

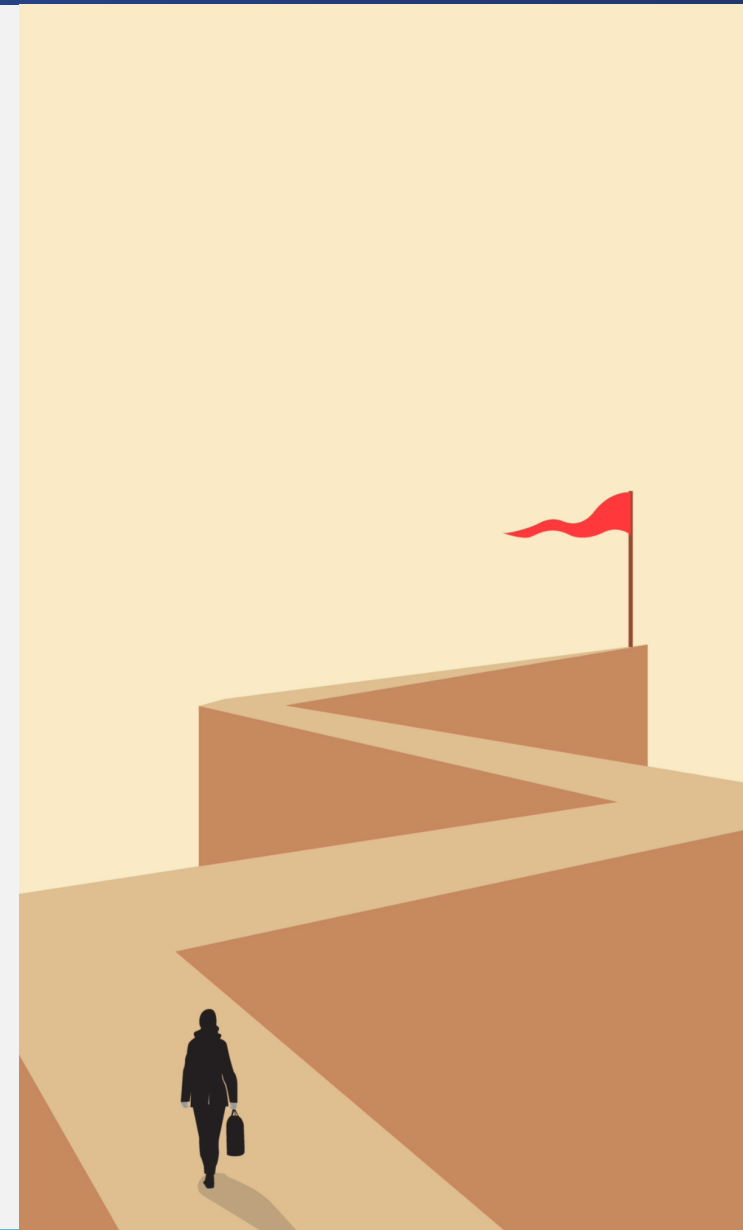


**Thunder Bay**  
Police Service Board

# **Thunder Bay Police Service Board Strategic Communications Plan**

# Purpose

- This strategic communications plan will set out key communications priorities and opportunities and serve as a guide for the Thunder Bay Police Service Board (TBPSB).
- The plan outlines key dates, themes, events and initiatives for the TBPSB to anticipate and plan for to be proactive and communicate effectively in what can be a fast-paced environment where day to day activities and issues management can leave other important projects on the sidelines.
- Everything outlined in the strategic plan will help the TBPSB promote transparency and accountability within the Thunder Bay Police Service and build collaboration and trust with the community.
- This plan is not designed to be a detailed tactical plan - but rather to set priorities and plan at a high level so that implementation can be thoughtfully realized.



# Goals

- Establish a timeline of important proactive communication priorities and activities
- Provide TBPSB with the ability to anticipate and plan for future communications initiatives
- Promote a reputation of transparency, accountability and engagement through meaningful communication activities
- Build collaboration and trust with the community
- Create an open line of dialogue between the TBPSB and the PSB
- Educate and Inspire community members and TBPSB members and supporters
- Strengthen stakeholder engagement and relations
- Meet our obligations under the *CSPA*



# Communication Channels

- Current communications channels that are used on a regular basis: Social/digital media, local and regional media, website and eblasts, internal communications pieces.



