

Eeyou Planning Commission

Communications Policy

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INTRODUCTION – WHY A COMMUNICATION POLICY?

A Communication Policy is essential to fulfill the goals and objectives of a Regional Land and Resources Use Plan (RLRUP). This tool is especially helpful to ensure trust between the Commission and the entities with whom it collaborates on land and resource use matters in Eeyou Istchee, whether at community, regional, or provincial levels. A communications policy also helps ensure that parties are provided adequate information and opportunities to understand and engage meaningfully in decision-making processes related to land use planning.

A POLICY THAT WILL EVOLVE OVER TIME

The communication management tools presented in this policy are primarily aimed at facilitating the elaboration of the RLRUP. Upon the finalization and official adoption of the RLRUP, this policy may be revised to adapt the communication tools to better fit the needs of the implementation and monitoring phases of the RLRUP.

MAIN GOALS OF THE COMMUNICATIONS POLICY

1. To ensure that the Cree people are informed and engaged;
2. To facilitate communication and collaboration between the various entities with planning mandates in Eeyou Istchee, and as needed, between these entities and the Cree people;
3. To propose approaches to establish effective communication and transmission of information with the Crees, stakeholders, and collaborators.



EFFECTIVE COMMUNICATION

- ✓ **IS INFORMATIVE**
Communicates content in a simple and to the point manner
- ✓ **FACILITATES KNOWLEDGE AND UNDERSTANDING**
Provides explanation and a context for exchange
- ✓ **FOSTERS PARTICIPATION**
Favors a culture of participation and collaboration
- ✓ **FOSTERS ADHESION**
Encourages parties' sense of ownership and pride over initiatives

GUIDING PRINCIPLES FOR EPC COMMUNICATION

These communication principles help better integrate the characteristics of an effective communication approach for the EPC context.

OPENNESS AND LEARNING

Help all involved listen to each other, explore new ideas unconstrained by predetermined outcomes, learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

TRANSPARENCY AND TRUST

Be clear and open about the process, and provide a public record of the organizers, sponsors, outcomes, and the range of views and ideas expressed.

COLLABORATION

Support and encourage participants, governments, community institutions, and others to work together to advance the common good.

SUSTAINED ENGAGEMENT

Promote a culture of participation and ensure real potential to make a difference, and make participants aware of that potential.

INCLUSION

Equitably incorporate diverse peoples, voices, ideas, and information to lay the groundwork for quality outcomes.

COMMUNICATION RESPONSABILITIES OF THE EPC

- ✓ **DEVELOP COMMUNICATION STRATEGIES** adjusted to diverse publics, accounting for their diverse roles and particularities
- ✓ **MAINTAIN AN ACTIVE ONLINE PRESENCE** by ensuring frequent updates and the publication of information that is available to all.
- ✓ **MANAGE THE BRAND AND IDENTITY OF THE EPC** by ensuring that publications and web platform presence are consistent with one another.

TARGET PUBLICS

CREE COMMUNITY MEMBERS

With respect to conveying information on land use planning to Cree communities, we will work with the preferences expressed by the Crees over the years. Social media, radio, other community media, and careful Cree translation are all topics that Cree community members have expressed as being important for effective communication. When needed, community members will also be consulted through community meetings, focus groups and interviews to obtain their input on specific questions or issues. In addition, at specific times during the planning process, public consultations may be useful for soliciting comments from all interested persons, including the Crees and general public.

CREE ENTITIES AND STAKEHOLDERS

Meetings will be scheduled with key collaborators and stakeholders to introduce the land use planning work and processes, and to explore effective means of working together. When specific issues arise that intersect with the mandates of different entities and stakeholders, we will meet with them to integrate their knowledge into the resolution of these specific issues.

HARMONIZING WITH LAND USE PLANNING PARTNERS IN EYYOU ISTCHEE

It is important to support the sharing of knowledge and resources, and foster communication and collaboration with the different governmental bodies and commissions that have direct responsibilities for developing land use plans in Eeyou Istchee. Regular contact will be maintained with our Land Use Planning Partners to stay informed on their work and to share new developments and information. This collaboration will help to harmonize the different planning process.

COMMUNICATION STRATEGIES

COMMUNICATION METHOD	NATURE OF INFORMATION	ACTIONS
MEETING	To discuss specific planning issues with an entity, a collaborator, a stakeholder or a planning partner	Follow-up email will be sent after the meeting as needed
EMAIL / PHONE CALL	Working communication with parties and other interested organizations, casual enquiries.	Email and phone calls will be used at the working level – semi-formal communication.
COMMUNITY MEETINGS	To discuss planning issues with community members	Community meetings will be held as required
PUBLIC CONSULTATION	Upon completion of the Draft Plan, the Commission shall make the plan public and hold public consultations	To solicit comments from all interested persons, including the Cree Communities, Cree entities, relevant Québec agencies and the general public
NEWSLETTER	To share information about EPC, and to provide a general update on the planning process.	<p>A newsletter will be published periodically to provide updates on important milestones in the planning process.</p> <p>The newsletter will be distributed via an electronic email list. Printed copies will also be distributed in the communities.</p>
WEB SITE	To share information about EPC, general updates on the planning process, and to share produced documents, resources and maps.	The website will be updated regularly.

POSTERS	General information about the EPC and the planning process	Posters will be displayed in public areas, and during meetings and information sessions
SOCIAL MEDIA	To share easy and fun to read information about land use planning and the work of the EPC	Social media platforms (with emphasis on facebook) will be updated regularly.
RADIO INTERVIEWS AND ADVERTISEMENTS	General information about the planning process	Develop interview materials and advertisements in Cree language for radio broadcast.

COMMUNICATIONS ENGAGEMENT LEVELS

Different levels of engagement will be used with different stakeholders, entities and collaborators. Some planning activities will require greater input from some parties than others, and some steps of the planning process will require a greater degree of public engagement than others. For this reason, engagement strategies need to suit the specific situations and objectives in question.

The different communication engagement levels are describe below.

COMMUNICATION ENGAGEMENT LEVEL

COLLABORATE	Collaborate with the other land use planning bodies in Eeyou Istchee to build a harmonized land use planning process, and to share information and knowledge.
CONSULT / INVOLVE	Exchange and obtain input on land use issues, and work with throughout the planning process to ensure that concerns, issues and aspirations are understood and considered.
INFORM	Provide information to raise the level of understanding about the land use planning process, on key activities, and on next steps.
APPROVAL	To place the land use plan in the hands of the approval bodies.

COMMUNICATION LANGUAGE

All publications will be prepared in English and/or in Cree, and in French on an as needed basis.