

Jessica Eblie
Portfolio Showcase of Work Samples

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****FOR IMMEDIATE RELEASE****

****Canadian Parents for French Manitoba Announces their annual Camp Soleil: A French Immersion Summer Camp Across Manitoba****

Winnipeg, Manitoba – Canadian Parents for French Manitoba is delighted to announce the launch of Camp Soleil this season, a dynamic French immersion summer camp designed to enrich the language skills and cultural experiences of youth ages 5 -12 across the province. Camp Soleil will run from July 8, 2024, to August 30, 2024, with sessions in various locations throughout Manitoba.

Camp Soleil Schedule:

- ****July 8th - 12th****: Winnipeg, Glenwood CC, 27 Overton Street
- ****July 15th - 19th****: Beausejour, 344 Second Street North
- ****July 22nd - 26th****: Winnipeg, Glenwood CC, 27 Overton Street
- ****July 29th - August 2nd****: Swan River, ESRSS 1015 2nd Street South
- ****August 12th - 16th****: Winnipeg, Glenwood CC, 27 Overton Street
- ****August 19th - 23rd****: Winnipeg, TBA
- ****August 26th - 30th****: Morden, Maple Leaf Elementary School, 251 McIvor Ave

Each camp session is designed to provide a fun, engaging, and educational environment where children can immerse themselves in the French language through a variety of activities, including games, arts and crafts, sports, and occasional field trips. Our goal is to continue learning in a fun fashion “en français” during the summer months.

“We are excited to bring Camp Soleil to multiple communities across Manitoba,” said Joel Martine, Executive Director at Canadian Parents for French Manitoba. “Camp Soleil offers children the opportunity to enhance their French language skills outside the classroom while making new friends and community connections.”

Registration for Camp Soleil is now open, and spaces are limited. Parents are encouraged to register early to secure a spot for their children in this enriching summer experience.



For more information about Camp Soleil and to register, please visit <https://mb.cpf.ca/en/cpf-summer-camps/> or contact Jessica Eblie at cpfmb@cpfmb.com

For further media inquiries, please contact:

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Project and Communications Officer

Canadian Parents for French Manitoba

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About Canadian Parents for French Manitoba:

Canadian Parents for French Manitoba is a dedicated organization committed to promoting and supporting French language education for youth in Manitoba. Through various programs and initiatives, we aim to foster an appreciation for Francophone culture and bilingualism in the province.

FOR IMMEDIATE RELEASE

Oct. 17, 2024

Brianne's Breakfasts fundraiser: Pancake Paradise

London, ON—Brianne's Breakfasts is happy to announce its upcoming November fundraising campaign, Pancake Paradise. Brunch will occur every Sunday in November from 7 a.m. to 11 a.m. at the StarTech Community Center. Tickets are \$10 and are available for purchase at the Thames Valley District School Board office.

Food insecurity is a serious issue facing many families across London. According to the London Food Bank, [there has been a 43 per cent increase in households served in 2023](#). The goal of Brianne's Breakfasts is to ensure that no child goes to school hungry and that nutritious meals are available to all.

"Growing up, I was affected by hunger. My parents worked hard, but with seven kids it wasn't always easy to feed everyone. We often skipped breakfast to save money. It came down to paying the bills or eating. As I got older, this became increasingly difficult. Luckily, there were times I could access the London Food Bank, which was very helpful. Now that I am in a better situation financially, I hope to give back to the community that once helped me many years ago," said Brianne's Breakfasts CEO, Brianne Thompson.

The campaign is expected to bring in close to \$5,000 of donations. The donations will be shared with the Thames Valley School District in recognition of their generous partnership and donation of time, supplies and volunteer staff.

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Brianne's Breakfasts is a London-based non-profit organization that works with local school boards to offer free, nutritious breakfast programs in local high schools. Brianne's Breakfasts aims to eradicate youth hunger in London, Ontario. It depends on third-party donations for funding.

