



LEGAL INFOⁱ
NOVA SCOTIA

ANNUAL REPORT 2023

April 2022-March 2023

ANNUAL REPORT

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Graphic design
www.lisaneily.com

ACKNOWLEDGING THE LAND



LISNS recognizes Mi'kmaw'ki, the ancestral and unceded territory of the Mi'kmaq People who have lived on, cared for, and protected this land for over 13,500 years.

We all have the privilege to live and work on this land and we are all treaty people. This territory is covered by the Treaties of Peace and Friendship, which Mi'kmaq, Welastekwiyik (Maliseet), and Passamaquoddy Peoples first signed with the British Crown in 1726. The treaties did not include surrender of lands and resources, but in fact recognized Mi'kmaq and Welastekwiyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations. To learn more about the important and urgent work of reconciliation on Turtle Island (North America), read the 94 calls to action as outlined by the Truth and Reconciliation Commission of Canada.

Whitney Gould: NSLF

LISNS' has been fortunate to partner with Whitney Gould of We'koqma'q First Nation over the past year to produce a variety of captivating art pieces to complement our current projects. Known for her "They Found US" drawing, honouring the 215 child graves found at a former residential school in B.C., Whitney has been able to channel her passion and work from her heart on projects with LISNS', covering domestic violence, harassment and inclusivity.

This page and the next feature artwork by Mi'kmaw artist Whitney Gould, as a way to honour and acknowledge this land, Mi'kmaw'ki. We urge you, the reader, to take a few moments to look at, take in, and appreciate her art as you consider your relationship to reconciliation today.

OUR VISION

- **The Legal Information Society of Nova Scotia is access to justice in action.**
- **LISNS provides legal information, resources and referral options in traditional and innovative ways to help Nova Scotians to understand their legal rights and responsibilities.**

OUR MISSION

LISNS empowers Nova Scotians to identify, prevent and solve legal issues.

The Legal Information Society has accomplished a great deal this past year to improve access to justice for Nova Scotians while also being recognized for contributing to national best practices.

Thank you to LISNS staff who consistently deliver high quality legal information to the public on a daily basis and are committed to helping people help themselves with their legal issues. We recognize the superb contributions of Wendy Turner, LISNS Manager of Legal Info Services, who has retired from LISNS after over 25 years of dedicated service mentoring a new generation and leaving a legacy of innovative and exacting standards to meet the public's needs. Wendy has many projects to which she will be applying her skills and we wish her the very best with everything.

Thank you to our core and project funders who trust LISNS to successfully deliver on projects that improve access to justice for Nova Scotians.

Thank you to our large group of stakeholders who regularly refer people to us confident that people will receive help with a heart.

Highlights of our accomplishments are provided. Please check out our detailed statistical report for 2022-23 found at the end of this report.



Heather de Berdt Romilly
Executive Director
Legal Information Society
of Nova Scotia



KEY HIGHLIGHTS

LISNS core services are access to justice

We helped **6,717 Nova Scotians directly through our core services**. 1,138 of those contacting us were self-represented. Helping people help themselves with their legal problems is at the core of LISNS services. Only 776 lawyer referrals were required as a follow-up to those served. This is a testament to the quality of LISNS Legal Information Counsellors who are trained lawyers with the knowledge and expertise to guide people to the resources that are right for their legal problem. People call LISNS for help in all areas of law but this year we noted people needed help in particular with these top 5 categories which mirrored the issues being tracked through news outlets: Family, Criminal, Landlord/Tenant (Residential), Wills & Estates, Employment. LISNS has its finger on the pulse of current issues and is ready to help people with their legal problems.

Our Legal Information Line continues to be the “headliner” of our service delivery, providing valuable legal information to **4,490 Nova Scotians** this year. Demand for this service continues at a sustained high level with an **increased demand over 20%** this fiscal, and we know that is an important resource for providing Nova Scotians with access to justice.

Feedback from our Legal Information Line

“I cannot thank you enough; this is unbelievable help, turnaround time, (and) comprehensiveness in terms of a response. You guys are awesome. Thank you from the bottom of my heart.” - Email feedback received January 18, 2023

Email support

We helped **1,875 Nova Scotians** with their legal problems and this represented an **8% increase** over last fiscal. Emails tend to be more time consuming and more complicated and we are pleased to offer this in-depth support to help people help themselves.

Live chat

We helped **352 Nova Scotians** with their legal problems via livechat.

“This was a fantastic experience in a frustrating time. Thanks for your help!” — Chat feedback received June 15, 2022



1,875

Nova Scotians helped with
legal problems over
in 2022-23



228,586

page views at
legalinfo.org



1,170 downloads
on
38 podcasts

LISNS website helps people with their legal problems

LISNS website had over **228,586 page views**. We continue to develop content on topics that are top of mind for Nova Scotians. We meet people where they can best access the legal information. We developed **8 new podcasts** and had **1,170 downloads** on our **38 podcasts**. Podcasts provide access at the convenience of the listener. Our recent videos which focus on creating diverse workplaces that are free of sexual harassment have been widely accessed by employers which have provided positive feedback. Presentations have been made to organizations across Canada for our widely sought resources. We also have developed family law content for newcomers responding to increasing needs in Nova Scotia and are proud to have worked in partnership with the NS Association of Social Workers to produce a guide on how to exercise your democratic rights – in recognition of the pivotal role democratic rights play to a healthy functioning justice system.

