



# **Communications and Public Engagement Framework**

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**Revised: April 7, 2026**

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## Sustainable Communications Practices

Menno Place is committed to reducing paper and energy use by shifting our communications toward digital first practices wherever possible. We minimize printed materials by expanding the use of electronic records, digital newsletters, online handbooks, and secure internal systems, while encouraging responsible printing only when necessary. These efforts are supported by our broader energy management approach, which includes monitoring and reducing energy consumption across operations and investing in efficient systems that support modern, low impact communication tools. Together, these practices help us reduce waste, conserve energy, and contribute to environmental stewardship.

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# About Menno Place

## Founded in 1953 – A trusted legacy of Compassionate Christian Care

Motivated by faith in God and concern for the elderly, the Mennonite Benevolent Society (MBS) was formed in 1953 to provide housing and long-term healthcare for seniors. Since that time, visionary leadership from the Board, generous donations from Society members, and financial support from government have all contributed to ongoing development.

From operating a 26-bed “retirement home” in the early 1950s, MBS has grown to become one of the major long-term care and housing organizations in the province. With the completion of Primrose Gardens in 2010, our care homes and apartment buildings serve over 700 residents. The MBS has served four generations and over 27,500 seniors since its inception.

The Mennonite Benevolent Society and Board are active participants in Mennonite Churches within British Columbia. The Mennonite people are known for their compassionate and generous care for the elderly and the disabled with more than 50 Mennonite founded organizations across Canada. Menno Place has now served four generations of seniors in the Abbotsford community.

### Timeline History of Mennonite Benevolent Society

1952 – December 20th: Initial discussion regarding a home for the frail and aging

1953 – March 20th: Decision to organize as a society

1953 – September 1st: Certificate of Incorporation issued for the Mennonite Benevolent Society

1954 – First Menno Home structure

1956 – Menno Home addition

1960 – Menno Hospital initial phase

1961 – MBS staff house on Marshall Road

1965 – Menno Hospital addition

1971 – Menno Home expansion “Phase 1” (West)

1974 – Menno Home expansion “Phase 2” (East)

1982 – Menno Pavilion initial phase (“Pauls Pavilion”)

1990 – Menno Home Special Care “Chalet”

1990 – Menno Home South Wing (replacing original 1950s structures)

1992 – Menno Hospital East Wing addition

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1992 – Menno Pavilion second phase  
1998 – Menno Terrace  
1998 – Menno Hospital East Wing – second floor addition  
2003 – 50th MBS Anniversary Celebration  
2005 – Menno Terrace East  
2009 – Purchase of Ebenezer Home property  
2010 – Primrose Gardens  
2013 – 60th MBS Anniversary Celebration  
2014 – Sale of Ebenezer Home property  
2015 – Living Waters Garden  
2017 – Putting Green / Lawn Bowling Green  
2018 – 65<sup>th</sup> MBS Anniversary Celebration  
2023 – 70<sup>th</sup> MBS Anniversary Celebration  
2024 – Opening of the Convalescent Care Unit Menno Hospital

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# Executive Summary

## Purpose

This Communications and Public Engagement Framework establishes the principles, accountability, and standards that guide how Menno Place communicates with residents, families, staff, volunteers, Mennonite Benevolent Society (MBS) members, partners, and the broader community. It provides a common foundation for clear, consistent, timely, and values-aligned communication across a complex campus of care, while recognizing that detailed procedures and templates are maintained at the operational level.

## Who is the audience for this framework?

This framework is intended for MBS Board members, the Executive Team, the Management Team, and operational leaders. It supports consistent decision-making about what is communicated, by whom, through which channels, and under what approvals.

