

Report on the Community Resource Guide

Developed from the Recommendations of
Bridging the Service Gap
for Sexual Assault and Mental Illness Survivors Report

by

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The report may also be viewed in full text on the website:

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- Victim Services
- Victim Witness Assistance
- Crown Attorney's Office
- Alzheimer Society of Sarnia-Lambton
- Huron House Boys Home
- S.E.E.K. Services
- J & D Residential Services
- Pathways Health Centre for Children
- Family Counselling Centre
- Canadian Hearing Society
- Big Brothers of Sarnia Lambton
- Women's Interval Home
- Rebound
- Senior VIP
- Sexual Assault Survivors' Centre Sarnia Lambton

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COMMUNITY RESOURCE GUIDE

INTRODUCTION

Statement of the Problem

The first year of the project, *Bridging the Service Gap for Sexual Assault and Mental Illness Survivors* (BSG) resulted in many recommendations from participants that focused on the need to increase collaboration between organizations and to address the lack of knowledge about current resources available in Lambton county; this lack of knowledge has, at times, hampered service providers working with the multiple needs of a high risk population. Current and accurate information is needed regarding available programs, including knowledge of the aims of programs, the criteria for admission into the program and other critical information. These gaps in knowledge were identified as a problem by both service providers and service participants.

Source of the Difficulty

Funding

Frequently programs are developed with short-term government funding and, regardless of the level of success of the programs, they typically end when the funding is terminated. Organizational responses to cuts in core funding or limited increases in funding have involved strategies to become leaner. This trend has sometimes resulted in the suspension of programs due to staff shortages. Government funding that focuses on funding specific programs, rather than adding to core funding, has resulted in a pattern of programs starting up and then disappearing with little notice.

No Central Program Library

At the beginning of this project, there was no central, up-to-date information source that listed programs and service providers at the local level. Hence, community members often remained unaware of the range of programs available within Lambton County. This lack of knowledge adversely affected the people who are in need of specific services.

Inappropriate Referrals

Without current information regarding the programs that are available in Lambton County, service providers are unable to provide the quality of service for which they strive. The year one study conducted as phase one of BSG revealed that numerous problems have adversely affected people who need to access services. A lack of knowledge about programming has resulted in inappropriate referrals when service providers were not aware of the criteria for admittance to certain programs or when they were not sure what issues the program was designed to address. There have been instances in which clients have been referred to programs that were no longer available. This situation may have occurred because information was not current in other resource guides. Moreover, when community organizations are not aware of the programs and services offered by various agencies, the duplication of programs can occur.

PURPOSE OF THE PROJECT

The purpose of this project was to design, develop and evaluate the effectiveness of an online Community Resource Guide. This program was developed in response to the recommendations from the participants (service providers and service participants) during the year one study conducted as the first phase of the three-year *Bridging the Service Gap* (BSG) project and the direction given by the community at a community forum where the results and recommendations were presented.

SIGNIFICANCE OF THIS PROJECT

The results of this project add to current knowledge concerning programs that foster collaboration between organizations with differing mandates, funding bodies, operational structures and methods of service delivery. The development of an online community resource model that provides current information about community organizations, agencies, social services and other vital programs is needed in order to provide cohesive and quality services for high risk populations. It is important that policy makers and funders recognize the importance of this type of program so that service providers are able to make suitable referrals for community members and the public is supported in contacting the appropriate organizations to further their own well-being.

RATIONALE FOR THE DEVELOPMENT OF THIS PROGRAM

The first year of the three-year project, *Bridging the Service Gap for Sexual Assault and Mental Illness Survivors*, identified the gaps in services for people with a mental illness and, unlike other recent studies, it examined underlying issues regarding sexual abuse/assault and the need for services in Lambton County to address these issues. The phase one study was conducted between August 2004 and June 2005. Data collection took place in the form of focus groups and personal interviews with a broad range of service participants from diverse local organizations. The interviews provided rich qualitative data on the perspectives and experiences of people who have accessed or attempted to access the services provided for those who have experienced sexual assault/abuse and have mental health issues in Lambton County.

