



Hamilton Active & Sustainable School Travel Parent Engagement Strategy Launch Event

November 21, 2018



Acknowledgements

Event Planning Committee

City of Hamilton

Rio Alegre, Mary Lynn Balardo, Faye Parascandalo, Kelly Scott

Event Contributors

Greetings:

Mr. Patrick Daly, HWCDSB Ward 7 Trustee and Board Chair

Ms. Sue Dunlop, HWDSB, Superintendent of Student Achievement

Presenters:

Kelly Scott, Healthy Environments-Public Health Services

Table Facilitators

Rio Alegre, BPH, MPH, Health Promotion Specialist

Mary Lynn Balardo, RN, BScN, BA, Public Health Nurse

Callaway Johnson, School Travel Planning Coordinator

Faye Parascandalo, RN, BScN, Public Health Nurse

Contact for more information:

Kelly Scott, BPE, MPH

Healthy Environments Division-Public Health Services

Healthy & Safe Environments, City of Hamilton

Kelly.Scott@Hamilton.ca

Partners & Funders:



With funding from
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of Ontario



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Active & Sustainable School Travel: Parent Engagement Strategy Launch

1. Introduction

[Active and Sustainable School Travel](#) (ASST) emphasizes the importance of walking, cycling, and public transit. More students using ASST means less cars on the road, less pollution, improved safety, increased physical activity, and reduced sedentary time.

For almost 20 years, the Hamilton ASST Hub has worked to reverse school travel trends through education, encouragement, engineering, enforcement, and evaluation. Greater involvement and leadership from parents would contribute to the expansion, sustainability, and impact of ASST initiatives in Hamilton.

1.1. Launch Event Purpose

The ASST Parent Engagement Launch event took place on Wednesday, November 21, 2018 from 6:00pm to 7:30pm at the Hamilton Wentworth District School Board office building (**Appendix A** – Agenda). The launch event purpose was to introduce parents and other stakeholders to Active and Sustainable School Travel (ASST) in Hamilton and to provide background information about the parent engagement strategy as a kick-off to the project.

1.2. Launch Event Greetings from School Board Trustees

Hamilton Wentworth Catholic District School Board (HWCDSB) Board Chair, Trustee Patrick Daly (**Figure 1**); and Hamilton Wentworth District School Board (HWDSB) Superintendent of Student Achievement, Sue Dunlop, (for Trustee Dawn Danko) (**Figure 2**) provided greetings to the launch event participants. In addition, the speakers outlined school board commitment to support Hamilton ASST initiatives as outlined in the ASST Charters ([HWCDSB](#) and [HWDSB](#)).

Figure 1: HWCDSB Chair,
Mr. Patrick Daly, Trustee Ward 7



Figure 2: HWDSB Vice Chair,
Mrs. Dawn Danko, Trustee Ward 7

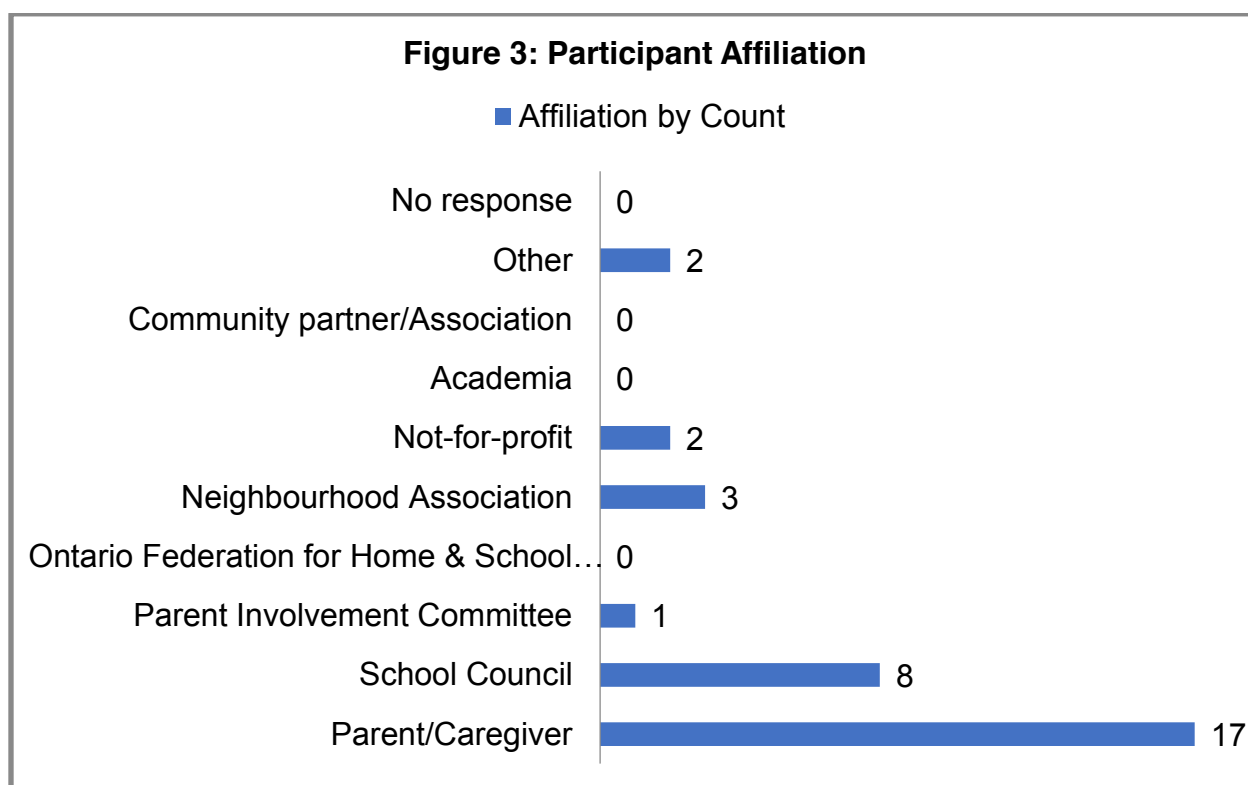


2. Launch Event Objectives

The Parent Engagement Strategy launch event brought together 24 participants to carry out the following objectives:

- To learn about ASST in Hamilton
- To learn about the ASST – Parent Engagement Strategy
- To meet the committee members, and other parents championing ASST
- To begin the process of identifying and prioritizing actions for the parent engagement strategy

Eighteen out of 24 participants (75%) completed the event evaluation. Of the 18 participants who completed the event evaluation, almost all were parents. Some participants identified secondary and tertiary affiliations (see **Figure 3**).



2.1. To Learn About Active and Sustainable School Travel in Hamilton

The purpose of this objective included the following:

- To provide an overview of ASST in Hamilton
- To increase knowledge about ASST initiatives happening in Hamilton
- To generate thinking about possible ways for parents to get involved in other aspects of ASST
- To inform about OAST funding over 2-years

2.1.1. Hamilton ASST Overview

According to objectively measured data, only 8% of Canadian children and youth accumulate the minimum recommended 60 minutes of daily moderate-to-vigorous physical activity. Consistent with this decline in overall physical activity levels of Canadian children and youth, active travel to school has declined as well. In Hamilton, there has been a steady decline in walking and wheeling to school over the past 25 years (from 58.3% in 1986 to 37.2% in 2016) as children (11-13 years old) are increasingly dropped off and picked up by car (from 8.7% in 1986 to 27.9% in 2016). Now schools are the second biggest car trip generator in the morning commute forming 22% of morning peak traffic, second only to workplaces, in the GTHA. Active school travel is a viable option to increase physical activity and reduce sedentary time; and to promote health, environmental, and social benefits for school aged children and youth. See **Table 1** for key Hamilton milestones in ASST initiatives.

