



# **Healthy Community Initiative**

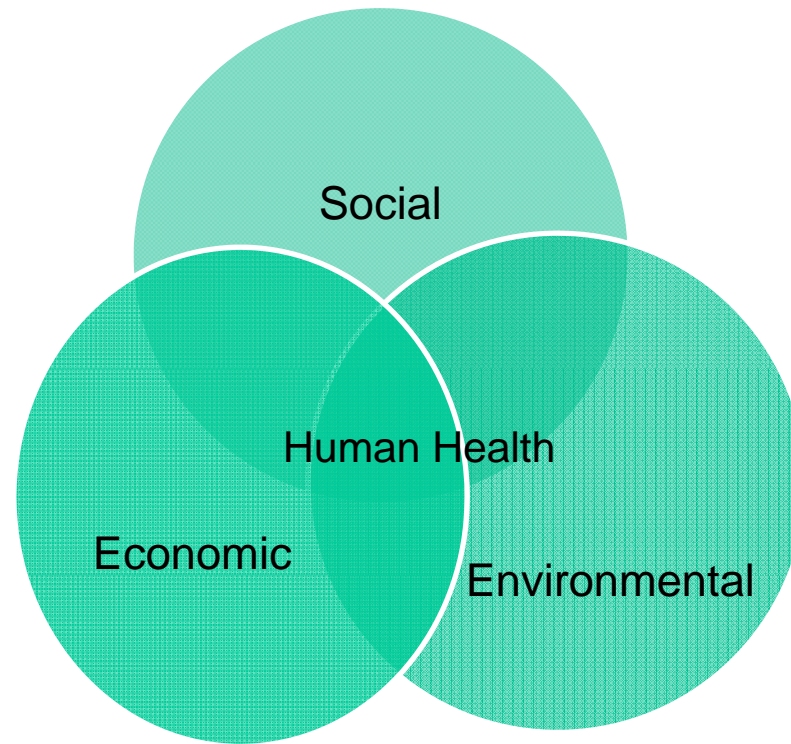
## **Community Services Committee**

**Catherine Matheson**

General Manager, Community Development



# HEALTHY COMMUNITY SYSTEM





# 8 STEPS TO SUCCESSFUL CHANGE

1. Urgency
2. Coalition
3. Vision for change
4. Communicate the vision
5. Remove obstacles
6. Short-term wins
7. Build on change
8. Anchor changes in Corporate Culture

(John P. Kotter)



# 1. URGENCY

- Economic diversification
- Environmental renewal
- Health status – Northern community





Where we were - 1979





## Where we are - 2001





## 2. COALITIONS

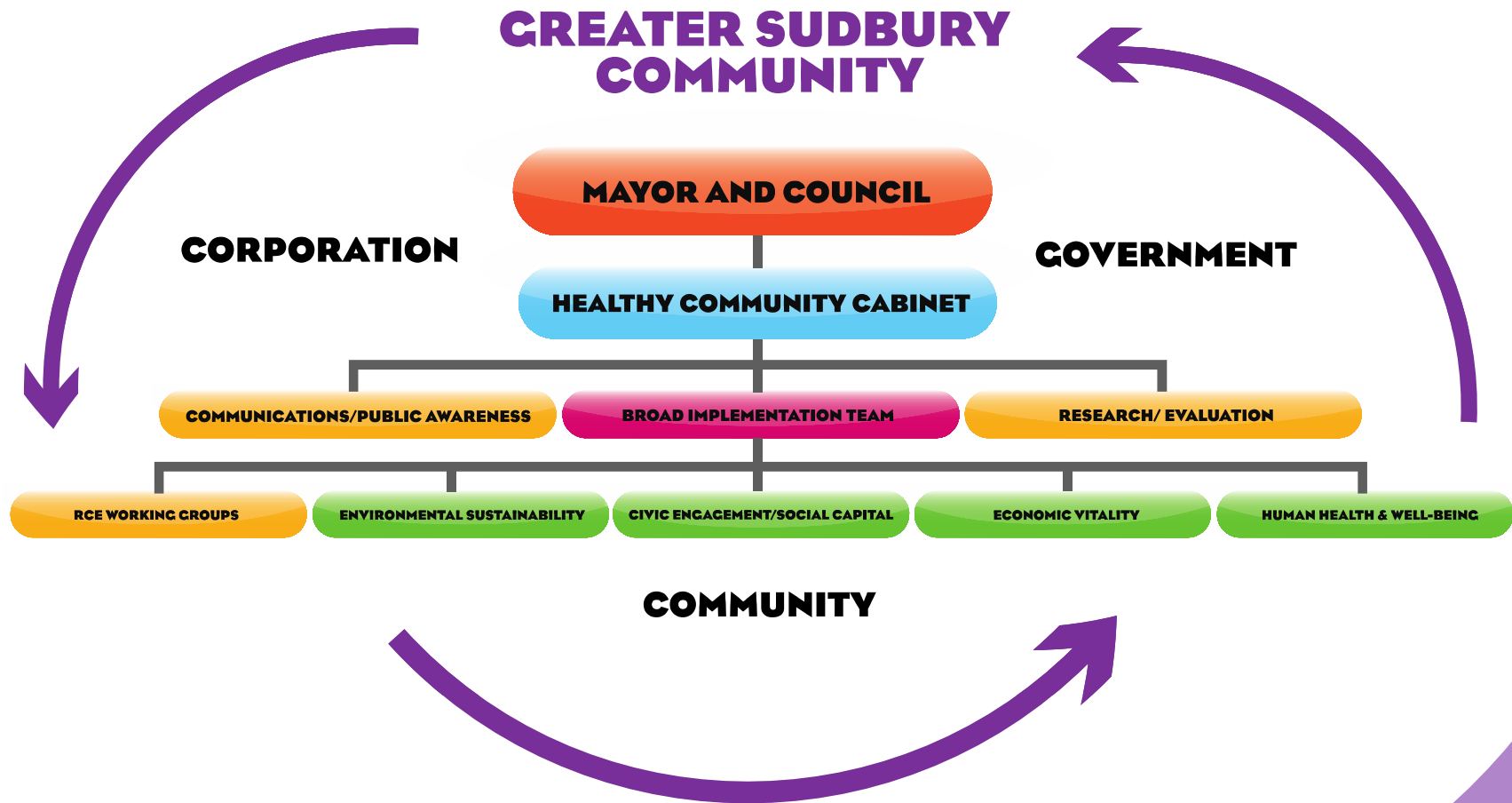
### Healthy Community Cabinet Membership

