

MEDIA RELEASE: ENGAGEMENT PROCESS FOR YOUTH SERVICES EARNS IAP2 HONOURS

(NO PLACELINE -- Sept. 14, 2021) The process to develop a brand for a new, integrated social services model in Alberta has been honoured by the International Association for Public Participation (P2) Canada. FKA Communications and Kickstand received Honourable Mention in the category, “Respect for Diversity, Inclusion and Culture” at the 2021 IAP2 Canada Core Values Awards, presented in an online celebration Monday evening.

FKA worked with Kickstand to develop a new name, brand identity and website for the model, which helps give young people, their parents and caregivers greater access to primary healthcare, mental health and addiction services. Engaging with the people who would benefit from or be affected by the model was a key element of the creative process. It is also one of IAP2’s Core Values, which include the declaration that those affected by a decision have a right to give input on the decision and to know how their input influenced the outcome.

IAP2 judges noted that the main challenge was to create a brand that resonated with the people it was intended to help and that “... the project team did a great job of reaching out to the audiences they needed to speak to and creating a safe space for the discussion.”

“We strongly believe in approaching our work from the perspective of supporting more inclusive marketing,” said Rob Jennings, President of FKA Inc. “Meaningfully engaging with those who are most impacted by our work is crucial to ensuring that all voices are heard, respected, and help shape the delivered outcomes of any marketing or communications initiative. And Kickstand was an important example of that.”

Kian, a member of the Youth Action Council, adds, “I felt empowered, supported and that my voice and opinion were heard and valued. I’m really impressed and proud of how the final Kickstand brand and website have turned out.”

All of the 2021 IAP2 Canada Core Values Award winners can be viewed online, at <https://www.iap2canada.ca/cva-2021>.

-30-

About Kickstand: Kickstand is a collaboration with local service providers and community partners to integrate mental health and addictions services with primary health care, peer support, and social services for young people (12-25 yo) and their families/caregivers through the creation of a virtual clinic and integrated service centres. Kickstand is working to transform access to care by aligning existing youth services, funding service gaps, disseminating lead practices and ultimately improving health outcomes for young people and their families/caregivers.

About FKA: Founded in 2008, FKA is one of Edmonton's leading marketing and communications agencies with employees in Toronto and Calgary. We provide full-service advertising, public relations, and public engagement services to local and national level clients. Since 2018, we have been named to the GROWTH List of Canada's Fastest-Growing Companies by *Canadian Business* and *Maclean's* for three consecutive years.

About IAP2 Canada: IAP2 Canada is the country's preeminent organization dedicated to promoting, supporting and improving the practice of Public Participation. Its 1100 members in all thirteen provinces and territories, working in all levels of government as well as industries and academia, seek to ensure that people affected by a decision are consulted in the making of that decision and are informed of the way their input affected the outcome. IAP2 Canada is part of a worldwide organization, with regional affiliates in Australasia, Indonesia, the USA, Southern Africa, and individual members in Italy and Latin America.