chaka Zinyemba,**  
Social Geographers &  
Multi Media StoryTellers



**Amanda Almond,**  
Research Coordinator



**Shama Noone**  
Office Manager

I would like to thank our funders, the City of Edmonton Community Services, the United Way Alberta Capital Region and Edmonton and Area Child & Family Services for their continued support both financially and otherwise. They truly demonstrate their willingness to follow the community development model by allowing the work to emerge using the collective wisdom of our human service colleagues.

I hope you enjoy our Annual Report. Please feel free to contact me with any questions or comments.

Kind Regards,

# Community Mapping & Collaborative Planning Model



## A Collaborative Planning Process for Human Service Providers

### Throughout each phase

- ♦ Orientation to new members is required as new members join – one to one outside of regular meetings are most effective, so as not to interrupt the flow of the work
  - ♦ Relationship building is necessary throughout the entire process
  - ♦ Remain focused on plan and/or partnership agreement

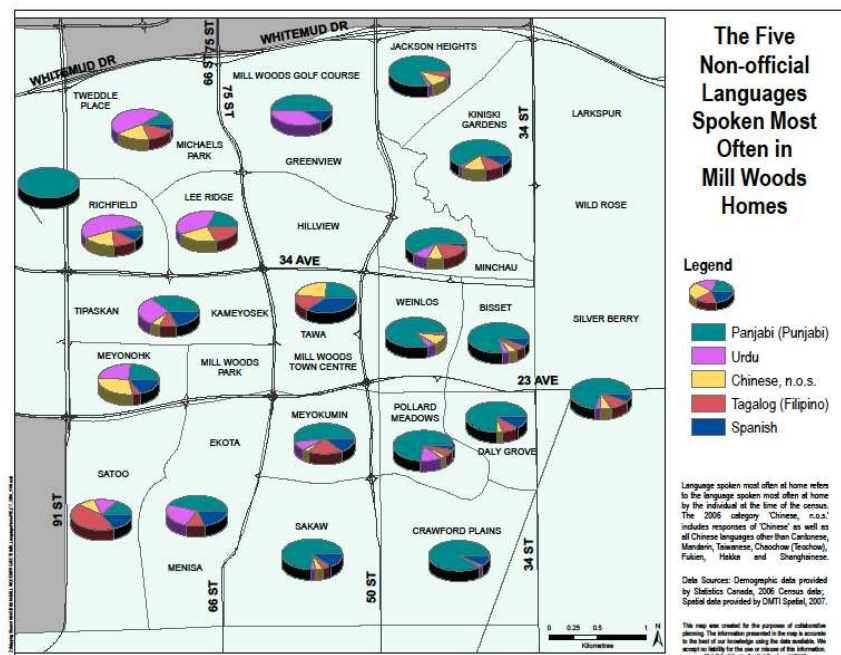
| <i><b>Phase of Work</b></i> | <i><b>What does it entail</b></i>  | <i><b>How</b></i>   |
|-----------------------------|--|---|
| <i>Joint Commitment</i>     | <ul style="list-style-type: none"> <li>♦ Agreeing on a common purpose</li> <li>♦ Define boundaries</li> <li>♦ Agree on what we hope to accomplish together</li> </ul>  | <ul style="list-style-type: none"> <li>♦ Making a decision to plan together by consensus</li> <li>♦ Creating a Statement of Need, Purpose and/or Expected Outcomes</li> <li>♦ Creating a Partnership Agreement</li> </ul>   |
| <i>Community Profile</i>    | <ul style="list-style-type: none"> <li>♦ Gathering info about the community</li> <li>♦ Mapping the information</li> <li>♦ Supplementing the maps with narratives</li> </ul>  | <ul style="list-style-type: none"> <li>♦ Using GIS software to map census information (federal and municipal), program information, participant information.</li> <li>♦ Conduct key informant interviews, focus groups, literature reviews, interview community members as desired</li> </ul>   |
| <i>Community Engagement</i> | <ul style="list-style-type: none"> <li>♦ Inviting others to review the community profile created</li> <li>♦ Revise, enhance the profile as agreed</li> <li>♦ Identify community needs, gaps, strengths and resources</li> <li>♦ Create an action plan</li> </ul> | <ul style="list-style-type: none"> <li>♦ Meeting with other groups of stakeholders, community meetings, focus groups.</li> <li>♦ Presentations to advisory, leadership committees etc.</li> <li>♦ Receive input from stakeholders</li> <li>♦ Compile and review results of meetings, engage in planning, priority setting and decision making activities</li> <li>♦ Often work-groups are created to address priorities; at this point it is imperative to articulate the difference between the role of the overall collaborative planning committee and the workgroups. While the work groups are focusing on responses to specific priorities identified through the community mapping process it is essential that the overall collaborative planning committee remain the body that continues to monitor trends, gaps, offer opportunities for more input, host conversations regarding the overall state of affairs in the community and ensure the community profile is kept up to date</li> </ul> |
| <i>Action</i>               | <ul style="list-style-type: none"> <li>♦ Implementing the action plans (usually each work group has their own plan)</li> </ul>   | <ul style="list-style-type: none"> <li>♦ Assign specific tasks to specific people and create timelines</li> <li>♦ Monitor progress through regular reporting to the overall community mapping and planning committee</li> <li>♦ Revise and enhance plans as needed</li> </ul>   |
| <i>Evaluation</i>           | <ul style="list-style-type: none"> <li>♦ Identifying successes and challenges in working together</li> <li>♦ Identifying successes and challenges in achieving expected outcomes.</li> </ul>   | <p><u>Evaluate Outcomes:</u></p> <ul style="list-style-type: none"> <li>♦ Ongoing progress assessment of action plan</li> <li>♦ Annual review and revision of action plan</li> <li>♦ Utilize evaluation techniques such as: storytelling, surveying participants, comparing community indicators over time</li> </ul> <p><u>Evaluate Process:</u></p> <ul style="list-style-type: none"> <li>♦ Review the partnership agreement regularly</li> <li>♦ Discussion of partnership progress as a regular part of the agenda</li> <li>♦ Utilize evaluation techniques such as: partner survey, specific discussion as required</li> </ul>  |