For more information or to arrange an interview, please contact: Graham McDonald, Media Relations Manager, gmcldon5@uwo.ca, office: 4317785933, cell: 3063041298

Brianne's Breakfasts

Media Advisory

For Immediate Release

First Pancake Paradise Fundraiser on Nov. 10

What: In support of Teen Nutrition Month, Brianne's Breakfasts is holding fundraiser pancake breakfasts four times this month to support London school boards in operating free breakfast programs at local high schools. The name of the campaign is "Pancake Paradise." The first pancake breakfast fundraiser will be taking place on Sunday, Nov. 10. Tickets are \$10 and are available for purchase at the Thames Valley District School Board head office located at 1250 Dundas St, London ON.

When: Nov. 10, 2024

7 a.m.-11 a.m. (ET) - Pancake breakfast

7:15 a.m. – 7:30 a.m. - Welcome speech by Brianne's Breakfasts' CEO, Brianne Thompson

8 a.m. – 9 a.m. - H.B. Beal Secondary School choir performance

Where: StarTech.com Community Centre, YMCA, & Library
501 Southdale Rd. West
London, ON, N6P 1M7

Who: Brianne Thompson, CEO, Brianne's Breakfasts

Interview opportunities will be available following the event.

-30-

About Brianne's Breakfasts

Brianne's Breakfasts is a London-based non-profit organization that works with local school boards to offer free, nutritious breakfast programs in local high schools. Brianne's Breakfasts aims to eradicate youth hunger in London, Ontario. It depends on third-party donations for funding.

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Graham McDonald, Media Relations Manager, gmcdon5@uwo.ca, office: 4317785933,
cell: 3063041298

Backgrounder: Brianne's Breakfasts

Brianne Thompson faced food insecurity as a child, which greatly impacted her mental and physical health. Although Brianne was able to break the cycle of poverty for herself and her family, she still recognized the ongoing issues that poverty and food insecurity cause families and youths across London. After earning her Bachelor of Business Administration degree from Western University, Brianne founded Brianne's Breakfasts in 2019.

The organization has been collaborating with local schools for the past five years. Past school collaborations have included districts such as the London District Catholic School Board, and have included donations of funds, supplies, volunteers, and musical guests.

Our mission at Brianne's Breakfasts is to eradicate youth hunger in London by offering free and nutritious breakfasts to any youth affected by poverty. A city with no hunger is an equitable and inclusive place for all. Community empowerment is a key value to our organization.

"This will be our third year hosting our Pancake Paradise Campaign. Our first event was back in 2019, but with the COVID-19 pandemic, we had to pause our in-person events for a while. We're so fortunate to be back for our third year, and we are even more excited to partner with the Thames Valley School District this year. This new collaboration is very meaningful for us because this is the biggest School District in the city," said Brianne Thompson, CEO of Brianne's Breakfasts. "Our outreach is increasing every year, which is very exciting."

Brianne's Breakfasts has a dedicated staff of four employees and over 100 volunteers. Since 2019, the organization has raised over \$28,000 and positively impacted the lives of many children and families across London. Brianne's Breakfasts has also provided nutritious meals to over 200 students.

Media Fact Sheet

Q: Are there any health problems associated with skipping breakfast?

A: According to a study published in the [National Centre for Biotechnology Information](#), kids who skip breakfast are more likely to become obese, which according to [Healthychildren.org](#) is a leading cause of heart disease, diabetes and joint issues.

Also according to [Healthychildren.org](#), children who eat breakfast regularly are less likely to develop metabolic conditions like high blood sugar and high cholesterol.

Q: Do teenagers who eat breakfast perform better in school?

A: [According to Healthychildren.org](#), research has shown that eating breakfast improves kids' overall cognitive abilities. More specifically it improves their performance on math problems, vocabulary tests and standardized tests. Eating breakfast has also been shown to improve kids' memories.

Q: Are there any other benefits for teenagers that are associated with eating breakfast?

A: [Also according to Healthychildren.org](#), research shows that kids who eat breakfast regularly have higher levels of vitamin D and calcium, leading to stronger, healthier bones.

Q: How many kids in London are food insecure and might be missing breakfast?

A: [According to a report by Vital Signs](#), as much as 25 per cent of children in London could be living in poverty, so as many as one in four kids could be missing breakfast each day.

Rationale Paper

For this assignment, there were many reasons why we decided to incorporate certain elements into our media kit. Our main goal was to be as inclusive as possible for the London community. We considered things like socio-economic situations, accessibility, and how these elements would align with our mission and values.