1. Greater Sudbury Development Corporation
2. EarthCare Sudbury
3. Social Planning Council
4. Healthy People Healthy Places
5. Healthy Community Expert Panel
6. Healthy Community Cabinet
7. Healthy Community Cabinet

- Sudbury & District Labour Council
- Sudbury & District Health Unit
- Centre de santé communautaire du Grand Sudbury
- Childcare Resources
- EarthCare Sudbury
- Greater Sudbury Police Services
- Chief's Youth Advisory Council
- City of Greater Sudbury
- Art Gallery of Sudbury
- Community Representative
- Nickel District Conservation Authority
- Northern ON Assessment & Resource Centre
- United Way / Centraide
- Rainbow District School Board
- Skhagamig kwe Health Centre
- Science North
- Sudbury Catholic District School Board
- Sudbury Community Foundation
- Greater Sudbury Development Corporation
- Young Professionals Association
- YMCA Sudbury
- Vale Inco



# HEALTHY COMMUNITY MODEL







# 3. VISION FOR CHANGE

## Healthy Community Charter

The thumbnail image shows the cover and first page of the Healthy Community Charter. At the top is the logo of the Greater Sudbury Regional Centre of Expertise, a stylized green flower. Below the logo is the text "Healthy Community Initiative Communauté en santé". The title "Healthy Community Charter" is prominently displayed in green. The document is organized into sections with bold headings and bullet points. The sections include: "We, the members of the Healthy Community Cabinet for the City of Greater Sudbury, believe a healthy community is one which embraces a broad vision of health through intentional and balanced economic, environmental and social development. We believe that when the values of the healthy community are shared, we will enhance overall public health and sustainability.", "We embrace the World Health Organization's definition of a Healthy Community as a place which is constantly improving its physical and social environment and, using the resources of the community, enables its citizens to help each other carry out their daily tasks and develop their potential.", "We support the United Nations University Regional Centres of Expertise model for sustainable development, which seeks to engage people of all ages in the assumption of responsibility for creating a sustainable future through public awareness, education and training.", "The Healthy Community Charter focuses on four priorities: Active Living / Healthy Lifestyle; Natural Environment; Civic Engagement / Social Capital; and Economic Growth.", "This Healthy Community Charter will bring together expertise from government, education, business, planning, public and recreation, economic development, public health, public safety, emergency services, community groups and individual residents to create a supportive and caring environment that fosters active living and wellness, now and into the future.", "We see progress towards a healthier sustainable community requiring strong political leadership, broad participation and community engagement. Through concerted effort and action, we can improve the quality of our community and individual health through: capacity building for leadership and diversity; partnerships; education; and advocacy for change.", "To ensure that future generations enjoy an enhanced quality of life and have access to the same opportunities and benefits available today, organizations and individuals will contribute to a healthier community by supporting local, provincial and national initiatives and by working to move Greater Sudbury towards: Active Living / Healthy Lifestyle, Natural Environment, Economic Growth, and Civic Engagement / Social Capital.", "The document concludes with the text "Greater Sudbury Regional Centre of Expertise" and "Working together for a healthy sustainable community".



