HEALTHY COMMUNITY
SYSTEM

- Social
- Human Health
- Economic
- Environmental
8 STEPS TO SUCCESSFUL CHANGE

1. Urgency
2. Coalition
3. Vision for change
4. Communicate the vision
5. Remove obstacles
6. Short-term wins
7. Build on change
8. Anchor changes in Corporate Culture

(John P. Kotter)
1. URGENCY

- Economic diversification
- Environmental renewal
- Health status – Northern community
Where we were - 1979
Where we are - 2001
2. COALITIONS

Healthy Community Cabinet Membership

1. Greater Sudbury Development Corporation
   • Sudbury & District Labour Council
   • Sudbury & District Health Unit
   • Centre de santé communautaire du Grand Sudbury
   • Childcare Resources
   • EarthCare Sudbury
   • Greater Sudbury Police Services
   • Chief’s Youth Advisory Council
   • City of Greater Sudbury
   • Art Gallery of Sudbury
   • Community Representative
   • Nickel District Conservation Authority
   • Northern ON Assessment & Resource Centre
   • United Way / Centraide
   • Rainbow District School Board
   • Skhagamig kwe Health Centre
   • Science North
   • Sudbury Catholic District School Board
   • Sudbury Community Foundation
   • Greater Sudbury Development Corporation
   • Young Professionals Association
   • YMCA Sudbury
   • Vale Inco

2. EarthCare Sudbury
3. Social Planning Council
4. Healthy People Healthy Places
5. Healthy Community Expert Panel
6. Healthy Community Cabinet
7. Healthy Community Cabinet
HEALTHY COMMUNITY MODEL

GREATER SUDBURY COMMUNITY

CORPORATION

MAYOR AND COUNCIL

GOVERNMENT

HEALTHY COMMUNITY CABINET

COMMUNICATIONS/PUBLIC AWARENESS

BROAD IMPLEMENTATION TEAM

RESEARCH/ EVALUATION

COMMUNITY

RCE WORKING GROUPS

ENVIRONMENTAL SUSTAINABILITY

CIVIC ENGAGEMENT/SOCIAL CAPITAL

ECONOMIC VITALITY

HUMAN HEALTH & WELL-BEING
3. VISION FOR CHANGE

Healthy Community Charter

We, the members of the Healthy Community Charter, believe in creating a healthy community where everyone has access to the resources they need to lead healthy and fulfilling lives. We believe in the value of collaboration, partnership, and community involvement in achieving this vision.

The Healthy Community Charter is based on the following principles:

- Healthy living: Promoting healthy lifestyles and well-being
- Environmental sustainability: Protecting our natural resources and habitats
- Social equity: Ensuring fair and just opportunities for all
- Economic development: Creating jobs and sustainable communities
- Cultural diversity: Celebrating and valuing cultural differences
- Community engagement: Fostering active and engaged communities

By working together, we can create a healthier, more vibrant community for all.
4. COMMUNICATE THE VISION

- Endorsement of the Healthy Community Charter
- Systems approach to human and community health (economic, environmental, social)
5. REMOVE OBSTACLES

<table>
<thead>
<tr>
<th>Obstacles</th>
<th>By:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competing demands and opposition</td>
<td>Inclusivity; 11 priorities</td>
</tr>
<tr>
<td>Sustainability</td>
<td>Realignment of financial and human resources</td>
</tr>
<tr>
<td>Lack of momentum</td>
<td>Educating the community (mentoring, modelling, education, advocacy)</td>
</tr>
<tr>
<td>Nebulous concept</td>
<td>Measuring performance</td>
</tr>
</tbody>
</table>
STRATEGIC PRIORITIES

CIVIC ENGAGEMENT/SOCIAL CAPITAL
- Social Planning Council

ECONOMIC VITALITY
- GSOC

ENVIRONMENTAL SUSTAINABILITY
- EarthCare Sudbury

HUMAN HEALTH & WELL-BEING
- SDHU
# HEALTHY COMMUNITY PRIORITIES

<table>
<thead>
<tr>
<th>Human Health &amp; Well-being</th>
<th>Environmental Sustainability</th>
<th>Economic Vitality</th>
<th>Civic Engagement / Social Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Status</td>
<td>Impaired ecosystem</td>
<td>Out-migration</td>
<td>Homelessness</td>
</tr>
<tr>
<td>Health &amp; Safety</td>
<td>Lake water quality</td>
<td>Unemployment</td>
<td>Family poverty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Arts &amp; Culture / facilities &amp; promotions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Infrastructure deficit</td>
</tr>
</tbody>
</table>
RESULTS FOCUS

Key Performance Indicators:

– Number of students who complete secondary and post secondary education
– Wait list for affordable housing
– # of individuals at risk of homelessness
– Walking: participation in physical activity
– Health behaviours: overweight & obesity
6. SHORT TERM WINS

Healthy Community Recognition
HEALTHY COMMUNITY RECOGNITION AWARD RECIPIENTS

- Laurentian School of Architecture
- Sudbury Children’s Water Festival
- Greater Sudbury Diversity Advisory Panel
- The Good Food Box Program
- Employment Support Services Snowflake Project
- Walk & Bike for Life
- St. Benedict’s Catholic School – Green Esteem Team
- Eat Local Sudbury
- Coalition for a Liveable Sudbury
- Nickel District Conservation Authority (N.D.C.A.)
- N.D.C.A. Climate Change Consortium
- Sustainable Mobility Plan
- The Vale Living with Lakes Centre at Laurentian University
- Best Start Hubs
- St. Anne Community Garden
- Volunteer Sudbury
- Feel Free to Feel Fit Program (City of Greater Sudbury)
- Junction Creek Waterway Park – Connecting the Creek
- Pond Hockey Festival on the Rock
- Kids Helping Kids Food Drive
- N.D.C.A. – Drinking Water Source Protection Program
- Killarney-Shebanoning Outdoor Environmental Education Centre
- Rockhaven
- Ridgecrest Accessible Playground Neighbourhood Park
- Delki Dozzi Community Garden
- The Skate Exchange Program
- C.G.S. Accessibility Advisory Panel
- Dearness Environmental Society
- Tim Horton’s Free Swim and Public Skating Program
7. BUILD ON CHANGE

• Social Marketing
  – A broad based awareness strategy to improve community challenges

• Empowering Social Equity
  – “Let’s Have a Conversation About Health” video
    – [Link](http://www.sdhu.com/content/healthy_living/doc.asp?folder=3225&parent=3225&lang=0&doc=11749#video)

• Community Action Networks (CANs)
  – People centred approach and public participation
BOARDWALK ON RAMSEY LAKE
I’m part of a healthy community.

I ENJOY WALKING.
I love to read.

I’m part of a healthy community.
LAURENTIAN UNIVERSITY
GRADUATION CEREMONY
I'm part of a healthy community.
I'M PURSUING HIGHER EDUCATION.

Je fais partie d’une communauté en santé.
J’ÉTUDIE AU NIVEAU POSTSECONDAIRE.
I'm part of a healthy community.

I'M RICH WITH ARTS AND CULTURE.

Je fais partie d’une communauté en santé.

LES ARTS ET LA CULTURE M’ENRICHISSENT.
8. ANCHOR CHANGE

- Corporate culture
- Community Call to Action
- Top 3 Priority of City Council for 3 terms
- Terms of engagement for CAN’s
- Health Equity office at Board of Health
STRATEGIC DIRECTION

- Corporate Strategic Plan
- Community Development Strategic Plans
- Healthy Community Policy Statement
- Human Services Integration
- Universal Programs
  - Mapping
  - Feel Free to Feel Fit Swimming
THANK YOU.