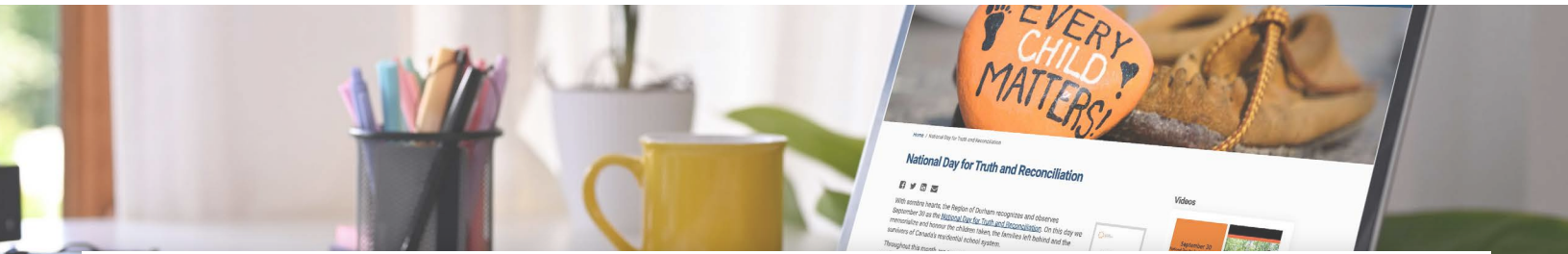




Durham, ON

How Durham Region, ON Engages Communities on Truth and Reconciliation Issues



2x

target for page visits during campaign

14.3%

engagement rate during campaign

50%

newsletter open rates, outpacing industry standards

2,000

residents participated in virtual surveys

OVERVIEW

Durham Region, Ontario, set a goal to raise awareness around both regional events and the legacy of residential schools. EngagementHQ helped them spark conversations and build momentum for the annual commemoration.

SITUATION | A NEED FOR A CONSISTENT ENGAGEMENT PLATFORM

Durham staff sought a consistency of messaging, using a single platform that would make it easier for residents to be familiar with events, messaging, and other resources related to the National Day for Truth and Reconciliation while also being able to engage both in conversation and provide feedback.

SOLUTION | A DIGITAL SPACE FOR OPEN DIALOGUE

Using EngagementHQ, Durham looked to meet their two campaign objectives of increasing engagement with Indigenous communities and the public on reconciliation and furthering the understanding of Indigenous culture and heritage in the community.

RESULTS | A COMMUNITY PARTNER ON THE PATHWAY TO RECONCILIATION

During the campaign, Your Durham saw a 14.3% engagement rate, doubling the targets set for participation, a testament to the importance of conversation around issues impacting Indigenous communities.

MUST HAVE SOLUTION

EngagementHQ

“Adopting new technologies to facilitate engagement reaches a wider, more representative voice, leverages local expertise and lived experiences, and helps us develop and deliver policies and programs that better meet the needs of the diverse communities that make up the region.”

Alison Burgess,
Director of Communications and Engagement, The Regional Municipality of Durham