

TRENDS REPORT

2024

USE PR TO
COMMAND
EQUITY AND
PRESENCE IN
THIS WORLD.

Over the years of making a difference through impact-focused and purpose-driven initiatives, we've seen how communication tools and approaches have grown. In the last year alone, significant weight has been placed on fostering authentic connections, creating inclusive spaces and advancing reconciliation. This trend has not only shaped the work we've done for our clients but has also been a core part of our own journey.

Furthermore, there has been a focus on the humanness of storytelling. Audiences want to know that an organization is genuine; there's a person behind every statistic. Communications that offer authenticity, inclusivity and connectivity will continue to do well in engaging target audiences.

Read these insights from the 50th Parallel Public Relations team for exclusive communications tips from our experience using PR to command equity and presence in this world.

SUPPORT INDIGENOUS LANGUAGE REVITALIZATION

Language is essential to identity, transferring values, culture, traditional practices and heritage to future generations. Indeed, a crucial piece of reconciliation is language revitalization and many Canadian organizations are recognizing this by including traditional names and language in internal and external communications materials. We see this in practice on provincial highway signs, provincial parks and schools, such as **SĆIΛNEW** **STĒĒITĪKĒĒ** elementary school in south Langford.

There are instances, however, where an organization is unable to use traditional language, whether it be a lack of resources or technical ability. To fill the gap, we've created a language revitalization document with our First Nations clients that offers pronunciation, proper spelling and language-friendly fonts to assist non-Indigenous organizations and media outlets in correctly presenting project details.

This document is then added to digital media kits and web pages as an easily accessible online resource. The language revitalization document we created for **ćiśaaʔath (Tseshaht) First Nation** contains QR codes for the reader to scan and listen to the pronunciation of its residential school project name **ʔuuʔatumin yaqckʷiimitqin** (Doing it for Our Ancestors), and provides resources to download special characters to display the language properly. Similarly, a media kit we designed for **Sto:lo Nation's** residential school project **Xyólhmet ye Syéwiqwélh** (Taking Care of Our Children) contains a QR code that, when scanned, allows the reader to listen to and learn the **halq'eméylem** language.

**Xyólhmet ye Syéwiqwélh
(Taking Care of Our Children)**

QR code link to learn the language

Halq'eméylem is the Indigenous language of the Stó:lō, which means "People of the River."



Scan the QR code to listen and learn the language



Media Contact

Chief David Jimmie
(604) 792-8300 ex 102
davidjimmie@squiala.com

Chief David Jimmie is Chief and CEO of Squiala First Nation, a position he's held since 2009. His traditional name is Lenéx wí:ót, which means "One who works

ó:lō Nation Chiefs' Council, representing xweyéqw Tribe Management Limited, rently sits on the Chilliwack Hospital <, and serves as chair and vice president peline Group.

istration and is owner/operator of DJimmie and 175 apartment units in Chilliwack and a 330-unit townhome development in development in Westbank B.C.

CHILDREN) PROJECT | LANGUAGE & MEDIA CONTACT



HOW TO DISPLAY

ʔuuʔatumin yaqckʷiimitqin

ʔuuʔatumin yaqckʷiimitqin is a Tseshahst phrase meaning "Doing it for our Ancestors" and is led by čišaaʔath (Tseshahst) First Nation.

LANGUAGE REVITALIZATION IS A MEANINGFUL AND NECESSARY STEP IN RECONCILIATION.

It is important to Survivors, loved ones, the čišaaʔath (Tseshahst) community and the project team that the traditional name be used in all communications, including those written and told by media outlets.



Scan the QR code to listen to how to pronounce ʔuuʔatumin yaqckʷiimitqin, spoken by a čišaaʔath (Tseshahst) member.



The glottal stop is a speech sound produced by closing the vocal cords and then opening them quickly so that the air from the lungs is released with force.



The rounded k adds the addition of lip rounding to the English 'k' sound.

FONT FAMILIES

Below are a few popular font families and how it portrays these special characters:

Roboto
ʔuuʔatumin yaqckʷiimitqin

Arial
ʔuuʔatumin yaqckʷiimitqin

Helvetica
ʔuuʔatumin yaqckʷiimitqin

Verdana
ʔuuʔatumin yaqckʷiimitqin

Calibri
ʔuuʔatumin yaqckʷiimitqin

Avenir
ʔuuʔatumin yaqckʷiimitqin

Aboriginal Sans
ʔuuʔatumin yaqckʷiimitqin

BC Sans
ʔuuʔatumin yaqckʷiimitqin

First Nations Unicode
ʔuuʔatumin yaqckʷiimitqin

Courier New
ʔuuʔatumin yaqckʷiimitqin

Times New Roman
ʔuuʔatumin yaqckʷiimitqin

Many popular font families support the special characters in the Nuu-chah-nulth alphabet. If the font family used by your media outlet does not support these special characters, **please reach out to us for acceptable alternatives or consider using a supported font.**



Scan the QR code to access a free resource to download special characters for use when writing out First Nations languages.

čišaaʔath (Tseshahst) First Nation
Language revitalization document

STORIES ARE OFTEN MORE IMPORTANT THAN STATS

In 2021, Tk'emlúps te Secwépemc announced 215 unmarked graves at the former Kamloops Indian Residential School in the BC Interior. Since then, many First Nations and Indigenous communities have undertaken similar work on their territories. Often, the stories that make national headlines or front-page news are the ones with shocking numbers. A similar trend is seen when speaking about the opioid crisis—the story is boiled down to statistics. What these types of stories do is take the humanness out of the numbers. It's very easy to get caught up in statistics but behind every number is a story about a person's journey.

Two of our clients, Sto:lo Nation and **Ahousaht First Nation (AFN)**, grappled with whether to share figures when they released their preliminary residential school project findings over the past year. Ultimately, the goal was to focus on storytelling and change the narrative of media headlines. While these figures were shared in the end, it's important they don't overshadow the overall message in communications.