The study, encompassing the region of Lambton County, examined the experiences of 112 people with serious mental illness (SMI) or moderate mental illness (MMI) who also had a trauma history of sexual abuse or adult sexual assault. The knowledge and practices of 68 service providers (managers, executive directors, legal professionals and front-line staff) added further information to the study. A copy of the results and recommendations from the report are available online at www.bridgingtheservicegap.com along with the description and evaluations of the programs that were developed as a result of the study.

The study resulted in 29 recommendations of which 16 were able to be incorporated into programs to address the identified issues. The result was the design of three programs that were developed, facilitated and evaluated in the last two years of the study. The

three main goals of the original study were to improve existing services, reduce barriers to accessing services and bridge the gap in services.

Many service participants (75%) reported that they relied on their service providers to have knowledge about what community resources were available to assist them as they did not know about any centrally located information source that could provide these details. Service providers found it difficult to keep up-to-date with the range of programs and services that were in Lambton County and to be knowledgeable about the criteria for admission into any given program. The development and maintenance of an online resource guide listing all programs (formal and informal) was considered vital to service participants and service providers.

COMMUNITY RESOURCE GUIDE

The Community Resource Guide Model Design

Program Goals

The Community Resource Guide focuses on directing service providers and community members to resources available in Lambton County so that service delivery will be improved and the needs of residents will be met. The Guide was designed to:

- Provide information about services that would be helpful to people who have experienced sexual trauma and who have mental illness symptoms;
- Include services that could be helpful to all community members of Sarnia-Lambton;
- Increase agency and organization collaboration;
- Provide current and specific information about programs that includes the criteria for admittance to programs, the referral process, contact names, location, length, time and date of program;
- Reduce the number of inappropriate referrals for services that inconvenience community members and;
- Promote community wellness by increasing ease of access to appropriate services

Structure

A computerized directory was considered desirable as it allows the Community Resource Guide to be relatively easily maintained and updated. Every six months a designated person will contact each organization in the database by mass email requesting any changes or further programs for inclusion in the directory. Additional organizations can be added as information becomes available, as they are recommended or as they issue a request for inclusion. The online Community Resource Guide avoids the problems associated with expensive and immediately outdated printed directories of community organizations. Community members and service providers have direct access via the Internet to the information concerning organizations, programs and appropriate referrals.

The basic design of the online community guide is quite simple. Organizations are listed alphabetically by name and, in instances in which there has been a recent name change,

the previous name is placed in brackets. Thus, organizations can be easily identified by service providers and the public

To create the inventory of organizations, each organization was asked to submit its agency description and the names and descriptions of current programs. The central inventory includes over 300 organizations and 500 programs and is available for viewing on the website www.bridgingtheservicegap.com under the heading *Community Guide*. This area of the website is available for both the public and service providers and does not require a username or password to gain access.

All information was entered into the Community Resource Guide after being coded and organized according to the issues addressed by the agency. To assist community members and the service providers, this Community Resource Guide was developed with a search engine so that users can enter key words in order to obtain a list of programs that would be suitable to assist with the identified issues.

The entire Community Resource Guide can be printed or any individual pages can be printed to ensure that the information is available when needed. The project plans specify that it will be updated twice a year by the administrators of the Community Resource Guide. When the study ends in August 2007, the guide will be maintained by the Sexual Assault Survivors' Centre Sarnia-Lambton. Changes, cancellations or new programs are to be entered as soon as an agency or organization provides the new information.

Search Engine

The search engine installed in the directory is a simple tool that requires only one word that is more than three letters long to begin the search. Each additional word added to the search expands the search rather than narrowing the search. The results of a search are shown in the form of a list of agencies that provide services related to the topic. In addition, lists of programs addressing the topic are provided.

Resources Listed Within the Guide

Entering the organizations and their programs was an ongoing process that took place over an 18 month period. As it would be completed in stages, it was necessary first to identify the organizations for inclusion and then prioritize the order of their inclusion in the guide.

The first step was to identify potential organizations that would be interested in being listed in the guide and which provide important social services within the community and to the target population in particular. It was important to identify relevant programs and to ensure that they were currently being provided as erratic funding sources can eliminate even those programs that have been proven to be effective in assisting high needs populations. A thorough review of every potential organizations' interests and capacities was conducted through a detailed examination of community guides compiled in previous years, information websites available to the community and brochures and websites of many organizations. Many organizations were included that did not primarily

direct their services to the target population but did provide services that would assist in addressing the multiple issues often faced by these community members. Organizations were prioritized on this basis for inclusion in the pilot program.