PODCASTS & VIDEOS	
Legal Information Podcasts	Legal Information Videos
• 1,170 downloads on 38 podcasts. • Completed production on 8 new podcasts. • 6 new episodes featuring profiles of conversion therapy survivors as part of our Let Me Be Me Guide. • 2 new episodes related to Copyright Law for Musicians • The most downloaded podcast was NS Family Law: New & Improved Website with 224 downloads.	• 6170 views on 201 video files on both the LISNS website and our custom training portal. • Uploaded 25 new video files to the LISNS website and our custom training portal. • The most viewed video file on the LISNS website was our <i>Moving Beyond the Binary - Create an Inclusive Workplace for Gender Diverse People</i> file with 411 views. • The most viewed video file on our custom training portal was the Sexual Harassment Workplace Training file with 398 views.

LISNS – Focusing on providing families with access to justice

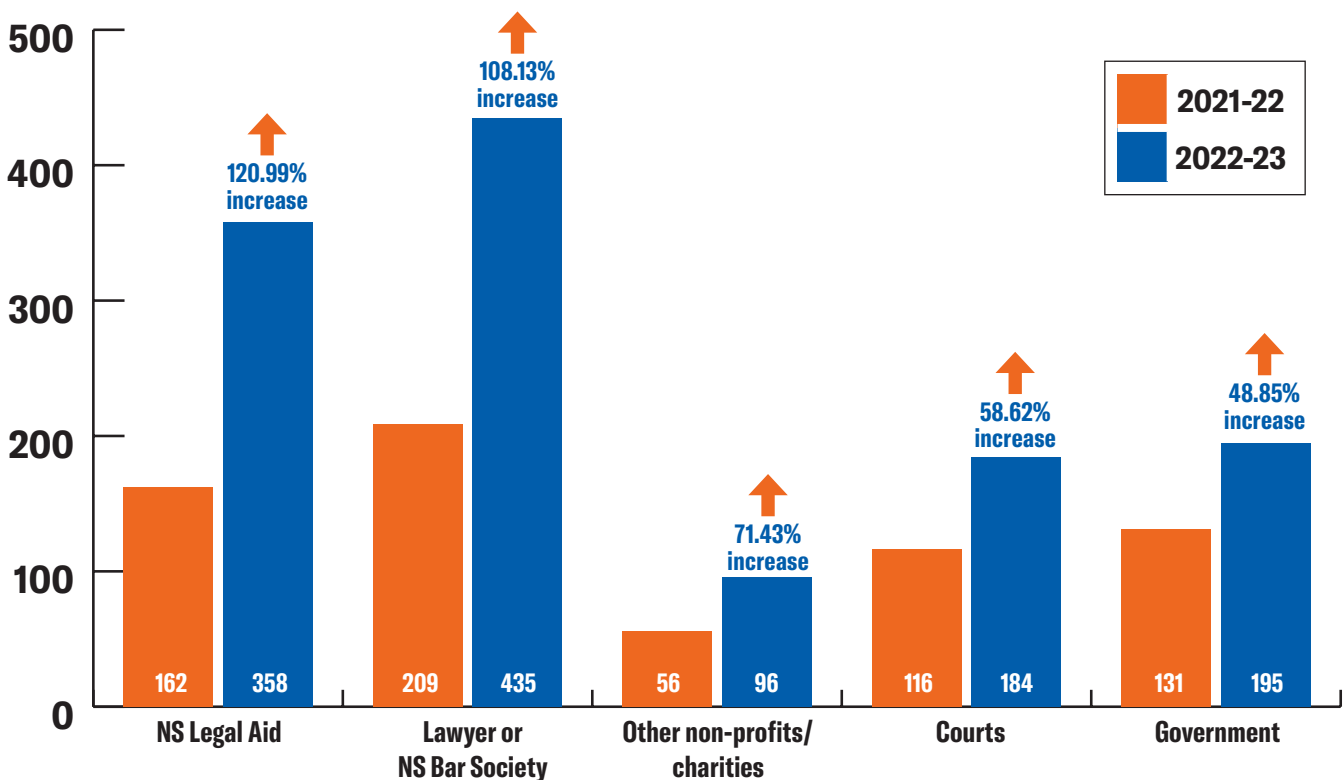
LISNS continues to meet the ever increasing needs related to family law. We saw a **75% increase in traffic to the family law related pages on our website**. There was a **200% increase** in the number of people who went to our website, viewed family law related content, and then sought information about how to contact us by email. This ultimately translated to a **37% increase in family law related email inquiries** and overall a **20% in family related inquires** across all core services.

LISNS stakeholders

LISNS has a large group, made up of over **1260 individual stakeholders**, that rely upon LISNS core services as a critical referral point to provide help. Staff noticed that the increase seemed to correspond with an increase in referrals from other justice system stakeholders – the stats show a marked increase in the number of people contacting LISNS after having reached out elsewhere first.