Xyólhmet ye Syéwiqwééh
(Taking Care of Our Children)
Residential school project gathering, 2023



ᖃaḥuus?atḥ(Ahousat) First Nation
‘We are still standing’ phase 1 of residential school research and scanning, 2024

BUILD MEDIA RELATIONSHIPS THAT MATTER

Media continues to play a vital role in effectively disseminating community stories, whether big or small, to the masses. Every good communications strategy should focus on effective media relations. If you have a newsworthy story, it's important to make sure the journalists who get it will give it the time and attention it deserves. Strengthen your relationships with early access to information, offering exclusive interviews and keeping them informed about upcoming events. Even small acts, such as promptly responding to inquiries about story details or the spelling of names, go a long way to build trust. In addition, a benefit of nurturing these relationships is the ability to reach out to

journalists for feedback if your story didn't receive as much media attention as you had hoped. This kind of feedback means your stories can reach a wider audience.

Across four different media events, we've secured more than 80 publications in over 100 media outlets. Moreover, other organizations and stakeholders have replied to our client's stories, making public statements themselves, including members of the Legislative Assembly of British Columbia, local governments, school boards and health authorities.

Home • Community

Land back 'finally a reality': WSA NEC campaign aims for \$10K by year's end

Funds would facilitate the return of ancestral lands on the Saanich Peninsula and Gulf Islands to the WSA NEC People

Peninsula News Review Staff
Dec 6, 2024 5:00 PM



1 / 3 After a successful inaugural campaign, the WSA NEC Lands Trust Society holiday gift giving campaign is in full swing. Courtesy WSA NEC Lands Trust Society



Listen to this article
00:02:17

The work to restore a traditional piece of land inspires the second winter of the Lands Trust Society (WLTS) #landback campaign.

Thanks to the 2023 holiday gift-giving campaign, the WLTS made significant progress restoring TIKEL—a traditional territory spanning 300 acres on what is now called Saanich Peninsula.

Forty-seven acres were returned to WSA NEC late last year, enabling the community to focus on closing the culvert to re-flood the plains, seed harvest, and remove invasive species.

Survivors of residential schools located in Ahousaht territories share healing experiences

By Denise Titton / April 15, 2024



Tesahlt elder Cody Ooi, 93, is honored at the Thunderbird Hall in Ahousaht on April 10. Ooi is the last remaining survivor of the Ahousaht Residential School. (Nora O'Malley photo)

Nuu-chah-nulth Tribal Council declares state of emergency over opioid crisis: 'Enough is enough'

Leaders are calling for more resources and mental health supports in their 14 communities, saying they are 'losing too many, especially young people, to this crisis'

BY AMY ROMER, LOCAL JOURNALISM INITIATIVE REPORTER • NEWS, VANCOUVER ISLAND • SEPTEMBER 21, 2024



Sample Media Pickup

2024



Family and community members of a young Saahuus?ath (Ahousaht) man who died earlier this month as a result of the opioid crisis wore t-shirts and sweaters, holding 'Justice for Lennox' banners. Submitted photo

KEY MESSAGING IS KEY

Words have meaning. What may resonate for one group may not make sense for another. A fundamental step in preparing communications pieces is making sure the core message is the same, no matter where it's said or who says it.

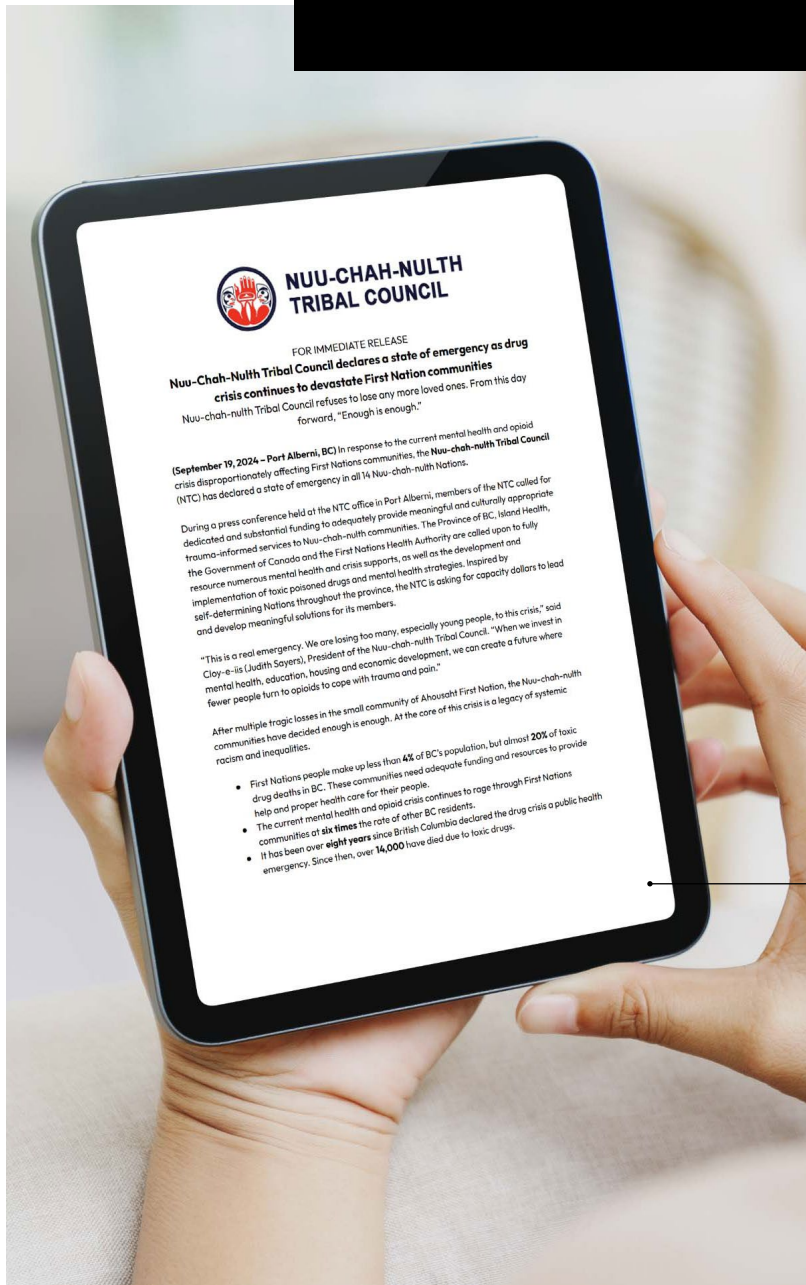
For example, residential school projects use different language for former students; Ahousaht First Nation uses Warriors, whereas Tseshaht First Nation uses Survivors. Indigenous employment and inclusion organization **Indigenous Works** describes their process as a canoe journey.

