

CITY OF BURNABY

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: "BURNABY...WELL INTO THE FUTURE" - PHASE 1:
1992 PROGRESS REPORT AND 1993 WORKPLAN

RECOMMENDATIONS:

1. THAT Council authorize the Healthy Community Team to pursue the 1993 Workplan outlined in section 3.0 of this report.
2. THAT Council authorize staff to include \$2,000 for implementation of the Workplan, the funds to be drawn from the 1993 Annual Operating Budget Contingency.

R E P O R T

The Community Issues and Social Planning Committee at its meeting held on 1993 March 24, received and adopted the attached staff report providing an update on progress during 1992 with Phase 1 of Burnaby's Healthy Community Project and to propose a staff Workplan for 1993.

The Committee therefore submits the report providing an update on progress during 1992 with Phase 1 and the proposed staff Workplan for the Healthy Community Project for 1993.

Respectfully submitted,

Councillor E. Nikolai
Chair

Councillor J. Young
Vice Chair

Councillor C. Redman
Member

: COPY = CITY MANAGER
- DIR. ADMIN. & COMM. SERV.
- DIRECTOR ENGINEERING
- DIRECTOR FINANCE
- DIR. PLNG. & BLDG.
- DIR. REC. & CULT. SERV.

TO: COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE 1993 MARCH 16

FROM: ACTING DIRECTOR PLANNING & BUILDING OUR FILE: 17.818

SUBJECT: "BURNABY...WELL INTO THE FUTURE" - PHASE 1:
1992 PROGRESS REPORT AND 1993 WORKPLAN

PURPOSE: To provide an update on progress during 1992 with Phase 1 of Burnaby's Healthy Community Project and to propose a staff workplan for 1993.

RECOMMENDATIONS:

1. THAT Council be requested to authorize the Healthy Community Team to pursue the 1993 Workplan outlined in Section 3.0 of this report.
2. THAT Council authorize staff to include \$2,000 for implementation of the Workplan, the funds to be drawn from the 1993 Annual Operating Budget Contingency.

REPORT

1.0 INTRODUCTION

In 1991 November, Council adopted a Healthy Community Policy and an Action Plan for implementing Burnaby's Healthy Community Project, "Burnaby...Well into the Future" (See Appendix 1, attached).

In 1992 January, Burnaby was awarded a \$20,000 grant through the provincial Healthy Communities Initiative Fund to implement the two-phase Action Plan. Phase 1 focuses on raising awareness among City staff, Councillors and Council committees of the impact of their work on the health of the community. Phase 2 focuses on the community and aims to encourage Burnaby citizens (both corporate and individual) to become actively involved in building a healthier Burnaby.

During 1992, the grant supported orientation and training initiatives targeted to City staff (Phase 1) as well as the formation and initial activities of the community-based Healthy Community Committee (Phase 2). These initiatives were co-ordinated by the inter-departmental Social Planning Staff Liaison Group (SPSLG).

In 1992 December, Burnaby applied to the Healthy Communities Initiative Fund for the maximum \$15,000 grant to pursue the City's Healthy Community Project during 1993. The grant was requested primarily to enable the community committee to further Phase 2 of the Project. Only a very small portion of the grant (\$2,000) was earmarked for ongoing Phase 1 activities - specifically the continuation of staff education. City staff have been informed that Burnaby's application was successful (a confirmation letter is forthcoming).

This report provides the Community Issues & Social Planning Committee and Council with an update on progress made in implementing Phase 1 of the Healthy Community Action Plan during 1992. It also proposes a staff Workplan for furthering Phase 1 in 1993. Progress with Phase 2 of the Project and a proposed workplan for the community committee are the subject of a separate report to this Committee.

2.0 REVIEW OF PHASE 1 HEALTHY COMMUNITY ACTIVITIES DURING 1992

With the implementation of the Action Plan during 1992, Phase 1 of "Burnaby...Well into the Future" gained considerable momentum. The major 1992 accomplishments include:

- development of a **Healthy Community logo and slogan**, to be used in promoting the Project and as an identifier for City initiatives which reflect the Healthy Community principles (See Appendix 2, attached).
- development of a **Mission Statement and Goal** for the Project (See Appendix 3, attached).
- development and delivery of the first component of an ongoing **Healthy Community orientation program** for City staff, Council and Council committees. This first component consisted of a variety of communication vehicles including:
 - a Healthy Community Bulletin, distributed to all staff with paycheques. The two-page bulletin is written in plain language. It introduces the concept of Healthy Communities and the City's Healthy Community Policy (See Appendix 4, attached).
 - an update on the Healthy Community Project in the quarterly staff newsletter "Active Living News".
 - a Healthy Community display which visited eight locations in City Hall, the Health Department, the RCMP station, fire halls, the City Works Yard and Burnaby Public Library for one week each. The display was targeted to staff and highlighted the Healthy Community principles and a selection of City initiatives in progress which reflect those principles.
 - department-specific in-service sessions for supervisory and policy-oriented staff. The sessions introduced in detail the Healthy Community concept and Burnaby's Policy. As well, the sessions provided staff with examples of initiatives in their own department which reflect Healthy Community principles. Discussion also centred on initiatives which did not fully reflect the principles and on ways to rectify those situations.
 - Healthy Community Guidelines provided to staff attending in-service sessions. The Guidelines, intended to be posted beside staff work stations, prompt staff to consider the Healthy Community principles in the planning stages of reports, bylaws, programs and services (See Appendix 5, attached).

- Healthy Community presentations to Community Issues & Social Planning Committee and to Council and department directors. The presentations reviewed the nature of Burnaby's Healthy Community project, outlined progress to date and highlighted (in slide form) a wide range of City initiatives which reflect Healthy Community principles.
- periodic reports to Community Issues & Social Planning Committee and Council on specific aspects of the Project eg. the community forum in 1992 May, the creation of a community-based committee to direct Phase 2 of the Project.
- development of the foundations of a **Healthy Community Recognition Program**. The Program will recognize City initiatives which reflect Healthy Community principles, as well as staff and departments involved. Promotion of the Program and encouragement of staff to apply for recognition for their initiatives will begin in spring 1993, with the first annual "recognition event" slated for autumn 1993.

Preparation and distribution of an edition of the Trends Social Planning newsletter focusing on Healthy Communities was deferred until the community phase of the Project is in full swing.

During 1992, responsibility for co-ordinating Burnaby's Healthy Community Project was transferred from the Social Planning Staff Liaison Group to the newly formed Healthy Community Team. This was done to ensure that adequate staff time was available for advancing the Project, while enabling the Staff Liaison Group to fulfil its mandate of facilitating inter-departmental discussion on a variety of social planning issues.

3.0 PROPOSED PHASE 1 WORKPLAN FOR 1993

To capitalize on the momentum created during 1992, the Healthy Community Team proposes the following Workplan for Phase 1 of the Project during 1993:

- development of **additional staff inservice sessions**. The general sessions presented in 1992 targeted supervisory and policy-oriented staff. There is a need to provide all staff with a basic knowledge of the Healthy Community Policy and the Healthy Community principles. As well, supervisory and policy-oriented staff have requested more in-depth training on how to apply the principles in their work. The Healthy Community Team wishes to develop two or three additional sessions for supervisory and policy-oriented staff and Council. The sessions would focus on the individual principles and on such questions as "What is 'meaningful' public participation and how do we accomplish it?" and "What is equity in public policy and why and how do we work towards it?" The Team anticipates that assistance from private consultants will be required in planning and delivering some of these sessions. The consulting costs will be covered by the 1993 Provincial Healthy Communities grant.

- development of **new employee orientation** materials. The orientation of new employees about the City's Healthy Community Policy may be integrated into the Human Resources Department's general New Employee Orientation Program. The Healthy Community Team will need to prepare a brief presentation of the Healthy Community Project and Policy, as well as a variety of Healthy Community materials to be included in an orientation kit.
- **promotion** of the Healthy Community Team and the Healthy Community Project. Members of the Healthy Community Team act as "champions" for the Healthy Community Project within their departments or divisions. Both the Team and the Project must continually be advertised and promoted. Such tools as ongoing Healthy Community newsletters or bulletins and Healthy Community telephone stickers, desk cards and buttons may have potential for this purpose.
- implementation of **Healthy Community Recognition Program**. The basic details of the Program have been worked out: criteria for selecting projects to be recognized, promotional strategies for the Program, recognition "application" form, membership of Selection Committee, and timing and logistics of special recognition event.

4.0 BUDGET REQUIREMENTS

At this time, the Healthy Community Team does not have a budget to cover implementation of the proposed Workplan. As indicated above, the 1992 Provincial grant supported the in-house activities outlined in Section 2.0 as well as the establishment and early activities of the community-based committee. The \$15,000 1993 grant is intended primarily to support the community committee in its 1993 activities; only \$2,000 of the 1993 grant is earmarked for ongoing Phase 1 activities - specifically staff education.

