

RSBC Staff Newsletter: Editorial Overview 2025

Purpose:

- Connect staff with RoadSafetyBC vision/mission, goals, strategic priorities & initiatives
- Strengthen the connections between RoadSafetyBC staff by getting to know each other and each other's work better.
- Support a positive corporate culture, anchored in inclusivity, authenticity, growth and fun

Platform:

- One source for viewing, drives people to our intranet, allows for links to read one story, streamlines our stats
- Get rid of viewing on Canva

Questions:

- How do we approach acknowledging culture and celebrations? It's easy to miss one but becomes overwhelming to address them all in a fulsome way.
 - o Option to include link to [Calendar of events](#) (click "Calendar icon" in top righthand corner), [Monthly calendar](#)
- The newsletter has become a "dumping ground for all content" – we address this by **being strategic and being clear about the purpose for each tool.**
- How best to measure satisfaction? Survey at end of Q1?

Ongoing content

All issues continue to have:

- One article per issue (evergreen content)
- Staff/program profiles
- HR updates
- Timely event notices

New segments for consideration:

- Project corner (an update on big projects). ALIGNMENT: strategic priorities
- Quarterly branch strategy updates
- Conference highlights/ 3 takeaways (perhaps this is a requirement of going to a conference?). ALIGNMENT: learning

ADM message:

- A monthly message to focus on the priorities (tone: casual). ALIGNMENT: strategic priorities
- Revisit this with new ADM, depending on what they want.

Areas of focus for consideration

January

Publication date: Jan. 22 Q1 Kickoff

- ADM message: focusing on year ahead
- Interview with new DM (already confirmed)
- Focusing on our mental health – repurpose last year’s article with practical resources

Special celebrations/remembrances/dates/deadlines:

- Let’s Talk Mental Health Day (Jan. 22)
 - [Employee and Family Assistance Services](#) (EFAS)
- Pacific Leaders Scholarship deadline for April studies (Jan. 31)

February

Publication dates: Feb. 5 & 19

- Feb 5 article: Driver medical fitness portal (ALIGNMENT: strategic priorities & project updates)
- Feb 19 article: Having the hard conversations (resources and tips for how to address conflict and negotiate with others, tie in Pink Shirt Day)

Special celebrations/remembrances/dates/deadlines:

- [Winter Go By Bike Week](#) (ad)
- Pink Shirt Day – anti-bullying (Feb 26 – ad)
- Black History Month (ad?)

March

Publication dates: March 5 & 19

- March 5 article: professional development – why learning is important, Pacific Leaders Scholarship, goal setting/PDP - connect with Beth > interview with recipient
- March 19 article: Fiscal year end – **connect with Nadia/Dana in February to discuss**

Special celebrations/remembrances/dates/deadlines:

- #ItCanWait – [Impaired Driving Prevention Week \(March 16-22\)](#)
- #BuckleUpBC
- Fiscal Year End
- March 8: International Women’s Day
- March 31: Pacific Leaders Scholarships for Public Servants applications open for May 31 deadline

FOR DISCUSSION

April

Publication dates: April 2, 16 & 30 Q2 Kickoff

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Special celebrations/remembrances/dates/deadlines:

- [Distracted Driving Awareness Month](#)

- Auto Crime Enforcement Campaign
- WorkSafe BC Day of Mourning (Apr. 28)

May

Publication dates: May 14 & 28

Special celebrations/remembrances/dates/deadlines:

- [Moose Hide Campaign](#) (May 15)
 - Red Dress Day (May 5)
- [Motorcycle May](#)
- [Pacific Leadership Scholarship](#)
- [Cone Zone](#)
- [Emergency Prepared Week](#)
- [Community Safety and Prevention Awards](#)
- Canada Road Safety Week (May 13-19)
- National AccessAbility Week (May 25-31)
- [Spring GoByBike](#)

June

Publication dates: June 11 & 25

- June 11 article: mid year “report” / including WES survey results (one year after results were shared)?
- June 25 article: public service week

Special celebrations/remembrances/dates/deadlines:

- Public Service Week (June 15-21)
- Excellence Awards
- National Indigenous Peoples Day (June 21)
- Pride Month

July

*Publication dates: July 9 & 23 **Q3 Kickoff***

Special celebrations/remembrances/dates/deadlines:

- [Coordinated Operation Response in Emergencies \(C.O.R.E.\)](#)
- Blood Drive
- July 31: Pacific Leaders Scholarships for Public Servants applications open for September 30 deadline

August

Publication dates: August 6 & 30

Special celebrations/remembrances/dates/deadlines:

- [Coordinated Operation Response in Emergencies \(C.O.R.E.\)](#)
- Blood Drive

September

Publication dates: Sept. 3 & 17

Special celebrations/remembrances/dates/deadlines:

- Learn at Work Week (L@WW)
- Child Passenger Safety Week (Sept 20-28)
- Truth and Reconciliation (Sept. 30)
- Immediate Roadside Prohibition (IRP) anniversary
- Flu season
- September 30: Pacific Leaders Scholarships for Public Servants applications
- close for January 1, 2026, studies

October

Publication dates: Oct. 1, 15 & 29 Q4 Kickoff

Special celebrations/remembrances/dates/deadlines:

- Long Service Awards
- [Great BC Shakeout](#) (earthquake prevention)
- Fall Go By Bike Week
- [Provincial Employees Community Services Fund \(PECSF\)](#)
- Halloween (Teams backgrounds)

November

Publication dates: Nov. 12 & 26

Special celebrations/remembrances/dates/deadlines:

- Indigenous Veterans Day (8) and Remembrance Day (11)
- [National Day of Remembrance for Road Crash Victims \(20\)](#)
- [Shift into Winter](#)
- RoadSafetyBC Toy Drive

December

Publication date: Dec. 10

Special celebrations/remembrances/dates/deadlines:

- Holiday season
- Highlights of successes from the year
- [Operation Red Nose](#)
- [National Safe Driving Week](#)

Dates to find out

- Canadian Council Motor Transportation Administrators (CCMTA) conferences, AGMS
 - AGM June, Fall; board meetings
- BC Association of Chiefs of Police (BCACP) events
- Canadian Association of Road Safety Professionals (CARSP) annual conference
- Staff Engagement and Employee Development (SEED) Sessions
- Counterattack (talk to Jan)
- Legal Briefs
- Town Halls
- Day in the Life series
- Branch culture: how we're implementing our Strategic Priorities, etc. (Discuss pivotal developments to feature)