THUNDER BAY Home

TBnewswatch.com



FOR IMMEDIATE RELEASE

## Board Highlights for April 23, 2024

THUNDER BAY, ON, APRIL 23, 2024 — The Thunder Bay Police Services Board (TBPSB) convened this morning. Following are notable items from today's meeting:

# Where we are - Progress Made

## Expert Panel

- Created pathway to meaningful change
- Embraced by Indigenous leaders and provided recommendations to the Panel
- Recommendations used in selection of new Chief, expanding community involvement

## New digital presence with an emphasis on access and transparency

- New website launched
- Increased access to Board meetings through live streaming directly to Facebook
- Launch of recommendations tracking tool
- Recordings of future meetings as of May 2024, now available on Facebook

## Brand Update

- Moved away from colonial branding to a modern look that embraced the iconic Sleeping Giant

## Refreshed relationship with media and stakeholders

- Strengthened relationships with the local media by focusing on transparency and mutual respect. This has helped ensuring the Board's voice is heard and represented in coverage about the Service and the Board.
- Stronger pro-active storytelling
- Since early 2024, there has been more intentional storytelling highlighting Board progress on delivering on commitments to Thunder Bay

# Overview and Insights

---

# Progress in Action

## Report calls for inclusion of First Nations representation in Thunder Bay police, board

By [APTN National News](#)  
Sep 20, 2022

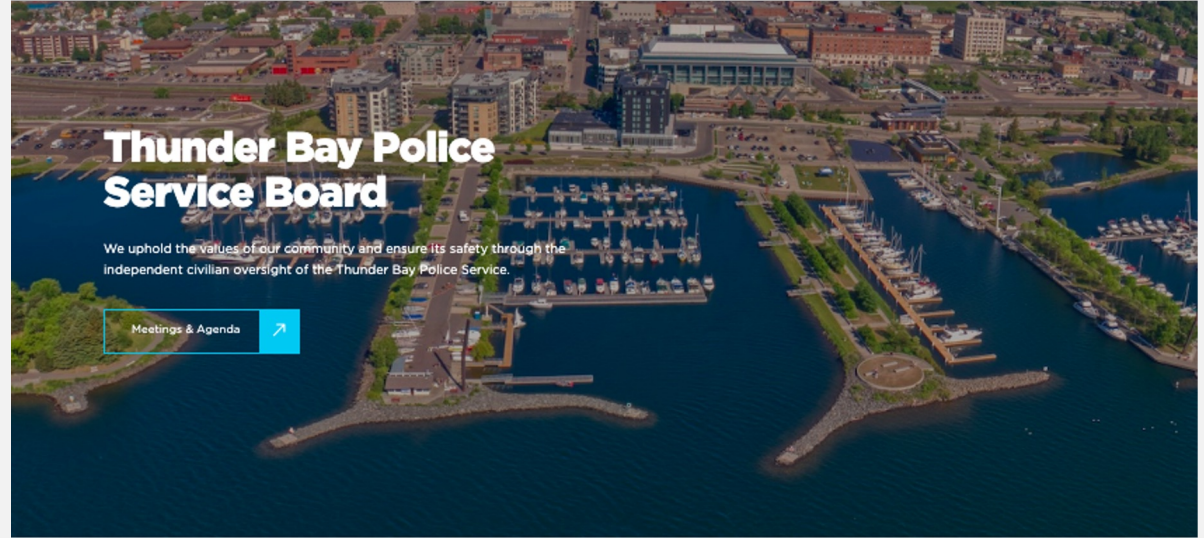


 APTN News

### 2 First Nations women appointed to Thunder Bay Police Services Board

Two First Nations women have been appointed to the top jobs in the troubled Thunder Bay Police Services Board in an effort to improve its...

Jun 20, 2023



### Upholding the values of our community and ensuring its safety



Transparency



Accountability



Community Engagement

# Intentional Communication Strategies work when the Board shows progress


 CBC

## Criminal charges against ex-Thunder Bay police chief 'deeply disturbing,' police board chair says

The chair of Thunder Bay's police services board said last week's criminal charges against the northwestern Ontario city's former police...

