

Northern Policy Institute

CESD

23 March 2017, Sault Ste. Marie

Joining the Conversation

Research Dissemination & Communications



What is NPI?

- Northern Policy Institute is a **think tank** that conducts **independent** policy work, to be used as **evidence-based** analysis for **effective** decision making to sustain and grow Northern Ontario.
- **Independent** – authors are free from interference from everyone, including us
- **Non-partisan** – we do not take “sides”
- **Evidence based** – we collect, measure and interpret data
- **IN the North** – we deal with local, regional, provincial, national and international issues from a northern perspective
- **Not an advocacy group**

A detailed topographic map of Northern Ontario, Canada, showing terrain, rivers, and lakes. The map is overlaid with text and a list of statistics. A legend in the top left corner includes symbols for Adventure Site, rail, border crossing, Lake depth (0 metres and 177 metres), and a scale bar. The word 'ONTARIO' is printed in large, semi-transparent letters across the center of the map. The word 'James Bay' is written in the eastern part of the map, and 'Lake Superior' is written in the southern part. The word 'QUEBEC' is visible on the right edge, and 'MINNESOTA' is visible at the bottom left. A compass rose is located in the bottom left corner.

Our Region

Northern Ontario consists of (Census, 2011):

- 2 Economic Regions
- 11 Districts
- 278 Census Sub-Divisions
 - 144 Municipalities
 - 118 First Nation Reserves or Settlements
 - 16 Unorganized CSDs

~ 780,000 individuals

Areas of Focus



Communities

- volunteerism
- housing stock
- poverty
- capacity



Demographics

- human capital
- health
- education
- population (immigration, replacement, engagement)



Economy

- GDP
- employment
- income
- private investment



Environment

- size of green economy
- water & air quality
- investments in R&D & conservation



Indigenous

- inclusion
- collaboration
- shared decision making
- local control



Infrastructure

- age
- quantity
- quality, impact (build and operate)



Up to Here

Publications of Northern Policy Institute

15

Research Reports

16

Commentaries

7

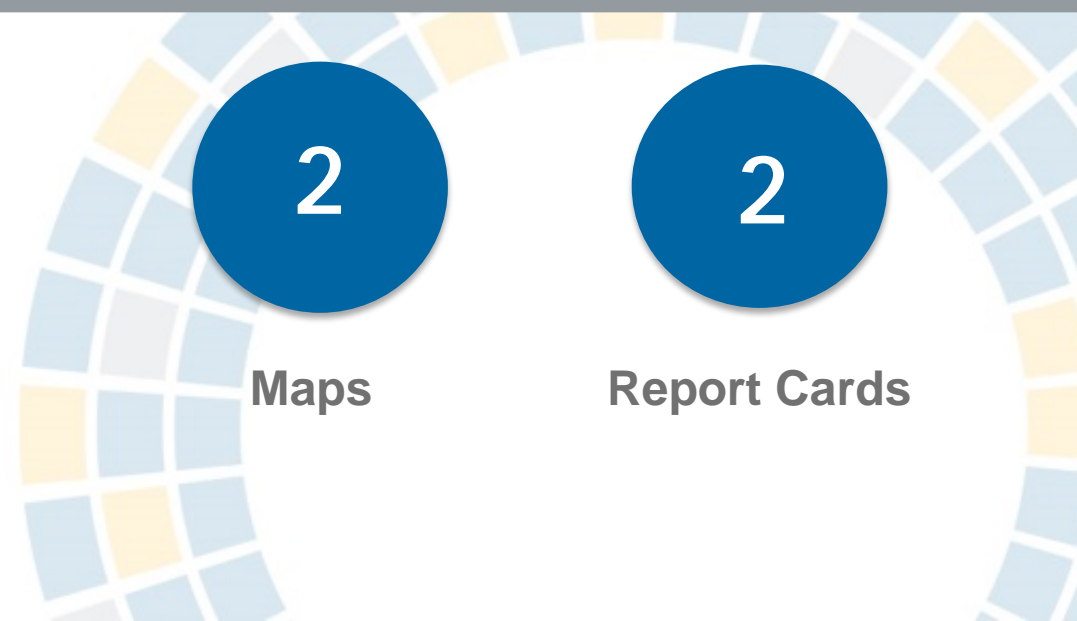
Briefing Notes

2

Maps

2

Report Cards





- Making the Grade? Education Trends in Northern Ontario
- Setting Priorities for Northern Ontario's Health Policy Agenda