Firstly, we thought it best to hold the pancake brunch on Sunday, as it is a day that is usually accessible to many. Children are not in school, and adults generally are not working. Theoretically, this would facilitate a higher attendance rate for the four brunch events. Overall, the profit generated from the four brunches would be significantly greater than if the events were held on weekdays due to the reasons specified earlier. We thought a catchy name like “Pancake Paradise” would entice people’s curiosity about the events. It alludes to the fact that abundant food is available for consumption. The low ticket price of \$10 is accessible to many individuals in London. It is less than one hour’s worth of the Ontario minimum wage, which [according to the government of Ontario](#), is set at \$17.20 an hour.

We also decided to collaborate with the Thames Valley District School Board, as according to The Institute for Education Leadership, it is the largest school board in London. This meant that Brianne’s Breakfasts' outreach would be significant and that the organization could easily reach its financial target of \$5,000. The collaboration with the Thames Valley District School Board could also enable a larger scope of volunteers, which is always helpful for a non-profit organization.

The location we chose for the four events was not only convenient but kept our event target audience in mind. The StarTech.com Community Centre is a space that can

facilitate large groups and can also provide ample parking. Numerous bus routes are near the community centre, which is helpful for those who do not drive or do not have access to a vehicle. The playground available on-site is helpful for families that have children who would like to attend our events.

An important aspect of our media kit was incorporating statistics and information about children and families who are struggling with food insecurity in London. It was also important for us to include information about the health benefits and especially the cognitive benefits that children get from eating breakfast regularly. This data not only supported our presumptions but confirmed our organization's postulations. Including Brianne Thompson's personal story about her experience with hunger and food insecurity animated the data that humanizes not only the CEO but the entire non-profit organization.

Including the information outlined in the above paragraph helped us get across our key messages: adolescent nutrition is important, youth hunger is a pressing issue and that organizations like ours play a vital role in filling the gap to address youth hunger.

The media release includes information about how much Brianne's Breakfasts has raised since its inception in 2019, \$28,000, and how many students it has fed, 200, which demonstrates the organization's successful track record and inspires people to trust and believe in it.

Communications Plan

Middlesex London Health Unit

Screen Your Screens: Be an example and set your boundaries!

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Communications Plan for the Middlesex London Health Unit

Introduction

The following communications plan will outline the Middlesex London Health Unit's (MLHU) new campaign, *Screen Your Screens: Be an example and set your boundaries!* The main goal of this campaign is to reduce screen time amongst parents, in turn setting an example for their children. By utilizing many strategies, such as audience-specific key messaging, solid strategic planning and qualitative and quantitative research, we hope to communicate our campaign's objectives successfully.

Background

[According to Statistics Canada](#), 37 per cent of adults spend more than four hours daily using electronic devices. This marks a 10 per cent increase since 2018, the last time data was collected regarding this matter. Our organization views this data as highly concerning, as the health and prosperity of families are critical components of community well-being in accordance with our welfare guidelines. With screen time on the rise among adults, there is a concern that children will mimic their parent's digital device habits. [According to a report by the Canadian Paediatric Society](#), nearly all Canadian children use screens by the age of two. With parents providing digital devices to young children, there is a concern that parents do not know how to regulate screen time for themselves; therefore, they often inappropriately offer their children screen time as an afterthought.

Goals

Our goal for this campaign is as follows:

- Reduce daily screen times for parents of young children in the community

SMART Objectives

- Awareness: To create awareness among parents of young children in the Middlesex London area, specifically to increase their comprehension that their screen habits directly influence their children's screen habits by 30 per cent over six months.
- Acceptance: To create acceptance that parental screen usage influences their children's screen usage, specifically to increase the acknowledgement of the connection by 50 per cent by the conclusion of the in-person event.
- Action: To have an effect on the action of parents in the Middlesex London area, specifically to encourage them to register for ongoing screen-free programming, achieving 1,000 registrations during the month-long registration period.