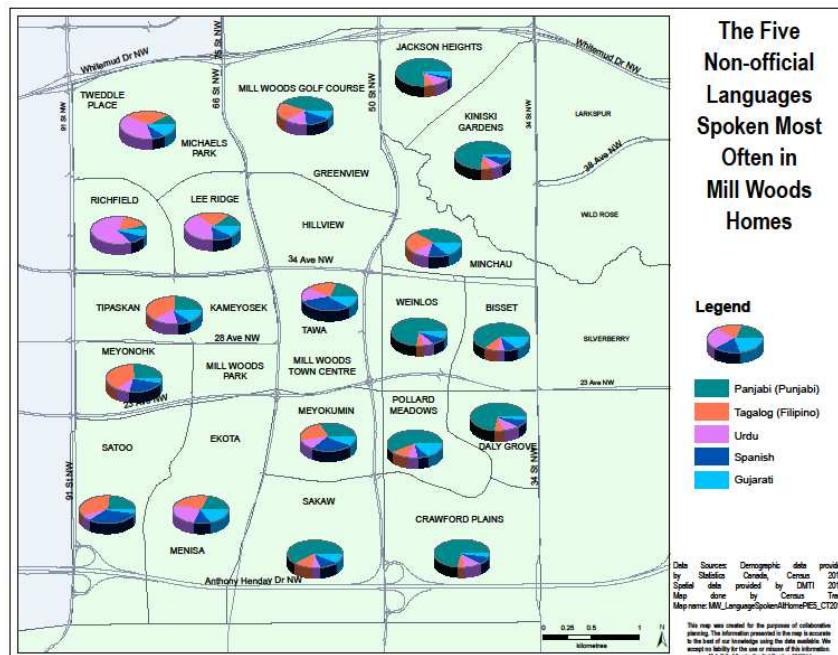
# Continued Development of Social Mapping Expertise

With 2 sets of census data available to us we are now able to track changes over time.

## Tracking Population Changes in Mill Woods



2006  
Census  
Data



2011  
Census  
Data



## Continued Development of Social Mapping Expertise (cont'd)

The preceding 2 maps illustrate a way in which we can demonstrate the cultural diversity of Edmonton communities. Using information from Statistics Canada, 'non official language spoken' indicates which language, other than English or French, respondents can conduct a conversation in. This example takes place in the Mill Woods community where it was determined what the top five non-official languages spoken were. A map was created to demonstrate which languages and by what proportion the language was spoken in Mill Woods Census Tracts.

In 2006, the top non-official languages were; Punjabi, Urdu, Chinese, Tagalog and Spanish.

By comparison, in 2011, the top non-official languages were; Punjabi, Tagalog, Urdu, Spanish and Gujarati.

Although there has been some movement in where the languages rank in the Top 5, the most significant change is the population of Gujarati speakers outnumbered the Chinese language speakers in 2011.

It is important to note that the 2011 National Household Survey was a voluntary survey as compared to the 2006 Census long form questionnaire format. However, "for a given census subdivision (CSD) or any other geographic area, users are invited to compare the 2011 Census count with the NHS (National Household Survey) estimate for the same target population to get an idea of the quality of the NHS estimate. The larger the discrepancy is, the greater the risk of having poor-quality NHS estimates. For Census CSDs with a population of 25,000 or more, the census count and the NHS estimate are practically identical. This is not always the case for smaller CSDs. "

- Statistics Canada

Please note: Social demographic data available from Statistics Canada is only one source of information our partners use in their planning process.

## Continued Development of Social Mapping Expertise (cont'd)

### **“Safe Streets” Old Strathcona** *Phase 2: Routes to Homes Transit Project*

Previous research (Safe Streets, Phase 1) conducted by the Old Strathcona Mapping and Planning Committee (OSCMAP) suggested that youth who engage in high-risk behaviors depend on the transit system to meet their needs, but have limited to no ability to pay transit fares.

Using transit without payment is stressful and anxiety-provoking for youth, and can even be an introduction to the criminal justice system for some. OSCMAP partnered with the Social Support Research Program at the University of Alberta to pilot a Homeward Trust Edmonton-funded transit project that provided transit passes and transit tickets to youth through OSCMAP member agencies.

The transit intervention provided 40 youth with either 1) a monthly bus pass or 2) 30 bus tickets every 2 weeks for January, February, and March 2013. Pre and post- intervention surveys found that negative interactions with transit authorities were reduced, youth felt more “normal” with transit access, and there was an increase in employment and stable housing during the intervention.

The University of Alberta presented a poster presentation on the project at the 2013 National Conference on Ending Homelessness in Ottawa. The results have been shared with transit stakeholders in the Edmonton as well.

### **“Safe Streets” Old Strathcona** *Phase 3*

In Phase 1 of Safe Streets, youth who engage in high-risk behaviors completed a mapping activity to illustrate where they traveled on a typical day, and the safe and unsafe areas they encountered on their routes. While this project demonstrated the surprisingly extensive routes youth travel on a typical day, and the areas they felt were safe or unsafe, *how* the youth decided spaces were safe or unsafe was left unanswered.

