

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: "BURNABY...WELL INTO THE FUTURE" - IN-HOUSE PHASE:
1995 PROGRESS REPORT AND 1996 WORKPLAN

RECOMMENDATION:

1. THAT Council receive the attached report for information.

REPORT

The Community Issues and Social Planning Committee, at its meeting held on 1996 January 24 received and adopted the attached report providing an update on progress during 1995 with the in-house public policy phase of Burnaby's Healthy Community Project and to present a staff team workplan for 1996.

The Committee therefore places the report before Council for information.

Respectfully submitted,

Councillor C. Redman
Chair

Councillor D. Johnston
Vice Chair

COPY - CITY MANAGER
- DIRECTOR ENGINEERING
- DIRECTOR FINANCE
- DIRECTOR RECREATION & CULTURAL SERVICES
- MEDICAL HEALTH OFFICER
- OIC - R.C.M.P.

TO: COMMUNITY ISSUES &
SOCIAL PLANNING COMMITTEE

1996 JANUARY 11

FROM: DIRECTOR PLANNING & BUILDING

OUR FILE: 17.818.2

SUBJECT: "BURNABY...WELL INTO THE FUTURE" - IN-HOUSE PHASE:
1995 PROGRESS REPORT AND 1996 WORKPLAN

PURPOSE: To provide an update on progress during 1995 with the in-house public policy phase of Burnaby's Healthy Community Project and to present a staff team workplan for 1996.

RECOMMENDATION:

1. THAT the Committee forward this report to 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. Actions to achieve this goal have included:

- ▶ adoption by Council in 1991 of a Healthy Community Policy which enshrines the above-noted principles
- ▶ delivery of components of a staff/Council awareness-raising and training program on the Policy during 1992, 1993, 1994, and 1995
- ▶ sponsorship in 1994 and 1995 of the 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, 1994 and 1995. Burnaby is in the process of applying for a 1996 grant.

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 1995. It also presents a staff team workplan for furthering this phase in 1996. Progress with the community phase of the Project and a proposed 1996 Workplan for the community-based Healthy Community Initiative were the subject of a separate report considered by Committee members in December 1995.

2.0 REVIEW OF PUBLIC POLICY PHASE ACTIVITIES IN 1995

The Healthy Community Team's activities during 1995 were focused in three areas: the Healthy Community Recognition Program, staff training and awareness-raising about the Healthy Community Policy, and support to the community-based Healthy Community Initiative.

2.1 Healthy Community Recognition Program

In 1995, the Team sponsored the second annual Healthy Community Recognition Program as a vehicle for continuing to promote awareness of the Healthy Community Policy and to monitor success with its implementation. Various means were used to encourage staff to apply to be recognized for reflecting the Policy in their work. A noon-hour workshop session on the determinants of health was offered to assist staff with determining whether their project would likely meet a new 1995 criterion for recognition: making a positive impact on the health of the community. Twenty-nine applications involving over 100 City staff were reviewed by a Selection Committee composed of Team and Healthy Community Initiative members.

The Recognition Event in June 1995 recognized 25 City initiatives and the City staff and departments. At that noon-hour event, attended by approximately 250 City staff and some members of the public, the Mayor, the Chair of Community Issues & Social Planning Committee, and the Deputy City Manager presented 85 City staff with recognition certificates and Healthy Community drinking mugs. To motivate and educate other staff to adhere to the Policy, details of the recognized projects and how they reflected the Policy were provided.

2.2 Training and Awareness-Raising

The 1995 training and awareness-raising program consisted of three main activities:

- ▶ orientation of 74 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 two staff training workshops on "Consulting with the Community", which is one plank of the City's Healthy Community Policy. The first workshop, a one-half day session, was designed as an introduction to consultation and provided the 35 staff participants with basic information and skills about community consultation. The second workshop was a one day session for staff with experience in community consultation, and provided information and skills to help the 35 participants address more complex and difficult issues in consulting with the community. Both workshops were co-sponsored by the City's Human Resources Department and promoted through the Staff Training and Development Program. Both were led by outside consultants and were fully subscribed with wait-lists.
- ▶ creation and distribution of a variety of communication vehicles designed to remind staff to reflect the Healthy Community Policy in their work e.g. posters highlighting some of the projects celebrated through the Recognition Program including information on how they reflected the Policy, a poster depicting the recognized staff receiving their awards, articles in the quarterly staff newsletter "Active Living News".

2.3 Support to Healthy Community Initiative

During 1995, the Team acted as a resource and support to the community-based Healthy Community Initiative. This support was particularly valuable in the preparation of the Initiative's "Citizens' Guide to City Services".

3.0 PROPOSED PUBLIC POLICY PHASE WORKPLAN FOR 1996

To capitalize on the momentum created during 1995, the Healthy Community team has developed the following Workplan for the in-house phase of the Project during 1996:

- ▶ continued participation in the New Employee Orientation.
- ▶ development and co-ordination of additional training sessions focussing on the individual components of the Healthy Community Policy. Likely topics include developing teamwork, understanding equity, and group facilitation skills. Like the 1995 workshops, the sessions will be co-sponsored with the Human Resources Department and promoted through that department's Staff Training and Development Program.
- ▶ sponsorship of the third annual Healthy Community Recognition Program.

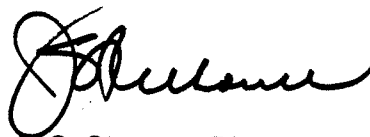
- ▶ collaboration with the City's Staff Trainer to inform staff of the valuable public service information contained in the Healthy Community Initiative's new "Citizens' Guide to City Services".
- ▶ continued support to the community-based Healthy Community Initiative, as appropriate.

Implementation of the Team's proposed workplan will have no implications for the City's tax draw. If Burnaby is not successful in its bid for a 1996 grant from the Province's Healthy Communities Initiative Fund, the workplan will be financed with unexpended funds held over from the 1995 grant.

4.0 CONCLUSION

The in-house phase of "Burnaby...Well into the Future" is well established, and continued to have a positive effect on the health of the community with the sponsorship of the second annual Healthy Community Recognition Event and two staff training sessions on consulting with the community.

The approval and implementation of the 1996 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

JS/db

cc: City Manager
Director Engineering
Director Finance
Director Recreation & Cultural Services
Medical Health Officer
OIC - R.C.M.P.

