

REPORT  
1994 JULY 11

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

RE: "BURNABY...WELL INTO THE FUTURE" - COMMUNITY  
PHASE: PROGRESS REPORT AND 1994 WORKPLAN

RECOMMENDATIONS:

1. THAT Council approve the proposed 1994 workplan for the Healthy Community Initiative.
2. THAT Council invite Edna Cooper and Francisco Salinas to serve on the Healthy Community Initiative.
3. THAT copies of this report be sent to Edna Cooper and Francisco Salinas.

REPORT

The Community Issues and Social Planning Committee at its meeting held on 1994 June 29, received the attached report providing an update on progress with the community phase of Burnaby's Healthy Community Project, proposing a workplan for the community based Healthy Community Initiative for 1994, and recommending that new members be invited to fill vacancies on the Healthy Community Initiative.

The Committee adopted the recommendations contained in the report and therefore places the recommendations before Council for approval.

Respectfully submitted,

Councillor C. Redman  
Chair

Councillor D. Johnston  
Vice Chair

COPY - DIRECTOR PLANNING & BUILDING  
- DIRECTOR ADMIN. & COMM. SERV.  
- DIRECTOR ENGINEERING  
- DIRECTOR FINANCE  
- DIRECTOR RECREATION & CULT. SERV.  
- MEDICAL HEALTH OFFICER

TO: COMMUNITY ISSUES & SOCIAL PLANNING COMMITTEE 1994 JUNE 15

FROM: DIRECTOR PLANNING & BUILDING FILE: 17.818.3

SUBJECT: "BURNABY...WELL INTO THE FUTURE" - COMMUNITY PHASE: PROGRESS REPORT AND 1994 WORKPLAN

PURPOSE: To provide an update on progress with the community phase of Burnaby's Healthy Community Project, to propose a workplan for the community-based Healthy Community Initiative for 1994, and to recommend that new members be invited to fill vacancies on the Healthy Community Initiative.

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**RECOMMENDATIONS:**

1. THAT Council be requested to approve the proposed 1994 workplan for the Healthy Community Initiative.
2. THAT Council be requested to invite Edna Cooper and Francisco Salinas to serve on the Healthy Community Initiative.
3. THAT copies of this report be sent to Edna Cooper and Francisco Salinas.

**REPORT**

**1.0 INTRODUCTION**

Burnaby has been involved with the Healthy Community movement since 1989 when Council passed a resolution to sponsor a Healthy Community project. The project was called "Burnaby...Well into the Future". A public policy approach was chosen as the initial focus of the project, followed by a community approach, which was launched in 1993.

For the past three years, Burnaby has received grants from the Provincial Healthy Communities Initiative Fund to promote "Burnaby...Well into the Future". The majority of the \$20,000 1992 grant was used to assist the interdepartmental Healthy Community Team to implement the in-house public policy phase. This phase focuses on raising awareness among City staff, Councillors and Council committees of the impact of their work on the health of the community.

The \$15,000 1993 grant was used primarily to assist the community-based Healthy Community Initiative to commence the community phase. This phase focuses on encouraging Burnaby citizens (both corporate and individual) to become actively involved in building a healthier Burnaby. A small portion of the 1993 grant was used to cover costs associated with ongoing in-house staff orientation and training. The \$15,000 1994 grant will be used primarily by the Healthy Community Initiative to carry on with its community activities and to continue to develop as an independent work group requiring fewer resources from the Province and the City.

This report provides a progress report on the community phase of "Burnaby...Well into the Future". It also proposes a workplan for furthering this phase in 1994 and into early 1995.

## **2.0 REVIEW OF HEALTHY COMMUNITY INITIATIVE'S ACTIVITIES DURING 1993 AND EARLY 1994**

Following approval by Council of the Healthy Community Initiative's 1993 Workplan in early July 1993, the community phase of "Burnaby...Well into the Future" gained considerable momentum. The Initiative's accomplishments to date can be grouped within three categories: promotion of the Healthy Community Initiative and the Healthy Community concept, work with "grass-roots" groups, and participation in the "New Directions" process.

The Initiative's major accomplishments include:

### **Promotion of Healthy Community Initiative/Concept**

- publication of the Initiative's Mission Statement and mandate to the community through advertisements and articles in local newspapers, "Information Burnaby", and posters, flyers and brochures in libraries, recreation centres and the information desk at City Hall.
- staffing of information booths at seniors fairs, Burnaby Family Life's "Children's Fair", Discovery Day, Metrotown Centre.
- presentations to groups eg. community school luncheons, Burnaby Hastings Rotary Club.
- orientation and training for Initiative members and their volunteers on the Healthy Community movement, methods of consulting with the public, how to make presentations, and how to run a public meeting.
- regular contact with interdepartmental Healthy Community Team, which co-ordinates in-house public policy phase of "Burnaby...Well into the Future".
- participation in B.C. Healthy Community Network, through attendance at Healthy Community conferences, meetings, and Open Houses, designation of a liaison from the Initiative to the Network, and information-sharing with other Healthy Community projects in British Columbia.