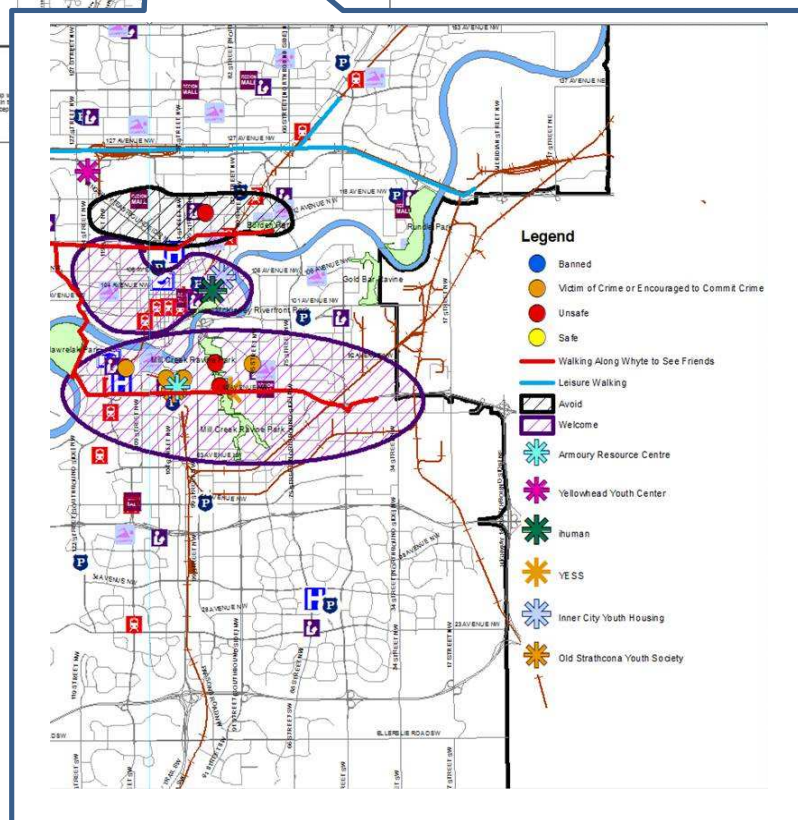
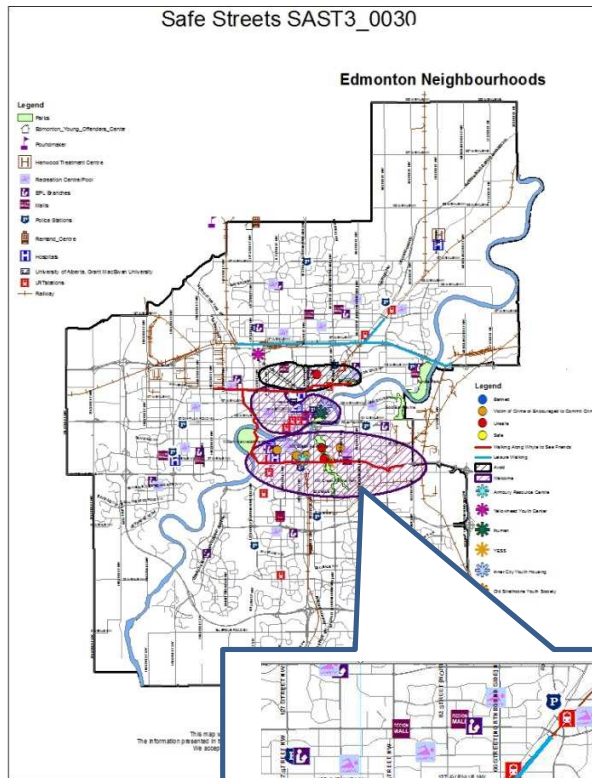
A Research Assistant was recruited through the Serving Communities Internship Program to work with agency staff for Phase 3. A mapping activity and question guide was developed to investigate:

- 1) What are the typical daily travel routes and destinations of youth who are engaged in high-risk behavior?
- 2) What factors contribute to a youth’s perception that a space is safe or unsafe?
- 3) What is the impact of social exclusion on decision-making when it comes to routes & destinations? And
- 4) What recommendations do youth have to help youth feel safer in the areas surrounding youth services?

36 youth were interviewed at 6 member agencies: OSYS, iHuman, CSS Safe House, NOVA, ICYHP and YESS. The results from these interviews are currently undergoing data analysis, to be shared at the 2014 M.A.P.S. Alberta Capital Region showcase. An example of a map created by a youth participant is shown on the next page.

# Continued Development of Social Mapping Expertise (cont'd)

## "Safe Streets" (cont'd)



# Continued Development of Social Mapping Expertise (cont'd)

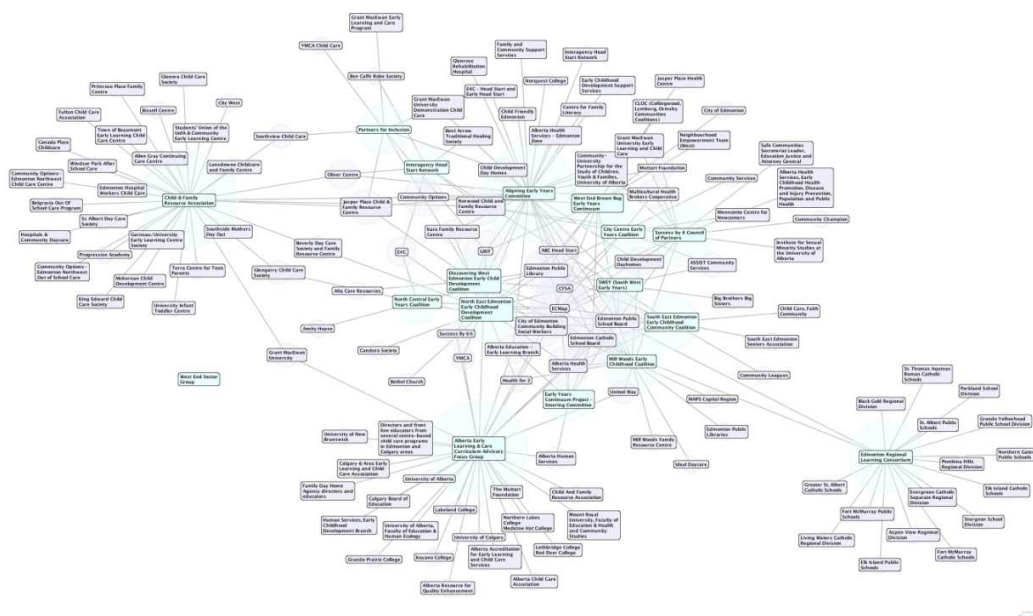
Social Network Analysis (SNA) is the mapping and measuring of relationships between people, groups, organizations, etc.

SNA can be used to:

- Visualize relationships within and outside of the organization
- Facilitate identification of who knows who and who might know what – teams and individuals playing central roles – thought leaders, key knowledge brokers, experts, etc.
- Identify isolated teams or individuals and knowledge bottlenecks
- Strategically work to improve knowledge flows
- Accelerate the flow of knowledge and information across functional organizational boundaries
- Improve the effectiveness of formal and informal communication channels
- Raise awareness of the importance of informal networks.

