



Recruitment To Participate In Clinical Photoshoot & Awareness Campaign

Canuck Place Children's Hospice is a leader in pediatric palliative care—locally, nationally, and internationally. As such, the Communication & Marketing team supports the organization with ongoing education and awareness of the Canuck Place program and to support fundraising for care provided for children and families. The team regularly develops and promotes family experiences and stories through visual communications, like newspapers, digital advertising, social media, and videos.

This opportunity will highlight to donors in various ways, the important and impactful interdisciplinary care Canuck Place provides children and families across the province. This includes a photoshoot at either of our two hospice locations to be shared across all our communication and marketing channels. These photos would be used in ongoing communication initiatives, including but not limited to:

- Social media
- Website (canuckplace.org)
- Advertising (digital and print)
- Lottery advertising, marketing and promotion
- Collateral material (brochures, event posts, etc.)
- Videos
- News and media
- Donor relations (newsletters, direct mail appeals, note cards, annual reports)
- Third party community partner marketing initiatives (all photos/videos approved by Canuck Place communications)
- Other marketing collateral

We hope to select one family living in the Lower Mainland or Fraser Valley area, who has a child on program and accesses many aspects the Canuck Place program including respite at either hospice location.

The timing for this engagement opportunity is:

- November 2023–January 2024

Access to a computer and familiarity with Zoom is required. Please review the time commitment for the opportunity below:

- Meeting with the Canuck Place communications marketing team (30 minutes)
- Participate in a family photo shoot at either hospice locations – Date TBC (approx. 2 hours)
- Review photos prior to publishing (approx. 1 hour)
- Evaluation engagement and feedback



At any time, if you wish for your family images and story to no longer be utilized by the Canuck Place Communications & Marketing team, please send an email [to Lisa Pratt, Associate Director, Marketing & Communications](#) or call 604-362-9932.

We are committed to creating content that truly reflects the diverse communities that our organization serves. We aim to elevate diverse voices and lead positive change through thoughtful and respectful content.

Connection to Canuck Place's Family Engagement Advisors

We value the experiences and voices of our remarkable families who have graciously participated in our family engagement initiatives.

Your contributions are instrumental in raising awareness and support for Canuck Place care. Your feedback is invaluable as we strive to improve and enhance our processes, communication channels, and support systems. We are committed to creating an environment where every family feels heard, supported, and empowered to share their stories.

During our work together, you may connect with our Family Engagement Advisors at any point via email, phone, or text. Family Engagement Advisors capture and collect patient and family experiences at Canuck Place. They are parents of children with medical complexities and know what it's like to navigate systems, hospitalizations, school teams, home care teams, and more.

This new care team role at Canuck Place provides patients and families with a peer-to-peer relationship as they navigate the healthcare system, and a way to partner with families to improve services through their experiences at Canuck Place.

This is a safe place to bring forth whatever compliments or concerns families have. No comments will affect care or any services currently being offered.

You can email Canuck Place's Family Engagement Advisors at Familyexperience@canuckplace.org