Activating Civil Society during the COVID Response

CASE STUDY FROM LETHBRIDGE, AB

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Submitted by:
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HelpSeeker is using technology & innovation to activate civil society during the COVID social response.

**COVID Civil Society Coordination**

**CIVIL SOCIETY HELPERS**
- Non-profits
- Charities
- Businesses
- Volunteers
- Faith sectors
- Social enterprises

**ALBERTANS LOOKING FOR SOCIAL SUPPORTS DURING COVID RESPONSE & RECOVERY**

Apps & Online Resource

Volunteering programs
Parenting & childcare help
Food delivery
Transportation
Wellness checks

Those looking for help have access to updated information on COVID social supports available to their communities

Help provider
Creates profile on HelpSeeker
Adds services offered
Updates profile to keep information up to date

HelpSeeker.org
HelpSeeker is partnering with local civil society to identify all support services available during the COVID response & ensure information available is up to date and accessible on our digital platform and apps.

About us: HelpSeeker is an Alberta B Corp social enterprise that offers tech products and innovation solutions to scale systems change and resolve complex social issues.

More about us: www.HelpSeeker.co

Our systems navigation apps and systems mapping platform are ready for deployment in the COVID social response province-wide. We are proposing a scaling out of the response we are implementing in Lethbridge and Medicine Hat with communities across Alberta.
Why this is important:

- If we have an easy way to connect people to the help they need, we will relieve the pressure on the health system and ensure the social impacts of the pandemic are mitigated to support a speedier recovery.

- We can mobilize quickly and set the bar in Alberta for the rest of the world, supporting pandemic responses well beyond our province.

- We already have the technology platform & apps in place and tested in 100+ communities, thus we can mobilise immediately. The platform has already mapped 12,500 listings in Alberta, which we can activate and build on, including a contact list of 8,500 emails to kickstart a provincial response in partnership with the GoA, municipalities, and the Charities Council.

- We have developed a COVID-specific interface to get people this information even quicker & added ability to download and print PDFs of resources for those who don’t have digital access.

- Our platform can provide data insights on what top search issues are in realtime to support an agile response using evidence to inform decisions. This is already built in our platform and ready for use immediately.
Spotlight on Lethbridge, AB.

Time to activate: 24 hours; Time to public launch: 48 hours.

The City of Lethbridge acts as the Lead Systems Planner on the COVID Social Response. HelpSeeker has been brought in as an added tool/service to:

- **Map** all support services in the community and their availability to ensure up-to-date information is available to the public; this included service being provided by nonprofits, charities, social enterprises, voluntary and faith groups, as well as private sector operators.

- Develop/roll out marketing **campaigns** to register new COVID services from local service providers, businesses, and voluntary/faith sector;

- Ensure **vetting** of new services/ quality assurance on the platform to ensure qualifications, data quality.

- Deliver **ongoing marketing** campaigns to ensure providers are keeping profiles up to date, and the public knows where to go for assistance.

LETHBRIDGE CALL TO ACTION
RESULTS WITHIN THE FIRST 5 DAYS:

- 711 visits to the apps/website with searches specific to COVID
- 121 COVID specific NEW services activated
- Structure for coordination defined & activated (see below)
- 1,800 listings in place with daily updates
The Lethbridge Civil Society Activation Model is outlined below as of Mar 22, 2020; note this is evolving and may change based on the emerging situation.
A whole-of-community response underway in Lethbridge.

Case Study References:
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