KPIs

Measuring our goals using key performance indicators will help our organization accomplish our campaign successfully. We plan to use the following types of KPIs:

First objective:

- Website site traffic: Monitor site traffic on the campaign website page
- Click-through rate: Measure how many clicks the link to our campaign website receives from our social media posts
- Impressions: The number of times our social media ads are displayed

Second objective:

- Registration rate: The number of people who register for our in-person event
- Attendance rate: The number of people who attend our in-person event

Third objective:

- Registration rate: The number of people who register for our programming
- Retention rate: The percentage of people who return for subsequent weeks

Research Summary and Tools

Research highlights that screen time usage among young children can have serious negative consequences on development. [A recent study published in the Journal of the American Medical Association](#) shows that one-year-olds who spend more than four hours on a screen per day showed communication and problem-solving delays at ages two and four. A [report from the Canadian Paediatric Society](#) highlights the many risks associated with increased screen usage among young children, such as delayed language development and lower self-regulation and social skills. That same report shows that screen usage is also increasing among young children, with nearly all Canadians using electronic devices by the age of two.

Screen time usage is increasing not only among young children but also among adults as [research from Statistics Canada](#) shows that adult screen usage has increased dramatically over the last five years, with 37 per cent of adults spending over four hours on their electronic devices daily. Emerging research, [including a study from the National Institute of Health](#), also demonstrates that there is a strong correlation between parents' and children's screen usage.

While this research discusses the issue broadly, it does not provide insight into members of our target audience, parents in London. As such, more research needs to be conducted to better understand current screen habits, attitudes toward reducing screen time and possible motivators or barriers related to reducing screen time. To better understand these factors, this campaign must conduct research with members of our target population. A self-reporting survey will be administered to gauge current

screen usage habits (i.e. average daily amount of time spent on screens, locations of use within the house, time of day of use). To better gauge why parents are using their devices, focus group sessions will be held with sample groups of members of our target audience. These focus groups can also be used to better understand what could motivate parents to reduce their screen time or what barriers may exist to achieving that goal.

To assist with the planning of the campaign, a review of similar communication campaigns should be conducted to determine the most effective strategies. For example, a campaign that sought to encourage healthy lifestyle habits among children by addressing the habits of parents. To ensure the efficacy of these messages, message testing should also be conducted before the campaign's launch. This will likely be done using focus groups. Together, these strategies can work together to ensure that our campaign can differentiate itself from the various other health messaging campaigns that we are forced to compete with.

Situational Analysis

Environmental Scan

As a publicly funded health organization, the Middlesex-London Health Unit is heavily reliant on government funding (municipal, provincial and federal levels). Any funding cuts could deprioritize communications initiatives like this campaign. The level of funding received is strongly influenced by the current political climate. If public health initiatives are not valued, funding for non-urgent communications initiatives may be reduced or reallocated.

This campaign also faces a unique challenge in the form of our extreme reliance on electronic devices. People have become so accustomed to using electronic devices in their daily lives that it will be difficult to change their behaviour or show that there are alternatives.

Lastly, MLHU's campaign must compete for attention with various other health-related messages from organizations at all levels (i.e. provincial, federal, and international). Additionally, the campaign must compete with the powerful messaging of social media and technology companies, which depend upon keeping people using their devices.

SWOT Analysis

Strengths	Weaknesses
- MLHU has an established	- Changing behaviour is a very

<ul style="list-style-type: none"> - reputation within the community - Firmly established in the community as a source of medical authority - Evidence-backed campaign - Previous related campaigns provide a foundation to build upon 	<ul style="list-style-type: none"> - difficult task - especially in relation to deeply ingrained habits - Likely to face resistance from the audience - Never run a campaign on this issue targeting adults - limited existing materials
Opportunities	Threats
<ul style="list-style-type: none"> - Collaboration with wellness and/or parenting programs - Collaboration with school boards - Increased interest in health and wellness - Growing awareness/concern regarding children's screen usage 	<ul style="list-style-type: none"> - Risk of negative reactions if the campaign is perceived as judgemental - Forced to compete with many other health and parenting messages - Misinformation/disinformation online could undermine the campaign

Risks Summary

A primary risk for this campaign is the potential pushback from the target audience. Parents may perceive the campaign as judgemental or feel it criticizes their behaviour, which could lead to them feeling defensive or hostile towards the campaign's messages. Such reactions would make them unreceptive to the campaign, rendering it ineffective. This risk can be mitigated by carefully crafting messages so that they sound understanding, supportive and empathetic while also offering manageable solutions.