The **Nuu-chah-nulth Tribal Council** used strong language, including “Enough is enough” and “a mother’s cry” to drive home the seriousness of the

opioid crisis when declaring a state of emergency in all 14 member Nations in September. The terms and phrases used by an organization and its spokespeople are what create connection and trust with an audience.

At 50th, we work with clients to determine these key messages so spokespeople feel comfortable and confident when speaking, resonating more with the audience. A key messaging document isn't a one-size-fits-all approach—as societal trends change, organizations and individuals will adapt, and so too does the narrative.

WHAT ARE THE KEY MESSAGES?



Nuu-chah-nulth Tribal Council (NTC)
NTC media release declaring state of emergency in all 14 member Nations. “Enough is enough” is just one of many thought-provoking key messages used.

BRINGING PEOPLE AND IDEAS TOGETHER

This year, our clients and our team have been embracing the return of in-person gatherings, creating spaces for collaboration, networking and engagement. As we move beyond the limitations of digital-only events, we're seeing a renewed appreciation for authentic, face-to-face connections.

Recently, our team had the privilege of participating in the B Corp Champions Retreat in Vancouver and the International Association of Business Communicators World Conference in Chicago. At these events, we looked outside the box and connected with innovative professionals

who are reshaping the future of their fields. Additionally, we supported the **Co-operative Housing Federation of BC (CHF BC)** and **BC Aboriginal Child Care Society** as they brought their communities together in person. While technology allows us to reach people in their homes and offices, there's nothing like bringing people together to learn and grow.



BC Aboriginal Child Care Society
2024 First Nations Leadership Forum
on Early Learning and Child Care

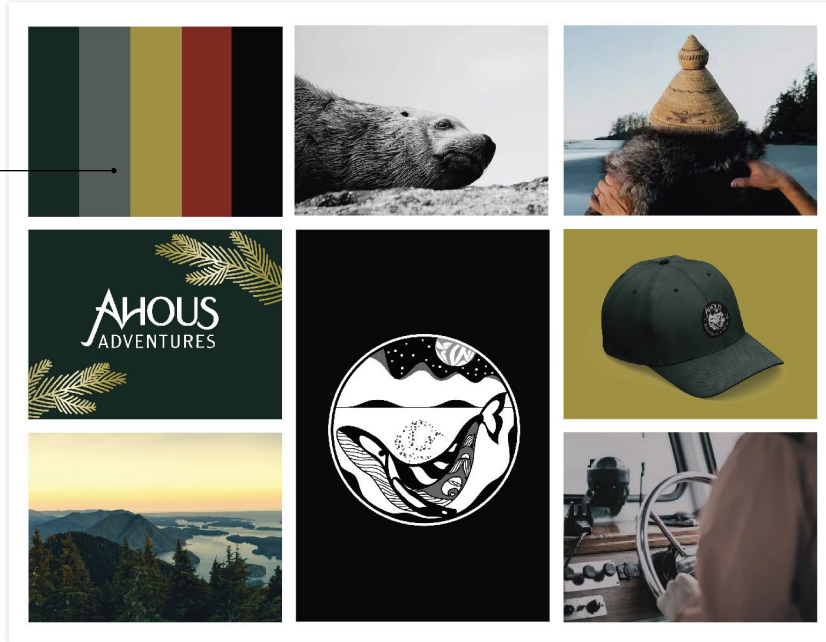
AUTHENTICITY: VERY DEMURE, VERY MINDFUL

Our attention is in constant demand through advertising, social media, streaming services and all kinds of new and emerging technology, and this step away from human connection is driving people's craving for authenticity more than ever. This is especially true when it comes to how we communicate with others, whether through our personal or organizational brand. Audiences today want to know not just the "why" behind a brand but the story about the "who." They want to feel the connection and trust that there's a human behind the message. This makes authentically portraying yourself the difference between engaging an audience and losing them.

At 50th, we put authenticity at the forefront, never using templates and catering content to each organization we work with. Every organization has a story and reason behind it. Ensuring that this story is preserved is the most essential part of messaging and branding. This is not just a strategy, but a way to connect with the target audience, fostering real and meaningful connections.

Ahous Adventures

A brand board was developed which led to the creation of different types of design assets





Hot Springs Cove Our Signature Experience

Accessible only by boat or plane, Nisquam Park will make you feel relaxed and tranquil as you soak in the hot mineral waters of Hot Springs Cove. Just a short hike down a two-kilometre boardwalk, they are a destination worth the effort of taking a local guide from our team.

Whale Watching

Come aboard one of our 12-passenger covered cruisers or open zodiac-style vessels as we set out for the Pacific Ocean along the west coast of Vancouver Island, home to an array of marine wildlife. You'll see creatures great and small, from sea otters, seals and sea lions, to gray whales, humpback whales and the occasional transient orca.