We are also innovating to help the many self-represented Nova Scotians dealing with family law issues. In partnership with the Government of Nova Scotia, we continue to develop the province’s first “Do It Yourself Divorce App” which provides a family law guided pathway that will help people help themselves to complete court forms and supporting information. With support from the Federal Government, we are developing a “Separation Agreement App”. These apps will provide much needed assistance to the many Nova Scotians who cannot afford a lawyer and require quality legal help with their family law needs.

Referrals from stakeholders



LISNS – Reconnecting with communities!

LISNS is proud to have returned to in-person legal information sessions in the summer/fall of 2022 with full to capacity attendance and sessions planned for spring and fall 2023 to respond to demand. We hosted several sessions across the province in partnership with the Canadian Association of Retired Persons, Cape Breton Regional Library, Colchester-East Hants Public Library, Cumberland Public Library, Pictou-Antigonish Regional Library and Western Counties Regional Library, providing free legal information sessions to the general public covering Estate Planning in both English and French. **258 people attended in total**, in addition to several viewers on Eastlink’s Public Access segment “Podium TV.”

Feedback from these community legal info sessions includes:

“Mom, Dad and I very much enjoyed your information session and found it very helpful. I have already visited the website and downloaded information on wills, Power of attorney, personal directives and pre-planning funerals. I will definitely recommend the site and these local info sessions to anyone.”
— October 14, 2022

“It was an eye-opener regarding the newer information coming out. Great for the better direction, oversight, and protection of everyone and rights all around. It would be wonderful to obtain some of these documents made for Nova Scotians on your website and not generic Ontario or other paperwork.” — October 17, 2022

“Today’s webinar was just fantastic and Dianna did an excellent presentation. She is a natural and spoke so clearly that I’m sure all the participants went away with a better understanding of the topics that were covered. Please thank her again on behalf of our Committee and CARP.”
— October 20, 2022

LISNS continues to receive valuable and positive feedback, impacting the delivery of our resources. An example of the impact of public feedback is our re-development of the *Personal Directive Reflection Guide* in support of *Making a Personal Directive* using LISNS first of its kind *Personal Directive App*. This guide allows makers the space to reflect, brainstorm, and note important information directly in the guide before making their Personal Directives. A Personal Directive guided form is provided, allowing for the maker to remove the pages from the book providing them with a valid personal directive. We are excited to be able to provide this guide to Senior Safety Coordinators and Public Libraries across the province.

Youth Empowerment through Legal Information

LISNS is also empowering youth through increasing access to legal information by reaching youth through their choice of communication through the launch of the Youth Legal Information Texting Service. Available for those who are 25 and under, the Youth Legal Info Texting Service provides youth with an accessible platform to receive legal information quickly. A helpful tool in service providers’ toolkits, the Texting Service has been praised as a valuable service that will empower youth in their own advocacy. We are very pleased to be working in collaboration with NS Legal Aid and the IWK Health Centre on this work. This project is funded by the Law Foundation of Ontario.



PROVIDING ACCESS TO JUSTICE THROUGH PROJECTS WITH IMPACT

LISNS supports inclusive spaces

LISNS, with funding provided through the Sexual Harassment in the Workplace Project, Justice Canada, responded to strong demand locally, provincially and nationally, by continuing to provide the *Moving Beyond the Binary Workshop*, *A Guide for Employers to Creating Inclusive Workplaces*, based on the materials in the previously published *Moving Beyond the Binary Guide*. We have successfully **delivered this workshop to 650+ people** throughout Canada. Thank you to Shila LeBlanc and Restorative Approaches for continuing this important work in collaboration with LISNS.

In 2022-23 we are proud to have produced many new publications that provide inclusive, accessible, and sustainable legal information and learning experiences. The *Employer Best Practices Toolkit and Training* aims to help employers address and prevent sexual harassment in the workplace. Many organizations have provided this resource to their membership and clientele, including **Cape Breton Partnerships, IGNITE Business Hub, Halifax Chamber of Commerce, My Momentum Strategies**, and more.

LISNS collaborates for positive change

This has been a year of ongoing collaboration and partnerships to deliver access to justice to the public and across workplaces, education centres with through our large and diverse network of stakeholders. LISNS is proud to have launched the Safe Spaces App on Halifax Transit buses as part of a 12-week campaign to promote public awareness of the important role of bystanders to help minimize sexual harassment and disrespectful treatment in public spaces. Visit *Taking Art into Public Spaces with Safe Spaces app* (www.legalinfo.org/what-is-lisns/taking-art-into-commercial-areas-with-safe-spaces-app)



CTV Morning Live interviews LISNS' Executive Director, Heather de Berdt Romilly and local Indigenous artist, Whitney Gould, about LISNS' Safe Spaces app and the value of using art as a healing support for legal problems. atlantic.ctvnews.ca/video?clipId=2468495

LISNS partnered with **AJFENE** to translate the Sexual Harassment in the Workplace training materials and resources, increasing its value and reach and providing the Acadian/Francophone community with valuable resources to help shape and strengthen safe, inclusive work environments.

