2021 BUSINESS PLAN
REPORT BACK

REACH
EDMONTON
Council for Safe Communities

CONTENTS

THE REACH MANDATE

MAKING EDMONTON SAFER IN ONE GENERATION

Looking back at 2021, REACH Edmonton is filled with gratitude as Edmonton continues to trust us as being their council for community safety and well-being. Our duty and relationships with the many communities within Edmonton is what drives the work every single day. REACH Edmonton is pleased to share this year's Business Plan Report Back with the community. Through this report we hope to further share the value and impact the work has brought to communities across the city.

There are many things to be proud of this year. REACH's Neighbourhood Organizing Initiative continued to expand this year, helping communities with acute safety and well-being issues better develop community designed responses. A great example of this was the development of the Chinatown Safety Council, which convened social agencies, businesses, city departments and community groups to address complex issues like encampments and concentrated poverty.

In 2021, COVID-19 continued to impact the most vulnerable in the city. In response, 24/7 Crisis Diversion Teams selflessly continued to provide critical frontline support. During the pandemic, Crisis Diversion teams became the primary form of transit for vulnerable communities affected by COVID-19. The dedication and compassion shown by teams during this time cannot be appreciated enough.

Another development that we are proud of is our strengthened relationship with the business community.

2021 brought about stronger relationships with Business Improvement Areas in Edmonton's core like the Downtown Business Association, the North Edge Business Association and the Chinatown and Area Business Association. Through working with businesses, we were able to implement a new approach in developing relationships between businesses and vulnerable Edmontonians through Community Safety Ambassadors.

Data-informed decision making also played a big role in 2021 as REACH continues to be a community leader in data collection and data sharing. Last year we were able to implement the updated 24/7 Edmonton App which collects information for the 24/7 Crisis Diversion Program. Data collected through this app has helped inform program partners of the critical issues facing Edmontonians experiencing crisis. Going beyond program partners, this data also helps inform the Community Safety Deployment Dashboard, a City of Edmonton initiative that advises safety, emergency and enforcement agencies on how to best deploy their teams. Through REACH's data efforts, the community is finding ways to better understand the needs of Edmontonians and respond in ways that are efficient, cost effective and timely.

Alongside the successes, there were difficult challenges REACH had to face in 2021 as the pandemic continued to impact and destabilize communities. Aside from the impact the pandemic had on healthcare systems, it also impacted the socio-economic fabric of Edmonton as

deteriorating mental health and financial downturn has led to increasing rates of social disorder, unstable housing situations, and a spike in the ongoing opioid crisis.

Responding to the overdose deaths brought about by the opioid crisis, REACH collaborated with the City of Edmonton's Partners in Drug Poisoning Prevention on numerous drug prevention initiatives. Of these is the Addictions Don't Discriminate Exhibit where the stories of addiction and recovery of individuals with lived experience were featured into an interactive exhibit hosted at the Stanley Milner Public Library. The exhibit was successful in creating empathy for those living with addictions, destigmatizing their experiences while connecting the community to valuable resources to learn more about combating the disease.

To better understand how the addictions and the opioid crisis is affecting communities, REACH in collaboration with Partners in Drug Poisoning Prevention hosted an engagement in McCauley. Community members were invited to share their thoughts and experiences with the crisis where insights will be used to inform future responses.

Social issues in Edmonton also involved the resurgence of hate crimes directed towards newcomer communities. These incidents continue to prove the importance of the Police and Youth Engagement Program where newcomer youth are given the resources and training needed to advocate on behalf of their communities, create a sense of belonging in the community and develop the professional skills needed to excel.

To further respond to social inequity and racism, REACH has followed through with its commitment to developing an Equity, Diversity and Inclusion (EDI) Framework. Working with external partners and community, this framework is designed to help REACH continue its growth as an inclusive organization that reflects the diversity of the many communities we work with.

One such growth in this area is through REACH's Board of Directors. The Board welcomed five new members that come from diverse cultural backgrounds and professional

expertise. Through diverse perspectives, the board will have new approaches to offering governance and advocacy to the work of REACH.

In 2021, we thanked Pilar Martinez for her years of service as the Board Chair as she left the position, and welcomed Donna Ludvigsen as the new Chair. Pilar's leadership has given the Board a strong structure and strategy to help the work of REACH move forward. For their volunteer contributions, we give sincere thanks to Pilar and all of 2021's outgoing board members.

With funding and resources from all levels of government at a premium, there is a rising demand for data informed decision making. 24/7 Crisis Diversion has brought great learnings on data collection best practices and we are eager to see how we can incorporate these learnings into our other initiatives.

In 2022, we will continue to be eager to develop and nurture our relationships with community leaders. It is through these leaders that REACH's Neighbourhood Organizing Initiative flourishes as we believe the experts best equipped with the knowledge to address community issues are found within them. With a newly elected City Council in 2021, we hope to work closer with Councilors to connect with more communities.

We are also excited to strengthen our relationships with businesses. 2021 has taught us that businesses have a key role to play in community safety. We are eager to share learnings from Community Safety Ambassadors around how to create positive relationships between businesses and vulnerable community members with other business associations across the city.

Ultimately, the answer to a safer and more vibrant Edmonton lies within community. We want to thank all those we have worked with in 2021 and we encourage you to continue to work with us moving into 2022. Together we can make this city a place where all belong and feel safe.

BACKBONE SUPPORT

REACH is a backbone organization, which means that in order to sustain long-term systemic change that has collective impact, we:

Guide a community safety vision and strategy together with stakeholders.

Support aligned activities that drive towards the vision.

Establish measurement practices to evaluate initiatives.

Build public will and support for the vision.

Advance policy that will result in systemic change.

Mobilize funding for initiatives.

Guiding a community safety vision and strategy together with partners

REACH provides supports in co-designing safety strategies alongside community partners. In 2021, REACH expanded its support in developing community driven and community lead safety strategies through its Neighbourhood Organizing Initiative. One of the most notable collaborations is through the development of the Chinatown Safety Council which convened community groups, social agencies, enforcement agencies and City of Edmonton departments to work towards responding to the complex issues in the area.

REACH also supported the growth of the Middle Years Out of School Time Natural Supports Framework by aligning the OST community to adopt and share it amongst programs. REACH, in partnership with the OST Steering Committee and Boys and Girls Clubs Big Brothers Big Sisters Edmonton helped raise awareness and distributed the Framework and its related resources.

In guiding community safety strategies in a rural context, REACH continues to convene and work with rural communities to develop a common approach to rural crime prevention. Diverse rural communities, provincial enforcement agencies and community groups have been brought together in the Building Capacity in Rural Crime Prevention Project to present to one another the different approaches and resources available to rural communities.

In 2021, downtown Edmonton was one of the areas the pandemic hit the hardest. With the limitations restrictions imposed on downtown patrons and the added pressures placed on vulnerable communities by the pandemic, downtown business struggled to keep doors open. REACH, alongside business and community leaders, developed the Downtown Recovery Taskforce. Together this taskforce helped put together a plan and initiatives to help businesses recover.

Supporting aligned activities that drive towards REACH's vision

REACH Training continues to work collaboratively with community partners to understand the training needs frontline workers need to respond to emerging social issues. Virtual training sessions provided in 2021 included emerging practices in trauma informed care and the support of newcomer Muslim clients. In continuing to provide innovative and new training offerings, a Community Research Frontline Training Survey is being developed.

The Access Network, a project out of 24/7 Crisis Diversion, convened frontline workers regularly to share information and collaborate on how to support some of the vulnerable community's most frequent users of service. In 2021, Access Network membership grew to include frontline workers from diverse groups with representatives from Alberta Health Services, social agencies, enforcement agencies and city departments.

To better align the activities of child and youth services in the city, OST received federal funding from Immigration, Refugees and Citizenship Canada to develop a child and youth services map for Edmonton. This digital map is a database of over 180 child and youth services and can filter data through age ranges, service type and geographics.

As a long standing, established initiative, WrapED found opportunities to explore and address additional needs youth may have when it comes to navigating the justice system. REACH, alongside other WrapED partners coordinated Youth Housing Upon Release discussions which aimed to help understand how the housing needs of youth might be better supported once they leave the justice system.

Measuring practices to evaluate initiatives

To help REACH and our initiative partners make better decisions through data, several data storytelling projects were developed in 2021. Amongst these was the Needle Collection Data Integration Project. This project brought together stakeholders involved in needle debris collection to develop a process to record the quantity and context in which needle debris is collected across the city. Partners have reported increased efficiency in the deployment of their needle clean up resources and stronger data for ongoing applications for funds to continue their work.

The development of data dashboards has also been a focus in 2021. Through the development of data dashboards REACH's initiatives have been able to take data snapshots to help better guide decision making. One such example is the dashboard for the 24/7 Crisis Diversion program where each partner has access to a program dashboard designed to meet their resource management needs and track the performance of crisis response teams.

Noteworthy evaluation efforts in 2021 includes work done with WrapED where project partners met with Real Me, a similar wrap-around program for youth where there is a concern of criminal involvement or gang activity based in Calgary. In an effort to maximize evaluation insights, WrapEd worked with Real Me to develop a shared evaluation process.

Initiative report backs to the community continues to be a priority of REACH initiatives. Due to the increasingly complex needs of those experiencing crisis in 2021, monthly reporting became a vital practice for the 24/7 Crisis Diversion program. These reports, along with improved data collection processes, gave insights on what the big issues teams were responding to. Through these reports it was discovered that 24/7 Crisis Diversion was the primary source of transportation for those affected by COVID19. Teams were then able to pivot quickly and procure the tools and PPE needed to safely do their jobs.