Bear Watching

Vancouver Island is home to a dense population of black bears. While you are likely to see a bear anywhere on the island, many of them live in clusters along the west coast in rainforests found within Ahousaht hahuuli (territories) and along the shorelines foraging for their next meal.

Eco-Indigenous Excursions
Owned and Operated by the Ahousaht Nation

Ahous Adventures invites visitors to explore **saahuus?ath territories** through the lens of the people who have lived on and stewarded these lands and waters since time immemorial. Visitors will learn about Ahousaht's Indigenous culture, language, history and storytelling.

By openly sharing **saahuus?ath knowledge**, locals and visitors can connect deeply with the true spirit of this remarkable ecosystem.



It's time for adventure!

Scan the QR code to read why people love our eco-Indigenous excursions!




313-368 Main Street, Tofino, BC V0R 2Z0 | reservations@ahousadventures.com | P: (250) 725-0650



GIFT CERTIFICATE

TO **Tigh-na-mara**

FOR **Whale Watching Tour**
for **TWO Adults**

Ahous Adventures is an eco and cultural adventure tour company owned and operated by the Ahousaht Nation, that offers an exciting variety of excursions within Ahousaht hahuuli (territorial lands, waters, and culture) including Tofino tours to Hot Springs Cove, whale watching, and bear watching.

It's time for adventure!

(250) 725-0650
reservations@ahousadventures.com

Valid March 1, 2024 to October 31, 2024
GCF 5100-1R
Authorized Signature

ahousadventures.com
313-368 Main Street, Tofino, BC V0R2Z0

WE CAN'T WAIT TO TAKE YOU ON AN ADVENTURE!

- Whale Watching
- Bear Watching
- Hot Springs Cove

reservations@ahousadventures.com 313-368 Main Street
(250) 725-0650 Tofino, BC V0R2Z0



AI AS A CAPACITY-BUILDING TOOL

Artificial intelligence (AI) is impacting conversation worldwide, bringing a mix of hope and hesitation. While it's important to address AI's challenges, we can't overlook the opportunities it offers—especially when it comes to empowering and uplifting marginalized communities.

We walk alongside communities to support them in building their internal capabilities, which means ensuring their communications continue with or without us. Leveraging AI in these scenarios can be transformative for organizations with limited resources.

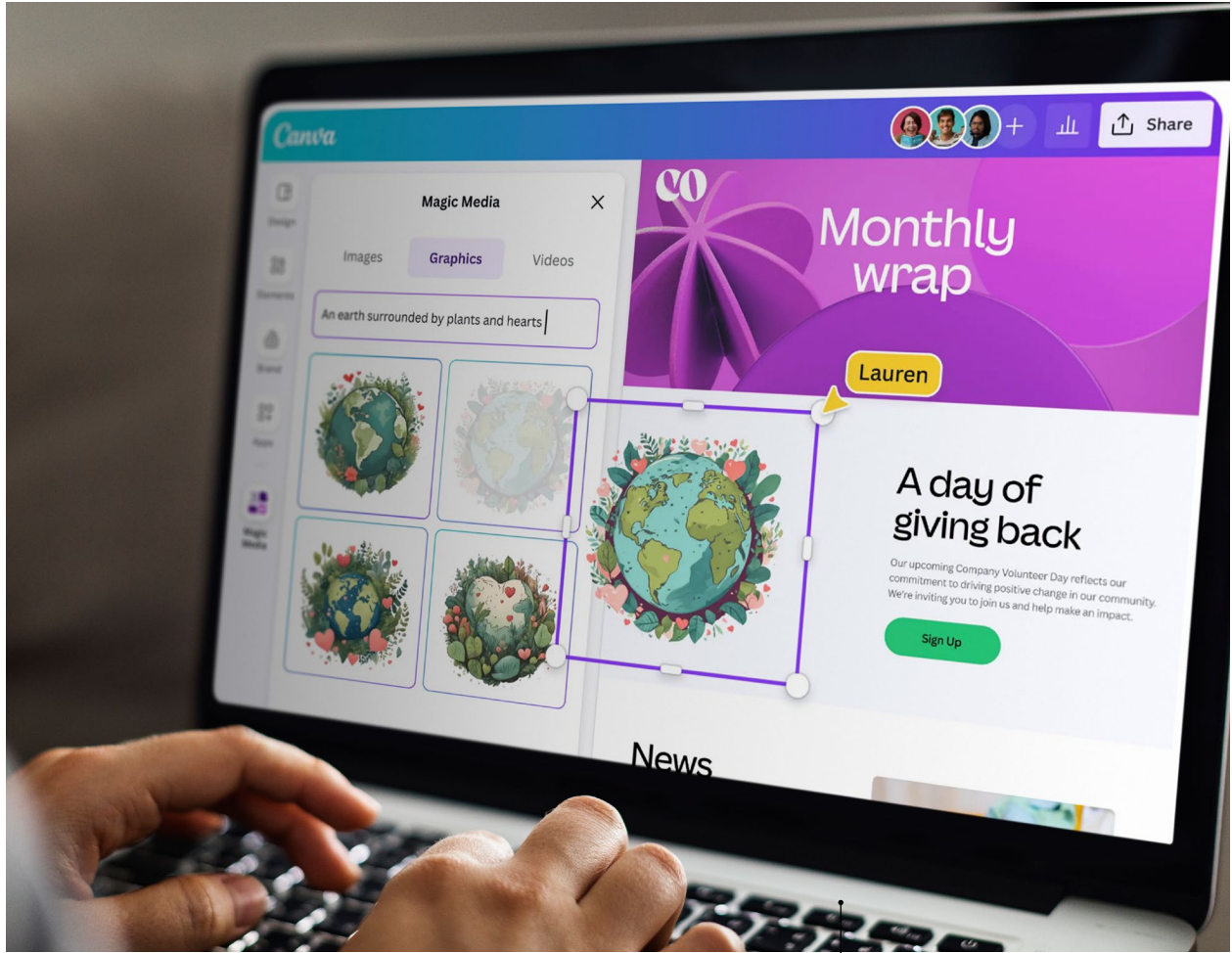
AI can empower smaller organizations to share their messages more efficiently, but it's not just about knowing how to use the tools. True success comes from understanding their unique needs and providing personalized guidance on how AI can work best for them.

