



Indigenous Certification Board of Canada

Annual Report
2022/2023



ICBOC Program Activity Report to Indigenous Services Canada

Year three – 2022-2023

ORGANIZATIONAL BACKGROUND

The story of the Indigenous Certification Board of Canada is one of determination and commitment to the validation and honouring of the people who work in community who walk with our people who struggle with the impacts of colonization and trauma. Addiction workers and mental health workers have provided compassionate care to those who are fighting to live with the pain of trauma. The journey of ICBOC began some 40 years ago in this ICBOC acknowledges those who pushed/fought to have Indigenous knowledge, ways of being and doing recognized and certified. We look to these people as our founding grandfather's and grandmother's. We name them here to honour their work and offer our gratitude.

Wayne Christian
Charles Mcglaucin
Bette Tsamego
Patrick Paul
Candace Dion
Patricia Starr

ICBOC began its journey in British Columbia, the process to create the first Aboriginal Addictions Counsellor Board in Canada began in 1980, at the direction of the Association of B.C. First Nations Treatment Programs (ABCFNTP). This initiative was in recognition of the need to develop competitive standards on a par with those of other international credentialing bodies, and to meet the increasing accountability required by the federal government.

The goals of this board was 1) to enhance the quality of training and practice of addiction workers in treatment centres and community-based services; 2) establish practice standards based on competencies matching those of mainstream addiction's professionals; 3) respond to the specific needs of Aboriginal clients, and 4) improve Aboriginal addiction workers professional recognition and better career conditions. This began to pave the way for the establishment of a provincial Aboriginal Wellness and Addictions Counsellors Certification Board. With perseverance the board enlarged their capacity by providing certification nationally. Today the board has close to 400 members across Canada.

Over the years ICBOC has had a couple of name changes beginning with the "Aboriginal Wellness and Addictions Counsellors Certification."

To meet a national outreach the name was once again changed to **First Nations Wellness and Addiction Counselor Certificate (FNWACCB)**

Today the board is under the name Indigenous Certification Board of Canada it is operating as a non-profit organization.



ICBOC ANNUAL REPORT 2022-2023

Our Board certifies qualified practitioners in the fields of addictions, mental wellness, client support and community development. Our certification attests to their professional qualifications and competence. Our standards for certification are on a par with 11 International Boards and 70 US Districts, including alcohol/drug groups and authorities in most Provinces and the U.S., First Nations alcohol/drug programs as well as various foreign alcoholism commissions, branches of the military and the First Nations Health Services.

MISSION

To support and validate helpers' knowledge, skills and competencies that affirm traditional Indigenous cultures and healing practices leading to a compassionate holistic support system for healthy communities.

VISION

Building on the teachings of our Indigenous ancestors, communities have an abundance of recognized traditional knowledge, skills and competencies based on indigenous worldview that supports and validates the indigenous helpers who bring cultural richness for nation wellness and sustainability.

MANDATE

The Indigenous Certification Board of Canada is the nationally designated agency responsible for providing recognized credentialing by way of professional certification, to Canada's Indigenous workers in the unregulated sector of the health and wellness fields. The ICBOC is administered by a Board of Directors, who serve without remuneration.

ICBOC is also tasked with providing professional accreditation services for courses, programs, training, and workshops that meet cultural competence standards. These standards are conceived, developed, delivered, and evaluated, with input and guidance from First Nations, Inuit & Metis professionals from across Canada.

"Indigenous peoples have the right to determine and develop priorities and strategies for exercising their right to development. In particular, Indigenous peoples have the right to be actively involved in developing and determining health, housing and other economic and social programmes affecting them and, as far as possible, to administer such programmes through their own institutions."

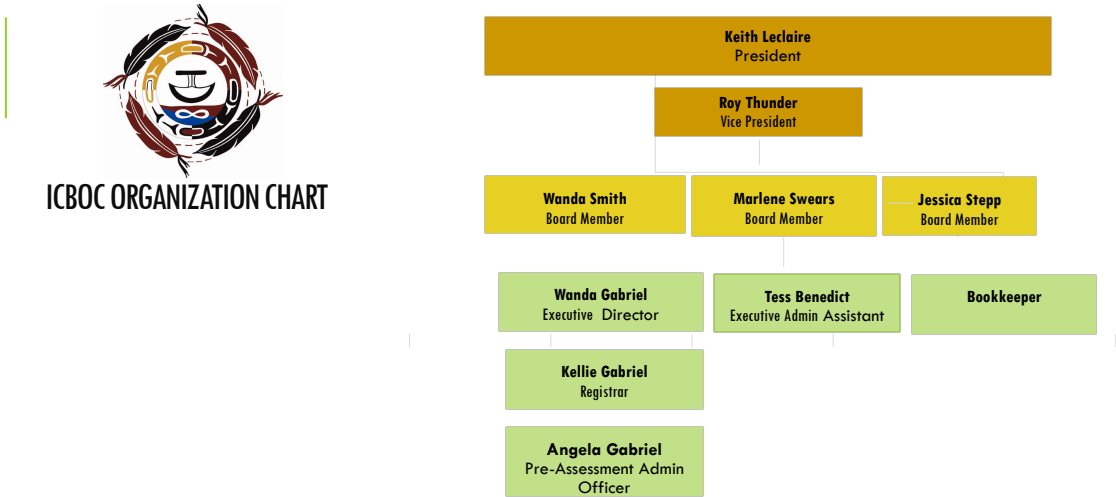
Article 23 of the United Nations Declaration on the Rights of Indigenous Peoples

ACTIVITY REPORT INTRODUCTION

ICBOC is bringing forth the activities undertaken in the past year. The activities are aligned with the operational plan 2021-2024. This year can be stated as, "a new beginning," We had to restaff completely. We needed to determine a new location. Under the direction of our board, we have completed the restart of ICBOC. Starting in April 2022 of the onboarding new staff began. The positions now being held at ICBOC are