Building public support for the vision of REACH

Ensuring transparency between REACH and the communities we serve is important as trust is a key component to successful collaboration. Being established for more than a decade now, REACH considered it to be timely to re-engage both current and former community partners to assess REACH's vision and its approach to working towards it. The results of the Challenge Dialogue is helping REACH's Board and Staff realign their strategies to better reflect the feedback and needs of the community.

REACH's practice of equity, diversity and inclusion (EDI) within the organization continues to grow. Having finished the engagement needed to develop the EDI framework in 2021, REACH moved towards implementing framework actions. Amongst those include regular and ongoing staff professional development around EDI topics. Community experts from BIPOC and Indigenous communities have presented and delivered workshops to staff to build skills and knowledge around topics such as land acknowledgements, empathy, trauma, privilege and intersectionality.

Advancing policy that will result in systemic change

One approach to affecting broad reaching systems change is by influencing policy. In 2021, there was an increase of hate motivated violence in the city. Concerned newcomer parents wanted to address this growing issue in schools in Edmonton. REACH convened newcomer communities and the Edmonton Public School board to have community conversations around the issue. This gave opportunities for newcomer communities to inform the school board and principals on how to better address the issue.

On a provincial level, REACH and the City of Edmonton's Anti-Racism Advisory worked together to convene newcomer communities to review the updated K-12 curriculum due to concerns that the content was non-inclusive. The assessment was sent to the Government of Alberta for review.

Safer McCauley, a safety council out of the Neighbourhood Organizing Initiative, collaborated with the Partners in Drug Poisoning Prevention in hosting a virtual public engagement event to explore how McCauley as a community thinks about the overdose crisis with it being the most affected neighbourhood. The most common interest is in lessening the impact of addictions through diverse system responses as the neighbourhood is vulnerable and traumatized. Insights from the engagement will be reported back to key stakeholders in an effort to align systemic responses.

Coalitions Creating Equity, in partnership with the Alberta Hate Crimes Committee is working with legal experts to revise the Alberta criminal code to include a definition to better classify hate crimes in the province. Legal experts and researchers have been convened to develop this project. The inclusion of hate crime definitions to the criminal code will help support victims and communities seeking justice in response to hate crime incidents in the province.

Mobilizing funding for initiatives

Ensuring initiatives have the proper funding and resources in key to keeping projects sustainable and successful. REACH continues to play a role in mobilizing initiative funding through grant applications and service package requests to all levels of government.

In 2021, REACH received $240,000 to support the 24/7 Crisis Diversion Program in providing transportation to communities affected by COVID19. These funds helped better equip teams and their vehicles with the resources they needed to support those affected by COVID19.

REACH also secured an additional $250,000 for 24/7 Crisis Diversion to expand the program. These funds will be used to explore new approaches the program could take in providing support that addresses the needs of repeat clients who use the program frequently. These include approaches that incorporate EDI practices and incorporate Indigenous cultural practices.

To engage communities across the province on hate crime and anti-racism. REACH secured funding through Canadian Heritage to support the The Anti-Racism Action Project (ARAP). ARAP's goals were to address on-line hate incidents and crimes across the province. The key partners in the project are John Humphrey Centre for Peace and Human Rights and Alberta Hate Crimes Committee who came together through the Coalitions Creating Equity (CCE) work done previously with the Alberta Human Rights Commission funding.

A BOLD NEW REACH
STRATEGIC PILLARS

SAFE AND CARING COMMUNITIES

BUILDING COMMUNITIES WHERE ALL BELONG

STRENGTHENING PARTNERSHIPS

STRENGTHENING TRUST IN COMMUNITIES

STRENGTHENING COALITIONS AND PARTNERSHIPS FOR SOCIAL IMPACT

SAFE AND CARING COMMUNITIES

STRATEGIES

- Build, foster and strengthen relationships in the community.
- REACH is committed to working with others to create safe, caring, vibrant communities.
- Focusing on inclusive community development, REACH works with partners to enable communities to engage, connect, and explore community solutions to the challenges they face.

PILLAR 2

BUILDING COMMUNITIES WHERE ALL BELONG

STRATEGIES

- REACH works to engage communities in conversations and actions for justice, inclusion and equity.
- REACH is committed to equity, diversity and inclusion in all that it does.
- REACH, in partnership with others, works to increase access to services and supports that enable community wellbeing and growth by valuing diversity and ensuring inclusion.

PILLAR 3

STRENGTHENING PARTNERSHIPS

- By building strong relationships with partners, REACH seeks to create open data and story sharing so that the value of social action can be fully realized.
- REACH uses an evidence-based approach to all of its work and shares evidence with communities and partners.

PILLAR 4

STRENGTHENING TRUST IN COMMUNITIES

STRATEGIES

- REACH provides backbone support.
- REACH partners with others to build trust in community organizations working to build safe and caring communities.
- REACH supports and enables learning opportunities to strengthen the capacity of teams, organizations and networks focused on safe and caring communities.
- REACH amplifies the voices of those who show leadership in building safe and caring communities.
- REACH supports others in their journey to look at communities differently and who offer innovative solutions to community challenges.
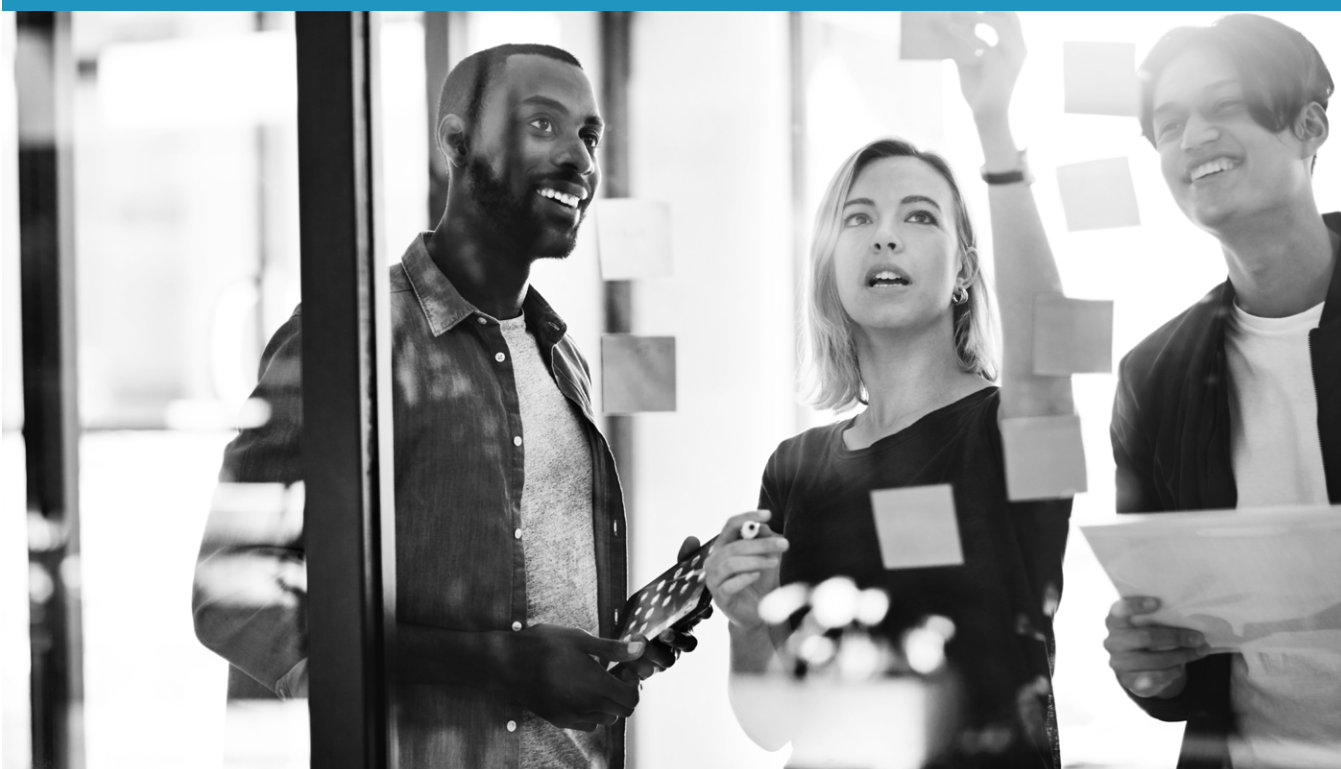
PILLAR 5

STRENGTHENING COALITIONS AND PARTNERSHIPS FOR SOCIAL IMPACT

STRATEGIES

- Contribute to systemic impact.
- REACH is an advocate for change that has social impact and increases trust and safety.
- REACH shares knowledge, understanding, evidence and experience to support those working and living in communities that grow and develop.
- REACH engages in partnerships and alliances focused on systems change to improve the lives, wellbeing and safety of communities.

REPORTING BACK ON 2021

HIGHLIGHTS

KEY LEARNINGS

CONSIDERATIONS

OUT OF SCHOOL TIME

The Out of School Time (OST) Collaborative aims to improve the resiliency of children and youth through quality, widely accessible out-of-school-time programs.

The OST Collaborative is a partnership of community groups, community leaders, service delivery agencies, and local institutions that have been working together since 2008. The OST Collaborative began in response to concerns raised by immigrant and refugee families and community groups regarding the increased need for specific supports and programs for their children and youth when they were not in school. It has evolved to include out-of-school-time programs and supports for all children and youth experiencing social vulnerability, themselves acting as case workers for families who needed access to resources (like food and internet), information and other supports.

Championing equity, diversity and inclusion
- New Terms of Reference was created and finalized in November 2021.
- It included the addition of new Steering Committee members from the Natural Supports community, as well as the opportunity for members of the OST Gathering to become Steering Committee members for a 1-year term (renewable once) to increase diversity of perspectives and experiences and decision makers on Steering Committee.

