

Local Poverty Reduction Strategy Forum Summary

September 9 & 10, 2015



LOCAL POVERTY REDUCTION STRATEGY FORUM SUMMARY

Background

The County of Renfrew, City of Pembroke, and Renfrew County Child Poverty Action Network co-hosted a poverty reduction forum to identify interest, partners, and leadership within the county to collaboratively develop a local poverty reduction strategy.

The Poverty Reduction Strategy Forum was held over the span of two days with an evening forum on Wednesday, September 9, from 6:00 p.m. to 9:00 p.m. and a full-day forum on Thursday, September 10, from 9:00 a.m. to 4:00 p.m. at Carefor Health and Community Services in Pembroke, Ontario. This was done in order to allow everyone the opportunity to attend. The following document provides highlights from both days of the forum, and gives a brief summary about the Provincial Poverty Reduction Strategy, Cost and Impact of Poverty, What Poverty Looks Like in Renfrew County and District, and Strategies to Address Poverty.

Welcome from County of Renfrew Warden and Pembroke Mayor

The evening forum was attended by approximately 40 participants and the full-day forum was attended by approximately 60 participants. The forum was facilitated by Jeff Kohl, an HC link consultant. The County of Renfrew Warden, Peter Emon, welcomed participants to the evening and full-day forum. Pembroke Mayor, Michael LeMay, welcomed participants to the full-day forum.

Video Message from Minister Deb Matthews

Minister Deb Matthews could not attend, but sent a [video message](#) to forum participants.

Provincial Poverty Reduction Strategy Presentation:

Chris Ballard, MPP for Newmarket Aurora, and Parliamentary Assistant to Minister Matthews, participated in the full-day forum. MPP Ballard recognized the long history of First Nations and Métis Peoples in Ontario, and acknowledged the Algonquins of Pikwàkanagàn prior to sharing that the issue of poverty is truly one that affects us all. MPP Ballard provided an overview of Ontario's Poverty Reduction Strategy and explained the importance of continuing to break the cycle of poverty for children and youth, reviewed the long term goal to end chronic homelessness, and discussed plans to improve employment and income security in Ontario. He also highlighted the need for an increased investment in evidence-based social policy and effective strategies to reduce poverty.

Cost and Impact of Poverty Panel

Tom Cooper, Director of the Hamilton Roundtable for Poverty Reduction and Coordinator of the Ontario Living Wage Network, shared information about the following initiatives:

- Hamilton Roundtable's Action Plan – aims to reduce and eliminate poverty through strategic community initiatives.
- “Vote To End Poverty” national campaign
- Ontario's Living Wage Network – In his role of Provincial Coordinator Tom works with the Canadian Centre for Policy Alternatives and more than [20 community-based provincial coalitions](#) helping to support local living wage initiatives.

Greg Lubimiv, Executive Director, Phoenix Centre for Children and Families spoke about the cost and impact of poverty from a mental health perspective, the correlation between poverty and poor mental health, and the cost of poverty financially, mentally, and emotionally. He shared startling statistics about the risk factors of poverty and poor mental health.

What Does Poverty Look Like in Renfrew County and District

Laura Hunter, Staff Lawyer with Renfrew County Legal Clinic discussed poverty issues from a client's perspective, highlighting how intricate and crippling poverty can be to that one family. The presentation followed the client along the process and was a very 'real' and powerful presentation.

Dr. Maureen Carew, Medical Officer of Health and Chief Executive Officer, Renfrew County and District Health Unit provided an overview of Poverty and Health: A Public Health Perspective. Key themes of the presentation were: the Prevention Spectrum, Socioeconomic and Health data, Food insecurity and Thinking Upstream.

Lyn Smith, Coordinator of Renfrew County Child Poverty Action Network (CPAN) provided a summary of the work CPAN does. With the help and support of businesses, organizations, and many generous and caring individuals CPAN is able to operate 5 programs throughout Renfrew County. Lyn also spoke about raising awareness about local child poverty and advocating for change, items and services. For more information please visit: [CPAN website](#).

