



InformOntario

2021 InformOntario Symposium

Tuesday, May 18

09:30 AM - 09:45 AM

Welcome and Land Acknowledgement

Plenary Session

Marcus Logan

Manager - Community Development & Engagement, Information Oakville & President, InformOntario

Natasha Wilson

Community Information Coordinator, PIN - The People and Information Network

Welcome to the 45th annual InformOntario Education and Networking Symposium. We will begin the day with introductions by InformOntario President Marcus Logan, and territory acknowledgement from Natasha Wilson on behalf of The People and Information Network (PIN) of Guelph, our virtual member host.

Tuesday, May 18

09:50 AM - 11:00 AM

Keynote Presentation - Adaptability: The New Super Power

Adapting to External Changes

Initiatives / Partnerships

Management /Policy Making

Professional Development

Service Delivery & Training

Plenary Session

Nancy Watt

President & CEO, Nancy Watt Communications

As a skill, adaptability has gone from interesting to important. 2020 is a good case in point. The future of work will see the Information and Referral agencies play an ever-increasingly important role. People and organizations who fear inevitable change and resist adaptability will suffer as a result. Using the tools and techniques of improvisation theatre, this fun and engaging keynote explains how thinking like an improviser informs and prepares staff and non-profits to deal with the unpredictable, and manage the inevitable and necessary pivot. Improv scenes, exercises and laughter are guaranteed. After attending this workshop, attendees will be able to: Identify ...

Tuesday, May 18

11:15 AM - 12:15 PM

The Evolving Charity Brand

Adapting to External Changes

Branding and Communications

Concurrent Session

Doug MacMillan

The Letter M

It goes without saying that charities have faced remarkable challenges in the past year plus – and have shown exceptional creativity, collaboration and resiliency. You are moving into your next chapter with new goals and opportunities alongside some significant barriers. Standing out will become more critical than ever before. This session explores the core tenets of effective branding – identity, voice, personality, logo and look – and offers directions to guide non-profits to evaluate and evolve their brands to thrive in the 'new normal', resonate with the next generation of leaders, and seize the possibilities that await them. After attending ...

Tuesday, May 18

11:15 AM - 12:15 PM

Serving Indigenous Peoples

Resource Database / CRS Training

Service Delivery & Training

Concurrent Session

Stephen Paquette

Knowledge Guide

This national project reviews the past experiences while working with Indigenous people as a non-Indigenous organization, and considers the question "What have you learned about developing Indigenous resources as a non-Indigenous organization?" A look at this new, made-in-Canada section of the AIRS manual, and its impact on I&R databases.

Tuesday, May 18

12:30 PM - 01:00 PM

Lunch-time Activity - Exploring the University of Guelph Arboretum

Lunch-time Event

Justine Richardson

Director, University of Guelph Arboretum

The Arboretum is at the University of Guelph, and had been the original location for our Symposium. While we can't be there in person, we can enjoy it virtually. The Arboretum is the largest and most comprehensive of its kind in Ontario. It is home to more than 40,000 specimens in more than 30 plant collections and conservation gene banks, as well as gardens, wetlands, nature trails and forests. The Arboretum's director, Justine Richardson, will take us on a short virtual tour to celebrate The Arboretum's 50 years of research, experiential learning, and community engagement.

Tuesday, May 18

01:15 PM - 02:15 PM

Personalized Self-Care Plans and Creating Communities that Care

Adapting to External Changes

Management /Policy Making

Professional Development

Plenary Session

Jerilyn Dressler

Calgary Distress Centre and InformCanada President

In this workshop, participants will learn how to create their own personalized self-care plan (including templates). The link between self-care and creating a community of care inside and outside of your organization will be explored. How personalized self-care plans and creating a community of care impact service delivery and program outcomes will also be explored.

