



WECOSS Project Proposal – Prevention and Education

Project Name: Continuous Communication

Background & Purpose

Provide context for what conditions exist that have created the need for this project. Why is the project being undertaken? Describe an opportunity or problem that the project will address.

The 2021 WECOSS Modernization recommended the adoption of a collective impact model to provide the foundations necessary for the WECOSS to collectively contribute to improved population health outcomes for people who use substances. In adherence to collective impact principles, the Modernization identified continuous communication as one of the five structural recommendations to help guide the pathway forward for the WECOSS in future years.

Evidence supports the use of social marketing campaigns in related health interventions. Social marketing is the use of marketing concepts in programs designed to influence the voluntary behaviour of target audiences to improve the health of society (Stead, 2007). A systematic review of fifty-four (54) social marketing interventions across different settings and with a range of target/priority population groups found that social marketing can serve as an effective framework for behaviour change interventions and provide a useful “toolkit” for organizations that are attempting to change health behaviours (Stead, 2007).

Goals & Objectives

What goal(s) does the project aim to accomplish?

List the achievements/objectives that can be attained/met along the way to your goal.

- Increase education and awareness about substance use, harm reduction, treatment/recovery programs and services available across Windsor-Essex County.
- Promote WECOSS.ca as centralized hub for evidence-based substance use information and resources.

Strategic Alignment

Which Modernization Recommendation(s) does this work support?

- **Structural and Capacity Building Pathway #5:** Support consistent and structured public communication across different channels to promote the WECOSS as an information hub for substance use

Target Audience

Who will realize the benefits of the project (e.g., people who use drugs, service providers, etc.)? In other words, whose needs will be met from the project meeting its pre-defined goal(s)?

- **Primary Target Audiences:** People who use substances and/or friends and family of people who use substances.
- **Secondary Target Audiences:** Individuals living in Windsor-Essex County

Project Scope

What activities, issues, problems, or deliverables are within scope, and which will not be included or considered as part of this project?

- Create social media messages on topics including, but not limited to overdose prevention, harm reduction services, polysubstance use, treatment, recovery, and other relevant program/service information, the Good Samaritan Drug Overdose Act, and stigma.
- Development of alternative media including newsletters, radio ads, and 211 email blasts, pending an approved budget.
- Development of a communication process document and corresponding templates to allow for the interchange of information as the priorities of the WECOSS adapt over the years.

Out of Scope

- Print media and graphically designed content (i.e., posters, social media graphics, brochures, ads, etc.) due to capacity limitation of the backbone agency.

Assumptions, Dependencies, Risks, and Constraints

Describe the conditions or situations that you are relying on to achieve the project goal(s) and/or the factors that may influence the project outcomes (positively or negatively).

- Target population has access to social media/internet.
- Capacity constraints may limit alternative media options and reach.

Success Criteria

What metrics/key performance indicators will be used to determine how the project is performing and whether the project was successful at meeting the goal(s)/objective(s)?

OUTPUTS: *(What is produced through the project's activities?)*

- Updated Communication Toolkit
- Social media content
- Communication Process Document

SHORT-TERM OUTCOMES *(The changes or benefits that result from the project)*

- ↑ education and awareness about available substance use, harm reduction, and treatment/recovery options in WEC
- ↑ awareness about the WECOSS and utilization of resources on wecoss.ca

Process indicators *(Measures activities of the project, project quality, and who the project is reaching):*

- % increase in website visits to WECOSS.ca
- % increase in interactions with social media posts

Outcome indicators *(Measures that are used to assess if the program goal(s) has been achieved):*

- % of participants who report increased knowledge/awareness about the WECOSS
- % of participants who report increased knowledge on relevant substance use topics
- % of participants who agree that the methods of communication were effective

Milestones & Timelines



Document the high-level project milestones, their associated tasks/activities, their expected completion time, and those involved in completing the deliverables associated with each milestone.

Milestone	Tasks/Activities	Lead Persons or Organizations Responsible	Estimated Timelines
Communication Content Created	Expand on messages developed for the Continuous Communication Toolkit to include polysubstance approach. Include promotion for WECOSS-related events (MCCO, trainings, workshops, etc.) Add content created from Break the Vape to the repository.	Cindy Gignac & PEWG	March 2024
Sustainment Plan Developed	Document a process for ongoing communication detailing included communication methods, templates, costs, and timelines. Expand social media calendar to include relevant dates of observance.	Cindy Gignac & WECHU Communications	March 2024
Strategy Launched	Begin posting on WECHU social media and launch other communication methods if applicable.	Cindy Gignac & WECHU Communications	April 2024
Strategy Evaluated	Evaluate the strategy through social media and website metrics as well as focus groups with WECOSS members.	Cindy Gignac	October 2024

Project Budget

Apart from FTE and in-kind support, what is the total monetary cost related to initiating, planning, executing, and closing the project?

- \$2,000

Date: February 2024