

REPORT
1994 February 07

CITY OF BURNABY

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: "BURNABY ...WELL INTO THE FUTURE" - IN-HOUSE PHASE:
1993 PROGRESS REPORT AND 1994 WORKPLAN

RECOMMENDATION:

1. THAT Council receive this report for information purposes.

R E P O R T

The Community Issues and Social Planning Committee, at its meeting held on 1994 January 26 received and adopted the attached staff report providing an update on progress during 1993 with the in-house public policy phase of Burnaby's Healthy Community project and to present a staff workplan for 1994.

Respectfully submitted,

Councillor J. Young
Acting Chair

Councillor C. Redman
Member

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

TO: COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE 1994 JANUARY 17

FROM: DIRECTOR PLANNING & BUILDING OUR FILE: 17.818.2

SUBJECT: "BURNABY...WELL INTO THE FUTURE" - IN-HOUSE PHASE:
1993 PROGRESS REPORT AND 1994 WORKPLAN

PURPOSE: To provide an update on progress during 1993 with the in-house public policy phase of Burnaby's Healthy Community Project and to present a staff team workplan for 1994.

RECOMMENDATION:

1. **THAT** the Committee forward this report to Council for information.

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. A public policy approach was chosen as the first focus of the Project, "Burnaby...Well into the Future", followed by a community approach.

In 1992 and 1993, Burnaby received \$20,000 and \$15,000 grants from the Provincial Healthy Communities Initiative Fund to promote "Burnaby...Well into the Future". The majority of the 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 1993 grant was used primarily to assist the community-based Healthy Community Initiative to commence the community phase. The community 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.

At the end of December 1993, the City of Burnaby applied to the Healthy Communities Initiative Fund for the maximum \$15,000 grant for 1994. The grant was requested primarily to enable the Healthy Community Initiative to carry its community activities into 1994 and to continue to develop as an independent work group requiring fewer resources from the Province and the City. We will likely know whether our application is successful by early spring 1994.

This report provides the Community Issues and Social Planning Committee and Council with an update on progress with the in-house public policy phase of "Burnaby... Well into the Future" during 1993. It also presents a staff Workplan for furthering this phase in 1994. Progress with the community phase of the Project and a proposed 1994 Workplan for the community-based Initiative will be the subject of a separate report to this Committee.

2.0 REVIEW OF PUBLIC POLICY PHASE

HEALTHY COMMUNITY ACTIVITIES DURING 1993

With the creation, at the end of 1992, of an interdepartmental staff committee dedicated solely to the promotion of Burnaby's Healthy Community Project, the in-house public policy phase of "Burnaby... Well into the Future" gained considerable momentum in 1993. The 1993 accomplishments can be grouped within three categories - staff training, Healthy Community Recognition Program, and promotion of Healthy Community Team. The major accomplishments include:

Staff Training and Awareness-Raising

- integration of an overview of the City's Healthy Community Policy into the Human Resources Department's bi-monthly "New Employee Orientation" sessions. In 1993, approximately 100 new City staff were exposed to the Policy through these orientations.
- development and delivery of a second level of staff training to complement sessions conducted in 1992 for supervisors and managers. The 1993 training sessions were department-specific and involved 80-100% of the staff in a department. The sessions, conducted jointly by the City's Staff Trainer and the department's representative on the Healthy Community Team, offered staff the opportunity to work in small groups and apply the Healthy Community Policy to typical department projects. Participants received handouts of the City's Healthy Community Policy, the Team's Mission Statement, and the Healthy Community Guidelines. Approximately 400 City staff from eight departments attended sessions in 1993.
- creation and distribution of a variety of communication vehicles designed to remind staff to reflect the Healthy Community Policy in their work eg. articles in the quarterly staff newsletter "Active Living News", poster depicting "graduates" of the inservice sessions, 1994 desk/wall calendars.

Healthy Community Recognition Program

- continued detailed development of the Healthy Community Recognition Program. The Program will promote awareness of the Healthy Community Policy and assist with monitoring success with its implementation. The Healthy Community Team is currently liaising with the Burnaby arts community to produce an "award" to recognize those individuals and departments which have successfully reflected the Healthy Community Policy in programs, policies, services and other projects they have worked on.

Training and Promotion of Healthy Community Team

- intensive training of new members of Team, including a "Train the Trainer" session with the City's Staff Trainer, to prepare Team members to participate in conducting staff training sessions.
- creation and distribution of a poster to promote Team members as Healthy Community resources and information sources within each department.

During 1993, the Healthy Community Team also acted as a resource to and supported the work of the community-based Healthy Community Initiative.

3.0 PROPOSED PUBLIC POLICY PHASE WORKPLAN FOR 1994

To capitalize on the momentum created during 1993, the Healthy Community Team has developed the following Workplan for the in-house phase of the Project during 1994:

- completion of the second level of staff training through delivery of the sessions to three remaining City departments, and to the next rung of staff in some of the larger departments such as Parks and Recreation and Health.
- development and co-ordination of additional training sessions focusing on each of the three Healthy Community principles. A high priority is a 1/2 or whole day session on Public Participation, focusing on what constitutes "meaningful" public participation and how we can accomplish it. These sessions will likely be co-sponsored with the Human Resources Department and promoted through the Staff Training Program.
- implementation of the Healthy Community Recognition Program as an annual event. Promotion of the Program and encouragement to staff to apply for recognition for their initiatives will begin in early spring 1994, with the first annual "recognition event" slated for late spring 1994. The "awards" will be presented at the event, which will include a Healthy Community information fair and a celebration of projects and departments/staff being recognized.

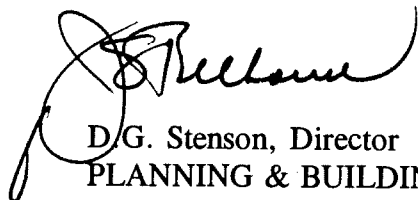
- consideration of awareness raising and orientation to the Healthy Community Policy with various committees of Council.
- potential participation in a special program offered by the Provincial Office of Health Promotion whereby provincial consultants are made available to assist a Municipality to examine how its decision-making practices impact the health of the community and its residents.
- continued support to the community-based Healthy Community Initiative.

Funds are in place in the 1994 budget for the implementation of this Workplan.

4.0 SUMMARY AND CONCLUSIONS

The in-house public policy phase of "Burnaby...Well into the Future" gained remarkable momentum in 1993, with over 500 City staff being exposed, through training sessions, to the City's Healthy Community Policy. With its public policy approach to building a healthier community, Burnaby has served as a model to other municipalities in British Columbia and 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 1994 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 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, Director
PLANNING & BUILDING

JS\db

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

