

Report to Corporate Services Committee

To: Chair and Members
Corporate Services Committee
From: Cathy Saunders, City Clerk
Subject: Application – Issuance of Proclamation – Apraxia
Awareness Day
Date: April 19, 2021

Recommendation

That, the Civic Administration BE ADVISED as to how Municipal Council wishes to proceed with the attached (Appendix “A”) Proclamation request.

Previous Reports Pertinent to this Matter

Corporate Services Committee – December 3, 2019
Corporate Services Committee – January 6, 2020

Background

The Issuance of Proclamations Policy is attached as Schedule “A” for information purposes.

Conclusion

The Civic Administration is seeking direction from the Municipal Council as to how they wish to proceed with the attached (Appendix “A”) proclamation request received April 14, 2021 from Apraxia Kids requesting May 14, 2021 be proclaimed Apraxia Awareness Day.

Submitted by: Cathy Saunders, City Clerk

Proclamation Request Form

Requests for the issuance of proclamations are governed by Council Policy (excerpted below). Requests must be received at least six (6) weeks in advance of the requested issuance date and may be emailed to the City Clerk at ClerksApprovalRequests@london.ca or mailed to City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9.

Request details

Name of Organization	Apraxia Kids
Date Proclamation Required	May 14th
Proclamation Name	Apraxia Awareness Day
Proclamation Type (day, week or month)	They do have apraxia Awareness month but we are just asking for the day.
Category (public awareness campaigns), (charitable fundraising campaigns), (arts and cultural celebrations)	Public awareness
Requester Name	Vicky Wilhelm
Requester Telephone Number	
Requester Email Address	
Requester Address	London Ontario N6C 1L7
Provide details of your Organization's Connection to London	Apraxia kids connection to London is basically through my almost 8 year old son Daden who has apraxia. I just want to get it more recognized so it's just a little bit easier for my son and other children like him that dont have a voice or one that is understood to be heard.
Required Supporting Documents	<ul style="list-style-type: none"> ● Detail information on the Organization ● Detail information on the Event ● Confirmation of authorization from the Organization to submit the request
The undersigned confirms that I am the Official Representative of the Organization requesting the Proclamation and that by signing this Application, I acknowledge and agree that my organization complies with all City of London's Policies and By-laws	
Signature	Vicky Wilhelm
	Date April 14 2021
NOTICE OF COLLECTION OF PERSONAL INFORMATION	
Personal information collected on this form is collected under the authority of the <i>Municipal Act, 2001, S.O. 2001, c. 25</i> and may also be used for purposes related to the Issuance of Proclamations Policy and Proclamation Request Form. Questions about this collection should be addressed to the City Clerk, 3rd floor, City Hall, 300 Dufferin Ave., London, ON N6A 4L9. Tel: 519-661-2489, ext. 4937, email: csaunder@london.ca	



Our Impact -

Apraxia Kids is the leading nonprofit that strengthens the support systems in the lives of children with apraxia of speech. Since our inception in 2000, Apraxia Kids has provided support to more than 100,000 families and professionals.

1 to 2 children in every 1,000 have childhood apraxia of speech

Based on census data, there are approximately 305,000 children in the US diagnosed with apraxia

We are serving 30% of the children that need us

Our Vision

A world where every child with apraxia of speech reaches their highest communication potential.
Every child deserves a voice.

Our Mission

To strengthen the support systems in the lives of children with apraxia of speech by educating professionals and families; facilitating community engagement and outreach; and investing in the future through advocacy and research.

Support

Apraxia Kids works on a national and local level to provide support to children with apraxia of speech and their families.

Education

We are committed to providing evidence-based information on childhood apraxia of speech to parents and professionals through our core programs.

Awareness

Working collectively with our volunteers, we are spreading awareness of our organization to those impacted by childhood apraxia of speech.

Appendix "A" APRAXIA KIDS TIMELINE

2000

Our organization was established by three moms in Pittsburgh, Pennsylvania.

2002

First research symposium, in which Apraxia Kids committed to providing evidence-based information. This is still one of our core values.

2004

First **National Conference**. Our conference has educated 3,581 people, and we have awarded over 300 scholarships to attend.

2005

Began instructing workshops across the country for SLPs and SLP students. Over 10,000 professionals have been educated through attending these workshops.

2007

First research grant awarded. Apraxia Kids has given over \$300,000 in total to research efforts in the years since.

2008

First **Walk for Apraxia**. Since then, over 94,000 walkers have honored over 7,500 children with apraxia at 643 walks!

Facebook Official Support Group formed to offer support to parents and professionals. Currently, over 24,000 members ask an average of 800 questions per month.

Our website launched, and now is viewed by an average of half a million users per year.

2009

Our first **Intensive Training Institute** was held in Pittsburgh, PA. Over 100 therapists across the country have received this highest level of training on treating children with apraxia.

The **SLP Directory** was added to our website, making it easy for parents to find a trustworthy professional. There are now over 400 professionals in the US and Canada listed.

2011

2013

2017

We rebranded to our current logo, and launched a new print store to provide brochures to families at no cost to them. We have distributed over **45,000 brochures** and rack cards.

2012

Our webinar platform launched as a way for parents and professionals to learn more at their own convenience. Our webinars have been watched over 11,000 times.

2018

The **Speech Tablets for Apraxia Program** began to award speech tablets to children in need. Nearly 700 children with apraxia of speech have received a tablet through this program.

