

Measuring Community Vitality: An Essential Domain in the *Canadian Index of Wellbeing*



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Director, *Canadian Index of Wellbeing*



RURAL ONTARIO
INSTITUTE

Headwaters Communities in Action
June 1, 2016

CIW Mission

The CIW's mission is to:

- ✓ **Conduct rigorous research** related to, and regularly and publicly report on, the quality of life of Canadians;
- ✓ **Encourage** policy shapers and government leaders to make **decisions based on solid evidence**; and
- ✓ **Empower Canadians to advocate for change** that responds to their needs and values.

**Rooted in
Canadian Values**



Social justice

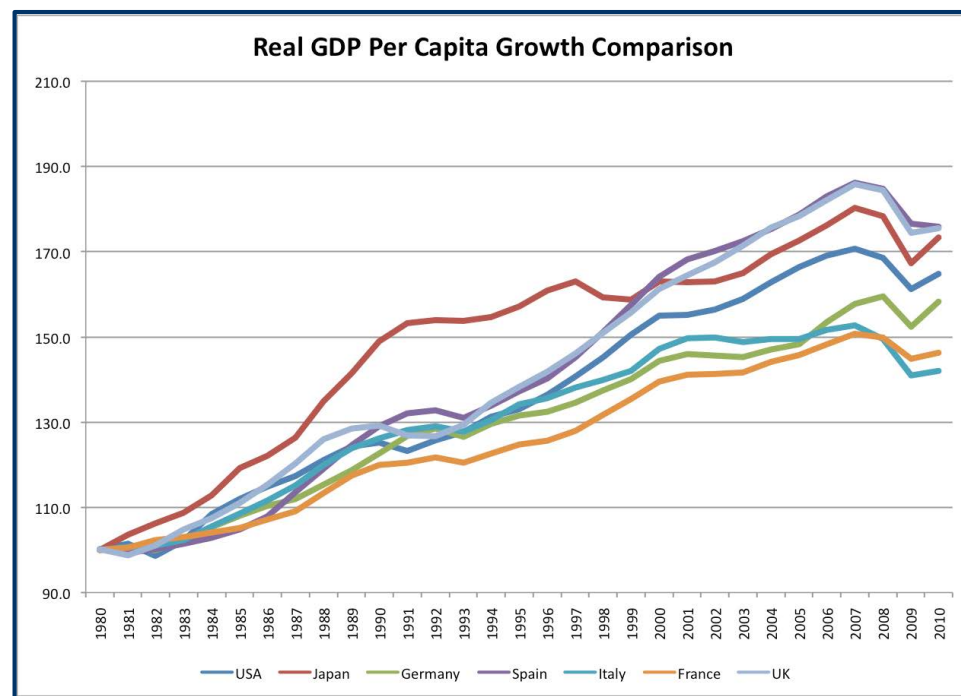
Measuring wellbeing...

Gross Domestic Product (GDP)

“aggregate production of an economy – meaning the value of all final goods and services – produced in a country in a given period of time”

(Statistics Canada, 2008)

But GDP is flawed ...



Wellbeing as a basic human right



“People are much more than the goods and services they produce! Their health and quality of life come from the conditions of their daily living – the circumstances in which they are born, grow, live, work, and age.”

The Honourable Monique Bégin

Former CIW Advisory Board Co-Chair

Former Canadian Commissioner

WHO Commission on Social Determinants of Health



What is **WELLBEING**?

The presence of the **highest** possible **quality of life** in its full breadth of expression, focused on but not necessarily exclusive to:

- ✓ good **living standards**
- ✓ robust **health**
- ✓ a sustainable **environment**
- ✓ high levels of **democratic participation**
- ✓ access to and participation in **leisure and culture**
- ✓ **vital communities**
- ✓ an **educated populace**
- ✓ balanced **time use**

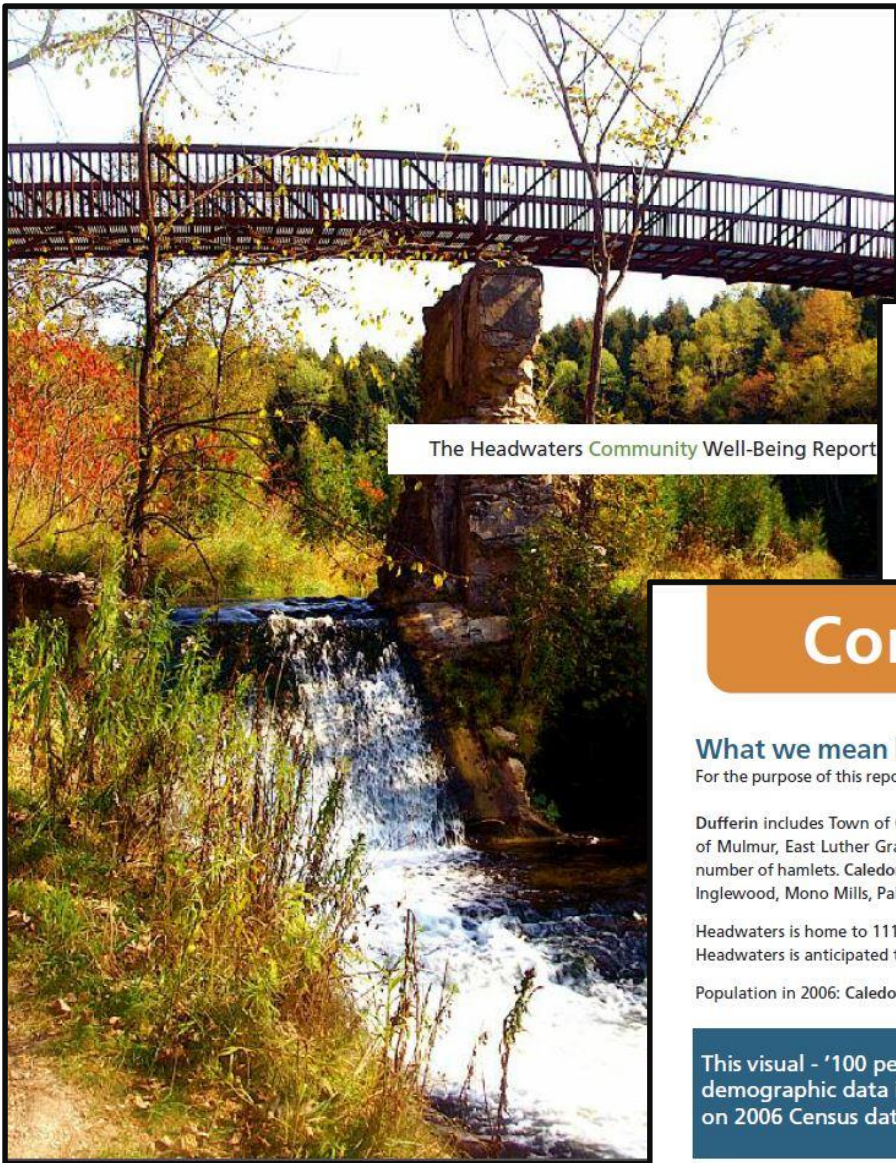


Vision –

To engage the diverse citizens of the Headwaters region to work collaboratively in creating vibrant, resilient and sustainable communities which strengthen prosperity, health and well-being for all

- **Facilitating consensus** in Headwaters' communities around a shared vision for our well-being
- **Monitoring the status** of our region in each of the five pillars of a healthy community: **Healthy People; Dynamic Economy; Sustainable Environment; Vibrant Culture**; and **Engaged Citizens**
- **Engaging citizens** across sectors and municipalities to identify opportunities for collaborative action on issues or interests related to the well-being of the Headwaters region
- **Championing work** already underway in our region to strengthen community well-being and facilitating connection between related organizations and events
- **Mobilizing citizens** to take action on projects that improve community well-being and strengthening their capacity to successfully implement these project by:
 - **organizing and promoting opportunities** for community education on topics that affect community well-being





The Headwaters Community Well-Being Report

Community Involvement

How involved are we? We are involved, but need new approaches for continued involvement. Every day across Headwaters, people contribute their time, knowledge and money to help others. Citizens identified volunteerism as the number one factor for community well-being in HCIA's 2008 survey. Yet non-profit and charitable organizations have expressed growing concern about decreased volunteer participation and community donations.

