



Block Parent[®] Program of Canada Inc.

Communiqué

Spring/Summer 2015

Symposium and AGM

The Annual Symposium and AGM for 2015 was held in Leduc, Alberta. The Symposium and AGM took place in co-ordination with the Alberta Block Parent[®] Association AGM. This provided an opportunity for BPPCI to meet and spend some time with the ABPA representatives. A special thanks to Lynn Squance who interfaced with the hotel and made all of the arrangements for the joint meeting.

The Co-operators Yearly Review – Presented by Jayne Russell

This past year was the 15th year of the partnership between The Co-operators and the Block Parent[®] Program of Canada. While local Programs should seek funding from other sources, their local Co-operator advisors may be willing to participate in local community events, possibly office space etc.

There are currently approximately 100 Co-operator Advisors who have become Business Block Parents and the number is growing. While the National Office signs up individual Advisor offices to the Business Block Parent[®] Program, local Programs are welcome to introduce themselves to the Advisors.

Jayne also spoke about four major points:

A. The new four year strategy.

a) Client engagement

- while the client has always been the reason that the company does what it does, they have re-configured how that looks
- instead of asking “what can we do for our clients?” they are now asking “what do our clients need from us?”
- their intent is to simplify interactions for their 3.8 million + clients

b) The Co-operative Identity

- The Co-operators is owned by 45 Canadian companies and they’re highlighting their vision and values through:
 - Partnerships
 - Education
 - Determining unmet needs and finding solutions
 - Using a people-first approach
 - Participation
 - Voice
 - Sustainability

c) Competitiveness

- The Co-operators is a business and cannot meet its customers’ needs unless it stays in business
- to do this, the formula used is Value = Price + Effort

B. Their Expansion

- sowing the seeds for growth through partnerships, consolidations and purchases

C. Their Partners and Programs

-Jayne highlighted three partnerships/programs that the Co-operators are proud to be affiliated with:

1. One Tap – through their partnership with App Colony they’ve helped to create a free app to help combat distracted driving. Since April, they’ve seen 157,000 uploads. *getonetap.com* helps to monitor texts and calls for a driver while their vehicle is moving and then allows them to access these immediately once the vehicle has stopped.

2. KidsHelpPhone.ca/jeunesse.Jecoute.ca
 - The Co-operators has supported this program for approximately 27 years. Females account for 69% of calls. They recently assisted in a study to find out why males between 14-18 do not use the KidsHelpPhone. They know that the suicide rate for males is 4 times higher than any one group. After conducting several study groups it was found males would rather ease into using the KidsHelpPhone and would rather have a chat on-line, email or access on-line resources rather than talk to a counselor. A new program will be launched in November to help young males.
3. Canadian Blood Services
 - The Co-operators is working with the Canadian Blood Services to establish a National public cord blood bank to help those in need of stem cell transplants.

D. A Touch of Culture

- Jayne highlighted a program called “Co-op Cuddlers” in Regina which enables their employees to offer cuddling support to parents of infants in the neo-natal intensive care unit. These volunteers sit and cuddle infants in the unit which allows the babies to continue to benefit from human contact when the parents cannot be there.

A potential funding opportunity for BPPCI was identified. The opportunity is called shoefunding.com. The premise of the idea is that people donate new or gently used shoes which are “sold” to an organization that donates them to needy countries in South America. Further investigation into the logistics of the opportunity is required. BPPCI will investigate whether this program is available in Canada as the “purchasing” company is located in the United States. It has to be determined how a payment is made to the donating organization. How we can use this at a National, Provincial and/or local level to bring awareness and support for the Block Parent® Program during Block Parent® Week in October has to be examined. Jayne suggested a slogan – Block Parent®: A Shoe in for Safety.

BOARD OF DIRECTORS 2015-2016

The Board of Directors for 2015-2016 are:

President: Linda Patterson
 Secretary: Linda La Bonte
 Director: Position Available

Vice-President: Michael Byrne
 Director: Francine Chartrand

Treasurer: Lynn Squance
 Director: Tara Mondou

SUMMER CAMPING SAFETY TIPS

Ensure you have a fun and safe camping experience by following these simple tips.

Camping Safety

- Arrive at your campsite with enough daylight left to check over the area and to set up camp;
- Look for a level site with enough room to spread out all your camping gear;
- Be sure to check the site thoroughly for glass, sharp objects and branches that could fall or that hang low;
- Check for natural hazards such as poison ivy, bees and ants;
- Be aware of the types of wildlife in the area;
- Dispose of all trash in the proper recycling bins if available
- Keep your campsite tidy and clean on a daily basis to avoid incidents.

Campfire Safety

- Before starting a fire, ensure that open-air fires are permitted at the campsite;
- Use only paper or kindling, never flammable liquids, to start the fire;
- Be sure the fire is in a safe, open area, well away from flammables and other natural combustibles;
- Keep simple firefighting equipment, such as shovels, water or sand nearby;
- Do not leave the fire unattended;
- When it’s time to put out the flames use water to drown the fire. Be sure to stay on site until there are no glowing embers;
- Supervise children at all times;
- Loose clothing can easily catch fire. Do not reach within an open fire to rearrange pieces of wood.

This information is provided by SafetyInfo.ca

SPONSOR RECOGNITION – The CO-OPERATORS

Distraction-free driving made easy with *OneTap*

According to the Canadian Council of Motor Transport Administrators, 80% of collisions happen when the driver is distracted and takes their eyes off the road three seconds before a crash. Fortunately, one of our sponsors, The Co-operators, believes in making our communities safer just as much as we do at the *Block Parent® Program of Canada*.

Building off a long-standing commitment to road safety with programs like [en-route Auto Program™](#) and [Buckle Up Bears](#), The Co-operators has now also partnered with AppColony as a sponsor of a free new smartphone app called *OneTap*, designed to curb distracted driving. The only app of its kind, *OneTap* knows you're driving and manages your incoming calls/texts/alerts with just a single "tap", allowing you to concentrate on the road.

With your help, we can change the culture around distracted driving and make our communities even safer. Support distraction-free driving by downloading the *OneTap* app today (available for Android and later this year for iPhone): www.getonetap.com.



It should also be noted that Co-operators marked the 15th anniversary of the Buckle Up Bears program in 2014 and spent the year buckling up kids across the country. During that time, 683 seats were installed at 53 clinics.

FACEBOOK

Any Program that has a Facebook page and would like to link to the BPPCI Facebook page can find the page at www.facebook.com/blockparent. There are frequent updates with safety information.

2016 SYMPOSIUM AND AGM

The location of the 2016 Symposium and AGM will be Winnipeg, Manitoba.
Once the dates have been finalized the details will be sent to the Provincial Programs.