Engaging Citizens for Healthy Communities

Current challenges and approaches

Tuesday, October 20, 2015 • 10:30 a.m. – noon

RECORDING NOTICE: This webinar is recorded and will be made available to the general public on the HC Link website.

Kim Hodgson
Consultant
HC Link / Réseau CS
Key Issues:

- How do we listen effectively to people living on low incomes, who feel that their voice doesn’t matter?
- Civic engagement in large geographic areas, no transportation, small populations (engagement fatigue), language barriers, vulnerable residents
- Getting buy in from stakeholders; managing expectations of community staff time, budget, timelines
- What indicators are people using to measure effective civic and community engagement?
- Research on community engagement and health equity
What we’ll cover:

- What do we mean by civic engagement?
- Why is it important?
- Changes and challenges
- Promising strategies and practices
- Resources and Tools
Civic Engagement definition:

“timely and meaningful citizen and stakeholder involvement in civic priority setting, decision-making, program development, and service delivery”.

- Key component of good governance
Engaging Citizens for Healthy Communities

**Purpose of Civic Engagement**

- Ensures that decision-making is well-informed
- Offers citizens the chance to contribute their ideas and knowledge to policy/program development
- Transparency and responsiveness
- Ongoing relationship-building
The ultimate goal…

“…is to improve government decision-making, make information for citizens easier to access, and offer more – and more varied – opportunities for citizens to have input into matters that affect them.”

Ref: Foundations for Success: A Strategy to Improve Civic Engagement in the City of Victoria, 2012
Civic Engagement is not

• Achieving absolute consensus or agreement
• Delegating the final decision to the community
Why is Civic Engagement So Difficult?
Engaging Citizens for Healthy Communities

For Residents

- Information on so many issues of interest
- Demands for our attention/time online and “in person”
- Traditional ways of interacting aren’t appealing to many (town hall meetings etc.)
- Engagement “fatigue”; cynicism about how/if our input is used
- Confusion as to when or if we’ll be consulted
- Lack of feedback on how our participation affected decisions
- Not enough use of technology to enable “remote participation”
For organizations/gov’t etc.

- Lack of clarity on when to consult with people, on which topics, and in what depth
- No clear guidelines on how to Integrate community input/feedback into planning cycles and decision-making
- Time consuming, resource-intensive to engage people in a meaningful way
- Difficult to know how best to connect and interact with many, diverse groups of people
- Making sense of diverse opinions
- Consistence of engagement efforts; how much time and effort on which issues?
- One size doesn’t fit all. What’s the mix of “in person” versus “online”?
“... I propose to you today that apathy as we think we know it doesn't actually exist, but rather, that people do care, but that we live in a world that actively discourages engagement by constantly putting obstacles and barriers in our way.”
“It’s time to make civic engagement sexy again”

“Civic Engagement is currently viewed by most Canadians as voting once every four years or attending community meetings in dusty church basements”

https://youtu.be/CMIUrvluxSI
Engaging Citizens for Healthy Communities

City of Victoria
City of Victoria Foundations for Success: A Strategy to Improve Community Engagement in the City of Victoria, 2012

DEFINING ENGAGEMENT AND ITS BENEFITS

continuum of civic engagement

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<th>GOAL</th>
<th>PROMISE</th>
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<th>GOAL</th>
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<th>PROMISE</th>
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<tr>
<td>To provide balanced and objective information in a timely manner.</td>
<td>“We will keep you informed.”</td>
<td>To obtain feedback on analysis, issues, alternatives and decisions.</td>
<td>“We will listen to and acknowledge your concerns.”</td>
<td>To work with public to make sure that concerns and aspirations are considered and understood.</td>
<td>“We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made.”</td>
<td>To partner with the public in each aspect of the decision-making.</td>
<td>“We will look to you for advice and innovation and incorporate this in decisions as much as possible.”</td>
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Source: IAP2; Auditor General of BC
Involving Edmonton

Worksheet: Understanding the Project and Defining Purpose, Scope and Outcomes of Public Involvement, Involving Edmonton, 2008
## Resources

**Worksheet:**
Understanding the Project and Defining Purpose, Scope and Outcomes of Public Involvement, Involving Edmonton, 2008

<table>
<thead>
<tr>
<th>Project Name:</th>
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<tr>
<td>What is the decision being made in this project?</td>
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<td>Who will make the final decision? (Council, Senior Management, etc.)</td>
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<td>What is the scope of this project? Does the final outcome affect just one department, one area of the city or the whole city?</td>
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<tr>
<td>Will or how will this project decision impact:</td>
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<tr>
<td>- Other municipal decisions or projects</td>
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<tr>
<td>- Specific communities</td>
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<tr>
<td>- Businesses</td>
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<td>- Individuals</td>
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<td>- The environment</td>
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<tr>
<td>- Etc.</td>
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<tr>
<td>Are there historical factors or previous decisions that will affect how this project is implemented?</td>
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OHCC Bulletin

The OHCC Bulletin is published monthly, featuring exciting news, events and resources that contribute to Healthy Communities in Ontario. OHCC members are invited to share their own events or news — please send your submission to bulletin[at]ohcc-ccso.ca.

