



# TOWARDS A FEDERAL POVERTY REDUCTION STRATEGY

## HOST A COMMUNITY CONSULTATION

The Government of Canada is currently engaging Canadians on its development of a Poverty Reduction Strategy. This would not have happened without groups and individuals like you raising your voice about the urgent need for national leadership to tackle the root causes of poverty in our communities. And now the federal government is listening! This is an important opportunity to influence the development of a poverty reduction strategy for Canada.

You can make a difference by participating and getting involved. To help you host your own discussion and gather feedback from members of your community, we have developed this toolkit with templates and materials for organizing and promoting your event as well as collecting and submitting the results.

Your community consultation can take any format from a small targeted focus group to a large open community meeting.

We can provide funding to support your community consultation and cover the associated expenses, including venue rental, food, childcare and transportation reimbursements, honoraria for low-income participants, ASL and other accessibility services, and other supports necessary for full participation.

This toolkit includes:

- Organizing Overview
- Agenda
- Invitation
- Reporting Template
- Background resources and other ways to participate

### TIMELINE: FOCUS ON JUNE 12

To ensure community voices are heard within the consultations, **on June 12 (between 3-6pm PST), the Campaign 2000 national network is holding a series of public forums across the country and we encourage you to tie your event to this date.**

Forums taking place here will join those in Saskatoon, Winnipeg, Toronto and Charlottetown. They will connect to speakers from other provinces online to bring the national movement for poverty eradication together.

Please complete your event and report on or before June 14 in order to be included in our submission. Otherwise, the consultation is open until June 30 and you can make your submission directly to the government of Canada at [povertyreduction@canada.gc.ca](mailto:povertyreduction@canada.gc.ca)

## ORGANIZING OVERVIEW

1. Confirm your participation with Trish at [trish@bcpovertyreduction.ca](mailto:trish@bcpovertyreduction.ca) and let us know if you will require funding support.
2. Decide on the format of the event. e.g. focus group with people on welfare or big town hall discussion.
3. Confirm the date, time and location as early as possible.
  - ◆ Choose an accessible location central to the community, perhaps a church, community centre, school or neighbourhood house, etc.
4. If you plan to coordinate a large community meeting, connect with other groups in your community and invite them to be part of the organizing committee.
  - ◆ Reach out to groups working on the issues of poverty, inequality and homelessness – such as community organizations, service agencies, indigenous communities, advocacy groups, and grassroots groups working directly with people in poverty.
  - ◆ To build the audience, set up an online registration process and encourage members of the organizing committee to bring their members.
  - ◆ Design promotional material to reach the general public – posters, social media posts, etc.
  - ◆ Review the agenda and consider inviting speakers to provide short introductions to each section.
5. Identify roles: choose 1 or 2 facilitators, confirm note-takers, identify the report writer(s), and find a photographer.
6. Provide participants with some preparation documents (see Background Resources).
7. After the event, write a short report collecting the themes and policy recommendations highlighted in the conversation and send the report and photos to [trish@bcpovertyreduction.ca](mailto:trish@bcpovertyreduction.ca) on or before June 14. Send an email to thank participants and share the report with them.
8. Collect receipts for event costs and send an invoice with attached copies to [trish@bcpovertyreduction.ca](mailto:trish@bcpovertyreduction.ca) by June 30.

## Promoting a Large Community Event

- ◆ Send the date, time and location of your event to [povertyreduction@canada.gc.ca](mailto:povertyreduction@canada.gc.ca) seven days in advance of the event, and it can be posted on [Canada.ca/reduce-poverty](https://Canada.ca/reduce-poverty)
- ◆ Use the invitation template to invite your networks. Reach out to other groups such as faith, labour, business, and local government.
- ◆ Add your event to event listings in your local media outlets (print and online).
- ◆ Share the event details with us and we will promote through our social media platforms and add the event to our website.
- ◆ Consider setting up a Facebook event page to promote the event and invite friends.
- ◆ Share the poster/meme through social media and organize volunteers to put up posters in the community.
- ◆ The day before, send out a press release to your local media outlets with the details of your event. If you have time, follow up with phone calls to specific reporters that you think are sympathetic to the issues.
- ◆ Post on social media during your event with photos and quotes from speakers. Tag us on Facebook ([@BCPovertyReductionCoalition](https://www.facebook.com/BCPovertyReductionCoalition)) or Twitter ([@PovReductionBC](https://twitter.com/PovReductionBC)) and share with us by using [#MakePovertyPublic](https://twitter.com/hashtag/MakePovertyPublic). To connect to the government, use [#ReducePoverty](https://twitter.com/hashtag/ReducePoverty) on Twitter ([@SocDevSoc](https://twitter.com/SocDevSoc)) and Instagram ([@esdc.edsc](https://www.instagram.com/esdc.edsc))

# SAMPLE AGENDA

Community Conversation on Federal Poverty Reduction Strategy

Day, Month, Year

Start time – End time

City, British Columbia

1. Welcome and introductory remarks; indigenous acknowledgement.
2. Participant introductions
3. *Optional: speaker providing history and present context of federal-provincial responsibilities (5 mins)*
4. Discussion (*depending on size, have small group or whole group discussions*)

