

Director of Policy, Projects and Media Relations

Regional Conferences
2022

Mobile App

- Accessible by staff, RVPs, Local Executives
- Used at Union events such as Regional Conferences



People
205

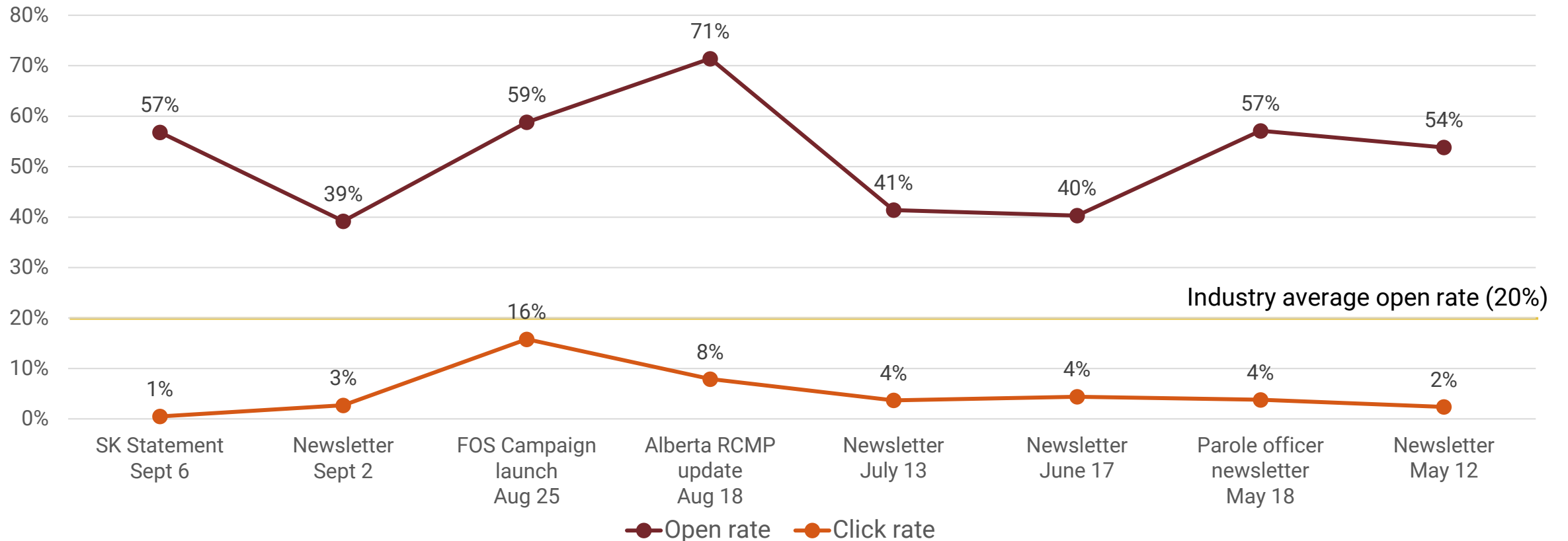
Unique
Devices
298

Users who
logged in
149

Total
pageviews
6281
Average 21/user

Newsletter

- Sent roughly on a bi-weekly basis

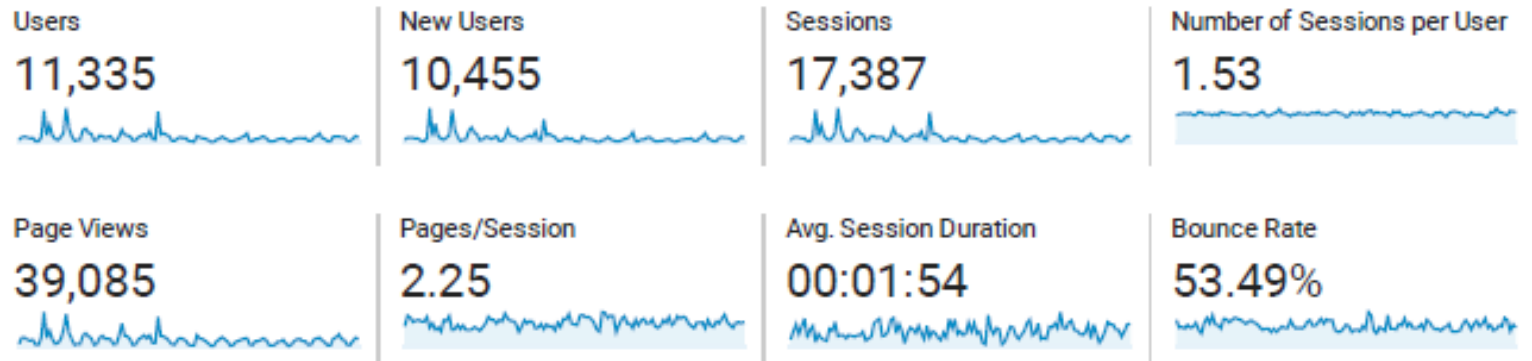
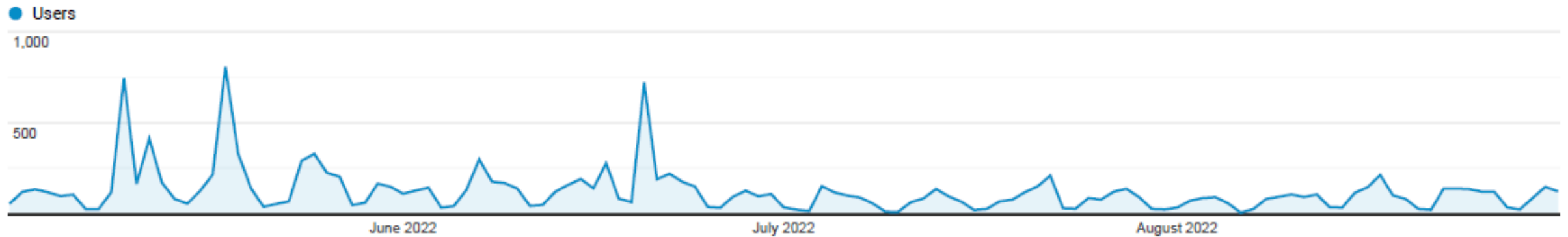


