

**From:** [OAPSB Training and Communications Team](#)  
**To:** [Clerk's Distribution List](#)  
**Subject:** Province-Wide Police Recruitment Campaign – Final Results and Next Steps for Boards  
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We are excited to share the Final Report from the Province-Wide Police Recruitment Campaign, *Answer the Call*, delivered in collaboration with police sector partners and Earncliffe Strategies.

The campaign exceeded expectations across all key measures and demonstrated strong, province-wide interest in policing careers. Nearly 27,000 qualified leads were generated, almost double the original target, with strong engagement across all regions of Ontario, including smaller and rural communities. [Link to report](#). A reminder: you will need to be logged into the member portal in order for the link to work.

Importantly, performance data confirms that candidates were not only clicking on ads but spending meaningful time reviewing detailed information about policing careers and next steps.

Although proactive paid media has concluded, remaining campaign funds have been allocated to **extend the campaign website and email engagement until the end of June 2026**. This allows continued momentum without additional cost and provides boards and services with a stable, high-quality resource to support recruitment conversations.

## What this means for Police Governance Boards

This campaign is **not an operational recruitment program**, and boards are not expected to recruit candidates directly. However, the results provide valuable insight and tools that boards can use to guide and support their police services in a governance and advisory capacity.

Boards are encouraged to:

### 1. Familiarize themselves with the campaign results

The Final Report highlights what prospective candidates are responding to, particularly clear, practical information about policing roles, expectations, and pathways. This can inform board-level discussions about recruitment challenges and sustainability.

### 2. Use the campaign website as a trusted reference point

The *Answer the Call* website provides consistent, province-wide information on policing careers and links candidates to local services. Boards may reference this resource when engaging with services or responding to public inquiries about policing careers.

### 3. Encourage alignment with local recruitment efforts

Boards may wish to ask their police service how provincial leads are being connected to local recruitment processes, including information sessions, Q&As, or application support. The campaign data offers a helpful starting point for these advisory

conversations.

**4. Amplify existing campaign materials where appropriate**

Boards that communicate publicly may choose to share campaign content through existing channels such as newsletters, websites, or community updates. Pre-developed creative assets and messaging are available, and use is optional and at each board's discretion.

**5. Treat the Final Report as an ongoing resource**

Rather than a one-time update, the campaign findings can support longer-term discussions around recruitment trends, candidate expectations, and workforce planning.

The success of this campaign reinforces that interest in policing is strong across Ontario when information is clear, accessible, and realistic. We, along with our partners in this project, will continue to support boards by sharing sector-wide insights and resources that strengthen informed governance and recruitment oversight.

This email was sent on behalf of Ontario Association of Police Services Boards located at PO Box 43058, London RPO Highland, ON N6J 0A7. [To unsubscribe click here.](#) If you have questions or comments concerning this email contact Ontario Association of Police Services Boards at [oapsb@oapsb.ca](mailto:oapsb@oapsb.ca).