Communication and Engagement Plan					
Action	Target audience	Communication tools and distribution channels	Message	Frequency	Budget
Objective 1: Present CCP to leadership, administrative sectors and local organizations by December 30, 2023					
Action 1: Attend a Council meeting and obtain its official support for CCP	Leadership	E-mail to all elected representatives Draft resolution in support of CCP Article in local newsletter, social media and radio interview	How CCP can support them in their leadership role. Why their support of CCP is essential, and how they can demonstrate their support to citizens.	1 or 2 meetings	50$ (Snacks)
Action 2: Gain support for CCP from local administrative sectors and organizations	Directors or managers and their teams	Personalized e-mails to all directors and managers Personal invitations Organization of meetings with sectors and organizations	How CCP can support them in their leadership role. Why their support of CCP is essential, and how they can demonstrate their support to citizens.	1 or 2 meetings per sector or organization	500$ (Snacks)

Objective 2: Present CCP to First Nation citizens by March 31, 2024					
Action 1: Create communication materials to present the CCP	Children (5-12 years) Youth (13-17 years) Young adults (18-30) Elders Families Adults (31-60) Women Men Citizens living outside the community	Materials adapted to each target audience: • Children: poster and games • Young people: video and games • Young adults: video and leaflet • Elders: radio message and visit • Families: radio message and booth • Men: flyer and booth • Citizens outside the community: social media and e-mail	What is CCP? Why is CCP important to the First Nation? How can people get involved? What do they need to feel secure and comfortable?	Continuous	Poster design and printing: $500 Flyer design and printing: $500 Video creation: $5,000 Radio message: $1000 Snacks for visits: $250 Booth material: $500
Action 2: Introduce CCP through targeted activities	Children (5-12 years) Youth (13-17 years) Young adults (18-30) Elders Families Adults (31-60) Women Men Citizens living outside the community	In-class or on-land workshops Home visits to elders or group activities Booths at community gatherings or activities (tournaments, theme weeks, etc.) Online workshops for people living outside of the community	What is CCP? Why is CCP important to the First Nation? How can people get involved? What do they need to feel secure and comfortable?	At least 1 activity per target group	Radio message: $1,000 Snacks for visits: $250 Booth material: $500