## What This Framework Does

- Establishes a framework for communication across audiences and channels
- Clarifies leadership accountability and oversight for organizational communications
- Reinforces Menno Place's Christian values, reputation, and culture of excellence
- Supports safety, trust, and transparency, including during urgent and emergency situations

## Guiding Principles

- Resident and family centred
- Clear, respectful, and plain language communication
- Consistent voice, look, and tone across channels
- Thoughtful use of digital first tools, with accessibility in mind
- Authorized, single source, messaging for urgent and emergency communication

## Governance & Accountability

- Communication is a shared leadership responsibility, guided by this framework.
- The CEO provides executive oversight and serves as the authorized spokesperson in emergencies.

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- The Director, Community Enrichment is accountable for strategic coordination, standards, and oversight of communications, with operational execution delegated to appropriate leaders and teams.
  - The Board Chair will be informed of emergency situations, and depending on the nature of the emergency, may assist in communications.

### **Stakeholders & Channels**

This framework identifies key internal and external stakeholder groups and outlines the approved categories of communication channels used to engage them. Channel selection is guided by audience needs, urgency, privacy considerations, and accessibility requirements. Detailed procedures and tool-specific instructions are maintained separately, including for digital platforms, meetings, print materials, social media, and emergency alert systems.

### **Emergency Communications**

Menno Place maintains a centralized alert and fanout approach to support timely, accurate, and coordinated communication during urgent and emergency situations. Emergency communications are aligned with the organization’s Emergency Preparedness Program and established spokesperson protocols.

### **Living Document**

This Communications and Public Engagement Framework is a governance framework and living document. It is reviewed and updated as needed to reflect organizational priorities, emerging risks, changes in technology, and evolving best practices. Document revisions by the Director, Community Enrichment and approved by the CEO and Executive Team.

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# Goals and Objectives

The goal of this framework is to support consistent communication across Menno Place. It promotes accurate, timely information sharing with residents, families, staff, and other stakeholders in a manner that is professional, informative, user-friendly, and strengthens Menno Place's reputation, and culture of excellence.

The following objectives support this goal:

- Ensure understanding and use of the framework to guide communication
- Ensure clear and consistent communication to recipients
- Contribute to the Menno Place culture by providing multiple points of entry to information and services provided
- Educate internal and external stakeholders as well as the general public levels of care, spiritual care, palliative care, dementia and the Mission and Vision of Menno Place
- Support the Strategic Operating Plan
- Engage the minds and hearts of the stakeholders with Menno Place and senior care
- Enhance safety education and practice
- Solicit feedback and encourage dialogue through online forms and surveys

These goals and objectives are accomplished by:

- Designing, writing and distributing up-to-date information in support of Menno Place
- Maintaining a standard Menno Place identity for all written materials
- Creating announcements, press releases and news items that are relevant and timely
- Collaborating with the Executive Team and Management Team to meet their specific communication goals
- Planning and participating in special events
- Maintaining relevant information in all communication channels

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# Assumptions

The effectiveness of this framework is based on the following assumptions:

- Menno Place Executive Team, Management Team, and Operational Leadership within the organization participate in the communication process using the channels and guidelines presented in this plan
- Menno Place communications provide consistent, informative messages in line with the values and ethos of Menno Place
- Menno Place communications balance the needs of the stakeholders with the goals of the organization

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# Communication Responsibility

The Director, Community Enrichment, is accountable for the strategic coordination and oversight of Menno Place communications. This includes establishing standards, ensuring alignment with organizational values, and monitoring effectiveness. Day-to-day communication activities and content development are carried out by designated leaders and teams in accordance with this framework.

The Director, Community Enrichment oversees the writing, reviewing, and editing of external Menno Place messages for accuracy, clarity, and relevance. The Executive and Management Teams communicate using the channels and guidelines presented in this framework. Communication is professional, informative, user-friendly, and supports Menno Place's culture of excellence.

The Menno Place CEO (or delegate) is the spokesperson for Menno Place to the public in the event of an emergency. The CEO serves as the single authorized spokesperson to the media and ensures that information released is accurate, approved, and timely. The CEO coordinates with leadership, legal, and emergency operations to prevent conflicting or unauthorized statements. The Menno Place Emergency Preparedness Program outlines the role and authority of the CEO.