- Minimum Wages: Good politics, bad economics?
- A Federal Economic Agenda for Ontario



- Northern Projections: Human Capital Series (11 Districts)
- It's what you know (not where you can go) Human capital and agglomeration effects on demographic trends in N. Ontario



- Roads, Rail and the Ring of Fire
- Is the North being Grounded? The Case of Intergovernmental investment in Northern Ontario's Airports



- Food for Thought: Access to food in Canada's Remote North
- Health Care Priorities in Northern Ontario's Indigenous Communities



- Does the Spring Bear Hunt 'make cents'?
- From Resource to Revenue: Dryden Mill Lessons for the Ring of Fire



**Problem
Definition**

**Author &
Reader
recruitment**

**Paper
Outline &
Proposal**

**Data
Collection**

**Data
Analysis**

**First &
Second
Drafts**

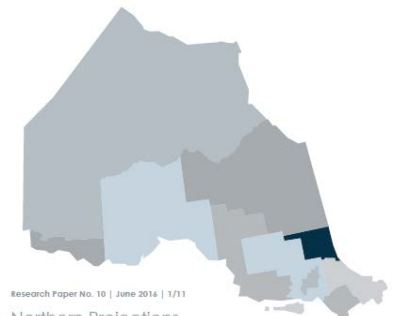
**External
Review**

Edit

Translation

Layout

**NORTHERN
POLICY INSTITUTE**
INSTITUT DES POLITIQUES
DU NORD



Research Paper No. 10 | June 2016 | 1/11

Northern Projections
Human Capital Series - TIMISKAMING DISTRICT

By James Cuddy & Dr. Bakhtiar Moazzami

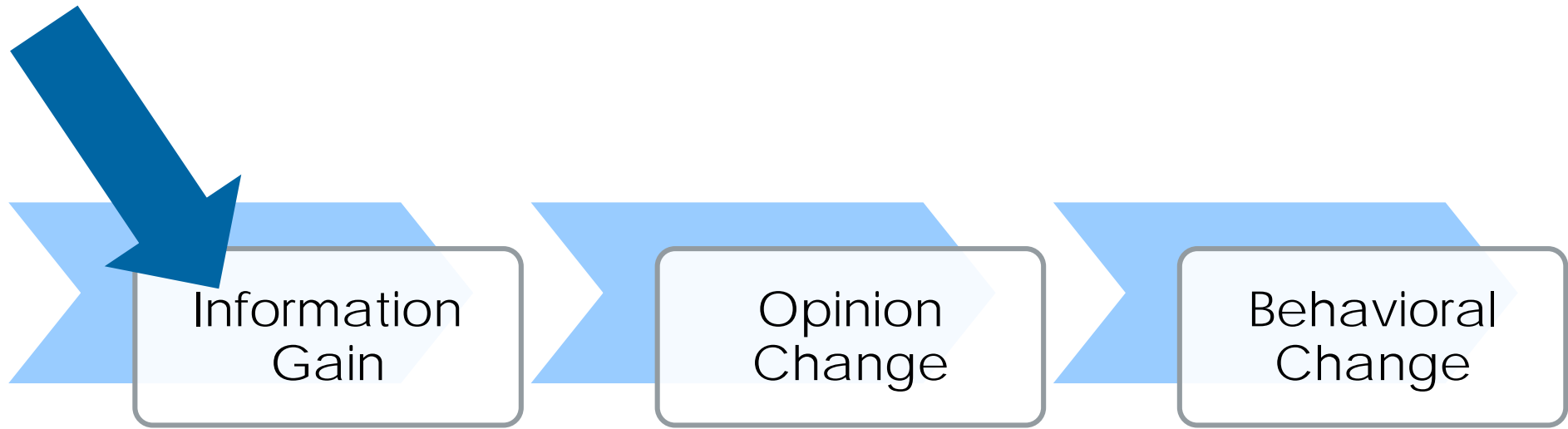
northernpolicy.ca





Northern Policy Institute researches issues that concern a wide variety of stakeholders in Northern Ontario, including Indigenous communities, industry groups, and the municipal, provincial, and federal governments. Successfully disseminating and communicating this research to stakeholders is an integral part of Northern Policy Institute's mission.