Strengthening our backbone work
- All OST surveys (program surveys, children and youth/parent and guardian surveys, and conference surveys) were made digital this year to increase accessibility.
- Launch of OST website took place in Spring 2021 which includes resources and information about OST programs, conference videos, and MYOSTNS.
- Website will continue to be used as an effective communication tool with the OST community, to share resources, training information, etc.

Building and strengthening social trust
- All 2021 funding applications were successful and so there were no rejections sent out, but even successful groups received constructive feedback on how to improve their applications/financial information.
- Joint Use process was made more transparent for Summer Access 2021.
- Most groups were able to be matched to a good school space for use in the summer.
- Issues were managed with schools and custodians on a case by case basis - there is room for improvement here.

Strengthening coalitions for social impact
- OST Gatherings were used as networking opportunities with more time given in virtual 'breakout rooms' to have more of a chance to connect in smaller groups at these meetings.
- New meetings were not added due to feedback from OST members about zoom fatigue and large amount of virtual meetings.

Concentrate efforts in ways that have the most impact
- OST website includes a program map for the City of Edmonton which offers valuable information about what programs are taking place where in the city.
- Resources are regularly shared on the OST Facebook page and are housed on the website.

SUPPORT FOR CHILD AND YOUTH PROGRAMS

Background

This initiative is working with the newcomer child and youth sector to coordinate services, improve practices, and map all child and youth services across Edmonton.

The initiative also aims to engage with these communities to understand what the barriers and opportunities are in accessing services critical to newcomer children and youth.

Championing equity, diversity and inclusion

- REACH convened the Youth Services Coordination committee each month where partners shared program information, forged new collaborations, found solutions to issues partners were facing, and discussed expansion of the table to include more sectors.
- The referral process has improved, but more engagement from schools and other sectors is needed. Referrals between partners in the Youth Services Coordination committee have improved by having a touch point in place (monthly meetings) to discuss existing and new programs.
- The Project Manager has drafted recommendations on how community collaboratives and schools can work better together. Complimentary to this, the Project Manager and REACH Communications supported research into the relationship between schools and community organizations. One goal of both of these projects is to increase collaboration so that community organizations can better support marginalized children and youth, and schools have the tools and resources they need to support marginalized children and youth with diverse needs.

Strengthening our backbone work

- This has been a difficult goal to achieve over the past year. REACH and M.A.P.S. Alberta met to discuss alignment and ensure duplication was not occurring,

but no additional headway was made. Similarly, 2II has had a busy year and while there is still interest in developing common approaches to information collecting and sharing with 2II, no progress has been made to date.

- The Bridging Together and OST Project Managers, and the Data Storyteller supported the Computers for Students working group to develop surveys to measure the impact that free devices had on families. They also facilitated the creation of two Technology Impact Dashboards that summarize the feedback. These impact summaries are available to anyone who needs data about the impact of devices during COVID-I9, as the scope of this issue is unknown.

Building and strengthening social trust

- Through the Youth Services Coordination committee, relationships between partners have been maintained, with some relationships improving evident by the level of collaboration of programs.
- All organizations who have shared their program information for the Child and Youth Services map, and organizations who have been interviewed to determine assets and barriers have been informed that their information will be shared with IRCC. Additionally, a commitment has been made to inform participating organizations prior if provided information might be shared to other stakeholders who can support the participating organizations.
- A project was taken on in partnership this past year to inform Alberta Education that newcomer points of view should be represented in the proposed curriculum. After drafting a letter to the government in collaboration with some partners, REACH welcomed the opportunity to meet with Alberta Education representatives. Following that meeting, at the government's request, REACH collected feedback from four community focus groups and presented the findings back to Alberta Education. To close the loop, REACH reported back to the community participants and partners through a one-page summary with the government's response and how the community can further engage in the curriculum conversations.

Strengthening coalitions for social impact

- Advertising by word of mouth, social media, and partners advertising the Child and Youth Services map on their websites has increased the number of participating organizations contributing to the map. Additionally, the Project Manager directly reaches out to organizations with an invitation to add their programs as opportunities arise.
- The Project Manager has reached out to the Zone Coordinator several times and has had an opportunity to meet with them. However, zone coordination is an emerging project and the Project Manager has experienced resistance from the Zone Coordinator to collaborate. Zone coordination became more established at the end of 202I, and the Project Manager is hopeful that there will be increased willingness to work together in 2022.

Concentrate efforts in ways that have the most impact

- Monthly meetings with the Youth Coordination Services committee allows partners to express feedback on the Child and Youth Services map. Additionally, the Project Manager has presented the map or has shared information about it at numerous collaboratives. The map is especially well received when presented.
- The map has also been shared with school boards.
- Membership of participating organizations on the map has increased over the past year. Requests for organizations to share information include an invitation to provide feedback on the form, category details, and process. Extra care to accommodate partner needs is taken with organizations serving children and youth that the Project Manager is less familiar with.

MIDDLE YEARS STRATEGY

Background

The Middle Years Strategy is a collaborative project co-backboned with Big Brothers Big Sisters Boys and Girls Clubs. It is funded by the Province of Alberta. Through an emerging, growing body of research, we know that the middle years is a critical period of transition and development with lifelong impacts. However, the body of evidence on middle childhood development is relatively small compared to that for the early years (from birth to age six) and youth (ages 12-25). Further, research on development during this period is not widely and readily available compared to the other stages. The focus is to design and develop appropriate out-of-school-time programming for vulnerable youth using a neighbourhood-based approach that relies on natural supports.

Championing equity, diversity and inclusion

- The work of the Middle Years Out of School Time Natural Supports (MYOSTNS) project was shared with the Gathering. Moving forward, they will continue to be included in MYOSTNS discussions and provide information about the project.
- Individuals have been identified with middle years expertise to join the Out of School Time (OST) Steering Committee in 2022. These individuals were determined by the OST Steering Committee, and orientation will take place in 2022.

Strengthening our backbone work

- Through two sites (one rural and one urban) the barriers and opportunities associated with implementing the framework will be evaluated.
- Recommendations for implementation will be developed relevant to different communities based on feedback from the two sites.

Building and strengthening social trust

- REACH supported the identification of a rural community to implement one of the MYOSTNS prototypes. This community will report back/participate in evaluation of the process and outcomes, with particular emphasis on engagement of natural supports.

Strengthening coalitions for social impact

- A video is in development to introduce the framework and its contents, led by REACH Edmonton.
- The video and other resources/information will be shared through a MYOSTNS website, managed by REACH Edmonton.

Concentrate efforts in ways that have the most impact

- Through 2022 the OST Gathering will discuss the framework and actions taken on natural support engagement in their programs, and ways that the framework informs this.

Background

WrapED aims to reduce youth involvement in gangs and violent crime, and reduce engagement and/or relapse into criminal behaviour by vulnerable youth.

WrapED partners use their unique strengths, understanding of the target group, and the Wraparound/youth work/cultural broker model to help youth move away from the threat of gangs.

Championing equity, diversity and inclusion

- As a result of the ongoing COVID pandemic and limits to group gathering numbers, opportunities for connecting to culture were drastically reduced. Despite this, youth workers found creative ways to help youth connect to Elders and Ceremony throughout the year.
- Partners are encouraged to connect youth to each other's cultural supports and services to enhance their care in the community.

Strengthening our backbone work

- The first annual evaluation report for the WrapED/Real Me projects was finalized. This included highlights from each project and data on specific themes including substance use, mental health and trauma.
- Evaluation tools were collaboratively developed, and reviewed collectively in the fall of 2021 to assess if they were adequately capturing data.
- The project evaluator joins WrapED front-line staff/supervisor meetings when possible. This provides important context for the evaluation, and signals potential challenges or barriers that emerge so that they can be addressed in a timely way.
- The Evaluation Advisory Committee met twice, with a focus on ensuring that evaluation processes and reporting were being implemented as required and in a way that met the needs of both projects.

Building and strengthening social trust

- An updated referral form was created and has been used over the last year. It has been created in a format that is easy to complete electronically.

- A new program brochure has been developed with project partners. Front line staff, supervisors and the Steering Committee have had opportunities to provide input. The brochure will be finalized in January 2022. It will be used to continue to promote the program.

Strengthening coalitions for social impact

- All levels of the project continue to meet regularly. The Steering Committee meets quarterly, and front-line staff/supervisors meet monthly. This provides opportunities to share challenges, successes, discuss progress on evaluation and to continue to build relationships.
- Opportunities for collaborative training were offered throughout the year. This included 6 sessions on motivational interviewing and goal setting through a wraparound lens. Additionally, guest speakers were invited to attend meetings to speak on topics such as Indigenous youth and gangs.
- WrapED and Real Me front-line staff met to share information, practice and to discuss challenges. This year, the focus was on evaluation and ensuring that the evaluation tools and processes were meeting the needs of both projects.
- WrapED team members are a part of diverse networks/committees that focus on themes that emerge from WrapED work. For example, REACH coordinates and partners attend Youth Housing Upon Release case discussions.

Concentrate efforts in ways that have the most impact

- Through regular meetings and communications, partners discuss emergent issues and brainstorm solutions together. Partners communicate with each other to draw on each other's strengths and knowledge when issues arise. When collective issues arise, training is identified and implemented.
- The issue of Youth Housing Upon Release, identified in 2020 by WrapED partners, has evolved into a standalone initiative with multiple youth-serving agencies and significant momentum.