### Work with "Grass-Roots" Groups

- identification of over 40 Burnaby "grass-roots" groups, informal groups of Burnaby residents working together to solve a problem in their community. Some of the issues "grass-roots" groups are involved in are neighbourhood safety, child care and environmental enhancement. They are not formal service agencies or organizations, although they may work with governments, public institutions, or community agencies.
- sponsorship of a successful "Grass-Roots" Forum in April 1994, which drew over 40 people, representing 23 "grass-roots" groups. The Forum was advertised as an opportunity for "grass-roots" groups to network and to seek solutions to the challenges they encounter in attempting to build a healthier Burnaby. The challenges identified fell roughly into three categories: finding a way around the City bureaucracy, working with volunteers, and lack of resources (see Appendices 1 & 2, *attached*).
- development of a 1994 workplan designed, in part, to respond to some of the challenges identified by the "grass-roots" groups at the Forum.

### Participation in "New Directions"

- designation of an Initiative member to the Steering Committee for the "New Directions" process.
- regular information-sharing with "New Directions" group, with a view to assisting the process where appropriate.

## **3.0 PROPOSED COMMUNITY PHASE WORKPLAN FOR 1994**

The Healthy Community Initiative's Mission Statement, *attached* as Appendix 3, describes the Initiative's role as providing leadership in creating opportunities for involvement rather than as addressing specific community problems itself. In pursuing its mission, the Initiative has identified the following four objectives for 1994:

1. to provide support and assistance to Burnaby's "grass-roots" groups
2. to continue to promote the Healthy Community concept and the work of the Healthy Community Initiative
3. to work with the Healthy Community Team to ensure the sustainability of "Burnaby...Well into the Future"
4. to continue to participate in the "New Directions" process, as appropriate.

The Initiative's 1994 workplan, designed to accomplish the aforementioned objectives, is **attached** as Appendix 4. The objectives to be satisfied by each of the workplan activities are noted in parentheses with the activity.

Implementation of the Initiative's proposed workplan will have no implications for the City's tax draw. On 1994 May 30, Council was informed by the Province that Burnaby's \$15,000 funding application for 1994 Healthy Community activities has been approved. This grant will finance the implementation of the Initiative's 1994 workplan. The costs associated with the initiative's work to date have been covered by the 1992 and 1993 Healthy Community grants.

With respect to staff resources, staff's involvement with the Initiative has, from the beginning, been seen as a temporary measure until the Initiative has established other partnerships and enough momentum to sustain itself on its own. Over the past year, the Healthy Community Initiative has demonstrated its ability to reach out to the community and to identify a concrete and useful role for itself assisting "grass-roots" groups. Consequently, staff expect the Initiative will be in a position to conduct its activities independently, using staff only in an advisory capacity, by the time implementation of the 1994 workplan has been completed.

#### **4.0 FILLING INITIATIVE VACANCIES**

According to the mandate approved by Council in 1993 January, the Healthy Community Initiative will consist of eleven members of the community and one representative from the Community Issues & Social Planning Committee. In the past few months, some Initiative members have resigned, given the heavy demands of the Initiative's Workplan and other personal commitments. The seat reserved for the representative from the Community Issues & Social Planning Committee is one of those which is vacant.

At present, the Initiative has seven Council-approved members and two very active volunteers who have been able to carry on with the Initiative's planned activities with the help of other volunteers and City staff. These remaining members and volunteers are keen and energetic and wish to pursue their objectives in an efficient and timely manner. In their view, filling the vacancies on the Initiative by elevating the two volunteers to full Initiative members and re-appointing a representative from the Community Issues & Social Planning Committee would help to move their efforts forward.

Two Burnaby residents are proposed to fill current vacancies on the Initiative. Both have been active with the Initiative for the past six months. Those citizens proposed for membership are:

Edna Cooper

#228 - 7250 Halifax Street  
Burnaby, B.C. V5A 4V6

Francisco Salinas

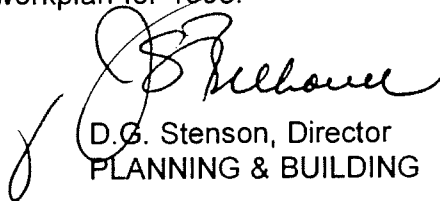
5413 Union Street  
Burnaby, B.C. V5B 1W4

Together, the proposed new members bring to the Initiative a variety of interests and affiliations ranging from affordable housing, seniors wellness issues and community development to links with community schools and the multicultural community. These appointments have been discussed with the Vice-chair of the Community Issues and Social Planning Committee, due to unavailability of the Chair.