WHAT WILL THE FUTURE HOLD?





Our Values -

HOPE
EVIDENCE-BASED INFORMATION
PARTNERSHIP
TRUSTWORTHINESS
EQUALITY
INNOVATION
EMPATHY
COMMUNITY



Our Strategic Plan - 2019-2021 -

This collaboratively developed plan is our strategic roadmap for 2019-2021. This plan builds on our current progress with the vision to expand Apraxia Kids throughout the country. Our goals outlined in this plan will be achieved by the end of 2021. Annual objectives will be created in order to achieve these priorities set forth below. -



Professional Education -

Engagement of the Professional Community by increasing our network of Apraxia Kids Trained Speech-Language Pathologists across the country so that families have access to services closer to home.

Intensive Training

We will continue offering our Intensive Training, while working to develop a "Boot Camp Lite," a two-day training for professionals, that will serve as the prerequisite for Boot Camp.

School-Based - Professional Training

We will develop an online education platform and work to develop an effective in-person intensive training program for school based professionals.

On-Demand Webinars

We will develop a new webinar platform, change pricing structure to be a membership-based system, and continue adding new and updated webinars to engage a wide range of professional audiences.

National Conference

We will integrate additional session tracks for subgroups of constituents, and integrate our research symposium, to expand our national conference.



Support -

Provide and enhance services and support for our families. In order to provide better support for our families, we will work to enhance our key services during the next three years.

Speech-Language Pathologist Directory

We will engage SLPs to be part of our directory in every metropolitan area, working collaboratively to provide impact in the local communities in which they work

Support Groups

We will ensure Apraxia Kids-moderated groups exist in all markets where we have identified an Outreach Coordinator, allowing them access to manage the local group as a representative of Apraxia Kids under our direction.

Community Outreach

We will strengthen our community outreach program across additional markets along with providing continued education for current volunteers, to ensure a volunteer outreach coordinator is working in every metropolitan area.



Awareness

Apraxia Kids is the leading organization in apraxia education and support for families and speech-language professionals. We need to work across all areas to build awareness of our organization so that every family impacted by childhood apraxia of speech finds us.

Awareness

We will develop a new website that is more engaging and interactive for those that visit it, develop new marketing strategies to promote awareness of childhood apraxia of speech, and continue to work with volunteers to spread the word about our organization.

Advocacy

We will implement grassroots advocacy efforts at our local events, and engage our outreach coordinators to work collaboratively in communities building our advocacy efforts with local governments.

Research

We will work towards updating our online research platform, and implement a research symposium as part of our National Conference.



Issuance of Proclamations Policy

Policy Name: Issuance of Proclamations Policy

Legislative History: Adopted September 19, 2017 (By-law No. CPOL.-115-367); Amended July 24, 2018 (By-law No. CPOL.-115(a)-418)

Last Review Date: January 6, 2020

Service Area Lead: City Clerk

1. Policy Statement

1.1 This policy sets out the requirements for the issuance of proclamations.

2. Definitions

2.1 Not applicable.

3. Applicability

3.1 This policy shall apply to any request for the issuance of proclamations on behalf of the City of London.

4. The Policy

4.1. Proclamations are ceremonial documents issued and signed by the Mayor on behalf of City of London Council that officially recognizes public awareness campaigns; charitable fundraising campaigns; and arts and cultural celebrations of organizations that reside/operate within the City of London. The requester must clearly identify the significance and connection of the proclamation to the mandate and goals as set out in the City of London's Strategic Plan. A proclamation does not constitute a personal or civic endorsement.

Application Process

- a) Proclamations requests are to be submitted on the City of London Application form to the City Clerk's Office at least six (6) weeks in advance of the requested issuance date.
- b) The Application must provide sufficient background information about the organization, cause or event being proclaimed and the proposed text for inclusion in the proclamation. The proposed text is subject to approval by the City of London to ensure compliance with City of London's policies and by-laws.
- c) Upon receipt of the Application, the City Clerk's Office will review the Application in accordance with this Policy and if the Application appears to be in compliance with the Policy, the Application will be placed on the next available Corporate Services Committee meeting for consideration.
- d) The Corporate Services Committee will review the Application and provide a recommendation to the Municipal Council for consideration with respect to the disposition of the Applications.

SCHEDULE "A"

Administration of Policy:

- e) The cause or event must contribute to the economic, social and cultural fabric of the City of London.
- f) Repeat requests must be submitted on an annual basis.
- g) An organization may request one proclamation per calendar year.
- h) Organization do not have exclusive rights to the day, week, or month being proclaimed.
- i) Proclamations of a similar topic will be issued on a first come first served basis.
- j) The City of London will not incur any expenses relating to the advertising or promotion of a proclamation. Recipients are responsible for the promotion of the proclamation, organization of related activities and for all associated costs.
- k) Proclamations will not be issued for:
 - Matters of political controversy, ideological or religious beliefs or individual conviction.
 - Events or organizations with no direct connection to the City of London.
 - Campaigns or events contrary to City of London policies or by-laws.
 - National, Independence or Republic Days.
 - Campaign or events intended for profit-making purposes.
 - Recognition of individuals.
 - Recognition of events or organizations that espouse discrimination, hatred, violence or racism.
 - Matters attempting to influence government policy.
 - Matters designed to incite hatred or disorder.
- l) The City of London reserves the right to refuse to issue a proclamation.