When you see a person in distress, #JUSTCALL211 + PRESS 3

24/7 CRISIS DIVERSION TEAM

When you see a person in distress, #JUSTCALL211 + PRESS 3

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24/7 CRISIS DIVERSION TEAM
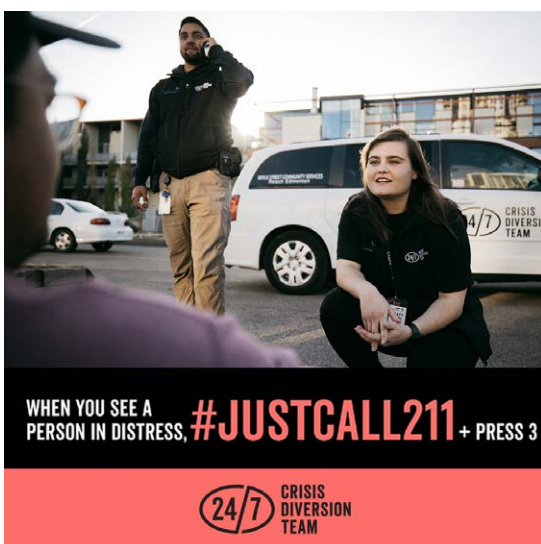
24/7 CRISIS DIVERSION

Background

24/7 Crisis Diversion is a collaborative partnership with Boyle Street Community Services, Canadian Mental Health Association (211 program), HOPE Mission, REACH Edmonton and stakeholders from the Edmonton Police Service and Alberta Health Services Emergency Medical Services. The program dispatches crisis diversion teams around the clock, 365 days a year to respond to people who are in distress and vulnerable on the streets of Edmonton.

Championing equity, diversity and inclusion

- In 2021, the program engaged in a total of 16,711 crisis diversion events. Of these events there was an increase of COVID19 and drug poisoning related calls.
- Transportation for those experiencing COVID19 was also a common need. The program provided 1,296 instances of transport to testing and isolation facilities.
- 24/7 Crisis Diversion responses to overdose events included 100 instances.
- Despite the required practice adjustments for the program due to increasing COVID19 & drug poisoning pressures, the program met its target and provided additional support to 20,000 individuals by distributing basic needs and making connections.
- 24/7 Crisis Diversion program continues to recruit members from diverse communities across Edmonton.

Strengthening our backbone work

- The practice was guided by best evidence available, expert advice and its own monthly data and evaluation reporting to build a safe practice during the pandemic.

- Monthly reports which included both qualitative and quantitative data were made available to partners, the community working group and the Edmonton Police Commission.
- The 24/7 Crisis Diversion working group is now focused on sharing program data that identifies systems gaps and system workarounds. This data will also be used to identify areas of service alignments.
- 24/7 Crisis Diversion data will also be used to inform the future development of community resources and training.
- Participants in the working group include Boyle Street Community Services, HOPE Mission, Canadian Mental Health Association, Edmonton Police Service, Emergency Medical Services, Peace Officers, the Neighbourhood Empowerment Team, the Oilers Group and YEGAmbassadors.

Building and strengthening social trust
- 24/7 Crisis Diversion Dashboard reflects real time data of program support in the community.
- Each partner has designed a program data dashboard to help them assess program performance.
- A new website for the 24/7 Crisis Diversion Program was launched in September which highlights the work of the program along with stories of frontline staff.
- The program is working towards open data sharing as more requests for data are coming from community, city council members, business associations and other community groups.

Strengthening coalitions for social impact
- A communications committee has been re-established to ensure consistency in key messaging
- The program increased its alignment to other similar initiatives in the city. 24/7 Crisis Diversion is a member of the HELP leadership committee and is a collaborator with EPS and the City of Edmonton is creating a business case for integrated dispatch and triage.
- Beyond Edmonton, 24/7 Crisis Diversion participates in the International Crisis Response Association as a member of the coordinating committee and also participates in National Community Connections 211.

Concentrate efforts in ways that have the most impact
- The program is an active participant in the Sector Emergency Response and the Emergency Transportation Working group, both led by Homeward Trust.
- The program is a participant of the Complex Needs and Banning Research being conducted in collaboration with MAPS Alberta.
- The program assisted the City of Edmonton in identifying fire hydrants throughout the city which were transformed into water stations to combat extreme heat.
- The program reconnected with 911 communications and dispatch to ensure collaborative efforts in triaging appropriate calls for emergency services and crisis diversion

Background

The Connector Prototype research project aims to explore how we might support vulnerable community members and address the supports they need to end cycles of crisis.

Championing equity, diversity and inclusion
- Completed the first iterations of the Connector high fidelity prototype to bring RECOVER's theory of urban well-being alive and learn at a small scale how to create new community care practices that support people who have histories of being street involved that were recently housed in a supportive placement.
- The prototype was called Soloss and it focused on grief and loss.

Strengthening our backbone work
- Learning days were held with core prototype partners which include REACH, the City of Edmonton, the RECOVER catalyst group and the Edmonton Police Service. These learning days were to help update partners of the progress of the prototype as well as collect feedback on how to proceed.

Building and strengthening social trust
- An online wiki was developed to catalog the process and inform others on how the prototype was developed. The Wiki included private reflections from Loss Tenders who were the prototype participants that provided trauma support to those in need. Resources on how to support those in need are provided to Loss Tenders on the wiki.

Strengthening coalitions for social impact
- Working with the RECOVER catalyst group, a business case for the prototype was developed. Interested parties from the catalyst group will continue to support the prototype moving forward.

Concentrate efforts in ways that have the most impact
- Prototype overview presentations were given to the Canadian Municipal Network on Crime Prevention and connections were made with the City of Calgary, the University of Saskatchewan and the University of Alberta.

24/7 EDMONTON APP

Background

The 24/7 Edmonton App provides real-time information to front-line workers in the field. It was developed as part of a comprehensive, coordinated response to leverage existing service for vulnerable people. This technology is a catalyst to drive the collection of common data and shared measurements for the use of integrated service planning and delivery in Edmonton.

Championing equity, diversity and inclusion
- 24/7 CD APP is complete and continues to undergo updates for partners

### Strengthening our backbone work
- Performance data dashboards were developed for 24/7 partners to help with resource management.
- 24/7 App data is shared with program stakeholders to help further inform them of the challenges and system gaps that affect them.

Building and strengthening social trust
- Program partners alongside City Council were provided reports and access to the data throughout the year.

Concentrate efforts in ways that have the most impact
- 24/7 partners and staff have received training and employ the app daily.
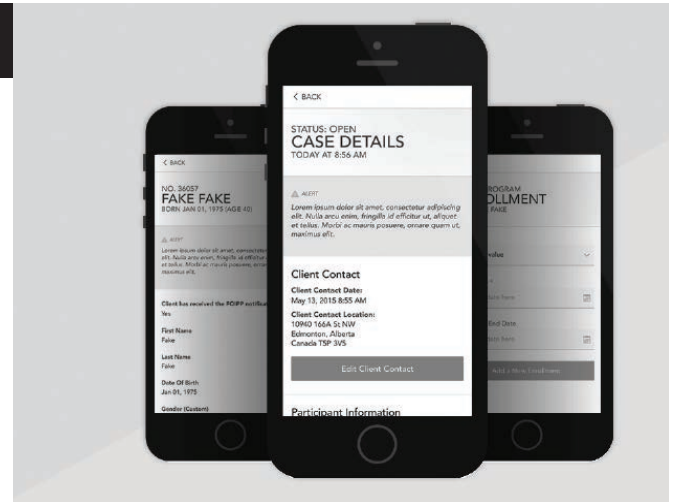
#YEGAMBASSADORS

The #YEGAmbassador Program is a partnership led by the City of Edmonton, the North Edge Business Association and REACH Edmonton. YEGAmbassadors connect businesses, residents and social agencies to the services and resources that matter to them, through face-to-face engagement or participation in community events/activities in Edmonton's rejuvenating inner city.

The program fills the gap in areas where traditional engagement models do not meet the specific local needs for cultural, social and economic diversity. They collect data and information from their interactions with business, community agencies and residents (this includes vulnerable community members).

Championing equity, diversity and inclusion

- Ambassadors worked closely with some of the most vulnerable businesses in Edmonton's downtown core to provide COVID19 support and resources. To reach businesses, Ambassadors used a variety of communication channels which include What's App, BIA newsletters, Facebook and Instagram. There were over 22,000 online and in person engagements in 2021.
- YEGPivots is a facebook program that was developed by the program with the Business Improvement Area that highlighted how businesses in the area pivoted to ensure their vitality during COVID. During 2021, the success of this program was such that a local marketing company took over the production of the program so that it could be sustained.
- Environmental scanning and then connecting with 311 to report environmental infrastructure issues is an important means to address inequities in vulnerable BIAs. The program collected 530 scans that were reported to 311 from Jan 01, 2021 to Dec 31, 2021. These scans continue to provide vital information on the health of the BIA areas as well as guidance on where resources need to be allocated.

- The program created a new link with MacEwan University through their student placement program which resulted in 4 student placements.
- Support was also given to Chinatown and the Chinatown Transformation Collaborative as Ambassadors helped with litter clean up events and safety information distribution.

Strengthening our backbone work

- Completed a 90 day prototype on the Community Safety Ambassador for the program. The aim was to learn what was needed for business and the community to address the increased vulnerability everyone is experiencing due to COVID.
- The prototype was guided through a developmental evaluation with YEGAmbassador partners which include the Downtown Business Association and Boyle Street Community Services. The approach is now being piloted with the Mustard Seed through 2022 as a promising approach to support business vitality and community safety.
- REACH Edmonton is developing an engagement dashboard to measure the impact Community Safety

Ambassadors have with the community, residents and vulnerable populations.

Building and strengthening social trust
- The YEGAmbassadors program is working on developing new terms of reference as the program continues to grow and expand into BIA areas. This new terms of reference will be finalized in 2022.
- The #YEGAmbassadors promoted an EPS Engagement Session and a subsequent follow-up survey. The Engagement session was to hear from the business community on their experiences of crime, and safety issues impacting the business sector. The feedback would support EPS in taking action and working to co-create solutions in making Edmonton a safer place.