We are delighted that **Acadia University**, in partnership with the Legal Information Society, is the first university in Nova Scotia to implement the *Moving Beyond the Binary* (MBB) policy template in the form of our Workplace Gender Diversity Inclusion Policy: https://hr.acadiau.ca/files/sites/hr/Policies%20and%20Procedures/Gender_Diversity_Workplace_Inclusion_Policy_2022.pdf

In addition to the 650+ attendance, Acadia has delivered the workshop to various departments, including the Safety and Security team (15 people), frontline staff and librarians at our university library (approximately 20 people), staff in Student Services (approximately 50 people), administrative assistants across the university (approximately 25 people), Human Resources team (14 people), and staff and student volunteers at the Athletics Complex (12 people). This resulted in concrete changes to the way that various departments navigate forms, language use, collecting information, onboarding, and other relevant interactions with diverse staff and students. The Equity Office also hosted the MBB book club over the summer of 2022 with about 20 people registered (students and faculty members).

In addition to MBB, we also released *Let Me Be Me: a Guide to Canada’s Conversion Therapy Ban*. This resources aims to educate on the impacts of conversion therapy and the new legislation banning conversion therapy practices. This guide provides insightful information, and survivor stories, communicating the detrimental impacts of exclusionary communities.



Feedback from MBB:

‘It was excellent and very beneficial for all.’ - Anon.

‘Great and very clear presentation for an individual who does not know much on the subject. Thank you!’ - Anon

‘Thank you for sharing your resources with us and prompting us to think about the ways we can be more gender inclusive not just as an org, but as people.’ - Anon

‘The lack of cost barrier was so appreciated. The tone and engagement of the session felt very open - it was okay to ‘get it wrong,’ there wasn’t an assumption that we would already know the material. ‘ - Anon

‘Thank you, I learned so much and gained a lot of insight during the presentation. The (LISNS) group never fails to have their finger on the pulse and offers timely, relevant presentations. Good job to all who helped put this together.’ - Anon

Youth Legal Information Guide

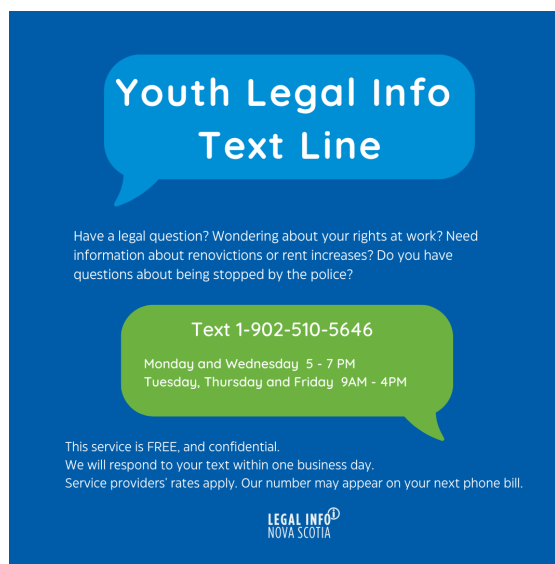
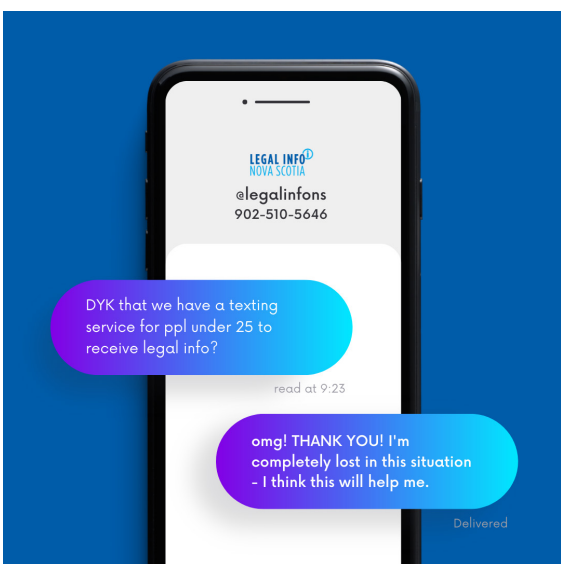
In preparation for the release of the Youth Legal Information Project, with funding provided by the Law Foundation of Ontario, we've begun engaging with the community for their wish lists of what they'd like to see available to youth and how they'd like to see this information presented.

Our research began with an initial survey in December distributed across our social media. Ninety youth across Nova Scotia engaged with the survey, providing a foundation for the work on content and delivery to begin.

We followed up with a survey for service providers who work with youth that concluded in May 2022. This was distributed to over **583 service providers** and followed up with personalized emails targeting specific key contacts we felt would be impacted at a high level. To date, 81 people participated in this survey and 42 have requested to maintain communication with LISNS to assist with the completion of the content and review process.

We further engaged with 13 youth, conducting in-depth interviews to discuss their experiences with the justice system. Many had experience within the justice system, noting that a youth legal information guide would have made a difference in their comfort level with their process and outcome. These youth identified and confirmed key themes for the guide's content and gave feedback on how they would like to receive and engage with LISNS.

Our next steps will be reviewing content themes and developing a design pathway that will be reflective of the feedback we've received, as well as being engaging for youth, service providers, and parents alike.



Legal Help for Artists Atlantic

LISNS is proud to have partnered with CreativePEI, ArtsLink NB, and VANL-CARFAC to create Legal Help for Artists Atlantic, a new legal information resource for artists including a dedicated site – artists.legalinfo.org – which received **800 views** since going live in February 2023. LISNS helped organize **3 webinars** for Artists Atlantic with **over 80 attendees**.