Arts, Culture & Heritage

How important is our local culture? Very important and thriving. The Headwaters region boasts a diverse and very active arts and culture sector, and a vigorous approach to heritage preservation. Both contribute directly to community vitality and the feeling of "belonging" that citizens' say is a primary reason they love living here.

Arts Headwaters is home to a great variety of artists working in all manner of media, writers, dancers, actors, and musicians. A list of many of the local visual artists, studios and galleries can be found in the Arts and Culture Association website.

Community Profile

What we mean by Headwaters. Throughout this report reference is made to Headwaters. For the purpose of this report Headwaters encompasses the towns and villages in Dufferin County and Caledon.

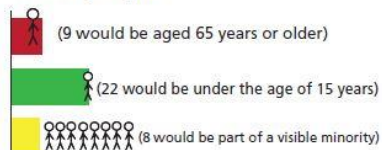
Dufferin includes Town of Orangeville, Town of Mono, Town of Shelburne, Township of Amaranth, Township of Mulmur, East Luther Grand Valley Township, Township of Melancthon, Township of East Garafraxa, and a number of hamlets. Caledon includes Bolton, Caledon East, Mayfield West, Caledon Village, Alton, Cheltenham, Inglewood, Mono Mills, Palgrave and a number of hamlets.

Headwaters is home to 111,486 people and is growing exponentially. By the year 2031, population growth in Headwaters is anticipated to nearly double to 108,000 in Caledon and 80,000 in Dufferin.

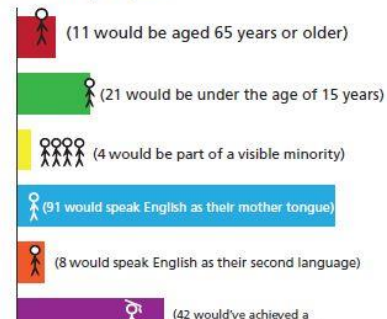
Population in 2006: Caledon - 57,050 • Dufferin County - 54,436

This visual - '100 people village' - demographic data is based on 2006 Census data:

If Caledon was a village of 100 people:



If Dufferin was a village of 100 people:



season celebration
In 2011, the festival
juried work of 45
opportunities for



festival attracted over 32,500 people --
tributed \$1.3 million to the economy.

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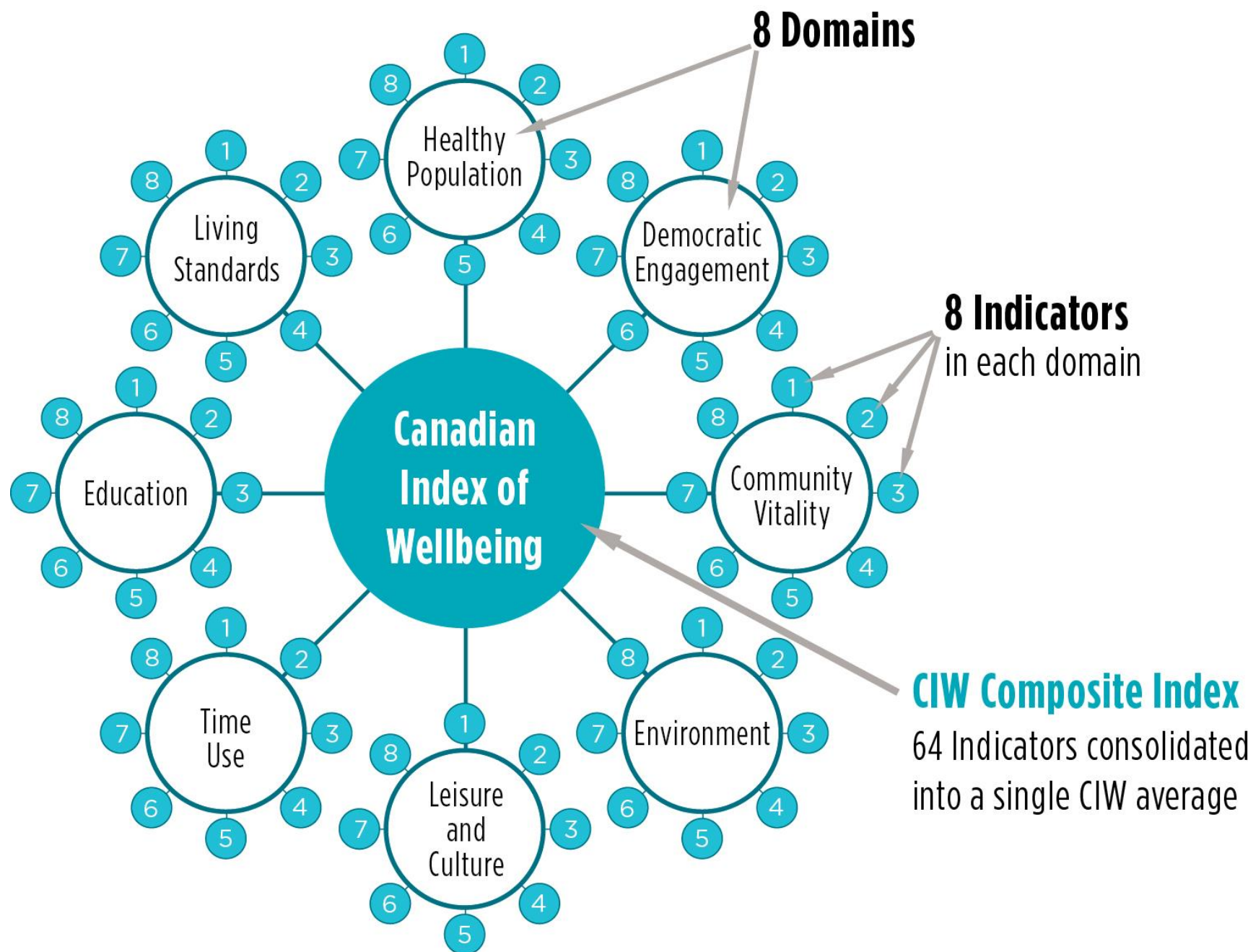
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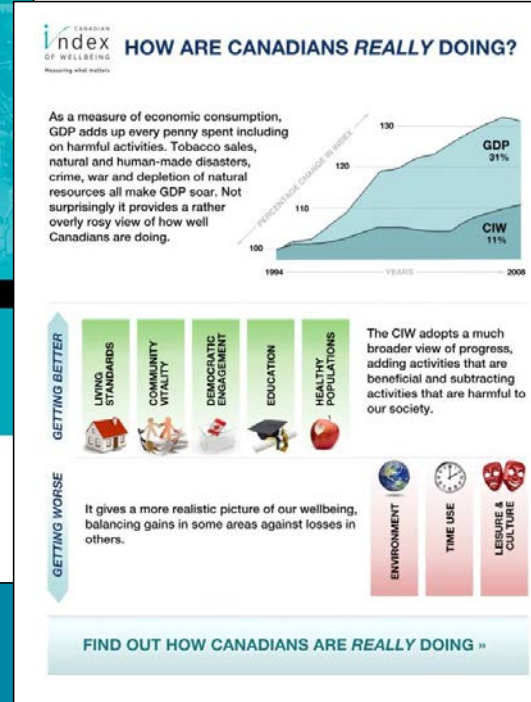
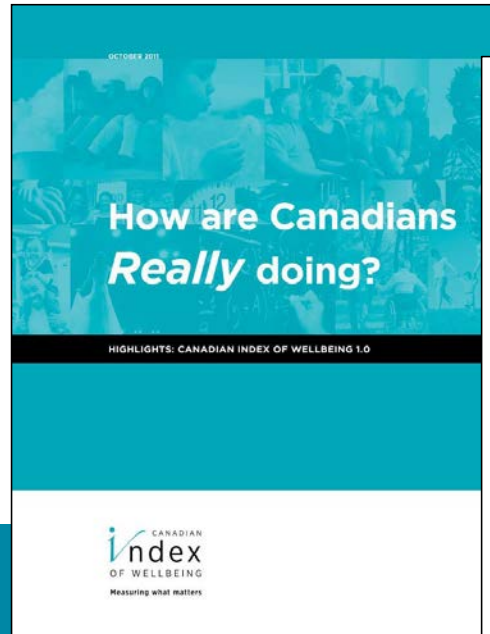
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Indicators of *Community Vitality*