## 5.0 CONCLUSION

The community phase of "Burnaby...Well into the Future" gained considerable momentum in early 1994 with the successful "Grass-Roots" Forum. Enthusiasm for future activities, among both Initiative members and "grass-roots" groups, is high. In order to capitalize on the Initiative members' energy and enthusiasm and on the Project's momentum in the community, staff recommend that the Initiative be authorized to pursue the workplan outlined in Appendix 4 of this report. Staff also recommend that new appointments to the Initiative, as outlined in Section 4.0 above, be made.

Staff will keep the Community Issues & Social Planning Committee verbally apprised of progress with the workplan. The Initiative will submit a written report to the Committee and Council in late 1994/early 1995 regarding its ongoing role in "Burnaby, Well into the Future" and, if appropriate, a proposed workplan for 1995.



D.G. Stenson, Director  
PLANNING & BUILDING

JS/gl

Attachments

cc: City Manager  
Director Administrative and Community Services  
Director Engineering  
Director Finance  
Director Recreation and Cultural Services  
Medical Health Officer

# Appendix 1.

## APRIL 21/94 "GRASS-ROOTS" FORUM

### DISCUSSION OF CHALLENGES

1. Tell us about the problems you've run into trying to solve your community issue.
  - who to talk to at City Hall (key people)
  - how decision-making process occurs (procedures) eg. how does Parks & Recreation assess needs?
  - non-committal, lack of guidelines, don't want to make a decision
  - finding volunteers
  - motivating volunteers - how do you pull your community people in?
  - space to meet, hold one's program
  - lack of finances and other resources
  - responses from bureaucracy - we get the round-around; lack of knowledge of other departments; not service-oriented
  - transportation for would-be participants and volunteers, especially seniors
  - publicity; how to attract people; getting the message out; notifying of meetings
  - "red tape" and blocks within the bureaucracy
  - community is aware of the issues but staff is not sympathetic
  - City does not show concern
  - community input is solicited; however the decision is already made by the bureaucrats
  - potential volunteers who speak different languages
  - union/civic controls: citizens not allowed to do work which "should" be done by unionized City staff; can't make alternations to public space without a union-paid person there. How about looser rules for "grass-roots" groups?
  - local and Provincial government - access to information and to decision-makers; bureaucracy puts roadblocks in the way of getting to the ones who make the decisions
  - volunteers are sometimes afraid of confrontation
  - gathering facts and statistics is a lot of work for "grass-roots" volunteers
  - competition for funding; lobbying by special interest groups
  - voice-mail in bureaucracies; never get to talk to a "real" person
  - needing to form a non-profit society to get \$
  - investment of time required
  
2. Tell us what helped you solve your problems.
  - co-ordinator at local community school
  - Provincial Ministry of Social Services
  - corporations eg. Canada Trust, Trans-Mountain Pipeline - give groups money if groups are accountable to them - this is public relations
  - supplies from City of Burnaby
  - expertise of volunteers
  - accessing others with similar projects and getting information
  - advertising activities

- local MP
- gathering facts and statistics to support your case
- good presentation of facts and statistics
- networking with other groups
- library, a place to gather and share resources
- Information Burnaby
- perseverance

3. Tell us what might have helped you had it been available.

- have a City-sponsored group to give the who, what, where, why and how and liaise with "grass-roots" groups..
- free access to resources like photocopying, computers
- consultation and funding; mixed messages from administrators
- publicizing and volunteers
- consideration by bureaucracy of the time spent by these volunteers, who also have busy lives
- money to advertise activities
- booklet on how to access City Hall - include how decision-making is done in each department, the approvals required, the timing
- information about service clubs
- knowledge and rules about volunteer centres/bureau
- networking- have non-profit societies send their annual reports to the Initiative as well as the Province to keep Initiative abreast
- booklet of grass-roots groups; needs to be dynamic, available in libraries, City Hall, recreation centres, health units. Update biannually. Update with inserts.
- catalogue of videos relating to core subject
- making videos
- public relations person in bureaucracy, like in corporations, or someone at the entry level to talk to
- co-ordination - "strength in numbers"
- newsletter for "grass-roots" groups
- lobbying of politicians, before the election
- distinct neighbourhoods; neighbourhood houses give formal identity
- reach out to the public
- more notice for meetings
- list of grants available; information on sources of funding
- dial a central number for information; has to be dynamic and timely; one number to call - a central place Bulletin Board
- advertising space in community newspapers; inserts
- some helpful person in the bureacracy who will do the leg-work for "grass-roots" groups and get back to them - like calling Directory Assistance or Enquiry B.C.
- mini-workshops on "How to be a Board of Directors", "How to Become and Run a Society", "How to Complete Financial Forms, Annual Reports", "How to Problem-Solve", "How to Run a Meeting", "How to Work with Volunteers", "Leadership", "How to Fund-Raise", etc.
- high energy, enthusiastic leader