LISNS recognizes the arts as a social determinant of health and seeks to integrate art in meaningful ways into legal help service delivery. We continue to work with highly respected artist Whitney Gould of We'koqma'q First Nation. Whitney has produced a variety of captivating art pieces to complement our current projects. Known for her “They Found US” drawing, honouring the 215 child graves found at a former residential school in B.C., Whitney has been able to channel her passion and work from her heart on projects with LISNS’, covering domestic violence, harassment and inclusivity.

Whitney’s artwork has been utilized within our domestic violence projects, in LISNS’ *Moving Beyond the Binary* guide and our *Safe Spaces* advertising focused on reducing sexual harassment. Her work gains public attention in a captivating way to help spread our messaging.



6170

video views of 201 files
through website +
training portals



200%

increase in web visitors
seeking family law content
+ email contact info.



6,717

total responses to the
Legal Info Line,
emails + chat

FINANCIAL UPDATE 2022-2023

LISNS achieved a balanced budget for 2022/23. A surplus resulted from timing of project funding which impacted contract commitments of core funding. LISNS committed the surplus funds in 2022/23 to complete work in priority areas, with particular attention to LISNS ever expanding website. This work will be completed in 2023.

Particular thanks to our anonymous donor who contributed \$5,000 to support our work. Many thanks to all LISNS donors for helping advance our work.

FINANCIAL SUMMARY – REVENUES & EXPENSES

Fiscal year April 1 2022 to March 2023

REVENUE

GRANTS

<i>Law Foundation of Nova Scotia</i>	\$	137,600
<i>Department of Justice Canada</i>		163,300
<i>Department of Justice Nova Scotia</i>		50,000

DONATIONS 18,386

SUB-TOTAL 369,286

PROJECTS 806,213

TOTAL \$ 1,175,499

EXPENSES

AMORTIZATION 101

ADMINISTRATION 327,387

FUNDRAISING 167

PROGRAMS 20,480

PROJECTS 809,026

TOTAL \$ 1,157,161

INCOME (LOSS) FOR THE YEAR \$ 18,338

FINANCIAL SUMMARY – ASSETS & LIABILITIES

Fiscal year April 1 2022 to March 2023

ASSETS

CURRENT

<i>Cash</i>	\$	338,471
<i>Accounts Receivable</i>	\$	55,410
<i>Prepaid</i>	\$	3,934
<i>HST Receivable</i>	\$	17,523
	\$	415,338

CAPITAL ASSETS

TOTAL	\$	904
	\$	416,242

LIABILITIES

CURRENT

<i>Accounts Payable & Accrued Liabilities</i>	\$	103,194
<i>Deferred Revenue</i>		287,694

TOTAL	\$	390,888
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NET ASSETS

<i>Investment in Capital Assets</i>	\$	904
<i>Unrestricted</i>	\$	14,450
<i>Contingency</i>	\$	10,000

<i>Net Asset Deficiency</i>	\$	25,354
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TOTAL	\$	416,242
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A copy of our financial statements is available upon request



THANK YOU TO OUR CORE FUNDERS FOR THEIR ONGOING SUPPORT

- LAW FOUNDATION OF NOVA SCOTIA – Thank you for continuing to support our legal information work and providing consistent and strong endorsement of our quality service delivery and the important role of LISNS in providing Nova Scotians with access to justice.
- NOVA SCOTIA DEPARTMENT OF JUSTICE – Thank you to the Department for continuing to support LISNS work in helping Nova Scotians with their legal problems.
- DEPARTMENT OF JUSTICE CANADA – Thank you to the Department for recognizing and supporting our work in providing Nova Scotians with quality legal information.



Department of Justice Canada



THANK YOU TO OUR VOLUNTEER LAWYERS and MEDIATORS WHO SUPPORT:

- The Lawyer Referral Service
- The Mediator Referral Service
- Legal Information presentations
- Legal Content research, writing and review



THANK YOU TO THE STUDENTS

- Thank you to the students who have contributed their time to work on LISNS content and projects. We are so appreciative of our students support and involvement and commitment to providing the public with access to justice.





THANK YOU TO OUR VOLUNTEER BOARD OF DIRECTORS

LISNS Executive:

PRESIDENT



John Hope,
Dalhousie University

TREASURER

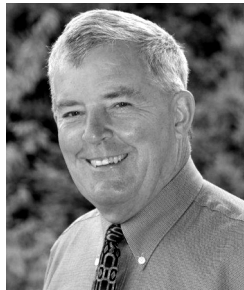


Mitchell Caiger,
Emera

LISNS Board Members:



Emma Arnold
Articled Clerk, Elizabeth
Fry Society of Mainland
Nova Scotia



Bill Berryman,
Past President, Retired
Teachers Organization
NSTU and Canadian
Association of Retired
Teachers



Lauren Grant,
Land Titles Initiative,
Government of Nova
Scotia



Christine Hanson,
Mass Casualty
Commission



Justice Dan Ingersoll
Supreme Court of
Nova Scotia



Barbara Kerr,
Nova Scotia Department
of Justice



Robert Mroz,
McInnes Cooper



Tammy Wohler,
NS Legal Aid

WEBSITE / ONLINE APPS / SOCIAL MEDIA

Page views: 228,586

Sessions: 124,002

Top 5 pages:

1. Free and Low Cost Legal Help
2. Power of Attorney
3. Family Law
4. I Want to Ask a Legal Question
5. Making a Will

App Usage:

Small Claims: 2,507 views

Personal Directives: 2,327 views

Safespaces: 870 views

Personal Directive App Completions: 277

Social Media Followers:

Twitter: 1,437

Facebook: 1,177

Instagram: 528

LinkedIn: 146

LEGAL INFORMATION LINE, LAWYER & MEDIATOR REFERRAL SERVICE

Legal Info Line: 4,490

Emails: 1,875

Live chat: 352

Total Responses: 6,717

Lawyer Referrals: 776

of self reps: 1,138

Top 5 areas of law:

1. Family
2. Criminal
3. Landlord/Tenant (Residential)
4. Wills & Estates
5. Employment

PODCASTS & VIDEOS

Legal Information Podcasts

- **1,170** downloads on 38 podcasts.
- Completed production on **8 new podcasts**.
- **6 new episodes** featuring profiles of conversion therapy survivors as part of our *Let Me Be Me Guide*.
- **2 new episodes** related to Copyright Law for Musicians
- The most downloaded podcast was *NS Family Law: New & Improved Website* with **224 downloads**.

Legal Information Videos

- **6170 views** on **201 video files** on both the LISNS website and our custom training portal.
- Uploaded **25 new video files** to the LISNS website and our custom training portal.
- The most viewed video file on the LISNS website was our *Moving Beyond the Binary - Create an Inclusive Workplace for Gender Diverse People* file with **411 views**.
- The most viewed video file on our custom training portal was the *Sexual Harassment Workplace Training* file with **398 views**.

SITE CONTENT HIGHLIGHTS

Let Me Be Me

- In November we launched a guide to Canada's conversion therapy ban called *Let Me Be Me*, which has been downloaded over **1400 times** since launch.

A Road Map for Future Content Revision

- Triaged **70 articles** across **10 different sections** of our site.
- Created a priority list and tracking system for future content review.

Seniors' Navigator Program

- **20 people** were matched with volunteer navigators this fiscal year.
- **3 additional people** completed our customized online training program, bringing the total number of people who have completed the training since inception to 45.
- There are **19 people registered** and ready to act as navigators on our online matching platform.

PROJECTS

Moving Beyond the Binary

- Our *Beyond the Binary Guide* has received **9,768 downloads** since launch in March 2022.
- The content on our website related to the Guide was viewed **6,514 times**.
- Engagement on social media has been very positive and has accounted for approximately **25% of our reach** on some platforms – overall we reached over **6,000 accounts** with content related to *Moving Beyond the Binary*.
- A total of **875 people** have received the associated training since launch.

IWK Family Legal Health Program

- Free legal help for eligible IWK patients – families (where Legal Aid not available)
- **9 patients-families** served by phone, email, and zoom.

NSHA VG-Estate Planning Legal Health Program

- Free estate planning documents (Will, PoA, PD) for eligible patients who have a life-limiting illness

Sexual Harassment in the Workplace Project

- Free legal advice for victims of workplace sexual harassment and free training materials to promote harassment-free workplaces
- **31 inquiries** on our dedicated phone line and email service.
- **24 referrals** for free legal advice
- **12 very well-reviewed Art Therapy Sessions** with **150+ participants**

Youth Legal Information and Text Line

- In November we launched a dedicated text line targeted at youth (under 25). We have received 26 inquiries on the text line so far.
- More than **50% of inquiries** received so far have been related to criminal law.
- Presented to the Halifax Youth Court Stakeholder Group in February.
- New content is under development and we expect to have it published on our site by the end of the summer.

Legal Help for Artists Atlantic

- Partnered with CreativePEI, ArtsLink NB, and VANL-CARFAC to create Legal Help for Artists Atlantic, a new legal information resource for artists.
- Launched a new site – artists.legalinfo.org – which received **800 views** since going live in February.
- Helped organize **3 webinars** with over **80 attendees total**.

OUTREACH & ENGAGEMENT

Wills and Estates Info Sessions: 300 attendees

- The long-awaited return of in-person info sessions on estate planning topics including wills, powers of attorney, and personal directives.
- Presentations in **14 different rural NS communities** from Yarmouth to North Sydney, with over **150 attendees**.
- A presentation for the Fairview Seniors' Club in Halifax with **39 attendees**
- A webinar for the Canadian Association of Retired Persons with **96 attendees**.

Legal Information Presentations: 150 attendees

- Webinars for the following audiences – **Residential Tenancies** for newcomers in Port Hawkesbury; **Contracts and Employment** for students at Dal; **Family Violence** for staff and clients at ISANS;

Social Media Engagement

- **625 posts** across Facebook, Instagram, Twitter, and LinkedIn
- **107,000 post impressions** across all platforms
- **57,000** users reached
- **3,100 followers** across all platforms, including **551 new followers**. Growth was strongest on Instagram where we added **258 followers**, largely on the strength of our *Moving Beyond the Binary* content.
- **6% engagement rate** (likes, comments, shares). Interestingly the engagement rate is strongest on Instagram and LinkedIn (8%), platforms that we've only recently invested in.
- **85,000 profile impressions** across all platforms.