....beyond just dissemination, NPI is engaging communities in a **conversation.**



Knowledge Outcome

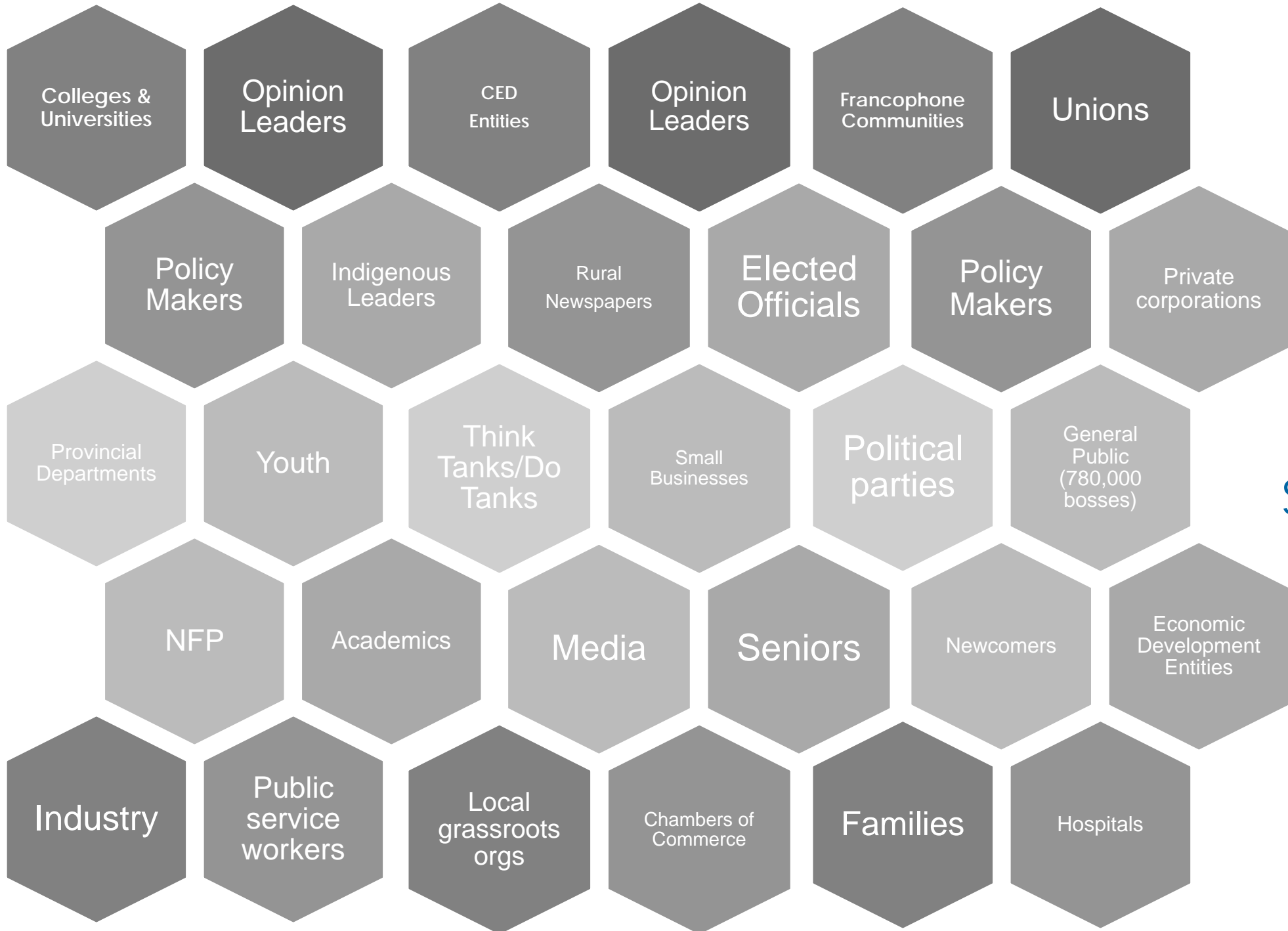
Opinion Outcome

Behavioral Outcome

- Policies adopted
- Policies altered
- Policies ended

Things to keep in mind...