Table 1: Key Hamilton ASST Milestones

1999	▪ Active and Safe Routes to School (ASRTS) launched in Hamilton
2003	▪ First ASRTS steering committee formed
2009	▪ Hamilton participates in 3-year Stepping It Up - School Travel Planning pilot project (Metrolinx lead)
2011	▪ Photovoice Student Engagement Project ▪ Wheeling to School Pilot Project for elementary school students
2012	▪ Stepping It Up Celebration and Visioning Workshop ▪ Rebranded ASRTS to ASST, with a new framework to guide ASST action ▪ Launched local ASST Certification Program based on the Canadian STP Model ▪ Launched school Bike Rack Seed funding ▪ School Siting and School Site Design for a Healthy Community Forum
2013	▪ Clean Air for Kids Monitoring Project ▪ STP Facilitator Training
2014	▪ High School Cycling Research Project ▪ School Neighbourhood Walkability Research Project
2015	▪ Endorsement of Hamilton ASST Charter by City of Hamilton, HWDSB, HWCDSB
2016	▪ Healthy Kids Community Challenge Funds recipients — \$100,000 to support ASST initiatives ▪ School Site Design and Municipal Infrastructure Workshop ▪ Regional Planning for ASST Workshop (joint Metrolinx & City of Hamilton)
2017	▪ Fresh Air for Kids Awards & Celebration ▪ Healthy Kids Community Challenge Fund recipients- \$20,000 to support STP
2018	▪ School Site Design Research Project

The City of Hamilton, in partnership with school boards, not-for-profit organizations, and community members, form the Hamilton ASST Hub. The Hub framework can be found in **Appendix B**. The Hub is guided by the **Hamilton ASST Charters** ([HWCDSB](#) and [HWDSB](#)), which serve to inform the long-term commitment to providing support, resources, and training towards ASST. The ASST Charters require school boards and City of Hamilton Departments to work together finding solutions to reverse the current travel trends. The goal is to facilitate a measurable shift in travel behaviour towards active and sustainable travel through policy change, infrastructure improvements, capacity building, and education and awareness.

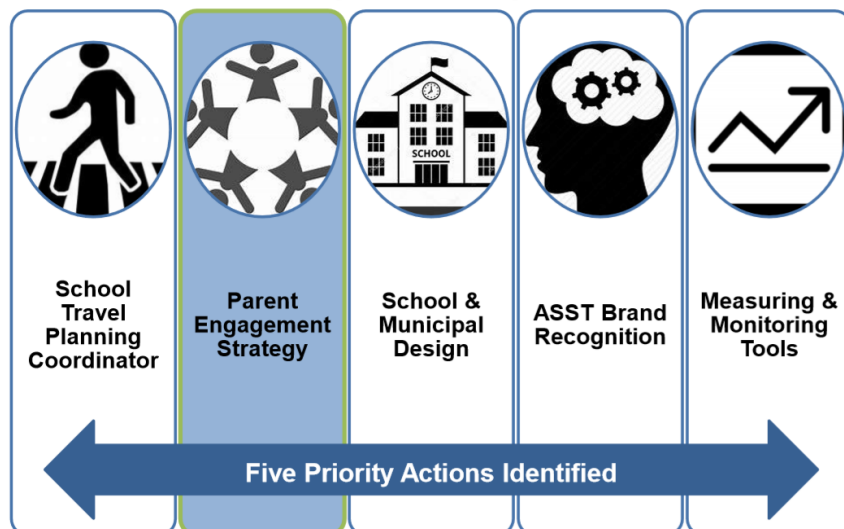
The ASST Charter consists of five principles:

- **Principle 1:** Commit to street design and public spaces for comfort, convenience, and safety for all users
- **Principle 2:** Ongoing comprehensive, collaborative approach to school siting and school site design policies and planning that contributes to a healthy community. These policies apply to both new and existing schools.
- **Principle 3:** Environments that are designed and maintained to reduce crime and the fear of crime promote active transportation.
- **Principle 4:** Collaborate with all partners for a comprehensive approach to planning, implementing, and evaluating ASST.
- **Principle 5:** The community takes a leadership role in creating a culture where ASST is the norm where we live, learn, work, and play.

2.1.2. Current Hamilton ASST Initiatives

Following the 2015 Hamilton ASST Charter endorsement, the Hub hosted a 2016 ASST Sustainability Workshop with stakeholders from the community and key organizations to help guide ASST work. Five priority activities were identified to further the ASST agenda including the development and implementation of an ASST parent engagement strategy (**Figure 4**).

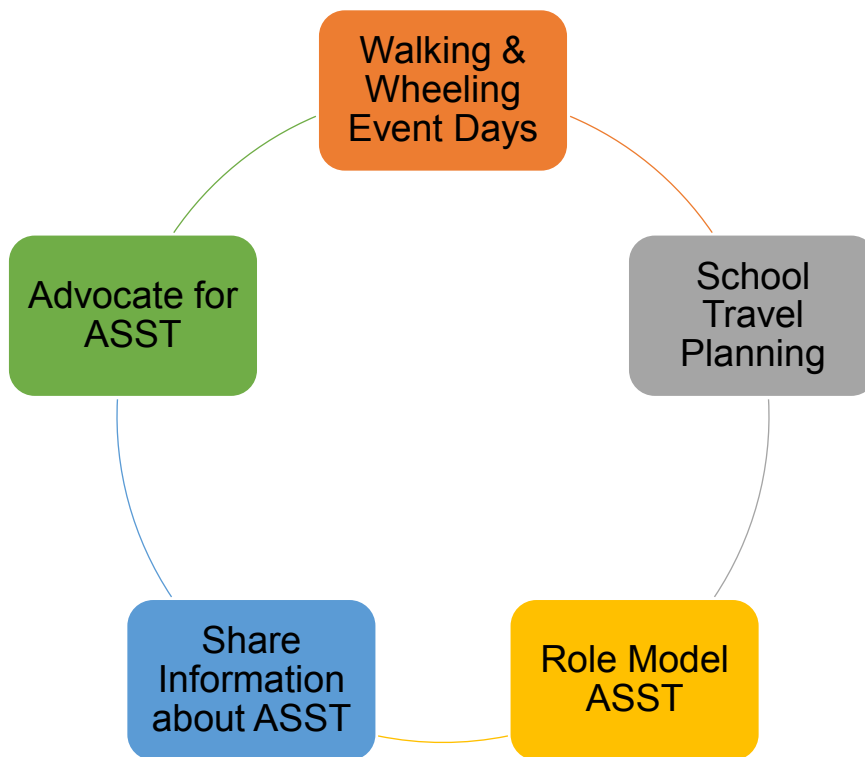
Figure 4: ASST Priority Actions Identified Through 2016 Regional Planning Event



2.1.3. How Parents/Caregivers Can Support Current ASST Initiatives

Parents and caregivers are the decision-makers regarding children’s independent mobility to and from school. Building parental support for ASST is an important channel to shift the current car-culture surrounding the school commute. **Figure 5** provides actions parents can do now to promote a culture shift towards more walking and wheeling.

Figure 5: Actions Parents/Caregivers Can Do to Promote More Walking and Wheeling



2.1.4. Ontario Active School Travel Funding

The Ontario Active School Travel Fund seeks to increase physical activity opportunities for Ontario students by supporting and expanding active school travel programs for elementary age children. We want more students to walk, cycle, scoot, and skateboard for their daily school journeys.

Thanks to a grant of \$100,000 from the provincial government’s Ontario Active School Travel Fund, Hamilton’s Active and Sustainable School Travel initiatives will continue to have a significant and lasting impact in our community. This financial support will expand and strengthen our existing active school travel initiatives and further support the Hamilton Active & Sustainable School Travel Charter signed by the City of Hamilton and HWDSB and HWCDSB in October 2015.

The Ontario Active School Travel funding will be used to

- ☑ Increase the City's capacity to deliver school travel plans to more elementary schools over the next two years.
- ☑ Strengthen existing partnerships, collaboration, and coordination to support long-term active and sustainable school travel.
- ☑ Educate and engage parents and caregivers of elementary school-aged students around the importance of sustainable and active school travel.
- ☑ Expand school site plan guidelines to ensure school design prioritizes active and sustainable school travel.

2.2. To Learn About the Active and Sustainable School Travel – Parent Engagement Strategy

The purpose of this objective included the following:

The ASST Parent Engagement Strategy project fulfills the next step of Hamilton's comprehensive approach to increase active school travel and reduce sedentary school travel. The main objectives of this two-year project include

- (1) Increase awareness of Hamilton Wentworth Catholic District School Board (HWCDSB) and Hamilton Wentworth District School Board (HWDSB) parents and caregivers about the importance of ASST.
- (2) Increase the number of HWCDSB and HWDSB parents and caregivers who are engaged in ASST initiatives, and/or use ASST to and from school.
- (3) Increase the long-term sustainability of ASST by building skills of HWCDSB and HWDSB parents and caregivers to become ASST leaders and champions.
- (4) Encourage parents and caregivers to assist in their child's sustainable travel to school.

The ASST parent engagement strategy is a two-year project funded through the Ontario Active School Travel Fund and City of Hamilton program budget. The engagement strategy must be developed with emphasis on the objectives above. **Figure 6** outlines the main tasks of the project.