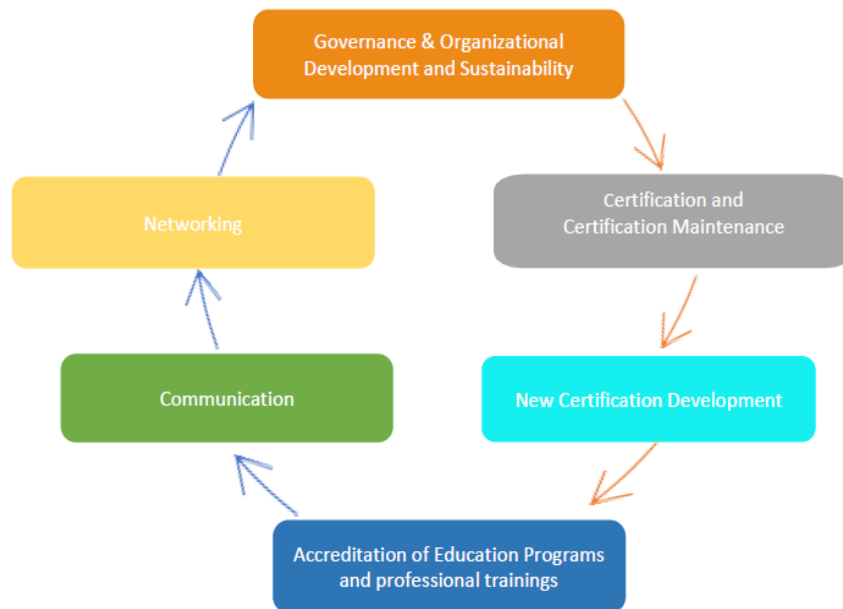
Executive Director, registrar, administrative assistant, and the most recent hire in February 2023 being the pre-assessment administrator. This is enabling the ICBOC operations to be back in full functioning capacity. Coordinating human resource capacity has been the priority of the first 8 months of operation as well as securing a physical location for the main office. The organigram of ICBOC is below.



MARCH 2023

This annual report is organized according to the following main strategic objectives as documented in the 2021-2024 operational plan.

Strategic Priorities



SUMMARY OF ACTIVITIES

The activities during this reporting period were still being impacted by the post pandemic time. As the ICBOC experienced a loss of the whole staff in Fall 2021 staff and the closing of the Vancouver office. The work activities of first quarter of the 2022 year were being fulfilled minimally by board members to maintain the recertification of our members.

With new staff engaged there was a swift learning curve to become familiar with the policies and procedures of certification, accreditation and ICBOC policies. Our focus was to ensure recertification of those members who were waiting. We then focused these efforts on new applicant and certified members by easing our certification process and facilitating access to the training they needed to obtain their certification.

We were able to fulfil our aim to expand our overall certified membership. Despite the lull in our service, we managed to increase our membership in FY 2022/2023 by 8.5 % from FY 2019. We now certify Indigenous workers in every province except Prince Edward Island, and in all the territories, including Nunavut and Nunavik. This expansion has been continually sustained since 2011, when the new team took on their position. Prior to the first activity report to Health Canada, the number of certified members was approximately 80.

ICBOC was in attendance for the celebration graduation of the Inuit community support worker with Ilinnupaa.

The Ilinnupaa skills development center is a training and development company specializing in accredited certificate training and customized in person and online training. The celebration on to honour 5 graduates.



The Executive Director and registrar were part of the celebration. Being present when possible, to celebrate is key to nurturing the relationships with our membership.

In this annual plan, as in other years, ICBOC maintained its effectiveness by collaborating with stakeholder's needs. We engaged in supporting the Thunderbird foundation call to action in the workforce advocacy campaign.

We were also participating at the National summit on addictions in Toronto hosted by the Thunderbird foundation. ICBOC was also in attendance at the Ontario NNDAPP regional conference in November 2022.

ICBOC obtained funding through the Indian residential school funds to provide a training of trainers regarding healing sexual violence. This has been brought forth as a pilot project to begin a training in this area as the need is very high. We are considering adding this on as specialized certification with our addiction's counselor certification.

ICBOC also supports Indigenous Services Canada as a Bona Fide collaborator, implementing ISC's goal to improve access to high quality services for First Nations, Inuit and Métis and actively working to realize ISC's vision to support and empower Indigenous peoples to independently deliver services and address the socio-economic conditions in their communities.

ICBOC's commitment to implementing the goal and vision of Indigenous Services Canada, has been focused on contributing to several ISC's key priorities, within the context of its mandates and funded activities.

Governance & Organizational Development and sustainability

CONTEXT FOR ICBOC'S WORK REGARDING GOVERNANCE AND ORGANIZATIONAL SUSTAINABILITY

ICBOC is today a national organization with a management path and sustainability strategy supported by its acquired knowledge and wisdom. ICBOC is moving forward to meet the inevitable challenges that every Indigenous organization is bound to meet.

ICBOC's governance and organizational development and sustainability relies on the people, organizations and institutions that believe in, support, and contribute to its vision, mission, objectives as well as the concrete implementation of its strategic plans. These people, organizations and institutions constitute ICBOC's organizational assets, and all ICBOC's efforts documented in this report are focused on strengthening their impact and influence on our organization's evolution.

ICBOC'S KEY ORGANIZATIONAL ASSETS

Our Board of Directors

The five-members of Board of Directors are all experts in the professional sectors related to ICBOC's mandates. As Indigenous, their long professional experience adds up to a sound understanding of the realities that affect the communities, families, and individuals we serve, and of the complex system of interconnected stakeholders with whom ICBOC maintains relationships.

Our Funders

ICBOC's partnership are based on mutual benefits and reciprocal services. The official partnership we have forged with Health Canada, now Indigenous Services Canada, is founded on the services ICBOC provides to ISC for the achievement of its own strategic plan and the funding ICBOC receives for these services.

Our Partners

We have been reconnecting with our partners due to lull in service that left a gap. We are working on established official, targeted partnerships with Indigenous organizations who provide specific services that benefit ICBOC's potential and



existing members from different Indigenous communities and geolocations, and that support and complement our own range of services.

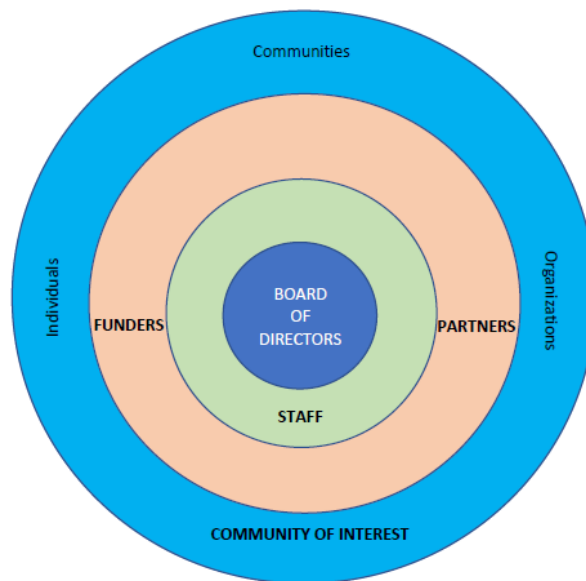
Our Network

On the same principle, we also restored relationships with other Indigenous organizations, government, and educational institutions, who share our vision and perspectives on Health, Mental Wellness, Education, and other social issues related to the gaps in the social determinants of health.