Strategies to Address Poverty

Rev. Mike Hackbusch, Chaplaincy Director at the House of Friendship Kitchener, shared that The House of Friendship is a Living Wage employer, and the positive impact Living Wage has had on the entire organization as well as donors. House of Friendship serves about 42, 000 people who have issues such as poverty, addictions, mental health, hunger and homelessness. For more information please visit: [House of Friendship Kitchener website](#).

Mary Lou Mills, Public Health Nurse, Haliburton, Kawartha, Pine Ridge District Health Unit, has been working on the social determinants of health, poverty reduction and health equity since 2002. She has led the development of several public awareness campaigns related to the determinants of health and poverty reduction including the development of a poverty maze and the Rethink Poverty: Change Minds Change Lives campaign. She is a member of the Poverty Reduction Steering Committee who is developing the Poverty Reduction Strategy for the City of Kawartha Lakes and Haliburton County. For more information please visit: [City of Kawartha Lakes and Haliburton County Poverty Reduction Strategy website](#).

Senator Art Eggleton

Senator Eggleton, co-founder and steering member of the All-Party Anti-Poverty Caucus, participated in the full-day forum. The Anti-Poverty caucus was formed with the goal of raising awareness on parliament hill about poverty in Canada.

Senator Eggleton's speech highlighted the following facts:

- 1 in 7 Canadians are living in poverty
- Over 1 million of these are children
- Over 4 million people in Canada are in need of affordable housing
- In 2014 almost 900,000 Canadians used food banks every month and 1 in 7 children go to school hungry

Senator Eggleton reviewed the impact of poverty on Canadians and the need for action on income and wealth inequality, unemployment and underemployment, and health and inequality. He also emphasized the importance of improving community awareness on poverty, the strong ethical and business case for poverty reduction, and the need to identify champions for action on poverty.

World Café

The "World Café" is a structured conversational process intended to facilitate open discussion, sharing knowledge and creating possibilities for action. Participants hold a series of conversational rounds lasting approximately 20 minutes and move between a series of tables where they continue the discussion in response to a set of questions, which are predetermined and focused on the specific goals of each World Café. At the end of each round, one person remains at each table as the host/note-taker, while the other participants travel to separate tables. Table hosts welcome newcomers to their tables and share the essence of that table's conversation so far. The newcomers relate any conversational threads they are carrying and then the conversation continues, deepening as the round progresses. For this forum participants joined a "World Café" from the following themes:

- Income Security and Employment
- Housing and Homelessness
- Early Childhood Development
- Education and Training
- Health and Food Security
- Transportation
- How to Organize Ourselves for Success

See **below summaries** from the World Café discussions at the evening and full-day forum.

How and with whom would we like to move forward?

The conversations were extensive and the broad desire to move forward with the creation of a Renfrew County Poverty Reduction Strategy was inspiring. Many participants were interested in future poverty reduction work, and Warden Peter Emon offered to chair a task force to start the process of creating a Poverty Reduction Strategy unique to Renfrew County.

Participants were asked to complete an evaluation at the end of each day, these were very positive.

Poverty Reduction Strategy for Renfrew County Wednesday, September 09, 2015 – World Café Summary

1. Your group's topic: Income Security and Employment
2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Educating government, policy-maker, population
 - Employers need to understand what's in it for them
 - Advocate for guaranteed income/living wage employment
 - Focus on cost savings – not upfront costs
 - What level of BIG
 - Find strategies that work with small businesses
 - Employers understand and take care of their employees – good people – keep them
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Provincial – e.g. Poverty Reduction
 - Municipal
 - Living Wage Movement
 - Community Foundations
 - Legal
 - Public Health
 - Other agencies
 - In-kind
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Politicians – every level
 - Municipal reps
 - Persons living in poverty
 - Community members
 - Faith/Church Groups
 - Employers
 - Economists
 - Education sector (College)
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Steering Committee with lead agencies
 - Look at best practices, success stories, what works

1. Your group's topic: Housing and Homelessness

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Cost of housing
 - Rental costs
 - Utility costs
 - Lack of national strategy on housing
 - Federal underfunding for past 25 years
 - Lack of municipal participation
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - CPAN/Lyn
 - Integrated strategy
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Cooperative partnership with municipalities/townships, the County, provincial/federal government and grassroots
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Moving data (sometimes hidden) into the public realm through the media