Figure 6: Phasing for the Parent Engagement Strategy

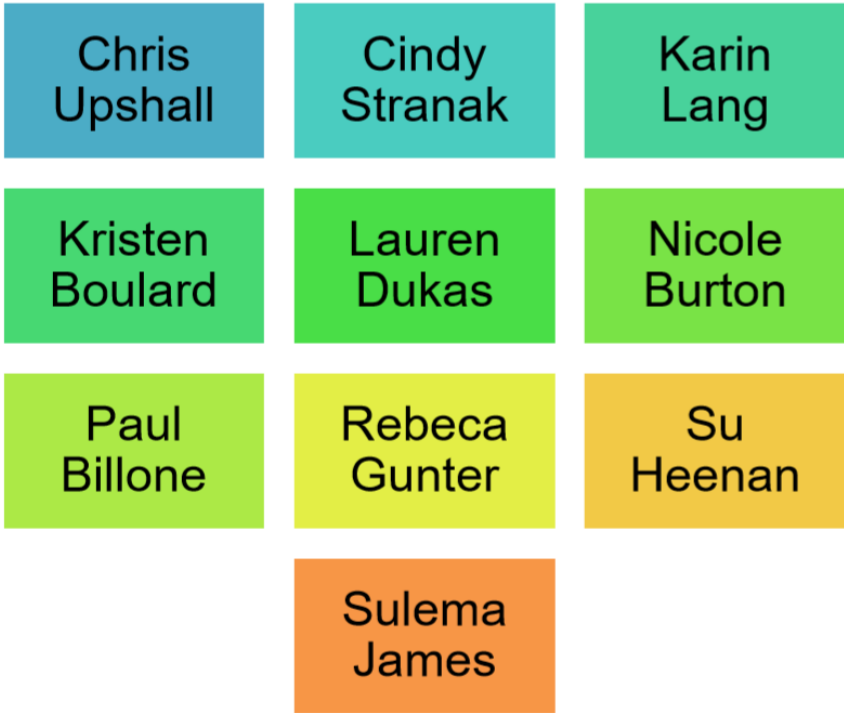


The finished ASST parent engagement strategy must enable the Hamilton ASST Hub to adjust the strategy based on evaluation results, and to use the strategy on a continual basis to engage new cohorts of parents and caregivers beyond the initial two-year project.

2.3. To Meet the Committee Members and Other Parents Championing Active and Sustainable School Travel

This launch event objective provided a brief opportunity for attendees to learn about the parent representatives selected for the working group. See **Figure 7** for core member names.

**Figure 7: ASST – Parent Engagement Strategy
Core Members**



2.4. To Identify and Prioritize Actions for the Active and Sustainable School Travel – Parent Engagement Strategy

Attendees participated in a stakeholder engagement activity described below.

Activity Purpose: To identify steps/activities necessary for various stakeholders at various levels of engagement, to move ASST towards a shared vision — increasing active school travel and reducing car travel

The following definitions will help stakeholders to place themselves on the stakeholder wheel:

Core—stakeholders who are actively involved in the functioning of the committee (i.e., participate actively in meetings as set out by the Terms of Reference)

Involved—stakeholders who are frequently consulted about ASST initiatives (i.e., provide expert opinion on action items as they arise in the ASST Parent Engagement workgroup minutes; participate on specific taskforce)

Supportive—stakeholders who provide some form of specific support to ASST initiatives (i.e., participate on a specific task/project on an ad hoc basis)

Peripheral—stakeholders who are kept informed of the progress and work of the ASST Parent Engagement workgroup, but are not directly involved in the work (e.g., managers that need to be kept informed, part of a network for knowledge exchange, participate in events/workshops)

Process: Participants identified several potential actions and roles at each level of engagement. Using the four levels of stakeholder engagement as shown in **Figure 8**, the group participated in round table breakout discussions where they identified activities associated with each level of stakeholder engagement. Suggestions for each level of engagement were summarized on a flip chart; then participants identified their top three priorities using coloured dots. The details of the results were collated and are summarized in **Appendix C**. **Figure 9** provides a summary of these results.

Figure 8: Stakeholder Wheel

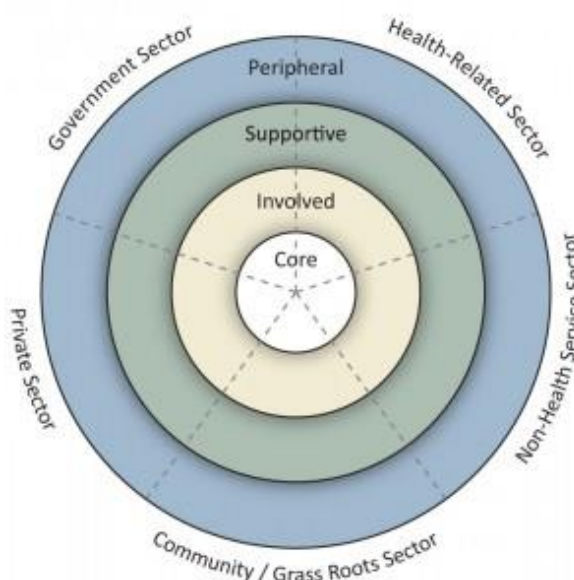


Figure 9: Activity Results Summary

	<p>Core Group</p> <ul style="list-style-type: none"> • Frontline champions • Plan and lead initiatives
	<p>Involved Group</p> <ul style="list-style-type: none"> • Identify barriers • Advocate for ASST within the schools • Provide Feedback on parent engagement initiatives



Supportive Group

- Advocate for ASST in the broader community
- Build community partnerships



Peripheral Group

- Share parent engagement initiatives (e.g., social media platforms, word of mouth, participation)

Parents were very engaged in active discussion (**Figure 10**) and provided valuable insight about ASST from a parental perspective. Parents appeared to enjoy meeting one another as well as the core parent engagement subcommittee members. It was evident through questions and discussion that parents became more aware of the Parent Engagement Strategy goals and their potential role within the strategy was discussed. Through participant identification of potential actions and roles the launch event helped build momentum and provided an excellent starting point for the parent engagement strategy.

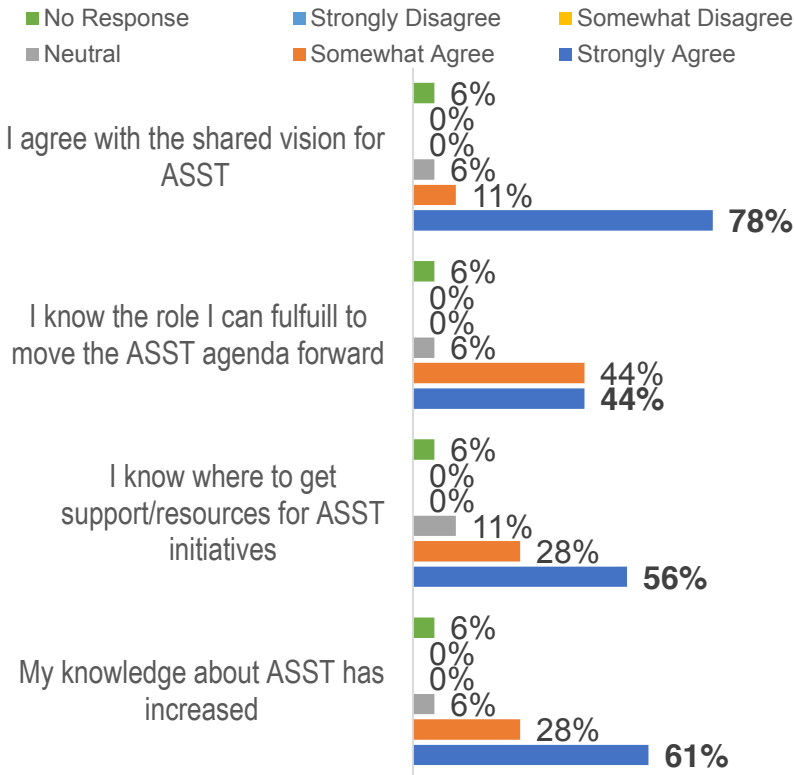


Figure 10: Round Table Discussion

3. Launch Event Feedback

Event participants provided feedback regarding their knowledge of, and level of commitment to, Active and Sustainable School Travel, that is reversing the trend of driving students to and from school, by replacing school commuting with walking or wheeling. The following graphs (**Figures 11 and 12**) represent a summary of participants' impressions and thoughts. Additional launch event feedback may be found in **Appendix D**.