The Board Chair will be informed of emergency situations, and depending on the nature of the emergency, may assist in communications.

## **Related Policies:**

AP 2.29 Media Relations

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# Messaging

Official Menno Place messages from the CEO and Director, Community Enrichment contain authoritative content and should not be altered unless appropriate to do so.

Effective messages are clearly written and presented in a consistent manner regardless of the channel of communication. Menno Place maintains communication and editorial standards that exemplify these traits.

In addition to specific content, messages increase awareness of the Menno Place values, strengthen public relations, strengthen Menno Place identity within the staff, family and resident communities, and expand understanding and education.

The following are examples of the kinds of Menno Place messages:

- Accomplishments and Awards
- Announcements about services, education, funding, retirement and new leadership
- Urgent or Emergency alerts
- Organization updates
- Events for staff, families and residents
- Resources for staff, families and residents
- Surveys for feedback
- Writing by approved members of the Menno Place community
- Appeals for donations / contributions
- Christian spiritual encouragement
- Job Postings
- Other issues that pertain to the organization's mission and vision
- Highlights of innovation and achievement
- Strategic Framework messages and stories

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# Communications & Public Engagement Operational Plan

The **Communications & Public Engagement** Operational Plan guides the frequency and strategy of the year’s publications and messages. It enables the Director, Community Enrichment to map out news release schedules, social campaigns, blog posts and other initiatives. The **Communications & Public Engagement Operational Plan** is a living document that will be modified when necessary.

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## Menno Place Stakeholders

**Menno Place communicates with two primary sets of stakeholders: internal to the service of Menno Place and other external constituents.**

### Internal Stakeholders

Menno Place internal stakeholders include:

- Mennonite Benevolent Society (MBS) members
- Residents living on the Menno Place Campus
- Families of those living on the Menno Place Campus
- Menno Place Team (Employees)
- Physician Group
- Contractors (Hairdresser, Foot Care, Maintenance)

Communication to and from the Board is done through Board meetings, Board Chair and CEO communication, the Annual Board Retreat with the Executive Team, Annual General Meetings. The Board is invited to all major events on the campus including Team Appreciation, Christmas Party, Grandparent's Day, Butterfly Release, Sitewide Memorial Service, etc.

In addition, the MBS Board Committees meet regularly with Executive Staff at the following committees:

- Finance, Audit & Facilities
- Redevelopment
- Quality Improvement & Risk Management

These committees report regularly to the Board along with the CEO who prepares reports to the MBS Board.

Communication with the Mennonite Benevolent Society Members is done through newsletters, the Annual General Meeting and the Annual Report.

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## External Stakeholders

Menno Place external stakeholders include:

- Politicians
  - Municipal, Provincial, Federal
- Fraser Health Region (Funder for residential care and subsidized Assisted Living)
- Office of the Seniors Advocate
- Family and Friends of Residents
- Vendors and Suppliers
  - Food Services and Suppliers
  - Pharmaceuticals
  - Recreation
- Local community
  - Business Leaders
  - Mennonite Leaders, Mennonite Congregants
    - Mennonite Church British Columbia (MCBC)
    - British Columbia Mennonite Brethren (BCMB)
    - Local Churches – Mennonite and Christian
- Senior Care Sector
  - Safe Care BC
  - Local Care Homes (Tabor Village, Hallmark, Mayfair, Bevan, Maplewood)
- Schools and Universities
  - Local schools –Primary, Middle, High School, College, University:
  - Mouat High School, Abbotsford Christian High School, Mennonite Educational Institute
  - Trinity Western University, University of the Fraser Valley
  - Columbia Bible College

Communication with the Office of the Seniors Advocate takes place through surveys as well as visits to our campus.

Fraser Health and Menno Place connect through annual and ad hoc meetings with the CEO and Executive leaders. Additionally, various Menno Place managers routinely connect—both

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formally and informally—with Fraser Health staff such as licensing officers and Fraser Health case managers.

