

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

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

RECOMMENDATION:

1. THAT Council approve the proposed 1996 workplan for the Healthy Community Initiative as presented in Appendix 1 (*attached*) of this report.

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. 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 four years, Burnaby has received grants from the Provincial Healthy Communities Initiative Fund to implement "Burnaby...Well into the Future". The majority of the 1992 grant was used to assist the interdepartmental Healthy Community Team to co-ordinate the in-house public policy phase - the implementation of Council's Healthy Community Policy. The Team's activities have focused on raising awareness among City staff, Councillors and Council committees of the impact of their work on the health of the community.

The 1993, 1994 and 1995 grants were used primarily to assist the community-based Healthy Community Initiative to commence and promote the community phase of "Burnaby...Well into the Future". This phase focuses on encouraging Burnaby citizens (both corporate and individual) to become actively involved in building a healthier Burnaby.

This progress report on the community phase reviews the activities undertaken in 1995 and proposes a workplan for furthering this phase in 1996.

OPY - CITY MANAGER
- DEP. CITY MGR.-CORP. SERV.
- DEP. CITY MGR.-CORP. LAB. REL.
- DIRECTOR ENGINEERING
- DIRECTOR FINANCE
- DIR. PLNG. & BLDG.
- DIR. REC. & CULT. SERV.
- MEDICAL HEALTH OFFICER
- ENVIRONMENTAL HEALTH OFFICER

2.0 REVIEW OF HEALTHY COMMUNITY INITIATIVE'S ACTIVITIES DURING 1995

Following approval by Council of the Healthy Community Initiative's 1995 workplan in April 1995, the Initiative continued to focus its energies on attempting to address the problems confronted by Burnaby's "grass-roots" groups. Those problems, identified at the 1994 "Grass-Roots" Forum, included networking, finding resources, accessing City Hall, and finding and working with volunteers.

The highlights of the Initiative's 1995 "grass-roots" activities include:

Networking

- ▶ sponsorship of the 1995 "Grass-Roots" Forum which attracted over 40 people representing 19 Burnaby-based "grass-roots" groups. The main objectives of the Forum were to provide groups with an opportunity to network with each other, to share information, and to receive feedback on the Initiative's 1994 attempts to address issues identified at the 1994 "Grass-Roots" Forum. Primary issues identified by 1995 forum participants included access to resources such as computers and photocopiers, opportunities to network with each other, and communications and getting their message out.

Finding Resources

- ▶ preparation and distribution of a Funding Resource Guide for Grass-Roots Groups. The Resource Guide offers information on over 25 sources of funding for non-profit and informal community organizations. The Resource Guide has been distributed to Burnaby's "grass-roots" groups, and is available as a resource document at Burnaby's libraries and community centres. Copies are also available through City Hall.
- ▶ sponsorship of the "Grass-Roots" Support Fund. Through the Fund, eligible "grass-roots" groups were invited to apply for one-time funding to defray costs involved with addressing a problem affecting the health of their community. To date, eight "grass-roots" groups out of thirteen which have applied to the Fund have been awarded grants. Three or four additional applications will be considered in the near future. Should those final applicants be eligible and approved for grants, the \$7,000 Fund will be fully subscribed. There is no intent to carry the Fund beyond 1995.

Accessing City Hall

- ▶ research for and publication of Burnaby's Citizens' Guide to City Services. This Guide, available in January 1996, is a user-friendly tool for both the public and City staff to enhance their knowledge of the types of public services offered in each City department, and the most appropriate division or individual to contact for a particular service. The Guide is written in plain language, and uses text, diagrams and graphics as information vehicles. The Initiative has worked very closely with City staff in the research phase of the Guide.

Finding and Working With Volunteers

- ▶ sponsorship of three evening workshops on topics suggested at the "Grass-Roots" forums. These free workshops focused on presentations for the terrified, how to run a meeting, and information about the "Grass-Roots" Support Fund. The workshops were advertised in the community columns of the local newspapers, as well as by mailout to over 70 groups on the Initiative's "grass-roots" mailing list. The Initiative has made funds available to cover both transportation and child care to those wishing to attend the workshops. The workshops were held in wheelchair accessible venues frequented by the public eg. community centres, community schools. All workshops were well attended and well received.

In addition to the activities outlined above, the Initiative has continued its efforts to identify additional "grass-roots" groups and to promote the Healthy Community concept in the community. Regarding the latter, the Initiative contributes a regular article on its activities to Info Burnaby, the City's quarterly newsletter. The Initiative has also continued to liaise with the interdepartmental Healthy Community Team, where appropriate. In 1995, for example, members of the Initiative assisted the Team in reviewing applications for the Team-sponsored Healthy Community Recognition Program. In turn, the Team assisted the Initiative with research for the Citizens' Guide to City Services.