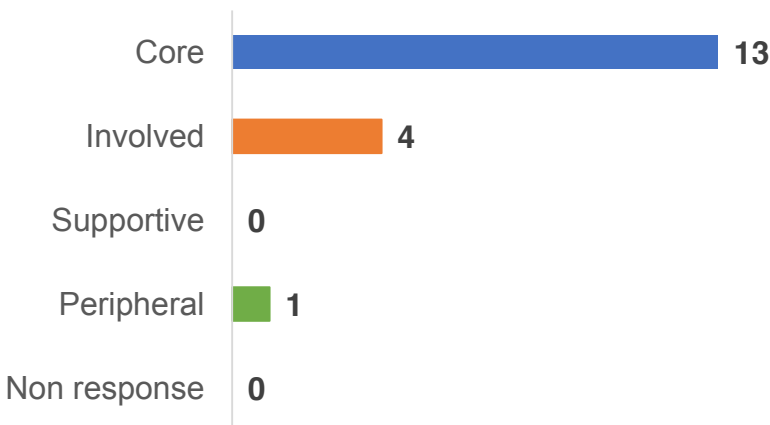
Figure 11: Q2 — After attending the ASST Parent Engagement Strategy Launch ...



“Great start! Looking forward to making a positive change together.”

“This is an important step to success.”

Figure 12: Q3 — Level of Commitment to Move the ASST Agenda Forward



“I’m disappointed that the initiative is focused on K-8 at this point, my major concern is the lack of Secondary Schools on the central mountain &

4. Next Steps

Through the launch event objectives, the participants were informed about or shared their thoughts about:

- ASST initiatives in Hamilton
- The ASST – Parent Engagement Strategy
- Committee members, and other parents championing ASST
- Initial ideas and priority actions for the Parent Engagement Strategy

Following this event, the next steps include

- Disseminating the report to key stakeholders
- Sharing the draft Terms of Reference and Project Charter with the core group members
- Using the launch event results as a starting point for discussion with the core group members and other key stakeholders (e.g., Hamilton ASST Hub)
- Keeping interested stakeholders informed and involved as the ASST – Parent Engagement Strategy is developed

Finally, as noted by one of the participants, the Parent Engagement Strategy Launch is an important first step to achieve the intended outcome of more parents engaged in ASST, as well as changing the culture of school travel towards active modes and away from vehicle trips.

Thank you!

Appendices

Appendix A: Launch Event Agenda

**Active & Sustainable School Travel – Parent Engagement Strategy Launch
November 21, 2018 from 6:00pm – 7:30pm**

Hamilton Wentworth District School Board
20 Education Court, Hamilton, ON L9A 0B9

6:00pm	Registration, Networking, and Refreshments
6:10pm	Welcome, Introduction, and Agenda Review
6:25pm	Overview of Active & Sustainable School Travel
6:35pm	Introduction to Parent Engagement Strategy
6:45pm	Parent Engagement Strategy Committee Members
6:50pm	Table Activity: Staying Connected
7:25pm	Next Steps & Closing Remarks

Appendix B: Hamilton ASST Hub Framework

Hamilton Active & Sustainable School Travel (ASST) Hub Framework			
Vision	All Hamilton schools exist in a safe, healthy, and complete community that enables the use of active and sustainable travel daily.		
Goal	Facilitate a measurable shift in travel behaviour towards active and sustainable travel to, from, and during school; and in daily life.		
Guiding Principles	<ul style="list-style-type: none"> ▪ Partnership & Shared Responsibility ▪ Community Mobilization 	<ul style="list-style-type: none"> ▪ Best Practice ▪ Build on Research 	<ul style="list-style-type: none"> ▪ Measurement & Evaluation
	<p>Objective 1 Policy, Planning Processes & Practices</p> <p>*Priority Actions</p> <ul style="list-style-type: none"> • Street design for comfort, convenience, & safety for all users • Supportive land use and site planning • Personal and community safety 	<p>Objective 2 Community Capacity</p> <p>*Priority Actions</p> <ul style="list-style-type: none"> • Partnership, collaboration, and shared responsibility 	<p>Objective 3 Education & Awareness</p> <p>*Priority Actions</p> <ul style="list-style-type: none"> • Build a culture of active and sustainable transportation
<p>*Priority Actions stem from the ASST Charters' principles and actions</p>			

Appendix C: Results of the Stakeholder Engagement Activity

The score represents the number of dots that were tallied for each of the suggestions per participant.

Table 1: Core	
Suggestion	Score
Get a group of older children involved in helping younger children be active getting to school	3
Core group visits Parent Council of other schools to promote AST and build awareness	1
Get Home and School support	1
Get Parent Involvement Committee involved	2
Talk to successful schools to find out what makes them successful	3
Build relationships with other stakeholders and parents	9
Become involved with City Transportation for issues around schools	1
Site visits to other schools	1
Visible spokespeople	3
Promote and build awareness about AST	3
Come up with proposals and initiatives for the Parent Engagement Committee	9
Help to determine barriers to AST	5
Start building awareness of AST in parents on preschoolers (e.g., YWCA Good Beginnings)	1
Put something in JK/SK registration packages about AST	6
Communication – spreading the word to all levels of the stakeholder wheel	2
Information portal for anyone to access with AST information	1
Gathering data about AST	2

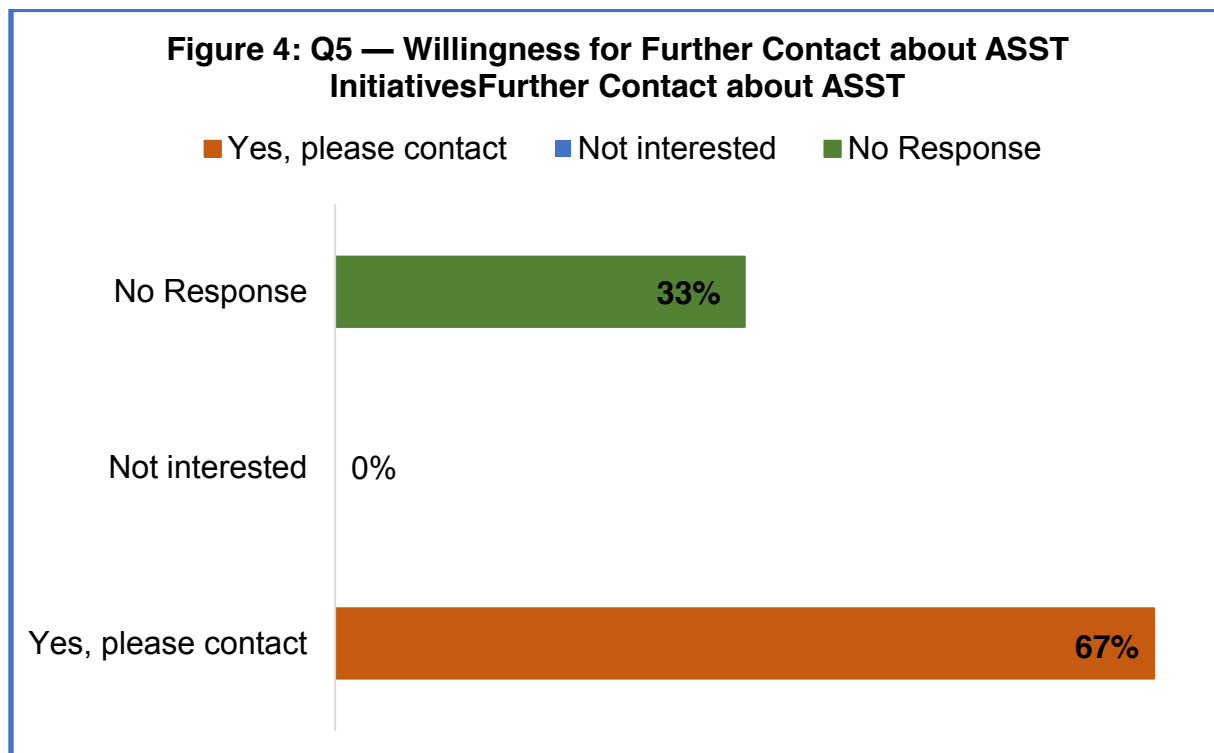
Table 2: Involved	
Suggestion	Score
Engage in school travel plan sub-working group/task force	6
Implement ideas from PE Workgroup	3
Focus testing	5
Finding sponsors	1
Incentives	1
Social media (marketing)	3
School newsletter – written by involved member	3
Marketing – disseminate message in a variety of mediums	1
Volunteering: events (charity, fundraising awareness, education)	3
Promotional/Advocacy: School council meetings, ambassador/champion (Core group responsible for coming up with content and involved take it to local level)	4
Logo/feedback/testing	1
Channelling Communication: barriers, challenges, why nots?, from school and school councils	5
Facilitators for conversation	1
Ask for ASST to be included on school meeting agendas	5

Table 3: Supportive	
Suggestion	Score
School special events – after school club	2
Local business – incentives to increase active transportation	6
Neighbours – understanding kids on bikes – safely concerns	2
App to increase active transportation	2
Councillors	3
Parents	2