Priority of Service Inclusion

1. Social Service organizations
 - Basic Needs- income, food, shelter, clothing
 - Counselling
 - Mental Health – supports, self-help
2. Physical Health organizations
 - Community Health Centres
 - Health Clinics
 - Associations or foundations treating specific illnesses
3. Leisure Activities
 - Free or income adjusted
 - Fee for use

Numerous revisions were made regarding the organizations and services that were included in the database. Once potential organizations for the Community Resource Guide were identified, they were contacted through a mass mail out. The letter invited organizations to participate in the community resource guide. It presented the program outline, the potential benefits to organizations and their potential roles. The organizations were asked to submit detailed information on a form provided with the letter or via email (i.e. the form was designed so that it could be completed on-line).

Roles & Responsibilities of Organizations

The goal of the program was to develop an easy-to-use online community resource directory that could be easily updated. In this pilot program, special attention was placed on the including agencies and programs that would meet the needs of front-line workers who are working with the high-risk, high-needs population facing multiple challenges. Participating organizations in the Community Resource Guide had clearly delineated roles:

- Complete the Resource Guide form including the details of each program;
- Submit the form to the project staff for inclusion in the on-line directory;
- Proof read the on-line listing for their organizations;
- Inform the project staff if any changes were required to their listing;
- Send updates when any changes in the program details occurred using the “Contact Us” section of the website or contact the project staff by telephone and;
- Inform the agency staff about the directory.

Autonomy

Each organization had full control over the description of their agency and their programs. Any changes requested by participating organizations were completed in a timely fashion. Each organization was given the opportunity to describe and edit the descriptions and programs.

Information Required

The Community Resource Guide is unique in Lambton County in that it provides detailed information regarding the programs listed. Community agencies and organizations were asked to submit information concerning the programs they offer, the criteria for admittance to these programs, the referral procedure, the times, dates, locations and contact names for these services. Many community guides list the name of the organizations; however, it was identified during the year one study for BSG that service providers needed accurate and current information about what the program entailed, who was facilitating the program and the criteria for admittance to a program. Frequently, people were referred to a program only to find that, after paying for childcare and transportation, they did not meet the requirements for admission. Therefore, including details about eligibility criteria and contact persons was vital. This information may serve two purposes: (1) helping service providers to become more aware of program requirements and (2) raising awareness of the programs that are available for clients. The detailed information included in this guide allows the public and the service providers access to current information.

Process of Gathering Information

Even though forms were initially sent by email and hard copy to identified organizations requesting detailed program information, the response rate was quite poor. The project team then directly contacted the organizations to explore their interest in participating in the community guide and to problem-solve with them the difficulties they may be having in completing the forms. Unfortunately, telephone calls to assist potential participants in the community guide, did not meet with great success, but rather resulted in continued delays as organizations affirmed their intention to submit the information but did not respond by returning the forms.

As it became clear that gathering the information would be time intensive and that a series of approaches may need to be developed, the project hired a research assistant to focus primarily on building the Community Resource Guide. To facilitate the task, all the organizations' names along with the relevant information were placed in alphabetical order to help eliminate confusion and duplication. Challenges arose when agencies and organizations changed names and when the main contact person was in charge of more than one organization. Contact names were then added to the list to avoid unnecessary or duplicate contacts with agencies. Direct telephone calls were made to each organization and agency describing the Bridging the Service Gap project and the online community guide. We requested the name of the person to contact for the program information along with the most efficient way to make this contact (fax, email or postal mail) and to gather the information needed about their agency or organization.

The response was very slow, even when contact was made by each organization's chosen method of contact. The response did not appear to be influenced by an emphasis on the benefits of inclusion in the Community Resource Guide (such as assistance with

appropriate referrals, improvement in knowledge about their organization within the community and other services in the community). Even though these were cited as incentives to encourage the submission of the information, this approach to contacting agencies by telephone was tedious and information was still returned very slowly if at all.