1. Your group's topic: Early Childhood Development

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - National Child Care Plan
 - Breastfeeding Promotion
 - Prenatal Nutrition Program
 - Parent education
 - Ministry of Education (oversee child care)
 - Licensed Child Care in Schools
 - Early assessment screening
 - Housing Connection (older homes) testing
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Studies (Clinton Early Childhood Study)
 - Mustard, Pascal (Research template)
 - Best Start Networks (secure funding but limited)

- Ontario Early Years Policy Framework
 - Algonquin College
 - Health Unit
 - Mental Health
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
- CCAC
 - Sprouting Speech (literacy)
 - OEYC
 - Child and Youth Health Network
 - GP's
 - Imagination Library
 - Board of Education
 - Young Parent Support Program
 - Healthy Babies Healthy Children
 - Knowing what supports are out there
 - Band-Aid services
 - Re-invest dollars to families
 - Municipal leaders (levels of government)
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
- Lived experiences on steering committee
 - Stigma – afford beer + cigarettes – condemn
 - Lack of compassion in society
 - Organizational leadership

1. **Your group's topic: Education and Training**

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
- Formal, societal, parents, manage life, community
3. **Identify 3-5 top priorities for action** in your chosen topic area.
- Expand vision of education – about life skills, community life, parenting, etc. (Full age range - 0-18)
 - All kids can graduate: which kids are not graduating?
 - All kids should aspire for the best after school – post-secondary, apprentice, other
 - Getting parents involved in school
 - Linking transport + infrastructure (e.g. internet access)
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
- Libraries – education for life
 - Schools
 - College – Algonquin

- Health Unit
 - Businesses
 - Identify Role models and champions
 - Speakers bureau – peer to peer
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
- Youth
 - Parents
 - Use social media and traditional media
 - Community leaders
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
- Education and Training Committee reporting to taskforce
 - Create sub-committee of 3-5 individuals to lead this
 - Create definition summary

1. [Your group's topic: Health and Food Security](#)

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
- Household food security
3. **Identify 3-5 top priorities for action** in your chosen topic area.
- Provincial Food Strategy
 - Identify how to reach low-income re: food
 - Advocacy re: Increased income – e.g. BIG
 - Increased community awareness of food insecurity issues in RCD
 - Assessment – Community Food Assessment – map local food resources
 - Support the development of a food council through HCP and health unit
 - Food waste
 - Role of corporations in food chain (Monsanto – patent grain ↑ price supply)
 - Gov't
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
- Need local reports to ↑ awareness
 - Nutritious Food Basket (NFB) Data/staff time
 - Existing food council development in progress as group to link with
 - Health Unit
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
- All people involved in food system – e.g. production, preparing, processing, distribution, access, consumption, and food waste management sectors
 - Municipalities, agriculture, faith groups, varied stakeholders

6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Engage stakeholders
 - Form follows function – need to develop evidence-based priorities first

1. **Your group's topic: Transportation**

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
 - No public transit system
 - Barrier to getting to: medical appointments, education/college, employment
 - Cost of gas/repairs fluctuate and erodes available income
 - Extremely lacking in rural areas
 - Can move from rural areas to city for work but available rental units limited/health and safety issues
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Advocacy re: consistent/inclusive transportation subsidy process and rules – Inconsistent application of subsidy rules (some areas – less paperwork/fewer limitations)
 - Rural youth employment limitations – work with youth serving agencies – focus on improving youth access to education/employment
 - Develop other subsidies for transportation – to support social/mental health/recreational
 - Support active transportation – road infrastructure (bike lanes, signage, etc.) and safety/advocacy communication (bike friendly/share the road/walkable communities)
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc)
 - Transportation Collaborative – Champlain Community Transportation Collaborative – could potentially provide collaborative structure/leadership
 - Carefor
 - Education
 - Businesses
 - Percentage of gas tax could fund transportation – need municipality to initiate/establish public transit
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Federal/Provincial/Municipal government
 - People experiencing poverty
 - Local active transportation groups
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Look at what has been effective/sustainable in other communities
 - Important aspect of a poverty reduction strategy to improve access