Strengthening coalitions for social impact
- New "pop up" street events were designed to promote local businesses, make connections to other businesses, and those walking by. EPS has participated in the event as well as MacEwan University. Coffee, cookies, and information about community vitality were shared with the public.
- A Safety Collaborative has been developed through #YEGAmbassadors. It seeks to identify areas which harbor a negative perception of safety and how, through a joint effort, we may provide the resources and skills necessary in bettering the situation.
- This collaborative includes the Neighbourhood Empowerment Team, Revitalization, the North Edge Business Association, the Family Centre and EPS.

REACH TRAINING

Background

This initiative delivers specialized training that is accessible (low cost and time efficient) for front-line workers, supervisors, law enforcement, social workers, and others regarding knowledgeable, practical solutions, and new developing best practices for working with vulnerable people and diverse populations.

This initiative works collaboratively with facilitators and partner organizations to accommodate unique needs of front-line workers and agencies.

Championing equity, diversity and inclusion

- Due to COVID19, REACH was unable to do an EDI evaluation of REACH Trainings but the delivery methods of the training were enhanced to be more inclusive and accessible to more diverse groups.
- In an effort to reach out to more students, formal alignments were made with post secondary institutions and the social services sector to provide experiential learning opportunities for students.
- Evaluations collected from training events in 2021 are being considered in the development of future training.
- To better understand the training needs of frontline workers, a Community Research Frontline Training Survey was developed. It will be launched in 2022.

Building and strengthening social trust

- Internal and external efforts were made to promote the training with staff, present partners in training and new partners.
- Launched a survey to get front-line input from the 24/7 Crisis Diversion Program.
- REACH Training collaborated with Trauma Informed Edmonton to identify trauma training needs in the sector.

Strengthening coalitions for social impact

- Researchers from the University of Calgary presented to the Trauma Informed Edmonton committee on emerging research regarding trauma informed practices.
- REACH Training collaborated with EPS, NCSA and EMCN to develop the "Trauma and Resilience: Upstream Considerations" workshop.
- Re-ignited the engagement with Trauma Informed Edmonton and recruited 4 new partner agencies which include EMCN, George Spady, CASA, and E2S.

Concentrate efforts in ways that have the most impact

- To better incorporate training and learning opportunities in all of REACH's work, REACH training is developing an organizational learning framework.

REACH IMMIGRANT AND REFUGEE INITIATIVE

Background

REACH has worked with the Somali, Sudanese, Eritrean, Ethiopian, Oromo, Syrian, Iraqi and other middle eastern communities for the past ten years with provincial funding, mainly in Family Violence Prevention in a Cultural Context. Refugee, immigrant, newcomer, and LGBTQ+ newcomer populations remain vulnerable to economic disparity, social isolation and inequity as a result of discrimination, poverty, lack of employment and hate incidents.

REACH is working with newcomer, immigrant and refugee community leaders, settlement agencies and stakeholders, to identify gaps in support and services to build healthy newcomer families.

Championing equity, diversity and inclusion

- The pilot volunteer program met with minimal success due to many barriers in understanding volunteer processes for newcomers and finding suitable matches for volunteers to requests made, despite much effort. The online component was the primary barrier, and the community has other priorities that they wish to pursue.
- There are regular conversations with community leaders and Edmonton Police Service, Community Relations and a Hate Unit on racism, discrimination and hate incidents. These conversations take place through regularly scheduled Police and Youth Engagement Program Steering Committee meetings. The community leaders have an opportunity to identify areas of need, and the EPS provides presentations/information in response to these needs.
- A survey will be conducted in early 2022 to identify emergent needs to inform next steps in the year ahead.

Strengthening our backbone work

- Through the Cultural Navigator Model REACH invests in five cultural communities (Syrian, Eritrean/ Ethiopian, Sudanese, Somali and 2SLGBTQ+) to understand needs around the pandemic, build social inclusion and cohesion. An environmental scan conducted with cultural navigators and community leaders in late 2021 revealed that REACH supported these communities with resource support, training, networking, and advocacy.

Building and strengthening social trust

- Due to the pandemic restrictions, no report back to the community was held, however, an environmental scan was conducted and the RIRI 10 year video was shared with key stakeholders. The scan indicated REACH's investment is needed more than ever with mental health issues increasing, greater barriers to supporting community and added challenges of racism and survival priorities. One presentation was made to REACH staff about RIRI's ten year outcomes.

Strengthening coalitions for social impact

- Minimal progress was made due to pandemic restrictions, however the continued discussions of how to be more inclusive of 2SLGBTQ+ newcomers remains prevalent and was addressed in the environmental scan. Community leaders recognize how difficult it is for community members to consider the gender variant communities, yet how important it is. REACH recommended the Understanding the LGBTQ+ Newcomer Community presentation to Community Initiatives Against Family Violence membership, which was delivered in the Fall of 2021.

Concentrate efforts in ways that have the most impact

- Due to the pandemic, fewer in person meetings were held. During the year, RIRI Steering involved EPS, Cultural Navigators and Mentors but as a result of the environmental scan it was decided that some meetings should involve community only. Other stakeholders will be invited as needed.

COALITIONS CREATING EQUITY

Coalitions Creating Equity (CCE) is a model based on previous funding from the Human Rights Education & Multiculturalism Fund. REACH is committed to working provincially with stakeholders to address issues of discrimination, inequity and racism.

The initiative is evolving to build local skills, knowledge and networks that can collectively impact the prevention of discrimination and increased equality locally and throughout the province.

Championing equity, diversity and inclusion

- The Anti-Racism Action Project (ARAP) was funded by Heritage Canada to address on-line hate incidents and crimes. The key partners in the project are John Humphrey Centre for Peace and Human Rights and Alberta Hate Crimes Committee who came together through the Coalitions Creating Equity (CCE) work done previously with the Alberta Human Rights Commission funding.
- Over 30 community members were trained as facilitators across the province using the Action Alberta Facilitator Toolkit. The facilitators' role was to then engage community members from six regions in five sessions to:
  - Build relationships and a common understanding of awareness of hate and discrimination and its impact
  - Examined relationships with police

- Understood the Truth and Reconciliation Commission (TRC) recommendations
- Build ideas and strategies to actualize calls to Justice of the National Inquiry for Missing and Murdered Indigenous Women and Girls and TRC.
- Individual calls to action and next steps in their community.
- Over 100 individuals participated across Alberta in the sessions.

Strengthening our backbone work

- Resources on hate crime, anti-racism practice and community responses to hate were shared with facilitators and participants of the stakeholder gatherings. Due to the pandemic flyers were not

disseminated in person. However an Active Bystander Resource was completed by the Shift Lab and REACH was able to distribute 350 copies to stakeholders across the province, including the Alberta Human Rights Commission, Edmonton Public Schools and community groups. A billboard campaign was launched across the province in rural communities to increase awareness of where to report hate with Stop Hate AB.

Building and strengthening social trust

- CCE Community of Practice was created in early 2021 with rural municipalities who work in the area of equity, diversity and inclusion. 13+ participants, including RCMP meet quarterly to build relationships, knowledge, share resources and tools to support anti-racism education across the province.
- The coalitionscreatingequity.ca website is updated quarterly by REACH Communications and serves as a repository for provincial resources of anti-racism education and practice.

Strengthening coalitions for social impact

- Understanding and Responding to Hate on the Frontline workshops were delivered to several organizations and community members in Edmonton.
- A Facilitator Toolkit was developed to create five sessions which build upon each other for front line service providers and community members across the province.

Concentrate efforts in ways that have the most impact

- CCE Edmonton met monthly to address access to justice for those who are targets of hate, discuss what supports the collaborative can provide to schools on anti-racism education and provided six workshops on Understanding and Responding to Hate for Front-line Service Providers. Over 300 community members participated in these workshops.

Background

The Police and Youth Engagement Program (PYEP) is a youth led and community driven summer program. It builds capacity for immigrant and refugee youth and engages police and the newcomer community in relationship building.

A principle focused evaluation on youth capacity building completed in 2019 reinforced the program's effectiveness in responding to the need for youth to have opportunities for leadership development and empowerment and for families to trust police.

Championing equity, diversity and inclusion

- 42 participants attended a one week program coordinated and facilitated by six youth coordinators from cultural minority communities, including the LGBTQ+
- The recruitment and enrollment was led by youth coordinators with support from community leaders, and met targets for participation given the COVID19 situation at the time.

Strengthening our backbone work

- Six youth coordinators were hired in June and developed learning plans to build their leadership skills and capacities. Extensive training and mentorship was provided. All six youth indicated significant growth in the areas of public speaking, facilitation, program planning, evaluation, time management and organization. A PYEP video was created and demonstrates the leadership skill building youth developed.

Building and strengthening social trust

- A youth coordinator was assaulted during the summer for wearing a hijab, and the law enforcement response to what occurred led to mistrust. This experience impacted the Youth Coordinator team's inclusion of an EPS presentation from the Hate Crime

Unit in the PYEP curriculum. Several conversations were held to share youth and cultural minority perspectives on daily occurrences of racism and discrimination with law enforcement. Rather than a police-led presentation on hate and how to respond, a community-based presentation by Catholic Social Services was provided. EPS provided workshops on knowing your rights, roles of police and other topics to youth participants.

Strengthening coalitions for social impact

- Leaders are identified on an ongoing basis through the Cultural Navigator model. Syrian, Eritrean/Ethiopian, Sudanese, Somali and LGBTQ+ communities work within the scope of PYEP as this is a community led, youth driven project. Strong relationships are developed with appropriate representatives from the EPS, including the Community Relations Unit, to ensure effective collaboration.