In an effort to improve the community response, contact was made with other organizations and agencies that were currently engaged in the process of gathering information for the creation of specific community guides. Three guides were being developed; one guide was for grief services, another was for children's services and that last guide was intended to include all community organizations. A meeting was arranged by the Bridging the Service Gap (BSG) project to discuss the possibility of working collaboratively. The response to the meeting was good and a genuine effort was made to collaborate on the project, however, the BSG community resource guide was designed to gather specific program information that was not being obtained for other resource guides. As the other projects were collecting only agency names and telephone numbers but not including descriptions of programs for each agency, their information was not useful to the online Community Resource Guide. Nevertheless, the BSG project offered to share all information it had gathered that was posted on the website. It was suggested that, if the information was going to be used by the other guides, they should contact the organizations for permission to use this information.

In an effort to increase the organizational listings in the Community Resource Guide, a new approach to telephone interviewing was developed in regard to information collection. Agencies were again contacted by telephone and information concerning descriptions and program information was gathered over the telephone. Most of the agencies contacted using this method, requested that the information gathered from the telephone interview be sent to them for approval before it was posted.

Recognizing the value of this approach, a further change to the method utilized for gathering information was made. The emphasis now shifted to gathering information from organizations' websites and brochures. The information was extracted and placed in the format that would be utilized within the Community Resource Guide database. This information was then emailed, faxed or mailed to the organization with a request that the agency review the information before it was posted in the online guide. This process provided the agency or organization with the opportunity to add, change or delete any information that was not current.

The process of gathering specific agency information from websites underscored the need for the online Community Resource Guide. We found that it was often difficult to locate precise information in regard to specific programs, program goals, criteria for admittance to program, procedure for referrals, contact names for program, contact phone numbers and extensions, program start and end dates, locations of program, number of sessions in program, and time of program.

Although it was time intensive, this method of gathering agency and program information from existing websites and pamphlets proved to be successful. The best response was

obtained by submitting, via email, to each organization the information based on its website and brochures. The information was sent by email, as an attachment, with a letter requesting that the agency review the material, make any necessary changes and fill in any missing information. All the organizations contacted by this method were informed that, if the project staff had not been informed of any changes after two weeks, it would be assumed that approval had been given for the information to be posted in its current form in the online Community Resource Guide. As all information had been gathered from publicly accessible websites or brochures, it was considered to be accurate information.

A “read receipt” was attached to the email to ensure that the email had been received and to guarantee that the agency information was not posted prematurely. Although few websites copy write the information, it was important to receive permission to post this information within the online Community Resource Guide and the read receipts gave confirmation that the email had been read and gave tacit approval that the information would accurately reflect their description and services.

Once the organization’s information was posted on the website, an email was sent to the organization suggesting that someone review the posting and contact the BSG project staff using the *Contact Us* section of the website to advise us about any further changes to their information. This approach ensured that the information posted was an accurate reflection of the organizations and their programs. It also encouraged agencies and organizations to access the website and view the information of other agencies and organizations concerning the programs and services available in the community.

There was initially a concern expressed by community organizations that the information would not be kept current in the online Community Resource Guide. An email newsletter, *BSG WebNews*, was then developed and is emailed twice each month to all organizations in the Guide describing community programs with direct hyperlinks to the Community Resource Guide. The newsletter keeps the online resource guide from being forgotten while familiarizing organizations with the programs that are available in the community. It was found that, since the inception of the *BSG WebNews*, agencies and organizations have increased their contact with BSG in regard to having their information added or changed in the Community Resource Guide.

Project Monitoring and Management

The Content Management System (CMS) on the website provided administrative access to the Community Resource Guide enabling the entry of all organization names and program information. Any changes suggested by participating organizations could be quickly made and within minutes would be revised on the live website. Organizations could then review the changes and forward comments or further changes through the Contact Us section on the website. The CMS did have some limitations that prevented certain fonts and formats from being posted on the website.

Community Awareness of the Guide

In order to allow additional community organizations and the public to become aware of the Community Resource Guide and participate in the guide, it was important to draw the community's attention to this new initiative. It was also important to provide the information to community members who were searching for helpful resources. In order to achieve these goals, several marketing measures were undertaken.

