



Canadian Farmers With Disabilities (CFWDR)

Strategic Plan 2003 and Beyond

Developed with gratitude to our funding partners, Canadian Agricultural Safety Association and Agriculture and Agri-Food Canada



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Our Vision:

Every family in all rural communities is farm-accident free and provides ongoing compassion and support to anyone affected by an accident

Our Mission:

To organize, educate, and encourage people in every province to promote farm safety and support families affected by severe accidents.

Our Key Result Areas:

As we focus our energy and resources on these few areas, we will have the greatest impact:

- ◆ Secure funding
- ◆ Support people affected by accidents
- ◆ Mobilize volunteers across Canada
 - Organize provincial groups
 - Add to national board
- ◆ Form alliances/partnerships with other organizations and people

Our Indicators of Success for Each Key Result Area

Secure Funding - Indicators of Success

- ◆ Federal Agriculture grant yearly
\$100,000 by Apr 1, 2004
- ◆ Corporate funding
\$30,000 by 2004-5
\$100,000 by 2009-10
- ◆ Utilize charitable receipts for CFWDR activities

Support People Affected by Accidents - Indicators of Success

- ◆ People affected by accidents respond positively and say “I can do this – I can farm after my accident”
- 100 by April 1, 2004
- ◆ Families say... “CFWDR came to us – They care”
- ◆ Family Members /contacts newly get involved with CFWD
- 50 by April 1, 2004

Mobilize Volunteers - Indicators of Success

- ◆ Each province develops a regional program
- ◆ 5 more provincial groups formalized by Apr 1, 2004
- AB, PE, NF, ON, PQ
- ◆ New volunteers equipped and available to support families affected by accidents and or make safety presentations by April 1, 2004
- 2 in each province
- 30 across Canada

Form Alliances/Partnerships - Indicators of Success

- ◆ 3 new national alliances formed by April 1, 2004
- ◆ Info package for introducing CFWDR to candidate partners

Our Action Plans

Secure Funding:

Corporate funding

- Strong action plan
- Basic budget proposal
- List of possible funders
 - July 31 – All directors send suggestions to Carl**
- Determine the benefits to each funder listed
 - Aug 31 – All directors by July 31, Carl finalize by Aug 31**
- Determine contact person / phone call / visit
 - Carl to coordinate**
- Strong convincing presenter
- 50 letters/packages by Sept 30, 2003
- 50 calls by Nov 30, 2003
- \$30,000 cheques by April 1, 2004

Federal Ag Grant

- Strong Action Plan (Documented) – Vision and Mission
 - Donna and Carl July 31, 2003**
- Basic Budget Proposal.
 - Donna – Draft by July 31, 2003**
 - Donna - Final prov. Aug 31, 2003**
- Support from all Ag ministers
 - Visit own Ag minister by October 31, 2003**
 - Letter by Nov 30, 2003**
- Visit Contact person
 - Genivieve Pickett – September 15, 2003**
- Strong Convincing presenter / “sales” person
 - Carl with Claude and Richard and Donna**
- Meet with provincial committee member re APF pillar that is appropriate
 - Each province by October 31, 2003**

Mobilize volunteers:

- Get commitment from key person in each targeted province
 - AB – Gerald** **PEI – Carol**
 - NF – Billy** **ON – Richard**
 - PQ - Clement**
- Gather ideas from Manitoba for steps to formalize provincial org
 - Neil to Donna by June 28, 2003**
- Refine steps and sent list to each director
 - Carl by July 7, 2003**
- Develop resource kit for media contact and share with each province
 - Evelyn by Aug 15, 2003**
- Form “Buddies” to support each other provincially

- Hold each other accountable
- Each have an individual action plan
 - Lawrence – Gerald and Jane**
 - Claude – Clement and Suzanne**
 - Neil – Richard**
 - Carol and Silbert – Billy and Tracey**
 - Betty – Evelyn and Carl**

Support People Affected by Accidents:

- Recruit volunteers
 - Identify 5 people by October 31, 2003
 - Look for person in family / circle of person with disability
 - Draw in farmers with disabilities at farm shows / exhibits
 - Ask health professionals to suggest candidates to help you
- Equip the volunteers
 - Have them “do it with you”
 - Share resources and talk about them
 - Teach to be good listeners
 - all by April 1, 2004
- Coach the volunteers - ongoing
- Peer Counselling training
 - Gerald to send info by July 31, 2003**
 - Each province to ensure volunteers are trained**
- Give info to Health Professionals that our organization is available
 - Each province send by July 31, 2003**
- People prepared to go to do the initial visiting – make sure support person is suitable to the situations
- Follow-up on family situation
- Be sensitive to time and situations
- Know resource people who can help i.e. clergy; nurses
- Communicate with area newspapers / newsletters

Finding and Equipping Support Volunteers

- Initial contact with CFWDR Rep.
- Peer Counselling
- Follow up until need is met
- Give info to health Professionals
- Info in Ag. Newspapers / Producer
 - i.e. Farm Focus – Western Producer
 - all by August 31, 2003

Additional Notes from Strategic Planning Session

Strengths within CFWDR...