1. **Your group's topic: How to Organize Ourselves For Success**
2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - County-wide awareness
 - Collecting the facts
 - Build capacity – integrated effort for policy development
 - Workshops – speakers/economic sense
 - Develop coalitions – deputations to council
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Align poverty reduction efforts with provincial strategy - \$
 - ADKAR, Charles Coffey – TD Bank, Rotarians, Commerce
 - www.rethinkpoverty.ca (video, posters) www.hkpr.on.ca - poverty
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Youth
 - Commerce (Banks, Business)
 - Education
 - Faith Groups
 - Service Clubs
 - Concerned Citizens
 - Social Services
 - Addiction Management
 - Council
 - MPs/MPP's
 - Health Care
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Reports – geographical information
 - EDI – Early Development Instrument
 - Research in Communities - # of children, ER visits, how many are accessing food banks

Poverty Reduction Strategy for Renfrew County Thursday, September 10, 2015 – World Café Summary

1. Your group's topic: Income Security and Employment
2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Employers business case - recognition
 - Living wage/Basic Income Community (e.g. Dauphin, MB – basic income – replicate and demonstrate business case)
 - Child Care
 - Awareness/Education proposal – organizations to champion/\$15 & Fairness
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Subsidized housing that is not social/county housing
 - Existing living wage committee
 - In-kind promotion/data/reports by health unit
 - County/Municipality – LW Champion
 - Pilot project – tax incentive to ↑wages vs. laying workers off
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Politicians/government reps
 - Chamber of Commerce
 - Businesses (worry that businesses might be overwhelmed by feeling compelled to meet min. wages)
 - Faith-based organizations
 - Education
 - First Nations
 - Media
 - Legal
 - Lived experience
 - Social workers
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Poverty Reduction Roundtable or Network
 - Learn from other groups – e.g. Hamilton, Grey-Bruce

1. Your group's topic: Housing and Homelessness

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Marketing seed for improvements/ value of improvements to private landlords – demonstrate sustainable business model (MPP-provided London example – incentives for secondary sites – illegal because don't meet code – come down from province via municipal act)
 - Challenge high/unpredictable utility rates
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Example – major of newmarket – builders – wave developer charges for a period of time and city pays ahead for rental units
 - Models of other successful municipalities
 - Tax abeyance(?) for low income seniors
 - Apply for a grant to increase housing – perhaps renovate church buildings for housing units
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - find out how many people at Ottawa and North Bay shelters were from this area
 - a better solution from shipping people out to other municipalities for shelters
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Develop Strategy to relate income to housing
 - Housing = Health
 - Education around budgeting, employment
 - More forums like this

1. Your group's topic: Early Childhood Development

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.
3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Petition County for more subsidized spaces for daycare – increase subsidy \$ and look at cut-off amount to qualify
 - Looking at (pre-pre-school)nursery school age 3 pre-kindergarten – early identification for development screening/more universal screening/no income barriers
 - Ontario Early Years – look at funding for more programs 1st year of parenting
 - Social inclusion
 - Father engagement
 - Support Healthy Babies program to follow children/parents
 - Need to address full-time kindergarten – assess impact – not ECE standards

4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Early Years
 - Healthy Babies Healthy Children
 - Jubilee Place
 - School
 - Infant Development
 - Best Start
 - Renfrew County Childcare
 - Dr. offices
 - Employers
 - PMFRC (Pet.)
 - KRC (Killaloe)
 - Hospitals
 - Midwives
 - Parent Café – pilot program CHEO through toy bus – incentive gas \$ + grocery voucher
 - While on mat. leave Moms and Dads can take part in parenting/information
 - Supporting parents

5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Need to speak with parent (low income) to ask what would make them want to come out to programs like Early Years? What are the barriers? What would be an incentive?
 - Need to streamline services, parents are confused with what/where services

6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Best Start
 - Start a Committee
 - Create a Survey

1. Your group's topic: Education and Training

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.