Concentrate efforts in ways that have the most impact

- Identifying new partnerships is a priority going forward to align agencies who have expertise in youth development, understanding of community development and a willingness to strengthen relationships with EPS. As part of the environmental scan conducted, two new partners for PYEP were identified and confirmed. In 2022, the YWCA and Action for Healthy Communities will join PYEP and contribute their expertise to the program.

Background

A collaboration of eight agencies, the Immigrant Family Violence Prevention Committee (IFVP) provides education and advocacy for family violence prevention in a cultural context. The committee works closely with Community Initiatives Against Family Violence (CIAFV) as a sub-committee and collaborates to provide culturally appropriate family violence education for service organizations.

Championing equity, diversity and inclusion

- Family Structures Examines Collective and Individualist Cultures, an online learning module, was created. This educational tool helps audiences understand approaches in working with newcomer families.
- It will be translated into French next year to increase its accessibility.

Strengthening our backbone work

- REACH has mentored and coached service provider leaders to build their capacity and confidence to lead the committee. This was a significant step to address a gap in community leadership of the committee.
- REACH provided support by creating new connections, mobilizing resources and access to information. This included new training through the Education Committee, a new partnership with the Influencing Change Committee, and a strengthened relationship with Community Initiatives Against Family Violence (CIAFV).

Building and strengthening social trust

- After significant effort to update the IFVPC branding (name and logo), relationship building and capacity building, CIAFV increased support of IFVPC, including the addition of an IFVPC page on the website.
- As a result of increased CIAFV support, all of the education training sessions of IFVPC subcommittees (Education and Influencing Change) are being promoted widely through CIAFV communications channels. In 2021, these included:

- "Precarious Immigration Status" in collaboration with OCASI was attended by 90+ participants with positive evaluation results.
- "How Children Services can Support Immigrant Families" panel presentation was attended by 75+ participants.
- "Family Violence Across the Lifespan: Working with Immigrant Communities" as a part of Public Education Awareness Raising (PEAR's) has been offered with increasing attendance.
- The Influencing Change Committee began exploring a partnership with the University of Alberta to research translation services for cultural communities within the legal system experiencing family violence.

Strengthening coalitions for social impact

- One online learning module was designed and launched in 2021 due to the intensity of the process. The Education Committee launched the "Family Systems in Immigrant Communities" online learning module, funded by CIAFV. It was attended by 55 participants, including service providers from rural communities, who were able to access the module due to its online structure.
- A second module will be created in 2022 on "Coercive Control in Immigrant Communities".

Concentrate efforts in ways that have the most impact

- EMCN and MCHB are participating regularly at the IFVPC Education table. Through this participation in the committee and with shifts in the community in the past year, the networks connected to EMCN and MCHB are aligning with IFVPC.

ADDICTIONS DON'T DISCRIMINATE

Addictions Don't Discriminate is an interactive exhibit rooted in stories of lived experience around addiction. Its aim is to increase empathy and reduce stigma towards those experiencing addiction, create a better understanding about addiction, offer information on the supports and services available to Edmontonians, and mobilize a community response.

The Addictions Don't Discriminate exhibit is based off of a similar exhibit developed by Strathcona County called Opioids Don't Discriminate.

Championing equity, diversity and inclusion
- Three co-design workshops were held with the exhibit storytellers where they had full input and sign-off on how their stories were told
- These workshops and storyteller input also led to the decision to include supplemental information in the exhibit about ACEs (Adverse Childhood Experiences), Intergenerational Trauma, Residential Schools, the Drug Poisoning Crisis, and Mental Health Issues in relation to addictions/substance use. It was very important to the storytellers to have these links to the systematic reasons/barriers for those who use substances
- Those who work/have experience on the frontline working in the field were also included in community consultation/review of the exhibit materials before it was finalized.

Strengthening our backbone work
- A partner and funder (Alberta Health Services) provided resources to help with the development of a survey that determined changes in attitude by the public after they experienced the exhibit.
- The project leads and design team (from the University of Alberta) developed three activities for attendees of the exhibit to engage with after going through the exhibit to allow/encourage them to reflect on their own relationship with substance use, come

up with action items for reducing stigma/increasing compassion, and write a note to the storytellers.

Building and strengthening social trust
- The intentional co-design process allowed for collective ownership of the project by storytellers and diverse committee members. Individuals involved brought their knowledge and strengths to the process, which were incorporated into the exhibit.
- Partner organizations were involved in the review of exhibit materials and were given opportunities to have significant roles at the exhibit, including the launch event.

Strengthening coalitions for social impact
- The exhibit included information and resources to connect individuals with further information about addiction and substance use. This included treatment information, on-site naloxone training, and information about harm reduction.
- The Canadian Centre on Substance Abuse and Addiction (CCSA) provided funding and information that was included in the exhibit. Links to their resources were provided to attendees to access more information on the subject.
- Information included in the exhibit was relevant and concise so that it could have a high impact in a short time at the exhibit. Information for further reading was also provided for participants to further their learning beyond the exhibit.

Concentrate efforts in ways that have the most impact
- Opportunities were provided to stakeholders throughout the process to be involved with the initiative, include information in the exhibit content, provide resources at the launch, etc.
- The exhibit and committee work included contributions from diverse and relevant partners.

EDMONTON CANNABIS COALITION

Background

The Edmonton Cannabis Coalition (ECC) works to raise awareness around legalization and safety issues regarding cannabis safety.

REACH is the backbone organization of the coalition, bringing together diverse agencies, groups and people as partners to collaborate on how to address common issues around cannabis safety.

Championing equity, diversity and inclusion

- As a result of COVID-I9 and lack of coordination access to webinars, targeting marginalized communities was not coordinated. Instead, updates and articles regarding cannabis safety and regulation were shared with coalition networks.

Strengthening our backbone work

- All members in the coalition felt that the platform offers the opportunity to share successes, obstacles and information sharing. Coalition members help each other stay on top of things and encourages collaboration to combat the issues from illegal growers, laced illegal drugs being sold online, and to work together to advance advocacy
- Coalition members expressed the usefulness of the articles of interest, research articles, updates from Cannabis Council of Canada, Government of Alberta, Government of Canada, Alberta Health Services, AGLC, Health Canada, Public Safety Canada, Canada Revenue, and the Mental Health Commission of Canada.

Building and strengthening social trust

- Concerns raised in 202I by coalition members included the following:
- Cannabis license fees
- Addressing odors in condos and apartments
- Lack of inspections by Health Canada due to low capacity

- Organized crime and illegal websites continue to be a huge concern to all members, along with youth access to illicit drugs from illegal websites.
- The increase of larger cannabis grow operations in residential areas.
- Risky cannabis production practices and use of unauthorized pesticides.

Concentrate efforts in ways that have the most impact

- Efforts continue to be made to have a Health Canada representative on the committee.
- Opportunities were provided to coalition members to be involved in national groups.
- Coalition members participated in the 202I Canadian Cannabis Survey that provides insights into Canadians' knowledge, attitudes, and behaviors on cannabis use. Data for the 202I survey was collected from April to June 202I.
- Coalition members were invited in August 202I to participate in the Health Canada consultation about "Consulting about flavours in inhaled cannabis extracts: Amending the Cannabis Regulations".

SEXUAL EXPLOITATION WORKING GROUP

Background

The Sexual Exploitation Working Group (SEWG) is an Edmonton-based leadership group working collaboratively to create awareness of sexual exploitation, sex trafficking, and its causes and impacts. The SEWG is a collaborative of community partners, law enforcement, municipal and provincial government, and REACH Edmonton.

Championing equity, diversity and inclusion
- SEWG continued to ensure that the communities it serves were represented at the table, specifically including the presence of Bent Arrow Traditional Healing Society, the Sexual Asscault Centre of Edmonton (SACE), Alberta FASD Network, and ACT Alberta.

Strengthening our backbone work
- Three training sessions were held online, which saw attendance from Edmonton as well as areas outside the city. Invite-only knowledge sharing events were also held online, which gave staff from the cities of Edmonton and Seattle an opportunity to share how they have been tackling the issue of sexual exploitation in their respective municipal districts.

Building and strengthening social trust
- In 2021, REACH continued to provide backbone support to SEWG. This included liaising with Collaborative Media Group (CMG) to book webinar technology services and creating posters and eventbrite links for events.

- REACH also supported the coordination of hiring a web developer to redesign the committee's website.

Strengthening coalitions for social impact
- REACH continues to be available for basic problem solving, records keeping and other supportive tasks.
- In 2021, REACH began gathering all SEWG-related historical documents and working files in one digital space, where all committee members can access them.
- This will protect the committee from any future losses of institutional memory if committee members change.

Concentrate efforts in ways that have the most impact
- REACH continued to assist with technology services, via CMG, in overcoming barriers presented by the ongoing pandemic.
- REACH also published recordings of all past training sessions on a single playlist on its YouTube channel, extending the availability of these events to a wider audience unconstricted by time.

Background

Safer Way Out aims to develop a coordinated, community response that is driven by the needs of victims of human trafficking to ensure responses are appropriate to victims who require wrap around services with safety as a priority. This project focuses on the geographical region of Red Deer, Edmonton, and Northern Alberta.

Championing equity, diversity and inclusion

- Two engagements with women's shelters across Alberta took place in 2021. These engagements informed the foundation of the coordinated community response. Representatives from interested shelters have been identified to move forward on the coordinated response in early 2022.
- As the coordinated community response evolves, partners in Southern Alberta including ALERT and Not In My City will be engaged to ensure provincial alignment.

Strengthening our backbone work

- An evaluation plan has been created and is being implemented. Data collection is ongoing and taking place as anticipated. Through regular communication with the evaluator, adjustments are made as required as the project evolves as per the developmental approach.
- Safer Way Out is working closely with ALERT and Not In My City in Southern Alberta on evaluation efforts, specifically for the Safety Network Coordinator Position.