Tuesday, May 18

02:30 PM - 03:30 PM

Social Finance as a tool to build your community

Initiatives / Partnerships

Social Finance and Growing Back Better

Plenary Session

Julia Grady

Executive Director, 10C Shared Space

This interactive workshop offers an exploration of some of the ways that social finance may be used to support the growth and development of your NFP organization. This session will look at community bonds, as well as co-operative forms of capital raising, as told from 10C's journey raising \$2.3 M through a real-estate backed community bond program and its work in establishing the Harvest Impact Fund Co-operative, as a place-based social finance intermediary, geared to provide financing for enterprising NFPs and the Our Food Future businesses building the circular food economy in Guelph and Wellington. After attending this workshop, participants ...

Tuesday, May 18

02:30 PM - 03:30 PM

Taxonomy Customization for Ontario 211

Professional Development

Resource Database / CRS Training

Concurrent Session

Corinne Gallois

Findhelp Information Services/Central 211

Ontario 211 transition to a new data management system has been the opportunity to consider its Taxonomy customization from new perspectives: the perspective of a new tool with different processes and designs; and the perspective of new users, such as navigators to search for services, and governing bodies to report on callers' needs. This workshop will present core rationales and principles considered to make Taxonomy customization/indexing recommendations that facilitate consistency among multiple data contributors, while meeting needs for varied purposes; elements to consider when indexing 211 resources; and resources available to support consistency throughout the provincial system. After attending this ...

Tuesday, May 18

03:45 PM - 04:45 PM

Engaging Indigenous Communities in Information and Referral

Initiatives / Partnerships

Resource Database / CRS Training

Concurrent Session

Deanna Dunham

Director, Indigenous Initiatives and Equity Programs, Kids Help Phone

Jocelyn Rankin

Resource Specialist, Kids Help Phone

Kids Help Phone is working closely with Indigenous communities to ensure that the resources within the Community Resource Database are inclusive and accessible to Indigenous youth as well as to the Kids Help Phone counsellors and crisis responders who use the database daily as part of service delivery. The presenters will share examples of how Kids Help Phone is enhancing their services to ensure First Nations, Inuit and Métis youth can connect with the resources that best meet their needs by employing a distinctions-based approach, and by engaging communities to identify resources in their communities through programs and partnerships.

Tuesday, May 18

03:45 PM - 04:35 PM

Youth in the Digital World

Professional Development

Service Delivery & Training

Concurrent Session

Jessica Schumacher

Youth Engagement and Education Facilitator, CMHA Waterloo Wellington

Hear from our YouthTALK members about staying safe and taking care of yourself in the increasingly digital world. This session will provide delegates with an understanding into the challenges youth face and offer some practical solutions to support youth in their work. YouthTALK is a youth led mental health and education program that strives to share relevant information to youth and adults about their experience in the world we live in. After attending this workshop, participants will be able to: Identify ways to encourage youth to stay safe in the digital world Support youth by understanding the challenges they face based ...

Wednesday, May 19

09:30 AM - 10:30 AM

Tilting Human - Connections will matter in an automated world

Adapting to External Changes

Future of Work

Professional Development

Plenary Session

Karena de Souza

Founder, Tilt the Future

Our workday, our workspace, our commute. All this, and more, is changing. Broaden your perspective on the future. This workshop will explore how the evolving Future of Work will ripple beyond the workplace and through other parts of society. In an increasingly automated world, providing good information and creating connections will be vital. After attending this workshop, participants will be able to: Discover reasons to actively elevate human connections in an automated society

Wednesday, May 19

10:45 AM - 11:45 AM

Leadership: An Interpersonal Journey

Professional Development

Concurrent Session

John D. V. Hoyles

Executive Director, Community Navigation of Eastern Ontario

Blowing up the misconception that leadership is about being tough, hierarchical, directive and humourless, this session will lay out the roadmap for anybody in any position to be a leader. Whether an extrovert and introvert or somewhere in between with the right directions you will be looked upon as a person who leads for the good of all. This session will canvas in detail a human approach to leadership wherein respect and decency are the key to success as a leader. It will emphasize that things such as thoughtfulness and empathy are paramount, and focus on the importance of "team" ...

