



Item
Meeting2011 Aug 29

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2011 August 18

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 2160 10
Reference: Fraser Health

SUBJECT: PROPOSED HEALTHIER COMMUNITIES PARTNERSHIP WITH FRASER HEALTH

PURPOSE: To provide information about Fraser Health's Healthier Communities Partnership initiative, and to propose that the City's potential involvement be explored through the Phase 1 implementation and workplan development process of the Burnaby Social Sustainability Strategy.

RECOMMENDATIONS:

1. **THAT** the City's potential involvement in Fraser Health's Healthier Communities Partnership initiative be explored through the Phase 1 implementation and workplan development process of the Burnaby Social Sustainability Strategy.
2. **THAT** a copy of this report be forwarded to Ms. Cathie Heritage, Executive Director, and Ms. Ruth Hellerud-Brown, Community Health Specialist, of Fraser Health, both at 3935 Kincaid St., Burnaby, BC V5G 2X6.

REPORT

1.0 BACKGROUND

At its meeting of 2011 June 13, Council received a delegation from Fraser Health (FH) regarding its Healthier Communities Partnership initiative. The purpose of the delegation was twofold:

- to propose the development of a Healthier Communities Partnership between FH and the City; and
- to request that the City co-host a regional Healthy Living Tradeshow with FH.

The matter was referred to staff for review. This report provides information on the initiative and proposes a process through which the City's potential involvement in the initiative could be considered.

2.0 FRASER HEALTH'S HEALTHIER COMMUNITIES PARTNERSHIP

Fraser Health's Healthier Communities Partnerships initiative stems from the Provincial Ministry of Health's revised 2011/12 – 2013/14 Service Plan that, through its responsibility for all health-related matters in the Province, identifies the importance of supporting community groups, schools, businesses and local governments to strengthen the development of "healthy communities".

Since multi-sector collaboration on the creation of healthy communities was first identified as a Provincial priority in 2008, FH, along with other provincial health authorities, has been working to implement formalized partnerships with local governments and community groups within its service area¹. The goal of these partnerships is to strengthen the preventative health capacity of health authorities and to move the focus of health from treatment and remediation to promotion and prevention.

2.1 Definition of "Healthy Community"

There are many definitions of a "healthy community" and most recognize the need to go beyond the absence of disease and to embrace the social determinants of health. Those determinants can be viewed as the conditions in which people live – circumstances which are shaped by such factors as the distribution of wealth, resources and power, and which are themselves influenced by policy choices. The social determinants of health include, but are not limited to, such elements as early childhood development, employment conditions, social inclusion, the state of the surrounding physical environment and infrastructure, the formal healthcare system, and gender equality.

2.2 Role of Local Governments

Although health-related matters are not within their mandate, local governments contribute to the overall health of their residents by providing services that address the social determinants of health and encourage the creation of healthy communities. For example, inclusive recreation services (e.g. recreation credit programs for persons and families with low-incomes, accessible recreation programming for persons with disabilities) promote recreation opportunities and improved fitness levels among individuals who may not otherwise be able to participate.

As well, local governments, through their planning and building function, can foster the development of 'healthy built environments' which encourage active living choices and the development of community connections (e.g., walkable streets and bike paths for active transportation choices, equitable distribution of parks and green space, public squares where community members can gather). Local governments can also work to limit citizen exposure to

¹ Fraser Health serves the Fraser North, South and East regions, which encompasses the area between Burnaby and Boston Bar.

environmental hazards through such measures as anti-smoking and noise level bylaws, the monitoring of air and water quality, and implementation of traffic safety measures.

2.3 Healthier Communities Partnerships

The Healthier Communities Partnerships proposed by FH are intended to provide the parties involved with increased access to each other's area(s) of expertise, in order to support the mutual creation and/or strengthening of the elements of a healthy community.

The Partnership initiative is supported by Fraser Health's Municipal Government Advisory Council (MGAC), comprised of Mayors and/or their designates from each community in the health authority's service region. The purpose of the MGAC is to preserve and enhance relationships and communications between Fraser Health and local governments in its service area, including discussing and providing input on health-related policy issues of mutual interest. The City's current representative on this Committee is Councillor McDonell.