Table 3: Supportive	
Suggestion	Score
Bus consortium	1
High school kids	2
Law enforcement – bylaw officers	7
Cycling lessons/skills (New Hope)	1
Advocate for a safe cycling and walking assembly	8
Safety – need safe streets to walk	4
Prizes for increased walking – recreation discount	1
Community centres – advertise = free swim	2
Logging activity and receiving a certificate	1
Winning monthly challenges	2
Bike swap program	1
Parent champion at own school	1
Advocacy within own school	1
Increase connections between parents	1
Social media sharing ideas to increase active transportation	1
Increase motivation, prizes to get involved	1
Loading and unloading zones, no parking	1

Appendix D: Launch Event Evaluation

Question 4: Thoughts, ideas, and comments about the launch event, the Parent Engagement Strategy, and/or the future of ASST in general:
Great activity - worked for me to get the ideas and thoughts flowing. It (ASST) feels like a big job, but tackling piece by piece, which I believe we did tonight, take a piece and work on it.
Great initiative, hope it can have a broad reach across different communities across the City to gather different perspectives
Great start. Looking forward to making positive changes together
I enjoyed the group discussions this early on in the process
I think a "look" or branding is important early in the process
I'm disappointed that the initiative is focused on K-8 at this point, my major concern is the lack of SSs on the central mountain & core.
I'm so thankful for this committee! Thank you to everyone who made this happen.
This is an important step to success
Very engaging. Great activity



Appendix E:

Active & Sustainable School Travel

Welcome to the Parent Engagement Strategy Launch

Wednesday, November 21, 2018
6:00 PM to 7:30 PM



Agenda Review



Hamilton



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Catholic District School Board
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HWDSB



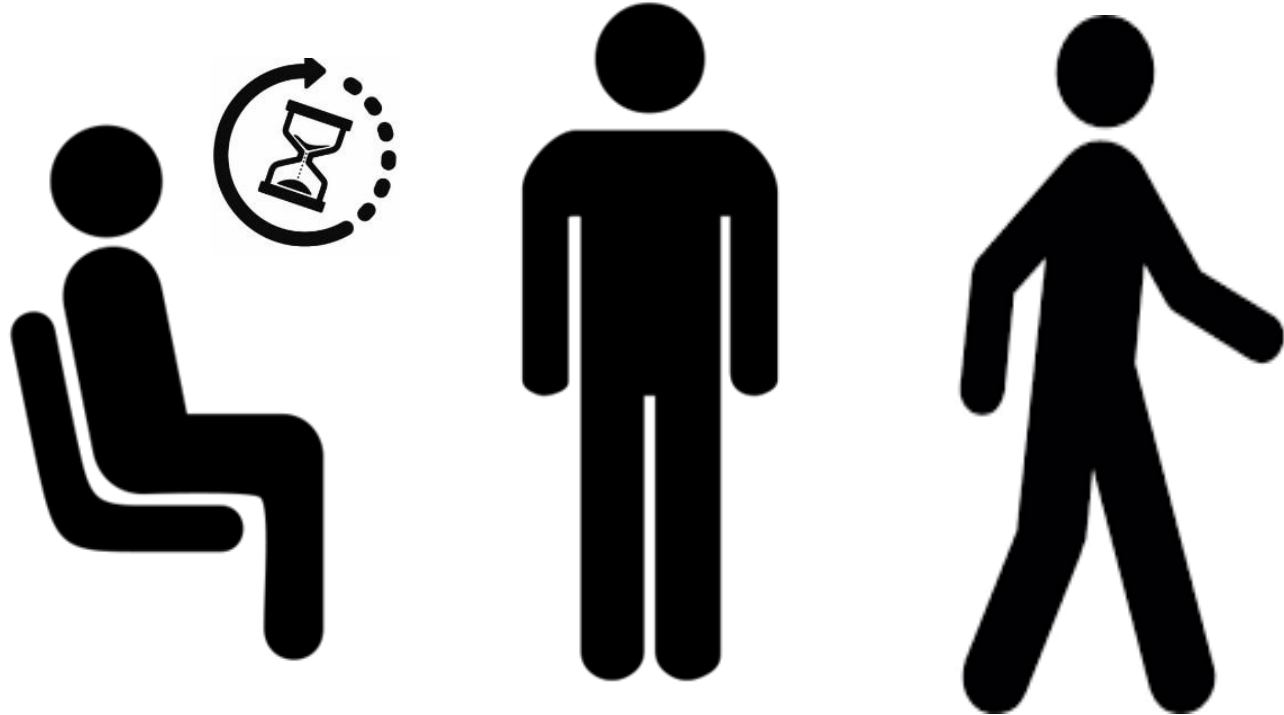
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Smart Communities
HAMILTON

6:00pm	Registration, Networking, and Refreshments
6:10pm	Welcome, Introduction, and Agenda Review
6:25pm	Overview of Active & Sustainable School Travel
6:35pm	Introduction to Parent Engagement Strategy
6:45pm	Parent Engagement Strategy Committee Members
6:50pm	Table Activity: Staying Connected
7:25pm	Next Steps & Closing Remarks

Sit Less, Move More



Sit

Stand

Move



Welcome



Hamilton



Hamilton-Wentworth
Catholic District School Board
Believing. Achieving. Serving.

HWDSB



Welcome

**HWCDSB Chair
Mr. Patrick Daly
Trustee Ward 7**

**HWDSB
Dawn Danko
Trustee Ward 7**



Hamilton



Hamilton-Wentworth
Catholic District School Board
Believing. Achieving. Serving.

HWDSB



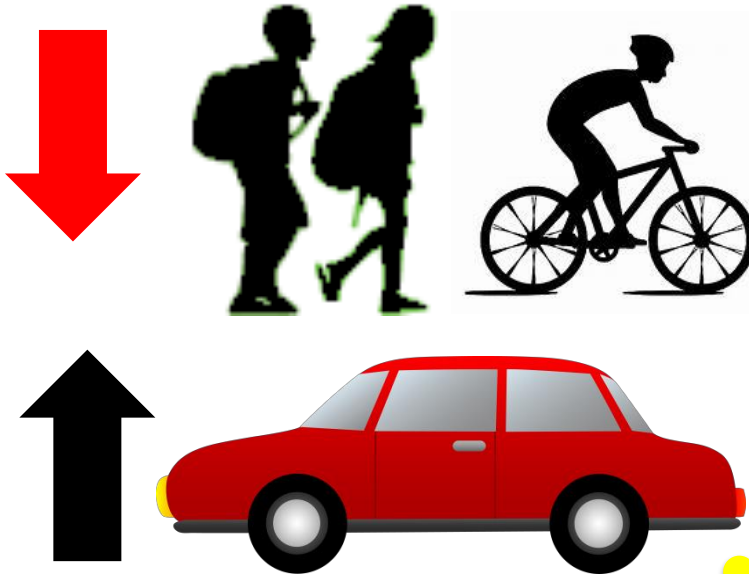
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HAMILTON

Active & Sustainable School Travel Overview

Travel Trends



GTHA Vision:
By 2041,
60% of students
will walk or cycle to
school

Smart Commute
A Program of METROLINX

SCHOOL TRAVEL
IN THE CITY OF HAMILTON

A Report on Trends



Active & Sustainable School Travel Overview

Provincial

Ontario
Active
School
Travel

Regional

GTHA
Regional
ASST
Hub

Local

Hamilton
ASST
Hub



Active & Sustainable School Travel Overview

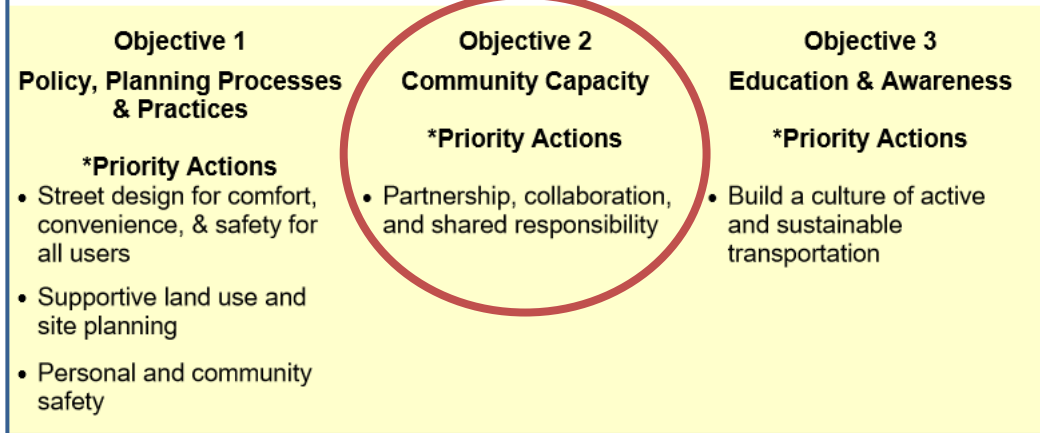


Hamilton Active & Sustainable School Travel (ASST) Hub Framework

Vision All Hamilton schools exist in a safe, healthy, and complete community that enables the use of active and sustainable travel daily.