Subscribe to our bulletin

View the current OHCC bulletin
HC Link facilitates information and knowledge exchange among those working to build healthy communities through the following channels:

- Resource Topics
- Policy Learning Community
- Community Storybank
- Blog
- Twitter
About Tamarack

- Who We Are
- Our Vision & Mission
- Our Three Learning Communities
- Custom Services

Who We Are

Founded in 2001, Tamarack is a charity that develops and supports learning communities to help people collaborate and to co-generate knowledge that solves complex community challenges. Our deep hope is to end poverty in Canada.

Back to top.

Our Vision & Mission

Our Vision: Building a connected force for community change

Our Mission: Collaboratively creating vibrant communities by engaging learning leaders.

Our Aspiration: Together, we will create vibrant communities by: building community; leading collaboratively; and, reducing poverty.

Our Inspirations:

1. Whatever the problem - Community is the answer - Meg Wheatley
What strategies are we using?

- Internet based approaches
  - Interactive websites
  - Access to data to spur innovation and involvement

- Non-tech activities, including community/neighbourhood based approaches
Public Consultations

Your opportunity to get involved!
The City of Toronto hosts a variety of public consultations each year on a diverse range of local and city-wide subjects. The following list is regularly updated to reflect the City’s current public consultations.

Toronto Civic Engagement
City of Toronto
Strategic & Corporate Policy
City Hall 100 Queen Street West
City of Toronto

Current Projects and Public Consultations

Search Current Projects and Public Consultations

2015 Chip Truck Dates
2-Jan-2015 to 31-Dec-2015
The Chip Truck offers City of Toronto pet licences, a microchip and a rabies vaccine for only $25 for cats and $35 for dogs. If your pet is already licensed and you just need a microchip and rabies vaccine, you can do it for only $10 (with proof of a current City of Toronto pet licence).
... Show More

Location: City-Wide
Issue: COMMUNITY & LIFE (SC), HEALTH (SC)
Contact: Toronto Animal Services, 416-338-PAWS (7297), animalservices@toronto.ca

Dunn and Dowling Bridge Replacement
1-Sep-2015 to 31-May-2016
The Dunn Avenue Bridge and the Dowling Avenue bridge are both approaching the end of their service lives and need to be replaced. These bridges are important connections between Parkdale and the F.G. Gardiner Expressway, Lakeshore Blvd. West and the trails and bike path along the waterfront.
... Show More

Location: Ward 14
Issue: neighbourhoods
Contact: Kate Nelischer, 416-392-4360, knelischer@toronto.ca

Outdoor Cafes and Marketing Display Review
2-Sep-2015 to 31-Oct-2015

Follow Civic Engagement on Twitter

Tweets

CityPlanTO @CityPlanTO
Interested in The St. James Town Community Improvement Plan? Planners are at the Wellesley Community Centre today from 2 -7pm today #T0P1S
Retweeted by Get Involved Toronto
Expand

Toronto City Clerk @TorontoCouncil
The report from the City Manager on SmartTrack Status Update is now posted on EX9.1: app.toronto.ca/tmmis/viewAgent.jsp?agentId=8&managerId=1...#toccouncil
Retweeted by Get Involved Toronto
Expand

Toronto Public Health @TCPublicHealth

Translate | Contact us | Connect | 311 | Accessibility | Privacy

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City of Toronto

Participatory Budgeting Pilot 2015
Where's Our Community?

If you live from Bloor to Dupont, and Dufferin to Oslington; you should get involved!

What We're Doing

The DPCA is focused on community building, from running events like the picnic in the park, to building cross community connections through the first ever RANACA summit. We're interested in bettering our community, and so are you! If you have an idea you'd like us to help make into a reality, please contact us.

Our next meeting is: **November 17th @ 2:00 at Nova Era, 980 Bloor St. West**

**Name** (required)

**Email** (required)
Lambton County

New to the area or thinking about re-locating? Visit www.LiveInLambton.ca

Special Council Meeting - Draft Official Plan

Lambton County Council will meet in special session at 10:30 a.m., Wednesday, October 21, 2015 to discuss the draft County Official Plan.

Public comments have been received on a number of background reports and have been carefully considered by staff in the drafting of the Official Plan.

