

REPORT
Regular Council Meeting
1992 November 02

CITY OF BURNABY

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

Re: Burnaby's Healthy Community
Initiative: Community Phase

RECOMMENDATIONS:

1. THAT Council approve the approach to Phase 2 of Burnaby's Healthy Community initiative as outlined in the attached report.
2. THAT Council approve the establishment of a community-based committee to oversee the implementation of Phase 2, as outlined in Section 2 of the attached report and in accordance with the Terms of Reference outlined in Appendix 2 of the report.

R E P O R T

The Community Issues and Social Planning Committee, at its meeting held on 1992 October 28, received and adopted the attached staff report outlining Phase 2 of Burnaby's Healthy Community initiative, including the establishment of a community based advisory/co-ordinating committee to oversee Phase 2 activities.

The Committee therefore submits the report, outlining plans for Phase 2 of Burnaby's Healthy Community initiative, for Council's endorsement.

Respectfully submitted,

Councillor E. Nikolai
Chair

Councillor D. Evans
Member

Councillor C. Redman
Member

Councillor J. Young
Member

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TO: COMMUNITY ISSUES & SOCIAL PLANNING COMMITTEE 1992 OCTOBER 20

FROM: ACTING DIRECTOR PLANNING & BUILDING OUR FILE: 17.818

SUBJECT: BURNABY'S HEALTHY COMMUNITY INITIATIVE: COMMUNITY PHASE

PURPOSE: To seek the Committee's and Council's approval to launch Phase 2 of Burnaby's Healthy Community initiative, including the establishment of a community-based advisory/co-ordinating committee to oversee Phase 2 activities.

RECOMMENDATION:

1. **THAT** the Committee request Council to approve the approach to Phase 2 of Burnaby's Healthy Community initiative as outlined in this report.
2. **THAT** the Committee request Council to approve the establishment of a community-based committee to oversee the implementation of Phase 2, as outlined in Section 2 of this report and in accordance with the Terms of Reference outlined in Appendix 2 of this report.

REPORT

1.0 BACKGROUND

Burnaby has been involved with the national Healthy Community movement since 1989 when Council adopted a resolution to undertake a Healthy Community Project. A consultant was retained with Provincial funding to assist the City in determining an appropriate initiative. Based on the consultant's recommendation, Council, in 1990 July, adopted a policy approach to building a healthier Burnaby.

Since that time, the inter-departmental Social Planning Staff Liaison Group has worked to identify the elements of a policy approach to Healthy Communities and to develop a strategy for implementing such an approach. In 1991 November, Council adopted a Healthy Community Policy developed by the Staff Liaison Group and a two-phase Action Plan for implementing Burnaby's initiative. (See Appendix 1, attached).

Phase 1, the in-house Municipal phase, focuses on City councillors, committees and employees. It aims to positively influence the health of the community by ensuring that City policies, bylaws, programs and services explicitly take health impacts into account. Considerable progress has already been made in implementing Phase 1 activities. Phase 2, which has not yet commenced, focuses on the community and aims to encourage organizations, corporations, businesses and individual citizens to become actively involved in building a healthier Burnaby. As outlined in the Action Plan, it is proposed that Phase 2 be directed by a community advisory/co-ordinating committee.

In 1992, the Staff Liaison Group applied for and received a \$20,000 grant from the Province to implement the Action Plan. The majority of the grant was earmarked for the retention of a consultant to carry out Phase 2 activities. Given that the grant money must be spent and accounted for by early 1993, the Staff Liaison Group considers it appropriate to establish the community-based committee and commence Phase 2 activities now. In accordance with the terms of the grant, a Resource Team has been contracted to initiate Phase 2. The successful applicant in the selection process was the United Way of the Lower Mainland.