Goal Facilitate a measurable shift in travel behaviour towards active and sustainable travel to, from, and during school; and in daily life.

- Guiding Principles**
- Partnership & Shared Responsibility
 - Community Mobilization
 - Best Practice
 - Build on Research
 - Measurement & Evaluation



***Priority Actions** stem from the [ASST Charters'](#) principles and actions

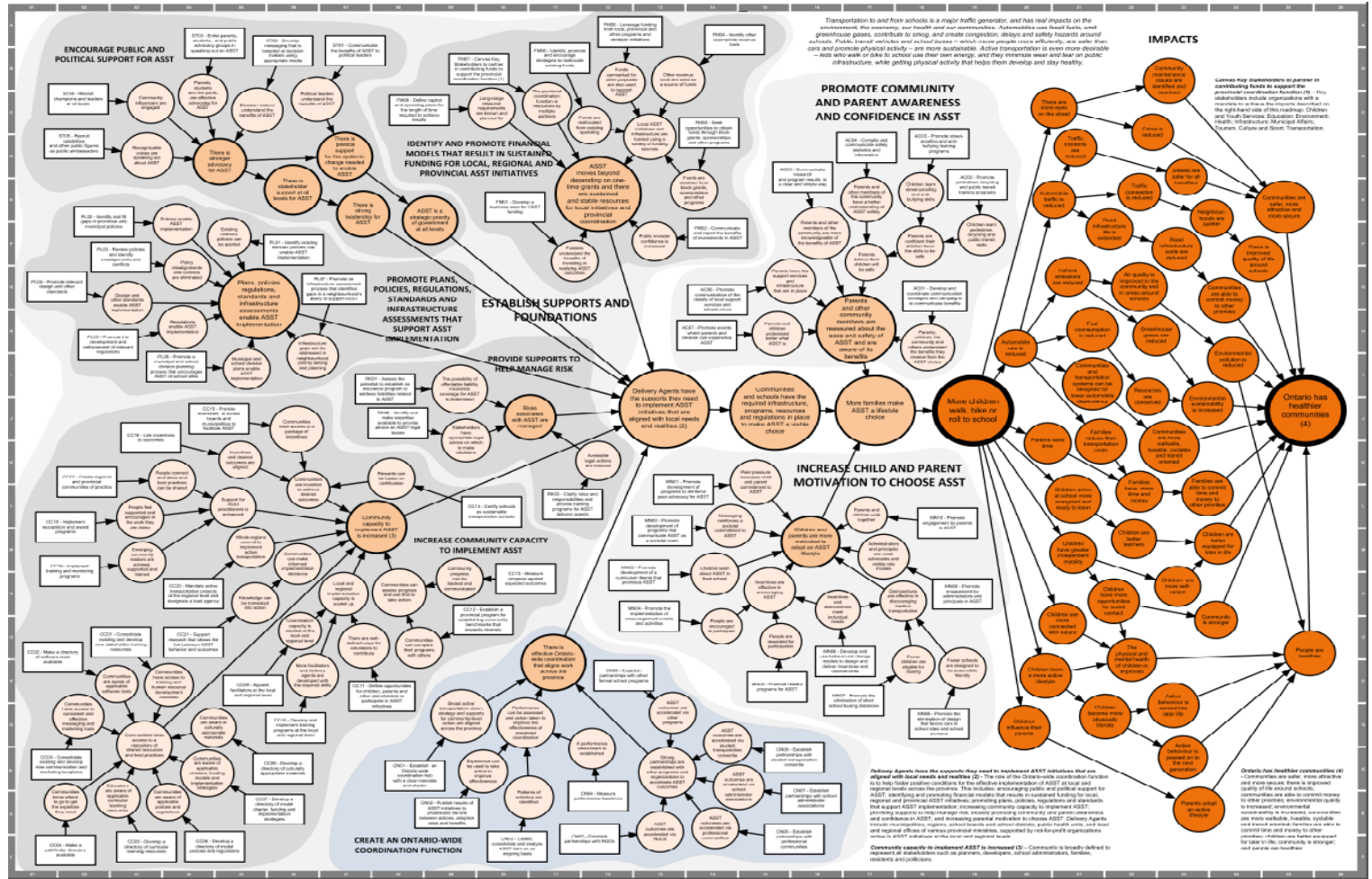


Active & Sustainable School Travel Overview



Photo Courtesy St. Lawrence C.E.S.

Active & Sustainable School Travel Overview



GTHA Regional ASST Hub Strategy Roadmap

Active & Sustainable School Travel Overview



**School
Travel
Planning
Coordinator**



**Parent
Engagement
Strategy**



**School &
Municipal
Design**



**ASST Brand
Recognition**



**Measuring &
Monitoring
Tools**

Five Priority Actions Identified

Introduction to Parent Engagement Strategy

- Opportunities for community leadership
- Ideas about walking and cycling
- Relationships and partnerships



Photo courtesy St. Marguerite d'Youville C.E.S.