Speaking Notes – Monthly Basis

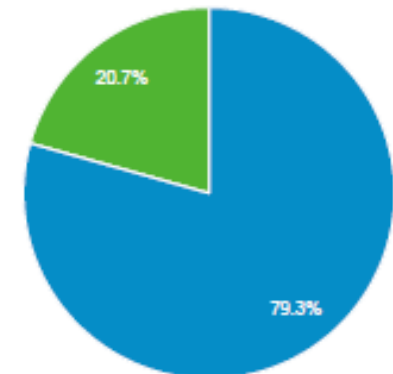
- Provided to RVPs so they can share with their local executives to assist in with proving key updates to share with members at local meetings and AGMs

Websites

USJE-SESJ.COM



■ New Visitor ■ Returning Visitor



May 1 - Aug 31, 2022 compared to previous period (Dec 29, 2021 - Apr 30, 2022)

Site sessions

188 ↓ 74%

Unique visitors

134 ↓ 78%

Avg. session duration

3m 45s ↓ 19%

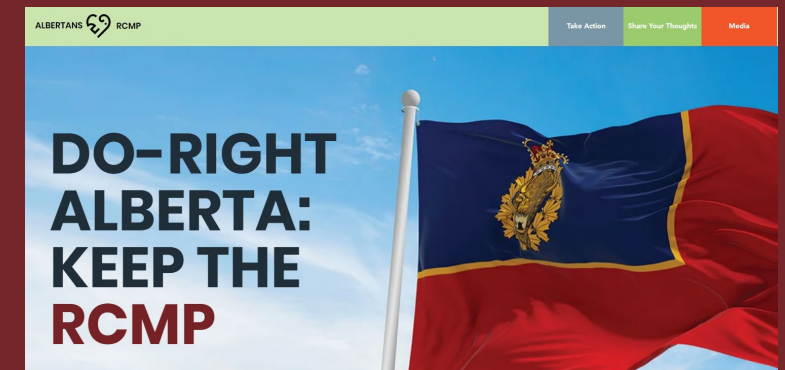
Sessions over time



[See full report](#)

Websites

AlbertansForRCMP.ca



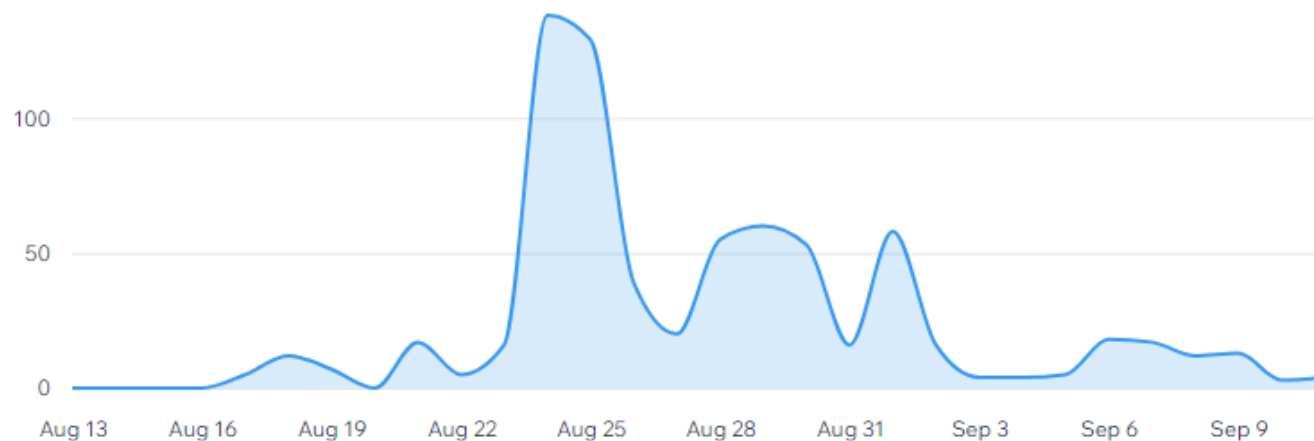
📅 Last 30 days (Aug 14 - Today) compared to previous period (Jul 15 - Aug 13, 2022)