Connected to audience pushback is the risk of negative public or media reaction. If media coverage portrays the campaign unfavourably, it could reduce the campaign's effectiveness. Additionally, on social media, attention must also be paid to the voices of parenting groups and influencers. If an influencer or a member of a parent group speaks out against the campaign, their fellow parents or followers may adopt similar attitudes, potentially harming the campaign. To mitigate this, efforts to secure positive media coverage and/or collaborate with supportive local influencers can help establish positive media coverage.

Another significant risk of this campaign lies in its efforts to change firmly ingrained digital behaviours. In our highly technology-centric society, where electronic devices are integrated into every part of our lives and are often required for work, asking people to reduce their screen time may seem unattainable. Relatedly, because it is seeking to change such an ingrained behaviour, this campaign does risk low

engagement or response. To address this, our messaging must promote small goals, making the behaviour change seem less daunting. By promoting incremental change, the risk of low engagement should be reduced.

A final risk with this campaign is that it is forced to compete with various other messages related to health or parenting. It may also be forced to compete with misinformation on the internet. Due to the high volume of messages that parents receive from all directions, including friends, family, government agencies and academic sources, it is possible that our campaign will get drowned out. To avoid this, our campaign must be able to cut through the noise with clear and direct messaging.

Audience Analysis

Categories of Publics

Customers:

- Parents or guardians with young children - The primary audience of this campaign as they have the greatest influence on children's screen habits.
- Extended family members - A secondary audience as they often spend enough time with children, meaning they can influence screen habits.
- Caregivers/babysitters - Another secondary audience, as they likely spend significant amounts of time with children.

Producers:

- MLHU employees - Directly or indirectly involved in the creation and implementation of the campaign.
- Doctors and medical researchers - Provide the foundational research for this campaign and ensure health messaging is accurate.

Enablers:

- Local media - Can help amplify and distribute the campaign's messages.
- Local social media influencers - A non-traditional media outlet that can help expand the reach of the campaign.
- Doctors and health practitioners - As a trusted source of information, they can help spread the messages and provide resources.
- Professional medical organizations (i.e. OMA, ONA) - Other professional sources of information.
- Schools and educators - Well-situated to distribute and reinforce campaign messaging.
- Youth community programs or recreation centres - Can spread the campaign's messages and offer offline family programming.

- Parenting or family advocacy organizations - Have networks and resources to assist the campaign's efforts.
- Parent or community social media groups - Can help facilitate resource sharing and community family activities.
- Public libraries - Can assist with the distribution of messages and resources and facilitate family programming.
- Child advocacy groups or organizations - Given their focus, they can effectively assist in the distribution of campaign messages and resources.

Limiters:

- Local media - While they can help amplify the campaign's messages, negative reception can harm the effectiveness of the campaign.
- Local social media influencers - While they can help amplify the campaign's messages, negative responses could influence their followers.
- Parent or community social media groups - Negative discussions could foster opposition to the campaign.
- Technology, social media and advertising companies - As their business depends on screen usage, this campaign is not in their business interests, and they may attempt to fight it.
- Workplaces - Some jobs may require extensive screen usage, potentially making it difficult for parents to reduce screen time.

Phases of development

Non-publics:

- Childless individuals or parents with adult children - Not relevant to the campaign as it seeks to target parents with young children.

Latent or inactive publics:

- Parents with children - May be unaware of the extent of their influence on their children's screen usage.
- Extended family members or childcare providers - May not recognize their influence on children's behaviour.
- Older or adult siblings - May spend time with younger siblings without realizing their influence.
- Non health-conscious parents - May be unaware of the potential impacts of extensive screen usage on children.

Aware publics:

- Parents with children - Some parents may be aware of their influence on their children's screen habits but have not taken action.

- Health-conscious parents are more likely to recognize the issue but may not have taken action.
- Teachers and educators are likely to be very aware of problematic screen behaviours and their impacts and may seek ways to address the issue.
- Parent groups/organizations - Some may already be involved in projects to reduce children's screen usage.

Active publics:

- Doctors and medical professionals are likely to be actively working to address the issue of screen usage as it relates to the health of children.
- Child advocacy groups or organizations - Some may already be involved in projects to reduce children's screen usage.
- Parent groups - Some may already be involved in projects to reduce children's screen usage.

