

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: "BURNABY...WELL INTO THE FUTURE"-IN-HOUSE PHASE:
1994 PROGRESS REPORT AND 1995 WORKPLAN

RECOMMENDATION:

1. THAT Council and other Committees of Council receive the attached report for information.

REPORT

The Community Issues & Social Planning Committee, at its meeting held on 1995 January 25, adopted the attached staff report providing an update on progress during 1994 with the in-house public policy phase of Burnaby's Healthy Community Project and to present a staff team Workplan for 1995.

Please note that a quorum was not present at the meeting.

Respectfully submitted,

Councillor C. Redman
Chair

Councillor D. Johnston
Vice Chair

:COPY - City Manager Designate
- Director Administrative & Community Services
- Director Engineering
- Director Finance
- Director Planning & Building
- Director Recreation & Cultural Services

TO: COMMUNITY ISSUES & SOCIAL PLANNING COMMITTEE 1995 JANUARY 17
FROM: DIRECTOR PLANNING & BUILDING OUR FILE: 17.818.2
SUBJECT: "BURNABY...WELL INTO THE FUTURE" - IN-HOUSE PHASE:
1994 PROGRESS REPORT AND 1995 WORKPLAN
PURPOSE: To provide an update on progress during 1994 with the in-house public policy phase of Burnaby's Healthy Community Project and to present a staff team Workplan for 1995.

RECOMMENDATION:

1. THAT the Committee forward this report to Council and other committees of Council for information.

REPORT

1.0 BACKGROUND

Burnaby has been involved with the Healthy Community movement since 1989 when Council passed a resolution to sponsor a Healthy Community Project. An in-house public policy approach was chosen as the first focus of the Project, called "Burnaby...Well into the Future", followed by a community approach.

The in-house phase of "Burnaby...Well into the Future" is co-ordinated by the interdepartmental Healthy Community Team. 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 goal is to positively influence the health of the community by ensuring that City policies, bylaws, programs and services reflect the principles of social justice and equity, interdepartmental collaboration and meaningful public participation. The achievement of this goal has been approached through:

- . adoption by Council in 1991 of a Healthy Community Policy which enshrines those principles
- . delivery of components of a staff/Council awareness-raising and training program on the Policy during 1992, 1993 and 1994
- . sponsorship in 1994 of the first annual Healthy Community Recognition Program to celebrate City projects which reflect the Healthy Community Policy.

The Healthy Community Team's activities have been financed by grants from the Provincial Healthy Communities Initiative Fund in 1992, 1993 and 1994.

This report provides the Community Issues & Social Planning Committee and Council with an update on progress with the in-house public policy phase of "Burnaby...Well into the Future" during 1994. It also presents a staff team Workplan for furthering this phase in 1995. Progress with the community phase of the Project and a proposed 1995 Workplan for the community-based Healthy Community Initiative will be the subject of a separate and future report to this Committee.

2.0 REVIEW OF PUBLIC POLICY PHASE HEALTHY COMMUNITY ACTIVITIES IN 1994

The Healthy Community Team's activities during 1994 were focused in three areas: the Healthy Community Recognition Program, staff training and awareness-raising about the Policy, and support to the community-based Healthy Community Initiative.

2.1 Healthy Community Recognition Program

The highlight of the Team's work in 1994 was the implementation of the Healthy Community Recognition Program as a vehicle for continuing to promote awareness of the Healthy Community Policy and to monitor success with its implementation. Posters, electronic mail messages and personal contact by Team members with their colleagues were used to encourage staff to apply to be recognized for reflecting the Policy in their work. Thirty applications were reviewed by a Selection Committee composed of Team members and citizens from the community-based Healthy Community Initiative. The Recognition Event in June 1994 celebrated 25 City initiatives and the City staff and departments involved. At that noon-hour event, attended by approximately 200 City staff and some members of the public, the Mayor and City Manager presented approximately 100 City staff with Recognition Certificates and each project team with a "recognition mug" designed and produced by a local Burnaby artist.

2.2 Training and Awareness-Raising

The 1994 training and awareness-raising program consisted of three main activities:

- orientation of 55 new City staff to the Healthy Community Policy through the Team's participation in the Human Resources Department's bi-monthly "New Employee Orientation" sessions;
- delivery of a second level of staff training to four remaining departments to complement sessions conducted in 1992 for supervisors and managers. (Other departments had received the training in 1993.) Like the 1993 sessions, the sessions delivered in 1994 to the Parks & Recreation Department, the Clerk's Office, the Fire Department and Information Services were department-specific and endeavoured to involve 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. The sessions proved valuable enough that one department set up a Healthy Community Task Force to follow up on suggestions made at the session for improving communication with the public;

creation and distribution of a variety of communication vehicles designed to remind staff to reflect the Healthy Community Policy in their work eg. a display of some of the projects celebrated through the Recognition Program including information on how they reflected the Policy, a poster depicting the celebrated staff receiving their awards, articles in the quarterly staff newsletter "Active Living News", 1994 desk/wall calendars.

2.3 Support to Healthy Community Initiative

During 1994, the Team acted as a resource and support to the community-based Healthy Community Initiative. This support was particularly important for the Initiative's projects which focus on improving access to City Hall for Burnaby residents.

3.0 PROPOSED PUBLIC POLICY PHASE WORKPLAN FOR 1995

To capitalize on the momentum created during 1994, the Healthy Community Team has developed the following Workplan for the in-house phase of the Project during 1995:

continued delivery of department-specific staff training on the Healthy Community Policy. This training, which was begun in 1993 and 1994, will be delivered to the remaining staff in some of the larger departments such as Parks & Recreation and Health.

continued participation in the New Employee Orientation.

development and co-ordination of additional training sessions focusing on the individual components of the Healthy Community Policy. High priorities are a 1/2 or whole day session on Public Consultation, focusing on what constitutes "meaningful" public participation and how we can accomplish it, and a session on how government initiatives help to determine the health of the community. These sessions will be co-sponsored with the Human Resources Department and promoted through that department's Staff Training and Development Program.

sponsorship of the second annual Healthy Community Recognition Program. Whereas the 1994 Program focussed on reflecting the Healthy Community Policy in City work, the 1995 Program will focus on positive impacts of City work on the health of the community.

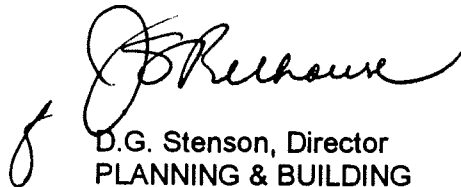
working within City departments to facilitate the Healthy Community Initiative's proposed "Citizens' Guide to City Hall" and Open House, including any staff training required to enable staff to use the completed Guide.

The City has received confirmation of its successful bid for Provincial Healthy Community funding for 1995, a small portion of which will be used to implement this Workplan.

4.0 SUMMARY AND CONCLUSIONS

The in-house public policy phase of "Burnaby...Well into the Future" gained remarkable momentum in 1994, with over 100 City staff being celebrated for reflecting the Healthy Community Policy in their work. With its public policy approach to building a healthier community, Burnaby has served as a model to other municipalities in British Columbia and Canada.

The implementation of the 1995 Workplan outlined in this report will enable Burnaby to capitalize on the energy and creativity of the Healthy Community Team in reflecting the Healthy Community Policy in City work and in pursuing the objective of ensuring that Burnaby is, indeed, "Well into the Future".



D.G. Stenson, Director
PLANNING & BUILDING

JSldb

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