Site sessions
725

Unique visitors
569

Avg. session duration
5m 55s

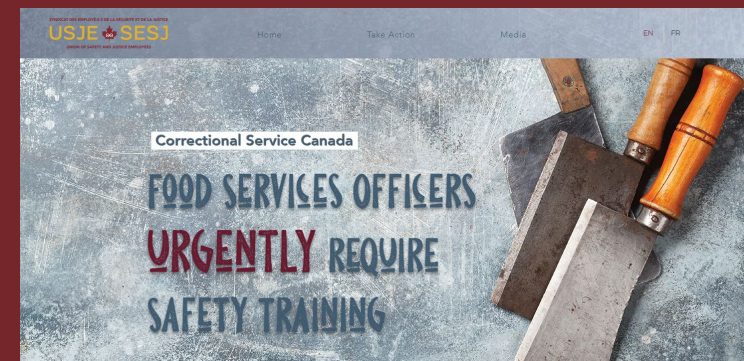
Sessions over time



[See full report](#)

Websites

FOSUnsafeAtWork.ca



May 1 - Aug 31, 2022

compared to previous period (Dec 29, 2021 - Apr 30, 2022)

Site sessions

389 ↓ 22%

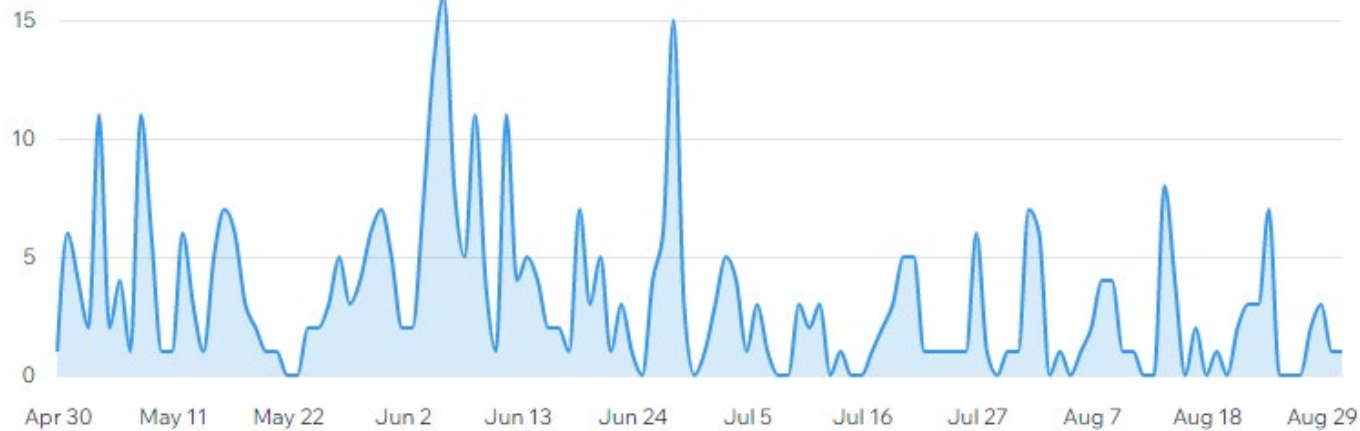
Unique visitors

297 ↓ 12%

Avg. session duration

5m 14s ↓ 15%

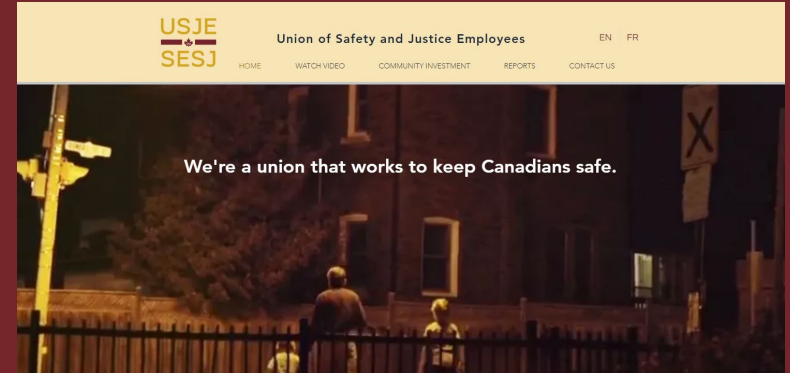
Sessions over time



[See full report](#)

