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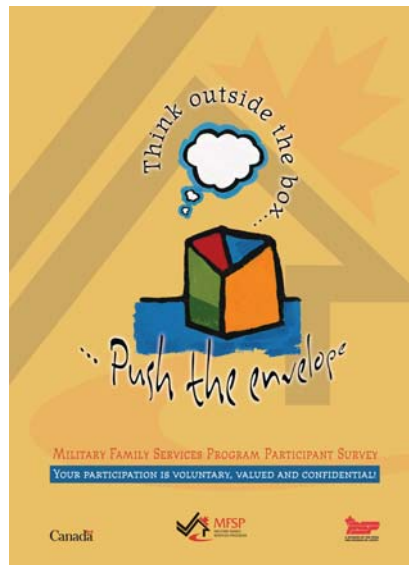
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Think Outside the Box

Developing policies and programs to enhance the relevance and effectiveness of the Military Family Services Program (MFSP) is a mandate of the Directorate Military Family Services (DMFS). To meet this mandate, DMFS designed the Military Family Services Participant Survey to obtain information about program participants' experiences in their community and with Canadian/Military Family Resource Centres (C/MFRCs).

The Survey is designed to provide information on the extent to which selected objectives of the mandated services of the MFSP are being met as outlined in MFSP: Parameters for Practice. The data collected will provide valuable feedback to DMFS and C/MFRCs and a snapshot of whether users of programs feel that the goals and objectives of each MFSP mandated Category of Service are being met.

To inform CF communities about the Survey, DMFS has developed a national awareness campaign designed to create visibility for the Survey and encourage maximum participation. The campaign slogan **"Think outside the box... Push the envelope"** focuses on several attributes.



"Think outside the box" is used to suggest finding new ideas, striving to create value in new ways, and supporting and respecting others when they come up with new ideas. **"Push the envelope"** is used figuratively to mean stretch the boundaries, and literally to fill out the survey, insert it in an envelope and push it

into the ballot box. There is a subtle suggestion that outside the box thinking will eventually make it into the ballot box as valuable and confidential feedback. The Centres will receive a variety of communication tools as part of the awareness campaign, including glossy, full-colour 9" x 12" English and French posters, colourful 4" x 6" postcards, and ballot boxes with imagery consistent with the rest of the campaign. To better serve the needs of targeting local CF communities, an area of the posters and postcards has been designated specifically for a Centre to add its own local message.

Advertisements will appear in base newspapers at various intervals over the next several months and will be made available electronically in PDF format for Centres to include in their newsletters.

Each Centre will receive a package, with a checklist, of all the components of the Survey and awareness campaign. Additional tools will be available on our web site.



**Celine Thompson,
Director**

Photo: Tecklesphoto.com

The Director's Cut

Another year ...

It's hard sometimes in the midst of January's snow and the cold to think of the advent of a new calendar year as a time of new beginnings. The whole world seems asleep, there is little in the way of light or sunshine, and if you're in Ottawa, the salt and the elements have turned the snow to grey and sloppy goo.

But January is a way of marking milestones, and this one is no different. We've done a lot together this past year, and I encourage you to take the time to celebrate with us. By way of example, this was our first year funding the Canadian-based Centres using a Memorandum of Understanding, and the European Centres by way of a Service Level Agreement. We now have the framework that, along with the quarterly expenditure reports and the Service Delivery Agreements, mark us as an accountable and

'grown up' organization. We've introduced the Formal Site Visits, and a template for reports that allows DMFS to document observations and recommendations that serve to strengthen the evolution of this CF wide initiative. The web-based MFSP Funding Application, although a source of frustration, aggravation and learning, will in time allow us to streamline our administration. So, all in all, a good year. And we couldn't have done it without your support, passion for the Program and, indeed at times, your patience.

So, what does 2006/2007 hold in store for us? We've made a commitment to continue our good work on Family Violence Prevention, and that aim will be furthered with the support of the MFSP Family Violence Prevention Steering Committee (see page 3). We are kicking off our new approach to the national evaluation of the MFSP (see cover

page) after consultation with stakeholders and, more recently, regional training of MFRCs. We're looking forward to working toward a public relations strategy that will allow us to market this Program as the best resource available for military families, and are very excited to participate in Halifax MFRC's conference in February to inform our work and priorities in this regard.

So, this continues to be a very exciting time for the Program. We have accomplished a great deal by working together, and I look forward to your continued contribution to the MFSP. Thanks to all of you ... we couldn't have done it without you.

(Look ... is that a little light and sunshine on the horizon?)

Happy New Year!