This network of allies constitutes our community of interest (COFI) and includes several other Indigenous and non-Indigenous organizations, training providers and employment agencies, Indigenous associations, and communities throughout Canada, with whom we maintain different levels of connection and relationship. These share the same interests, knowledge, and understanding of the Indigenous best practices in the professional and occupational sectors ICBOC covers.

Our community of interest extend to other Indigenous regions, communities, and cultures. We have kept our connections with Inuit organizations. We have also begun relationship with the Cree of James Bay. We also seek to increase our presence within the French speaking communities. However, our language abilities are hampering the advancement on this relationship. While our present staff have oral capabilities in French, we are weak in the written skill of French. We need a bilingual communications person, but our present budget does not meet the need of having an additional staff. Nor is the budget sufficient to have translation services of our whole documentation/applications section.

ICBOC Board and staff are fully aware that forging a partnership is merely the first step, and they continue to nurture this relationship as part of their regular work.



Staff

ICBOC has had in sorts a rebirth, after several months of no staff and minimal service provided by board members. The staff is a completely new group of people. We have five people who have come onboard. We have an Executive Director, registrar, administrative assistant, pre-assessment administrative officer.

Onboarding and orientation of the registrar and the executive director was generously provided by the previous registrar Giselle Robelin. Several weeks of consultation/orientation/training was provided by Ms. Robelin. This has enabled the registrar Kelly Gabriel to obtain the proper procedures in certification and recertification. As well orientation provided to the executive director in relation to the procedure for accreditation, this has ensured cohesive and continuity of ICBOC service and procedures. The staff are well on the way of being knowledgeable in the procedures of ICBOC.

ORGANIZATIONAL DEVELOPMENT AND SUSTAINABILITY

We ensured organizational sustainability by:

Managing ICBOC's three-year operational Plan.

Board members collaborated to insure the achievement of ICBOC's strategic objectives. A strategic plan meeting was held in October to connect new staff, board, to the operational plan. The vision and mission of ICBOC were redefined to meet the current reality. Further goals and objectives were identified in this planning session these goals remain in line with the 2021/2024 operational plan.

The Board and Staff of ICBOC went through a series of activities to determine the strategic priorities & goals for the next ten years.

Strategic Priority	Two Year Goals	Five Year Goals	Ten Year Goals
Create financial sustainability for ICBOC.	Develop an ICBOC funding strategy to strengthen certification of Indigenous people across Canada. Ethical funding guidelines are developed and implemented.	Funding is secure based on a ten-year organizational plan.	ICBOC receives adequate funding from government and charitable sources to carry out the work in the ten-year plan.
Creating national and international partnerships to enhance the work of ICBOC.	Developed relationships/partnerships with national, provincial, and regional political organizations. Networking nationally to create awareness & connections locally, regionally, provincially, and nationally.	Indigenous governments & political bodies lobby on behalf of ICBOC. The ICBOC communications strategy is effective in creating sustainable partnerships.	ICBOC is a leader in Indigenous certification in Canada. ICBOC is represented at the national Indigenous political organizations. ICBOC has created viable working



			relationships through established international partnerships.
ICBOC's communication and marketing strategies will increase its' visibility & credibility with Indigenous & non-Indigenous communities, organizations & institutions.	The implementation of an ICBOC communication & marketing strategy, internally & externally, to increase visibility, credibility, and partnerships.	The expansion of certification, accreditation and programming through partnerships and ongoing relationships with key organizations, institutions/nations.	ICBOC is a credible & visible organization known to every Indigenous community, organization, and institution both nationally & internationally.
The review & expansion of ICBOC's certification process.	<p>The review & evaluation of all aspects of the certification/accreditation processes.</p> <p>Strengthening the evaluation/accreditation processes based on the outcome of the evaluation.</p>	<p>Increasing certification numbers through potential members knowledge & understanding of health and culture.</p> <p>The expansion of program streams to be certified.</p> <p>Celebrating the ICBOC membership.</p>	Providing members with benefits that include clinical support, peer support, newsletters, webinars and a welcome orientation package.
Establishing a fully staffed national office with the potential to better meet member needs through the creation of regional offices.	The national office is operational and fully staffed with 6 Indigenous people that focus on communication, partnerships, certification review and growth.	Establishing one regional office to focus on membership, growth support, member benefits, regional partnerships, and joint training/education ventures.	Establish Indigenous staffed regional offices anchored by the national office to implement ongoing strategic priorities of ICBOC.
Ensuring wellness is the foundation of	The staff & Board attend an annual	Hosting a national conference on	The ICBOC Board & Staff



ICBOC operations.	wellness/healing retreat.	healing & wellness with membership as presenters/facilitators supported by the Board & Staff.	live and promote wellness & healing through the promotion of certification & accreditation for Indigenous people.
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Maintaining ICBOC Registered Charity Status

The upheaval of the ICBOC staff/office location during 2021/2022 has had a negative consequence on the charity status of ICBOC. The charity status was revoked due to a failure to file. It became effective on 2021-12-04.

It will be the objective of ICBOC to regain charity status in the 2023 year. A new application will need to be submitted. The Executive Director and the financial assistant will fulfill the required components to have this application completed.

Developing a broader funding base

The executive director developed, submitted, and was accepted by trauma -Informed cultural and emotional supports/Indian residential school resolution health support program/ISC to implement a pilot project for a training of trainers to facilitate a sexual violence healing. An amount of \$300,000 was granted for this project. That will also look at developing an international working group to assess models of healing for sex offenders. This is a two-year program which was granted in December 2022. Future implications of this training are leaning towards a specialised certification ladder to our addiction's certifications.

To increase ICBOC's certification revenue, Staff revised its certification by 10% and accreditation fees which had been kept low in consideration of the financial status of its unregulated members, whose remuneration remains at a low level.

Seeking revenues from increased range of Certification

The ICBOC team are all becoming familiar with existing certification and accreditation. Revenue increases and new certification/accreditation were not part of this past year activity. It has been the priority to become familiar with what exists. Expansion and revenues increase are included the 2022 strategic plan as identified in the strategic plan chart in previous section. This will be explored within the 2023/2024 fiscal year.