Websites

KeepingCanadiansSafe.ca



May 1 - Aug 31, 2022 compared to previous period (Dec 29, 2021 - Apr 30, 2022)

Site sessions

207

Unique visitors

127

Avg. session duration

4m 52s

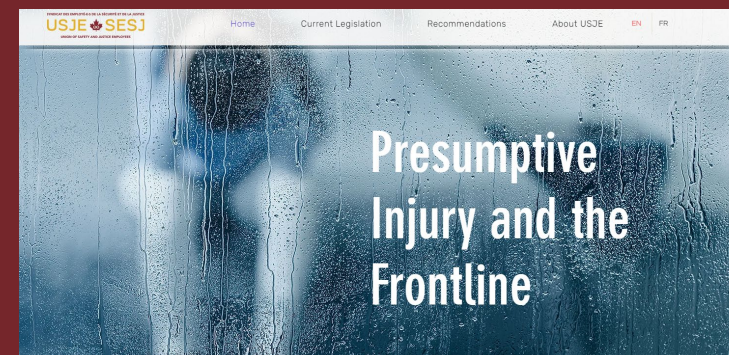
Sessions over time



[See full report](#)

Websites

PTSIatWork.ca



Social Media



Continue to be active on social media and posting regularly



90% of our content is USJE original content



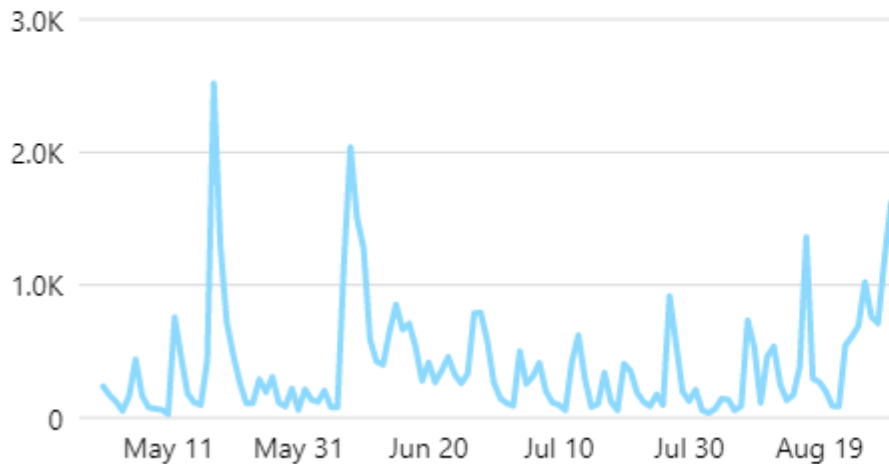
Running ads for various campaigns and events