Onward and upward,

Celine

Military Family Services Program Steering Committee for Family Violence Prevention

The Director of Military Family Services (DMFS) designated Family Violence Prevention as a top priority for the Military Family Services Program (MFSP) for Fiscal Year (FY) 2005/2006 and FY2006/2007. To support this initiative, in March 2005, DMFS organized a symposium: "Family Violence Prevention: Sharing and Strategies."

This symposium provided an opportunity for Executive Directors, Directors, Canadian Community Program Coordinators and Prevention, Support and Intervention Coordinators from Canadian/Military Family Resource Centres (C/MFRCs) to become aware of current and on-going research as well as programming strategies concerning family violence prevention and intervention. In addition, participants convened in working groups to discuss and identify specific resources, tools and initiatives that would be helpful to their C/MFRCs in addressing family violence prevention and intervention in their communities.

During this symposium, a commitment was made by DMFS to establish a Steering Committee of stakeholders in order to move forward with the initiatives that were identified and supported by the participants.

On December 5th and 6th the Military Family Services Program Steering Committee for Family Violence



From left to right: Linda Tyrrell, Peter Davidson, Brenda Holmes, Dr. Kathryn Campbell, Jackie Specken, Aileen Whitehead, Dean McCuaig, Jonathan Pratt, Valerie Campbell, Alla Ivask, Christi Morcombe, Brigitte Cadieux, Cpl Steve Shea, CWO Ray McInnis and Brian Gallant.

Prevention held its first meeting in Ottawa. The committee members have a wealth of expertise and experience in this field and include MFRC Prevention, Support and Intervention Coordinators, an academic researcher, DMFS Field and Policy and Program Development Staff, a private practitioner, a crown attorney, a Military Policeman, a Directorate of Quality of Life Family Policy Team Member and the CFPSA National Recreation & Youth Program Services Manager.

Their mandate throughout the next year and a half is to provide guidance and strategic direction to indi-

viduals tasked with producing the resources, tools and initiatives identified at the Symposium.

At this meeting a Strategic Plan of Action was enunciated encompassing the themes of building awareness through training, education and communication; sharing of best practices; reinforcement of Family Crisis Teams and facilitating accessibility of resources for family violence prevention and intervention.

Further communiqué will be provided as the work on these themes is developed.

Family Violence Prevention Workshop

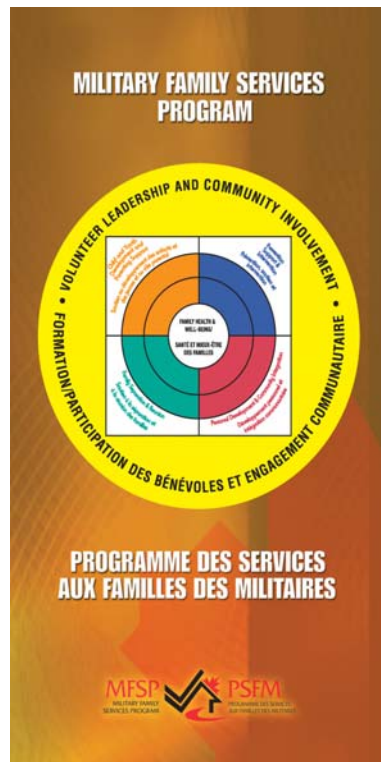
The Military Social Work Officer Branch will be conducting a workshop on Family Violence Prevention on the 7th, 8th and 9th of March 2006, in Ottawa, Ontario. An invitation has been extended to Military Family Resource Centre Prevention, Support and Intervention Coordinators (PSIs) to attend. The Director Military Family Services (DMFS) will provide funding for the attendance of a PSI from each Military Family Resource Centre in Canada and one representative each from Europe and the United States.

Chaplains, Military Police and Commanders or their delegates have also been invited.

The agenda has not yet been finalized but should be available in early February. Family Crisis Teams will again be one of the themes.

As further information becomes available, DMFS will keep you advised and, when appropriate, send out joining instructions for the participants.

Military Family Services Program's Promotional Campaign Goes International



The development and dissemination of Military Family Services Program (MFSP) international promotional materials is a public relations initiative designed to provide Canadian/Military Family Resource Centres (C/MFRCs) with standardized MFSP promotional materials, brand the MFSP and promote awareness and understanding of the Program.

As such, the Director Military Family Services (DMFS) gets its foothold on its communications priority of increasing the visibility of the Program with two new promotional products: MFSP display banners and brochures.

The banner communicates the central purpose of the MFSP, ie, Family Health and Well-Being, which is visually depicted in the MFSP Service Model. The four service categories are highlighted, as are Mission Information Line and Centrepointe. The banners

are available, upon request, to DMFS staff and C/MFRCs to promote the MFSP at conferences, workshops, public forums, open houses, and special events.