Managing human resources effectively within available financial resources

The post pandemic has seen an increase in the cost of living exponentially. However, the budgetary allowances for ICBOC do not reflect this increase. To maintain competitive salaries to ensure staff cohesion will require an increase in the existing budget. We have managed to acquire a team of four full time and one part time. We have included a benefits package for our staff such group health insurance and pension. We need to hire a fulltime bilingual communications person. Our staff all can speak French but do not the level of written skills necessary to manage the communications aspect of our mandate. To fulfill our mandate in meeting the needs of the French speaking population. Additionally, our Registrar needs to travel to different communities to assist in the application process however there is no budget for travel. We would like to offer more service /benefit to our membership such as training's webinars, as we see identified by the membership in the satisfaction survey that was undertaken in January 2023 with our membership. Also, in our strategic plan we identified hosting a National Conference which will require some additional funding. In our survey membership indicated they are interested in receiving a newsletter this needs to be under the role of communication officer which require a salary that is on par with other National organizations.



We maintained a strong governance model by:

Being accountable, transparent, and effective in managing ICBOC's overall operations

The ICBOC's Board of Directors ensured accountability and transparency in the overall ICBOC's operations by:

- Holding regular board meeting,
- The following Board meetings were held in 2022/2023

2022/2023 Board meetings

June 16, 2022 Virtual ICBOC Board Meeting
October 3-7 th , 2022 ICBOC Board Meeting, Ottawa, Ontario
December 12 th , 2022, Virtual ICBOC Board Meeting 1:00 p.m. Est
March 25 th , 2023, Virtual ICBOC Board Meeting 3:00 p.m. Est

Ensuring the recording, updating confidentiality and safety of organizational documents

The new team have become familiar with and observed ICBOC policies and protocols and:

- Kept and updated the files with ICBOC official organizational and legal documents in the electronic form, to ensure their safety and protect their confidentiality. The documentation process is moving towards a completely digital form.
- Updated the content of the Board Governance Manual

Staff have carried out the following activities:

- Have become familiar with appropriate certification applications
- Have become familiar with the cloud data base, "Sharepoint."
- Updated all applications for certification and accreditation with proper dates and new address and phone number of ICBOC
- Updated the web site in collaboration with communications firm PHIL.
- Taken meeting notes, documented, and maintained accurate records related to board meetings
- Implemented the resolutions of the Board as directed
- Developed a remote work policy.
- Completed a health and safety in the workplace policy.
- Developed a finance policy (in draft)

Under the directives of ICBOC's Board of Directors, the Executive Director and staff have restructured and updated the Policy and Procedure Manual that was in draft form done by previous staff and:

- Added new provisions to existing policies and procedures, developed and added new policies
- Developed the documentation supporting the implementation of these policies (employees & Board forms)
- Policy and procedure manual was board approved.

Working toward the achievements of ICBOC's strategic objectives

The ICBOC team comprised of board members and staff revisited the operational plan in a strategic planning meeting in



October 2022. Strategic plan is in line with objectives and goals of the existing operational plan. The ICBOC team reworked the vision and mission statements to align with current needs and realities.

We enhanced organizational performance and credibility by:

Being known as a listening organization who responds to the needs of its stakeholders



As a unique national organization, the Indigenous Certification Board of Canada understands that being known as an organization that listens and responds to the needs of its Indigenous stakeholders, is at the core of its sustainability.

ICBOC's primary objective in communicating with all its members, clients and the public is therefore to focus in establishing a positive communication environment, characterized by caring, respectful, courteous, timely and effective interactions.

ICBOC's communication protocols reflect our goals:

- To establish and pursue relationships of trust with those we serve and with those we collaborate with
- To ensure our messages are clear and that their meaning is understood.

Our new Kanestake office does not have any traffic as the type of work we do does not require personal meetings with our members, nor do we have any requests from them.

In our daily work routine, therefore, we do not as a rule, meet people in-person at our office or at theirs, which could create barriers, but our approach is to always respond to emails or other written enquiries by arranging a face-to-face meeting/conversation over the phone.

Prior to the emergence of the COVID 19 pandemic, we traveled to meetings, events, and communities, and were able to get to know people and establish positive connections. We can, and have, when necessary or requested arranged virtual meetings via our video conferencing platform. Now that we are post pandemic, we hope to re-establish meetings in person when possible. We now use as a virtual platform the "Teams application."

Organizing and providing staff training

The staff were provided orientation and onboarding by previous employee (Registrar, Giselle Robelin). This training was generously developed and provided over several weeks in the first year of the implementation of new staff.

Certification and Certification
Maintenance

ICBOC provides the following certification as seen in the charts below.

CERTIFICATION Types



Chart A – ICBOC Certification Nomenclature – NNADAP Certifications

This chart provides the acronyms for the range of ICBOC certifications in the fields of wellness and addiction. All ICBOC certification titles begin with Certified Indigenous.

CIARAS: Attendant in Residential Addiction Services

CICSAW: Client Support Addictions Worker

CIWAW: Wellness and Addictions Worker

CIAS I, II, III: Addictions Specialists level I, II, III

CIAS IV with specializations:

- CIAS IV RG: Responsible Gambling
- CIAS IV FASD: Fetal Alcohol Spectrum Disorder
- CIAS IV CD: Concurrent Disorders

CIAPW: Addictions Prevention Worker

CIAPS: Addictions Prevention Specialist

CICSA: Clinical Supervisor in Addictions

CITLAS: Team Leader in Addiction Services

Chart B – ICBOC Certification Nomenclature – Diabetes Certifications

This chart provides the acronyms for the range of ICBOC certifications in the fields of diabetes.

Diabetes community-based workers

CICD-SW: Certified Indigenous Community Diabetes Support Worker

CICD-SC: Certified Indigenous Community Diabetes Support Coordinator

Diabetes program-based workers

Footcare

CIDP-CSW: Certified Indigenous Diabetes Program Client Services Worker

CIDP-FCC: Certified Indigenous Diabetes Program Foot Care Coordinator - Level I-II-III

Wellness

CIDP-WSW: Certified Indigenous Diabetes Wellness Support Worker

CIDP-WSC: Certified Indigenous Diabetes Wellness Support Coordinator - Level I-II-III

Knowledge Building/Training

CID-KPC: Certified Indigenous Diabetes Knowledge Program Coordinator - Equivalent to a level III

Chart C – ICBOC Certification Nomenclature – Community Support Certifications

This chart provides the acronyms for the range of ICBOC certifications in the field of Community Support. This certification is offered as an Inuit-specific certification and as an Indigenous certification. Both have the same acronym, but the Inuit- specific certification standards and requirements reflect Inuit culture. Certificates clearly indicate the certification awarded.