For example, organizations looking to improve their audio and video communication can use programs

like Descript and Zoom to streamline podcast and meeting transcriptions. When it comes to analytics, AI can be a powerful tool for processing large amounts of social or website data, turning an hour-long task into just a few minutes. Canva AI and Adobe AI, while still in early development, can offer creative support, helping organizations get started even when the first step isn't clear.

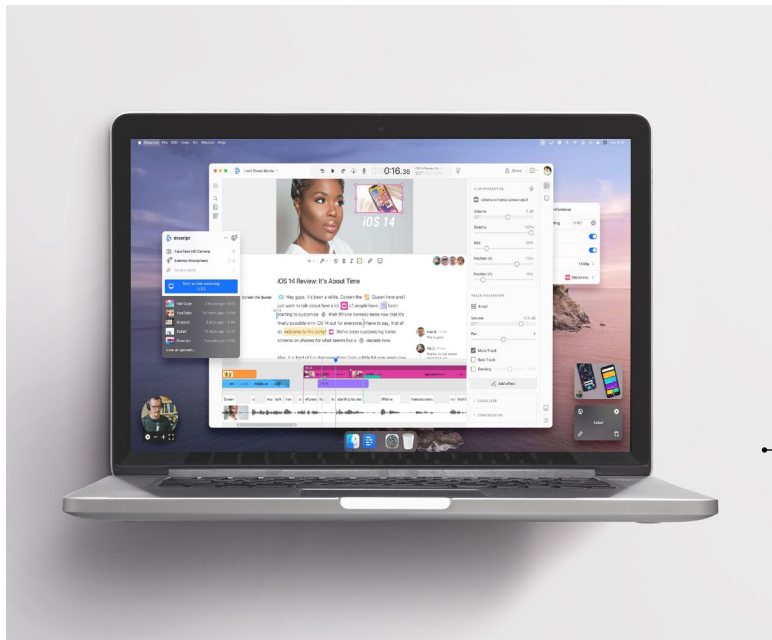
It's crucial that we embrace these opportunities thoughtfully, ensuring AI serves as a support, not a substitute, for our expertise. The core of our work—creativity, strategy and human connection—cannot, and should not, be replaced.

While not all of this work can be done by AI, embracing this change to walk with our clients in boosting their capacities, hand-in-hand with AI, will make a significant impact. This is all uncharted territory—we are just beginning to understand the impact that AI is going to have on the industry, but we need to approach this with responsibility, hope and openness.



Canva AI

Produce AI-generated images and art with a text prompt



Descript

All-in-one podcast and video editor that's designed to add ease to the entire editing process

THOUGHT LEADERS ARE THE INFLUENCERS WE ARE READY FOR

With our feeds flooded with content, we've seen a powerful shift in what truly defines influence. It's no longer about building massive followings or chasing trends—it's about leaders who go beyond the surface to inspire real, lasting change.

That's where thought leaders come in. Rather than earning respect through their follower count, they are recognized and admired for challenging the norm and having the courage to tackle tough questions. What sets them apart is their authenticity and expertise. They build their credibility through years of experience and are trusted voices for speaking up when others won't.

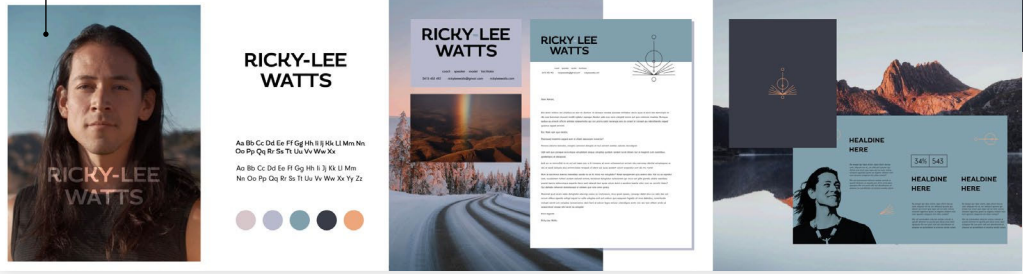
We're honoured to work alongside thought leaders like our founder, **Naz Lauriault**, and our clients, **Ricky-Lee Watts** and **Nene Kraneveldt**.

Naz, a social entrepreneur and advocate, empowers marginalized individuals to reclaim their power and take action. Ricky-Lee inspires young people to connect with their innate insight, unlocking their potential to drive social and environmental change. Nene blends leadership practices with spiritual wisdom, guiding individuals, particularly Indigenous leaders, to heal from trauma and find balance.

The rise of thought leadership reflects a shift in what we value. We're looking for something deeper—leaders who challenge us, teach us and inspire us to be better. Thought leaders are the influencers we're ready for because they don't just talk, they listen, and they don't just influence, they transform.



Ricky-Lee Watts
Thought leadership
branding



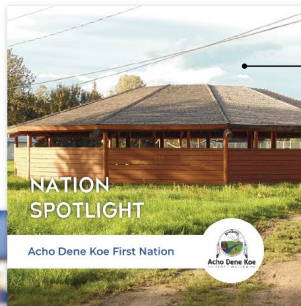
Naz Lauriault
Attending the WEDO Summit
and International Association
of Business Communicators
as a guest speaker

LET TRADITION AND CULTURE SHINE THROUGH

People will engage with social media posts and accounts they relate to. One of which is seeing a piece of themselves reflected in the imagery on screen or the story being told. Social media posts that incorporate imagery, artwork, colours and icons of a specific Nation, culture or people will see higher engagement from those groups. Moreover, this supports the revitalization of First Nations culture and the recognition of the multicultural and diverse society in which we live.