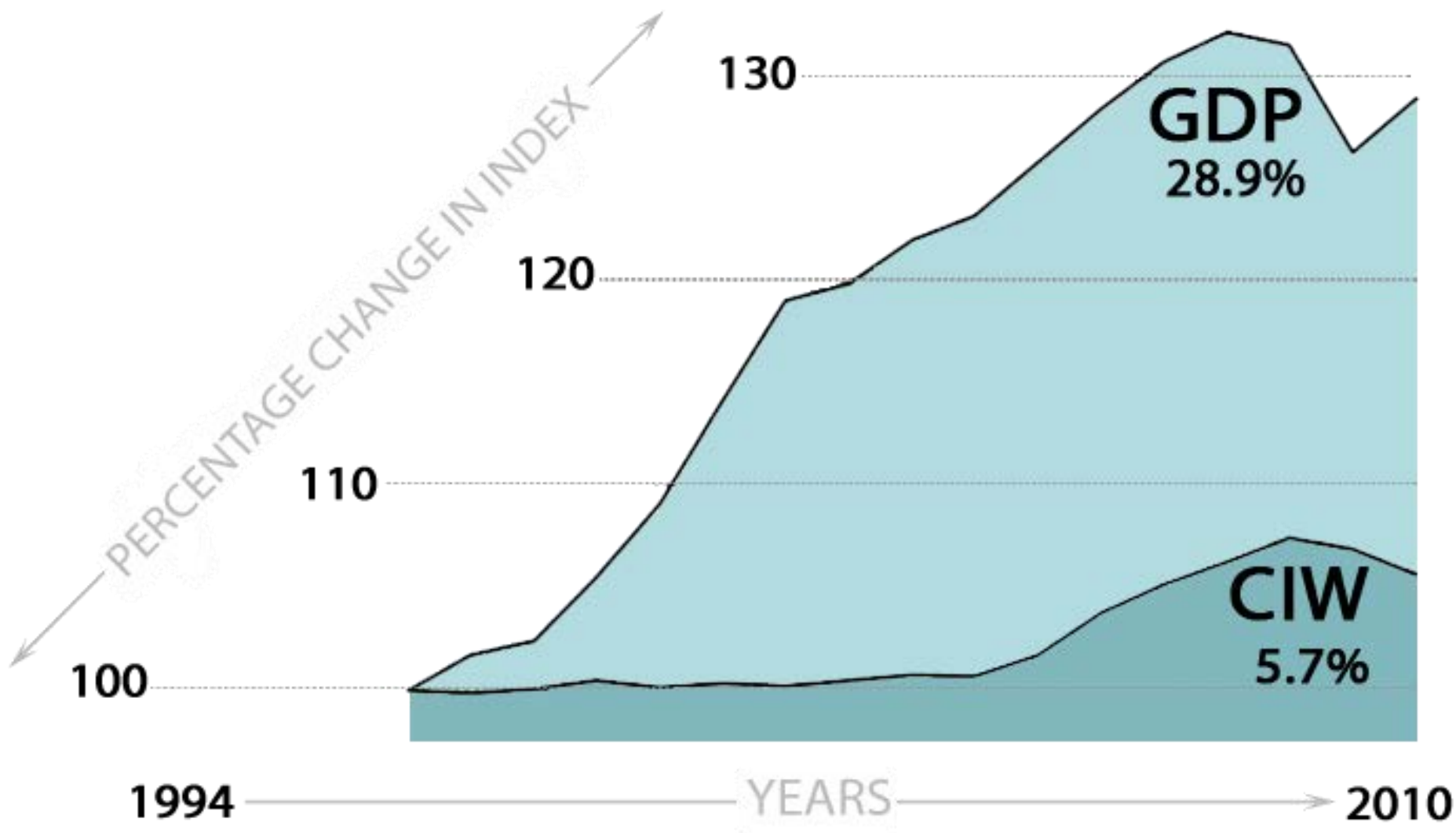
- ✓ Participation in organized activities
- ✓ Five or more close friends
- ✓ Crime Severity Index
- ✓ Feel safe walking alone after dark
- ✓ Experience of discrimination based on ethno-cultural characteristics
- ✓ Most or many people can be trusted
- ✓ Provide unpaid help to others who are on their own
- ✓ Somewhat or very strong sense of belonging to community



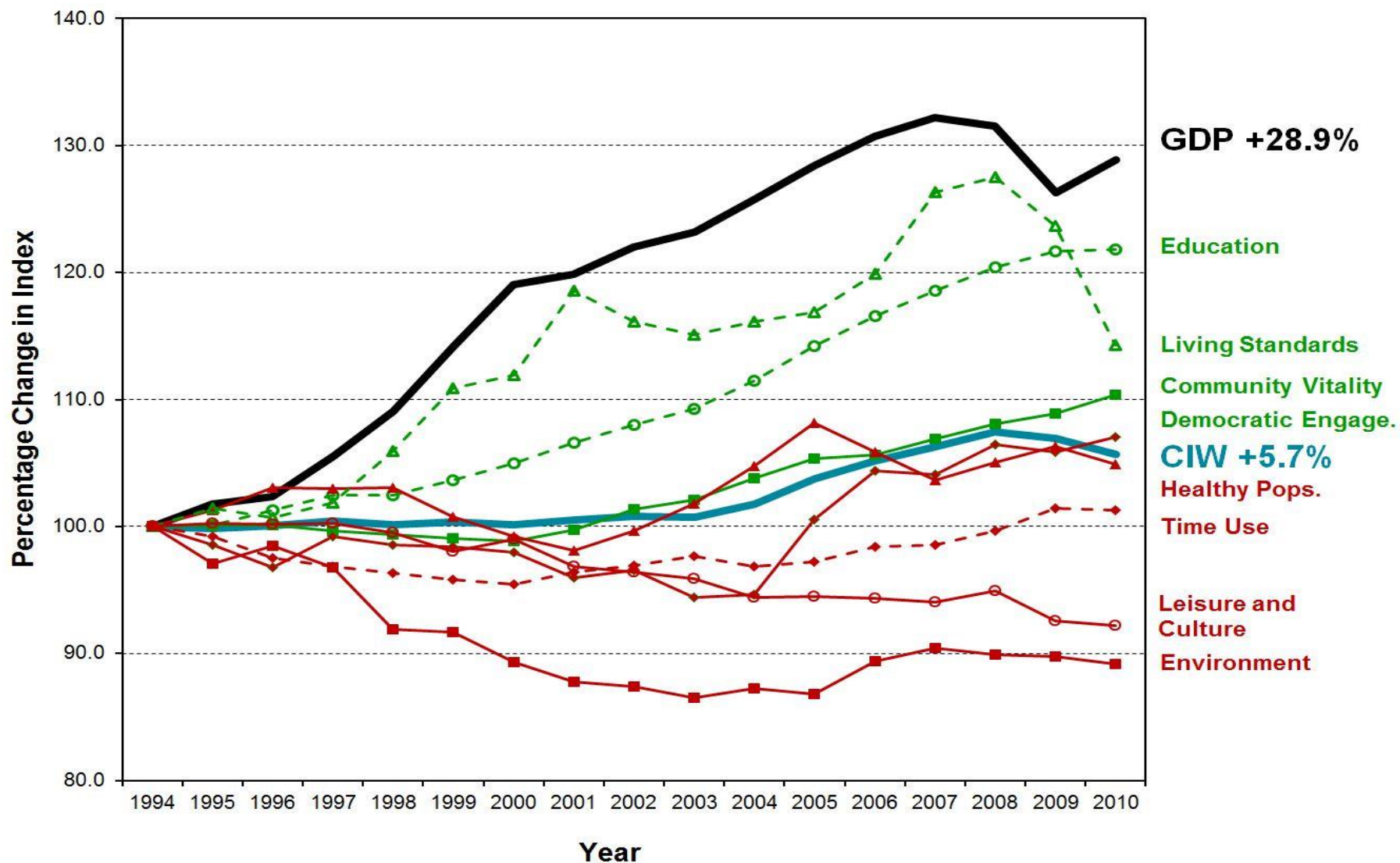
CIW Indicators Approach

Tracking Indicators of Wellbeing in all Domains

CIW Composite Index



Trends in domains of wellbeing...