## Communication Channels

Menno Place uses a range of communications channels to meet the diverse needs of its stakeholders. The selection and use of channels are guided by audience needs, urgency, privacy requirements and accessibility. Detailed procedures for channel use are maintained by operational teams.

### Web Sites

#### **MennoPlace Corporate Website – [MennoPlace.ca](https://MennoPlace.ca)**

Menno Place keeps the public well informed of services, information, resources and general news through the corporate website. This site is updated to reflect current information for those seeking information to move to Menno Place. The corporate website is the site that provides employment opportunities for those seeking to join the Menno Place Team. It is also a location for real-time alerts and critical information in the event of an emergency or critical incident.

#### **MennoPlace Residents, Family and Friends Website – [MennoPlaceLife.com](https://MennoPlaceLife.com)**

Menno Place keeps residents, family and friends informed about news, events, updates and happenings through the website that is intended for this group. This site contains information that can be referenced to help navigate supporting a loved one living at Menno Place such as the Resident Handbook, memos and featured posts. It is a location for real-time alerts and critical information in the event of an emergency or critical incident. Although it is not password protected, it is set to not be spidered by search engines so that it doesn't appear in search results. A user must type the full domain name into their browser to find the website.

#### **MennoPlace Apartments Website – [www.MennoPlaceApartments.com](https://www.MennoPlaceApartments.com)**

Menno Place informs the public about the pricing, photos and application process for those seeking to live in our Independent Living apartments and our Private-Pay Assisted Living apartments. This site has photos, floor plans, PDFs for download, pricing and 360 Tours.

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## **MennoPlace Staff Website – [MennoPlaceStaff.com](https://MennoPlaceStaff.com)**

Menno Place keeps the Menno Place Staff Team well informed through the staff website that is the homepage of every staff desktop computer. The staff website provides training, information, event updates and real-time alerts. It serves as a resource for information of high value to the Menno Place Team, including login links for key software applications. Although it is not password protected, it is set to not be spidered by search engines so that it doesn't appear in search results. A user must type the full domain name into their browser to find the website.

## **MennoPlace OneDrive - [Intranet](#)**

Menno Place OneDrive is a secure, self-service hub for staff and committees. It is the location for standardized information and forms and contains valuable resources such as annual reports, the organizational chart, and the strategic plan.

## **Board Effect – Online MBS Board Hub**

The Mennonite Benevolent Society Board uses Board Effect as a secure access, self-service hub for Board members and relevant Executive staff. This is the location for all Board minutes, documents and presentations. It contains valuable information that is pertinent to the MBS Board, its committees, its events and its projects.

## **Surge Learning - [Login](#)**

This is a Canadian based online education and training library that is a user friendly solution for all educational requirements. It is the location where Menno Place policies are securely held and accessible to the Menno Place team. It offers individual logins, weekly and timely reminders, reporting and flexibility for staff to login, learn and review at their own pace.

## **Crisis Communications Texting**

In the event of an emergency, the crisis communications texting service activates a fan-out text system maintained by the Emergency Response Coordinator. This texting service is activated in all emergency situations following the standardized codes used throughout the Ministry of Health Services in British Columbia. Codes at Menno Place are located on the back of every employee ID tag and include:

- Code Blue: Medical Emergency
- Code White: Aggressive / Violent Act
- Code Red: Fire
- Code Yellow: Missing Resident

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- Code Brown: Hazardous Spill
  - Code Black: Bomb Threat
  - Code Green: Evacuation
  - Code Orange: Disaster / Mass Casualty
  - Code Grey: Systems Failure
  - Code Silver: Active Attacker

### **Volunteer Communications – BetterImpact.com**

The Menno Place BetterImpact site is a hub for volunteer profiles, onboarding, scheduling hours and communications. Menno Place actively communicates with volunteers through this website, making it easy to ensure that volunteers receive orientation, onboarding and stay connected while making the volunteer management system easier to manage.

