Case Study

Helping Promote Child Welfare Issues and Influence Public Opinion

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The voice of child welfare in Ontario, the Ontario Association of Children's Aid Societies (OACAS) wanted to leverage the web to better advocate, collaborate and communicate for the protection and well-being of children.

About OACAS

Ontario Association of Children's Aid Societies (OACAS) is a membership organization representing Children's Aid Societies (CAS) in Ontario. OACAS serves its members, the community, the public, and government, through activities such as advocacy, government relations, communications, information management, and education. OACAS is not a regulatory body – it is a membership association with a mission to promote child welfare issues and influence public opinion.

OACAS Challenges

OACAS wanted its web presence to better reflect the wide scope of activities it drives and agencies it influences and collaborates with to advocate for children. Volunteers, government bodies, foster parents, events, help lines and education needed continual updates. With minimal resources, implementing a solution that would support document management, multiple contributors and secure portal access from third parties was mandatory.

The Solution & Rewards

The new web presence is current, relevant, accessible, user-friendly, interactive, attractive, and inspires active content contribution. Secure portal access enables member agencies to log-in for specific information. Social media is embedded to provide contemporary updates.

Secure portal access

Social media is embedded

Quick and easy information sharing across three communities

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Our new web presence has been a delight for all of our users. The public find it friendly, informal and easy to locate information. Our member agencies can discover what they need without having to call us as often. Our internal teams can search across reams of content and collaborate more effectively.