The matter of farm lot sizes will also be discussed at the meeting.

The County's Official Plan provides a long-term strategy/outlook that is used by County Council and municipalities in the County federation to guide their own Official Plans. The current version of the County's Official Plan came into effect January 3, 1998.

The meeting will be held in the County Council Chambers at the County Administration Building in Wyoming and is scheduled to be streamed here.

Masterworks
from the Beaverbrook Art Gallery
JUDITH & NORMAN ALIX ART GALLERY
October 2, 2015 to February 7, 2016
Lambton County

County of Lambton Streaming Media Archive
 Archived videos are arranged by date, with the most recent at the top of the list. Click Video to watch the meeting with documents, or Agenda / Minutes to see just the documents. You can also search the archives by typing keywords into the Search box.

Live and Archived video can be viewed on most desktop browsers and a range of popular mobile devices. For additional information on supported platforms, please view the minimum system requirements.

Upcoming Events

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<td>Lambton County Council - Special Meeting - Draft Official Plan</td>
<td>October 21, 2015 - 10:15 AM</td>
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<td>November 04, 2015 - 09:15 AM</td>
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Search Archives:
[Enter Keywords here] [Search] [Advanced Search]

Archived Videos

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West Nipissing

# CHAMPLAIN 1615

MUNICIPAL SERVICES | ADMINISTRATIVE OFFICE | ECONOMIC DEVELOPMENT | VISITING | HOME

FALL – Experience, explore and enjoy all that West Nipissing has to offer!

Joie de vivre

Cache Bay · Crystal Falls · Desaulniers · Field · Kipling · Lavigne · North Monetville · River Valley · Sturgeon Falls · Verner
City of Victoria

- City of Victoria Foundations for Success: A Strategy to Improve Community Engagement in the City of Victoria, 2012

- Example of a comprehensive Civic Engagement strategy
  - Theory and research
  - Practical advice from consultants on how to develop a CE strategy
  - Practical tips, worksheets and strategies
# Edmonton Listens

## Putting it All Together

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Edmonton Listens

Process Tips

This section is intended to identify points for consideration that support effective public process. The goal is to provide information useful in conducting municipal public involvement processes, not to present an encyclopedia of all the information on public involvement.

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<td>17.</td>
<td>The difference between public involvement and public relations</td>
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Digital Citizenship

• Exciting developments being funded, piloted and launched
  – Increasing access to info and data (e.g. where to vote, voting process i.e. TurboVote)
  – Online “brainstorming”, exploration of ideas, ranking, prioritizing etc. (e.g. Community PlanIt)
  – Participatory Budgeting (City of Toronto)

• Many in their formative stages

• Many organizations looking for proposals to fund (e.g. Knight Foundation U.S.)

• Does it build community capacity and involvement? Make government more efficient? Yet to be known.
Digital Citizenship

To implement Community PlanIT, an online tool that enables engagement in local community planning efforts, in four Knight communities: Detroit, Akron, San Jose and Philadelphia.
UNDP helps build better lives. On the ground in more than 170 countries and territories, we partner with people at all levels of society to help build nations that can withstand crisis and sustain the kind of inclusive growth that improves the quality of life for everyone.

As the world is changing with increasing pace, it has become ever more important for UNDP to be able to respond to different types of development challenges with innovative, agile and flexible solutions.

We recognize that the rapidly changing technological landscape of today’s world allows us not only to access information and expertise with unprecedented ease, but also to find opportunities for the smart use of technologies to develop transparent and efficient ways for addressing development challenges.

In a gradual process of change UNDP has begun to work differently.
Voting Information Project helps voters find information about their elections with collaborative, open-source tools.
What if you can’t, don’t or won’t use the internet?

Does it really matter what I write? Anything helps. ☮️
Not everyone uses the internet. Then what?

Heather Keam
Community Animator, Tamarack – An Institute for Community Engagement

Sylvia Cheuy
External Learning Coordinator, Tamarack – An Institute for Community Engagement

www.tamarackcommunity.ca
We develop and support **learning communities** that help people to collaborate, cogenerate knowledge and achieve collective impact on complex community issues.

*For Collaborative Leaders* who use collective impact approaches to address complex community issues.

*For Cities* with comprehensive poverty reduction strategies & [vibrantcommunities.ca](http://vibrantcommunities.ca) unique role

*www.deepeningcommunity.ca*

*For leaders* who see community as a guiding force in dynamic communities neighbourhoods and appreciate the of citizens in social change.