## **Social Media**

Menno Place uses Social Media effectively to communicate with both internal and external stakeholders as well as the general public. Menno Place staff, residents, families and friends are encouraged to engage with Menno Place social media as a tool to increase engagement and increase the positive reputation of the organization.

### **Facebook**

#### **Facebook.com/MennoPlaceLife**

This is the corporate Facebook page that serves as a key communication channel for local community connection. MennoPlaceLife publishes events, news, spiritual encouragement and information about seniors. Content on this Facebook page closely aligns with the Christian culture of Menno Place. Promotions are targeted to those who “Like” the page and their friends as well as for the Abbotsford community.

[www.Facebook.com/MennoPlaceLife](http://www.Facebook.com/MennoPlaceLife)

### **Instagram [@MennoPlace](http://www.Instagram.com/MennoPlace)**

Our Instagram account is a communication channel aimed at younger stakeholders who use this social media channel as their primary communication. It is an image based social media platform that conveys the culture of Menno Place including events and people who are the heart of Menno Place.

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**LinkedIn** [www.Linkedin.com/company/menno-place](http://www.Linkedin.com/company/menno-place)

LinkedIn is the company page for professional communication and job postings.

**Indeed** [ca.indeed.com/cmp/Menno-Place](http://ca.indeed.com/cmp/Menno-Place)

Indeed.ca is the Menno Place organization site for posting available job opportunities. We maintain a company page that shares information about Menno Place along with the culture and values of the organization.

## Email Newsletters

Menno Place uses email newsletters to communicate with internal and external stakeholders.

### Internal Stakeholders

#### Menno Place Team

Subscribers to our twice-weekly staff email newsletter are added to the email list at the time of hiring and can un-subscribe at any time with a link clearly visible in the footer of every email.

#### Urgent or Time-Sensitive Announcements

Urgent or time-sensitive messages are broadcast through the Internal Stakeholder email lists on an as-needed basis.

### External Stakeholders

#### Family and Friends Newsletter

Subscribers to our Residents, Family and Friends email newsletter are invited to subscribe to our twice-weekly newsletter. Content is relevant, timely and meaningful for subscribers. Subscribers may un-subscribe at any time with a link clearly visible in the footer of every email

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## Internal Meetings

### **Unit Meetings – Care Staff**

Unit meetings take place regularly in Menno Home, Menno Hospital and Assisted Living with the Nurse Leader providing information and education. Messages relayed to the team involve information about the care of the residents, the organization, education, safety and pertinent information as required.

### **Team Meetings – Non-Care Staff**

Team meetings take place monthly for teams such as Laundry, Housekeeping, Resident Experience, Human Resources, Finance, etc. Meeting minutes are submitted for archiving and reference. Messages relayed to the team involve information about the organization, education, safety and pertinent information as required.

### **Town Hall Meetings**

When required, the CEO may call a town hall meeting to gather the Menno Place Team. This may include all staff or a specific group. Messages may include changes to the funding model, staffing rotations, or other significant information that impacts operations.

## Memos

If required, Menno Place will distribute a Memo to staff, residents and/or family members. This memo is shared during unit and team meetings. It may be posted on appropriate bulletin boards and/or emailed to the appropriate audience. All memos are managed by the Director, Community Enrichment or delegate.

## On-Site Communication

Care staff as well as other teams use communication books and online logs to create continuity of knowledge from one shift to the next. All communications are confidential and beneficial for continuity of care and services for our residents.

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## Posters, Bulletin Boards, Displays

Posters, Bulletin Boards and Displays are used purposefully throughout the Menno Place campus where they add value to the residents, families or staff.

Messaging is kept clear and appropriate for the audience that can view the message.

Posting these messages follows established standards for content and placement so that shared spaces remain uncluttered and welcoming.

## In Memory

Each smaller community within the Menno Place campus displays an In Memory photo and information about residents from that community who pass away. These are created by the unit clerk, life enrichment associate or recreation.

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## Events

### **Mennonite Benevolent Society Annual General Meeting**

The Mennonite Benevolent Society (MBS) Board meets annually in June to attend to society business.