1 week ago




 CBC

## Thunder Bay police chief, oversight board defend budget increases as city aims to balance books

The Thunder Bay Police Service and its oversight board are seeking big increases in this year's municipal budget.

Jan 31, 2024




 Thunder Bay News - TBNewsWatch.com

## Police board working towards Indigenous relationship policy

The first of its kind for the Thunder Bay Police Services Board (TBPSB) as they aim to reconcile relationships with Indigenous Peoples...

Jan 16, 2024





 Thunder Bay News - TBNewsWatch.com

## Police Board reaffirms support for a new police headquarters

The Thunder Bay Police Services Board, made up of entirely new members, reaffirmed the past board's support for a new police headquarters...

Jun 20, 2023




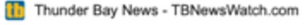
 Thunder Bay News - TBNewsWatch.com

## Police services board adds recommendation updates to website

The new website portal provides updates on the status of the more than 100 recommendations handed down to the Thunder Bay Police Services...

3 weeks ago





 Thunder Bay News - TBNewsWatch.com

## Jason Veltri named to Community Safety & Well-being Advisory Committee

THUNDER BAY — The city's police services board has appointed 2SLGBTQIA+ advocate Jason Veltri to represent it on the City of Thunder Bay's...

Jan 9, 2024





 Thunder Bay News - TBNewsWatch.com

## Police board approves use of AI video analytic software

THUNDER BAY — The Thunder Bay Police Service has been given the green light to start using an artificial intelligence video analytic program...

Oct 17, 2023




 CBC

## Thunder Bay Police Services Board names new chair, vice chair as it prepares to get voting powers restored

The Thunder Bay Police Services Board has named its new chair, with Karen Machado stepping into the role effective July 1st.


Jun 20, 2023





# Concerns over Progress on Reform Continue to Dominate Headlines


Continuous work towards reform will address ongoing concerns from various stakeholders and communities

 The Globe and Mail

**Former Thunder Bay police chief charged with obstruction of justice, breach of trust**

The force has been beset for years by internal feuding, allegations of misconduct and dismal relations with area Indigenous residents.

1 week ago




 CBC

**First Nations leaders urge Ontario to disband Thunder Bay police, get outside service to investigate deaths**

First Nations leaders from northwestern Ontario are calling for the Thunder Bay Police Service to be disbanded and pressing the province's...

1 hour ago





 CBC

**Report on troubled Thunder Bay police board brings hope but also doubt amid warning change will take time**

Reaction has been swift following the submission of an independent expert panel's final report detailing a "roadmap to real change" for the...

Apr 14, 2023





 Thunder Bay News - TBNewsWatch.com

**Police board hears public concerns about 911 responses, community safety**

The Thunder Bay Police Services Board heard a deputation about responses to 911 calls in the city, as well as calls for bringing foot...

Feb 20, 2024





 CBC

**Thunder Bay Police Service's promises of reform after charges against ex-chief met with skepticism**

Indigenous leaders say they need to see action after senior leaders of the Thunder Bay Police Service and its oversight board vowed to be...

2 weeks ago




 Thunder Bay News - TBNewsWatch.com

**'We feel unsafe in our community,' 2SLGBTQIA+ members tell police board**

A deputation by leaders in the 2SLGBTQIA+ community to the Thunder Bay Police Services Board detailed increasing hate related incidents in...

Oct 17, 2023



# Social Media Scan

Conversation and content trends in the past 6 months:

- Disbanding police services / reform (April)
- Indigenous relations (April)
- Police being hired by the Thunder Bay Regional Health Science Centre (February)


Social media activity (retweets, comments) was strongly influenced by posts from media outlets (Both regional media and other major media in Ontario).

