



CANADIAN NETWORK FOR THE PREVENTION OF ELDER ABUSE

Strategic Plan

2019-2024

PREPARED BY: CNPEA BOARD OF DIRECTORS



3

OUR HISTORY

4

VISION-MISSION

5

VALUES & PRINCIPLES

7

PILLAR 1 - COMMUNICATION & ENGAGEMENT

10

PILLAR 2 - KNOWLEDGE EXCHANGE &

DISSEMINATION

13

PILLAR 3 - ORGANIZATIONAL POLICY MAKING

15

PILLAR 4 - FUNDRAISING & SUSTAINABILITY



OUR HISTORY

The idea to create a national network for the prevention of elder abuse was first raised in 1991 during the annual meeting of the Canadian Association of Gerontology. At the time, Canadian elder abuse prevention stakeholders identified the need for a network to help professionals share and keep up with promising practices, new research, and policies across sectors and silos.

Through the hard work of a group of committed individuals, including thought leaders such as Elizabeth Podnieks (co-founder Ontario Network for the Prevention of Elder Abuse -now EAPO- the International Network for the Prevention of Elder Abuse, and WEAAD), CNPEA became a reality in 2000.

In 2012, thanks to a New Horizons For Seniors grant, CNPEA started developing cnpea.ca: a knowledge-exchange hub for the dissemination of best practices, tools, studies, etc. related to the prevention of elder abuse and a connector for individuals and organizations. This pan-Canadian platform, the first in Canada, was launched in September 2015.

In 2017, CNPEA obtained its registered charity status. Since the launch of the Hub, CNPEA's membership has increased by 35%, and CNPEA continues to ensure that projects and tools being developed are not lost, due to lack of dissemination or isolation, in Canada's provinces and territories. Along the way, CNPEA has also led projects on family violence and access to justice for older victims of sexual assault.

In order to support the Network's expansion and CNPEA's growth as a leader in knowledge exchange on elder abuse prevention and intervention in Canada and internationally, the Board of Directors has developed a new Strategic Planning for 2019-2024. This document presents the main pillars of this plan.



Our Vision

We envision and work toward a Canadian society where older adults are valued, respected, and live free from abuse.

Our Mission

We strive to be the Canadian leader in the field of elder abuse prevention by connecting people and organizations, fostering the development/creation and exchange of reliable information, and advancing program and policy development on issues related to preventing the abuse of older adults. We endeavour to do this work at the local, regional, provincial/territorial, and national levels.



VALUES AND PRINCIPLES

Collaboration and Coordination

We provide opportunities for knowledge-sharing to build the capacity of Canada to respond to and prevent the abuse of older adults.

Respect and Inclusivity

We respect older people's rights and autonomy. We celebrate diversity in all its forms.

Credibility and Accountability

We are accountable to hub users that we will only disseminate evidence-based research, information, and current/promising approaches to inform program and policy development.

Innovation

We seek and promote new and creative approaches.

CNPEA'S FOUR STRATEGIC PILLARS

**PILLAR 1:
COMMUNICATION
& ENGAGEMENT**

**PILLAR 2:
KNOWLEDGE
EXCHANGE &
DISSEMINATION**

**PILLAR 3:
ORGANIZATIONAL
POLICY MAKING**

**PILLAR 4:
FUNDRAISING &
SUSTAINABILITY**

PILLAR 1

Communication & Engagement

CNPEA consists of a website (the Hub) and several communication channels for the curation and dissemination of information (newsletters, social media channels, webinars). This hub is a trusted resource serving the needs of individuals, practitioners, researchers and policy makers across sectors. It is also a tool for awareness-raising and to ensure that CNPEA positions itself as a leader in communicating information about elder abuse prevention.



Goals

- Employ effective communication strategies to engage members, stakeholders and policy makers
- Monitor and evaluate performance indicators of communications
- Develop and implement a communication plan to increase the visibility of CNPEA
- Engage in different outreach mechanisms such as presentations, speaking engagements, conferences, and participate in consultations at the local, provincial/territorial, and federal level
- Continue to develop relationships within the Government of Canada
- Mount a Global Summit on Elder Abuse in 2021

Expected Results

- Continue to publish regular newsletters
- Host regular webinars on relevant, timely research and practice
- Maintain and expand social media presence
- Develop standardized analytics reports (2019-2020)
- Develop a communication plan (2019-2020)
- Implement the communication plan (2020-2021)
- Evaluate the communication plan (2023-2024)
- Conduct an annual survey of the membership (focus to be determined by the Board)
- Increase participation in consultations for national policies

Performance Indicators

- Maintain an active committee (3 members minimum) that meets a minimum of 9 times a year
- Publish 11 newsletters per year
- Produce quarterly social media analytics reports
- Implement action items as determined in the Communication plan (to be completed 2019 - 2020)
- Evaluate and share results of communication plan evaluation



PILLAR 1

Main Contributors

Internal: Minimum of 3 people on the Communications Committee (with rotating members), with a Committee chair and a backup committee member prepared to assume chair role, to ensure efficiency and continuity of communications management

External: Identify appropriate partners for specific communication purposes as needed.