How are Ontarians **Really** Doing?

A PROVINCIAL REPORT ON ONTARIO WELLBEING | APRIL 2014



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



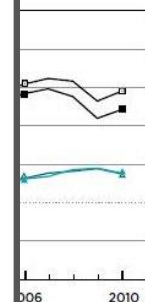
UNIVERSITY OF WATERLOO
FACULTY OF APPLIED HEALTH SCIENCES

Ontarians g?

Ontario's overall wellbeing
GDP. Since 1994, wellbeing
compared to an increase in

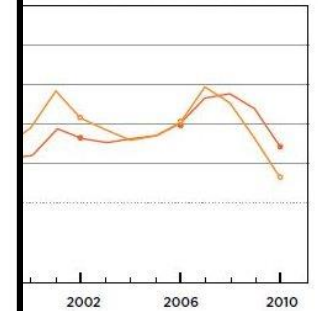
Ontario's overall wellbeing
GDP. Since 1994, wellbeing
compared to an increase in

compared to GDP (per capita) for Canada and



- ▣ Canada GDP | +28.9
- ▣ Ontario GDP | +24.1
- ▲ Canada CIW | +7.5
- ▲ Ontario CIW | +7.3

Standards for Ontario and Canada (1994 to 2010)



- Canada LS | +14.3
- Ontario LS | +6.4

been similar, in every respect other
indicators for living standards in Ontario
the rest of the country, and in some cases,

urity in Ontario has been almost
as a whole (down by 27.1% and

age of people living in poverty in Ontario
se in Canada as a whole (down by 33.0%

employment of 34.5% in Ontario have not
ment seen nationally.

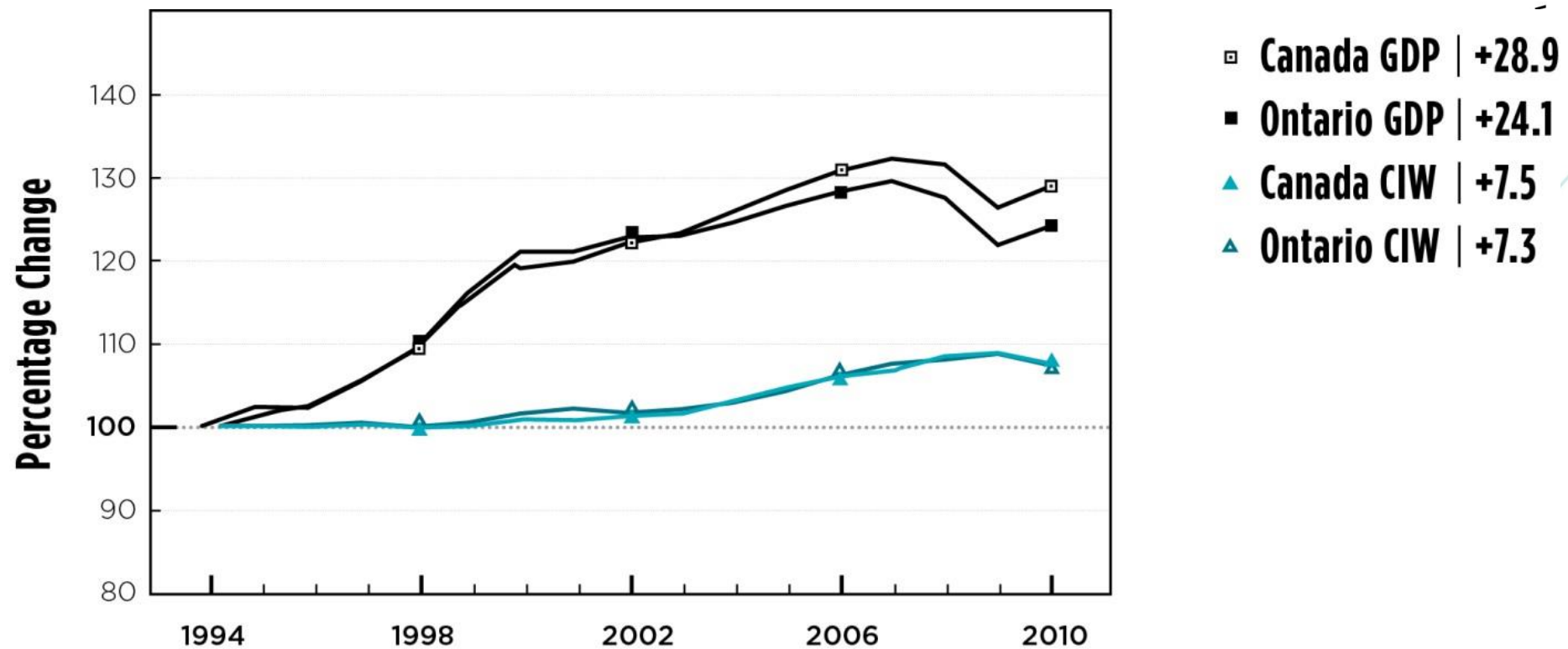
centage of people employed in Ontario is
% in Canada as a whole.

ross the country, but the 3.6% decline in
in the 2.8% decline overall in Canada.

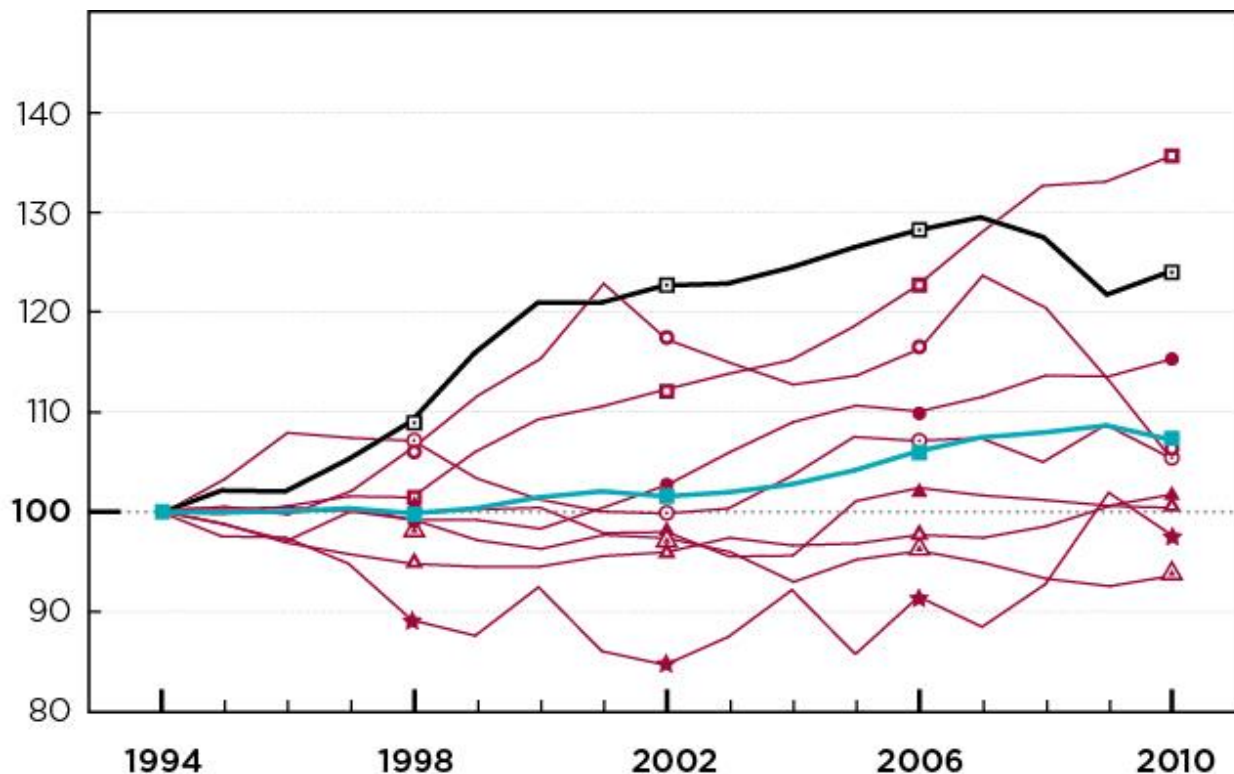
y 24.8% in Ontario, but it also trails the
a whole. Ontario lead Canada as a whole
nd early 2000s, but its growth in median
ce 2005.

ario's income gap is slightly greater than
%. Ontario's income gap surpassed the
ad has not narrowed significantly since.