 **CTV News Northern Ontario** @ctvnewsnorthern  
X | CA | Apr 22 · 12:30 PM


Ontario First Nation leaders call for disbandment of **Thunder Bay police** <https://t.co/WgjL6nOyfV>

 **Toronto Star** @torontostar  
X | CA | Apr 22 · 12:21 PM

First Nation leaders are renewing calls to dissolve the **Thunder Bay police** as the force's former leadership faces charges in a widening misconduct probe. <https://t.co/lH6iJLFJQ9>

 **Michael Kempa** @michaelkempa1  
X | CA | Apr 25 · 9:10 AM

**Thunder Bay police** have everything they need to now undertake total overhaul of service: New legislation, Chief, oversight Board -- and an empowered office of Inspector General to supervise change. Last chance! #onpoli <https://t.co/lGuTuWnJNP>

 **Celeste George** @cie1947  
X | CA | Apr 22 · 3:38 PM

Nations in Treaty 9 and Treaty 5 in northern Ontario, a land mass covering two-thirds of the province. Numerous reports and expert panels have documented the **Thunder Bay police's** failures to serve Indigenous people in the city and a 2018 report found systemic racism within 3

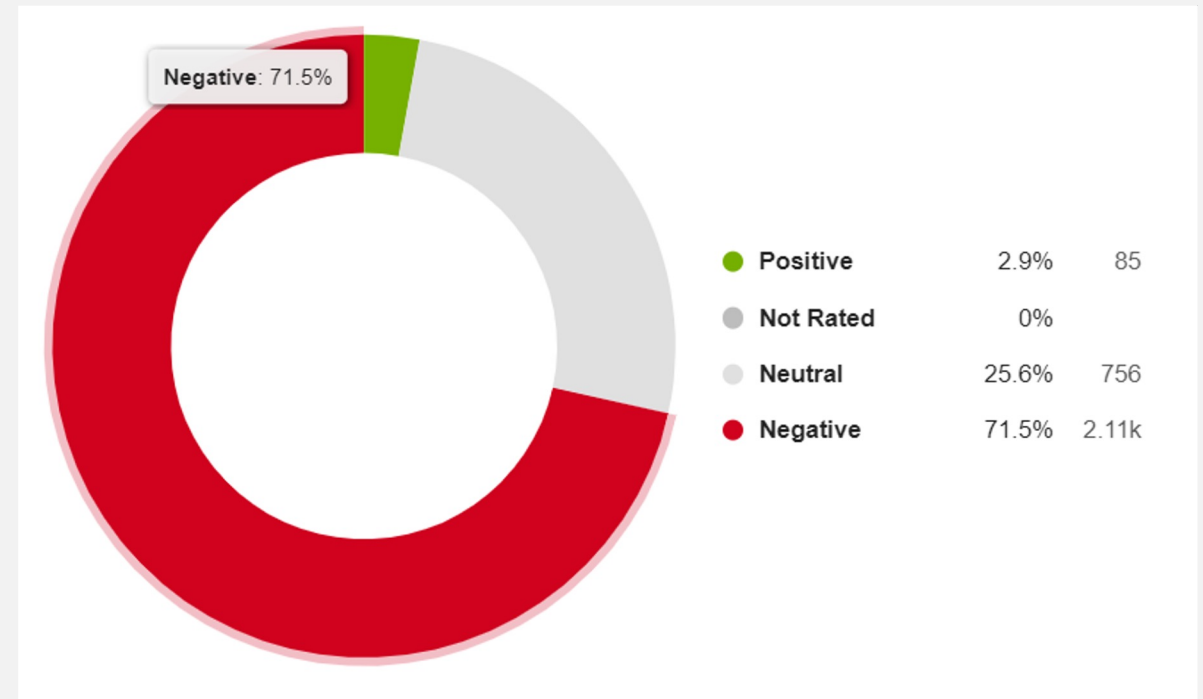
 **Lynda A Tenter** @universe\_soj  
X | CA | Jan 31 · 7:39 PM

[QT] They just announced a boatload of cash for Policing in Ontario. They don't care if we're healthy, just 'safe'. I wonder if **Thunder Bay Regional Health Science Centre** doesn't need to pay \$1.4M for Emergency Room Security to **Thunder Bay Police Services** to augment their budget now

# Social Media Scan



Key words used in social content



Sentiment

# Opportunities

---

## Regular & Ongoing Support

Regular communications activities currently include reactive and proactive communications:

- Crisis & Issues Management
- Media Monitoring
- Key messages
- Statements
- Press Releases
- Stakeholder Relations
- Op-eds
- Press conferences
- Media availabilities
- Board meeting notes
- Social media
- Website



# Annual Report

We will now start producing Quarterly Reports that will capture Board activities and updates that support transparency and a renewal of the overall communication strategy.