Key Messages

Key Message 1: Awareness

Your child's screen use is a learned behaviour. Take a break from your screens.

Talking points:

- Children learn from your behaviour, and modelling mindful screen use encourages your children to do the same.
- Establishing clear screen time boundaries for yourself shows children that screens are best used in moderation.
- Awareness of this direct connection can empower parents to make simple adjustments to their screen time, positively influencing their children's well-being.

Key Message 2: Acceptance

The first step towards reducing your child's screen use is to lead by example.

Talking points:

- You can't work on changing your children's habits until you acknowledge your own habits and influence.
- Reducing your screen time increases the quality time you spend with your family.
- Children feel more connected and supported when parents are fully present.

Key Message 3: Action

Support the well-being of your family by engaging in MLHU's screen-free programming.

Talking points:

- Learning simple ways to disconnect can significantly improve the well-being of every family member.
- Our programming offers parents access to a variety of resources, activities and support that make reducing your screen time a fun and sustainable choice for the whole family.

Strategies and Tactics

Objective #1: To create awareness among parents of young children in the Middlesex London area, specifically to increase their comprehension that their screen habits directly influence their children's screen habits by 30 per cent over a six-month period.

Strategy 1: Use digital and social media to increase exposure

- Tactic #1: Launch a campaign website featuring information, suggestions for reducing screen time, resources and e-brochures.
- Tactic #2: Using the mailing list from the previous reducing screen time campaign, send an email blast to subscribers with an e-brochure.
- Tactic #3: Share statistics and relevant content with twice-weekly posts on Instagram and Facebook to reinforce campaign credibility.

Strategy 2: Use traditional media to increase exposure

- Tactic #1: Hang posters in family-rich environments (i.e. community centres, schools, libraries and doctor's clinics).
- Tactic #2: Place billboards with campaign messages at key locations throughout the city.
- Tactic #3: Distribute brochures in family-rich environments (i.e. community centres, schools, libraries and doctor's clinics).

Objective #2: To create acceptance that parental screen usage influences their children's screen usage, specifically to increase the acknowledgement of the connection by 50 per cent as measured at the conclusion of the in-person event.

Strategy 1: Engage parents through educational experiences

- Tactic #1: Host in-person seminars featuring an expert panel and workshops to discuss screen habits and child development.

- Tactic #2: Conduct feedback sessions to evaluate changing attitudes following the seminar.

Strategy 2: Encourage parents to engage in self-monitoring

- Tactic #1: Encourage parents to quantitatively monitor their screen habits with a weekly log that documents their screen usage.
- Tactic #2: Encourage parents to complete monthly qualitative diary entries that reflect on the associated screen habit logs.

Objective #3: To have an effect on the action of parents in the Middlesex London area, specifically to encourage them to register for ongoing screen-free programming, achieving 1,000 registrations during the month-long registration period

Strategy 1: Create an early childhood development program on moderate device usage.

- Tactic #1: Offer weekly workshops to equip parents with tools and strategies to reduce screen usage in their homes.
- Tactic #2: Facilitate weekly programming that encourages entire family participation in a device-free setting.

Strategy 2: Establish a collaborative partnership with the Canadian Mental Health Association (Thames Valley division) and the MLHU

- Tactic #1: Offer free weekly drop-in counselling services to families who are struggling from excessive electronic device use and screen addictions
- Tactic #2: Provide accessible resources to parents for their children about the dangers of excessive screen time. For example, distributing free copies of the children's book "[Doug Unplugged](#)".

Action Plan

Tactic	Audience	Delivery Date (2025)	Notes
Finalize mailing list	MLHU internal comms	January 5	For initial email blast to previous subscribers
Stakeholder outreach and education	Local parents, guardians and caregivers of young	January 10, Ongoing	Presentations and partnerships with the Canadian

	children in Middlesex-London area		Mental Health Association and local early child development programs
Release of e-brochure and web page launch	Public	January 15	Initial email blast, e-brochure uploaded to updated MLHU website
Advertising Campaign: -Social media and traditional methods	Public	February 1, Ongoing	Social: Coordinated awareness campaign on Instagram and Facebook Traditional: Physical posters, billboards, public transit advertisements
Media Relations: -Distribution of media kit to promote the campaign	Media / London public	February 1	Includes media release, media advisory about the "Say no to Screens" event, backgrounder and fact sheet
Say no to Screens Inaugural Event	Media / London Public	April 1	An event for families to bond non-electronically, encouraging activities that do not include electronic devices

Evaluation

To gauge the effectiveness of this campaign, a thorough evaluation plan has been established to be used during and after the campaign.