PILLAR 2

Knowledge Exchange & Dissemination

THE HUB

Consists of a website (cnpea.ca) and several communication channels for the curation and dissemination of information. It will continue to be a trusted resource specifically serving the needs of practitioners, researchers, policy makers across sectors, and the public.

WEBINARS

Webinars provide a way for CNPEA to disseminate information, innovative practices, adaptable tools etc. Webinars aim to:

- improve elder abuse prevention awareness, knowledge and practice in Canada
- increase profiles of researchers and future leaders in the field
- boost visibility and credibility of the Network
- foster live participant engagement and interaction during webinars
- provide a library of accessible, recorded and shareable resources on cnpea.ca

THE NETWORK

The network acts as a connector between provincial/territorial elder abuse networks, senior-serving organizations and other stakeholders and individuals. CNPEA also disseminates information and research aimed at decreasing the incidence of elder abuse in Canada by promoting awareness and providing education and aims to contribute to policy development on a national level, specifically in regards to creating a national elder abuse strategy.

Goals

- Deepen reciprocal relationships with provincial and territorial networks to identify new knowledge to disseminate
- Provide access to informed perspectives and practices Enhance our credibility by curating and providing current and reliable information
- Improve knowledge dissemination to meet the needs of the membership and elder abuse prevention stakeholders
- Establish and maintain relationships with academic institutions (gerontology departments, law schools, social work programs, etc.)

Expected Results

- Update, improve and expand the Hub
- Increase Board involvement in sharing updates about local and regional resources and activities
- Continue work with established supporters and develop new collaborations
- Maintain demonstrated value to Hub users, as a strong organization that people trust
- Host a minimum of 5 webinars per year

Performance Indicators

- Increase membership by 10% per year
- Increase website visits and downloads by 10% per year
- Increase social media engagement by 10% per year
- Increase visibility (speaking engagements, media presence and other outreach activities) Increase webinar registration and attendance by 10% per year
- Increase webinar views once uploaded to the Hub (100 views/yr)
- Increase feedback from webinar attendees (20% of attendees provide feedback)



PILLAR 2

Main Contributors

Internal: Board members and staff

External: members, stakeholders, provincial elder abuse networks, etc.



PILLAR 3

Organizational Policy Making

To establish areas within the organization that require clear guidelines and procedures for efficient and transparent functioning of the CNPEA and its Board. The developed policies need to meet the needs of a pan-Canadian organization, reflecting the outlined mandate, vision, mission, and values.

Goals

- Evaluate and update current mechanisms/tools for policy identification, development, and revision
- Involve Board members and subject matter experts to ensure that policy content is complete and comprehensive

Expected Results

- Creation of new policies as required to respond to the identified needs of the organization and Board,
- Review and revision of policies according to established deadlines

Performance Indicators

- Adoption of developed policies by the Board

Main Contributors

Internal: Minimum of 3 people on the Policy Committee (with rotating members), with a Committee chair and a backup committee member prepared to assume chair role, to ensure efficiency and pace of policy development.

External: Identifying appropriate partners for specific policy topics as needed



PILLAR 4

Fundraising & Sustainability

CNPEA is taking a multi-pronged approach to proactively pursue various sources of funding to ensure ongoing organizational sustainability.