Bookmarks

In order to ensure that information about the website and, in particular, the Community Resource Guide, was known to the community, 10,000 colourful bookmarks outlining the usefulness of the guide and the website address were distributed to libraries, schools, organizations and agencies.

Newsletter

An online newsletter, *BSG WebNews*, was developed to inform all the community organizations about programs included in the Community Resource Guide. Twice each month the newsletter is emailed to management in each organization to be forwarded to their staff. The newsletter highlights different programs that offered free resources, new approaches or vital services. Each program in the newsletter has a direct link to the organization's website so that staff can "click" on something that interests them and they will be taken directly to that program in the resource guide. This technique was utilized to assist staff to learn about programs in the community but also to familiarize them with the Community Resource Guide and what information it could provide to them.

Brochures

Brochures were developed for service providers to inform them about the Community Resource Guide pilot program and to encourage interest in the program. Brochures were also developed for the various stakeholders in the BSG project to describe the program and provide information about it.

Media Launch

At a workshop offered by BSG staff entitled *Tips for Dynamic Presentations* developed by the Bridging the Service Gap study for the In-Service Cross-Training Initiative pilot program, the Community Resource Guide program was announced to the attending media and a package outlining the goals was given to them. The media coverage helped to ensure that the public and service providers would be aware of the new program and they were invited to contact the project for more information.

A press release about the Community Resource Guide at its inception and one sent to the media upon completion of the project was useful in raising awareness about the initiative. The press release resulted in an article being placed in several community newspapers and it was mentioned on the community radio.

Further Community Services Available on the Website

As a website that was designed specifically for the programs developed by the Bridging the Service Gap study, it was decided that, in addition to the management of the Community Resource Guide and the In-Service Cross-Training programs, it would be helpful to community members and Service Providers to provide further services. A *Events Calendar* was created that can be accessed by the public and service providers. This *Events Calendar* includes any local event hosted by a social service organization or that is planned as a fundraiser for social service organizations. Any organizations that are in the Community Resource Guide may advertise their events on this calendar at no cost. The organizations reported that they enjoyed this benefit and many have submitted their event information on a regular basis.

To supplement the information on the site, an *Additions Readings* section was included that provides access to current literature about a variety of topics of interest to service providers and community members.

Transfer of the Administration of the Community Resource Guide

Upon completion of the Bridging the Service Gap study, two months were allocated to the transfer of duties from the study to a designated staff member of the Sexual Assault Survivors' Centre Sarnia-Lambton. The Centre was given a booklet outlining the administrative procedures for updating the Community Resource Guide, the Events Calendar and the Training Workshops using the CMS on the website and the staff were trained in its use. The email address book for all organizations and agencies listed in the directory was transferred along with the template for the *BSG WebNews* so that every six months a notice can be sent to request updates to the programs. The newsletter can be sent out on a monthly basis.

PROCEDURE**Purposeful Sampling Strategy**

As this was a pilot program, it was deemed necessary to start with a diverse group of organizations that provided vital social services to the community.

Organizations were strategically and purposefully selected to ensure they provided services to those who experienced sexual trauma and mental illness and they represented a diverse group of organizations from many different service sectors of the community. No specific sample size was predetermined as the program could accommodate a large number of organizations. By the end of the project, 300 organizations were listed and over 500 programs were included in the Community Resource Guide. They can be viewed at www.bridgingtheservicegap.com

Evaluation Methodology

DATA COLLECTION

Various qualitative and quantitative methods were used to collect data during this project. Organizations participating in the program and facilitators of the program contributed information through written documents, meeting minutes, website data and observations.

Website Reports

Data were collected by including a code on each webpage of the Community Resource Guide so that a visitor's path could be recorded noting how they found the site, what areas of the site they visited, what pages were reviewed, what agencies were examined, which programs were accessed, how many times they used the guide and how long they stayed on the site. Data that recorded the administration of the site was excluded.

Participating Organizations

Evaluation Forms

Evaluation forms were administered to participants at the mid-point of the initiative. Stakeholders present at the meeting completed the forms and returned them immediately. Stakeholders not present received the form by email. Forms were also sent to the management of the organizations to be forwarded to staff members and returned to the BSG project staff. The evaluation forms were designed to allow participants to give qualitative and quantitative feedback about the program. Quantitative and qualitative information on the forms was recorded electronically into SPSS (Statistical Package for Social Sciences Version 11.0).