3.0 PROPOSED COMMUNITY PHASE WORKPLAN FOR 1996

The Healthy Community Initiative's Mission Statement describes its role as providing leadership in creating opportunities for Burnaby citizens to be involved in addressing specific community problems. In pursuing its mission, the Initiative wishes to continue to focus on two objectives which guided its work in 1994 and 1995:

1. to strengthen the ability of Burnaby's "grass-roots" groups to address problems in their communities;
2. to work with the Healthy Community Team to promote the Healthy Community concept.

The Initiative's proposed 1996 workplan, designed to accomplish the aforementioned objectives, is attached as Appendix 1.

Implementation of the Initiative's proposed workplan will have no implications for the City's tax draw as it is the Initiative's intention to apply for a 1996 grant from the Provincial Healthy Communities Initiative Fund to finance the activities. It is staff's understanding that the criteria for the Fund are more stringent for 1996 than in the past. If Burnaby's funding application is not successful, the activities outlined in the workplan, with one exception, will not be pursued. The exception is the publication of multilingual versions of the Citizens' Guide to City Services, for which the Healthy Community Initiative would seek funding from alternative provincial and federal sources. The Initiative would also continue with previously-approved activities associated with unexpended funds from the 1995 application.

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. During 1994 and 1995, the Initiative has engaged the services of an outside Resource Person to assist it in accomplishing its goals, and the intention is to continue this practice. Consequently, staff expect to be used only in an advisory capacity in 1996.

4.0 CONCLUSION

The community phase of "Burnaby...Well into the Future" gained considerable momentum in 1995 with the publication of the Funding Resource Guide for Grass-Roots Groups, and the preparation of the Citizens' Guide to City Services. Enthusiasm for these and future activities, among both Initiative members and "grass-roots" groups, is high. In order to capitalize on this and the Project's momentum in the community, the Community Issues & Social Planning Committee recommends that the Initiative be authorized to pursue the workplan outlined in Appendix 1 of this report, providing the Initiative's 1996 funding application to the Provincial Healthy Communities Initiative Fund is successful.

Staff will keep the Community Issues & Social Planning Committee verbally apprised of progress with the workplan. The Committee will report to Council in late 1996/early 1997 on the implementation of the workplan.

Respectfully submitted,

Councillor C. Redman
Chair

Councillor D. Johnston
Vice Chair

BURNABY HEALTHY COMMUNITY INITIATIVE

1996 WORKPLAN

1996 Objectives

1. To continue to strengthen the ability of Burnaby's "grass-roots" groups to address problems in their communities
2. To work with the Healthy Community Team to promote the Healthy Community concept

1996 Activities

1. Increase accessibility to the Initiative's newly published Citizens' Guide to City Services by:
 - ▶ developing and distributing multilingual version(s) of the Guide. Timeline: June 1996
 - ▶ developing and distributing a version of the Guide which renders the information accessible to persons who are sight-impaired. Timeline: September 1996
 - ▶ working with the City's Information Services Department and/or appropriate outside experts to make the information in the Guide accessible to the community by Internet. This work is an extension of 1995 work on the Citizens' Guide in which preparatory work has been done to translate the information into a computer-accessible format. Timeline: November 1996
2. Sponsor additional skill development workshops to assist Burnaby's "grass-roots" groups with problems identified at the 1994 "Grass-Roots" Forum and other gatherings. Some of the topics grass-roots groups have expressed an interest in include working with volunteers, communications and getting the message out, dealing with conflict within an organization, addressing multicultural issues, finding resources, making presentations, and running meetings. Timeline: September - November 1996. Workshops already scheduled for early 1996 as final activities in the Initiative's 1995 workplan will address ways of strengthening grass-roots groups, including working with volunteers, building a group's resource base, and getting a group's message out.
3. Sponsor third annual "Grass-Roots" Forum to:
 - ▶ facilitate networking and information-sharing among "grass-roots" groups;
 - ▶ solicit feedback on the usefulness of the Initiative's 1995 activities.

Timeline: April 1996.

4. Produce a quarterly "grass-roots" newsletter to assist groups to network and share information, to promote the Healthy Community concept, and to keep grass-roots groups up-to-date on the activities of the Healthy Community Initiative. The first two editions of the newsletter will be produced with existing funds from the 1995 budget.

Timeline: September - December 1996.

1996 Budget

1. Citizens' Guide to City Services	
▶ multilingual versions	\$3,500
▶ version for sight-impaired persons	1,800
▶ computerized version	1,500
2. Skill Development Workshops	400
3. Grass-Roots Forum	500
4. Grass-Roots Newsletter	300
5. Salaries/benefits for Resource Person	<u>5,000</u>
	\$13,000 *

* The City would apply for the entire \$15,000 grant, with the remaining \$2,000 to be earmarked for the Healthy Community Team's annual Healthy Community Recognition Event and staff training on the City's Healthy Community Policy.