Wednesday, May 19

10:45 AM - 11:45 AM

Domestic Sex Trafficking: Trauma Informed Prevention and intervention

Initiatives / Partnerships

Service Delivery & Training

Concurrent Session

Moderator - Jensen Williams

Public Educator, Guelph-Wellington Women in Crisis

Karly Church

Human Trafficking Crisis Intervention Counselor, Victim Services of Durham Region

Katie Montague

Anti-Human Trafficking Counsellor, Guelph-Wellington Women in Crisis

What is human trafficking really like? On the ground community support workers answer your questions and provide an overview of what human trafficking and survivor support services are like in Ontario including in Guelph-Wellington and Durham regions. Participating panelists will touch on their experiences in anti-human trafficking work, debunking common myths and misconceptions, the importance of trauma-informed survivor-led support and how support services across industries can walk alongside those whose lives have been touched by trafficking. After attending this workshop, participants will be able to: have a better understanding of what domestic sex trafficking is understand the difficulties in exiting ...

Wednesday, May 19

12:00 PM - 12:30 PM

Lunch-time Activity - Let's play Jeopardy! – I&R style

Lunch-time Event

Faed Hendry

Manager - Training and Outreach, Findhelp Information Services

Faed Hendry from Findhelp will be the host of our version of the popular quiz game. Join in the fun as we test everyone's knowledge about the Information and Referral sector.

Wednesday, May 19

12:45 PM - 01:45 PM

Compassion Fatigue and Vicarious Trauma

Professional Development

Concurrent Session

Laura McShane

Coordinator, Mental Health Promotion and Education, CMHA Waterloo Wellington

Compassion Fatigue and Vicarious Trauma have been described as "the cost of caring for others in emotional pain." You cannot give of yourself daily and not be impacted by it in both your personal and professional lives. Knowing this, and having a common language among team members, can help to normalize the responses you may have to your work, and provide understanding and support. You will study the definitions of compassion fatigue, vicarious trauma, moral distress, moral residue, burnout and compassion satisfaction, and their impact on well-being as well as the impact of trauma on the brain. We will discuss ...

Wednesday, May 19

12:45 PM - 01:45 PM

Pivoting through a Crisis - Navigating through the I&R Landscape

Adapting to External Changes

Service Delivery & Training

Concurrent Session

Faed Hendry

Manager - Training and Outreach, Findhelp Information Services

This interactive workshop will focus on the increased demand for I&R services during the pandemic with a specific focus on crisis calls and response handling. The session will address relationship management and cover the principles, strategies and techniques to help clients navigate through a crisis and mitigate the impact. A model for crisis call handling will be presented and participants will have the opportunity to respond to actual recorded crisis calls. After attending this workshop, participants will be able to: Describe and apply strategies to help mitigate the impact of a crisis Explain and identify the changing nature of crisis ...

Wednesday, May 19

02:00 PM - 04:00 PM

Town Hall Sharing Session: Our Information and Referral Sector's Response and Own Transition during a Crisis

Adapting to External Changes

Professional Development

Plenary Session

Clive Jones

Executive Director, AIRS (Alliance of Information and Referral Systems)

Judy Shum

National Director, 211 and Community Partnerships, United Way Centraide Canada

Marcus Logan

Manager - Community Development & Engagement, Information Oakville & President, InformOntario

Mark Winfield

Halton Information Providers, Oakville Public Library

The worldwide pandemic has impacted everyone – in all walks of life, in all personal and professional ways, and in all communities, big or small. Human Service organizations have been nimble and flexible, transforming their services and processes to help those in need. Identifying, capturing and providing information and referral during the pandemic has been a critical, important job, done by professionals in many human services sectors. I and R organizations will discuss their responses to the pandemic – system-wide, pan-American and community viewpoints. The Symposium will end with acknowledgements and thanks by Marcus Logan, President.