APPENDIX 2

# Opinion

Published at Burnaby by Meadow Ridge Publications for Canwest Publishers Limited.

## GRASSROOTS: Good start on a long road

If it is the health of grassroots groups that make a community strong, Burnaby still has a long road ahead.

The Grassroots Forum, held last Thursday, attracted a round 50 people from 21 groups. These groups ranged from neighborhood associations to safety groups, from youth associations to community gardens, and from community kitchens to local environmental groups.

What they all had in common was a desire to network, to learn from the successes and problems of other groups.

mental and social well-being. We agree, too, that personal health is strongly connected to the health of a community.

Burnaby, as a city and as a collection of neighborhoods, cultures and interests, can only succeed if we work together to create community.

It is the spirit of co-operation, the challenge of being the best we can be, that makes this city liveable. It is the tireless work of individuals and grassroots groups that gives Burnaby such potential.

But it became apparent during Thursday's

meeting that grassroots groups in Burnaby could use some help. And some groups related stories of difficulty in dealing with the local bureaucracy. We believe the city must play a role in encouraging further networking between all grassroots groups in the community. And there is a need to build recent efforts to make the bureaucracy responsive to the needs of their "customers" — the taxpayers and grassroots of Burnaby.

There is a long road ahead in our journey to becoming a "healthy community." Let us all walk it together.

*We believe the city must play a role in encouraging further networking between all grassroots groups in the community*

By all accounts it was a productive evening. The city's Healthy Community Initiative is to be commended for hosting the evening, their first public initiative since they formed in 1989. We concur with the aims of the community initiative, which is to further a holistic approach to health that includes physical,

Burnaby News 27/4/94

## First Burnaby Grass Roots forum draws 21 local groups

By Gareth Kirkby (Burnaby Now Contributor)

"Grassroots groups in Burnaby are exchanging ideas and tips thanks to an innovative program started by the city's Healthy Community Initiative.

About 50 people from 21 groups showed up to meet each other and exchange success stories — and problems — at the Grass Roots Forum, last Thursday night at Burnaby South secondary school.

"We're here to see if there's a role for us in helping them do whatever they're doing to make the city healthier," said city social planner

Joan Selby.

"If a forum like this helps some of these groups to not re-invent the wheel, then it's a success."

The event was a hit with participants.

"It was excellent, very inspiring," said Amelia Petersen of the Burnaby Mountain Preservation Society. "It was good to network and meet other people. We have a lot of new ideas and other people were interested in what we were doing."

Carol Norman of the Byrne Woods Preservation Group said she would like to see the networking continue. "I think it's very impor-

tant, these groups have access to each other for resources."

The meeting was the first major public event of Burnaby's Healthy Community Initiative, begun locally in 1989 to promote the World Health Organization's "holistic" view of health that includes physical, mental and social well-being. The Healthy Community Initiative believes that personal health is strongly connected to the health of the community.

Until now, said Selby, the initiative has concentrated largely on educating municipal staff about the importance of a holistic view of health.

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# BUILDING A HEALTHIER BURNABY TOGETHER!

BURNABY'S HEALTHY COMMUNITIES INITIATIVE, A CITIZEN COMMITTEE ESTABLISHED BY BURNABY CITY COUNCIL IN EARLY 1993, HAS DEVELOPED ITS MISSION STATEMENT AS FOLLOWS:

OUR MISSION IS TO SERVE AS A CATALYST ENABLING A HEALTHY BURNABY COMMUNITY TO FLOURISH, AND TO PROVIDE LEADERSHIP IN CREATING AN OPPORTUNITY FOR ALL RESIDENTS OF BURNABY TO PARTICIPATE FULLY IN ACHIEVING THEIR COMMUNITY GOALS.

