



## Looking Out For Each Other NBAPC Monthly Update

**October 27, 2020**

The LOFEO project is up and running again after a short pause due to the impacts of the COVID-19 pandemic here in New Brunswick. We've been busy working where we left off in March under the 'new normal', making adjustments to planned activities to follow our Covid-19 guidelines for Atlantic Canada. As a direct result of the pandemic and the effects on activities, we are happy to announce that the Looking Out For Each Other project has been extended from its original end date of September 30<sup>th</sup>, 2020 until March 31<sup>st</sup>, 2021.

In October, we held our first Advisory Circle meeting since the start of the pandemic. Members from our Advisory group were brought together both virtually and in-person to give our partners updates, discuss activities, and dissemination activity planning. Overall, the set-up for the meeting was a success. We would like to thank Sonic Image for providing a great service!

Our project team has continued to work on activities in the areas of media, policing and helpline development. Over the past month we have been working with M5 Marketing Communications to create the MMI FIND Helpline Awareness Campaign to help raise public awareness of this great new service created by the project. This will be launching the campaign in the coming months over social media. We are looking forward to sharing it with NBAPC members and having everyone share it within their own networks.