TRENDS IN RESPONSE DATA – ANNUAL COMPARISON

Thanks to the addition of a new staff person we were able to better meet the demand for service on our Legal Info Line (which has always been extremely high). **Responses on the line jumped by 20%:**

LEGAL INFO LINE RESPONSES

	2022-23	2021-22	% change
Legal Info Line	4,490	3,719	20.73%

There was also an **8% increase in demand** for our email service – demand for service by email has **grown consistently since 2019:**

EMAIL RESPONSES

	2022-23	2021-22	2020-21	2019-20
Email	1,875	1,734	1,386	1,220

There was a sense in which we saw “more of the same” this year as there were significant increases in some very familiar subjects:

RESPONSES BY SUBJECT

	2020-2021	2019-2020	% change
Elder Law*	399	268	48.88%
Criminal Law	752	535	40.56%
Family Law	1552	1300	19.38%
Wills, Intestate Estates	469	400	17.25%
Consumer	259	227	14.10%
<i>*includes substitute decision making, elder abuse, estate planning</i>			

Staff have also noticed **a concerning rise in inquiries related to housing**. This was most directly reflected in the stats for residential tenancies and real property related inquiries; however it also shows up in other areas like contracts. We will be making a focused effort to track all housing related inquiries going forward:

RESPONSES BY SUBJECT

	2022-23	2021-22	% change
Contracts	211	103	104.85%
Real Property	461	336	37.20%
Landlord/Tenant (Residential)	505	369	36.86%

Finally, we saw another **increase in inquiries related to family violence and sexual violence** – these are subjects that spiked in our stats during COVID and have stayed high ever since:

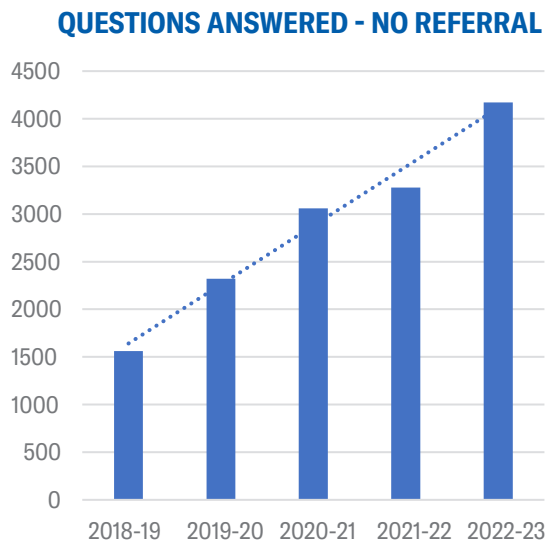
RESPONSES BY SUBJECT

	2022-23	2021-22	2020-21	2019-20
Family Violence	173	142	143	45
Sexual Violence	48	29	30	19

MORE INFORMATION, FEWER REFERRALS

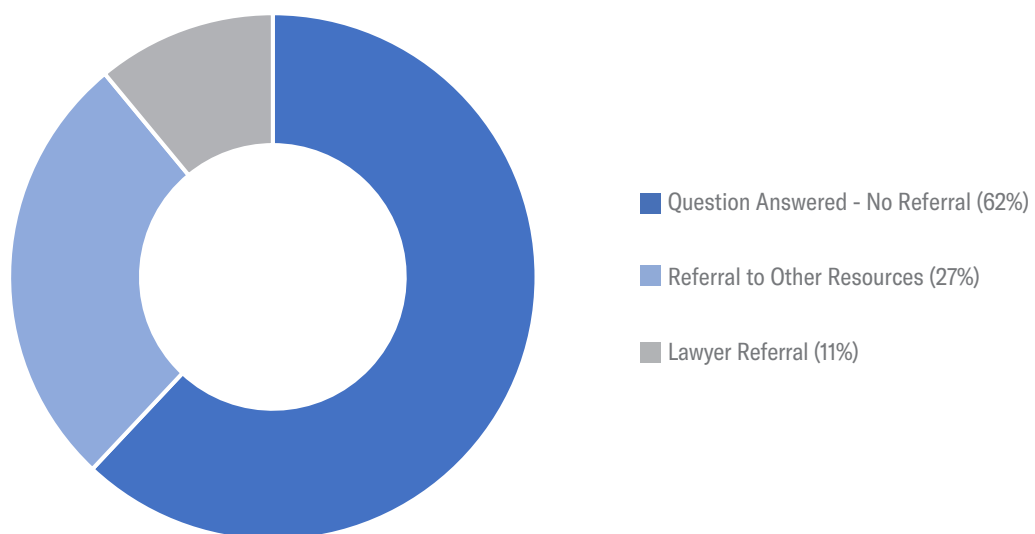
One of the most striking trends in the data from our Legal Info Line, email, and live chat services is that – now more than ever – **people are getting information from us directly, rather than through our referral service.**

Starting in 2019 we made significant personnel decisions that greatly increased our capacity to respond to people's questions directly, without having to resort to a referral. Since 2019 **most of the staff who work on our core front line services are former practicing lawyers.** When our data is viewed over the relevant time span, the implication of this change in staffing is clear:



The result is that when a person contacts LISNS they are much more likely to have their question answered directly than they are to be referred elsewhere:

WHAT HAPPENS WHEN A PERSON CONTACTS LISNS?