WE DO THIS BY:

- RAISING AWARENESS OF WHAT MAKES OUR COMMUNITY HEALTHY
- ENCOURAGING PARTICIPATION IN CREATING OUR HEALTHIER COMMUNITY
- BRINGING GROUPS AND INDIVIDUALS TOGETHER TO SHARE IDEAS, OPPORTUNITIES AND RESOURCES TOWARDS BUILDING A HEALTHIER COMMUNITY.
- WORKING WITH MEMBERS OF HEALTHY COMMUNITY INITIATIVES THROUGHOUT THE PROVINCE.

WATCH FOR MORE NEWS ON THE HEALTHY COMMUNITY INITIATIVE AND PLAN TO GET INVOLVED! WORKING TOGETHER, WE CAN ENSURE THAT BURNABY IS "WELL INTO THE FUTURE".

FOR MORE INFORMATION ON BURNABY'S HEALTHY COMMUNITY INITIATIVE, CALL US C/O THE BURNABY PLANNING DEPARTMENT AT 294-7421



**BURNABY**  
Well Into the Future

## Appendix 4

### BURNABY'S HEALTHY COMMUNITY INITIATIVE

#### 1994 OBJECTIVES

1. to provide support and assistance to Burnaby's "grass-roots" groups
2. to continue to promote the Healthy Community concept and the work of the Healthy Community Initiative
3. to work with the Healthy Community Team to ensure the sustainability of "Burnaby...Well into the Future"
4. to continue to participate in the "New Directions" process, as appropriate.

#### 1994 WORKPLAN

1. work with the Healthy Community Team and other relevant City staff to respond to "grass-roots" groups' concerns regarding access to City Hall. (Objective #1) Possible activities to be explored include:
  - production of a pamphlet/booklet outlining the responsibilities of various City departments and the decision-making process and timeline in each department, and containing staff titles and contact phone numbers
  - installation by the City of a one-stop phone number or public relations person, similar to the Province's "Enquiry B.C.", to assist the public to access the appropriate staff
  - sponsorship by the City of an annual "Open House" at City Hall for the community, with department directors or others explaining the responsibilities and lines of communication of each department
  - declaration by the City of an annual "grass-roots" day to celebrate those citizens working in an informal way to make Burnaby a healthier community
  - redeployment of the "Information Burnaby" Information Kiosk in Metrotown as a community information bureau operated by volunteers
2. sponsor mini-workshops for "grass-roots" groups on topics such as fundraising, working with volunteers, cultivating leadership. (Objective #1)
3. sponsor second annual "Grass-Roots" Forum in April 1995 to facilitate networking, information-sharing, and an evaluation of the Initiative's 1994 efforts to support "grass-roots" groups. (Objective #1)

4. develop a vehicle for spreading information about "grass-roots" groups. Possible vehicles include: "grass-roots" newsletter, "grass-roots" directory (either in print or as new section in Burnaby Public Library's computer catalogue of community groups). (Objective #1)
5. prepare a follow-up package including a summary of proceedings from the April 1994 "Grass-Roots" Forum for Forum participants. (Objective #1)
6. prepare list of potential funding sources and their eligibility guidelines for "grass-roots" groups (Objective #1)
7. continue efforts to identify "grass-roots" groups (Objective #1)
8. maintain contact with the staff Healthy Community Team. (Objectives #1, #2, #3)
9. request members of the Healthy Community Team, through their departmental involvement, to help keep the Healthy Community Initiative apprised of community events (Objectives #1, #2, #3)
10. advertise the Healthy Community Initiative and its activities to the community through such venues as "Information Burnaby", community newspapers, brochures in libraries, recreation centres, City Hall, Metrotown information kiosk, presence at community fairs. (Objectives #1, #2)
11. assess skills of Initiative members, the volunteer network and "grass-roots" participants and arrange for necessary training to carry out planned activities eg. media relations, cross-cultural understanding, writing in plain language. (Objectives #1, #2, #3)
12. establish partnerships, aimed at supporting the efforts of "grass-roots" groups and the Initiative, with other sectors of the community eg. community schools, existing neighbourhood associations, the business community, service clubs, agencies and individuals. (Objectives #1, #2, #3)
13. identify and pursue additional or alternative funding sources for the Initiative's activities. (Objective #3)
14. maintain liaison with the "New Directions" process. (Objectives #3, #4)
15. maintain liaison with the B.C. Healthy Community Network (Objectives #2, #3)
16. meet with members of Council's Community Issues & Social Planning Committee to explain Initiative's role and activities. (Objective #2)
17. evaluate preceding activities, synthesize results and develop proposed next steps (Objectives #1, #2, #3, #4)
18. report to Community Issues & Social Planning Committee and Council on proposed next steps and the Initiative's ongoing role in co-ordinating the community phase of "Burnaby...Well into the Future". (Objectives #2, #3)

JS/gl