Goals

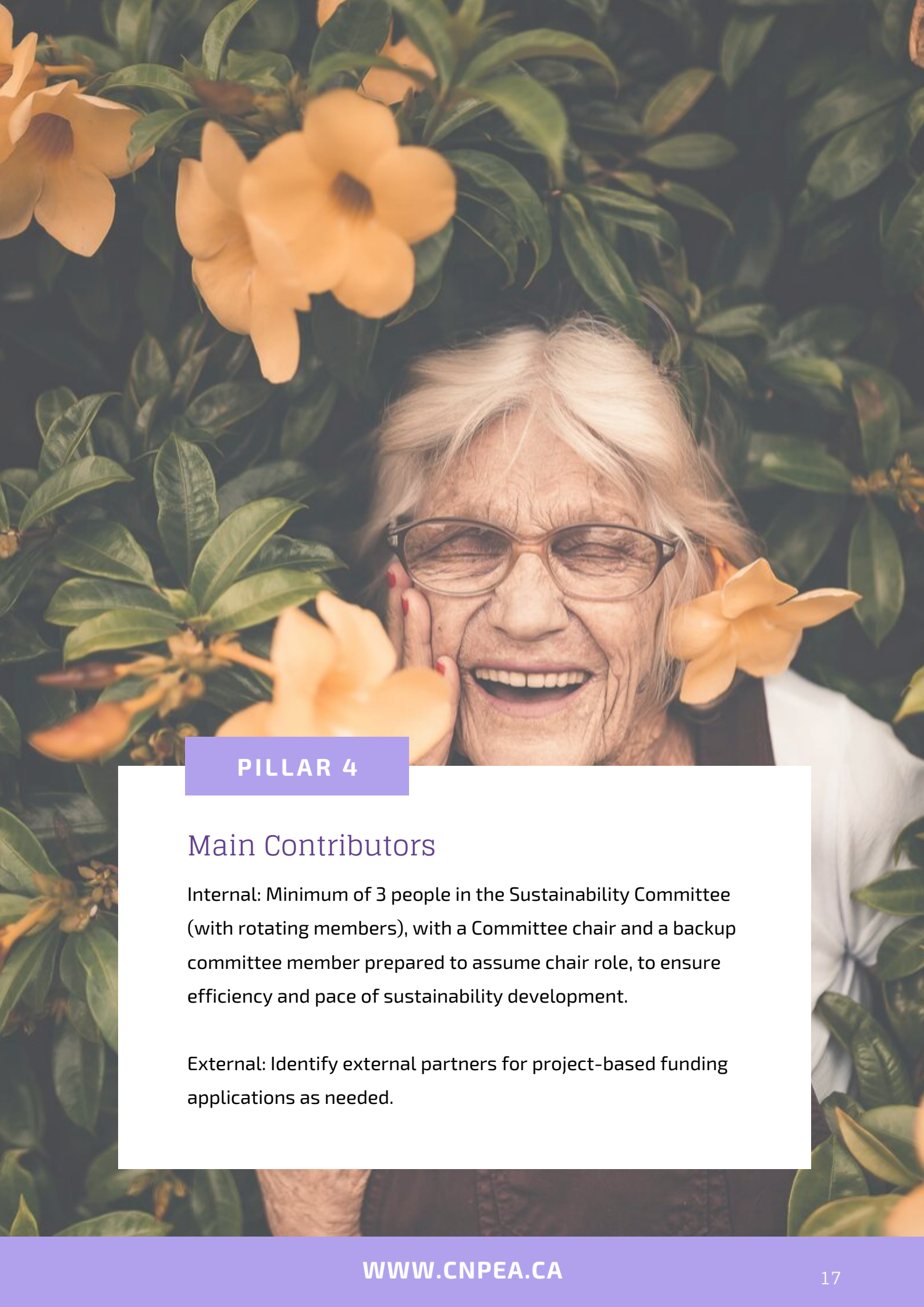
- Seek input from current network members on the development of an internal fee structure (e.g. annual membership fees, fees for webinars)
- Build a sustainability plan
- Develop performance indicators to measure the sustainability of CNPEA
- Outline a comprehensive long-term evaluation plan

Expected Results

- Increase network membership by 10% per year of strategic plan (contingent on membership fee model)
- Increase relationships leading to corporate donations and sponsors
- Increase number of grant and foundation applications
- Develop measures to sustain the CNPEA budget (\$100,000/year) (2019-2021)
- Develop communication framework to approach, cultivate and acknowledge donors and sponsors (2019-2021)

Performance Indicators

- Complete report on the viability of a fee structure
- Complete communication framework on recruiting, retaining and acknowledging sponsors/donors
- Complete and submit project proposals for grant and foundation funding (target: 10 applications per year, minimum \$100,000/yr)
- Develop and measure sustainability indicators each year.



PILLAR 4

Main Contributors

Internal: Minimum of 3 people in the Sustainability Committee (with rotating members), with a Committee chair and a backup committee member prepared to assume chair role, to ensure efficiency and pace of sustainability development.

External: Identify external partners for project-based funding applications as needed.



Review & Evaluation

The CNPEA Board and individual committees will review the progress of the Strategic goal on an annual basis and will implement amendments to improve progress as needed.

Thank you to the CNPEA Board for their work in the creation of the Strategic Plan 2019-2024. Your vision will guide this organization forward.

Pam Burns (AB)	Kathy Majowski (MB) - Board Chair
Mélanie Couture (QC)	Lisa Manuel (ON)
Andrew Elinesky (ON)	Kavina Nagrani (ON)
Kelly Heisz (NF)	Wanda Roberts (NWT)
Sarita Israel (QC)	Elizabeth Sharma (AB)
Jean-François Kozak (BC)	Lori Weeks (NS)
Denise Lemire (ON)	Weiguo Zhang (ON)
Sharon McKenzie (BC)	

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