TRENDS IN WEBSITE DATA

The increase in inquiries related to family law mentioned earlier coincided with a 75% increase in traffic to the family law related pages on our website: We also saw considerable increases in traffic to our Wills and Estates section and to the About LISNS section (which includes contact information for our organization):

PAGE VIEWS BY CATEGORY

Page Title	2022-23	2021-22	% change
Family Law	11,458	6,517	75.82%
About LISNS (incl. contact page)	12,794	9,380	36.40%
Wills and Estates Law	14,840	12,372	19.95%

When people navigate to our site they most frequently land on our homepage – often people find the site by searching online specifically for our organization (e.g. by searching for “Legal Information Society of NS”). However we noticed a **27% increase in people navigating directly to our page on Free and Low Cost Legal Help**. Common internet search terms that lead users to that page include terms like “free legal advice Nova Scotia” or “free lawyer consultation Halifax”:

SESSIONS BY LANDING PAGE

Page Title	2022-23	2021-22	% change
Homepage	21,221	18,156	16.88%
Free and Low Cost Legal Help	6,203	4,872	27.32%

NEW WEBSITE METRICS

Like many organizations we have recently transitioned to Google Analytics 4. The new software features **more accurate time tracking**, which allows us to reliably assess which pages are keeping users’ attention. These numbers suggest a **site-wide increase in engagement**:

ENGAGED SESSIONS*

	2022-23	2021-22	% change
Session w/ a click (All durations)	34,938	32,315	8.1%
Long Sessions (Over 2 mins)	17,584	16,474	6.7%
Quick Sessions (30 sec to 2 mins)	8,950	8,453	5.9%

**A session basically refers to a site visit – when a user comes to our site and looks around that’s referred to as a “session”.*

We can now easily **track specific user behaviours** that weren’t visible to us before. For example, we now track the **number of users who scroll through our content** and the **number of users who click on the various outgoing links** that we provide on our site. We look forward to assessing our content with these new, more detailed metrics going forward:

ENGAGEMENT BEHAVIOUR

Subject	2022-23	2021-22	% change
Scrolls	28,590	N/A	NIL
Outgoing Link Clicks	20,840	N/A	NIL

DEMAND FOR FAMILY LAW SERVICES

The previous sections showed that there was both **an increase in traffic to family law pages on our website and an increase in family law related inquiries:**

FAMILY LAW RELATED

	2022-23	2021-22	% change
Webpage views	11,458	6,517	75.82%
Responses	1,552	1,300	19.38%

There was a **200% increase** in the number of people who went to our website, viewed family law related content, and then sought information about how to contact us by email:

USERS WHO VISITED OUR “EMAIL US YOUR LEGAL QUESTION” PAGE

	2022-23	2021-22	% change
Family Law Users	149	47	217.02%

This ultimately translated to a **37% increase in family law related email inquiries:**

EMAILS BY SUBJECT

	2022-23	2021-22	% change
Family Law	407	296	37.50%

LISNS welcomes legal questions on any subject, however an increase in family law related inquiries does represent a challenge because **family law inquiries tend to be complicated and demand more staff time:**

RESPONSES OVER 20 MINS - 2022/23

	Family Law	All Other Subjects
Over 20 Mins	23.51%	16.30%

Staff noticed that the increase seemed to correspond with an increase in referrals from other justice system stakeholders – the stats show a marked increase in the number of people contacting LISNS after having reached out elsewhere first:

REFERRALS FROM STAKEHOLDERS

	2022-23	2021-22	% change
Legal Aid	358	162	120.99%
Lawyer or Bar Society	435	209	108.13%
Other non-profits/charities	96	56	71.43%
Courts	184	116	58.62%
Government	195	131	48.85%

CONTINUING TO PROVIDE HIGH QUALITY SERVICES

We continue to receive positive feedback regarding our core services.

Our Live Chat had an approval rating of **4.96/5 based on 25 reviews** (7% of users provided feedback).

Our email service had a satisfaction rating of **89% based on 162 reviews** (8% of users provided feedback).

Feedback regarding the Legal Info Line continues to be positive as demonstrated by the following user comments:

“This was a fantastic experience in a frustrating time. Thanks for your help!” – June 15, 2022

“This is a wonderful service. It is very comforting to be given some guidance and pointed in the right direction.” – April 6, 2022

Our public info sessions have also been very well received:

“This was nuanced, practical, deep and compassionate. I seriously appreciate the wholeness of perspective you brought to this and am super grateful for the opportunity to be in this session”. – June 2022

“All the participants went away with a better understanding of the topics that were covered.” – October 20, 2022

“Mom, Dad and I very much enjoyed your information session and found it very helpful. I have already visited the website and downloaded information on wills, Power of attorney, personal directives and pre-planning funerals. I will definitely recommend the site and these local info sessions to anyone.” – October 14, 2022.



1260

individual stakeholders
rely upon LISNS
core services



+1,400

downloads of *Let Me
Be Me* guide to
Canada's conversion
therapy ban



75%

increase in traffic to
family law related pages
of website



ANNUAL REPORT 2023

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