Forms were administered at the Professional Workshop held on June 8, which provided qualitative and quantitative data regarding the Guide from a wide variety of community members and service providers.

Stakeholder Meetings

The information collected during the stakeholder meetings related to the project's goals, objectives and recommendations for change. It provided an opportunity for organizations to give feedback about their experiences using the online Community Resource Guide. Information packages, letters and updates were developed dependent on the content of the meeting discussions. For example, the organizations requested that reminders be sent via email to keep the Community Resource Guide on their work agenda. A newsletter, BSG WebNews, was developed to inform stakeholders of new or interesting programs in response to this request.

Unsolicited Data

Unsolicited data was also provided by participating organizations and subsequently recorded for use to document the program. The information was provided through telephone calls and emails to program facilitators. This process was encouraged by the facilitators in order to provide immediate responses to comments and concerns about the program and to provide support to those organizations experiencing difficulties with the process.

Field Observations and Research Log

The project team met on a weekly basis to discuss progress on the guide, problem-solve issues and review evaluations which were used to continually evolve the structure of the Guide. A formal research log was also kept as part of the process. This provided a record of all meetings, sessions, and decisions to accurately reflect the partnership process and project development.

DISCUSSION OF RESULTS

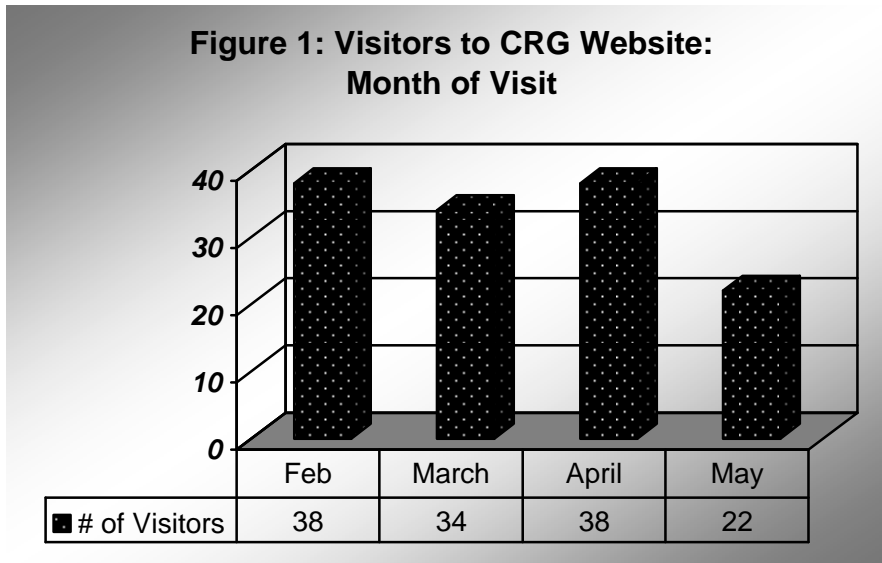
What a great website! It looks great! Awesome job! (feedback from a website visitor)

Use of the Website

The website log provides statistics on the use of the website, including the number of times individual users visited the site, the length of the visit, pattern of searches, sections of the website visited and individual pages viewed. The following results provide an indication of the use of the website during a four-month period between February and May, 2007. In addition, basic statistics for the one-week period between June 25, 2007 and July 1, 2007 are reported.

There was increased usage of the website at the end of the project. At the beginning of June, 2007, the website was promoted at a BSG workshop where bookmarks were distributed. A good indicator of usage is available through an examination of the number of visitors during the one-week period at the end of June, 2007. In this period, there were 518 page loads. The website users included 129 first-time visitors to the website and 15 returning visitors.

The main website data analyzed for the evaluation is based on a four-month period during the time when the information about the resource guide was still being entered into the website (i.e. the project had not yet been completed). During this monitoring period, there were 132 different visitors to the site, with an average of 33 different visitors per month (see Figure 1). These individuals visited the website between once and 94 times. In total, these visitors accounted for thousands of hits on the website. Most individuals returned to the website many times and the large number of repeat visitors indicates that they found the website useful. It is important to reiterate that the developmental phase does not accurately reflect community usage of the resource guide (as reflected in the number of users reported above for the last week of June, the average number of users may have increased significantly once the website was completed). Nevertheless, the data on 132 users provides good information about the patterns of use of the Community Resource Guide.