Adapting the CIW to Ontario...



Trends in all domains for Ontario



- Ontario GDP | +24.1
- Ontario CIW | +7.3
- Education | +36.0
- Community Vitality | +15.4
- Living Standards | +6.4
- Healthy Populations | +5.6
- ▲ Democratic Engagement | +1.7
- ▲ Time Use | +1.1
- ▲ Environment | -1.9
- ★ Leisure and Culture | -5.9



CIW Community Wellbeing Survey

Community Wellbeing Survey																							
Section A: Community Vitality																							
In the past 12 months, did you do any unpaid volunteer work for any organization?	<table border="1"> <thead> <tr> <th>No</th> <th>Yes</th> </tr> </thead> <tbody> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>	No	Yes	<input type="radio"/>	<input type="radio"/>																		
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In the past 12 months, were you a member of or a participant in...	<table border="1"> <thead> <tr> <th>No</th> <th>Yes</th> </tr> </thead> <tbody> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>	No	Yes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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In the past 12 months, did you provide any unpaid help to anyone ...	<table border="1"> <thead> <tr> <th>No</th> <th>Yes</th> </tr> </thead> <tbody> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>	No	Yes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>								
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The Development of the CIW Community Wellbeing Survey

CIW Community Wellbeing Survey

Sample

- Stratified (by location), random sample of households in the community or region

Questionnaire

- Behaviours and perceptions directly related to each of the domains of the CIW
- Aspects of and overall wellbeing
- Comprehensive demographics

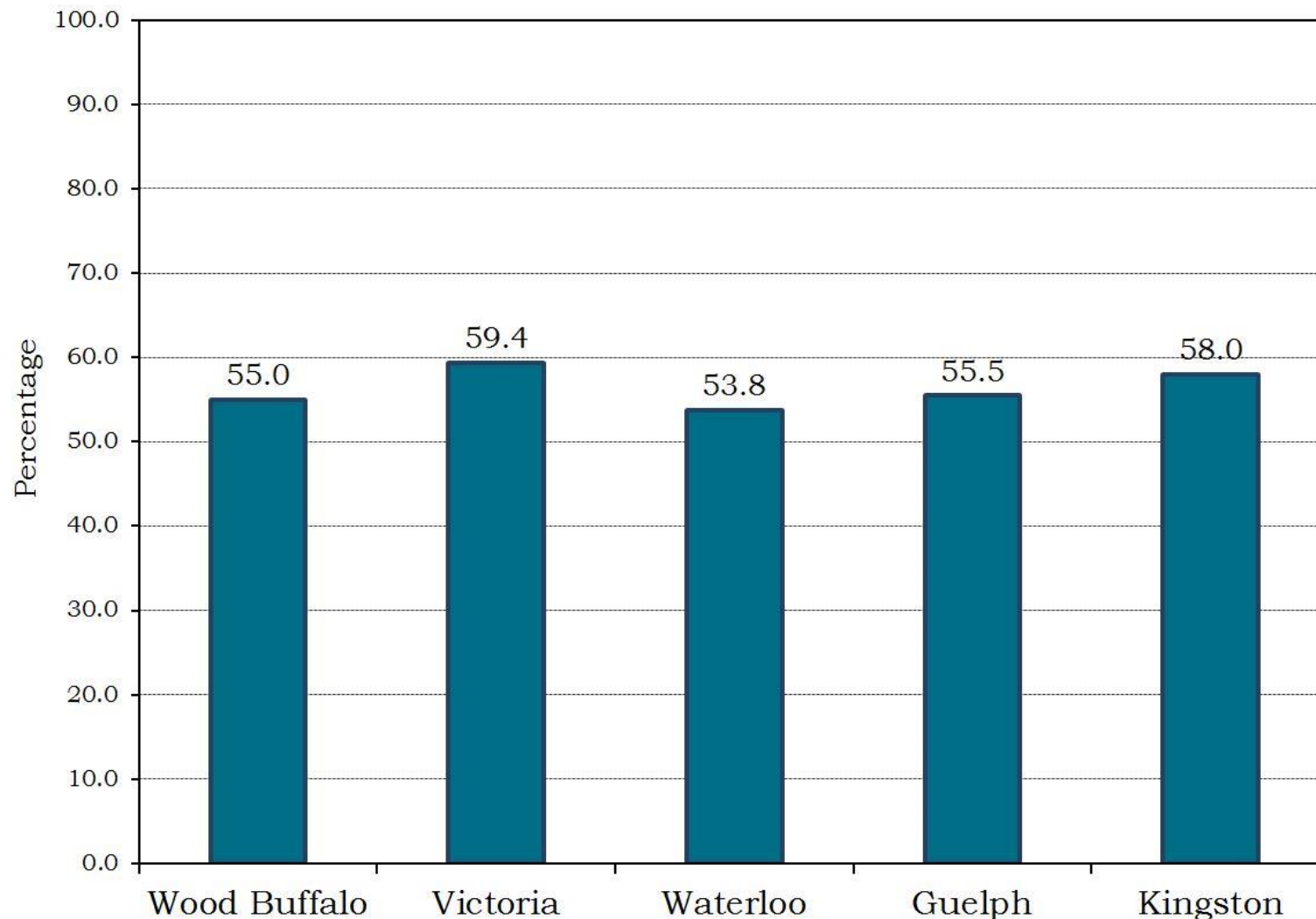
Process

- Invitations to participate in survey mailed to selected households
- Questionnaire can be completed online or on paper and mailed back
- Results compiled and weighted to represent the entire population