To implement the remaining elements of the 1993 Workplan, the Healthy Community Team estimates that it requires a budget of approximately \$2,000. The budget would be distributed among the various components of the Workplan as follows:

<u>ACTION</u>	<u>BUDGET REQUIRED</u>
· development of new employee Healthy Community orientation materials	\$ 525
· promotion of Healthy Community Team and concept	810
· implementation of Recognition Program	<u>665</u>
<u>TOTAL</u>	\$2,000

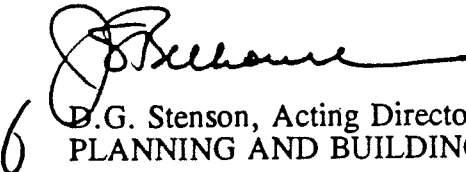
It is recommended that the funds be drawn from the Annual Operating Budget Contingency.

A detailed budget breakdown can be found in Appendix 6.

5.0 SUMMARY AND CONCLUSIONS

Phase 1 of "Burnaby...Well into the Future" gained remarkable momentum in 1992, with the accomplishment of the majority of the tasks in the 1992 Action Plan. The 1993 Workplan outlined in this report represents a considerable step in furthering Burnaby's Healthy Community Project and in implementing the City's Healthy Community Policy. Its implementation will require dedication and commitment from members of the Healthy Community Team, other staff, the Community Issues & Social Planning Committee and Council.

With its in-house policy approach to building a healthier community, Burnaby's Healthy Community Project is unique in British Columbia and perhaps in Canada. There is great interest on the part of the Province and other members of the Healthy Community movement in Burnaby's approach, and many eyes are watching our progress. The approval of this Workplan and proposed budget by the Community Issues & Social Planning Committee and Council will enable Burnaby to capitalize on the energy and creativity of the Healthy Community Team in pursuing the objective of ensuring that Burnaby is, indeed, "Well into the Future".


D.G. Stenson, Acting Director
PLANNING AND BUILDING

JS/db
Attachments

cc: Director Administrative & Community Services
Director Engineering
Director Finance
Director Recreation & Cultural Services

APPENDIX 1

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 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.



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.

HEALTHY COMMUNITY MISSION STATEMENT

We believe that health is more than the absence of disease or a goal for the future. We believe that in order for people to achieve and maintain a state of well-being, they need supportive physical and social environments. Burnaby's Healthy Community Project helps people living and working in Burnaby work together to meet their individual and community health needs.

GOAL

A Healthy Community is one in which people are supported in realizing their goals, satisfying their needs and managing or changing their social and physical environments. Our goal is to create, in a fair and equitable manner, a climate in Burnaby which encourages people to support each other to meet their needs for:

- the basics of shelter, food, water and transportation
- economic security and opportunity
- personal security
- the knowledge and skills to effectively communicate, obtain information and make decisions
- social, cultural and emotional development
- influence on decision-making in the community
- a sense of belonging
- a range of preventive and illness care services
- environmental sustainability

Healthy Community Team
31/8/92





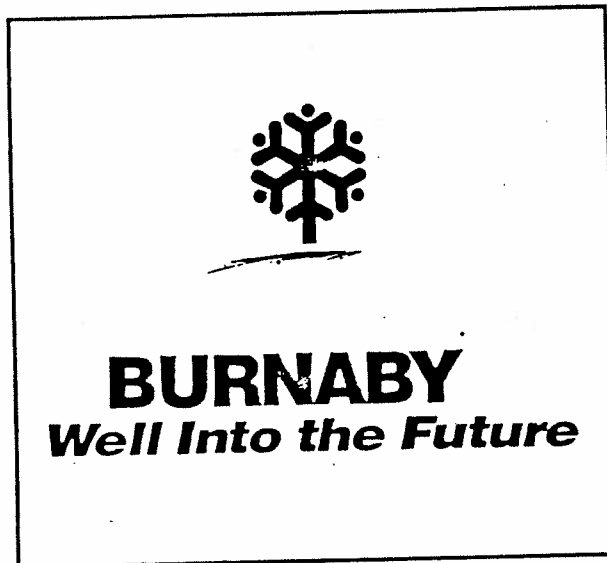
BURNABY'S UNIQUE HEALTHY COMMUNITY PROJECT

The Healthy Community movement is gaining momentum in towns and cities all over the world. Burnaby joined the movement in 1989. Since then the Social Planning Staff Liaison Group, a committee made up of representatives from a variety of Municipal departments, has been studying the strengths and weaknesses of other Healthy Community initiatives and planning our own.

The Staff Liaison Group is really excited about the results of its hard work because Burnaby's approach is unique in Canada. Burnaby has chosen a policy approach, which will make sure all Municipal staff are aware of the Healthy Community concept and how to use it, before introducing it to the community at large. It sounds simple but no other communities have done it this way. Many projects have run into trouble as a result.