The MFSP brochures communicate a similar message and offer more detail on the four service categories and components. They are designed to educate and inform CF families and communities, and C/MFRC community partners about mandated service components of the MFSP. Space has been set aside on the back panel of the brochures for local C/MFRCs information.

A limited quantity of brochures will be distributed to all C/MFRCs towards the end of January 2006 for the initial launch. DMFS will solicit feedback from Centres on how the brochures are being used, how successful are they at informing military families, and adapt subsequent campaigns to accommodate what we've learned from the first time around.

The outcome DMFS seeks through this public relations campaign is for CF communities to share a common understanding of the valuable services that are available to CF families through the C/MFRCs.

Sharing a Common Understanding of Parameters for Practice

Director Military Family Services (DMFS) has received feedback, through Field Operations Managers, from Canadian/Military Family Resource Centres (C/MFRCs) about the Military Family Services Program (MFSP): Parameters for Practice.

It is evident from the response that C/MFRCs have committed to the integration of the MFSP: Parameters for Practice in its daily practices and program delivery. Significant progress has also been made with preparations for measuring the achievement of the performance indicators as identified in the MFSP: Parameters for Practice.

DMFS wishes to share a clear, concise and common understanding of the contents of MFSP: Parameters for Practice and invites you to submit comments on areas that are not clear and insightful. Please send your comments to Alla Ivask prior to January 16, 2006 at Ivask.AG@forces.gc.ca

Announcing the Military Family Services Program Project Fund

If you have some exciting projects in the works and are looking for some funding to carry them forward, Director Military Family Services (DMFS) is pleased to announce the launch of the 2006 Military Family Services Program (MFSP) Project Fund. The purpose of the fund is to provide opportunities for Canadian/Military Family Resource Centres (C/MFRCs) to further the development of innovative resources and programs in support of the MFSP, thereby enhancing services that are available to Canadian Forces families.

The MFSP Project Fund is intended to promote the identified annual strategic priorities, noted in the September 2005 edition of DMFS Update, namely: evaluation and accountability; promotion of the MFSP; and family violence prevention.

Moreover, the Fund may provide additional funding for other projects that are relevant to the entire MFSP, such as: best practices; partnerships; innovative approaches to program delivery; knowledge development; community action; mentoring strategies; and models of community engagement to better serve CF families.

Please stay posted for further details, as a comprehensive package will be distributed in the new year, detailing the application process and all other relevant aspects of the Project Fund.

The Strength Behind the Message

Thanks to the support of the Director Military Family Services (DMFS) Professional Development funding, the Halifax Military Family Resource Centre is proceeding ahead with The Strength Behind the Message: A Public Relations & Communications Conference for Canadian/Military Family Resource Centres (C/MFRCs) on February 1-3, 2006.

Conference Objectives

- Provide training on public relations/communications topics;
- Familiarize C/MFRCs with branding initiatives as they relate to the MFSP: Parameters For Practice;
- Opportunity to participate in productive discussions with others on best practices;
- Develop tools to create media training and media plans;
- Provide opportunities to share best practices on communications during crises.

There will be networking and learning sessions focusing on Communications Planning, Marketing, Media Relations and Public Relations. Sessions will target different levels of PR experience. The official registration forms and session descriptions are available by visiting www.halifaxmfrcc.ca or by emailing to Bayne. TL@forces.gc.ca.

NPP InfoService Kiosks

By Brigitte Smiley,
Communications Manager,
CFPSA



Non-Public Property (NPP) InfoService kiosks will be deployed at bases, wings and units across Canada starting December 2005. Halifax, Greenwood, Gagetown, Borden, Trenton, Petawawa, Kingston, Cold Lake, Winnipeg, Comox, and Esquimalt will be the first to have these kiosks and more will follow during the year.

The NPP InfoService Kiosks are computer terminals with access to information about programs and services offered by NPP such as CANEX, SISIP FS, PSP and Canadian Defence Community Banking (CDCB). Look for these kiosks in your local CANEX or in a PSP area and tell us how we could improve their content, by sending an email to apropos@cfpsa.com.

Opportunities to Celebrate Families

Family Service Canada (FSC) is a non-profit, national voluntary organization committed to supporting and strengthening families across Canada. Since 1982, FSC has worked to build strong families in a caring society through a wide range of national advocacy and support activities.

Family Service Canada encourages you to join their nation-wide network, made up of more than 100 member agencies dedicated to enhancing the well-being of individuals, families and communities in every region of Canada.