- Language – English, French, Anishinaabemowin...
- Language – complex issues, ideas and research topics accessible to 'every day reader' (eyes glazing over = not good)
- Timing of publications are strategically aligned w/ policy events in Northern Ontario and beyond
- NPI Branding is consistent
- Feedback is invited to encourage evidence-based conversations
- Understand your audience - different audiences respond to different styles



Mapping
out our
Stakeholders/
Audiences



Complete Research Report



Briefing Note



Blog/column



Summary of Findings



Recommendations



Press Release



Infographic or pull quote image

Research Dissemination

1

Traditional
Media



2

Social Media
& Web



3

Community
Outreach





Traditional Media



Earned Media

- Talking Points & Message Guide
- Press releases (clear, concise, interesting & accurate)
- Follow up w/ media, positive media relations
- Small print, regional, provincial, national
- Print, radio, television, online

Unearned Media

- Op-Eds/Columns



PAUL W. BENNETT

First Nations students need more than policy advice

Globe Drive

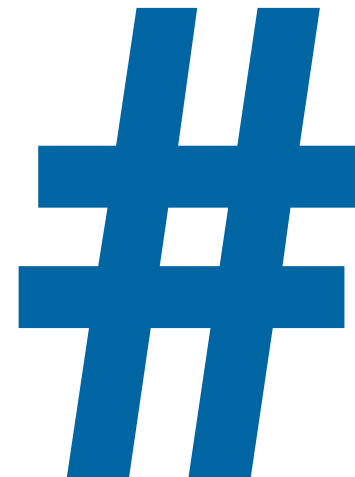
TORONTO AUTO SHOW

In photos: New cars coming to Canadian showrooms



Social Media & Web





KnowtheNorth
WhatHATruwearing
TBT
FigureFriday

The art of not getting lost:
Road signage in Northern
Ontario

Eliminating Homelessness:
Northern Ontario as the next
Medicine Hat?

Weathering winter roads
- What is the best route?

Preserving Coop housing:
Proposing concrete action



Labour Market Alignment:
Education in the North

Want good public policy?
Be prepared to be a
guinea pig!

Health care does not mean health

Public Transportation not just an urban concern

new blog

"A more aligned labour market would lead to lower levels of unemployment and out-migration from the region..."

- Jarrod Sundmark

POPULATION 366 (2016)
3.21 SQUARE KILOMETRES
50.13°N 86.57°W
ALONG THE CANADIAN NATIONAL RAILWAY LINE
20 KM WEST OF NAKINA

A R O L A N D F I R S T N A T I O N



THEIR YOUNG AND
GROWING
WORKFORCE
REPRESENTS AN
OPPORTUNITY



Vacancies in trades, transport, equipment operators and related occupations

333 
Northwest

851 
Northeast



Community Outreach



- Distribution to up-to-date contact lists (via MailChimp)
- Presentations
- Events
 - Policy in Public
 - Issue based conferences (ex. Basic Income Guarantee)
 - Consultations
- One-on-one meetings
- Surveys & Polls
- Partnerships

DUE
NORTH



FRANC
NORD



Monthly Newsletter

Includes:

North by Numbers

New in "previous month"

Success Stories

Polls

Policy Bytes

Jobs North

Publications 'Sneak Peek'

Community Spotlights

(municipalities, First Nations)



Online searchable library

Reports

Policy statements

Formal submissions

Research papers

Discussions papers

Position papers

Sorted into our six areas of interest:

- Communities
- Demographics
- Environment
- Economy
- Indigenous
- Infrastructure

Over **1200** documents collected already
Assessing platforms now to make the
material available online.

How do we know if our strategy is working?

- Digital traffic & analytics (x publications are downloaded, people are engaging in social media)
- Scholarly and Government citations
- Receive invitations to speak on issues
- Earned media mentions/media seeking out interviews
- Quality and extent of partnerships & networks
- Changes in thinking
- Policies are adopted

Get involved!

Participate

Invite Northern Policy Institute to speak

Visit us at northernpolicy.ca

Request a meeting

Volunteer

Board of Directors

Advisory Council

Research Advisory Board

Paid

Author

Reader

Researcher

Thank you. Merci. Miigwetch.

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