2.0 CREATION OF THE COMMUNITY-BASED COMMITTEE

As documented in the Action Plan, the establishment of a community-based advisory/co-ordinating committee to direct Phase 2 activities is considered fundamental to the success of Phase 2. Moreover, the \$20,000 Provincial grant was conditional upon the creation of a community-based multi-sectoral advisory committee to oversee Phase 2 activities. The grant also committed Burnaby to the sponsorship of a community forum to solicit ideas regarding the approach to Phase 2. That forum was held in 1992 May.

2.1 Recruitment and Selection of Members

Staff recommend a twelve person committee with members drawn from community organizations, the public at-large and the Community Issues & Social Planning Committee. With the exception of one appointee from Community Issues & Social Planning Committee, potential members for the community-based committee would be selected by the Social Planning Staff Liaison Group from among nominations made by community organizations and citizens. The membership of the community committee would then be ratified by Council.

With regards recruitment of committee members, the Resource Team anticipates using a number of means. A wide variety of community organizations will be invited by letter to submit nominations, with telephone follow-up by the Resource Team. Self-nominees will be solicited through catchy advertisements in the local newspapers. Both organizations and individuals will be asked to suggest others who may be interested in serving on the community-based committee.

The Province's time constraints on funding for the establishment of the community committee are very tight. Usually the Community Issues & Social Planning Committee does not meet in December. It is proposed, therefore that, the Community Issues & Social Planning Committee authorize the Chair, on its behalf, to endorse staff's selection of members for the community committee to enable direct submission to and ratification by Council.

2.2 Initial Terms of Reference for Community Committee

The creation of the community-based committee is seen as the initial step in Phase 2. As it matures, the community committee itself will further define the community phase of the Healthy Community project and the committee's role in it. The Terms of Reference contained in Appendix 2, attached, are, therefore, proposed as an interim framework, on the understanding that the community-based committee may later approach the Community Issues & Social Planning Committee with recommendations for changes.

3.0 SUSTAINABILITY OF PHASE 2

A major principle guiding the implementation of Phase 2 is sustainability of the community committee and community activities beyond the term of the City's contract with the United Way. That contract will expire in March 1993, with the Provincial grant used to retain the Resource Team. Additional funds may be available for 1993 from the Province's Healthy Community Initiatives Fund. No guarantees exist, however, that Burnaby will receive funding, nor that any funding provided would cover the cost of projects and activities the community wishes to engage in.

In the event that Burnaby's application for funding for 1993 is not successful, and in order to ensure the community committee is ultimately able to operate without the support of City funding and the Resource Team, the Team proposes to foster the committee's independence by:

- defining the role of committee members as "doers" who are able to dedicate time to both planning and implementing Healthy Community strategies;
- devoting a considerable portion of the contract period to team-building and skill development with the committee;

encouraging the community committee to maximize existing resources by participating in the B.C. Healthy Communities Network, developing committed Healthy Community volunteers and establishing partnerships with organizations with similar interests eg. community schools, Chamber of Commerce, non-profit societies.

4.0 WORK PLAN AND TIME FRAME FOR PHASE 2

The community phase of Burnaby's Healthy Community project is scheduled to begin 1992 November 10, subject to the approval of the Community Issues & Social Planning Committee and Council. Barring unforeseen delays, the proposed time frame for Phase 2 is as follows:

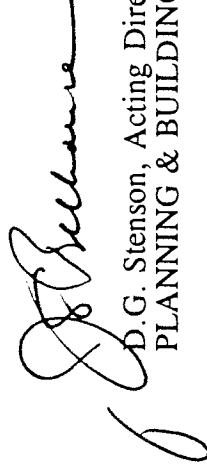
- . recruitment of community committee - 3 weeks - to 1992 November 30
- . ratification by Council - 1992 December 7
- . committee orientation and activity planning - 3 weeks to 1993 January 18 (includes 3 week Christmas break)
- . community activities - 5 weeks (to 1992 February 22)
- . assessment and planning for next steps - 3 weeks (to 1993 March 15)

5.0 SUMMARY AND CONCLUSION

The Social Planning Staff Liaison Group has made considerable headway in implementing Phase 1 of Burnaby's Healthy Community project and will continue to work on the remaining Phase 1 components of the approved Action Plan over the next several months. The Staff Group suggests the time is appropriate to launch Phase 2 of the project and, in accordance with the provincial Healthy Community grant received in 1992 January, has retained a Resource Team from the United Way of the Lower Mainland team to implement Phase 2 activities. The major tasks of the Resource Team are to establish a community-based committee to oversee Phase 2, and to support the committee in developing a strategy to engage the community in building a healthier Burnaby.