In Fall 2013, M.A.P.S. worked with the Inter-Agency Head Start Network to map the Head Start networks in Edmonton. M.A.P.S. used TouchGraph Navigator 2, a network mapping program, to look at the connections between the Head Start members and networks.

A comprehensive view of organizations (purple) and groups (aqua) in Edmonton Head Start networks is below. The translucent halos around the groups and members indicate the number of connections. The more groups an organization is a member of, or the more organizations are members of a group, the larger the halo.



# Continued Development of Social Mapping Expertise (cont'd)

Process mapping is utilized in a variety of industries to clearly define what will happen when a given set of events occurs.

By following a process from its beginning to its end, breaking it into simple tasks, instituting a clear flow, and ultimately clarifying the output of the procedure, process mapping illustrates how to achieve a result in the most efficient manner possible.

(Source: [http://www.ehow.com/way\\_5863342\\_basics-process-mapping.html](http://www.ehow.com/way_5863342_basics-process-mapping.html))

In 2013 M.A.P.S. helped create a process map with the Edmonton Seniors Coordinating Council and 211. The map below depicts the 211 phone information service in Edmonton.

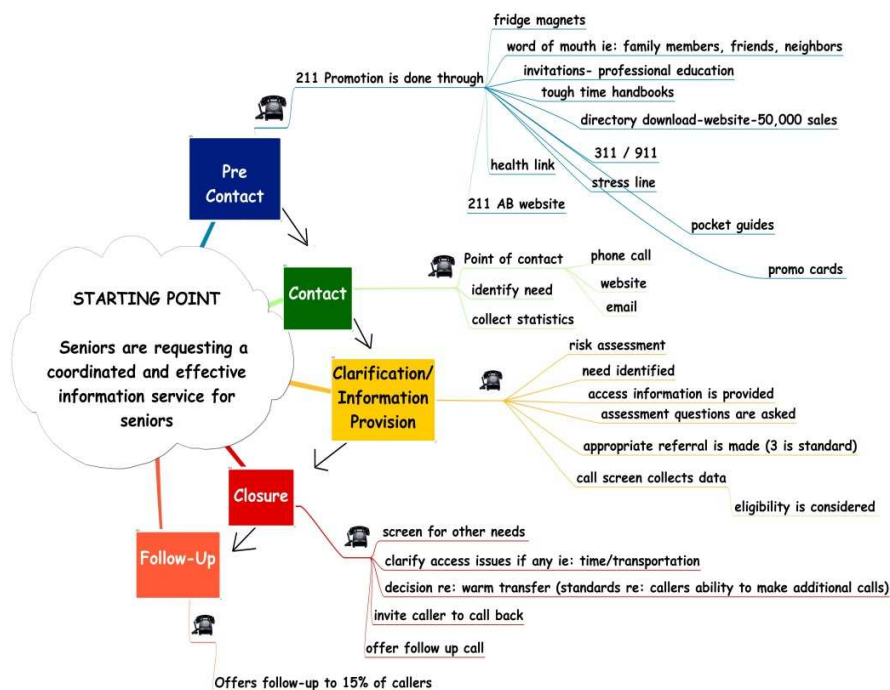
By mapping the process piece by piece we can talk about the strengths and challenges encountered through each component of service delivery.

## Process Mapping: 211

### Edmonton Senior's Coordinating Council 211 Process Mapping Activity

1st step - mapping existing services. This process map demonstrates the process used by 211 Edmonton's Information Service

The next steps would be to discuss how each component of the process is experienced by seniors and how it could be enhanced to meet seniors needs