As a non-Indigenous organization, it is important we work with Indigenous creators and collaborate with meaning to nurture decolonization and

amplify Indigenous stories in the work we do. The culture, protocols, history and traditions of First Nations, Metis and Inuit Peoples are unique, which is why we actively work with Indigenous artists, strategists, Knowledge Keepers and organizations, especially when working with Indigenous clients, to ensure the materials we produce are meaningful, culturally appropriate and Indigenous-led.

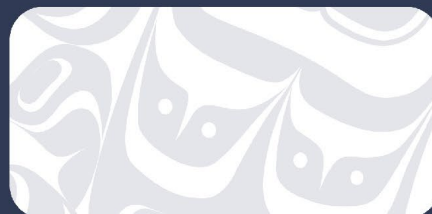


Te'mexw Treaty Association
 Sample of social media posts which feature Nation-specific photos, people and design

Wei Wai Kum Kwiah Treaty Society
 Traditional artwork was used as the inspiration for brand graphics and icons

Icons & Patterns

Wei Wai Kum Kwiah Treaty Society would like to acknowledge Wei Wai Kum artist, the late Mark Henderson. It is his beautiful artwork that has inspired the icons and patterns within this guide.



TWO-WAY COMMUNICATION AND FORMING GENUINE CONNECTIONS

Building genuine connections requires more than just one-way communication. It's about opening the door for engagement and inviting your audience to be active members of the conversation. By hosting Q&A sessions or community meetings, you can create collaborative spaces that encourage discussions while social media tools like polls, question prompts and feedback-driven content offer anonymous and easy participation.

These conversations go beyond just asking for feedback, it's about showing that you're listening. Sharing the results of these interactions is key to

building trust and demonstrating that you value your audience's input. For example, What We Heard reports we created for the BC Aboriginal Child Care Society, **Alberni-Clayoquot Health Network** and **Capital Regional District** openly share community feedback, building transparency with their members. Similarly, Q&A content shared on social media or newsletters by **Te'mexw Treaty Association** and **Wei Wai Kum Treaty** keep the conversation going, showing that every voice is valued and every opinion counts.

Alberni-Clayoquot Health Network
What We Heard report



HOW INFORMATION WAS GATHERED

The Building Prosperity in Alberni-Clayoquot Poverty Reduction Plan outlines strategies and areas of focus for communities to direct their attention. In order to see real, meaningful change, the Plan was provided recommendations for property backing within the district. In alignment with this work, the Alberni-Clayoquot Health Network directed two forms of engagement strategies to uncover potential gaps. Between city stakeholders and residents (try to access government and community resources) two forms of engagement gathering took place on the survey and a virtual engagement session.

The Alberni-Clayoquot Equity Building Toolkit Survey was used to gather insights on the Poverty Reduction Plan, to create effective methods that work as the needs of local decision-makers, service providers and the general community.

A virtual facilitated engagement session was held on November 30, 2023, and was attended by local elected officials who provided feedback on high-level themes and priority items. The goal of the session was to identify opportunities to advance and fill in gaps where elected officials would they need or resources the most.

WHAT WE HEARD

This What We Heard report captures the themes and priorities that arose from the survey and during the engagement session. Survey participants were asked for their insights over seven topic areas:

- Toolkit Content and Information
- Local Collaboration and Partnerships
- Target Audience and Reach
- Inclusivity and Accessibility
- Sustainability and Longevity
- Toolkit Evaluation
- Toolkit Format and Delivery

At the end of the survey, participants were provided with the opportunity to offer additional comments and suggestions. There was a mix of long-form and multiple-choice questions, capturing a variety of thoughts and opinions. The survey was distributed to key local stakeholders in the fields of education, health care, government and community organizations, as well as neighbours Indigenous communities.

This report notes themes from participant responses and offers examples of what was said in the survey. For a list of questions and respondent answers, please refer to the appendix at the end of this document.

TARGET AUDIENCE AND REACH

There are a few factors to consider when the toolkit should be designed for. There were four target audience groups provided: local government decision-makers, service providers, advocates and community members and general community members as well as the option to provide additional target audience groups. Responses were asked:

WHO DO YOU BELIEVE SHOULD BE THE PRIMARY AUDIENCE FOR THE EQUITY-BUILDING TOOLKIT?

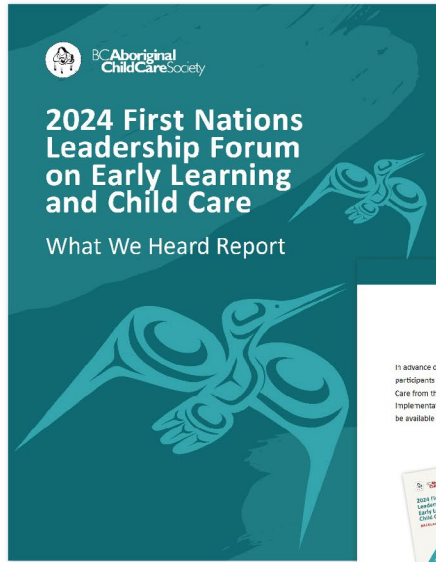
More than one option could be selected.

- 100% Local government decision-makers (e.g., planners, elected officials)
- 92.3% Service providers (e.g., health care professionals, social workers)
- 84.6% Advocates and community leaders
- 76.9% General community members
- 15.4% Youth
- 15.4% Those with lived experience

When asked how the toolkit can be designed to engage and involve with each of the target audience groups, respondents agreed a people-first approach that identifies the barriers each group faces when accessing support and services would help to remove stigma and an 'as vs. us' mentality. Below are a few samples of what we heard:

A people-first approach, removing stigma and identifying and connecting the fact that we are all people and any one of us could be in the same circumstances. Until we eliminate the 'us' vs. 'them' attitude no real progress can be achieved!