Their member agencies provide services and programs designed to assist and strengthen people in their relationships at home, school or workplaces and in their communities. These services include counselling, family and parenting education,

home care, school and community programs, self-help groups and support with many family issues such as family violence and abuse, support for children who have witnessed violence, assistance with trauma and crisis and much more. FSC provides national coordination for the Families & Schools Together Canada program, a unique team-based approach to improving family well-being that brings together the whole family with members of the school and community.

FSC works at the national level by providing leadership development and training workshops for member agency staff. FSC is also deeply involved in speaking out on important issues that challenge and affect families, including domestic violence, parenting, poverty, homelessness, work/life balance and more.

Every year, FSC coordinates a national public awareness campaign called National Family Week[®] which gives communities everywhere the opportunity to celebrate families. FSC also runs a special anti-bullying web site for children at: www.talk-helps.com. Fun, animated scenarios give kids a chance to learn about bullying as well as the most effective strategies for dealing with it.

Family Service Canada also supports members by sharing current, up-to-date information on useful resources, best practices and policies related to child and family issues through monthly e-bulletins, newsletters and other materials.

For more information on membership and other topics, please visit: www.familyservicecanada.org.



Common Goals at a Common Price



The Yellow Ribbon campaign is an excellent way to show appreciation and support for the Canadian Forces. Canadian/Military Family Resource Centres (C/MFRCs) are using the resources generated from the sale of yellow ribbons to support the troops and their families. The Director Military Family Services (DMFS) and CANEX have been coordinating efforts for a common price structure that will benefit C/MFRCs.

A common price structure will serve to reduce confusion in the CF community and the perception that there is competition within the Yellow Ribbon campaign itself. On the stipulation that the retail price be \$2.99 for the car magnet and \$0.39 for the fridge magnet, CANEX will supply C/MFRCs with the car and fridge magnets at \$1.70 each for both pieces, thus allowing the C/MFRCs a 50% gross profit on each sale.

It is suggested that C/MFRCs place their orders through any local CANEX Manager. Small orders are faster to fulfill and could be carried out immediately. Large bulk purchases could take three to four weeks, so please plan accordingly.

Participation in the Yellow Ribbon campaign and purchasing these promotional items from CANEX is of course totally voluntary, and is at the discretion of each C/MFRC.

The New Face of DMFS

Michelle Squires, CentrepoinTE Multimedia Specialist



Having worked in the military, corporate and freelance worlds, Michelle has over 16 years of design experience - in both graphic and web design. Her passion for design and computers has inspired her studies in a range of web, graphic, programming, and database and design programs at both the college and university levels.

Michelle is a long-standing member of the International Webmasters Association (IWA) and was previously employed as the Technology Teaching Assistant and Webmaster for the NATO AFNorth International School in Brunssum, The Netherlands. Michelle also enjoys her volunteer work as Web designer for the Kingston Military Family Resource Centre.

A former military member and a proud military spouse, Michelle has lived in various locations throughout Canada and Europe with her army husband, school-aged daughter, several dogs and a Bengal cat.



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Award of Exceptional Merit



The Canadian Forces Personnel Support Agency's (CFPSA) Chief Executive Officer's "Award of Exceptional Merit" was presented to CFPSA Military Family Services Team for outstanding service to the CFPSA for their outstanding dedication and professionalism in re-engineering the delivery of the Military Family Services Program (MFSP). This four year project, which was completed in April 2005, resulted in a new and innovative MFSP Operational Plan, a new Treasury Board approved funding mechanism and process and a re-organization to provide enhanced support to the 41 Family Resource Centres, resulting in enhanced quality of life for our military families. The team's outstanding achievements demonstrate their commitment to "Serving Those Who Serve." The award was presented by Major-General D.W. Langton, Chief Executive Officer of CFPSA. Missing from the photo are the Field Operations Managers who were not at DMFS headquarters at the time of the presentation.

The following documents have been distributed electronically to all C/MFRC Board Chairpersons and Executive Directors between 1 September and 31 November 2005. If you did not receive a copy please contact Francine St-Amour at St-Amour.FC@forces.gc.ca.

General Documents	File Number	Date Sent
Canadian Military Community National Youth Model Funding Letter	5390-8-5	13 September 05
DMFS Update September 2005	5390-12	29 September 05
Canadian Military Community National Youth Model Funding	5390-8-5	1 November 05
Staff Announcement Centrepointe Multimedia Specialist	5390-3	18 November 05
Andrew Webb to leave DMFS	5390-3	24 November 05
Employment Opportunity	5390-3	25 November 05
Deployment Books for Children	5390-16	30 November 05

If you have received this email in error or do not wish to receive future editions of the DMFS Update, please advise us by return email.