*www.tamarackcci.ca*
OUR FOCUS

- To enhance the learning and effective practice of neighbourhood & community leaders

- To develop and share resources, programs and policies that accelerate positive community and neighbourhood change – nationally and internationally
Deepening Community

- That **community** & **neighbours** are the building blocks for creating **belonging** and **inclusion**.
- That **deepening** our experience of **community** offers us the capacity to: **improve** our physical, mental and economic **health**; and enhance our sense of **happiness** and fulfillment.
- That **citizens** have a **unique role** and can provide **essential leadership** to create and sustain dynamic neighbourhoods and communities.
- That **understanding**, **engaging** and **strengthening** the power of community and neighbours needs to be a **guiding force** in the work of our organizations, governments and institutions.
- That our collective **effectiveness** in deepening community can be **accelerated** by curating, developing and sharing **resources, programs** and **policies** through a peer learning network.
Deepening Community: What We’re Doing to Get There

Deepening Community – Five Goals in Five Years:

1. Engage 25 Canadian Communities to partner with Tamarack to host local Deepening Community Initiatives
2. Convene municipal leaders implementing neighbourhood strategies to form a National Learning & Action Community for Dynamic Neighbourhoods
3. Develop a Comprehensive Curriculum for Deepening Community with input from citizen leaders and community-based practitioners
Deepening Community – Five Goals in Five Years:

4. Maintain and grow Deepening Community’s Online Learning Community as a platform for capturing, sharing and disseminating knowledge and resources – visit www.deepeningcommunity.ca

5. Co-develop with our learners a Policy and Investment Strategy that enables governments and philanthropists to invest and enable the work of effective neighbourhood and community-building.
Deepening Community Local Project Road Map

Stage I: Project Launch
Creatina the Project Team
Month 1

Stage II: Collecting Data
Hostina Conversations
Months 2 - 6

Stage VI: Implementation
Supporting Community Action
through Collective Impact
Months 9 & Beyond

Stage IV: Celebrations
Sharing What We’ve Heard
Months 8-9

Stage V: Action Planning
Choosing Shared Priorities
Months 8-9

Identifying Themes
Why *Deepening Community* Local Initiatives?

Tamarack wants to partner with up to 5 local communities each year (25 in 5 years) to host local *Deepening Community* initiatives. The goals of these local projects include:

- **Increased Community Engagement** – Engage fresh perspectives and identify new community leaders;
- **An Assessment of Community Social Capital** – Reveal and strengthen community connections.
- **Building Consensus for Shared Action** – Identify and prioritize opportunities for shared community action.
Why: Contribute to Growing a National Movement

Tamarack will link Local Deepening Community Initiatives together to:

- Form a national network of communities who are experimenting with new ways for citizens & organizations to work effectively together
- Share insights, learnings & ideas with each another and communities across Canada & beyond
- Demonstrate the opportunities & impact of working collaboratively in communities
Highlight the **unique role of citizens** to create positive community change

**Why: Local Benefits**

- Builds **consensus** and **practice**
- Strengthens **relationships**
- Creates an opportunity for broad engagement and **reasons to work together**
- **Deepen knowledge** about the neighborhood and residents
- **Experiment** with a new way of working and generating new ideas
Deepening Community
Re-Imagining Cities | Re-Engaging Citizens

Conversations across Grey Bruce
Conversations from the North West
Conversations from the South West
Conversations from the South East
Conversations from the North East

407 Participants Overall
Inspirations from Delburne, Alberta

48% Participation Rate

- 20 Community Conversations held that involved 260 people.
- 245 surveys were completed (115 were from people who were also part of a conversation)
- 130 people were part of the 1 portrait.

Belonging Delburne Photo Project

10 portraits. A group. Telling a story of who they are.

300+ portraits. A community. Telling a story of who we are
Early Successes

• **Agreement** – Citizens endorsed Conversation patterns & themes
• **7 Possible Projects Identified** – Shared priorities for action were identified
• **Shared Responsibility** – ownership for action planning was shared
• **Increased Engagement** – People who’ve not been active volunteers are now engaged
• **New Partners Identified** – New provincial partners and funders have been identified
Haldimand and Norfolk Community Engagement efforts
Questions

Comments

Ideas

?
Continue the Conversation

- Webinar will be posted online: www.hclinkontario.ca

- HC Link – Twitter Chat
Linking for Healthy Communities: Action for Change
Nov 12-13, Toronto
BMO Institute for Learning

Registration open until November 2nd!

Engaging keynote speakers
12 workshops + 16 stories
Networking opportunities

Follow the conversation at #Link4HC
To register visit our website - hclinkontario.ca
Contact us

Call us 416-847-1575
(toll-free) 1-855-847-1575

Email at info@hclinkontario.ca

Follow us @HC_Link

Visit us www.HCLinkOntario.ca