"It would be great if the toolkit could have different tiers of content building from very basic information (e.g. gender is socially constructed) there are more than two genders to more nuanced and complex information (e.g. an exploration of the barriers that queer and trans people face in the local medical system). Ideally, the toolkit could be sectioned into easily digestible lesson topics so that busy folks can take off a bit of learning at a time, and build on ideas over time without becoming overwhelmed." Video and audio resources would make the toolkit more accessible to community members and leaders."



BC Aboriginal Child Care Society
What We Heard report

2024 FIRST NATIONS LEADERSHIP FORUM ON EARLY LEARNING AND CHILD CARE

In advance of the 2024 Leadership Forum on Early Learning and Child Care, BCACCS shared with participants the Forum Background, the First Nations ELCC Framework, the Elements of Quality Child Care from the Perspectives of Aboriginal Peoples in British Columbia, and the First Nation ELCC Framework Implementation in BC: Five Years of Growth and Capacity, 2018-2023 documents. These documents will be available on the BCACCS website, along with this report.

Access all these documents here:

Forum Background; the First Nations ELCC Framework, the Elements of Quality Child Care from the Perspectives of Aboriginal Peoples in British Columbia, and the First Nation ELCC Framework Implementation in BC: Five Years of Growth and Capacity, 2018-2023.

2024 FIRST NATIONS LEADERSHIP FORUM ON EARLY LEARNING AND CHILD CARE

2024 Forum Overview

WHEN AND WHERE
May 16 and 17, 2024
Hyatt Regency Vancouver, 655 Burrard Street

Traditional territories of the X'mədkw'əyem (Musqueam), S'kwéwól'məsh (Squamish), and səl'wəwəsh (Tsəl'wəyutəm)

WHO
Hosted by BCACCS, with support from First Nations Leadership Council
Co-Chair Cheryl Gower (Tusmivniwix p'lak p'astk) and Werner Adam.

Participants included:
18 First Nations Chiefs (including National Chief Cindy Woodhouse Nepeleh)
48 First Nations Councillors
66 First Nations Band Administrators
107 First Nations ELCC Technical Leads & Sector Representatives

239 Attendees
105 First Nations Represented

INTERACTIVE CONTENT: TOOLS FOR TWO-WAY COMMUNICATION

We've shared the importance of two-way communication, but how do you actually do it? Well, the answer lies in interactive content!

On social media, keep your audience engaged with online polls and quizzes. These tools are not only fun and engaging, but they also provide insight into your specific audience's preferences. For in-person interactions, consider using surveys during events to capture immediate feedback. This doesn't just

mean handing out individual surveys, try real-time feedback technology like Slido or Menti Meter. These tools turn presentations and live events into interactive experiences and give people a chance to share their thoughts anonymously. By embracing interactive content, you can create a responsive community where your audience is excited and motivated to participate.

Long-term options for biosolid use in the CRD



Scan the QR code to view the biosolids fact sheet.

CRD

Interactive information sheet with QR code link which led to an online survey

Fertilizer for Agriculture



The nutrient-rich organic material can improve soil conditions to promote plant growth and increase crop yields. It can also improve water retention to reduce water usage as well as reliance on synthetic fertilizers.

Timeline: Immediate

Industrial Land Reclamation



Biosolids can be applied to disturbed and degraded soils to replenish organic matter and essential nutrients, improve fertility, soil structure and increasing water retention. They can be applied directly or blended with compost, soil or wood chips.

Forest Fertilization



Biosolids can help improve soil fertility, prevent erosion and accelerate plant and tree growth. After a wildfire, biosolids help forests regenerate, increasing water retention and providing nutrients and organic matter to promote plant and tree growth.

Wholesale Fertilizer for Landscaping



The nutrient-rich organic material can improve soil conditions to promote lawn and plant growth. Uses include lawns, boulevards, golf courses.

Bagged Fertilizer for Residential Use



The nutrient-rich organic material is bagged and distributed as fertilizer or blended with soil, compost or wood chips made available for residential use.

Fuel for Incineration/Combustion



Biosolids are burned or used as an alternative fuel to power facilities, such as cement kilns and pulp mills, reducing reliance on other non-renewable sources like coal or natural gas.

Pyrolysis or Gasification Technology to Create Biochar/Gas



Biosolids are heated to make a gas or "biochar," which can be used to produce heat or electricity. Biochar is a type of solid that is made from organic material. It can be used as a soil additive to improve soil fertility and enhance water retention.

What are Biosolids?

Biosolids are the nutrient-rich by-product of wastewater treatment and can benefit the community. They contain nutrients, energy and organic matter that can be recycled and used in various ways. The most common use is as fertilizer to promote tree and plant growth and as a soil additive to restore degraded industrial lands. Other emerging options may include harnessing energy contained in biosolids through thermal (heating) processes to use as an alternative fuel.

How are biosolids being managed currently?

Timed with wastewater treatment being introduced in the core area in 2020, the CRD implemented a short-term plan to use biosolids as an alternative to fossil fuel combustion at a Lower Mainland cement factory. There have been operational challenges and the majority of biosolids produced have been landfilled. Given the recent challenges, the CRD arranged to have some biosolids sent to a gravel quarry in Cassidy, to be used for industrial land reclamation, one form of land application, under a provincial Mines Act permit. Landfilling biosolids has been used as an emergency measure. It wastes valuable space in the landfill and does not meet provincial requirements for beneficial use of biosolids. It is not being considered as a long-term option.

What are the benefits of biosolids?