Inuit-specific certification

CICSW I: Certified Inuit Community Diabetes Support Worker - level I

CICSW II: Certified Inuit Community Diabetes Support Worker - level II

CICSM I: Certified Inuit Community Diabetes Support Manager - level I

CICSM II: Certified Inuit Community Diabetes Support Manager - level II

Indigenous Certification

CICSW I: Certified Inuit Community Diabetes Support Worker - level I

CICSW II: Certified Inuit Community Diabetes Support Worker - level II

CICSM I: Certified Inuit Community Diabetes Support Manager - level I

CICSM II: Certified Inuit Community Diabetes Support Manager - level II

CICSS: Certified Inuit and Certified Indigenous Certified Community Diabetes Support Supervisor – will be available January 2021

Context for ICBOC Certification and Certification Maintenance Work

We maintained and stabilised ICBOC pool of existing certified members we have acquired over the years by:

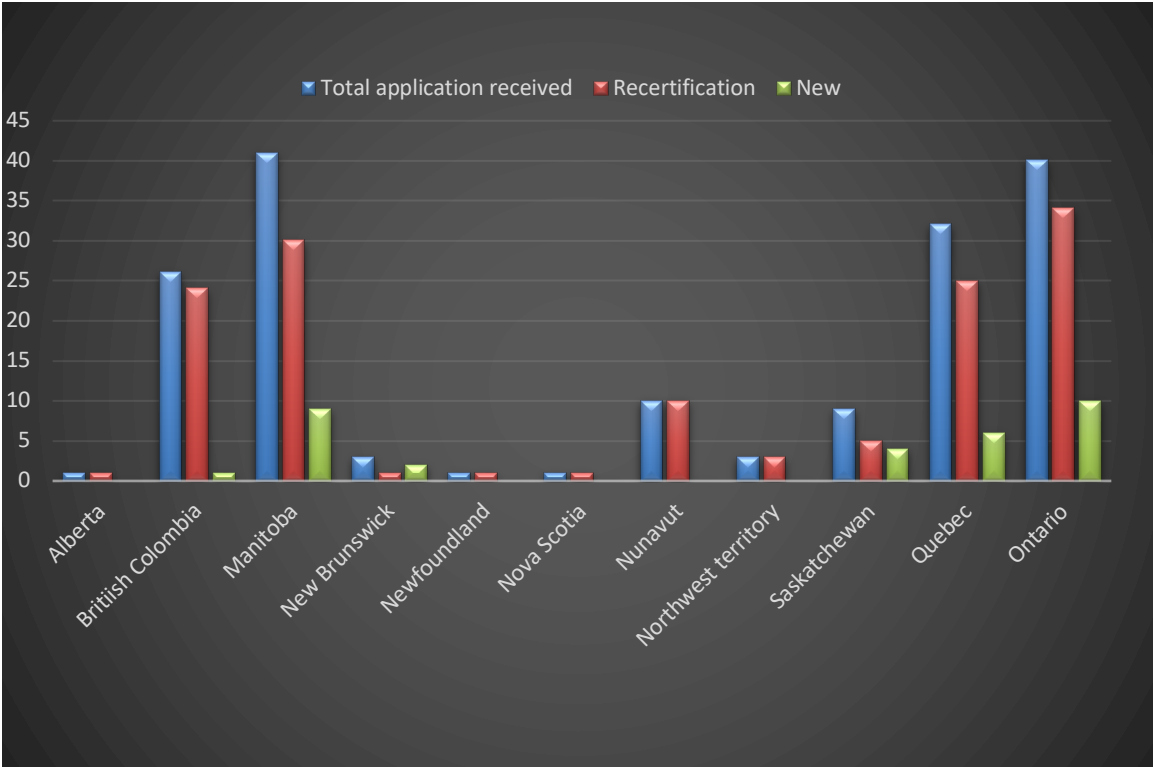


Continuing to implement ICBOC’s efficient practices regarding the processing and administration of new regular application and existing certification

Continuing to implement ICBOC’s efficient practices regarding the processing and administration of new equivalent, upgrade and switched certification applications

Continuing to implement ICBOC’s efficient practices regarding the processing of late and lapsed application.

For the year 2022/2023 starting May 2022 our office processed 173 applications as seen below per each province and divided into recertification and new certifications. Out of 173 there was 9 incomplete applications.
Additionally, out of the total we received 4 applications for upgrade in their certification.



We maintained the interest of stakeholders in ICBOC certification and training accreditation services

Offering information and guidance relevant to our stakeholders’ needs.



New Certification Development

Context for ICBOC's New Certification Development Work

In this fiscal year there has been no development on new certification. This fiscal year for an all-new staff was one of becoming familiar with the existing certifications and re-establishing connection and relationship with our members. There is potential for new development in the coming fiscal year.

Accreditation of Education Programs and professional trainings

Context for ICBOC's Accreditation of Education Programs and Professional Trainings

In this fiscal year there has been no development on new accreditation. This fiscal year for an all-new staff was becoming familiar with the existing accreditation and re-establishing connection and relationship with our partners. There is potential for new development in the coming fiscal year.

The below chart describes accreditation that has occurred or is in beginning stages.

2022/2023 ICBOC LIST OF EDUCATION/TRAINING ACCREDITATIONS

TRAINING ORGANIZATIONS							
#	Client		Type	Trainings	Hours	Status	Attestation
1	Thunderbird Partnership Foundation		Workshops courses	10	178.5	Completed	Letter of Accreditation
2	Manitoba First Nations Casino Trust		Workshops	3	15	Completed	Letter of Accreditation
3	CAMH Tobacco Interventions for First Nations		Specialty Online course	1	13.5	Just submitted	Eligible for Accreditation
EDUCATIONAL INSTITUTIONS							
#	Client	Prov.	Program Course Names	Duration	Category	Status	Attestation
1	Maritime College	NS	Counselling & Social Human Services Diploma	14 MThs	Renewal	Completed	Letter of Accreditation Renewal
2	ILINNIAPAA	NU	Safe food handling for Northerners	8 hours	Renewal	Completed	Letter of Accreditation Renewal
			Violence & Harassment in the	8 hours	Renewal	Completed	



			workplace					
			Supervisor Familiarization		14 hours	New	Completed	Letter of Accreditation
			Occupational Health & Safety course		14 hours	New	Completed	
3	NVIT-PDTC	International	Community Driven Development		14 MThs	New	In progress	Accreditation Certificate
4	NVIT	BC	Indigenous Health & Wellness	Cert + Dipl.+ Adv. Dipl.		New	Current review	
IN CONSIDERATION FOR 2023								
5	Trauma Informed Practice	QC	James bay Cree Health & Social Services			New	Investigative stage	
6	Sexual Violence Facilitator training	International				New	Investigative stage	
7	Cultural safety	QC	S.O.A.R human resource development			New	Investigative stage	



Communication

Context for ICBOC Communication Work

The ICBOC team being all new investigated the social media tools of ICBOC, web site, face book, etc. In the context of becoming familiar with the operations of ICBOC we reached out for assistance with communications experts PHIL. In this process we engaged in an audit of our website, member satisfaction survey, updating online documents and the development of a communications plan. Below is a snapshot of the survey questions and total number of responses.