It is recommended that the Community Issues & Social Planning Committee request Council to approve the approach to Phase 2 of Burnaby's Healthy Community Project as outlined in this report. It is also recommended that the Committee request Council to approve the establishment of a community-based committee to oversee the implementation of Phase 2, as outlined in Section 2 of this report and in accordance with the Terms of Reference outlined in Appendix 2.

City funds will not be required for these Phase 2 activities. Although some funds will likely be required for the 1993 activities of the community committee, staff propose to work with the Resource Team and the community committee to identify the cost requirements and make application to the Province's Healthy Community Initiatives Fund. Staff will keep the Committee informed of progress both in this regard and in implementing Phase 2.


D.G. Stenson, Acting Director
PLANNING & BUILDING

JS/db

cc: Municipal Manager
Director Finance
Director Recreation and Cultural Services
Director Administrative and Community Services
Director Engineering

2.0 IMPLEMENTATION OF BURNABY'S HEALTHY COMMUNITY ACTION PLAN

Rather than establishing a separate Healthy Community staff working group as suggested in CHS's Action Plan, staff have relied on the existing Social Planning Staff Liaison Group and the resource person to co-ordinate implementation of Burnaby's Healthy Community project. The Staff Liaison Group consists of representatives from Parks and Recreation, Engineering, Finance, Planning and Building, Health, Clerk's Office, Fire, R.C.M.P. and the Burnaby School District. The Group's mandate is to assist with the co-ordination of social planning matters which cross Municipal departmental boundaries.

Reporting through the Management Committee, the Staff Liaison Group has, over the past year, developed an implementation timeline and taken preliminary steps towards implementing the Healthy Community Action Plan.

The Staff Liaison Group proposes that implementation of the Action Plan be approached in two phases. Phase 1 is directed "in house" with the focus on Council, committees and staff. It consists primarily of an education and awareness program regarding the Healthy Community concept and Burnaby's Healthy Community project. Phase 2 is community-based. It involves expansion of the awareness program into the community as well as the establishment of increased community direction over ongoing Healthy Community activities. The proposed two phase plan is as follows:

2.1 PHASE 1: In-house Municipal Program (1991 October - 1992 June)

- . Development of a Municipal Healthy Community Policy to affirm the Municipality's support for Healthy Community principles.
- . Development and delivery of an orientation program regarding the Healthy Community concept and Burnaby's Healthy Community project for Municipal staff, Council and committees.
- . Preparation and distribution of an edition of the Trends Social Planning newsletter and an information brochure on Burnaby's Healthy Community project.
- . Preparation of Healthy Community Guidelines to assist staff in applying Healthy Community principles in reports to Council and committees.
- . Creation of a Recognition Program for exemplary Municipal reports, projects, and initiatives which utilize or further Healthy Community principles. Administration of the Program will require development of selection criteria and formation of a Municipal Advisory Committee.
- . Development of a logo and slogan for Burnaby's Healthy Community project which can be used in publicity for the project and in the Recognition Program.

2.2 PHASE 2: Community Based Program (1992 July Onward)

- . Development of a promotional strategy to raise community awareness of/interest in the Healthy Community concept.
- . Expansion of the Recognition Program to include corporate and community initiatives as well as Municipal.
- . Creation of a community-based Advisory Committee or expansion of the Municipal Advisory Committee to include an inter-sectoral group of key Burnaby executives and active community members.