Biosolids contain important nutrients such as nitrogen, phosphorus, calcium, sulphur and iron. The benefits of biosolids include:

- Adds organic matter and plant nutrients to enrich soil
- A natural alternative to synthetic (chemical) fertilizers
- Stores carbon in soil and decrease greenhouse gas emissions
- Increases soil water retention
- Can be mixed with wood chips or yard waste to create compost



Scan the QR code to read more about the CRD Biosolids Beneficial Use Strategy



Scan the QR code to learn more about biosolids in BC

Do biosolids pose a risk to human health or the environment?

The BC Ministry of Environment and Climate Change Strategy and Federal Environment and Climate Change Canada set the standards for the protection of human health and the environment for wastewater treatment, including biosolids production and use. Biosolids do not pose a risk to human health or the environment when they are produced, distributed, stored, sold or used in accordance with all of the requirements in the Organic Matter Recycling Regulation (OMRR). Mismanagement of any product or material can lead to adverse effects on the environment and risk to human health. OMRR guidelines are designed to ensure the proper management of biosolids as well as reduce risk. Class A biosolids that the CRD produces exceed provincial OMRR requirements.

How will public input be used in decision-making?

Your feedback will be used to inform the development of a Long-Term Biosolids Management Plan that will outline the CRD's approach to managing biosolids going forward. Upon completion of this public engagement process a What We Heard consultation summary report will be produced. It will be shared with the CRD Board, Technical and Community Advisory Committee and available on the CRD website as part of the draft plan review process before submission to the province under the CRD's Core Area Liquid Waste Management Plan commitments. Public input, current technical information and First Nations engagement each inform the development of a Long-Term Biosolids Management Plan.



Scan the QR code to read the OMRR



Scan the QR code with your phone to fill out the survey online



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Long-Term Biosolids Management Plan Survey

The Capital Regional District (CRD) is exploring various options and technologies to ensure the benefits of biosolids and the use of energy to treat your Nation's waste. Your participation in this survey will inform a Long-Term Biosolids Management Plan that will outline the CRD's approach to managing biosolids in the future. Upon completion of the first Nations engagement process, a What We Heard consultation report will be produced and will be shared with the CRD Board and available on the district's website. You can forward to your Nation's report for the long-term options for managing biosolids under the project.

Where do you live?

What is your age range?

Do you own or rent your home?

Do you own a business in the Capital region?

If so, where is your business located?

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How familiar are you with the following topics?

Wastewater treatment systems

Biosolids

How important is it to you how biosolids are managed for community benefit?

When planning for the beneficial uses of biosolids, how important are the following considerations to you?

Please explain why you chose that level of importance:

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Please indicate your level of support for the following potential uses:

Scan the QR code with your phone's camera and enter the link to see more information about these potential uses.

Agriculture fertilizer

Forest fertilizer

Industrial land reclamation

Fuel for incineration/combustion

Advanced thermal (pyrolysis/gasification technologies)

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What specifically interests you about the potential benefits biosolids can offer?

Do you have any specific concerns about the beneficial uses of biosolids?

What is the best way to keep you informed about this topic in future? Check all that apply.

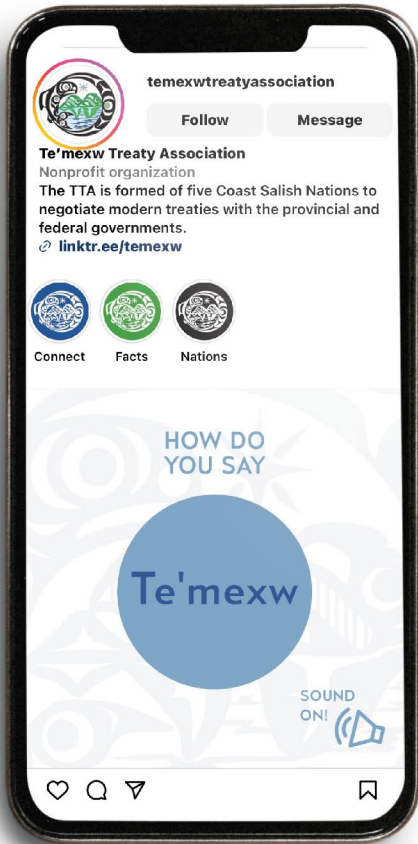
Are there any other questions you wish you knew about biosolids and the options being considered?

Is there anything else you would like to ask?

BRING STORYTELLING ALIVE THROUGH AUDIO AND VIDEO

Technology provides us with endless possibilities to create engaging content, all at our fingertips. There are numerous ways to bring life into an audio file and imagery. Short-form videos on platforms like Instagram and TikTok deliver concise, memorable content that captures attention quickly. On the other hand, long-form videos and podcasts allow a deeper exploration of ideas and stories, encouraging audiences to engage with more detailed narratives over time. Going even further, tools like animation can combine both audio and imagery to bring to life important and powerful messaging.

By utilizing these tools, it's easy to create videos that inspire, engage and inform your target audience. We've done this through short videos on social media to document traditional language phrases, share insights from community members or showcase highlights from events. These different formats offer flexibility and the opportunity to connect with your audience across platforms.



Te'mexw Treaty Association

Sample of social media posts that teach the public proper pronunciation of the SENĆOŦEN language.



**SOUND
ON!**





WHAT'S NEXT?

The desire for connection, collaboration and communication continues to grow as social media, applications and software have us staring at screens more than ever. The most engaging content is passionate, authentic and meaningful—organizations can't simply create content, it's about two-way communications and building genuine connections. Indeed, we are consistently seeing more community groups and organizations tell their story, as it is through storytelling that we are a more empathetic, caring and trusting society. As audiences continue to demand authenticity from organizations, and with Gen Z taking breaks from social media altogether, it's important that your content is impactful, purposeful and creates value for your audience.