Looking Forward to the Next 50 Years

NORA SPINKS

A lot can happen in 50 years. Individuals, organizations and society are always in a state of transition, perpetually pushed and pulled by social, economic and cultural forces – and by the ways people and institutions respond creatively to this evolving landscape. Today’s society and today’s families would have been difficult to imagine, let alone understand, a half-century ago.

Much has changed over the past 50 years, but the matters that occupy our hearts and minds have remained constant.

opportunities for imagining and planning the future in an engaging and thoughtful manner. We will need to use all of today’s diverse data sources and innovative communication platforms so we can interact with the public in new ways, so we can “be the change we want to see.”

We will continue to reach out to Canadians, leveraging all of the means available – articles, reports, presentations, lectures, fact sheets, social media and other emerging platforms. Relationships with stakeholders, partners, networks, educators, journalists, business and community leaders and the public will be built upon and nurtured.

We will expand the depth and breadth of our reach as we continue to ensure our relevance and enhance our rigour. We will continue to explore leading and promising practices while listening to and telling the stories behind the statistics, and to examine diverse structures and forms of family as this diversity builds and as our data on that diversity expands. Finally, we will continue to focus on knowledge translation, interpretation and mobilization, acting as a national resource for Canada and Canadians for the next 50 years.

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