Strengthening coalitions for social impact

- Safer Way Out has engaged with multiple stakeholders to inform project activities. This includes in-depth interviews with Human Trafficking survivors, engagement with women's shelters across Alberta, ongoing communication with partners working on similar initiatives in Southern Alberta, and through the creation of Project Advisory Committee. The Project Advisory Committee is made up of Human Trafficking survivors interested in providing guidance and advice on project activities.

Concentrate efforts in ways that have the most impact

- An environmental scan on current gaps in training is underway. Input has been provided by shelters, and an inventory of other existing training on the issue of Human Trafficking is being compiled. Based on this information, next steps will be determined in 2022.

NEIGHBOURHOOD ORGANIZING INTIATIVE

Background

REACH supports the convening of community partners, encourages activation and collaboration, and facilitates dialogue around safety issues in several neighbourhoods and geographic communities in Edmonton. These currently include McCauley, Chinatown, Lee Ridge, Richfield, and the Balwin & Belvedere Revitalization Area, and Ward 4.

Stakeholders and partners include community members, social agencies, Community Leagues, businesses and business associations, City of Edmonton departments, EPS branches, elected officials, REACH Edmonton and invited resources.

Championing equity, diversity and inclusion

- The Chinatown Safety Council has been established, in partnership with Chinatown stakeholders. Membership includes 4 Chinatown organizations, 3 social agencies, 3 City departments, EPS, and REACH.
- The NOI partners with inner-city social enterprises in neighbourhood projects that provide employment opportunities for vulnerable and marginalized individuals.
- Safety councils coordinated by REACH are designing community engagement projects that build bridges between unhoused folks, social agencies, housed residents, and the business community.
- The Chinatown Safety Council has translated hard copy and digital safety and well-being resources to Traditional Chinese
- The Leefield Safety Council has been established, with a mandate to increase its membership's ethno-cultural diversity

Strengthening our backbone work

Based on the experiences of those involved in McCauley Litter Blitzes, a Litter Clean Up Guidebook has been developed. The resource has been used by the Chinatown Transformation Collaborative to establish their own successful monthly Chinatown Litter Clean Ups
In partnership with City of Edmonton Community Standards, REACH has drafted a Problem Properties Guidebook

Building and strengthening social trust

- Neighbourhood safety initiatives and councils coordinated by REACH have activated the following projects:
  - Litter clean ups
  - Walking groups
  - Alley activations
  - Safety audits
  - Safety outreach patrols
  - Who-to-call resources
  - Community conversations

- NOI shares information via an increasing number of tools and channels (and is refining its process for doing so):
  - Safety council and working meeting summaries
  - Neighbourhood stakeholder email updates (with consistently expanding contact lists)
  - Neighbourhood Safety & Well-Being Survey Summaries
  - Community engagement summaries
  - Annual reports back to community
  - Updates to City Councilors and MLAs

Strengthening coalitions for social impact

- Increased connectivity between NOI, neighbourhood safety councils, and broader "systemic" partners has led to outcomes in addressing complex issues.
- Safer McCauley and McCauley Community League co-hosted a Community Conversation about the Drug Poisoning & Overdose Crisis.
- REACH is a partner in the Needle Collection Data Integration Project.
- Data from Safer McCauley's Problem Property Inventory supported City of Edmonton Problem Properties Initiative in their efforts to more effectively respond to problem property issues; and supported Edmonton Community Development Company in identifying properties for redevelopment.

Concentrate efforts in ways that have the most impact

- NOI has drafted criteria for establishing partnerships with neighbourhoods. These include:
    - Level of critical need in the neighbourhood
    - Level of social complexity in the neighbourhood
    - Presence and participation of strong community leadership
    - Invested and motivated community members to volunteer and activate around ideas
    - Established and functioning Community League Board
    - Presence of diverse communication channels (newsletters, social media)
    - Established relationships with city and enforcement agencies
    - City Councilor support
    - Capacity to move to action independently of a safety council convened by REACH
- NOI has met with partners (City of Edmonton Revitalization, Abundant Communities, Community Standards, NET, RECOVER and EPS Community Engagement to clarify its role in neighbourhood initiatives and establish complementary roles. All partners are now active members of several safety initiatives and councils convened by REACH.

Resource Connect is an annual event that brings together an expanding community of agencies and service providers from across Edmonton to explore how they might better create connections towards a more collaborative community of practice. Resource Connect is moving towards increased activity throughout the year through the development of working groups that share common interests and objectives.

In creating this community of practice, agencies find ways to work together to discover where gaps and opportunities in the system lie, informing how we might redesign better service pathways for their clients and the community at large.

Championing equity, diversity and inclusion

- From 2017 to 2020, Resource Connect has been built around a one-day in-person event that aims to promote a more connected and mutually-supportive community of practice of service providers. Since the onset of COVID-19, it has not been possible for REACH to host the event.
- Resource Connect has shifted out of REACH's NOI and into REACH's Outreach and Volunteers initiative.
- Planning is underway to reconvene the Resource Connect community in-person in 2022. REACH has met with EPL to discuss co-hosting Resource Connect moving forward.
- REACH has met with CMHA/ 2II to discuss possibilities for alignment and partnership (as well as risks of duplication) in Resource Connect moving forward.

To engage with social service agencies, governments, and grass root organizations to convene and collaborate for community safety and crime prevention.

Championing equity, diversity and inclusion

- In 2021, REACH onboarded 49 new volunteers from diverse backgrounds.
- Piloted the ELVS Volunteer Program that met with minimal success. REACH conducted skills assessments, interviews and assignment of roles that never took root due to the barriers in understanding volunteer processes for newcomer youth and community matches.
- Connected with educational institutions to coordinate practicum students to support REACH Initiative work.

Strengthening our backbone work

- A practicum student from July to December 2021 conducted volunteer participation assessments by surveying what the subject matter interests of volunteers are and matching them to relevant volunteer projects encouraging volunteers to develop self directed projects that align to the goals of REACH and highlighted personal interests.
- There was increased regularity of volunteer engagement with REACH through the development of volunteer work plans which outline projects and goals.
- There was increased uptake of research and street team projects through the development of additional group research journals and street team engagement events.
- REACH engaged via social media with partner agencies, community groups and stakeholders.
- REACH shared daily updates of relevant resources, promoted programs and services and shared information on current events and training opportunities.

Building and strengthening social trust

- Launched a successful volunteer appreciation campaign that recognized all volunteers throughout the year.
- Organized quarterly virtual get togethers where different issues were discussed from self care to current social issues. These virtual gatherings provided networking opportunities, improved relationships and improved connections with REACH activities.
- Engaged with over 20,000 community members part of the YEG Community Response to COVID-19 by providing daily updates, resources, information on programs and services to help people navigate systems and connect to emerging needs services and programs. This had a major ripple effect on keeping the community members informed and addressed the emerging needs.
- Launched a successful social media campaign in partnership with Edmonton Recycling Association to get technology devices to kids and families during COVID19.
- Coordinated in collaboration with AHS to give province wide presentations on COVID19 vaccines in English and Arabic.
- Volunteers supported work in community neighborhoods through door hanger campaigns, postcard distributions and litter blitz clean ups.

Strengthening coalitions for social impact

- Virtual and physical outreach support was provided to partner agencies, community groups, on vaccination clinics, event support, research, neighbourhood clean ups and education and awareness campaigns.

Concentrate efforts in ways that have the most impact

- An online volunteer referral process was not created due to lack of capacity but it is something REACH will continue to look into as a future project.

BUILDING CAPACITY IN RURAL CRIME PREVENTION

The Rural Crime Project aims to build and pilot a framework aimed at decreasing rural crime through community-based safety assessments, planning and implementation of cross-sectoral approaches to decrease crime and increase community safety and to develop and implement a model to reduce crime and build capacity among service providers.

Building and strengthening social trust

- REACH and other project leaders facilitate monthly community of practice meetings with pilot site representatives. Each meeting includes a knowledge exchange presentation on a crime prevention initiative relevant to rural communities.
- REACH and other project leaders are developing an online toolkit for rural communities to provide easy access to resources, information, and knowledge on crime prevention (including topic summaries, community safety planning tools, etc.).
- The project has offered several training sessions for pilot sites and additional rural communities across the country to increase their knowledge and capacity on community safety planning in the rural context (i.e., developing community safety plans and collaborative decision-making).

Strengthening coalitions for social impact

- With support from REACH Edmonton and the project team, rural pilot sites are creating their multi-sectoral advisory committees. REACH Edmonton and other project leaders have attended advisory committee meetings at various pilot sites to offer guidance and support. However, due to COVID I9, visits to pilot sites have been limited.

- Through the monthly knowledge exchange presentations, rural pilot sites have learned about multi-sectoral initiatives locally and provincially that they may become part of and have extended their network of practitioners involved in community safety efforts.

Concentrate efforts in ways that have the most impact

- REACH and other project leaders developed a Rural Crime Prevention Framework that summarizes the research and evidence on crime prevention and community safety in the rural context. This framework is shared in appropriate forums, including with rural communities that express interest in joining the project.
- The project has already organized a webinar on rural crime prevention and has led to the publication of a topic summary on rural crime prevention. These resources will continue to be shared widely within rural communities.
- Another significant deliverable of the project is the creation of a rural crime prevention toolkit which will provide easy access to tools, resources, and information to rural communities.

NOT IN MY CITY

Not In My City is a movement launched by Paul Brandt under his Buckspring Foundation that is raising awareness and taking collective action to prevent and end sexual exploitation and trafficking, focusing on children and youth. REACH is providing the backbone support for this initiative in Edmonton.

REACH is bringing groups together to create a province wide strategy to address issues associated with Human Trafficking and to develop prevention strategies.

