



# Healthy City Strategy Engagement Activities

## Update to Council

Wednesday, May 14th 2014



# Vancouver Data and the Need for a Healthy City Strategy

## STRENGTHS:

- Spectacular natural setting
- Temperate climate
- Creative economy
- Diverse population
- Culture of innovation
- Generally good health

## CHALLENGES:

- Growing and aging population - number of seniors expected to double by 2036 BC Statistics, 2012
- Second highest low income rate compared to other large Canadian cities (21%) Statistics Canada, 2010
- 35% of kindergarten children are vulnerable in Vancouver UBC Human Early Learning Partnership Early Development Instrument, 2011-13
- Growing gap between rich and poor Conference Board of Canada, 2011
- Health inequities - *avoidable* inequalities in health between groups of people Health Officers Council of BC, 2008

# A Healthy City for All: what's it all about?

- Watch the [Healthy City for All Video](#)





# Developing a Healthy City Strategy 2012 to 2013

2012



2013

- ✓ Best practices review
- ✓ Framework: 20 Building Blocks of a Healthy City For All
- ✓ Healthy People, Healthy City Summit, 2012
- ✓ City-VCH Memorandum of Understanding
- ✓ Consultation on draft goals/targets



# Developing a Healthy City Strategy 2014

January



- ✓ Leadership Table Established
- ✓ “Talk Healthy City for All” engagement process (May/June)
- ✓ Healthy City Strategy Goals, Targets & Priority Actions (September)

December ✓ First Three Year Action Plan



# Healthy City Strategy Engagement Objectives

- 1. Build Awareness:** Build understanding of and support for Healthy City Strategy
- 2. Engage:** Gather innovative ideas to achieve goals and targets
- 3. Encourage Action:** Encourage Vancouver residents and organizations to take action



# Healthy City Strategy Engagement Inputs

Talk Healthy City For All  
Public Engagement  
>1,000 persons engaged May 2014

VCH engagement

Mayor's Task Force on Mental  
Health and Addictions

Community Plans

Other Partner Opportunities

IDEAS

Healthy City  
Strategy  
(2014-2025)

Three-year  
Action Plan  
(2014-2016)

# Building on Best Practice: Mayor's Engaged City Task Force

## Examples:

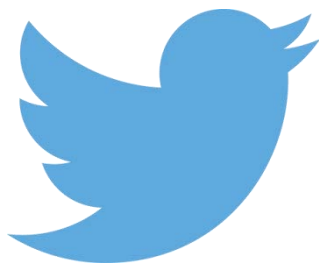
- Invest in public engagement resources
- Support face-to-face engagement
- Develop specific strategies for engaging under-represented groups





# Opportunities for Residents to Engage

## 1. Social media: May/June



### Twitter chats

- 1 hour sessions every Thursday at noon, April 24<sup>th</sup> to May 15<sup>th</sup>



### Instagram content

- Instagrammer @donovanpee posting to Instagram, a photo-sharing social network.

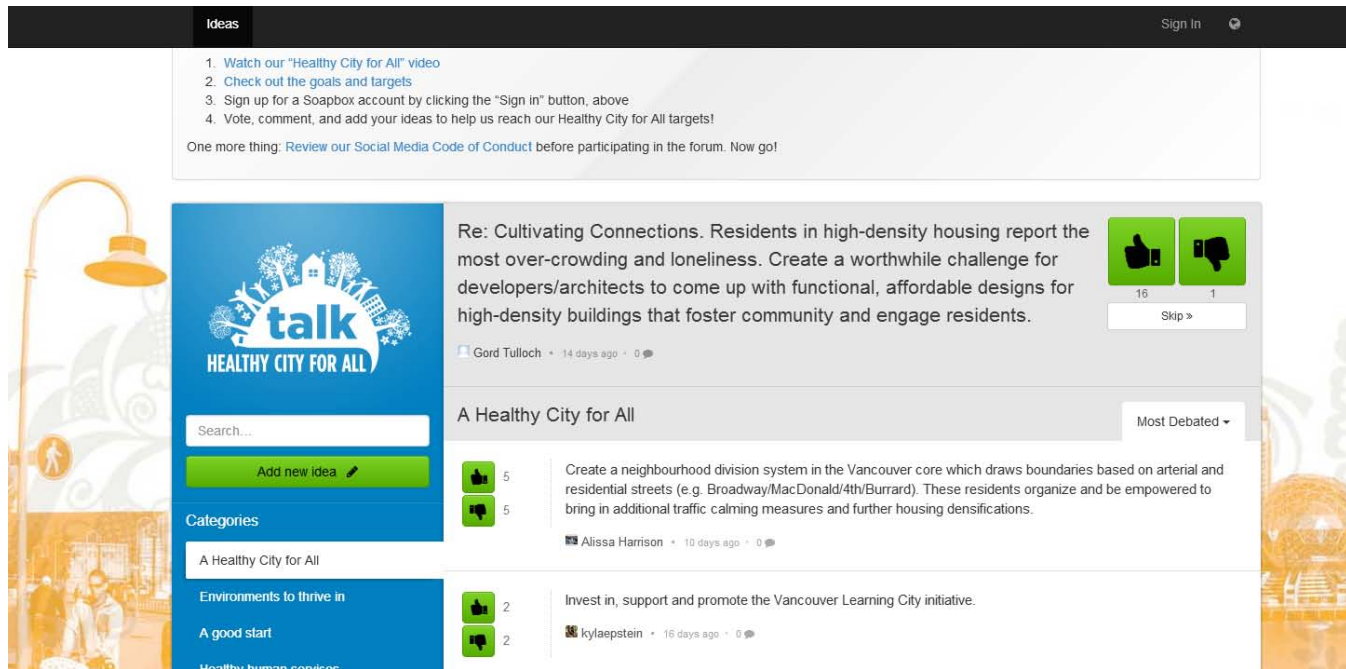
*#HealthyCity4All*  
*#HealthyCity4All*  
*#HealthyCity4All*  
*#HealthyCity4All*

