



Recruitment to Participate: Zoom Session, Pediatric Healthcare History E-Book

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 the public in various ways, the important and impactful care our Canuck Place team has provided for children and families across the province for over 20 years. This opportunity invites Canuck Place families to participate in a recorded Zoom session for an upcoming book on the history of Pediatric Healthcare from 1995-2020. The Zoom session will invite family participants to speak to Canuck Place's family-centered approach to care and its development over time. The book and its accompanying resources (the Zoom sessions) will be shared across all CPCH communication and marketing channels once completed as well as third-party channels (ie: the publisher). While we will share this content primarily in the month of its publication (date to be confirmed), content will also be used in ongoing communication initiatives.

We hope to receive submissions from families across the province, who have accessed Canuck Place care during the time period of 1995-2020.

The commitment for this engagement opportunity will take place:

- February–March 2024
 - Online form submissions will be throughout February and the Zoom session will be take place in late February or early March.

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

- Send online form submission (15–30 min) showcasing your interest in participating
- Follow up interview with the Communications Team via Zoom (30 min)
- Group meeting prior to the session date to go over session questions, answer family questions and prepare (1 hour)
- Attend/participate in online recorded Zoom session with the external facilitator (UBC) (1 hour)
- Evaluation engagement and feedback

The facilitator(s) will speak in English; therefore, if you require interpretation, please let us know. Compensation for time and reimbursement for any necessary expenses is supported for this engagement session and aligns with engagement standards (\$25/hour).

At any time, if you wish for your family submissions and information to no longer be utilized by the Canuck Place Communications & Marketing team, please send an email [to Lisa Pratt, Associate Director, Marketing & Communications](mailto:lisa.pratt@canuckplace.org) 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.

To learn more and submit your name for participation, visit canuckplace.org

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