Our main tool of evaluation will be a follow-up survey that will be conducted post-campaign, to reassess how attitudes and opinions have changed regarding parental screen use. This post-campaign survey will include similar questions to the survey distributed before our campaign began and questions asked in the focus groups. It will also include a section for respondents to provide feedback on our efforts, which will highlight the strengths and weaknesses of this campaign– valuable feedback for future communication initiatives of the MLHU. Results of the follow-up survey will ideally indicate that we successfully conveyed our key messages and objectives to our audience.

We will use key performance indicators (KPI's) to assess our digital marketing and digital communication efforts. The beginning of this campaign will see the launch of a new web page on the MLHU website that has been designed to act as an information and resource hub. We will monitor the traffic of this new webpage using Google Analytics, which can tell us how long people are looking at the site's content and the click-through rate (CTR), so we can see how many people are looking through the webpage and MLHU site.

For Instagram and Facebook, a variety of other KPIs are relevant to our evaluation. The reach and engagement rate of this campaign can be assessed by likes, comments, shares, and views on our posts, stories and reels. This will be particularly important to track in the beginning of the campaign, as this correlates to how well our awareness objective of the campaign is performing.

The conversion rate will be essential for tracking how many people are signing up for our email list and registering for our “Say No to Screens” inaugural event. Both of these sign-ups can be found on our social media and website pages. This will be important to monitor in the middle of our campaign and will indicate how well we are executing our awareness objective. Tracking conversion rate and conversion value will also be essential for the end of the campaign and beyond as we monitor the number of sign-ups for our ongoing screen-free programming, including the weekly workshops and family counselling sessions for screen addiction.

Media and news coverage will also indicate to us the effectiveness of this campaign and public sentiment towards our efforts. This includes coverage in print format, digital format, social media mentions and other user-generated media. Looking

at the framing of our campaign, duration and prominence of coverage will help us to qualitatively evaluate the public opinion and acceptance of this initiative.

Evaluation of this campaign should be ongoing throughout, conducted at the end of the campaign and reassessed one year following the campaign's end-date. Because this campaign relies heavily on self-reporting, MLHU will need to once again send out a survey or conduct focus groups to assess the lasting effects of this campaign on parents with young-children in the Middlesex-London area. We hope that the results collected one year apart will show that our efforts and key messages both resonated with and were sustainable for families.

Jessica Eblie
251149512
MJCOM 9101
Profile Assignment
November 14th, 2024

From Scoring Goals to Setting Goals – Beyond the White Coat of Dr. Robbie Campbell

It was 1968, and the Canadian Football League's Edmonton Eskimos were in a rut. They had lost yet another game, this time 12-7, against the Calgary Stampeders. Ironically, after helping his ailing team, Robbie Campbell hung up his cleats, picked up his stethoscope and headed to the University Hospital, where he worked as a general physician.

In his 82 years, Dr. Campbell has lived a diverse life. While he may have left the football field, he's still helping people make forward progress. He's played professional sports, been a medical doctor, a university professor, a folk singer, a radio show host, and, most notably, a psychiatrist.

Campbell was raised in London, Ontario. He attended the University of Western Ontario, where he graduated with a degree in medicine in 1967. After graduation, he played in the CFL while training as a resident doctor at the University of Alberta.

While working in the endocrinology department, Campbell shared that he met a young woman on her deathbed. "She was 5'11 and only 60 pounds. Working through that to try to keep her alive triggered memories of my mother, who struggled with her health as she was diabetic."

After many years of working with individuals struggling with physical health challenges, Campbell recognized a recurring theme - many of his patient's difficulties were rooted in concerns related to mental health and emotional well-being.

Over time, it became apparent that while physical symptoms were being addressed by the medical field, the underlying struggles with individuals' mental health were often overlooked, leading to perpetual and unresolved issues.

