**Peace River Area Monitoring Program (PRAMP) Committee**

**Communications Working Group**

February 16, 2021

Video Conference

# Meeting Notes

Attendees:

|  |  |
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| **Name** | **Organization** |
| Krista Park | Alberta Health Services |
| Shelly Shannon | Public (Peace River) |
| Corinna Williams | Northern Sunrise County |
| Vivianne Gayton | Public (Grimshaw) |
| Rielle Massey-Leclerc | Centre for Boreal Research  |
| Brenda Barber  | PRAMP, Office Manager |
| Eileen Coristine | PRAMP, Outreach Coordinator |
| Geri Carifelle | PRAMP, Indigenous Outreach |
| Karla Reesor | PRAMP, Executive Director |

Regrets:

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| **Name** | **Organization** |
| Esther Johnston | PRAMP, Indigenous Outreach |

***These notes are provided as a summary of discussions of the PRAMP Communications Working Group. The views and ideas noted do not necessarily reflect the perspective of each Working Group member. Decisions are taken by consensus.***

## Welcome

Karla welcomed Vivianne Gayton and Rielle Massey-Leclerc as the newest members of the Communications Working Group (CWG).

1. **CWG Terms of Reference**

A draft updated Terms of Reference was shared prior to the meeting. The CWG supported the Terms of Reference and proposed that it be reviewed by the PRAMP Board of Directors.

1. **PRAMP Outreach Achievements**

All were invited to share perspectives on PRAMP outreach achievements from the past few years. Comments included the following:

* Appreciate having the AQHI lantern at the Peace River Health Centre; other possible locations could be the Grimshaw Library and Northern Sunrise County office.
* Vermicomposting workshops were really great; lots of good conversation with participants about PRAMP and air quality.
* Participation at trade shows was valuable.
* Very large increase in social media following means that PRAMP now has a much larger reach in the community.
* Big increase in the amount of outreach – school programs, social media.
* Need to continue with outreach to maintain the audience.
* Webinar session for Boreal Nature Series was well received.
* Less idling this year; are people getting the message about reducing idling in order to maintain good air quality?

Suggestions for future outreach included:

* Look for ways to track participation, even after an event, e.g. ask people who participated in vermicomposting workshops to provide photos of the compost bins as a way to report on the new knowledge acquired.
* Consider doing a survey; questions could include: do people know about air monitoring? Do they know how to access AQHI?
	+ Could ask municipalities to share survey with newsletters.
* Centre for Boreal Research would be pleased to have PRAMP participate in another Nature Series event.
* Could PRAMP be interviewed on local radio station, particularly during fire season?
* It may be an option to participate in Peace Fest with an outdoor booth.
* Launch another photo contest on social medai; have the contest run longer and still end on Clean Air Day (June 2); use winning entries in a calendar; look at different calendar options including a pocket calendar or a desktop calendar.
1. **PRAMP Video Script**

A draft video script was provided in advance of the meeting. Participants supported the script. A suggestion was made that the Mighty Peace Tourism Association may have video or photos that could be used in the PRAMP video.

1. **Meeting Schedule for 2021**

Meetings will be held approximately every two months, or more often if needed. Participants suggested that Doodle polls be used to set meeting dates.

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| **Action Item Number** | **Action Item Description** | **Status** |
| **New Action Items** |
| **2021-01** | Karla will share the Terms of Reference with the PRAMP Board for review and approval | **New** |
|  |  | **New** |
| **Ongoing Action Items** |
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|  |  |  |
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| **Completed Action Items**  |
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