

CAT KNOWLEDGE EXCHANGE

**Project Summary**

*Community Engagement*

*The aim of this Project Summary is to provide insights for other teams that may want to undertake similar work, so that they can learn from your experience and implement effective projects! Your responses can be brief and bullet pointed.*

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| **Title of the project**  | Straight to the Point  |
| **City /organization** | Sechelt/Sunshine Coast CAT |
| **Contact email** | ciara@bchep.org |
| **Date of project**  | October 2021 - ongoing |
| **Who was involved?** *Roles & responsibilities* |
| * Sechelt Downtown Business Association – grant lead, administration, communicating with businesses and community
* Raincity Housing – overseeing peer training and scheduling
* Vancouver Coastal Health – Supporting peers
* SCCAT – overseeing program, training and honoraria
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| **What was the objective?** *Goals & aims* |
| * Create paid opportunities for peers to work in their community
* Reduce stigma associated towards PWLLE from the community and businesses
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| **What did you do and what was the effect?** *Resources needed, outputs produced, effects & feedback* |
| * Created paid opportunities for PWLLE to pick up harm reduction related litter around the downtown area.
* Engaged with businesses and built new relationships
* Provided outreach to PWLLE to have them help with the program
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| **What worked well?** *Strengths, key drivers & enablers* |
| * Strong leadership and compassion from the Sechelt Downtown Business Association
* Leadership from one of the peers
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| **What was challenging?** *Less-effective work, barriers & lessons learned* |
| * Ongoing stigma and concerns from some businesses
* Communication to the community (how to verbalize the work that is being done without re-emphasizing the stigma).
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| **What could you do next?** *Partnerships, spreading & expanding* |
| * Expand into other areas on the Sunshine Coast
* Create more opportunities for paid experiences for PWLLE
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| **Any other learnings to share with fellow Community Action Teams?** |
| * Strong advocacy and leadership was essential to this success.
* This was community driven, SDBA brought the idea to us.
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*Email this completed form to* *SubstanceUse@bcpsqc.ca**, thank you!*