IN SEARCH OF A LOGO

The search for a logo was long and difficult, and involved many drafts. You may have been asked to comment on one or two. The Staff Liaison Group wanted something that symbolized progress and movement. The end result is seen here.



The slogan was another story. This time the criterion was a slogan that subtly meant health without using the overused words "health" or "wellness". Burnaby: Well into the Future was the winner.

In the future this logo and slogan will be used on all Healthy Community initiatives, pamphlets, notices etc.

HEALTHY COMMUNITY PROJECT IS FOR EVERY DEPARTMENT

The Healthy Community process is a set of steps to guide you when planning a community initiative, writing a report or developing a policy. It is based on four principles.



When planning your department's project/policy/report, consider:

- how to get public input
- what other departments can work with you to accomplish the task
- input from all sectors of the community including business, non-profit groups, education, religious etc.
- the concerns of gender equity and the needs of a wide variety of people

Healthy Community principles have a place in every department. Many departments are using the four principles already, perhaps without realizing it. For example, the following initiatives have used the principles:

Parks and Recreation	Eileen Daily Pool and Fitness Centre
RCMP	Block Watch Program
Engineering	Capitol Hill Sanitary Sewer Survey
Planning	State of the Environment Report process
Finance	Burnaby Fetal Alcohol Awareness Team
Health	Burnaby Heart Health Advisory Committee

CALENDAR OF EVENTS

Getting Burnaby's Healthy Community project comfortably settled into the Corporation will take some time. A number of activities are planned to help this along. They include:

- May June/92 ■ Workshops for management and supervisory staff on how to use the Healthy Community principles.

May June/92

- Healthy Community consultation forum.
- Formation of Healthy Community Citizen Advisory Committee
- Display in Municipal Hall highlighting existing Healthy Community initiatives in the Corporation.

August/92

- Articles in "Trends" (a social planning newsletter) and "Information Burnaby".

Autumn/92

- Recognition Program for new Healthy Community initiatives.

QUESTIONS, QUESTIONS, QUESTIONS

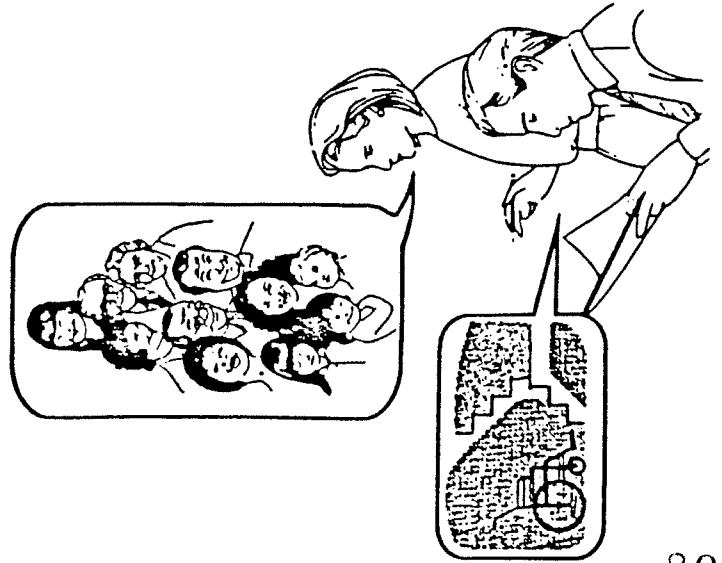
The members of the Social Planning Staff Liaison Group would be pleased to answer your questions about Burnaby's Healthy Community project. You will notice that there is at least one member in every department. Surprised??

Clerk's Office	Denise Campbell (7940)
Engineering	Peeter Liivamagi (7471)
Finance	Dave Ellenwood (7392)
Fire	Bill Grindlay (294-7195)
Health	Karen Johnston (7766) Lynda Thornton (7266)
Human Resources	Sally Chan (7306)
Parks & Recreation	Pegi Lynds (7107)
Planning & Building	John Foster (7406) Sarah Groves (7297) Joan Selby — Chair (7299)
RCMP	John Bean (7608)
School Dis.	Elliot Grieve (299-0611)



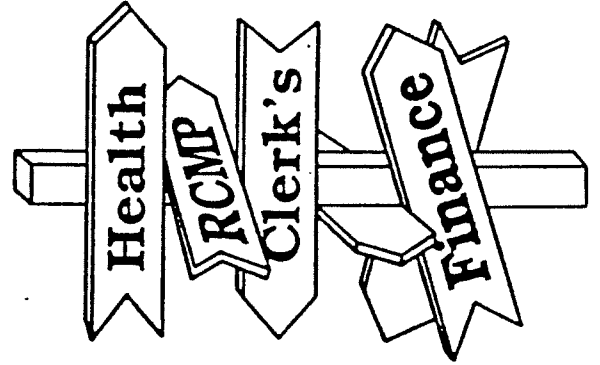
The Healthy Community Guidelines are intended to:

- ensure that Municipal policies and procedures reflect the many interests of our community and not just the interests of those who have the ability to represent themselves
- assure the best possible sharing of concepts and ideas among Municipal departments with related interests
- ensure the appropriate involvement of diverse sectors in our community



The Steering Committee for Burnaby's Healthy Community initiative is made up of representatives from various Municipal departments. If you have questions about Burnaby's initiative or ideas to pass along to the Committee, feel free to contact any of the following:

- Clerk's Office: . . . Denise Campbell (7940)
- Engineering: Peeter Liivamagi (7471)
- Fire: Bill Grindlay (294-7195)
- Finance: Dave Ellenwood (7392)
- Health: Karen Johnston (7766)
Lynda Thornton (7266)
- Human Resources: Sally Chan (7306)
- Parks & Recreation: Pegi Lynds (7107)
- Planning & Building: . . . John Foster (7406)
Sarah Groves (7297)
Joan Selby (7299)
- RCMP: John Bean (7608)
- School District: . . . Elliott Grieve (299-0611)



BURNABY

Well Into the Future

Healthy Community Guidelines

In November 1991, Burnaby Council adopted a Healthy Community Policy. This policy embraces principles of fairness and social justice. In adopting it, Council recognizes we can all make a difference when we stop to think about how our work affects the health and well-being of Burnaby citizens.

The Healthy Community Guidelines have been prepared to help Municipal staff implement the new policy. Using the Guidelines ensures that Healthy Community principles are reflected in reports and policy recommendations to Council, Committees and Commissions. Together we can make this new initiative a success.

HEALTHY COMMUNITY GUIDELINES

1. Does this report take into account:
 - gender equity (the fair treatment of both men and women); and
 - the needs of a wide variety of people in our Municipality including children, youth, the elderly, persons with physical and mental disabilities, persons of different ethnic/cultural backgrounds, persons who are functionally illiterate and persons of low socio-economic status?
2. Was there meaningful public participation in formulating the report and recommendations?
3. Were all other departments with a related focus involved in formulating this report and its recommendations? Have competing or conflicting interests been clearly identified? Does the report reflect an appropriate balance between/among competing views?
4. Were community groups representing specific sectors (eg. business, education, religion, volunteer) involved in formulating the report and its recommendations?

Examples of issues and viewpoints the Guidelines may prompt you to think about when preparing a report:

- the feelings and views of children about safety and security in a neighbourhood
- different cultural values in relation to tree planting, street numbers, etc.
- availability and accessibility of services to men and women eg. baby change facilities in all restrooms
- concerns about safety for women and children in poorly lit areas
- problems of the elderly with interlocking sidewalk blocks that cause tripping and slipping
- problems for persons in wheelchairs and scooters with street furniture which obstructs sidewalks eg. lamp posts, litter barrels, signs, benches
- audible signals at traffic lights for people with vision problems
- flashing light fire alarms for people with hearing problems
- the reading level required to understand brochures and pamphlets
- the availability of written Municipal material in languages other than English
- employment opportunities for persons with disabilities



BURNABY
Well Into the Future

APPENDIX 6

"BURNABY...WELL INTO THE FUTURE": PHASE 1

Budget Breakdown for Proposed 1993 Workplan

Activity

New Employee Orientation

- | | |
|---|---------------------------|
| - copies of Healthy Community Mission Statement, Policy and one page description of Burnaby's Project | <u>\$175 for 500 (x3)</u> |
| | \$525 |

Promotion of Team and Concept

- | | |
|---|---------------------|
| - buttons ("Ask me about Healthy Communities") | \$ 60 for 30 |
| - ongoing newsletters/bulletins outlining Healthy Community principles | \$275 for 2300 (x2) |
| - business cards, desk cards with Mission Statement, telephone stickers, etc. | <u>\$200</u> |
| | \$810 |

Recognition Program

- | | |
|---|----------------|
| - bulletin explaining why, how and when to apply | \$275 for 2300 |
| - poster advertising deadline, event and reminding to apply | \$100 for 100 |
| - buttons - "I have applied...have you?" | \$80 for 50 |
| - poster announcing recognized projects | \$100 for 100 |
| - recognition "rewards" | <u>\$110</u> |
| | \$665 |