The primary objectives of the Healthier Communities Partnerships are:

- to gain a better understanding of the health needs and the assets of each community;
- to create a vision of a healthy community and identify areas of priority for each community; and
- to develop a plan with community-specific goals, objectives and strategies to improve the conditions that promote a healthy community.

The primary elements of interest to FH in relation to healthy community building are:

- healthy eating
- physical activity
- tobacco-use reduction
- healthy built environment
- access to the above elements by vulnerable citizens and neighbourhoods

The partnership structure suggested by FH is flexible, as it is intended to suit the needs and profile of each community. However, some common elements are desired, including:

- a leadership or steering group, composed of local government and FH representatives along with select community members;
- the completion of a 'snapshot' assessment of the community to provide a baseline for measuring the impact of future initiatives; and
- a commitment to undertake, as feasible, joint projects identified through the community assessment.

Within this structure, the completion of the ‘snapshot’ assessment is undertaken in partnership by representatives of the local government and FH, using a tool developed by FH for the local context and focussing on the primary elements of interest noted above.

2.4 Participating Communities

To date, six communities – the City Surrey, the City of Coquitlam, the City of Port Coquitlam, the City of Port Moody, and the City and District of Langley – have entered into working ‘Healthier Communities Partnerships’ with FH. These partnerships have taken a different form in each community. For example, in the Langleys, the City, the District, FH and other active community groups², formed a ‘Langley Healthier Community Partnership’ task group. This task group, co-chaired by the Mayors of the City and the District of Langley, is currently conducting research and developing projects in four selected areas: strengthening families, mental health and substance abuse, seniors, and healthy living³. The other communities in question are still near the beginning of the Partnership process and are identifying a process for action.

2.5 Proposed Healthy Living Tradeshow

In early 2011, Fraser Health’s Municipal Government Advisory Council (MGAC) conceived of the idea to host a Healthy Living Tradeshow. The intent of the proposed tradeshow is to provide an opportunity for each local government in FH’s service region to showcase its related initiatives and to learn from other’s work for future efforts. Based upon details provided by FH, this event is currently conceived of as an interactive, invitation-only event primarily for elected local government officials, senior FH staff, and lead individuals from key community partners (e.g., Boards of Trade, School Districts), to a maximum of approximately 500 people.

Initial discussion at the MGAC suggested that Burnaby, given its stature in the region, would be an advantageous setting for the proposed Healthy Living Tradeshow. FH has proposed that the event be co-hosted by FH and the City through a cost-sharing arrangement. Specifically, on the City’s part, this has been clarified by FH as the suggested, in-kind provision of a venue (including basic equipment such as tables and chairs, set-up and clean-up) and staff-time to assist the health authority in planning the event. Fraser Health would be responsible for all other associated expenses (e.g., catering, printing of materials, advertising).

The Advisory Council originally conceived that the Tradeshow would be held in autumn 2011. However, because of the timing of the delegation to Council as well as the detailed nature of the planning work to be completed, FH has subsequently indicated that a later timeframe would be of interest.

² For example, the membership includes the Greater Langley Chamber of Commerce and Langley Community Services Society.

³ For more information on the specific activities of this task group please visit:
www.langley.ca/PartnershipHome.aspx.

3.0 BURNABY CONTEXT

Burnaby is no stranger to the healthy community concept. In the early 1990s, Burnaby formally participated in the international healthy communities movement and adopted a Healthy Community Policy, *attached*, as Appendix 1.

As well, Burnaby has been active for many years, through adherence to Burnaby's Official Community Plan and its concept of sustainable complete communities, in developing neighbourhoods that provide local access to a range of services, employment opportunities, recreation and shopping within walking or transit distance. This pattern of development can result in greater community well-being through improved health and fitness levels for individuals, reduced greenhouse gas emissions, and a reduction in vehicle accidents. Burnaby's existing town centres are well-regarded in the Metro Vancouver region for their modeling of the "complete community" concept, and emerging Burnaby communities such as UniverCity⁴ have won awards for their sustainability focus.

In addition, the City is committed to encouraging healthy living for all members of the community. For example, the City Recreation Credit Program provides eligible low-income families and individuals with credits that can be used towards recreation program and admission costs. A range of other free and low cost recreation activities and special events, such as 'Move for Health'⁵ day, also encourage active living for all.