Quarterly reports will be used to create the Annual Report, now a Board responsibility under the new *Community Safety and Policing Act (CSPA), 2019*. Annual reports must now be filed on or before June 30, 2025.

Quarterly reports will 3/4 pages with sections covering what is legislatively required in the annual report:

- Police service updates;
- Labour Relations and Governance Committee updates;
- Recommendation progress tracker; and
- Other news.

Quarterly reports will be proactively sent to media and posted on TBPSB website.





# May

## Priority

Work on Q1 & Q2 Quarterly Report

## Other Opportunities

- May 1 to 7 - Youth week
- May 3, 2024 - Spring Feast & Cedar Ceremony
- May 5 to May 7 2024 - Red Dress Day
- May 12 to 18 - Police Week/Victim & Survivor of Crime Awareness
- May 17 - International Day Against Homophobia, Trans & Biphobia

## Supporting Communications Activities

Work with TBPSB to gather information

## Potential Communications Activities

Social media post

Social media post

Proactive statement from Chief and Chair

Proactive statement

Social media post

# June

## Priority

Video shoot to get footage of TBPSB in action to generate positive visuals that can be used throughout the year on social media and website.

## Other Opportunities

- June 1 - Kick off of Pride Month
- June 15 - Pride Festival
- June 21 - National Indigenous Peoples Day

## Supporting Communications Activities

- Shoot video

## Potential Communications Activities

- Proactive statement and social media
- Proactive press release, op-ed from Karen
- Social media





# July

## Priority

- Mid-July - Publish Q1 & Q2 Quarterly Report

## Other Opportunities

- July 1 - Canada Day
- “Gone fishing Day”

## Supporting Communications Activities

- Press release, media availability and website update

## Potential Communications Activities

- Pro-active Statement, including reconciliation language & social media
- Social media



# August



## Priority

- Begin work on Q3 report

## Other Opportunities

- Aug. 9 - International Day of the World's Indigenous Peoples
- Aug.11 - 15 - Mino Bimaadiziwin Youth Leadership Program

## Supporting Communications Activities

- Work with TBPSB to gather information

## Potential Communications Activities

- Social media
- Re-post programs social media

# September



## Priority

- W/o Sept. 1 - Promote strategic plan kick off & public engagement opportunities.

## Other Communications Opportunities

- Sept 20 - National Police Woman Day
- Sept 23 – 29 - Mental Health Week
- Sept. 30 - National Day for Truth & Reconciliation

## Supporting Communications Activities

- Proactive press release, social media

## Potential Communications Tactics

- Proactive statement
- Social media
- Commemorative event and proactive press release

# October



## Priorities

- W/o Oct. 1 - Public consultation close for feedback on strategic plan
- Mid-Oct. Publish Q3 Quarterly Report

## Other Opportunity

- All Oct. - Women's History Month
- Oct. 31 - Halloween

## Supporting Communication Tactics

- Wrap Press release
- Press release & media availability, website update.

## Potential Communication Tactics

- Social media
- Proactive statement about safety

# November



## Priority

- Mid Nov. - Release public consultation findings/report main

## Other Opportunities

- Nov. 3 - 9 Treaties Recognition Week
- Nov. 8 - Indigenous Veterans Day
- Nov. 11 - Remembrance Day

## Supporting Communication Tactics

- Press release & media availability

## Potential Communication Tactics

- Proactive statement
- Proactive statement and social media
- Proactive statement and social media

# December



## Priority

- Begin work Q4 report. To be published in January.

## Supporting Communications Tactics

- Work with TBPSB to gather information

## Next Steps

- On approval of this plan begin implementation.

---

Note: Emerging opportunities and new priorities may be added as needed and any changes can be accommodated. This plan is a flexible and adaptable road map to ensure proactive and priority communications are executed with intention and thoughtful consideration.



# Thank You!

---

Questions?