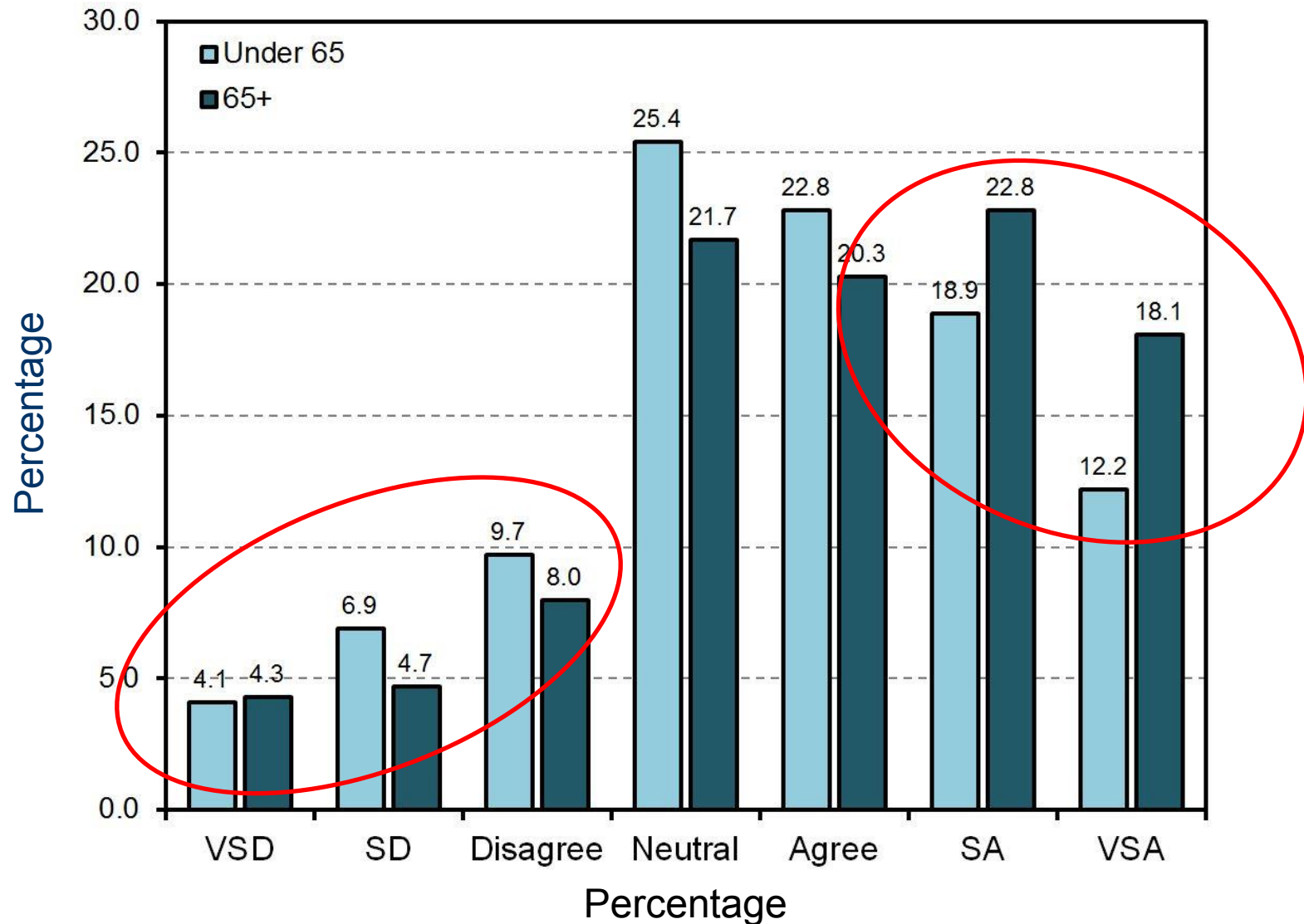
Community Wellbeing Survey		
Section A: Community Vitality		
	No	Yes
In the past 12 months, did you do any unpaid volunteer work for any organization?	<input type="radio"/>	<input type="radio"/>
In the past 12 months, were you a member of or a participant in...	No	Yes
a union or professional association?	<input type="radio"/>	<input type="radio"/>
a political party or group?	<input type="radio"/>	<input type="radio"/>
a sports or recreational organization (e.g., hockey league, health club, golf club)?	<input type="radio"/>	<input type="radio"/>
a cultural, educational or hobby organization (e.g., theatre group, book club, bridge club)?	<input type="radio"/>	<input type="radio"/>
a religious-affiliated group (e.g., church youth group, choir)?	<input type="radio"/>	<input type="radio"/>
a school group, neighbourhood, civic or community association (e.g., PTA, alumni, block parents, neighbourhood watch)?	<input type="radio"/>	<input type="radio"/>
a service club or fraternal organization (e.g., Kiwanis, Knights of Columbus, the Legion)?	<input type="radio"/>	<input type="radio"/>
a public interest group (e.g., focused on the environment, animal welfare, food security, homelessness)?	<input type="radio"/>	<input type="radio"/>
some other organised group or activity not mentioned above?	<input type="radio"/>	<input type="radio"/>
In the past 12 months, did you provide any unpaid help to anyone ...	No	Yes
with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs?	<input type="radio"/>	<input type="radio"/>
by doing any shopping, driving someone to the store, or to any other appointments?	<input type="radio"/>	<input type="radio"/>
with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, or finding information?	<input type="radio"/>	<input type="radio"/>
with health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting?	<input type="radio"/>	<input type="radio"/>
with unpaid teaching, coaching, tutoring, or assisting with reading?	<input type="radio"/>	<input type="radio"/>

Sense of belonging to community

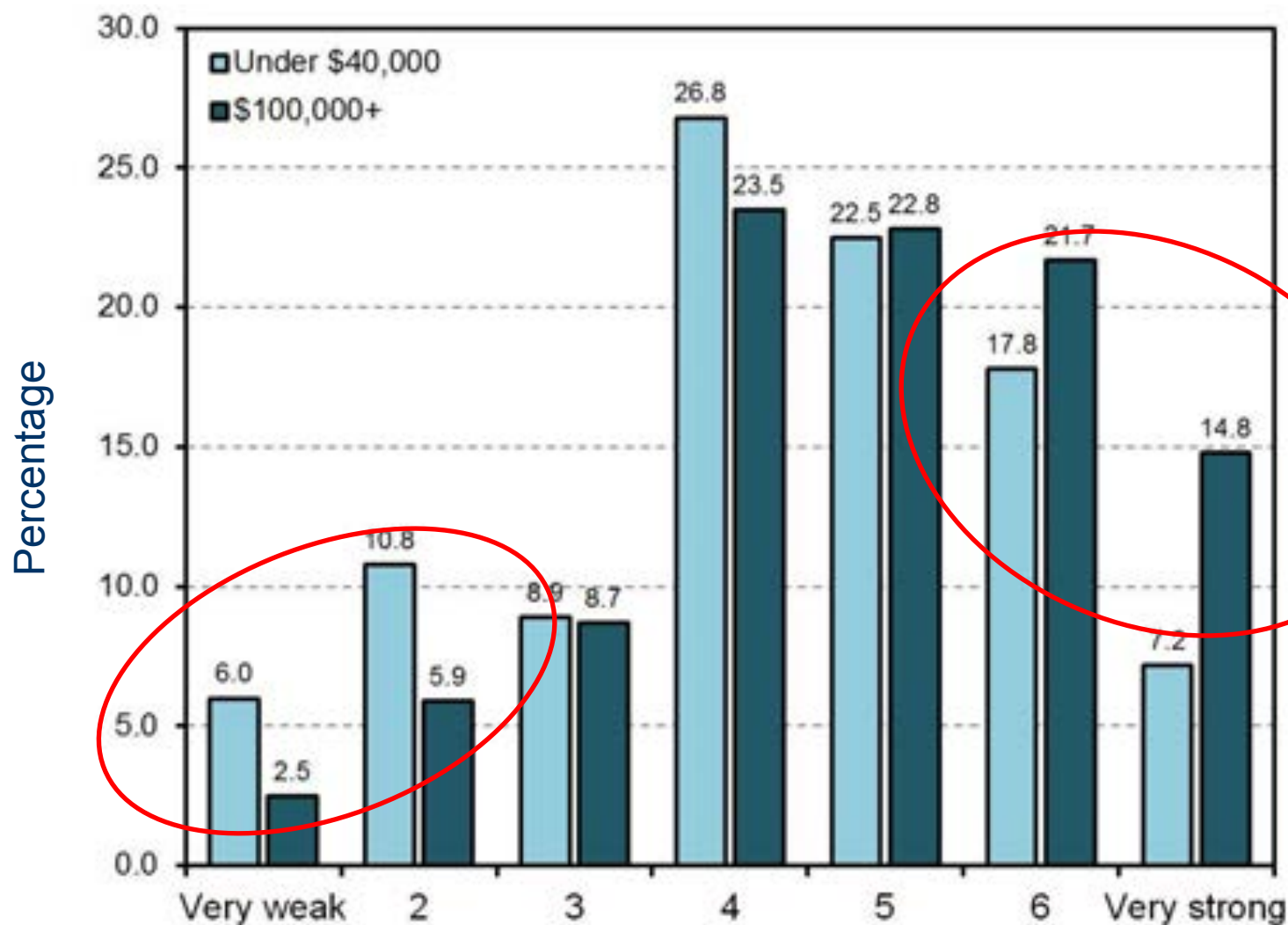
Residents with a strong sense of belonging to the community



Sense of belonging to community **by age**



Sense of belonging to community *by income*



Guelph Community Wellbeing Initiative



A Conversation About What Matters

Guelph Community Wellbeing Initiative

A Conversation About What Matters

A Community Profile



COMMUNITY WELLBEING LEADERSHIP GROUP

Canadian Index of Wellbeing Domains

Community Wellbeing Indicators

BRIDGES OUT OF POVERTY

NET ZERO CITY

OTHER

OLDER ADULT STRATEGY

YOUTH STRATEGY

HEALTH LINKS

COMMUNITY MOBILIZATION

COMMUNITY RESOURCES & CHARITABLE GIVING

COMMUNITY ENGAGEMENT

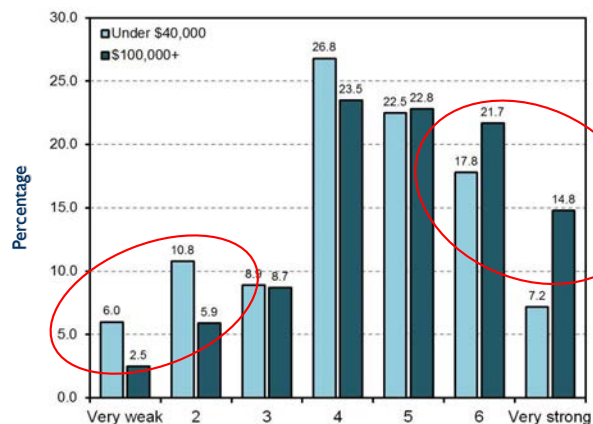
NEIGHBOURHOODS / PLACE

CITY OF GUELPH COMMUNITY INVESTMENT STRATEGY

Enabling Platform

ALIGNMENT TO ACHIEVE OUTCOMES

Sense of belonging to community by income



Everyone will have a safe and affordable place to live.