Facebook + Instagram

Reach

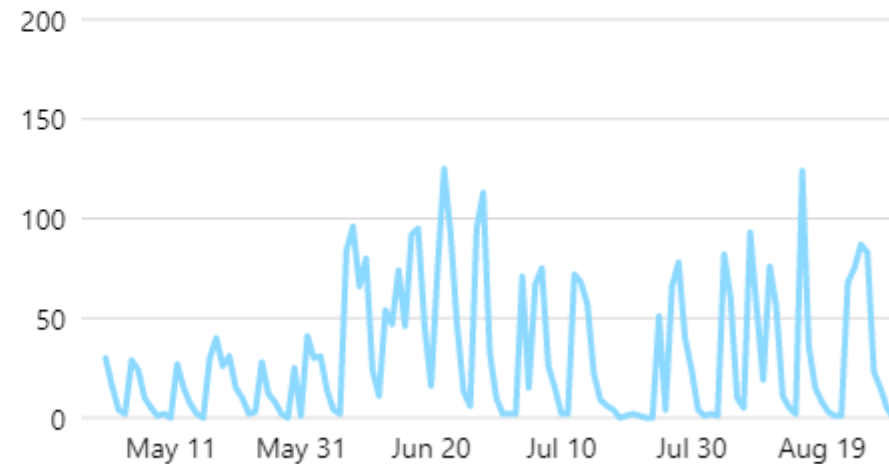
Facebook Page reach ⓘ

15,386 ↓ 39.1%



Instagram reach ⓘ

347 ↓ 26.8%



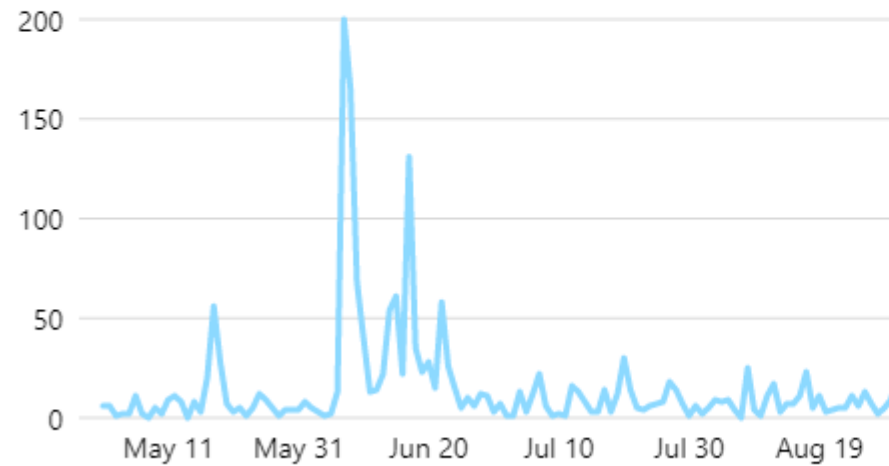
* Dips in summer months are normal!

Facebook + Instagram

Page and profile visits

Facebook Page visits ⓘ

1,825 ↑ 98.2%



Instagram profile visits ⓘ

342 ↑ 545.3%



Facebook + Instagram

New likes and follows

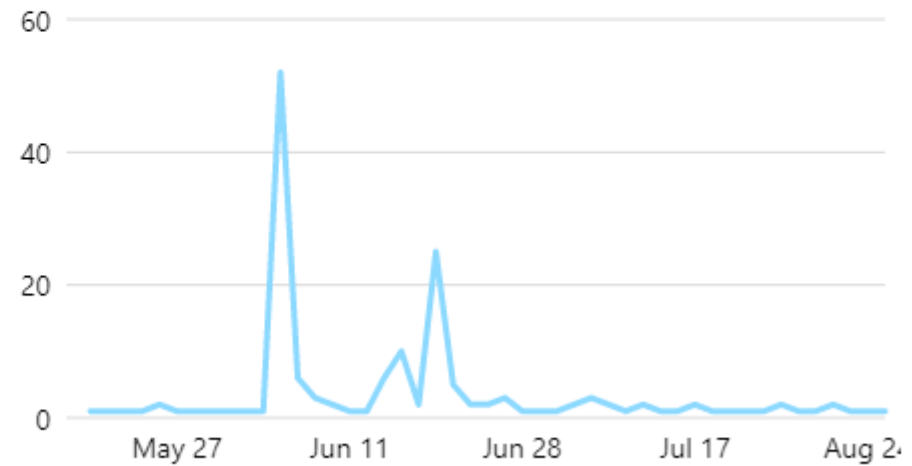
Facebook Page new likes ⓘ

215 ↑ 451.3%



Instagram new followers ⓘ

162 ↑ 390.9%



Facebook follower growth



Lobby Kits

- Available electronically and in print by request
- Content includes:
 - About USJE Postcard
 - Booking a meeting sheet
 - How to lobby guide
 - PO kit (report and leave behind)
 - RCMP DSA kit (report and leave behind)
 - Presumptive Injury leave behind



We're a union that works
to keep Canadians safe.

Graphic Recording

- Distributed at Regional Conferences



Citizens of Society

PRODUCING...

SAFELY REINTEGRATING OFFENDERS by getting them the resources THEY NEED!

- Chaplaincy
- Productive Activities
- I.D.
- New Skills
- Schooling (basic education & more...)
- A job (100s of cases needing work) a Home

INDIGENOUS INITIATIVES

- ...CONNECTION TO COMMUNITY!
- trauma-informed culturally sensitive release plans...
- ...INDIGENOUS KNOWLEDGE!
- Spiritual support

CSC

CREATING Successful, life-long LEARNERS...

- ...BUILDING Self-Esteem for offenders...
- ...AS WELL AS TRAINING EMPLOYEES (anti-harassment, diversity, etc.)

Stopping Employer Toxicity & Violence

BRAVING DANGEROUS SITUATIONS

- ...WITH NO WEAPON BACKUP...
- PAROLE OFFICERS at HIGH-RISK HALF WAY HOUSES...

PSYCHOLOGICAL SUPPORTS

- ...TEACHING OFFENDERS how to CONTROL IMPULSE
- ...EVALUATING CASES, RISKS...
- ...DETERMINING TYPE OF INSTITUTION, treatment, timelines, rehabilitation

Women & Men's Offender Sector

manage Volunteers

our Workforce!