The City's focus on healthy communities and complete communities has been reinforced and intensified by Council's recent adoption of the *Burnaby Social Sustainability Strategy, June 2011*. The main elements of the Strategy – including its vision, its three goals – inclusion, liveability and resilience, and its seven strategic priorities – Meeting Basic Needs, Celebrating Diversity and Culture, Getting Involved, Learning for Life, Enhancing Neighbourhoods, Getting Around and Protecting our Community – reference the elements of a healthy community. There are also a number of actions suggested in the Strategy which will assist the City to further strengthen its commitment to these priorities. Indeed, two actions (#s 23 and 24) make particular reference to the City's possible interest in partnering with FH and others to further encourage and implement 'healthy community' principles, as appropriate, in both City and community plans, policies and programs. Numerous other suggested actions in the Strategy reference Fraser Health as a possible partner.

Given the existing emphasis on healthy communities in Burnaby, staff are of the opinion that the possible development of a Healthier Communities Partnership should be explored through the upcoming Phase 1 implementation and workplan development process of the Burnaby Social

⁴ The City of Burnaby, in partnership with the Simon Fraser University Community Trust, was awarded the '2011 Integrated Neighbourhood Development Award' for UniverCity from the Federation of Canadian Municipalities at its recent annual conference in Halifax. As well, UniverCity has recently been awarded the Planning Excellence Award for Neighbourhood Planning from the Canadian Institute of Planners.

⁵ Move for Health Day is an international event initiated in 2002 by the World Health Organization. Held annually in May, the event seeks to promote physical activity and healthy living. This year, Burnaby provided nineteen different types of free recreational activities throughout the city for community members to participate in.

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Sustainability Strategy. Through this process, due consideration can be given to the appropriate roles, responsibilities and mandates of the parties involved to ensure that the criteria used to develop any possible partnership align with existing City plans and priorities. It is anticipated that the Social Sustainability Strategy Phase 1 implementation and workplan will be forwarded to Council for approval by early 2012⁶.

Regarding the proposed Healthy Living Tradeshow, staff are of the opinion that, in light of the proposed consideration process outlined above regarding development of a Healthier Communities Partnership, further discussion regarding the feasibility of hosting the tradeshow should be postponed until an appropriate future time.

4.0 CONCLUSION

Fraser Health has invited the City to enter into a partnership to further promote and develop the healthy community concept in Burnaby. The partnership would entail the development of a steering group, composed of local government and FH representatives along with select community members, the completion of a snapshot assessment of the community, and a commitment to undertake, as feasible, joint projects identified through the snapshot community assessment to enhance the health, well-being and quality of life of Burnaby residents.

Given the existing emphasis on healthy communities already existent in Burnaby, this report recommends that the City's potential involvement in Fraser Health's Healthier Communities Partnership initiative be explored through the Phase 1 implementation and workplan development process of the Burnaby Social Sustainability Strategy. In addition it is recommended that copies of this report be forwarded to the indicated representatives of Fraser Health.



B. Luksun, Director
PLANNING AND BUILDING

RM/JS/MM:sa

Attachment

cc: Deputy City Managers
Director Engineering
Director Finance
Director Parks, Recreation and Cultural Services

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⁶ Additional details regarding the Burnaby Social Sustainability Strategy implementation process can be found in Section VII (pgs. 90-92) of the document.



HEALTHY COMMUNITY POLICY

1. Burnaby recognizes that the quality of City bylaws, policies, programs and services can be improved by adhering to Healthy Community principles.
2. Burnaby ensures that City bylaws, policies, programs and services appropriately consider gender equity concerns and the needs of the following subsections of the general population:
 - children
 - youth
 - the elderly
 - persons with mental and physical disabilities
 - persons of diverse ethnic or cultural backgrounds
 - persons who are functionally illiterate
 - persons of low socio-economic status
 - other relevant groups
3. Burnaby provides opportunities for a wide cross-section of the community to be involved in the development of City bylaws, policies, programs and services, as appropriate and feasible.
4. Burnaby promotes collaboration among relevant City departments, senior government levels and other parties to ensure that an appropriate balance among competing interests is maintained when developing recommendations for Council, committees and commissions.

Policy adopted by City Council 1991 November 12