OUR GOAL When we have a healthy population we all benefit.

Despite current support and success stories there is still a lot of work to do in our community to help create affordable housing in the city. Guelph Wellbeing is working towards providing safe and affordable housing.

FOOD SECURITY in Guelph



2012 Guelph Community Wellbeing Survey

27.4% of Guelphites do not feel connected to their community

The survey, conducted by the Canadian Index of Wellbeing, found that **1 in 4** does not feel a sense of belonging. Having a sense of belonging in one's community is critical to people's health.

Residents of Guelph are satisfied with their overall wellbeing if they:

- Have volunteered in the past year
- Are a member of a cultural, educational, or hobbyist organization
- Have close relatives, friends and neighbours
- Feel safe at night in their neighbourhood and around Guelph
- Know people in the city are available to give help when someone needs it
- Have people in the city who would try to help them if they had a problem
- Feel it is easy to connect with other people in the city

Physical and social connectivity

Connectivity is the degree to which people who live in Guelph connect with our community. A community with high levels of physical connectivity is one where people of all ages and income levels can move around easily, find what they need, and attend local events. It is a place where getting around on foot, by bike, or on the bus is the easy choice. It is a community where people feel like they belong, where they get involved, help one another, participate in dialogue on civic issues, and reach out to those who are isolated. It is a community with high social connectivity. It's hard to get socially connected if you can't get around easily. Connectivity is one key component of what the Canadian Index of Wellbeing calls community vitality—the strength, activity and inclusiveness of relationships between residents, private sector, public sector and civic society that fosters individual and collective wellbeing.



One of our most important
Vital Signs is your vote.

Vote on October 27.



Community Foundation for Kingston & Area



Q: What is
the link
between
community
engagement and
citizen wellbeing?



A: Read to find out:

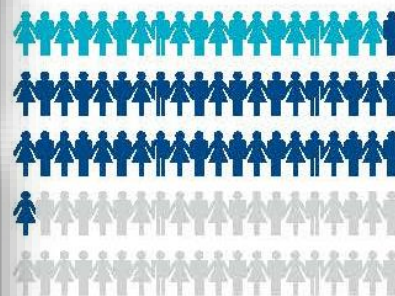
KINGSTON & AREA'S
VitalSigns®
2014

Almost 40 per cent of KFL&A residents are not engaged at all in their communities.

Highly civically engaged residents have a higher quality of life than people who are less civically engaged.

There is room to improve our wellbeing and our communities' wellbeing. Why not get in on the act!

Community Engagement



- Highly engaged:** People who participated in three or more surveyed activities in the past 12 months.
- Somewhat engaged:** People who participated in one or two surveyed activities in the past 12 months.
- Not engaged:** People who did not participate in any of the surveyed activities in the past 12 months.

Share your
Acts of Community on Twitter
#CFKActs



Democratic Engagement

A healthy democracy requires more than participation in elections: it requires ongoing engagement both during and between elections.

Fewer of us are voting in elections at all levels.

Federal Elections: Voter turnout in 2011 was 61% nationally, 63% in Kingston and the Islands and 65% in Lanark/Frontenac/Lennox and Addington. In 1988, the national rate was 75%.

Provincial Elections: Provincial turnout in 2011 was 58%, the lowest on record. It was 45% in Kingston and the Islands and 50% in Lanark/Frontenac/Lennox and Addington.

Municipal Elections: In 2010, turnout in Kingston was 36%. In Frontenac County it exceeded 60% on Frontenac Islands but otherwise ranged from 34% to 46%. In Lennox and Addington, it ranged from 33% to 40%.

You Responded ...

- The majority of you feel that local government programs and services have not made a difference to you (Figure 6). Compared to other age groups, a higher percentage of you in the 45 - 64 year age group feel that these programs and services have made you worse off.

Participation in democratic activities differs by age group. The activities most often reported are listed in Table 6. For the other types of democratic activities asked about (e.g. attending a local planning, municipal council or ward/neighbourhood meeting), the percentage participating in the previous year was low, ranging from 4 - 20%.

Figure 6: Percentage of respondents reporting that local government programs and services have made them worse off, better off or made no difference (CIW Survey, KFL&A 2013). All percentages (95% CI).

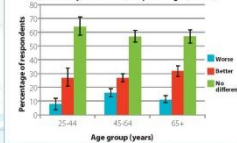


Table 6: Percentage participating in three most common democratic activities within the previous 12 months, by age (CIW Survey, KFL&A 2013). All percentages (95% CI).

Age group	Local event to support charity	Local event to support community	Joined Facebook page on a local issue
25-44	43% (1.7%)	39% (1.7%)	28% (1.6%)
45-64	14% (1.4%)	10% (1.2%)	10% (1.2%)
65+	14% (1.4%)	4% (1.2%)	4% (1.2%)

... almost 40 per cent of KFL&A adult population is NOT engaged in their communities.

... almost 65 per cent of eligible voters did NOT vote in the last municipal election.

We need to become a more engaged community ...

Municipal elections take place October 27.

Why bother?

Getting involved in your community improves your sense of wellbeing and satisfaction with life!

1st step

Check if you are on the Voters' List at www.voterlookup.ca/

Need more help?

Start here:
2014 Voters' Guide for Ontario Municipal and School Board Elections www.mah.gov.on.ca/AssetFactory.aspx?AssetID=140000



KINGSTON & AREA'S
VitalSigns®
2014

index
OF WELLBEING

MEASURING WHAT MATTERS | MAKING MEASURES MATTER

Civic Engagement and Community Wellbeing in
Kingston, Frontenac, Lennox & Addington

A REPORT BASED ON RESULTS FROM THE KFL&A COMMUNITY WELLBEING SURVEY | JUNE 2014



"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!

54%

AVERAGE LEVELS OF WELLBEING

Who We Are: A General Profile of Residents in Wood Buffalo⁷:

26%

BELOW AVERAGE

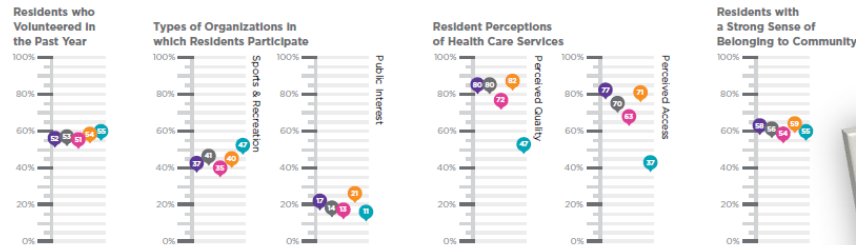
20%

ABOVE AVERAGE

- 54% of residents report average levels of wellbeing
- 20% report above average wellbeing and 26% report below average wellbeing
- 83% are satisfied with their lives in general
- 80% feel that the things they do in life are worthwhile
- 81% have obtained some form of post-secondary education
- 87% own their own residence
- 50% have an annual household income of \$200,000 or more
- 13% have an annual household income of less than \$100,000
- 66%, or two-thirds, of residents are 44 years of age or younger
- 85% work for pay and 91% hold one job
- 66% are married with children and 95% are living with a partner
- 51% work for the oil, gas and mining industry
- 52% work a regular daytime schedule from Monday to Friday
- 36% work 50 hours or more at their main job
- 13% work an irregular shift schedule
- 8% are living with a disability
- About 15% were born in a country other than Canada

⁷Phillips, C., Wabnitz, R., & Sook, S. (2016). A profile of the Wellbeing of Wood Buffalo Region Residents: A Preliminary Report for the Social Prosperity Wood Buffalo and its Partners, Wood Buffalo, AB: Canadian Index of Wellbeing and the University of Waterloo.