## 4. COMMUNICATE THE VISION

- Endorsement of the Healthy Community Charter
- Systems approach to human and community health (economic, environmental, social)



## 5. REMOVE OBSTACLES

Obstacles	By:
Competing demands and opposition	Inclusivity; 11 priorities
Sustainability	Realignment of financial and human resources
Lack of momentum	Educating the community (mentoring, modelling, education, advocacy)
Nebulous concept	Measuring performance





# STRATEGIC PRIORITIES



**CIVIC ENGAGEMENT/  
SOCIAL CAPITAL**

Social Planning  
Council



**ECONOMIC VITALITY**

GSDC



**ENVIRONMENTAL  
SUSTAINABILITY**

EarthCare  
Sudbury



**HUMAN HEALTH &  
WELL-BEING**

SDHU



# HEALTHY COMMUNITY PRIORITIES

Human Health & Well-being	Environmental Sustainability	Economic Vitality	Civic Engagement / Social Capital
Health Status	Impaired ecosystem	Out-migration	Homelessness
Health & Safety	Lake water quality	Unemployment	Family poverty
		Arts & Culture / facilities & promotions	Educational attainment
		Infrastructure deficit	



# RESULTS FOCUS

## Key Performance Indicators:

- Number of students who complete secondary and post secondary education
- Wait list for affordable housing
- # of individuals at risk of homelessness
- Walking: participation in physical activity
- Health behaviours: overweight & obesity





## 6. SHORT TERM WINS

Healthy Community Recognition





# HEALTHY COMMUNITY RECOGNITION AWARD RECIPIENTS

- Laurentian School of Architecture
- Sudbury Children's Water Festival
- Greater Sudbury Diversity Advisory Panel
- The Good Food Box Program
- Employment Support Services Snowflake Project
- Walk & Bike for Life
- St. Benedict's Catholic School – Green Esteem Team
- Eat Local Sudbury
- Coalition for a Liveable Sudbury
- Nickel District Conservation Authority (N.D.C.A.)
- N.D.C.A. Climate Change Consortium
- Sustainable Mobility Plan
- The Vale Living with Lakes Centre at Laurentian University
- Best Start Hubs
- St. Anne Community Garden
- Volunteer Sudbury
- Feel Free to Feel Fit Program (City of Greater Sudbury)
- Junction Creek Waterway Park – Connecting the Creek
- Pond Hockey Festival on the Rock
- Kids Helping Kids Food Drive
- N.D.C.A. – Drinking Water Source Protection Program
- Killarney-Shebanoning Outdoor Environmental Education Centre
- Rockhaven
- Ridgecrest Accessible Playground Neighbourhood Park
- Delki Dozzi Community Garden
- The Skate Exchange Program
- C.G.S. Accessibility Advisory Panel
- Dearness Environmental Society
- Tim Horton's Free Swim and Public Skating Program



## 7. BUILD ON CHANGE

- Social Marketing
  - A broad based awareness strategy to improve community challenges
- Empowering Social Equity
  - “Let’s Have a Conversation About Health” video
  - [http://www.sdhu.com/content/healthy\\_living/doc.asp?folder=3225&parent=3225&lang=0&doc=11749#video](http://www.sdhu.com/content/healthy_living/doc.asp?folder=3225&parent=3225&lang=0&doc=11749#video)
- Community Action Networks (CANs)
  - People centred approach and public participation



## BOARDWALK ON RAMSEY LAKE



I'm part of a healthy community.  
**I ENJOY WALKING.**





## GREATER SUDBURY LIBRARY





I'm part of a healthy community.

**I LOVE TO  
READ.**

LEARN. DREAM. LEAD.  
ENVISION. **CROW.**  
IMAGINE. INSPIRE. CREATE.



Je fais partie d'une communauté en santé.

**J'ADORE LIRE.**

APPRENDRE. MENER.  
PRÉVOIR. **GRANDIR.**  
IMAGINER. INSPIRER. CRÉER.



# LAURENTIAN UNIVERSITY GRADUATION CEREMONY



I'm part of a healthy community.

**I'M PURSUING HIGHER EDUCATION.**



Je fais partie d'une communauté en santé.

**J'ÉTUDIE AU NIVEAU POSTSECONDAIRE.**





# SUDBURY SYMPHONY ORCHESTRA



I'm part of a healthy community.

**I'M RICH WITH ARTS AND CULTURE.**



Je fais partie d'une communauté en santé.

**LES ARTS ET LA CULTURE M'ENRICHISSENT.**







## 8. ANCHOR CHANGE

- Corporate culture
- Community Call to Action
- Top 3 Priority of City Council for 3 terms
- Terms of engagement for CAN's
- Health Equity office at Board of Health





# STRATEGIC DIRECTION

- Corporate Strategic Plan
- Community Development Strategic Plans
- Healthy Community Policy Statement
- Human Services Integration
- Universal Programs
  - Mapping
  - Feel Free to Feel Fit Swimming



THANK YOU.



Healthy Community Initiative  
City of Greater Sudbury