ICBOC Survey Questions

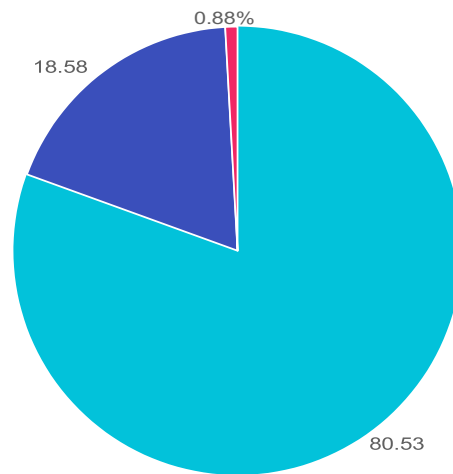
- Total responses
#113 = 36.33%
response rate



- How long have you been an active member of ICBOC?
- How did you hear about ICBOC?
- How satisfied are you with ICBOC membership?
- Are you a member of any other organizations related to your profession/the counseling profession?
- Do you intend to remain a member next year?
- We would like to hear your comments and feedback about your ICBOC membership- specifically, what would bring more value as a member? (open question)



A question was asked on the satisfaction level of members below are the responses; 113 responses were provided.



● I'm satisfied

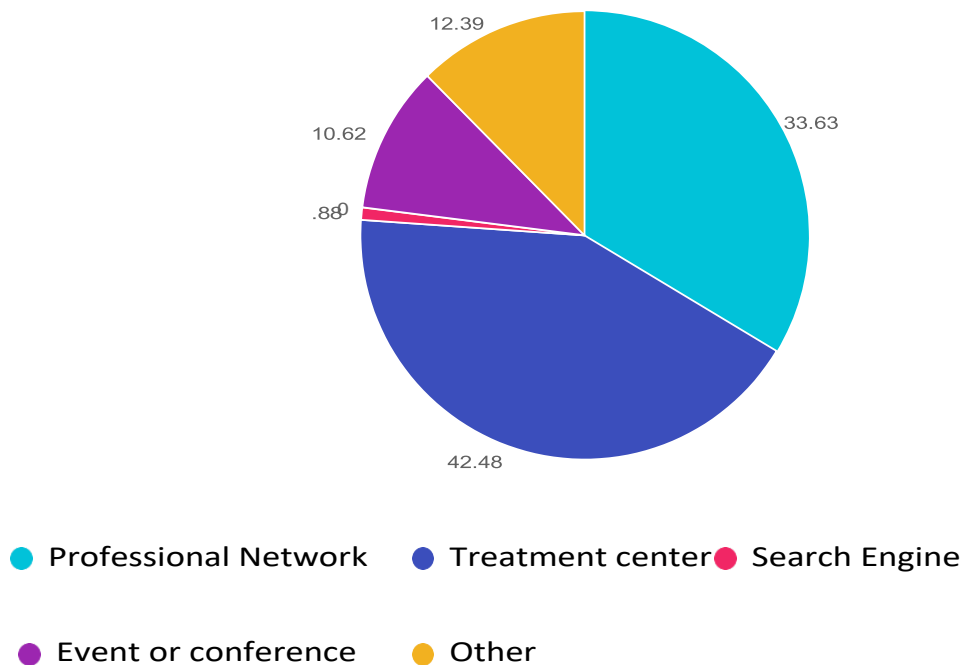
● I'm not sure about the value of my membership

● I don't think my membership meets my needs; I am dissatisfied



How did you hear about us?

Answered: 113 Skipped: 0



We would like to hear your comments and feedback about your ICBOC membership-specifically, what would bring more value as a member? (Open question)

Training

It would be a good idea to have a bank of trainings needed to move up to next level of certification

Why does ICBOC not provide specific training, we can know what training will be expected.

I would like to access training relevant to my level of expertise annually if able to do so. I was unable to attend NNADAP in Toronto but I would like to either present or access high level training thank you!

I would love a certificate involving specializing in youth. however, I like what I currently have. I would prefer an online application that can be uploaded in parts. I wish to know more about the incentive form Indigenous services. Do you send monthly updates to members? I will read up more about on the website.

Suggestions on training's that are offered to upgrade.

Value

On the last comment, I am required to remain a member of ICBOC to teach at NVIT. However, see no benefit in the membership and find the certification and stratification of accreditations confusing

My ICBOC is part of my resume. I used to work at a Treatment centre where retention monies were given out



annually. This was much appreciated.

I value being a member of ICBOC. Being accredited through ICBOC is important for me as a Professional Service Provider.

I appreciate having the specialization credentials. It is an essential part of asserting my professional voice within my work. The communities I serve are very concerned with the work being professional and aligned with its culture and values.

I'm not sure of the value other than to receive my retention Incentive since few see the validity in it outside of Indigenous communities. I would like to see that aspect change. I am not sure the value this membership brings to my professional life in terms of better employment. I do enjoy the incentives and it also me to continue receiving training that help employment.

Ideas

Opportunity to sit on governing board. More value: Being able to hold a minimum of 2 certifications. Improved ethical guidelines. Once annual general meeting hybrid.

To be recognized internationally especially with Canada. We are indigenous strong professionals and deserve the same recognition that other certifications have. That should be your job advocating for this to happen. Job postings if sent to you I was a member CACCF they would send out indigenous postings. Keeping up. with standards to let us know Also they had different certifications Do that what they mean to have it and especially the ones like myself who have been with this organization able to get those or our input Workshops if sent to you Overall been with this organization able to get those

Biannual conferences to network with tx centre staff and frontline workers

I would like up to date workshops that goes towards membership

That the on-going education is more of reasonable in accepting our goals

CEs would be great!