- ...CANTEN, CLOTHING + PROCUREMENT...
- ...KEEP UTILITIES UP, FACILITIES GOING...
- ...REPAIRS, SAFETY...
- ...DURING COVID & MORE...

ADMIN SUPPORT

- CONNECTING & LIAISING
- GC DOCS
- PROVIDING DOCS & DOSSIERS
- SHARING INFO WITH OUR PARTNERS

INVESTIGATIONS: USE OF FORCE REVIEWS

- RESCHEDULING VACATION
- MONTHS OF CLOSE WORK TO VICARIOUS TRAUMA
- PUTTING OUR LIVES ON HOLD TO SUPPORT OTHERS!
- CLERKS & CASE MANAGERS IN THE COMMUNITY SEE A LOT!
- invisibility cloak

PROTECT THE INTEGRITY & SECURITY OF OFFENDERS' INFORMATION

Policy Experts

- ...ENSURING PROCEDURES ARE LEGAL
- ...SUPPORTING REMOTE REGIONS
- ...HUMAN RIGHTS & OFFENDER GRIEVANCES...

Monitoring Offender Progress

We are: Peace officers, teachers, PAROLE OFFICERS, RPNs, Indigenous Liaison Officers, Industrial Service Officers, Plumbers, Electricians, Clerical, PSYCHOLOGY, finance, Carpenters, FOOD SERVICES, instructors, ADMINISTRATORS, general laborers, HEALTHCARE & Case Managers...

Working daily for Public Safety

we all deserve RECOGNITION!

Hiring Communications

- DEALING with TRAUMA EVERY DAY...
- TRANSCRIPTION - HOURS OF EMOTIONAL WORK & STORIES YOU CAN'T FORGET...
- DEALING with PERSONS UNDER INFLUENCE or DISTURBED, or ALONE at FRONT DESK!
- TRAINING OFFICERS...
- SCHEDULE & TRACK
- KEEP KNOWLEDGE GOING!
- PREPARING FRONT-LINES

Occupational Health

the CENTRE for NUCLEAR

- ...SUSTAINS OPERATIONS!
- KEEPING FIREARMS SAFE... REMOVALS!

RCMP

we know RURAL AREAS & HAVE CONTACTS - WE CAN FIND MISSING PERSONS FAST!

TAKING IMPORTANT CALLS...

- ...Indigenous languages... in the community...
- ...SMALL REMOTE COMMUNITIES PREFER TO CALL DSA over 911!

TRACING CALLS SAVES LIVES!

the Musical Ride...

SUPPORTING FAMILIES AFFECTED BY CRIME...

PROTECTING Children

KEEPING INMATES SAFE

- MAINTAINING EVIDENCE

SHARING PAPERWORK as NEEDED...

CHECK-INS & SUPPORT

- ...WE KNOW HOW OFFENDERS are DOING...
- DETACHMENT HEARS from LOCALS
- ...WE GET INFORMATION PRIOR TO INCARCERATION & AFTER RELEASE...

the BACKBONE of the RCMP

- ...WE SUPPORT THROUGH GREAT ADMINISTRATION...

PROTECTING INDIGENOUS COMMUNITIES

Evidence Receiving

CARING for our CANINE TEAM...

Exhibits

Financials

- ...TAKING CARE of FUNDS...

Investigative Services

- ...NOT DIRECTLY AVAILABLE TO THE PUBLIC BUT IT HELPS A LOT!
- ...WE CHECK for a HISTORY of VIOLENCE & FIREARMS WHEN OFFICERS ARE DISPATCHED...

CJIM criminal records data entry of court outcomes

It's a Lifestyle!

...NOT JUST A DAY JOB...

PPSC

BEHIND the SCENES

- PREPPING DOCUMENTS
- SUPPORTING LAWYERS in MANY WAYS!

In Constant Communication

- ...WITH JUSTICE...
- ...WITH ACCUSED...
- ...WITH LEVELS of COURT...

PROCESS TRAVEL...

- ...COLLECT FINES...

WE GET APPEALS in on TIME!

GETTING PEOPLE BACK on TRACK!

WE DEAL with VICARIOUS TRAUMA

- ...OFTEN for YEARS...

Justice

WE SERVE MANY DEPARTMENTS...

- BUILDING & MAINTAINING Relationships with CLIENT CONTACTS in all GOVERNMENT DEPARTMENTS

IT'S DIFFICULT WORK

- ...upsetting photos...
- ...coroner requests...
- ...vicarious trauma...
- ...reading transcripts...

WE DEFEND DECISIONS to REVOKE/REFUSE FIREARMS LICENCES

DEADLINES are TIGHT!