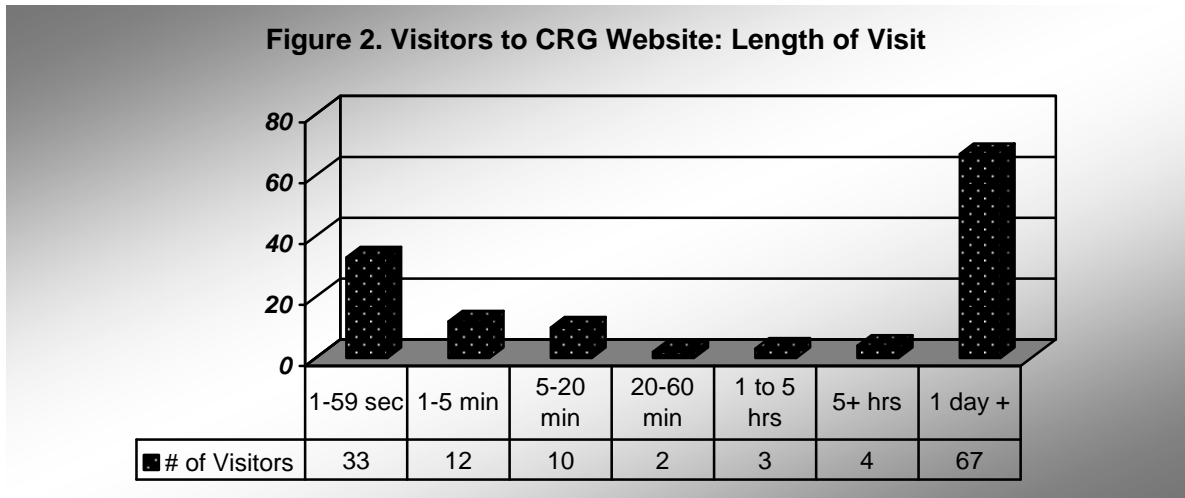


The visitors to the website came primarily from Sarnia and region, or from cities in southern Ontario (see Table 1). However, a small number of website visitors came from cities in other parts of Ontario, from other provinces, the United States or overseas.

Table 1. Geographic Locations of Website Visitors

Location	Percentage
Chatham	26
Sarnia	21
Toronto	14
Burlington	10
Other cities in Ontario (Windsor, Whitby, Ottawa, Goderich, Belleville and Sudbury)	7
Other Canadian provinces (Quebec, Alberta, British Columbia)	4
United States (Arizona, Colorado, New York, California, Michigan, Maine)	17
Overseas (Hungary)	1

Visitors to the website spent varying lengths of time browsing it. The largest number of visitors (51%) logged into the website numerous times over more than one day (i.e. numerous repeat visits). In contrast, a quarter of the visitors browsed the website for a under one minute (see Figure 2).



In searching the website, the meta search engine was used by 64% of the visitors while the remainder (i.e. just over a third or 36%) accessed the website by inputting the website address. The keyword search terms entered are shown in Table 2 and suggest that people were using the website both to browse it and to search for specific information in it.

Table 2. Keyword Search Terms Used

Search terms	Percentage
Project name or web address, i.e. www.bridgingtheservicegap.com	49
A variation on the project name or web address	22
The name of a specific organisation	11
Specific events or topics	10
Names of individuals, i.e. contact persons	8

Table 3 shows the sections of the website that were visited. The Community Guide section of the website was used most frequently. Less than half of those visiting the Community Guide section of the website used the search engine; thus, a majority simply browsed through the Community Guide. The second most frequently used section of the website was the Calendar of Events which was visited by half of those who entered the website. Over a third of the visitors went to the section for Member Organizations.

Table 3. Sections of the Website Visited ¹

Sections visited	Percentage
About Us	30
Partnerships	33
Calendar of Events	50
Community Guide	61
Social Action Project	30
Press Release	23
Study Reports	13
Additional Reading	21
Member Organizations	35
Contact Us	19
Community Guide Search Engine	26
¹ Note that the percentages in this table are based on multiple responses and thus sum to more than 100%.	