Introduction to Parent Engagement Strategy



Year
1

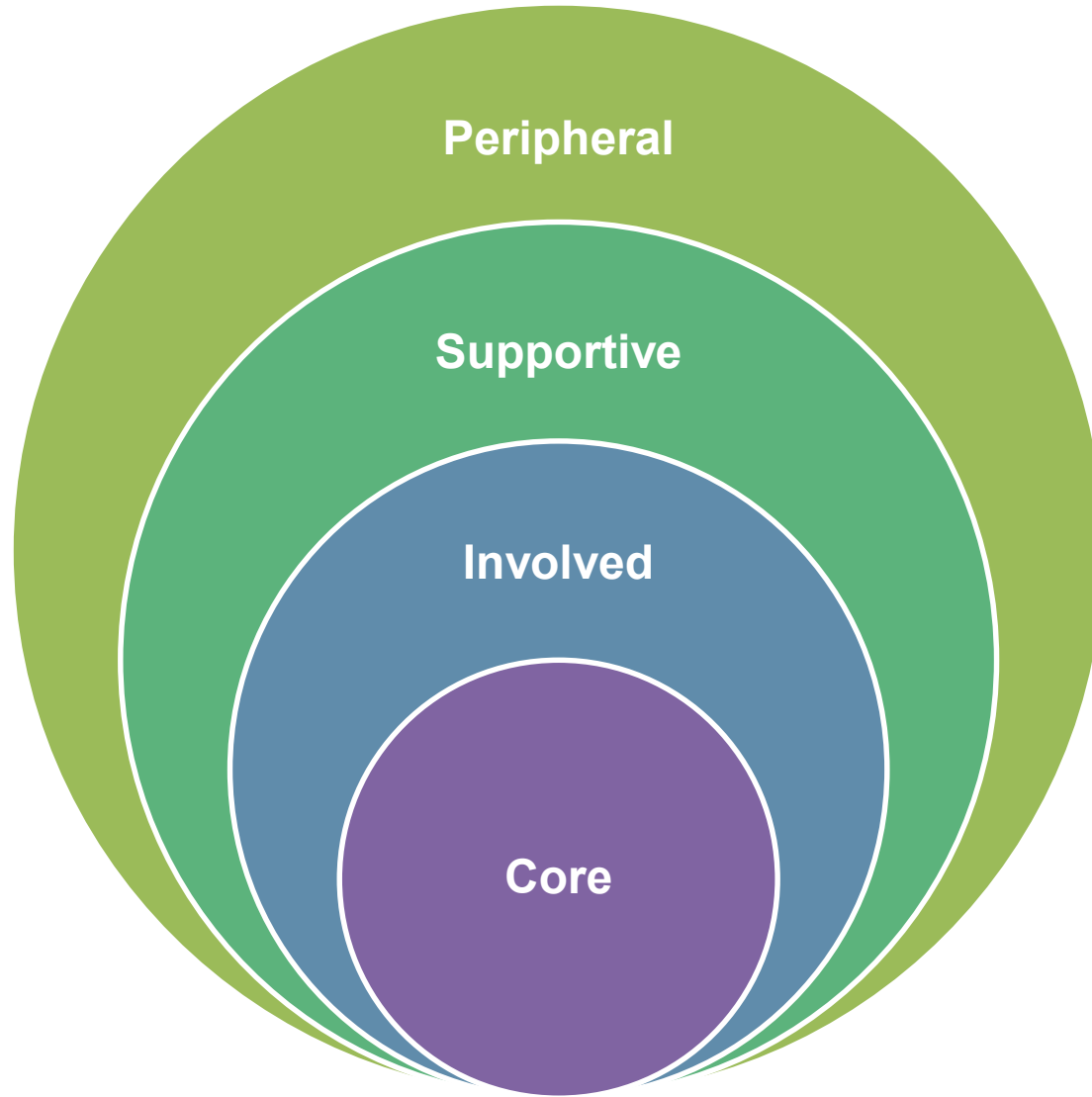
- Develop
- Test

Year
2

- Implement
- Evaluate

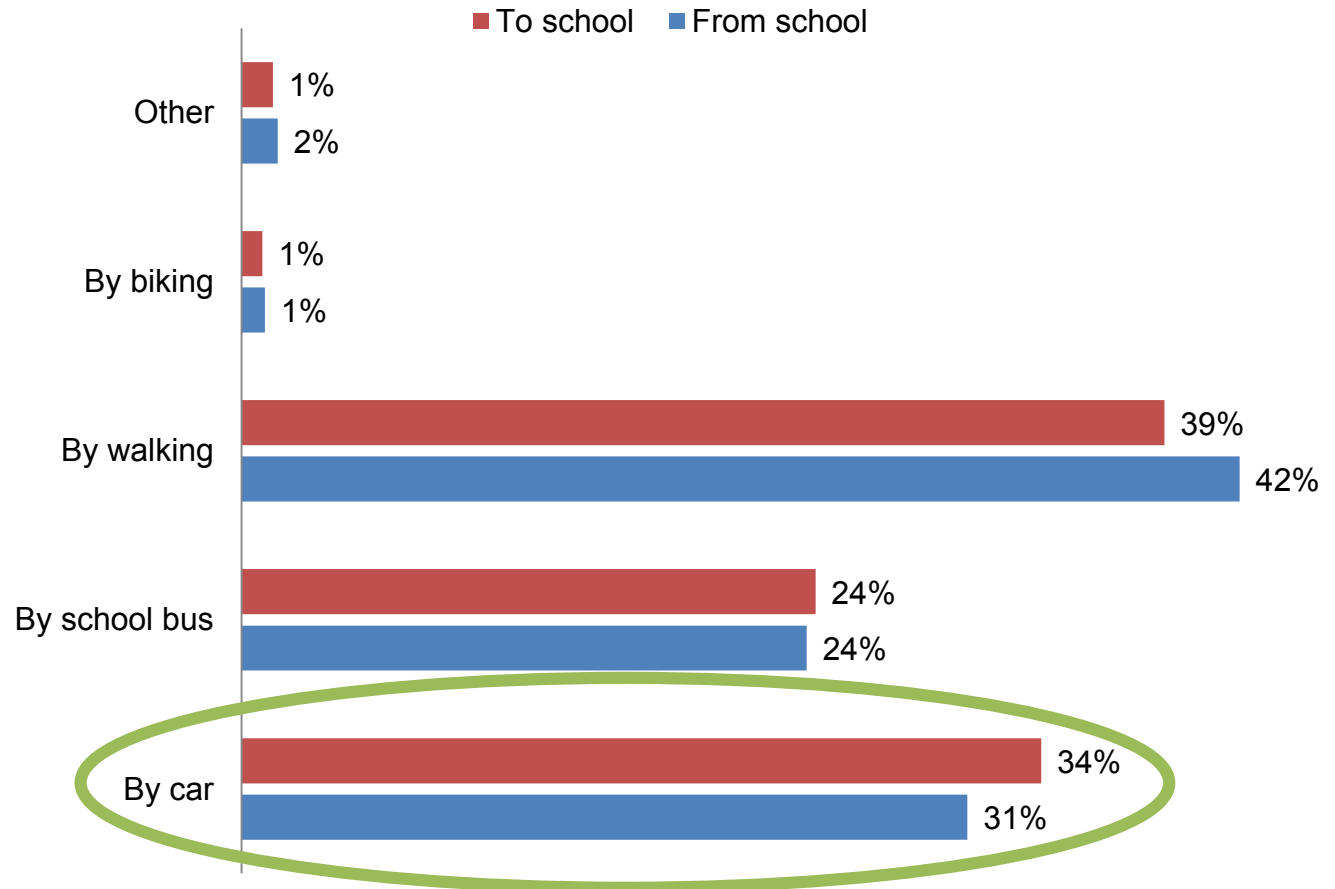


Introduction to Parent Engagement Strategy



Introduction to Parent Engagement Strategy

Q3: How does your child usually get TO/FROM school?



HWDSB

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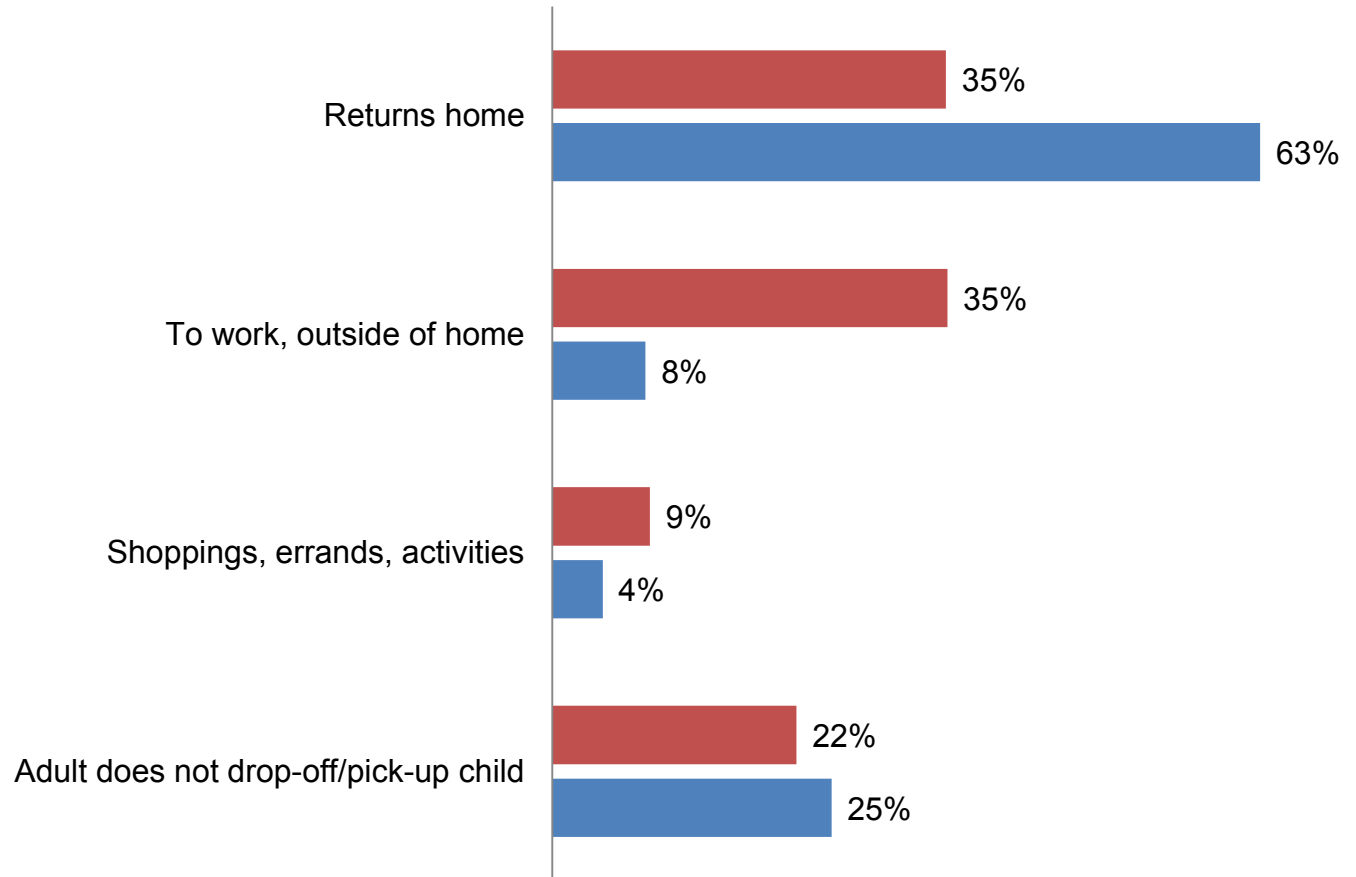
Smart Commule
HAMILTON