Work on advocacy for having other professional associations like the OTSCFQ recognize it's importance! They refuse to even consider it as continuing education.

I am very happy with my membership; I would suggest creating a information hub to know what ICBOC membership is

I would like to see more benefits as a member and attend conferences hosted by ICBOC. website. Also, I would find value to have a link or blog where members can connect and network survey and asking for feedback, this is also very valuable as our thoughts, ideas and concerns are important. Hiy hiy

Others

Thank you for recreating and improving ICBOC because of the changes that are happening in the Addiction field. Wish you all the best.

I'm satisfied with ICBOC



I was informed recently by Indigenous Services Canada that I would no longer be eligible for the incentive, and that it would be up to my community to provide it. So I'm not so sure that I would remain a member if I'm not valued

I appreciate messages and updates from ICBOC through email. This is pretty much my first one other than emails to renew my certification

ICBOC requirements has pushed us to reach out to other services that can assist our needs for training, to keep up with the changing times. We also utilize trainings for changes to our programs to suit our clientele continue with more training.

I am very proud of being a member of ICBOC

From an indigenous person we've come a long way and this certification recognizes the work we do with our people.

More variety for different types of levels or specialty how is the incentive given, to me directly or my organization? do I have to apply? this is my 25th year as an addiction specialist. well recognized as an addiction specialist since being ICBOC certified which I am so appreciative of. thank you for my membership.

I really appreciate that ICBOC recognizes the value of Indigenous knowledge, please continue to support cultural teachings and expertise

Satisfied with all professional standards and to have this available to our indigenous community.

I love being a member. That's where my career started treatment center. Now, there aren't places that acknowledge my certification. Do. You have suggestions?

I continually look forward to the ICBOC relations among First Nations in Manitoba on building capacity and building relationships across the nation as well. There are some gaps that needs to be looked at such as, mechanisms with working with users abusing Meth - to better understand and meeting the requirements that is required to do so to carrying out to fulfill out our duties.

These survey questions will aid in improving client service feedback ideas are helpful to guide the team in assuring quality control.

The French speaking community will be a priority for us in the next fiscal year with adequate funding we will be able to provide documentation and web content to the Francophone population. Also, a priority for ICBOC is to provide content in a couple of Indigenous languages. In our communication plan we set forth the following goals;

- Recruit a French speaking resource to serve community in French
- Translate website content into French and key information into Ojibway, Cree, and any other language deemed important for stakeholders
- Integrate French content and key information into Ojibway, Cree, and any other language deemed important for stakeholders starting with the order of priority

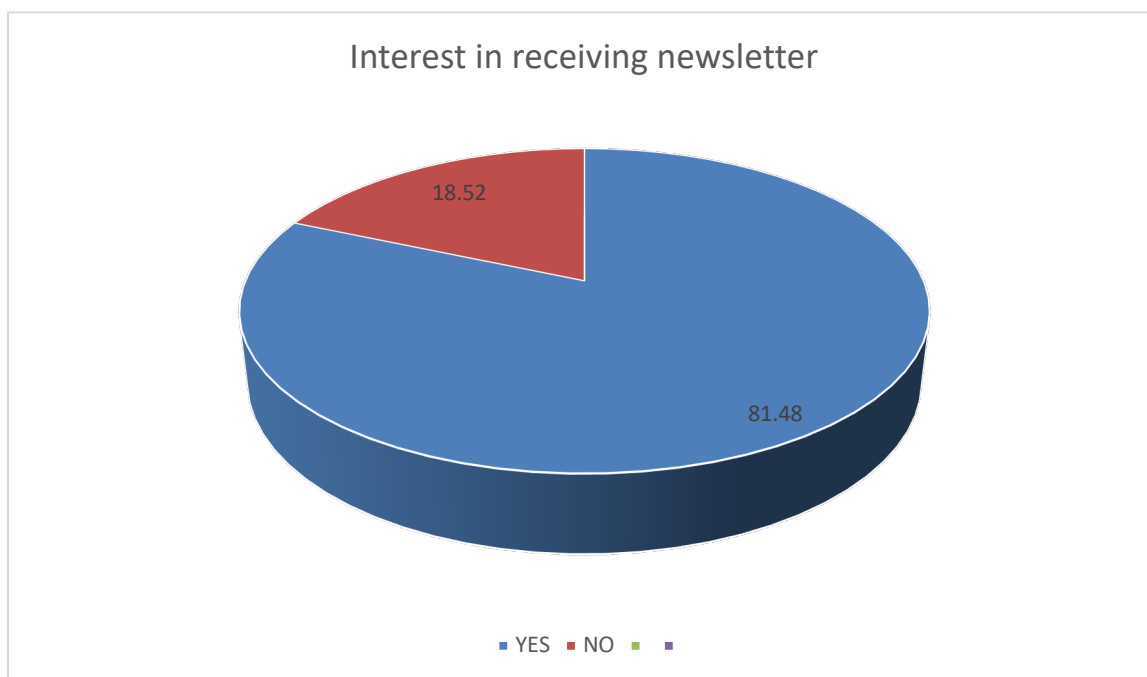


- Translate any membership-facing documents into French (application packages etc.)
- Identify any other places where content needs to be created in French
- Translate any remaining resources / documents into French

Communications Audit: we asked questions on the best method of checking in on sharing information.