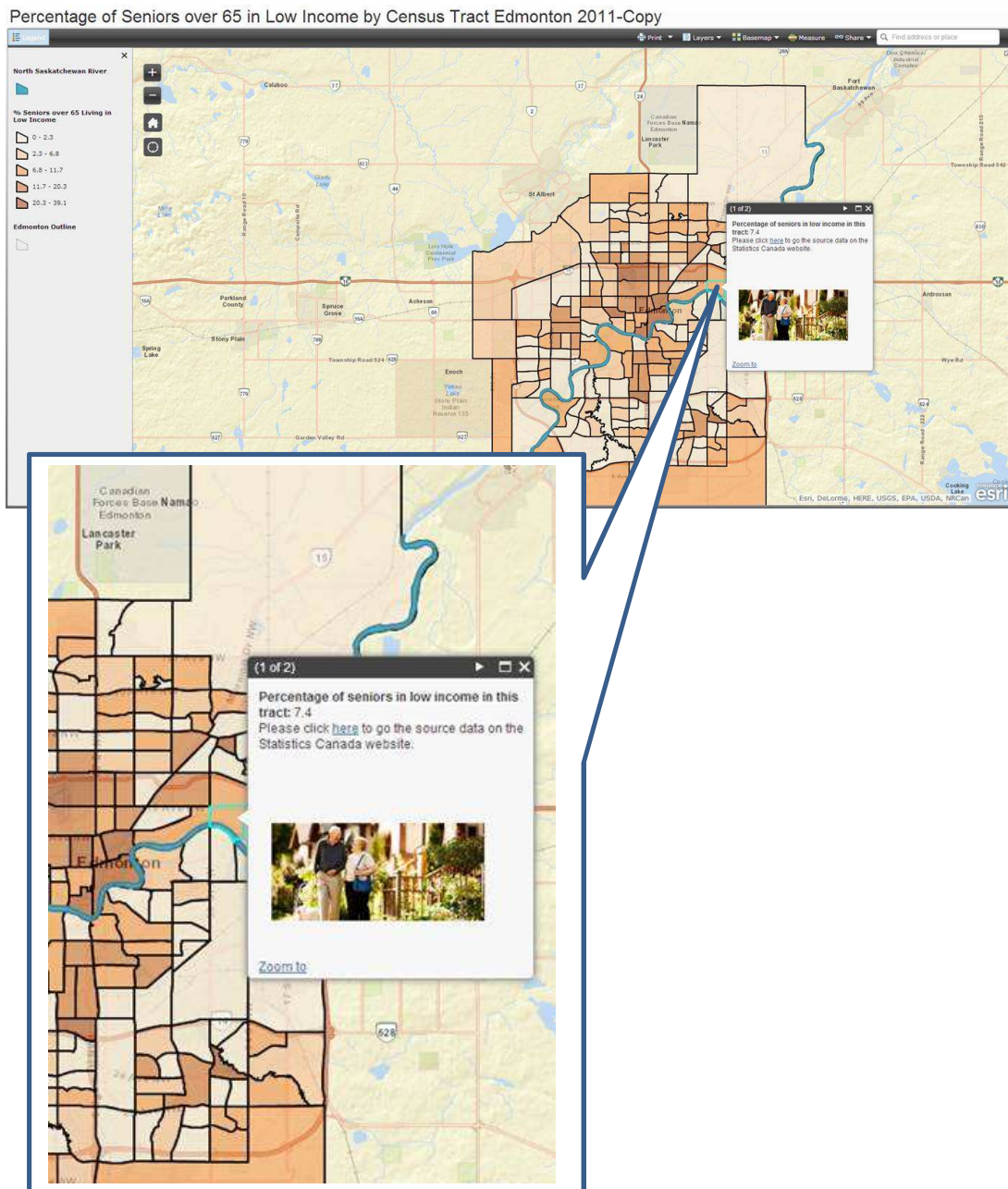




# Continued Development of Social Mapping Expertise (cont'd)

Interactive mapping allows us to store, view and manipulate various forms of data (ie: video's, geographic data, etc.). ArcGIS Online, allows the user the ability to create effective web maps and to still maintain control over the privacy of their data.

## Web Based Interactive Mapping Sample

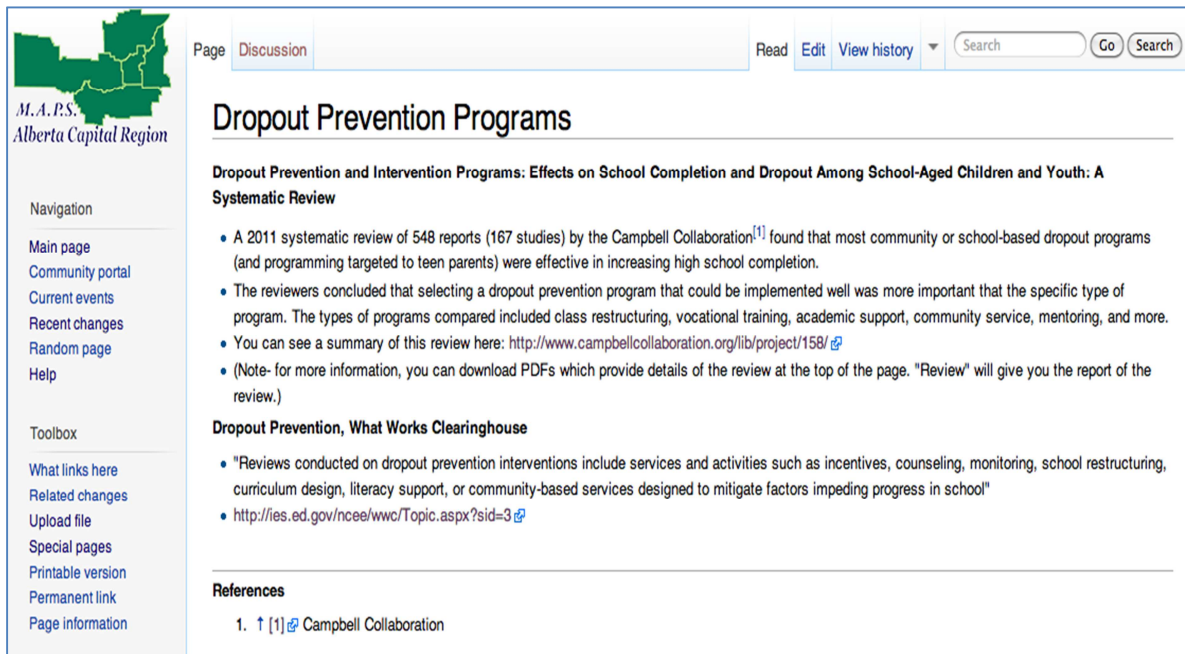


# Best Practice Research Wiki

A wiki was developed to **assist our partners in identifying relevant research and materials to support their work**. There are several links to systematic reviews on topics relevant to social work practice. These systematic reviews examine several research projects on the topic in question, and report on the collective findings. There are also links to toolkits for some topics.

The wiki can be viewed at <http://www.mapsab.ca/wiki>

The wiki is an ongoing project, with new pages and topics being added. Please contact M.A.P.S. if you have a research topic you would like to see explored and added to the wiki.



The screenshot shows a wiki page for "Dropout Prevention Programs". The page has a navigation sidebar on the left with links like "Main page", "Community portal", "Current events", "Recent changes", "Random page", "Help", "Toolbox", "What links here", "Related changes", "Upload file", "Special pages", "Printable version", "Permanent link", and "Page information". The main content area has a title "Dropout Prevention Programs" and a subtitle "Dropout Prevention and Intervention Programs: Effects on School Completion and Dropout Among School-Aged Children and Youth: A Systematic Review". Below the subtitle, there is a list of bullet points: "A 2011 systematic review of 548 reports (167 studies) by the Campbell Collaboration<sup>[1]</sup> found that most community or school-based dropout programs (and programming targeted to teen parents) were effective in increasing high school completion.", "The reviewers concluded that selecting a dropout prevention program that could be implemented well was more important than the specific type of program. The types of programs compared included class restructuring, vocational training, academic support, community service, mentoring, and more.", "You can see a summary of this review here: <http://www.campbellcollaboration.org/lib/project/158/>", and "(Note- for more information, you can download PDFs which provide details of the review at the top of the page. 'Review' will give you the report of the review.)". Below the bullet points, there is a section titled "Dropout Prevention, What Works Clearinghouse" with a bullet point: "Reviews conducted on dropout prevention interventions include services and activities such as incentives, counseling, monitoring, school restructuring, curriculum design, literacy support, or community-based services designed to mitigate factors impeding progress in school" and a link: <http://ies.ed.gov/ncee/wwc/Topic.aspx?sid=3>. At the bottom, there is a "References" section with a single entry: "1. ↑ [1] [Campbell Collaboration](#)".