A review of the specific organization and programs/services viewed by visitors shows that 359 specific programs were viewed as well as 22 other sections of the organizational information pages. As noted above, the Community Resource Guide includes over 300 organizations and 500 programs. While not all programs were visited during the four month period of the website monitoring, a strong majority of both the organizational pages and programs were viewed.

Eleven organizations/programs were visited eight or more times (see Table 4.). It is notable that the majority of organizations/programs were visited more than once. As was mentioned above, the resource guide was still being developed when the website statistics were being gathered. Therefore, an important consideration in reviewing the information in Table 4 is that a number of organizations and programs had not yet been entered into the resource guide. An ongoing data collection and analysis of the website statistics would provide a better indication of the most frequently visited pages in the resource guide.

A general indicator of interest in the BSG website is the extensive use of the Calendar of Events. Beginning in February 2007 and continuing to September 2007, events were posted on most weekdays. Fewer events were being advertised for the weekends since the Calendar of Events has been used mainly to publicize agency-related events, which for the most part, take place during the work week, Monday to Friday.

Table 4. Repeat Visitors to Organizations/Programs in the Website

Organizations/Programs	Number of Visits
Family Counselling Centre	12
Turning Point Inc.	12
Youth Justice Services	10
Lambton Family Initiative	10
Sarnia Lambton Rebound	9
Aamjiwanaang First Nation	9
SEEK Services	9
Sexual Assault Survivors Centre Sarnia Lambton	8
Residential Rehabilitation Assistance	8
Brainworks	8
Mom2Mom Lambton/Kent	8
210 programs	2-7
138 programs	1

Evaluation data pertaining to the website also came from information provided by participants at a training workshop organized by BSG. Evaluation forms were provided to those attending the workshop and 48 completed them. Those who provided the information were primarily frontline workers (80%) as well as a few managers, private practitioners and community members. Twenty percent of the respondents stated that they did not know about the website. Among those who were aware of it, the largest group had been informed about it by peers, co-workers or friends (50%). Most of the remainder had been informed about it by their employers (42%). The media and promotional activities undertaken by the project staff members were reportedly other sources of information about the website. While 80% stated that they were aware of the website, only half of the respondents had looked at it. Two thirds stated that they would recommend the website to others.

Further information regarding the website and the Community Resource Guide is available from the email messages sent to the program staff. Over 90 emails were received. Those contacting the program staff were writing for several reasons:

- To provide information about their organization or programs;
- To update or correct information in the resource guide;
- To provide information to be posted to the Events Calendar;
- To provide information about a training session being planned;
- To express appreciation or praise for the website, the resource guide or the work of the program staff or to offer general encouragement;
- To offer suggestions for additions or improvements to the website and;
- To request information about the BSG activities or to submit a request to be added to a contact list for BSG activities and to provide contact information

CONCLUSIONS

While it was challenging to obtain the information about community organizations and programs, once the Community Resource Guide was available, there was a very positive response to it on the part of the community. Organizations wanted to be listed in the resource guide and to be able to have events advertised in the Events Calendar. This cost-effective service was clearly seen as a benefit to the community.

RECOMMENDATIONS

Several recommendations can be made to ensure that the effort put into the creation of the website and the online Community Resource guide is sustained. In addition, there are some further minor improvements that could be made to the website and the Community Resource Guide, based on feedback from community members and agency personnel, as follows.

- 1) Invest time in activities to further raise awareness of website in the community through presentations to organizations, schools, community members, media, and through newsletters;
- 2) Add hyperlinks for Map Quest in order to provide information about the geographical location of the organizations and services;
- 3) Create a printer-friendly version of the Community Resource Guide that permits the specific agency or program content to be printed rather than the website page;
- 4) Provide an alphabetical listing of services. For example, an alphabet bar could be added at the top of the first page for agencies included in each letter of the alphabet. This would permit users to locate the name of the organization immediately without scrolling down the entire list;
- 5) Include the date on which the information for each organization was updated and;
- 6) Include links to employment opportunities or other relevant information for organizations in the Community Resource Guide.

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