3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Offer direction to youth at risk of leaving school before graduating to alternate education = work programs and/or financial assistance
 - Teach skills for coping + self-regulation, i.e. mindfulness – make compulsory
 - Promote more cross-agency co-operation between schools + employment organizations
 - Encourage co-op programs to finish high school and gain work skills
 - A more open door policy for students to come back to school building for info, guidance on grad requirements + options

4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - School boards/continuing education
 - Employment centres
 - Outreach centres
 - Employers and businesses
 - Post-secondary programs, i.e. Skills Link
 - Integrated planning for vulnerable student – referred by school and involving community partner

5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Parents
 - Employers/businesses
 - Employment agencies
 - Guidance counsellors + school support workers
 - Youth

6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
 - Must include local businesses
 - Should include youth
 - Provide food and transportation
 - Offer continuing education to parents to complete high school

1. Your group's topic: Health and Food Security

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.

3. **Identify 3-5 top priorities for action** in your chosen topic area.
 - Early childhood education on healthy eating, understanding the need for healthy choice thru income security
 - No new money from government – how to distribute what we have
 - Change of government policies thru advocacy
 - Develop a Renfrew County Food Charter

4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
 - Tax credits – 25 mil at provincial level
 - Education – food insecurity – healthy eating choices
 - Check out Cuba – community gardens

5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
 - Farmers markets
 - Food banks
 - Social groups/organizations

- Government at all levels

6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**

- Early education at school
- Look at other communities
- Support the existing Renfrew County Food System Workgroup/fund a Community Food Assessment to identify local food system priorities

1. **Your group's topic: Transportation**

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.

3. **Identify 3-5 top priorities for action** in your chosen topic area.

- Accumulate information as to actual need – assessment (global)
- Demographics, geography, who funds transportation (also does not include legal/social and doesn't get individuals to the smaller community hubs)
- Increased access to telehealth, etc.
- Utilize/formalize ride networks

4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)

- Sunshine coach, Medvan (Pikwakanagan), Carefor
- Seniors Home Support, volunteer drivers
- Informal driving networks
- Killaloe ride share program (online – Facebook group)
- Kijiji
- Potential gas tax \$ (which we don't get) and vouchers/gas cards

5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.

- All institutions providing services and already connected
- Government – all levels
- Churches/Agencies

6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**

- Transportation should be part of the poverty reduction strategy

1. **Your group's topic: How to Organize Ourselves for Success**

2. **Discuss your group's topic for shared understanding.** I recommend doing a 'round table', giving everyone a minute to share their ideas before starting a discussion.

3. **Identify 3-5 top priorities for action** in your chosen topic area.

- Establish effective organization with project

- Identify stakeholders
 - Identify demand and identify specs for performance (soft/hard)
 - Identify problem (all levels of government have withdrawn funding to communities, time – dilutes project effectiveness among participants/project effort, need to re-educate population to accept the concept of charity that respects the human dignity of the person without expecting payback, corporation does not want poor to escape poverty – how to make it more appealing – economics approach?)
 - Define how to get there
 - Government protect poor – e.g. payday loans
 - % of GDP commitment to G8 or G20 to eliminate poverty
 - Establish round table
4. **Identify resources available to develop a strategy for your chosen topic** (funding, in-kind, people, organizations, technical etc.)
- Lived experience of those living in poverty
 - Corporations
 - Local businesses
 - Volunteer groups
 - CPAN/pertinent organizations/NGOs
 - Federal, provincial, and municipal government
 - Faith groups
 - Youth/young adults
 - Social media
 - Drawing experience from other countries
 - Grant programs
5. **Identify who else needs to be involved/engaged** in creating a PR Strategy in your topic area.
- All stakeholders
 - All resources/alliances
 - 211
 - County Connections
 - Chamber of Commerce
6. **How should we organize ourselves to create a PR Strategy? What should be our first steps? What do we need to consider in order to succeed?**
- Unification at community, provincial and national level
 - Voter initiate thru election
 - Voter advocacy

Thank you to our sponsors and partners that helped make this forum possible. Thank you to all the speakers who enriched our understanding of poverty and to all forum participants for bringing their unique perspective of poverty to this discussion.



Renfrew County
United Way



Renfrew County and
District Health Unit