



WINDSOR-ESSEX
COMMUNITY
**OPIOID &
SUBSTANCE**
STRATEGY

WEC CONNECT Updates

2024-02-03

Agenda

- Utilization stats
- Promotion
- 2025 objectives



Utilization stats

Between the launch of WEC CONNECT on **October 23rd** and **January 17th, 2025**

4,579 visits to the WEC CONNECT
webpage

Most accessed programs include *REACT*,
Brentwood, *WECHC- street*, *CMHA* all accessed
over 50 times each.

Promotion



Various methods for promotion were utilized:



Google ads



Wallet cards



Social media posts



Posters



Windsor Transit Ads

2025



Develop feedback survey for end users (pop-up questions on inventory) and service providers (online survey)



Develop an evaluation report



Upgrade the inventory with web specialist support



Continue dissemination of promotional materials to community centers, pharmacies, schools and libraries.



Bi-annual inventory update (April and October 2025)

Thank You!