### **Grandparents Day**

Menno Place celebrates Grandparents Day annually in September. This sponsored event attracts between 300 – 600 people each year. It is set up as a fair in the courtyard with food by donation for the guests. Residents invite family members from all generations. Staff and their children and grandchildren are welcome to join in.

### **Sitewide Memorial Service**

The chaplains invite all family members whose loved one passed away in the previous 12 months to join in a celebration of life. This special event is very well attended and takes place just prior to the Butterfly Release.

### **Butterfly Release**

Following the sitewide Memorial Service, family members, residents and staff are invited to join in the annual butterfly release. This is a time when a butterfly can be released to remember, to enjoy, to celebrate or to share joyful moments together. Families and residents join together, along with politicians and other VIP guests. Butterflies are purchased in advance by family members and staff.

### **Special Celebrations**

Menno Place celebrates special occasions and invites the community. These include significant milestones, such as the 50<sup>th</sup>, 60<sup>th</sup> and 70<sup>th</sup> and (upcoming in 2028) 75<sup>th</sup> anniversaries.

### **New Team Orientation**

Menno Place holds regular Orientation events for new team members as well as online orientation that is available at any time.

### **Resident Community / Family Council / Community Meetings**

Residents in Menno Home and Hospital are invited to join the Resident Community meetings which are held monthly. Family members of residents in Menno Home and Hospital are invited to join the Family Council meetings that are facilitated by the Social

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Workers. In the Apartments, monthly Community meetings are held for residents to participate in the life and improvement of the community.

## **Resident Handbook**

The Life Enrichment Coordinator and Manager, Community Enrichment are responsible for the relevant and accurate information in the Resident Handbooks. They are responsible for the timely distribution of the Resident Handbook to residents and their families.

## **Email**

All Menno Place Staff who require the use of email are given an @MennoPlace.ca email address. Whenever this corporate email address is used, the sender represents Menno Place to the recipient.

All @MennoPlace.ca email will use an email signature that exudes professionalism, includes confidentiality and represents Menno Place well. An email signature template is provided for employees to use.

All Menno Place Staff are required to provide a personal email address in order to receive electronic pay stubs. They are also subscribed to the Menno Place staff email newsletter and may unsubscribe at any time.

The use of any of the All Staff email group is for urgent or emergency communication only.

## **Voicemail**

All Menno Place Staff who are provided with a phone number practice professionalism in recording their voicemail. All voicemail messages exude professionalism and represent Menno Place's values.

## **Public Announcement (PA) System**

Menno Home and Menno Hospital are equipped with a PA System. This is only to be used for urgent or emergency purposes.

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## Cell Phones

Cell phones are provided to key staff within Menno Place to enhance communications using phone lines, data, and apps as needed. Appropriate use of these phones is outlined in Menno Place policies.

## Mobile Wi-Fi Units

Menno Place uses mobile Wi-Fi units such as iPads, iPods and smartphones (Wi-Fi only) to communicate resident updates and workorder updates.

## Instant Messaging

Menno Place uses Microsoft Teams and Teams chat to enable instant messaging across administrative teams. This provides real-time capacity to communicate with individuals or groups and can be accessed through both desktop computers and mobile devices.

## Compliments, Concerns and Ideas

MennoPlace.ca has an online feedback form that is accessible to members of the Menno Place community. When completed, this form notifies both the CEO and the appropriate Manager to ensure immediate attention to the issue.

Brochures inviting compliments, concerns and ideas are found in every resident space on the Menno Place campus. Posters with Fraser Health's phone number are posted in every resident space.

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## Media Relations

Press Releases are sent as needed to local newspapers, such as Abby News and The Light Magazine. They are also sent to a press release wire service for distribution and search engine optimization. All communication through media channels supports the Mission, Vision and Values of Menno Place. Media enquiries are received via email through [media@mennoplace.ca](mailto:media@mennoplace.ca)

## Privacy and Security of Communications

Menno Place complies with the Freedom of Information and Protection of Privacy Act (FOIPPA) and the Personal Information Protection Act (PIPA) in all communications and handling of personal information. Menno Place is committed to protecting the confidentiality, integrity, and security of resident, employee, volunteer, donor, and organizational information, including the use of Canadian-hosted systems and service providers where personal or health information is involved.

