

Independent Environmental Monitoring Agency Communications Plan

- Agency approved a **Communications Plan** in September 2011
 - Based on input from Society members and 2000 and 2009 external reviews
 - Focus on key messages, objectives and outcomes, tools and products, evaluation and revision
 - Will be posted to Agency's website shortly

Objectives & Outcomes

- Active and empowered Directors and staff
- Informed communities
- Informed parties
- Informed public

Tools and Products

- Public registry and resource library
- Technical reports and reviews
- Publications
- Online/electronic communications
- Meetings
- Community visits
- Workshops and conferences
- Corporate identity materials
- Internal Board and staff communications

Current Priorities ??

- **Revised Poster and Table-Top Display**
 - design and content
 - English and Aboriginal languages?
- **Community visits**
 - one Board meeting a year in a community
 - Director and staff visits to communities on request (able to cover some meeting costs)
 - Follow-up brochure and letters to decision-makers with any concerns raised

Current Priorities ?? (cont.)

- **Newsletters and Fact Sheets**
 - Newsletter prepared and distributed twice in last year
 - Send by e-mail, with paper copies to community contacts
 - Fact Sheets—topics, format?
- **Plain Language Summaries**
 - Agency prepares a plain language summary of each Annual Report and a brochure
 - Encourage BHPB and regulators to prepare plain language summaries of important documents



THANK YOU!



Independent Environmental Monitoring Agency

Telephone: (867) 669-9141 Fax: (867) 669-9145

Email: monitor1@yk.com

Website: www.monitoringagency.net