WE PERFORM RESEARCH...

- ...FIND CASELAW to SUPPORT the GOVERNMENT'S POSITIONS in LAW...

BEHIND the SCENES to PROVIDE QUALITY Legal Assistance to JUSTICE LAWYERS

WORKING with INDIGENOUS BANDS

- LOOKING at LAND CLAIMS...

WE GET LETTERS from THOSE WHO HAVE NO ONE ELSE to TURN to!

- IMMIGRANTS...
- DOMESTIC ABUSE VICTIMS...
- PEOPLE LOOKING for GOVERNMENT HELP!

WE KEEP CANADIANS' INFORMATION CONFIDENTIAL

HABEAS CORPUS

PBC

Writing Policies

- ...READING UPSETTING FILES...
- ...SUPPORTING PAROLE BOARDS...
- ...TRAINING COMMISSIONERS...

PROTECTION of SOCIETY IS PARAMOUNT!

- ...ASSESSING RISKS...
- ...STUDYING DOSSIERS...
- ...TIMELY INTEGRATION of OFFENDERS...
- ...RECORD SUSPENSION can change LIVES...

SUPPORTS for OFFENDERS...

- ...AT TRIAL...
- ...with their FAMILIES...
- ...COMMUNITY OUTREACH...

BIG DECISIONS

- ...TO RETAIN or NOT?...

ALWAYS AVAILABLE to CSC

GREAT Communication!

In the Community



we investigate complaints...
...MADE AGAINST the RCMP...



PRIVACY: INFORMATION COMMISSIONS

...allow citizens and employees to get information that empowers!

for APPEALS to TRIBUNALS...

...WE ENSURE RIGHTS to BENEFITS AREN'T VIOLATED!



A BIT DIFFERENT from THE REST of CSIS...

...BUT WE NEED to BE TREATED the SAME WAY!



PUBLIC SAFETY creates policy that affects us all...

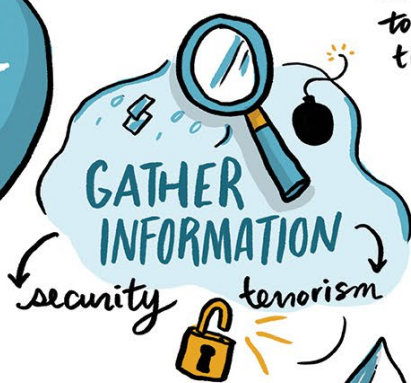
- ↳ CHILD PROTECTION
- ↳ DISASTER ALERTS
- ↳ GUN SAFETY
- ↳ & MORE...



We are all Integrated!

... IF WE DON'T WORK TOGETHER, PUBLIC SAFETY IS AT RISK!

All Together Now!



IT'S the TIP of the

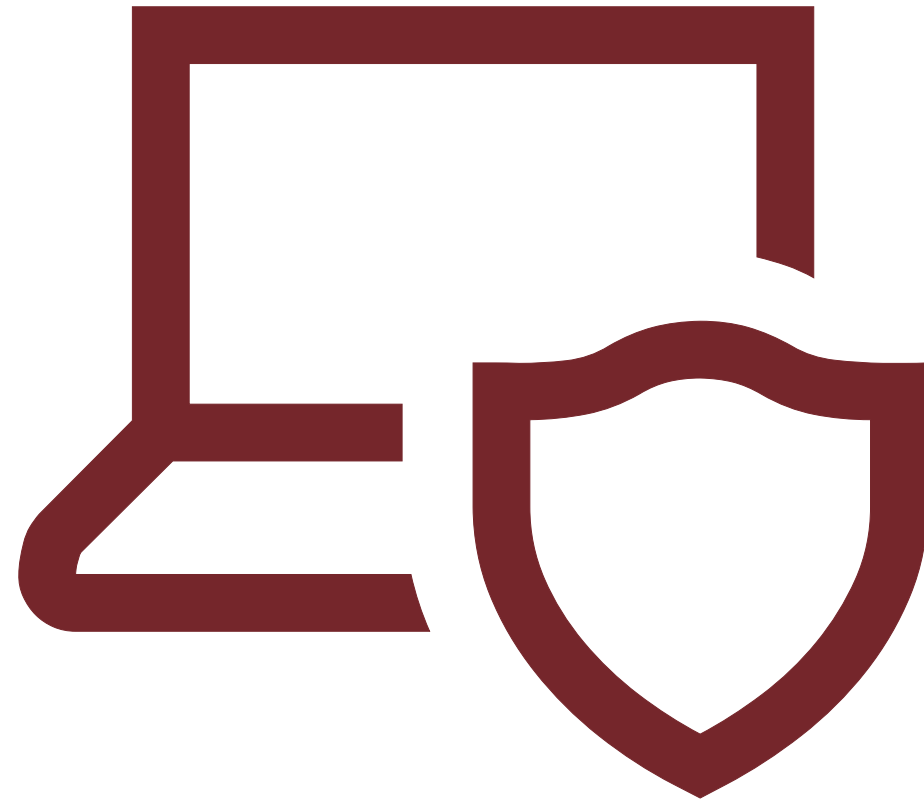
Iceberg!