Championing equity, diversity and inclusion
- Working with stakeholders in the Safer Way Out initiative, a group of individuals with lived experience identified from the Provincial Taskforce on Human Trafficking were invited to share their insights with Not in my City. These survivors now take on a larger role in the advisory committee in the Safer Way Out Initiative.
- Not in my City is finding opportunities to use the insights of these survivors into future work.

Strengthening our backbone work
- Safer Way Out and Not in My City are finding ways to remove barriers for those with lived experience to provide their input in future work.
- Survivors who contribute their time to both projects are given honorariums.

Building and strengthening social trust
- Not in My City and issues of human trafficking was a topic of focus when presenting to Edmonton municipal council candidates in the Fall of 2021.
- Not in My City work has been brought to the forefront of the Provincial Taskforce on Human Trafficking.
- The issue of human trafficking and the work of Not in My City has also been presenting to Edmonton Rotaries throughout 2021.

Strengthening coalitions for social impact
- Not in My City with backbone collaboration with REACH Edmonton was able to apply and secure funding for the Safer Way Out Initiative.
- REACH was also able to provide backbone support in developing the strategic plan for Safer Way Out.

Concentrate efforts in ways that have the most impact
- Through the work of Not in my City and Safer Way Out, the fragmented approaches to responding to sexual trafficking and sexual exploitation are becoming more aligned in Alberta.

Background

The City of Edmonton and REACH became signatories on the Peace in our City Movement in February 2020. This movement seeks to galvanize a movement of people, mayors and city governments to halve and transform urban violence by 2030.

Championing equity, diversity and inclusion

- In 2021, there was an increase of hate motivated violence in the city. Concerned newcomer parents wanted to address this growing issue in schools. REACH convened the newcomer community and the Edmonton Public School board to have community conversations around the issue. This gave opportunities for newcomer communities to inform the school board and principals on how to better address the issue.
- To better build on relationships between Indigenous and Muslim communities in Edmonton, Peace in Our Cities supporting connections between Bent Arrow Healing Society and the Somalia Canadian Cultural Society.
- REACH and the City of Edmonton's Anti-Racism Advisory worked together to convene newcomer communities to review the updated K-12 curriculum due to concerns that the content was non-inclusive. The assessment was sent to the Government of Alberta.

Strengthening our backbone work

- REACH continues to provide backbone support to initiatives that address and explore the root causes of hate. REACH provides backbone financial support to the Organization for the Prevention of Violence and provides backbone human resource support to the Edmonton Police Service's Resiliency Project.

DATA STORYTELLING

Background

The Data Storyteller is tasked with supporting the collection, organization, analysis and distribution of data. The Data Storyteller will transform zeros and ones into data driven-decisions and compelling stories that position REACH Edmonton to continue to deliver on community safety and well-being.

Championing equity, diversity and inclusion

- Gender-based Analysis Plus (GBA+) has been adopted by REACH initiatives whenever applicable. For example, 24/7 Crisis Diversion has been collecting community members' gender, ethnicity etc, so the analysis can better improve the service for specific groups.

Strengthening our backbone work

- Multiple dashboards have been developed for REACH initiatives. Each dashboard has multiple filters (gender, ethical background, geographic areas etc,.) to show the analysis result for different groups and initiative performance measures.

Building and strengthening social trust

- For every REACH data project, the data ownership, data sharing agreement, and data analysis are openly discussed and agreed by partners.

Strengthening coalitions for social impact

- Two data systems have been set up for partners to improve the data collection and evaluation. For example, 24/7 Crisis Diversion partners use the new 24/7 data system for data collection, data sharing and evaluation.

Concentrate efforts in ways that have the most impact

- The new Microsoft Azure Cloud Computing technology has been tested to build new applications. REACH has the capability of building customized applications to meet partners' needs.

Background

The Organization for the Prevention of Violence (OPV) is a diverse group of professionals with experience in counter-violence extremism and other forms of violence and risk reduction. As an organization, the OPV brings community, academic and practitioner knowledge to bear on the problem of radicalization to violence. REACH supports this work by helping with financial management, reporting and audit functions, and promoting training. REACH also assists in evaluating and designing program interventions and leveraging its extensive resources and connections in ethno-cultural communities.

Report Back

- REACH provides backbone support to the OPV through administrative support.

COMMUNITY SAFETY DEPLOYMENT DASHBOARD

Background

The Community Safety Deployment Model brings together data from the Edmonton Police Service, the City of Edmonton and the 24/7 Crisis Diversion Team.

This common operating picture positions the agencies to deploy the right resource, at the right place, at the right time, with the right information for a safer city.
The triaging function is supported by a model developed internally by the City of Edmonton's Data Science and Research team and predicts both the probability and the severity of incidents up to two weeks in advance.

Report Back

- The public's safety is a top priority, but our available resources are strained. Add the City of Edmonton's anticipated growth over the coming decades, and the result is that our current approach to community safety resource deployment is simply unsustainable.
- The Community Safety Deployment Model is a technology solution (application) that brings together data from the Edmonton Police Service, the City of Edmonton and the 24/7 Crisis Diversion Team. This common operating picture positions partners to deploy the right resource, at the right place, at the right time, with the right information for a safer city.
- Developed internally, the Model predicts the probability of incidents up to two weeks in advance.
- Built with data ethics and privacy in mind, it leverages data void of personally identifiable information — focusing exclusively on the time, location and incident type.
- Prior to the Community Safety Deployment Model partner demand data was siloed and integration opportunities were ad-hoc. As a result, the opportunity to proactively triage the appropriate resource was left to the partner's familiarization of what's available and their associated relationships.

EMERGENT PROJECTS 2021

Resiliency Project

- A Project Manager and a Community Liaison were hired to support implementation of project activities.
- Main activity areas include: community and EPS internal training, coordination of a youth group and development of a documentary.
- REACH leads coordination of the Governance Committee, including the Edmonton Police Service, the City of Edmonton and the Organization for the Prevention of Violence.
- Anticipating the end of current funding in November 2022, efforts are underway to identify sustainable funding opportunities.

Downtown Recovery Taskforce

- The unprecedented challenges that arose during the pandemic brought about an increase of social disorder in Edmonton's downtown. Regular downtown workers and patrons were no longer visiting the area, businesses losing patronage, and the resources to address the needs of vulnerable community members were stretched thin.
- To address this, community leaders including business developers, the Chamber of Commerce, Innovate Edmonton, the Downtown Community, the Downtown Business Association and REACH Edmonton came together to create the Downtown Recovery Taskforce
- This task force worked together to develop a collection of projects to rejuvenate downtown and address some of the complex issues it was facing. Some of these projects include:
  - A frontline worker appreciation campaign
  - A community safety ambassador prototype led by REACH and the Downtown Business Association
  - Downtown Spark, a public art initiative
  - Downtown Al Fresco which aimed to activate street facing businesses
  - Safe Walk which is an app designed to support the safety of those walking alone downtown

Partners in Drug Poisoning Prevention

- The City of Edmonton and Alberta Health Services co-chair a committee of representatives from community, business, health, lived and living experience, and experts regarding drug poisonings and overdoses. The mandate of the Partners in Drug Poisoning Prevention (PDPP) is to identify opportunities for collaborative community-based approaches to reduce the number of harms associated with substance use in Edmonton.
- REACH collaborated with the PDPP to develop the Addictions Don't Discriminate exhibit which aims to raise awareness of the root causes and impacts of substance use through the stories of individuals with lived experience. Over 400 people attended the exhibit and the exhibit is now being requested by organizations and community groups across the city.
- Safer McCauley, a safety council out of the Neighbourhood Organizing Initiative, collaborated with the PDPP in hosting a virtual public engagement event to explore how McCauley as a community thinks about the overdose crisis with it being the most affected neighbourhood. The most common interest is in lessening the impact of addictions through diverse system responses as the neighbourhood is vulnerable and traumatized.
- The Neighbourhood Organizing Initiative collaborated with the PDPP to develop a discarded needle collections app which aims to give the community of service providers an accurate picture of how many discarded needles are being collected in the city. Partners include the City of Edmonton, Boyle Street Community Services, the Mustard Seed, and Capital City Clean Up.
- YEGAmbassadors collaborated with the PDPP in helping distribute Naloxone kits to businesses and community members. They have also worked with Alberta Health Services and George Spady to provide education to businesses.

International Crisis Response Association

- REACH has membership in the Coordinating Committee with the International Crisis Response Association (ICRA). This group aims to foster a network of crisis response organizations across North America to share learnings and resources related to non-emergency crisis response. To better understand the different approaches of crisis response organizations in the network, a survey was sent out with a final report scheduled for 2022.

Integrated Call Evaluation

- REACH participated in advancing the Community Safety Taskforce recommendation around moving to an independent, integrated call evaluation and dispatch model, with representation from EPS, Emergency Medical Services (EMS), Edmonton Fire Rescue Services (EFRS), Community Standards and Neighbourhoods, mental health services, crisis diversion and key social service partners.
- REACH was part of the working group with other emergency and enforcement services. Participation was given through surveys and interviews which informed a business case for the recommendation.

- The business case has yet to go forward to City Council as EPS continues discussions with social agencies particularly with CMHA Edmonton in regards to the 211 program.

Needle Collection Data

- REACH is a partner in the Needle Collection Data Integration Project
- REACH's NOI Program Manager has convened an enhanced collective approach for social agency/ social enterprise project partners (BSCS/ hiregood, Mustard Seed/ SeedWorks) to clean up and report needle debris
- The project has been successful in encouraging partners to use the same data collection tool (Epicollect 5); and to share their data at a common dashboard, co-designed by REACH's Data Storyteller
- Social agency partners have reported 1) seamless adoption of the data collection tool; 2) increased efficiency in the deployment of their needle clean up resources; and 3) benefits of the dashboard for ongoing applications for funds to continue their work.