

COVID 19 Recovery Task Forces

Quarterly Update & Interim Communications Framework Report

Purpose of Presentation

- THAT Administration provide quarterly updates to the Priorities Committee on the County's COVID-19 recovery efforts, including updates on programing and services, community supports, legislative changes, economic supports, and communications efforts.
- THAT Administration provide a report in the third quarter of 2021, with an interim report in the second quarter, on a possible Communication Framework to focus on communication priorities that address the learnings from the pandemic, promote the County's ongoing recovery, and specifically include encouragement for new residents and businesses to locate in the County.

COMMUNICATION



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Transparent and timely internal and external communication

Weekly communication highlights included in COVID-19 situation reports

Continued focus on public safety and health

- Maintaining our reputation as a source of trust and truth
- Amplifying provincial and municipal health and safety messages/continue to work with regional partners to ensure alignment

Supporting department objectives focused on economic stability, recovery and attraction

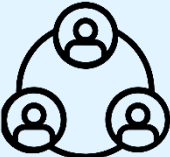


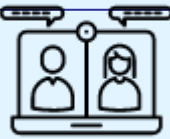
- Campaigns, programs and services to help community recover and adapt
- Social supports – big focus on mental health supports
- Quality of place messaging supporting business retention, attraction and expansion, and tourism
- Industry attraction including regional projects

COMMUNITY



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Community Supports

Program/Service		Update
	Community Safety and Well-being Strategy (CSWB)	Community partners expressed a strong commitment to developing a CSWB strategy and are continuing to advance the project.
	Violence, Trauma and Suicide Prevention	Ongoing development of the community response protocol. Training scheduled for staff and community partners.
	Strathcona County Community Trends Report 2021	The 2021 report provides a demographic profile of Strathcona County, population-specific profiles and an overview of community safety and well-being.
	Community Recovery Vignettes	Videos with relatable characters experiencing the psychosocial impacts of COVID-19 were viewed more than 500,000 times

Community Supports

Program/Service		Update
	Food Gift Card and Community Cares Program	The Food Gifts Cards program supported 159 families since Oct 2020. Demand is growing and funds will likely be expended in 3-4 weeks. Community Cares has supported 27 families since Jan 2021.
	Rent/Mortgage Supplement	Bridging the Gap partners exploring ways to adapt this rent/mortgage supplement program to address needs for more residents.
	Compassion Fatigue	FCS is delivering a series of Compassion Support sessions to department staff and community partners. Municipal Enforcement and FCS are collaborating on compassion fatigue and supporting staff with vicarious trauma.

Community Connections

Program/Service	Update
Supporting series of events	Winter Freeze Festival, Family Day, Active School Challenge, Mayors Walk Run, virtual Arbor Day, modified summer events, and Seniors Wellness Day;
Inclusive outdoor activities	winter activities with access to equipment and adding more locations for skating, walking, snowshoeing, and cross-country skiing;
Virtual and outdoor programming	creating and distributing ChooseWell kits, offering online outdoor programming opportunities to learn and recreate
Community capacity building	supporting community organizations and partners to adapt to, and adhere with, Alberta Health guidelines.



LEARNING

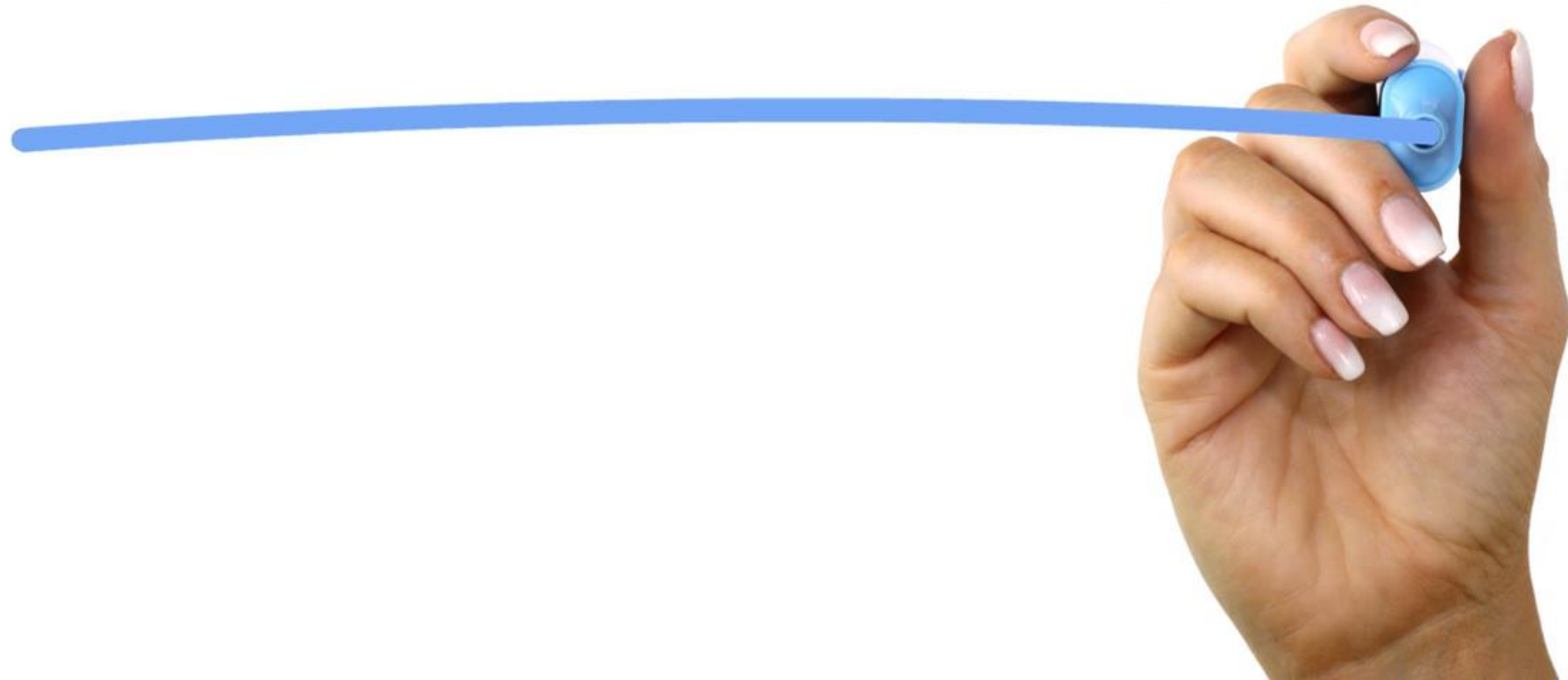


[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

COVID-19 Regional Session

- Regional Session focussing on COVID recovery planned as part of Council Orientation
- November 10, 2021
- Objectives include:
 - Networking and relationship building with regional municipalities
 - Lessons learned in supporting community during the COVID-19 pandemic
 - Identifying potential regional collaboration opportunities for continued recovery and resilience

QUESTIONS



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)