This insight led Campbell to pursue psychiatry, where he could address both the body and mind together.

“It was challenging initially when I began working as a psychiatrist. Everybody In the medical community was sort of against you. There was still a lot of skepticism regarding the relation of physical and mental health at that time,” said Campbell.

Nevertheless, Campbell sought to improve Canadians’ physical and mental health in many ways. He hosted one of the first call-in community radio programs, discussing many psychiatric topics live on air.

Campbell noted that he was one of the pioneering physicians who adopted and implemented telemedicine, a diagnostic tool widely used by many Canadians today to access healthcare.

Throughout the years, Campbell fought to destigmatize mental health, especially in the field of eating disorders. “You can’t treat the physical symptoms without analyzing the psychological aspect of the disorder. You’re doing a great disservice by ignoring the patient’s mental health when they are struggling physically,” stated Campbell.

After spending time abroad conducting medical research, Campbell returned to his hometown of London, Ontario, and continued working as a psychiatrist. Returning to London was always Campbell's plan, as his entire family resides in the city.

Campbell’s initial return to London was met with fridity amongst fellow doctors, as psychiatry was not a common career path among local doctors in the 1980s. “I was kind of shunned a little bit upon my return,” stated Campbell.

In 1995, he helped establish the Eating Disorders Foundation of Canada (EDFC), which helps to support individuals who are dealing with any kind of eating disorder using the most recent evidence-based recovery techniques.

Dr. Campbell's latest initiative is the Harbour Medical Centre, an eating disorder clinic that has opened its doors at Western University. The clinic is equipped to address a wide range of physical, mental and emotional health concerns to ensure that patients can receive holistic care under one roof. He emphasized, "We're dealing with a severe mental health crisis, and social media is only adding fuel to the fire - regarding eating disorders. We're looking at the highest mortality rate of any mental health disorder, especially for young girls aged 17-24."

By situating the clinic at the University, Dr. Campbell has created a unique environment that not only serves the local community but provides opportunities for collaboration among medical students, researchers, and healthcare professionals.

The Centre is set to become a hub for personalized treatment, an approach that he believes is vital. "There's so much misinformation about health and wellness thanks to social media."

Despite the countless hours and demands that have come with creating the Harbour Medical Centre, Dr. Campbell remains steadfast in his vision of creating a space that will address complex health needs and improve patient care. "It's interesting; sometimes you can get so exhausted doing this." Yet for Campbell, the fatigue is temporary - the belief in the project's importance drives his unwavering commitment.

Campbell's steadfast dedication to eating disorder treatment has earned him many like-minded colleagues and friends over the years, with Dr. David Pilon being one of Campbell's biggest supporters

“Robbie is not just an excellent doctor; he’s also a wonderful person. He genuinely cares for others and strives to impact their lives positively. His commitment to mental health and his methods for addressing eating disorders is truly remarkable,” remarked Pilon.

When Dr. Robbie Campbell isn’t at the office assisting patients, he likes to spend quality time with his family and cheers for the Western Mustangs football team.



JESSICA EBLIE

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EXPERIENCE

Project and Communications Coordinator

Canadian Parents for French – Winnipeg, MB

November 2022 – September 2024

- Secured government grant funding proposals
- Created content for Instagram, Facebook, X (formerly Twitter) and YouTube
- Developed social media campaigns
- Composed monthly newsletters and media releases
- Promoted bilingualism in Manitoba schools through class presentations
- Edited organization website through WordPress

Marketing Agent

Tourisme Riel – Winnipeg, MB

May 2022 – November 2022

- Created content for Instagram, Facebook, X (formerly Twitter) and YouTube
- Wrote a bi-weekly newsletter
- Developed social media campaigns
- Secured funding and assisted in budgetary planning
- Edited photography and videos

EDUCATION

Master of Media in Journalism and Communications

Western University – London, ON

September 2024 – August 2025

Bachelor of Music – Graduated Magna Cum Laude

University of Ottawa – Ottawa, ON

September 2016 - April 2020

LANGUAGES

- Fluent in English and French
- Working Knowledge of Italian and German

VOLUNTEERING

Elections Manitoba

2023 – Selkirk, MB