## Innovative Approaches

### Mill Woods Youth Advisory Council Social Norms Campaign

In 2013, the Mill Woods Youth Advisory Council created an action plan for a social norms campaign in Mill Woods that is based on the theory that 1) youth in Mill Woods are making healthy lifestyle choices, and 2) that youth and adults inadvertently reinforce inaccurate norms.

Social Norms theory suggests that youth (and adults) overestimate the amount of negative behaviors youth engage in. Youth, believing these overestimations, may be more likely to make similar negative choices. Adults can inadvertently reinforce these beliefs. Correcting the misbeliefs with accurate information can lead to a decrease in negative behaviors, and an increase in positive behaviors. See

[http://www.mapsab.ca/wiki/index.php?title=Social\\_Norms\\_Approach](http://www.mapsab.ca/wiki/index.php?title=Social_Norms_Approach) for more information on Social Norms theory and its applications.

In order to capture more information on the actual behavior of youth in Mill Woods, a survey was designed to look at the use of alcohol, tobacco and other drugs by youth in Mill Woods. This baseline data can then be used to share more accurate information with youth about the behavior of their peers.

A very brief survey was conducted during the summer at community celebrations (Canada Day in Mill Woods, community barbeques). Youth were asked to report on their use of alcohol, tobacco and other drugs within the last 30 days, and were asked to estimate the use of their peers. Adults were also asked to estimate how much they believed Mill Woods youth were using alcohol, tobacco and other drugs in the past 30 days.

There were limitations to this small survey; however, the results indicate support for the theory that youth in Mill Woods over-estimate the amount of substance abuse their peers engage in.

- While 9% youth participants reported smoking, 62% of them estimated that at least half of Mill Woods teens smoked
- While 26% of the youth reported drinking alcohol in the last 30 days, 71% of respondents estimated that over half of Mill Woods youth used alcohol in the same timeframe.
- While 3% of respondents reported using illegal substances (including prescription medication not prescribed to them) in the last 30 days, 55% respondents estimated that over half of Mill Woods youth did so in the same timeframe.

Adult respondents (74% of whom were parents) similarly appeared to over-estimate the amount of youth using these substances.

Community partners continue to collect information on the use of these substances by youth in Mill Woods. It is anticipated that youth will continue to overestimate the amount of substances their peers use, and that correcting this assumption will change misperceptions about youth attitudes and behavior, and that youth will feel more confident in making positive lifestyle choices.

## Innovative Approaches (cont'd)

SWEC is a group of agencies that has been working to investigate the need for a Resource Centre in the area. As part of their fact finding they have worked to map the demographics of South West (SW) Edmonton (South of 51<sup>st</sup> Avenue, West of Calgary Trail) and explored the need for a family resource centre in the area by creating a survey for the area residents. The survey follows:

### South West Edmonton Collaborative (SWEC) Survey

**SWEC** is a group of agencies that has worked to map the demographics of South West (SW) Edmonton (South of 51<sup>st</sup> Avenue, West of Calgary Trail). This group is now exploring the need for a family resource centre in the area. Your opinion is important. **Please check all that apply to you and your family:**

| Needed in the South West | I would use if in the South West | Support Services                    |
|--------------------------|----------------------------------|-------------------------------------|
|                          |                                  | Childcare                           |
|                          |                                  | Health and Wellness                 |
|                          |                                  | Mental Health                       |
|                          |                                  | Bereavement group                   |
|                          |                                  | Employment Support                  |
|                          |                                  | Anger Management                    |
|                          |                                  | Parenting Workshops                 |
|                          |                                  | Addictions Counseling               |
|                          |                                  | Bullying Information                |
|                          |                                  | Counseling                          |
|                          |                                  | Information & Referral              |
|                          |                                  | Family Violence groups & counseling |
|                          |                                  | Caregiver Support                   |
|                          |                                  | Homework Clubs                      |
|                          |                                  | Moms & Tots programming             |
|                          |                                  | Children and Youth Counseling       |
|                          |                                  | Post Partum Depression support      |
|                          |                                  | New Parent Support                  |
|                          |                                  | English Language Classes            |
|                          |                                  | Financial Information               |

Updated December 10, 2013

Other Service Ideas: \_\_\_\_\_

Postal Code \_\_\_\_\_ Don't know ☐

Do you travel by: ☐Edmonton Transit  
☐Private Vehicle ☐Other \_\_\_\_\_

Do you live in South West Edmonton (South of 51<sup>st</sup> Avenue, West of Calgary Trail)?  
☐Yes ☐No

**How many** people in your home fit into the ages below? Please write the number.

- \_\_\_\_\_ 0 - 4 years of age
- \_\_\_\_\_ 5 - 12 years of age
- \_\_\_\_\_ 13 - 18 years of age
- \_\_\_\_\_ 18 - 55 years of age
- \_\_\_\_\_ 55 and older

The in-progress survey has been distributed as community organizations and events in South West Edmonton. As of February 2013, results of the surveys conducted thus far indicate the following (*final results may differ*):

#### Top 5 needs in SW were identified as:

- Health and Wellness
- Moms & Tots Programming
- Parenting Workshops
- Employment Support
- Children & Youth Counselling

#### Top 5 services people would use if they were available in SW Edmonton:

- Health & wellness
- Counseling
- Employment Support
- Financial Information
- Parenting Workshops

# Social Atlas

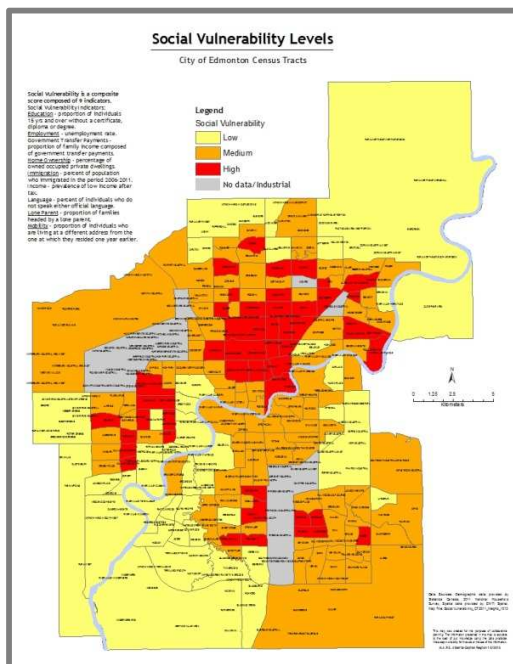
Both the Edmonton Social Atlas and the Regional Social Atlas have evolved from the work that M.A.P.S. has been undertaking with Local Area Networks of human service providers for over 8 years using the Community Mapping & Collaborative Planning Process.