... we do more than can be covered in one session!

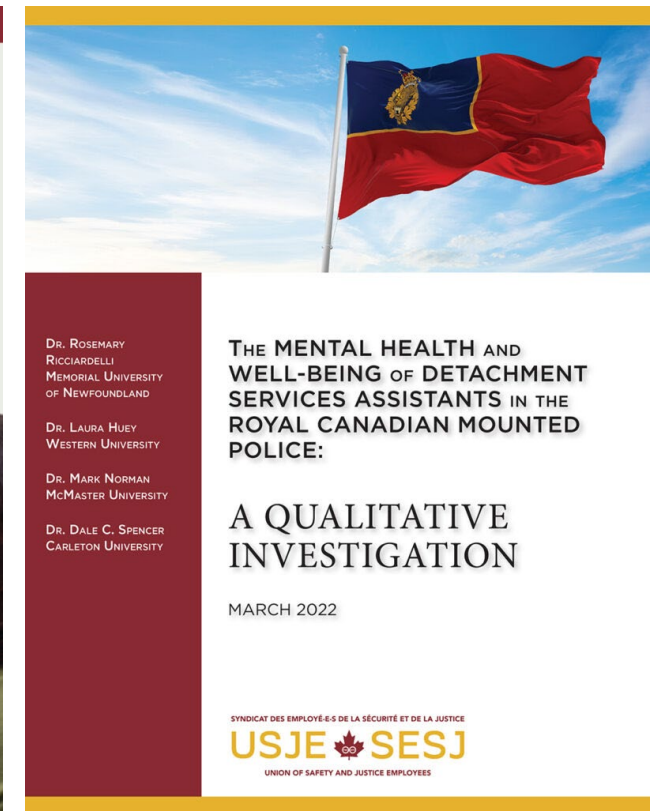
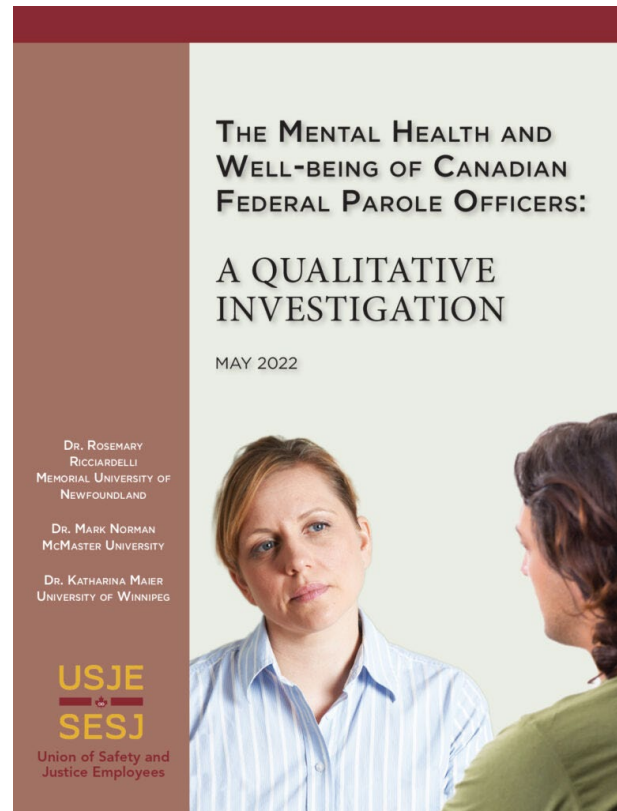
MemberLink

- Hope to have it available on the USJE website by Convention
- Tool for RVPs and Local Executive to access information about their members and update data



Reports Release: PO and DSA

- RCMP DSA Report released March 7
- PO Report released on May 18



Town Hall Meetings

- Oct. 18 at 8 pm Eastern time
- Oct. 19 at 6:30 pm Eastern time



Media Relations



- PO Report
 - May 18 Media Coverage
 - Toronto Star (National)
 - Globe and Mail (National)
 - MSN (National)
 - Yahoo Life (National)
 - Yahoo Finance (National)
 - CKPGToday.ca (British Columbia)
 - CityNews (Ottawa and Toronto)
 - News Explorer (International)
- More Recently, Globe and Mail re: SK

New Local Officers Handbook and Member Handbook

- Reminder that these tools are available on our website and in print

