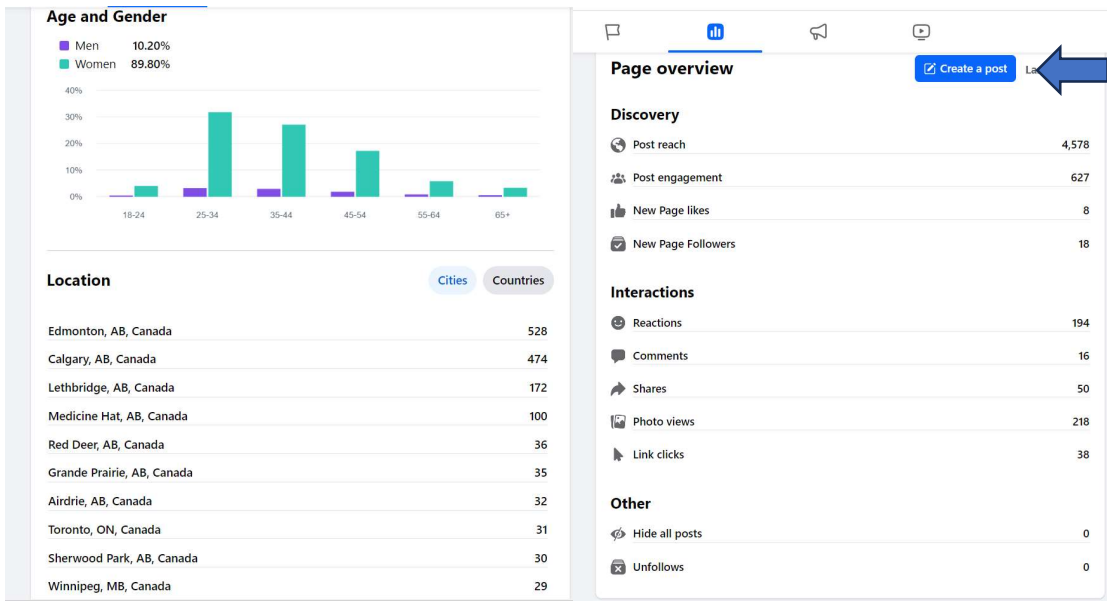
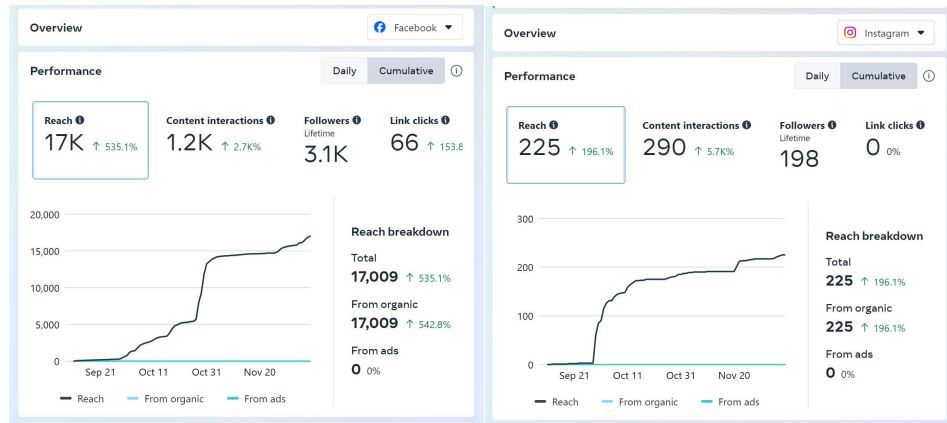


The Child and Youth Care Association of Alberta

Public Relations Annual Report

2022-2023

The focus on public relations with membership has continued to grow on social media. This has given the opportunity to share content from various Child and Youth care sites to ensure continuity in the information shared.



Creating original content has been focused on the professional development courses and has been well received and used by other organizations.

Behaviour is a language of unmet need

Child and Youth Care counselors see the problem as the "solution" that the child, youth, and their family have worked out as a coping tool to deal with their life situation. The focus of CYCCs is not "What is wrong with you?" it is "where is this coming from, and what has happened to you?".

Child and Youth Care maintains a strength-based or competen...
October 26, 2023 at 1:00 PM
ID: 722079539961716

Interactions

169 reactions 12 comments 50 shares

Performance

Reach		Engagements		Negative interactions	
Total	5,469	Reactions	169	Total	1
Organic	5,469 (100%)	Comments	12	Unique	1
Paid	0 (0%)	Shares	50		

Submitted by:
Pamela Barlow
Public Relations Chair