Although M.A.P.S. started off using a local Community Development approach creating community profiles for Local Area Networks interested in a geographic area or target population, it became apparent that many of our planning decisions as a sector are city or region wide. Therefore, information required for effective planning at that level was needed. The Atlases contain demographics and resources within Edmonton and the Alberta Capital Region. Both of the Atlases are posted on our website (<http://www.mapsab.ca/gallery.html>) and can be downloaded.

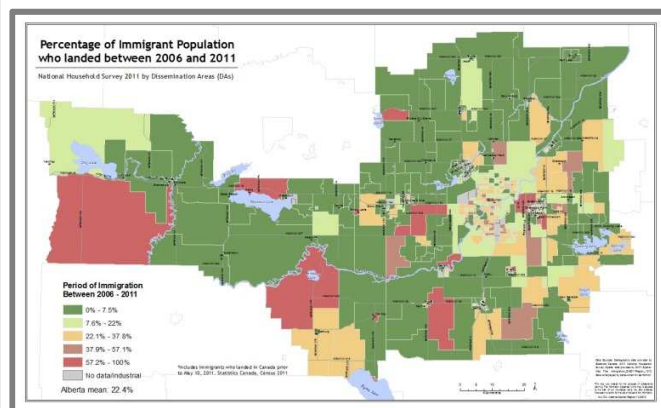
We continue to update the maps as new information becomes available.

An example of maps available on the website follow:

## City of Edmonton Social Atlas



## Alberta Capital Region Social Atlas



## Leadership Initiative



2 Leadership Challenge Workshops were offered in 2013 (One 3 day Workshop, with 20 participants and one 1 Day Workshop with 10 participants.)

**100%** of the evaluations returned indicated either “**Very Good**” or “**Good**” regarding all aspects of the workshops.

**Themes** from comments identifying **the most interesting/valuable part of the workshop** included:

### **The LPI:**

- “the process of gathering data for the LPI and then building the information around specific information”;
- “learned a lot about myself and how others see me”

### **Time to reflect:**

- “time to reflect for a month and then come back and share progress was very powerful, really helped to make sure I’m practicing and thinking about all the amazing process rather than letting them fall away...”;
- “the opportunity to really look at what my personal values are and to critically reflect on whether (I) am walking the talk or just talking the talk”

### **Sharing personal stories and experiences**

- “made me feel like I’m not the only one”
- “listening to each others stories”

### **General Comments** included:

- “I really valued the personalized aspects of this workshop from the LPI evaluations to the stories shared by facilitators and the reflections prompted by the workbook”
- “Thank you for changing my life. This training was life changing for me.”
- “Very safe environment, great space to share personal/professional stories....”
- “I never thought of myself as having leadership abilities or qualities before taking this workshop”
- “considering I am a working woman, and I have been involved with leadership and major life changing projects and campaigns, there was still so much I learnt which I had no idea about before”

# Collaboration Showcase @ Chateau Louis

## May 1<sup>ST</sup>, 2013

M.A.P.S. was pleased to host over 75 members of Local Area Networks and other community members who had the opportunity to hear presentations on effective collaborations within our community.

At the end of the day participants completed an evaluation for the day and 100% (41 surveys) indicated that they were more knowledgeable about successful collaborative initiatives in our Region!



| Presentations (Presenters) |  |
|----------------------------|--|
| •                          | <b>M.A.P.S. Update</b> ( <i>Deborah Morrison</i> , Partnership Enhancement Facilitator)  |
| •                          | <b>Access to community profiles</b> ( <i>Marijana Bijelic</i> , Social Geographer)   |
| •                          | <b>Safe Streets, The Next Phase</b> ( <i>Peter Smyth</i> , <i>Catherine Broomfield</i> , Old Strathcona Community Mapping & Planning Committee)  |
| •                          | <b>Better Together</b> ( <i>Ross Tyson</i> , Assistant Executive Director, Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area)   |
| •                          | <b>Ft. Saskatchewan Building Bridges Initiative</b> ( <i>Heather Boonstra</i> , Executive Director, Ft. Saskatchewan Families First Society, <i>Barbara Bigalow</i> , Ft. Saskatchewan, FCSS Director, & <i>Stew Hennig</i> , Ft. Saskatchewan Deputy Mayor) |
| •                          | <b>ECMAP (Early Childhood Development Mapping Project)</b> ( <i>Laurel McCalla</i> , Edmonton & Area Coordinator)  |
| •                          | <b>Caring Community Collaboration</b> ( <i>Adine Shuchuk</i> , Coordinator, West Edmonton Parent Link)   |
| •                          | <b>Community Initiatives Against Family Violence (CIAFV)</b> ( <i>Sacha Aldrich</i> , Coordinator, CIAFV)  |
| •                          | <b>Clareview Youth Night</b> ( <i>Amy Rozak</i> , Boys and Girls Clubs Big Brothers Big Sisters of Edmonton & Area, <i>Mauricio Rodas</i> , The Family Centre & <i>Louise Gendreau</i> , Qualitative Evaluator, City of Edmonton)                            |
| •                          | <b>Edmonton Multi Cultural Coalition</b> ( <i>Sharif Mohamed Haji</i> , Edmonton Multi Cultural Coalition)   |