Photos or video identifying residents or staff are used externally only with appropriate written consent, and at move-in or onboarding all residents and staff are asked to indicate their preferences regarding internal use of images. Access to personal information is limited to those with a legitimate need-to-know in the course of their duties.

Menno Place works continuously with external IT specialists to maintain safeguards for our communications and information systems, including network monitoring, security updates, access controls, and implementation of requirements issued by government and health authorities. Privacy and security practices are reviewed and updated as risks, technology, or regulatory expectations change.

## Policies related to Communications and Public Engagement

All policies related to Communications, Confidentiality and Security of Personal Information, Personnel, Volunteer and Medical Records are held within our Policy Professional Secure Library within Surge Learning Software.

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# Menno Place Alert Communication System

## Urgent and Emergency Communication

The Menno Place Alert Communication System is the Menno Place answer to real-time communication with our staff and families for both urgent and emergency information. In order to encourage staff and family to watch for alerts, Menno Place uses the alert system to inform subscribers of urgent information such as infection control, parking changes, power outages, storm procedures and hot weather alerts, enabling the system to be a familiar tool for communication in the event of a catastrophic emergency at Menno Place.

As determined by the CEO or designate, emergency messages that relate to Menno Place are transmitted via social media, email, websites and phone calls as needed. The Director, Community Enrichment is responsible for managing all emergency messages distributed to the Menno Place stakeholders.

All primary contacts of residents at Menno Home and Hospital are automatically subscribed to the Menno Place Alert Communication system. Residents of the Apartments and their families can self-subscribe. Multiple members of a resident's family and friends may subscribe.

The Menno Home and Menno Hospital PA System will also be used in the event of an emergency.

General guidelines for communicating an emergency message:

- Everyone affected by an emergency event gets the message
- The message needs to be clear and relevant
- The message needs to be timely and frequency monitored

Guidelines for the Emergency Fan-out communications are available through the Building Systems and Emergency Response Coordinator and will be managed by the Commander of the Command Center in the event of a catastrophic emergency.

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# Enquiries

## Responding to enquiries about living at Menno Place

Menno Place is a desired campus of care for elderly seniors in Abbotsford and the surrounding areas. There are extensive enquiries from the general public about living at Menno Place. The Primrose Gardens office is the only phone number given to the public to call for enquiries.

Enquiries specific to Independent Living and Assisted Living are answered through [www.MennoApartments.com](http://www.MennoApartments.com) which provides pricing, floor plans, move-in process, virtual tours and photo galleries.

All communication with those enquiring about Menno Place is transparent, readily understandable and supports the values of Menno Place.

Information for the general public is available through phone, email and on the [MennoPlace.ca](http://MennoPlace.ca) website.

Application forms for those wishing to move here are readily available as are application forms to join the Mennonite Benevolent Society.

# Communication Matrix

The Communication Matrix serves as a guide to the “who”, “what”, and “when” of communication. This matrix displays a specific stakeholder group, channels and delivery timetable.

