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

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