## Showcase Evaluation/Feedback (cont'd)

|                                   |   |
|-----------------------------------|---|
| Networking with my Colleagues was | <ul style="list-style-type: none"> <li>• Phenomenal – saw some old friends, reminded me that I (we) are not alone!</li> <li>• Very limited. It was great to have the conversations but that was only at our tables. Limited time to interact with other tables.</li> <li>• Good to see a few faces I haven't seen for awhile. Met some new people. Would have liked to meet people I don't know yet from agencies that I could collaborate with.</li> <li>• Great! Break, lunch and conversation times set in the agenda were followed, which allowed great opportunity to network</li> <li>• Excellent, wonderful, useful, very adequate, a gift</li> <li>• Enriching, It feels good to share openly and speak with like minded people</li> <li>• Invaluable –we are all doing great work and it is great to learn about what we do and celebrate it.</li> </ul>  |
| The most valuable part was        | <ul style="list-style-type: none"> <li>• It was great to receive concrete examples from successful community initiatives</li> <li>• Simplification of collaboration – a developmental process. Cooperate-coordinate-collaborate</li> <li>• Remembering the good reasons for collaboration</li> <li>• A wealth of information, sparking fresh ideas for me</li> <li>• Hearing about successful collaborative projects. That was inspiring! Great work! Also the research about EDI was very enlightening.</li> <li>• Seeing the depth and breathe of some of the partnerships how different collaborations/partnerships happen</li> <li>• Hearing about the different models used to achieve collaboration within each group/community</li> <li>• Hearing the different examples of how organizations collaborate</li> <li>• Table talk and sharing</li> <li>• Success tips and areas of challenge to overcome</li> </ul>                              |
| Tell me more about                | <ul style="list-style-type: none"> <li>• The actual mechanics of how the various collaborations work – not so much the projects (what) but more on the HOW they do it.</li> <li>• What are the common things that work well in collaboratives and what are the common challenges that collaborations share?</li> <li>• Dynamic mapping, physical environment of city and the impacts on people's mental and/or physical health.</li> <li>• Would like to hear from some of the recipients of the services about how they were supported. Have an opportunity to have a 'graffiti' board to put thoughts throughout the day.</li> <li>• Strategies, vision and opportunities to hear how 'higher levels' of management, organizations, government (municipal, provincial, federal) are collaborating.</li> </ul>   |

## What Our Partners Say About M.A.P.S. (Source: 2013 Evaluation)

In November 2013, a request to complete an on-line survey (Survey Monkey) was forwarded to over 100 partners who had used the services provided by M.A.P.S. within the last 2 years. 49 replies were received. To summarize:

The **five most frequently used M.A.P.S. services** were:

- Benefitting from **linkages** Deborah made for me/us
- M.A.P.S. **Showcase**
- M.A.P.S. **website**
- Requested specific **maps for planning**
- Received **customized support from Deborah**

Our partners described the **benefits of M.A.P.S. support** as including:

- Being **more informed** about their community
- Identifying opportunities for **working together effectively**
- **Identifying gaps** in services & supports to target populations, and strategies to fill these gaps
- Identifying strategies to **collaborative and partner more effectively**
- More **effective delivery** of supports and services
- Improved **leadership skills**
- **Increased access** to supports and services

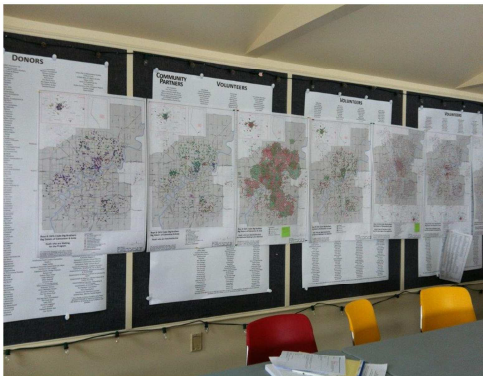
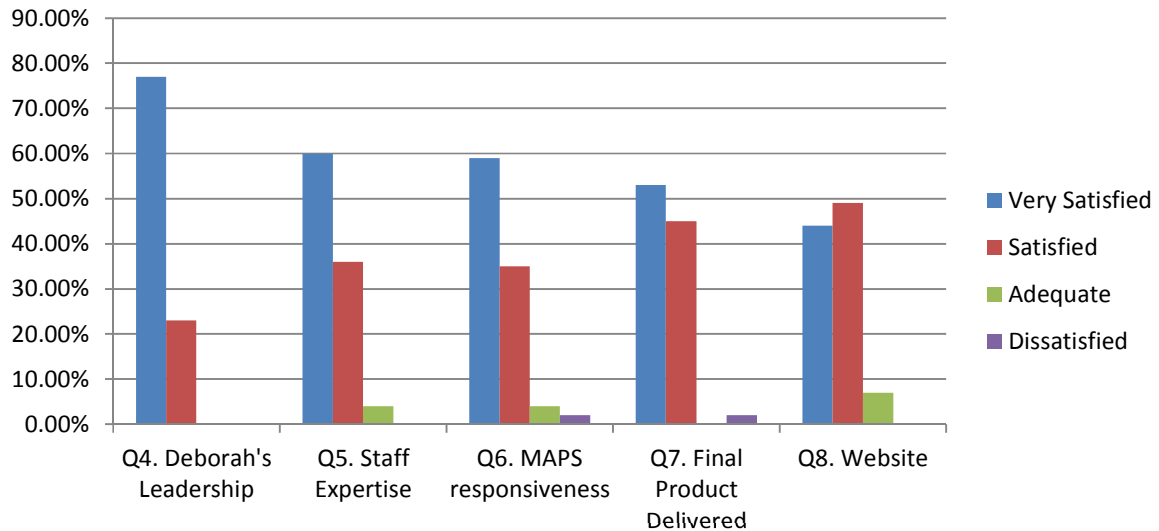
*MAPS have made immense and valuable contributions not only through preparing maps, but also bringing communities together for consultation and identifying gaps in service. MAPS team has offered valuable support to communities in developing new programs and helping with program delivery and evaluations.*

*-M.A.P.S. Community Partner*



## What Our Partners Say About M.A.P.S. (Source: 2013 Evaluation) (cont'd)

Questions 4 through 8 addressed how our partners view M.A.P.S. service and product delivery. The following graph summarizes these responses.



Maps hanging in Board Room at Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area are used for planning purposes.



Shireen, Alyssa and Deborah attend the Sikh Women's Mother's Day event in Mill Woods



Building Bridges mapping sub-group met to prepare for a meeting.

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