### Twitter and Facebook storms

- In Collaboration with Leadership Table

# Opportunities for Residents to Engage

## 2. On line ideas platform - May/June



The screenshot shows the Soapbox online ideas platform interface. At the top, there is a navigation bar with 'Ideas' and 'Sign In' options. Below this, a list of instructions guides users through the process: watching a video, checking goals, signing up, and voting. A sidebar on the left features the 'talk' logo, a search bar, an 'Add new idea' button, and a 'Categories' section with options like 'A Healthy City for All', 'Environments to thrive in', 'A good start', and 'Healthy human services'. The main content area displays a list of ideas, including 'Re: Cultivating Connections' by Gord Tulloch and 'Create a neighbourhood division system' by Alissa Harrison, each with a thumbs-up/down voting mechanism and a 'Skip' button.

- Crowd source engagement tool: “Soapbox”
- Residents encouraged to add ideas, vote on ideas, comment and share

# Opportunities for Residents to Engage

## 3. Ideas Labs & Do it Yourself Kits

- **4 Ideas Labs (May 6 - 15)**

- In person ideas brainstorm
- Trout Lake Community Centre, Vancouver Public Library, City Advisory Committees, Ryerson Church



- **Do-It-Yourself (DIY) Kit**

- Encourage residents to host their own Ideas Lab
- Outreach to Community Centres & Neighbourhood Houses



# Opportunities for Residents to Engage

## 4. Outreach Team

- Staff conducting mini labs with DIY kit with targeted groups
- Some language translation  
e.g. Spanish, Mandarin, Cantonese



# Opportunities for Residents to Engage

## 5. Partner Events

- **Stone Soup Festival**  
Britannia Community Centre  
1,000 attendees  
May 10th
- **Community Centre Open Houses**  
Killarney, Sunset, West End, Hillcrest  
May 22<sup>nd</sup>
- **Healthy People, Healthy Places**  
with Dr. Karen Lee, New York City  
Event co-hosted with VCH  
June 6<sup>th</sup>, Morris J. Wosk Centre



# What Happens with the Ideas?

- Inform the key priority areas of the Healthy City Strategy
- Inform the first 3 year action plan
- Post on online forum and win a prize
  - Round 1: take best ideas to SIX Ideas Fest; scholarships to FUEL & THINK Creative Leadership workshop
  - Round 2: fitness passes (Parks, YMCA, YWCA), hotel stay (YWCA) theatre tickets (WICKED)