**Theme #1 –  
Communities  
Experience**

1. What does poverty look like in your community? What are the main causes of poverty? On which groups should we focus our efforts?
  - ◆ *Optional: consider inviting 2-3 speakers to briefly answer first question to start the conversation*
2. Which Government of Canada programs and policies do you feel are effective at reducing poverty? Are there some that can be improved? What else could we do?
  - ◆ *Aim to develop a list of policy recommendations.*
  - ◆ *Optional: start with a list of current policies and ask: What's working? What's not working? What's missing?*

**Theme #2 – Successful  
Poverty Reduction  
Strategy**

3. What should success look like in the Canadian Poverty Reduction Strategy? What target(s) and indicators should we use to measure progress?
  - ◆ *Optional: consider inviting 1 or 2 speakers to provide an overview of current poverty and inequality measures and material deprivation indexes (using resources in provided links)*
4. What are some initiatives in Canada or elsewhere that have been introduced or proposed to effectively reduce poverty?

**Theme #3 – Building  
and Maintaining  
Strong Partnerships**

5. How can the Government of Canada align its Poverty Reduction Strategy so that it supports existing efforts by provinces, territories, municipalities and communities?

5. Conclusion/Closing remarks
6. Group photo (if applicable)
7. End

## INVITATION

**Subject line:** You're invited to a community conversation on the development of the federal poverty reduction strategy

We are all working hard in our communities to ensure that all Canadians receive the support they need to thrive and feel included. However, despite this progress, over 3 million Canadians still live in poverty.

The Government of Canada is currently engaging Canadians on its development of a Poverty Reduction Strategy. This is an important opportunity to have your say and influence the development of a poverty reduction strategy for Canada.

**You're invited to attend a community conversation on poverty.** The input from this event will be shared with Jean-Yves Duclos, Minister of Families, Children and Social Development, and will be used to help shape the Government of Canada's Poverty Reduction Strategy.

Poverty affects us all. We need your ideas and feedback to help make a difference. Get involved and share your voice.

◆ **Date:**

◆ **Time:**

◆ **Place:**

◆ Please confirm your attendance by **(day), (month) (year)**, by email or phone at **(phone number)**.

An agenda and discussion questions will follow upon confirmation.

### **Privacy notice statement**

*By participating in this consultation, you are consenting to, and acknowledging that you have read, understood and agree to the [Privacy Notice Statement](#) from Employment and Social Development Canada; and that your submission, or portions thereof, may be published on [Canada.ca](#)*

# REPORTING TEMPLATE

Conversation host(s):

Date of conversation:

Location:

Total number of participants:

General description of event and participants:

## SUMMARY OF RESPONSES

### Direct Quotes

The government of Canada is looking for direct quotes for inclusion in their final report. Please include between 2-5 direct quotes below from conversation participants. Please try to record the age, gender, ethnicity or cultural background of participants who provide you with quotes, and where possible, with permission, their names and/or occupation and/or organization information. If the participant is willing to sign their name to the quote, please get their written confirmation. Alternatively, participants can choose to not provide their name at all, or just their first name with their quote.



List the top 10 ideas (limit to 2-3 sentences per idea) that your community would like Minister Duclos and his staff to consider about each discussion question listed below:

1. What does poverty look like in your community? What are the main causes of poverty? On which groups should we focus our efforts?

2. Which Government of Canada programs and policies do you feel are effective at reducing poverty? Are there some that can be improved? What else could we do?

3. What should success look like in the Canadian Poverty Reduction Strategy? What target(s) and indicators should we use to measure progress?

4. What are some initiatives in Canada or elsewhere that have been introduced or proposed to effectively reduce poverty?

5. How can the Government of Canada align its Poverty Reduction Strategy so that it supports existing efforts by provinces, territories, municipalities and communities?

**Once this community consultation report is complete, please send it to:**

**[trish@bcpovertyreduction.ca](mailto:trish@bcpovertyreduction.ca) on or before June 14th, 2017**

**and directly to the government of Canada at [povertyreduction@canada.gc.ca](mailto:povertyreduction@canada.gc.ca)**

## Background Resources

Government of Canada's *Towards a Poverty Reduction Strategy: Full and Summary*

Dignity for All series of one-pagers based on their National Anti-Poverty Plan, which was developed through years of consultations with a broad range of social policy experts and people with lived experience of poverty.

Canadian Centre for Policy Alternatives' *Federal Plan to Tackle Poverty and Inequality*.

Campaign 2000's *Poverty Measurement overview*

**Other ways you can participate** include:

- ◆ the Government of Canada's:
  - ◆ online [Discussion Forum](#);
  - ◆ filling out the [Survey](#);
  - ◆ posting a photo, video or written story to the [Share your Story](#) page
- ◆ Dignity For All's:
  - ◆ [simplified online form](#)
  - ◆ [This is Poverty video project](#)

## Questions

Please do not hesitate to get in touch at [trish@bcpovertyreduction.ca](mailto:trish@bcpovertyreduction.ca) if you have any questions or concerns – we're happy to help in any way we can!

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The BC Poverty Reduction Coalition is a broad-based network of over 400 organizations throughout BC that are calling on the provincial government to commit to a comprehensive poverty reduction plan with legislated targets and timelines.

First Call: BC Child and Youth Advocacy Coalition is a non-partisan coalition of over 95 provincial and regional organizations who have united their voices to put children and youth first in BC through public education, community mobilization, and public policy advocacy.

**Vancity**



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foundation

**Vancity**  
Community Foundation