Stakeholder	Channel	Frequency
Menno Place Residents	MennoPlaceLife.com Announcements Memos Bulletin Boards Digital Displays Resident Council Community Meetings Resident Satisfaction Survey Christmas Communication Private Families, Friends & Residents Facebook Group	Updated as needed Daily in Apartments As needed As needed Daily 9 times/year 9 times/year Annually Annually Updated as needed
Menno Place Residents, Family and Friends	MennoPlaceLife.com Residents, Family and Friends Email Newsletter Alert System / Text Fan Out Friends and Family Satisfaction Survey Christmas Communication Private Families, Friends & Residents Facebook Group Memos Bulletin Boards Family Council	Updated as needed Weekly  As needed for urgent and emergency Annually Annually Updated as needed Updated as needed As needed As needed 9 times/year
Menno Place Staff	MennoPlaceStaff.com Staff Newsletter Special Emails Town Hall Meetings Memos / Communication Books OneDrive Unit Meetings Team Meetings Surge Education WorkLife Pulse Survey TEAMS chat Bulletin Boards SURGE Learning	Updated as needed Twice weekly As needed As needed As needed Updated as needed Regularly Monthly As needed Annually as required As needed Updated as needed Updated as needed
Public / External Stakeholders	MennoPlace.ca Facebook.com/MennoPlaceLife Instagram Christmas Communication Press Release	Updated as needed (Weekly) Updated weekly Updated weekly Annually As required
Politicians / Government	Events	Semi-Annually, by invitation

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# Communication Standards

A focused and strategic communication aims to clarify a few points rather than to cover an unlimited range of issues. The following five questions help to determine what to include in a message and what not to include:

1. What is the purpose
2. Who is the audience?
3. When does it need to go out?
4. What is the most direct understandable way to say it?
5. What action is required on the part of the reader?

## Style

Style is the approach that Menno Place uses to present its image through the written word. It is a set of guidelines that standardize the use of terminology and grammar to make messages and materials applicable to all ages and audiences.

Through the use of a common style, Menno Place projects a cohesive and coordinated professional image to all stakeholders as well as the general public.

Style guidelines are set out in the Strategic Communications Operational Plan.

## Graphic Identity

Graphic Identity involves the use of logos, typefaces, and colors to create a clearly recognizable image. A successful graphic identity helps Menno Place develop a strong name recognition by defining a “look” for all Menno Place materials that stakeholders instantly identify. The Communications department provides communication materials that match the look and approved identity of Menno Place.

Through consistent graphic identity, Menno Place projects a strong, unified, and professional image to all audiences. The approved corporate logos are provided through the Communications department.

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## Templates

Menno Place templates have been created for documents that are used throughout the campus, such as PowerPoint, Letterhead and Business Cards. By using the standard Menno Place templates, a recognizable Menno Place identity is instantly achieved.

# General Guidelines

Each communication is aimed at the technical level of the intended audience, avoiding acronyms and terms that may not be clear. Communication focuses on conveying a positive message with clarity. Follow the communication standards outlined in this framework, including the Menno Place templates for reports, memos, and presentations.

This framework suggests that Menno Place campus-wide messages are reviewed and approved by the Director, Community Enrichment (or delegate) prior to distribution.

General guidelines for communicating with stakeholders identified in this framework are as follows:

- Establish a clear, consistent, and easily recognizable message
- Build on the foundation of trust that has been established with each stakeholder group
- State any necessary action clearly within that message, preferably at the beginning
- Include contact information, confidentiality and a link to the website when necessary
- Include education about dementia and caring for seniors when appropriate
- Ensure messaging is in line with the values of Menno Place
- Use all appropriate and available communication channels
- Ensure timely and meaningful communication
- Listen and act on feedback

## Web Site Guidelines

Website guidelines and template designs for web pages are determined by the Director, Community Enrichment. These templates are used for all website pages.

## Electronic Communication

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Menno Place encourages the use of electronic communication to share information and knowledge in support of Menno Place’s vision and to conduct Menno Place business.

## Conclusion

The Communications and Public Engagement Framework serves as an overall framework for communication at Menno Place. Successful communication results from a committed effort from each team member and leader to use the channels and guidelines presented in this framework. Such a commitment ensures that Menno Place provides relevant, accurate, and consistent information to its stakeholders.

The Director, Community Enrichment develops specific tactical communication plans for Menno Place and each communication initiative as needed using the framework outlined in this plan.

Contact Sharon Simpson, Director, Community Enrichment for assistance: 604.799.7847, [Sharon.Simpson@MennoPlace.ca](mailto:Sharon.Simpson@MennoPlace.ca)