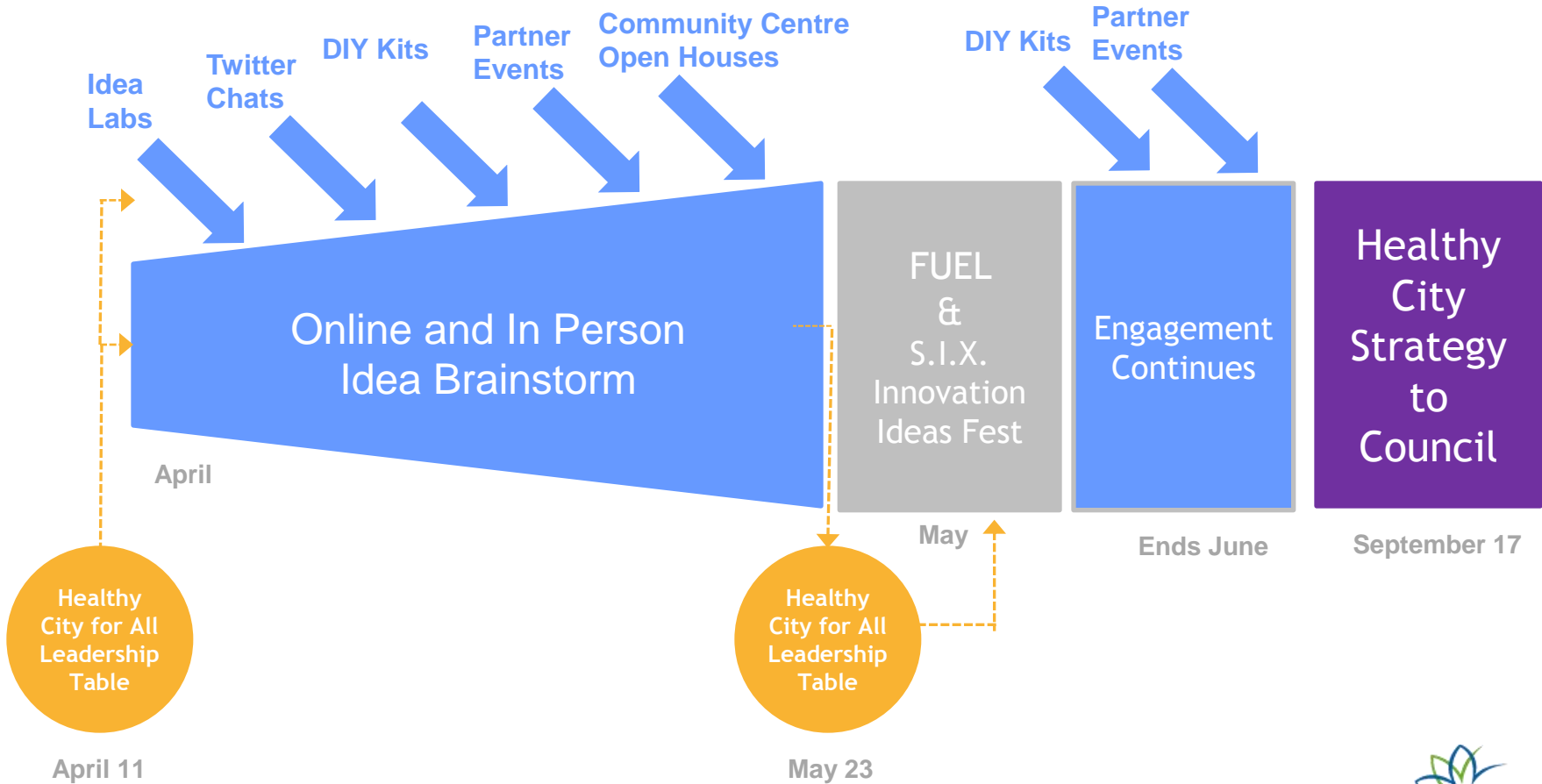


May 27-30



May 29-30

# Summary of Engagement Activities



## Healthy People

Taking care of the basics

- Address/prevent income inequality
- Expand sharing projects (e.g. Tool Library)
- Neighbourhood based arts & culture

## Healthy Communities

Cultivating connections

- Enabling neighbourhoods to create opportunities to engage in social activities (e.g. animation through arts, food, markets, learning opportunities & other programming)

## Healthy Environments

Ensuring livability now and into the future

- Build on a culture of innovation
- Promote walkability, access to nature
- Enable connections in private and public environments







# Healthy City Strategy (2014-2025) Benefits and Outcomes

## For Vancouver residents:

- Healthier children and families
- Increased health and well-being for vulnerable populations
- An engaged and connected city
- Livable environments now and into the future

## For the City:

- Be a global leader in planning for well-being
- Identify City priorities between now and 2025
- Clarify the City's role and align tools
- Enhance partnerships and innovative approaches
- Support evidence-based decision-making



Thank you for Joining the Conversation

[vancouver.ca/HealthyCity4All](http://vancouver.ca/HealthyCity4All)  
[#HealthyCity4All](https://twitter.com/HealthyCity4All)