1. Would you be interested in receiving ICBOC newsletter?

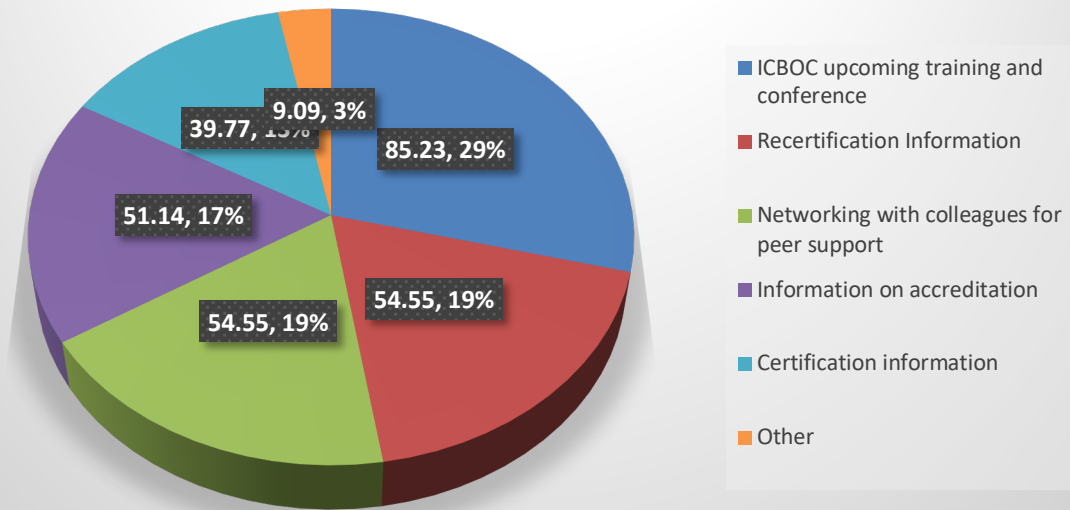
- 81.48% yes
- 18.52% no



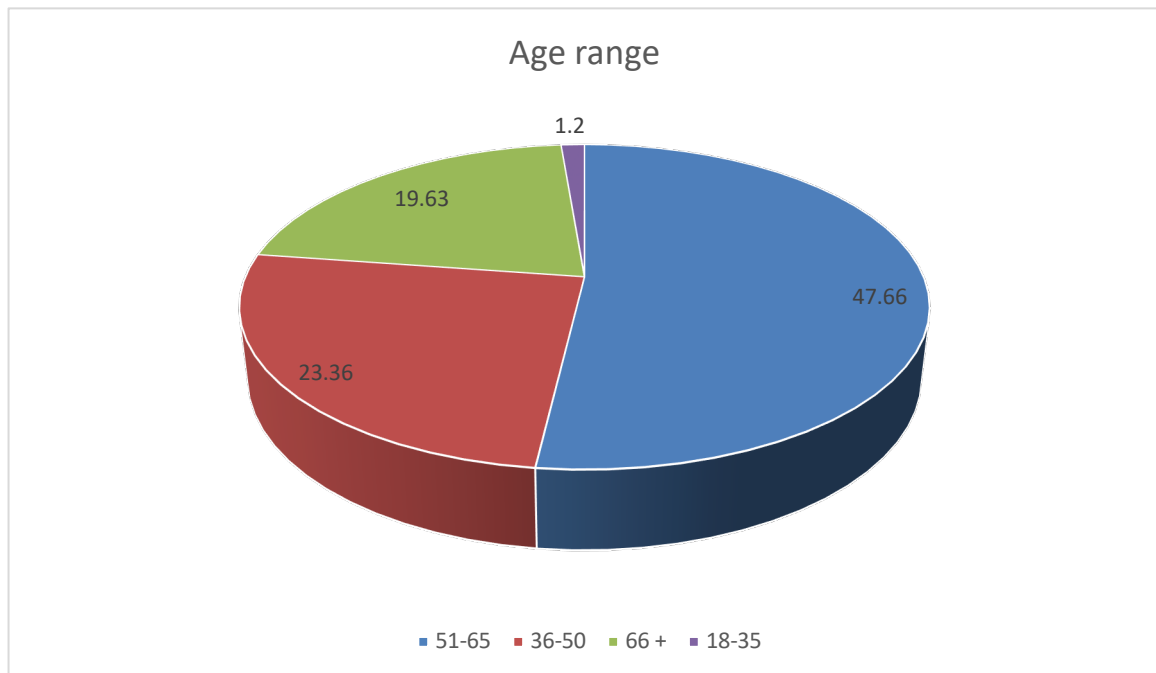
2. What information would be helpful for you/your organization to receive from ICBOC?



Information that would be helpful



3. Age range of our membership



We increased and enhanced the efficiency of ICBOC external communications and increased ICBOC's visibility and credibility at community, regional and national level by conducting a satisfaction survey and conducted a



web audit that has resulted in a communications plan.:

A web audit and a communication plan were undertaken to assess our efficiency and determine areas that need improvements. We identified three goals to improve our communications aspect.

Goal #1: Effectively communicate the mission of ICBOC and promote services to all audiences

Develop clear messaging for each audience by January 2023.

Incorporate this messaging in all communications tools by March 2023.

Serve stakeholders in both official languages (gradually throughout 2023)

Goal #2: Raise brand awareness among all audiences.

Grow website traffic by 10% by end of 2023 (to 5 327 users from 4 843)

Optimize social media presence by May 2023

Increase the number of followers on social media channels by end of 2023

Promote service offering using all communications channels

Goal #3: Grow membership base in every province and territory

Ensure online Register of ICBOC Certified Professionals is up to date by March 2023

Grow membership base by January 1, 2024.

AB by 100% (from 1 to 2 members)

- BC by 20% (from 25 to 30)
- MB by 19% (from 84 to 100)
- NB by 25% (from 8 to 10)
- NS by 100% (from 1 to 2 members)
- NL from 0 to 1
- NV by 25% (from 16 to 20)
- NWT by 100% (from 1 to 2 members)
- ON by 11% (from 108 to 120)
- PEI by from 0 to 1
- QC by 15% (from 52 to 60)
- SK by 28% (from 14 to 18)
- YK by 100% (from 1 to 2 members)



Networking

Context for ICBOC's Networking Activities

We optimized our outreach and networking in different regions by:

Promoting the value of our culture-based capacity development model and professional certification system to First Nations and Inuit decision-makers, employers, and other stakeholders in targeted regions. We make our self-visible when the occasion arises at conferences or regional meetings as well as virtual national meetings. We support our partners such as Thunderbird foundation and the First Nations Health Manager Association.

CONCLUSION

This report marks the end of the activities pursued in the year 2022/2023. ICBOC faced challenges that impacted the operations for several months. April 2022 saw a new beginning for ICBOC with new staff and a new location. Connecting with the national network of addiction and mental health agencies has aided us in taking our place as the national certification board.

There are numerous areas of expansion that have been identified in this report.

- Ensuring a fully bilingual service
- Need for a communications manager
- Raise brand awareness requires messaging and visibility on social media, promotional items
- Training opportunities offered by ICBOC via webinar or in person
- Increase in benefits for members.
- Create new certifications and accreditations

The ICBOC team are very committed to the mandate of our organization. There is a need to expand we are limited by what we can accomplish with the present funding and resources we need to meet the standards of a national organization to adequately service our membership.

The validation our certification offers to our membership is a high motivator. To attest of one's knowledge in Indigenous ways of doing and being is an important part of reconciliation. Indigenous knowledge has been undervalued for centuries. Our certification gives acknowledgement of the skill, competence, and knowledge that our addiction and mental health workers hold.