Introduction to Parent Engagement Strategy



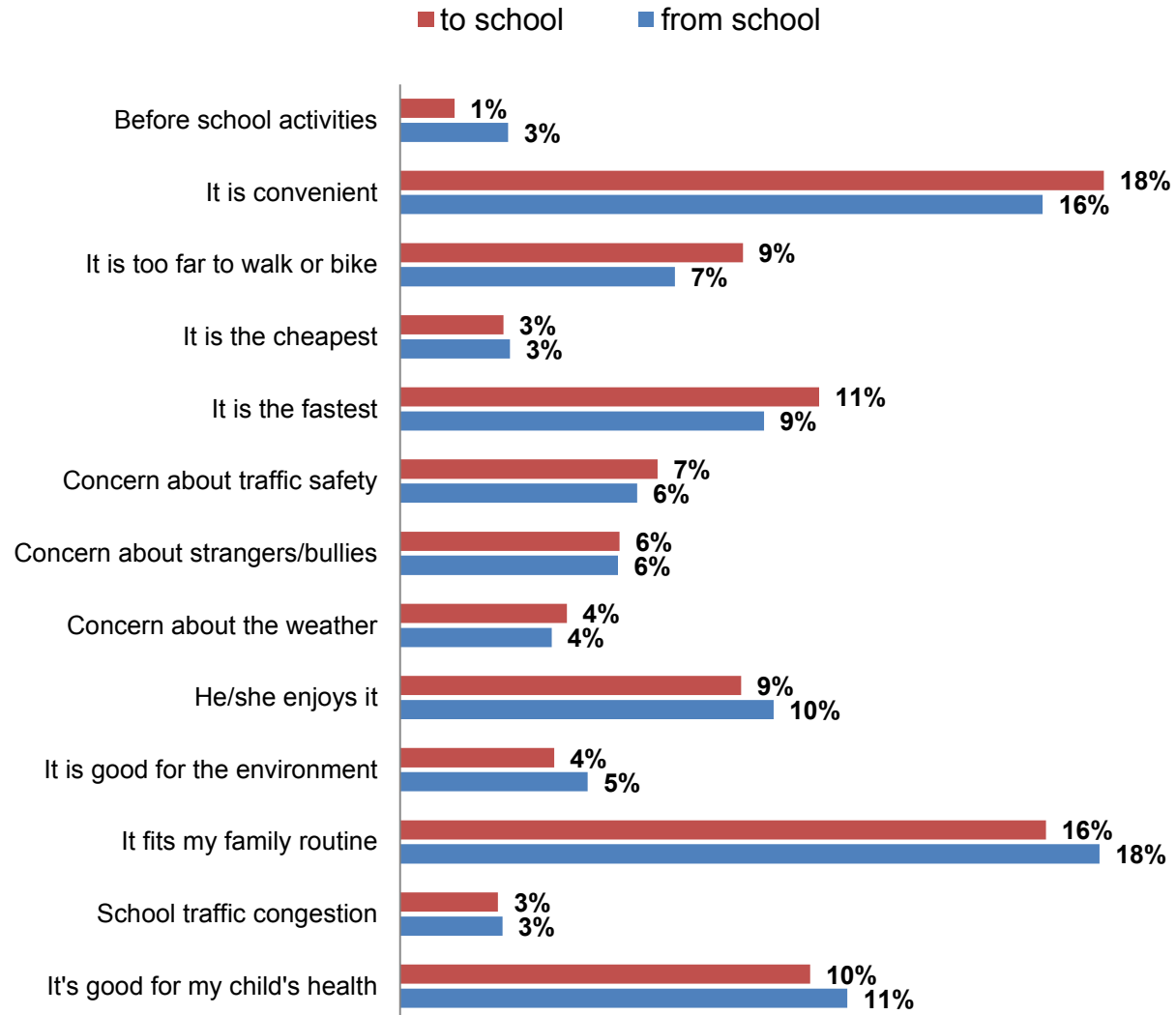
Q7: Where does the adult usually go after:

■ dropping off child at school ■ picking up child from school



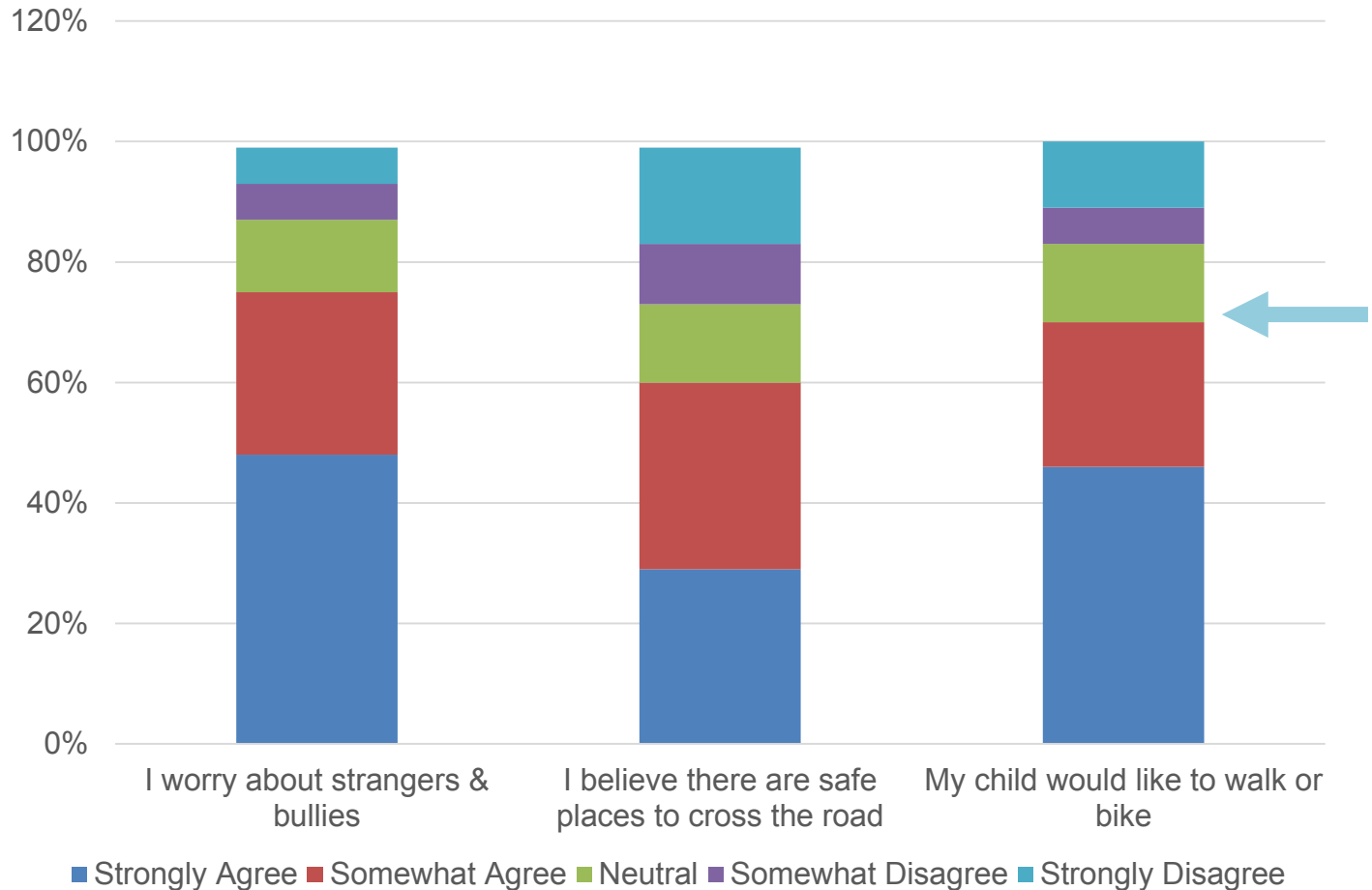
Introduction to Parent Engagement Strategy

Q8 & 9: Choose the top 3 reasons your child travels TO/FROM school using the travel mode in Q3 ...



Introduction to Parent Engagement Strategy

Q10: On a scale of 1 to 5, how strongly do you agree with the following statements



Parent Engagement Strategy Committee Members



Chris
Upshall

Cindy
Stranak

Karin
Lang

Kristen
Boulard

Lauren
Dukas

Nicole
Burton

Paul
Billone

Rebeca
Gunter

Su
Heenan

Sulema
James

Activity: Shaping the Strategy

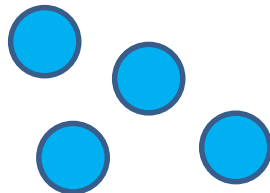
1.



2.



3. Identify Priorities



4. Rotate



Next Steps & Closing Remarks



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HWDSB



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Photo courtesy St. Marguerite d'Youville C.E.S., 2015