- Vast talents and knowledge
- Compassionate people
- People who are committed
- Experiences
- Willingness to share information
- Share your story
- Team work
- Organization structure building

Weaknesses within CFWDR...

- Distances between directors
- Slow establishment of provincial organizations
- Lack of materials to use re: fund raising
- Resources stretched too thin
- Different emphasis on types of services to be delivered
- Too many values causes disagreements on ways of doing things
- Need a plan
- Wanting to do too much too fast (start small and build to larger instead of starting large)
- Not enough people to do the task
- Average age of people involved is high

Opportunities facing CFWDR

- Number of schools to visit
- Drawing up plans to organize individual provincial groups
- Opportunity is vast to promote farm safety in schools, 4-H clubs, community organizations – the next generation will be educated in good safety practices
- APF could be a source of funding for a significant program
- Educating the children
- More meetings
- Collaborate more with other groups, eg. CASA

Threats facing CFWDR

- No plan
- Disagreement re priorities
- Provincial organizations not growing in numbers.
- Even though vast areas involved – need to engage more committed numbers
- Lack of funding
- Confusing National Organization with Provincial
- Finding volunteers

Technological Trends

- Farms more mechanized
- Bigger, more commercial farms
- Explosive increase of internet use

- Communication by email
- Excellent ability now to get info re research and equipment modifications available in other countries

Political Trends

- Interested in “big” business ventures
- Farming not considered a priority
- We need more government interest
- Volunteerism currently being promoted – CFWD should meet their criteria
- Farm safety not considered important
- Governments’ cheap food policies

Safety Trends

- High cost of equipment while returns decrease
- More emphasis placed on profit over safety
- Overlap of safety presentations
- No time for safety
- Net working with other safety crops
- Must not get so focussed on safety teaching that we forget the farmer who needs our support
- Focus on the family
- Not only teaching but practicing as well
- If it does it did not happen

Economic Trends

- Too much pressure re bottom line
- Bigger farms – more money – profit expected
- Time, effort and money needs to be focussed on “self” and family
- Low commodity often forces farms to use worn out machinery resulting in more accidents
- Farm income is being adversely affected by various problems – creating more stress

Social Trends

- Not family farms (less)
- Commitment for volunteerism less
- Need more volunteers
- Little compassion for anyone “not normal”
- Accepting the disabled by learning what happened to them – asking questions instead of tuning away

Potential Groups to Partner With:

- | | |
|-----------------------------|---------------------------|
| • Farm Safety | • Fire Department |
| • Ag Reps | • Co-Ops |
| • 4-H | • Health Authorities |
| • Federation of Agriculture | • Paraplegic Associations |
| • Women’s Institutes | • Easter Seals |
| • Rotary Club | • Stress Lines |

- Schools
- Safe Communities
- Home Economists
- Ag Extension
- Commodity groups
- Dept of Labour
- Workers Compensation
- Farm Health and Safety
- Association for people with brain injuries
- Red Cross
- Insurance companies
- Farm machinery dealers
- Canadian Cancer Society
- Farm Women's Association
- Farm Newspapers
- CASA
- FCC
- CBC (Moving On)

Vision Themes

- Changed industry atmosphere
- Smiles back on family faces
- Chapters in all provinces
- Leading non-profit in Ag-safety and awareness in North America
- Farm accident rate below 75% / 50%
- Many dedicated volunteers
- WE CARE
- Manufacturer offers chair lift option
- Lower interest rates for farm loans
- Assistance for machinery modifications
- Impact through education programs
- National recognition
- Support for families
- Farm fatalities and injuries drastically reduced
- Farm families working more safely
- Helping young farmers be more safe
- Encourage accident victims
- Two reps in each province
- Financial help to return to working
- We're there before an accident and after any accident
- Equipment adapted for handicaps
- Hope for the future
- Accident rate below 45%
- Be present after every farm accident to help family members prepare for future
- Government generally gives CFWD community award
- Help others battle with their disabilities

Action Words for Our Mission:

- Support
- Educate
- Encourage
- Communicate
- Change attitudes
- Build community
- Work as a team
- Network

- Reduce accidents
- Be heard by all government impacts
- Reduce stress
- Reach out
- Partner
- Train

Key Issues

- Limited time
- Limited money
- Distance
- Lack of initiative
- Lack of clarity re: direction
- Need more people nationally, provincially, locally
- Need ideas for recruiting
- Need a plan and follow it need provincial plans
- Demonstrate organizational maturity (multilingual)
- Need bilingual emphasis

Making It Happen

All of us will require:

Commitment

Accountability

Buddies for support

Repercussions

If you can't do it, move aside