To date, the Staff Liaison Group has accomplished the following Phase 1 activities:

- a) Healthy Community orientation sessions for Management Committee, the Social Planning Staff Liaison Group and an inter-departmental group of interested staff. Additional sessions are in the planning stages;
- b) development of draft Healthy Community guidelines to assist staff in applying Healthy Community principles in their work;
- c) development of the basic components of the Recognition Program, including a logo and slogan; and
- d) development of a draft Healthy Community Policy for Council's endorsement. (See Section 3.0 of this report.)

3.0 PROPOSED HEALTHY COMMUNITY POLICY

The key to implementing a policy approach to promoting a healthier community is to ensure that Healthy Community principles are considered in Municipal decision-making. The intent of the proposed Healthy Community Policy is to articulate and affirm the Municipality's position regarding Healthy Community principles. The policy reflects the Municipality's commitment to follow a Healthy Community approach in the development of Municipal bylaws, policies, programs and services. It also provides a necessary policy framework upon which implementation of the Healthy Community Action Plan can proceed.

It is recommended that Council be requested to adopt the following Municipal Healthy Community Policy:

1. Burnaby recognizes that the quality of Municipal bylaws, policies, programs and services can be improved by adhering to Healthy Community principles.
2. Burnaby ensures that Municipal bylaws, policies, programs and services appropriately consider gender equity concerns and the needs of the following subsections of the general population:
 - . children
 - . youth
 - . the elderly
 - . persons with mental and physical disabilities
 - . persons of diverse ethnic or cultural backgrounds
 - . persons who are functionally illiterate
 - . persons of low socio-economic status
 - . other relevant groups
3. Burnaby provides opportunities for a wide cross-section of the community to be involved in the development of Municipal bylaws, policies, programs and services, as appropriate and feasible.
4. Burnaby promotes collaboration among relevant Municipal departments, senior government levels and other parties to ensure that an appropriate balance among competing interests is maintained when developing recommendations for Council, committees, and commissions.

APPENDIX 2

BURNABY HEALTHY COMMUNITY COMMITTEE

PROPOSED TERMS OF REFERENCE

PURPOSE/MANDATE

The purpose of the community-based committee is to promote and direct the community phase of Burnaby's Healthy Community Project. Specifically, the committee will:

- undertake a preliminary assessment of the most effective means for engaging communities in the healthy community movement and, using those means, encourage citizens of Burnaby (corporate and individual) to initiate activities and projects they view as desirable for improving the quality of life of all members of the community;
- assist communities in defining their strengths, needs and identity*;
- explore and develop avenues whereby communities and their members can engage in health promoting activities, as well as participating in the activities of the larger community of Burnaby.
- establish a framework for continuing development of new knowledge and new means for promoting healthy communities;
- act as a resource to citizens/community organizations wishing to undertake a project, identifying potential partners or other resources.

MEMBERSHIP

The community-based committee will consist of twelve members, including six nominated by community organizations, five self nominees, and one appointee from Community Issues & Social Planning Committee. Committee members nominated by organizations, with the possible exception of the CISCPC appointee, will not be "representatives" of their nominating organizations, in that they will be accountable to themselves and not to their nominating organizations for decisions about the Healthy Community project.

STAFFING

The community committee will be staffed by a member of the existing Social Planning Staff Liaison Group. This arrangement provides for a direct link between Phase 1 and Phase 2 activities as well as ensures that the community committee has some access to City resources. The community committee will be supported by staff and the Resource Team in the implementation of their mandate.

REPORTING STRUCTURE

The community committee will be responsible to Community Issues & Social Planning Committee for fulfilling its mandate, within the framework approved by the Committee of Council. This framework will be more fully developed and presented to Community Issues & Social Planning Committee for approval by the end of March, 1993.

Regular reports will be submitted on the progress of Phase 2. These reports will be prepared by staff, in consultation with the Resource Team and the community committee.

* Communities are self-defining. A community can be based on a wide variety of characteristics including geography, ethnicity, interests, philosophy and so on. All types of communities will be respected in this project.