How Wood Buffalo Compares To Other Communities⁸:



⁸"The Look Into Wood Buffalo" Community Wellbeing Survey: Perceptions of Their Wellbeing, Presentation by S. Sook, Director of the Canadian Index of Wellbeing, Inclusive Communities Conference, October 2016, Slide 27-28.



It's about our **wellbeing**, not just our economy

HAVE YOUR SAY!

A Wood Buffalo community wellbeing survey will be mailed to randomly selected households starting in May. Please complete the anonymous survey by June 20 to tell us about your wellbeing and how we can improve the quality of life in Wood Buffalo.

facebook.com/CIWnetwork
@ciwnetwork

For more information, please contact Ifeolu Ebu
ifeolu@socialprosperity.ca | 587-646-7238.



What would it take to:

- Shift the patterns of behaviours, systemic structures and mental models to increase the wellbeing of residents?
- Change rules, norms and cultural values to increase the wellbeing of residents?
- Improve access to community facilities, programs, and services (e.g. sufficient quality childcare services for all families)?
- Increase the percentage of people who volunteer?
- Make community information more accessible?

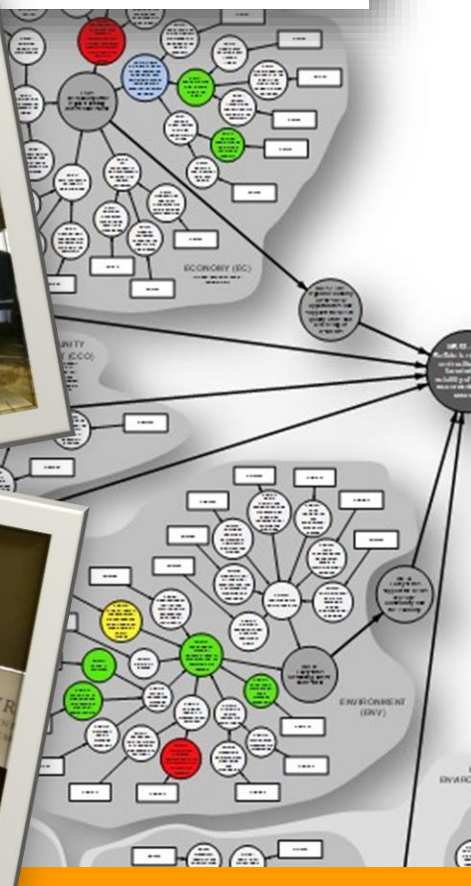
What can Wood Buffalo do to Improve Community Wellbeing?

"The essence of creating an alternative future comes from citizen-to-citizen engagement that constantly focuses on the wellbeing of the whole."¹⁹

The information in this report shows that people with higher levels of wellbeing are happier, healthier, have a stronger sense of belonging to community, and are more satisfied with their lives in general than people with below average wellbeing. By focusing on improving the quality of life for those with below average wellbeing, all residents will benefit.

"Evidence suggests that societies where there is greater inequality have worse health and wellbeing outcomes.²⁰ This is obvious for those at the bottom of the socio-economic ladder, but what may surprise many is that those worse outcomes extend all the way to the top of the ladder. Even the wealthiest in an unbalanced society suffer worse health and wellbeing. The stories of people who are most affected by this inequality bring this into sharp focus, but we must remind ourselves that focusing on wellbeing means more than just helping the 9% of Canadians that were living in poverty in 2010 (as defined by the low income cut-off). We must create the conditions that lead to greater wellbeing for everyone."²¹

Small groups, especially multi-sectoral collaborations, are encouraged to work together to explore the following questions and to generate innovative solutions.



COMMUNITY SUSTAINABILITY PLAN

The Community Sustainability Plan aims to improve quality of life for Oxford's current and future generations and to balance Oxford's collective economic, community, and environmental interests.

- What is sustainability?
- Implementing the plan

[Print version with further details](#)

Vision

A vibrant, prosperous, and responsible Oxford for all.

Mission

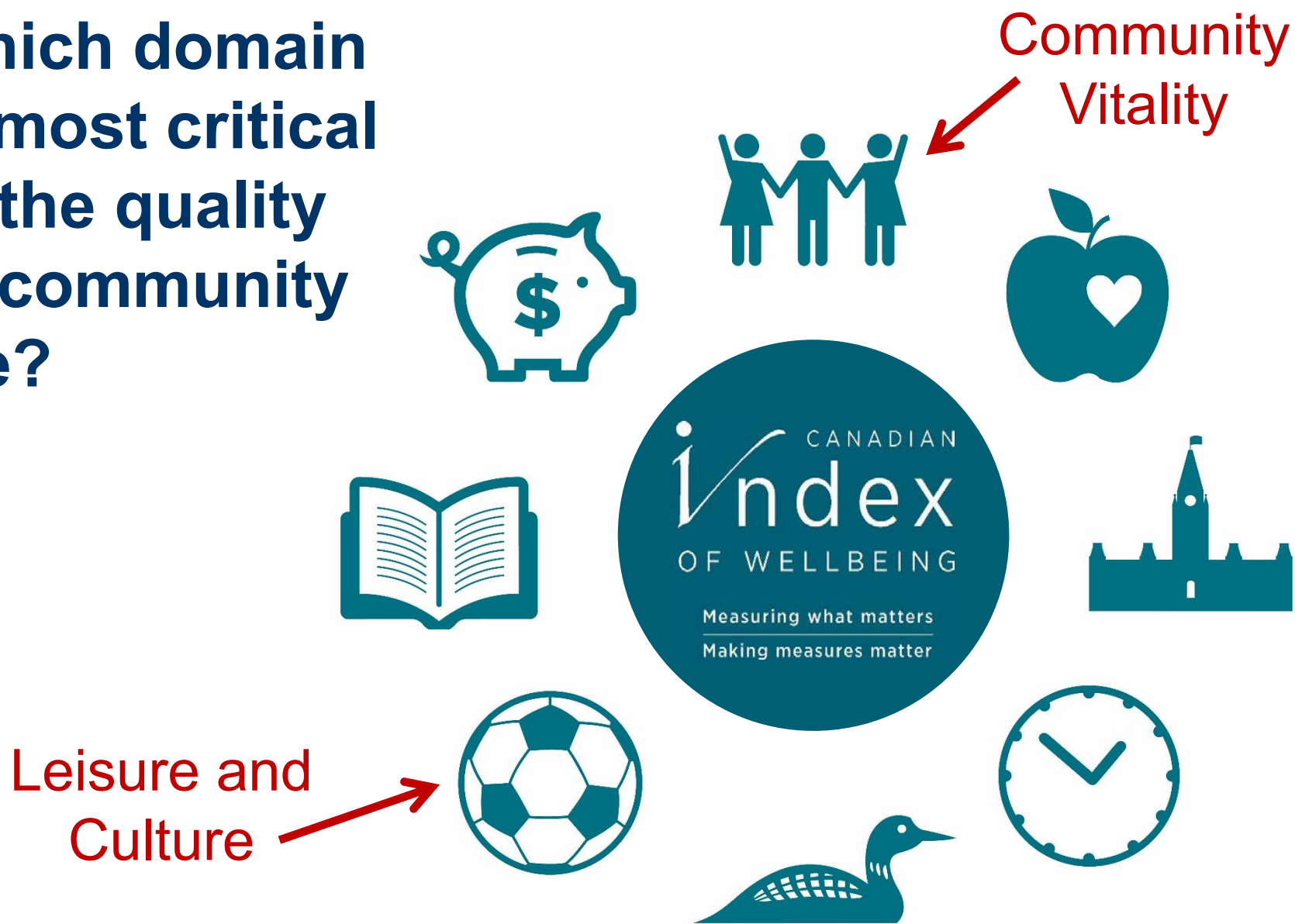
To achieve community sustainability throughout Oxford.

[Community goals](#)

[Economy goals](#)

[Environment goals](#)

**Which domain
is most critical
to the quality
of community
life?**



*i*ndex CANADIAN OF WELLBEING

Measuring what matters
Making measures matter



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