

Communication Toolkit for Social Service Providers:

This communication toolkit provides service providers a collection of templates and materials to use to communicate about the Peel Community Safety & Well-being plan and scheduled community engagement activities. Our hope is that this toolkit will make advertising about upcoming community engagement activities for youth, families and service providers easier. The engagements are for Peel residents and are scheduled in April and May.

This toolkit includes:

- Social media marketing materials, advertising the community engagement activities, that can be used by staff at your organization to share either verbally or on your social media platforms
- Curated messages to share on Twitter, Instagram and Facebook
- Curated messages to share to networks via email, newsletter and/or on your website

Spread the Word! Key Messaging for Website, Newsletter and Email

Peel Community Safety & Well-being Plan launches Community Engagement Activities in April and May. Learn more on how you can get involved!

The Regional Municipality of Peel, in partnership with the City of Brampton, City of Mississauga, Town of Caledon, Peel Regional Police, local community partners, local school boards, and United Way Greater Toronto are working together to create a Community Safety and Well-being (CSWB) Plan.

The CSWB Plan takes an in depth look at the intersectionalities of the following topic areas: mental health and addictions, family violence and systemic discrimination. Across all areas there will be a focus on the needs of **youth and families** in our community.

We are launching our digital community engagement activities in April and May (i.e., online consultations, social media campaign, and community led webinar discussions) to hear from youth, families and service providers on priorities, gaps, and possible solutions that can continue to promote safety and well-being in Peel.

Follow us on Instagram @PeelCSWB and on Twitter @PeelCSWB to get up to date information on how you can get involved and participate in upcoming consultations and events. For any questions about the Peel CSWB Plan and community engagement activities, please email us at peelcswb@gmail.com

Find us on Twitter and Instagram @PeelCSWB
Email us at: peelcswb@gmail.com

Spread the Word! Key Messages for Social Media

@PeelCSWB is launching online community engagement activities and inviting youth, families, and service providers to get involved in discussions about mental health, family violence, and systemic discrimination. Follow them on Twitter and Instagram to learn more! #PeelCSWB

Have you heard about Peel's Community Safety & Well-being Plan **@PeelCSWB**? They are launching online community engagement activities + inviting youth, families, + service providers to get involved in discussions about mental health, family violence, +systemic discrimination #PeelCSWB

Schedule of Engagements and Corresponding Messages for Social Media

Below is a list of key messages that can help you spread the word on Instagram, Twitter, Facebook and other social media channels! Please feel free to use these tweets and customize them to your own context.

May 5

Youth: (2 sessions)

Attention Peel Youth! On May 5 @ 3 p.m. log in to join **@PeelCSWB** + youth facilitators @mbhangu27 and Gerry for a community discussion on mental health and addictions #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

Attention Peel Youth! On May 5 @ 6:30 p.m. log in to join **@PeelCSWB** + youth facilitators @mbhangu27 and Gerry for a community discussion on mental health and addictions #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

Service Provider

Hey Peel Service Providers supporting youth! On May 5 @ 9:30 am log in to join **@PeelCSWB** for a community discussion on mental health and addictions #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-mental-health-and-addictions-service-provider-consultation-tickets-101847649060>

May 6

Families

Attention Peel Families! On May 6 @ 7:00 p.m. log in to join **@PeelCSWB** for a community discussion on mental health + addictions, family violence, and systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-family-consultation-session-tickets-102187343094>

May 8

Service Provider

Hey Peel Service Providers supporting youth! On May 8 @ 9:30 am log in to join **@PeelCSWB** for a community discussion on mental health and addictions #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-mental-health-and-addictions-service-provider-consultation-tickets-101848116458>

May 13

Youth: (2 sessions)

Attention Peel Youth! On May 13 @ 3 p.m. log in to join **@PeelCSWB** + youth facilitators Gerry & Aliyah for a community discussion on systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

Attention Peel Youth! On May 13 @ 6:30 p.m. log in to join **@PeelCSWB** + youth facilitator Gerry for a community discussion on systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

Service Provider

Hey Peel Service Providers supporting youth! On May 13 @ 9:30 am log in to join **@PeelCSWB** for a community discussion on systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-systemic-discrimination-service-provider-consultation-tickets-101848792480>

Families

Attention Peel Families! On May 13 @ 7:00 p.m. log in to join **@PeelCSWB** for a community discussion on mental health + addictions, family violence, and systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-family-consultation-session-tickets-102187343094>

May 14

Service Provider

Hey Peel Service Providers supporting youth! On May 14 @ 1:30 pm log in to join **@PeelCSWB** for a community discussion on systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-systemic-discrimination-service-provider-consultation-tickets-101849209728>

May 19

Youth: (1 session)

Attention Peel Youth! On May 19 @ 3 p.m. log in to join **@PeelCSWB** + youth facilitators @MobileAppQueen and Aliyah for a community discussion on family violence #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

May 20

Youth: (1 session)

Attention Peel Youth! On May 20 @ 6:30 p.m. log in to join **@PeelCSWB** + youth facilitators @MobileAppQueen and Aliyah for a community discussion on family violence #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-youth-consultation-session-tickets-102120741888>

Service Provider

Attention Peel Service Providers supporting youth! On May 20 @ 1:30 pm log in to join **@PeelCSWB** for a community discussion on family violence #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-family-violence-service-provider-consultation-tickets-101849915840>

May 21

Families

Attention Peel Families! On May 21 @ 7:00 p.m. log in to join **@PeelCSWB** for a community discussion on mental health + addictions, family violence, and systemic discrimination #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-family-consultation-session-tickets-102187343094>

Service Provider

Hey Peel Service Providers supporting youth! On May 21 @ 1:30 pm log in to join **@PeelCSWB** for a community discussion on family violence #PeelCSWB

Register, learn more & share your insights:

<https://www.eventbrite.com/e/peel-cswb-family-violence-service-provider-consultation-tickets-101850343118>