A Grassroots Approach to Community Development
NeORA Educational Forum & Trade Show
Celebrating Active Living & Northern Lifestyles

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Wednesday September 26, 2012
THE TASK AT HAND

• Tasked by Council to bring healthy community concept to organizational level i.e. the City & community partners

• Learn from草稿root organizations
Healing the Landscape - Celebrating Sudbury's Reclamation Story" is a bilingual artistic photographic book initiated as a 'Millennium Project' by the VETAC Committee and endorsed by the former Regional Council. The book is a celebration of land reclamation achievements in the Sudbury area and the beginning of the new Millennium. The purpose of creating this keepsake was to illustrate the marriage of science and art in a compelling story of revegetation and restoration of the devastated Sudbury area and the community that achieved it.
Where we were - 1979
Where we are - 2001
IMPACT

- EarthCare Sudbury launched
- Partnerships secured
- Since 1978, approx. 9.3 million seedlings planted
- Greater Sudbury continues to receive numerous international awards for regreening efforts
WHAT DID WE LEARN FROM GRASSROOT ORGANIZATIONS

1. Increase / create urgency
2. Form a powerful coalition
3. Create a vision for change
4. Communicate the vision
5. Remove obstacles
6. Create short-term wins
7. Build on the Change
8. Anchor the changes in Corporate Culture

(John P. Kotter)
## “CALL TO ACTION” PLAN

<table>
<thead>
<tr>
<th></th>
<th>Community</th>
<th>Corporation</th>
<th>Government</th>
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</thead>
<tbody>
<tr>
<td><strong>Active Living / Healthy Lifestyle</strong></td>
<td>Encourage individuals to take ownership of their health and well being</td>
<td>Support individual and family wellness and health &amp; safety</td>
<td>Assign appropriate resources to build capacity and enable fair access for all citizens</td>
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<tr>
<td><strong>Natural Environment</strong></td>
<td>Take pride in your neighbourhood</td>
<td>Practice, Protect and Preserve natural assets for our future generations</td>
<td>Regulate and enforce further environmental protection initiatives</td>
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<tr>
<td><strong>Economic Growth</strong></td>
<td>Support and promote what your community has to offer</td>
<td>Foster local employment, skill development and invest in new business ventures</td>
<td>Provide resources to encourage and promote existing and new business opportunities</td>
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<tr>
<td><strong>Civic Engagement/ Social Capital</strong></td>
<td>Celebrate and encourage individual contributions</td>
<td>Add economic, environmental and social value through corporate social responsibility</td>
<td>Be responsive and open to individual and neighbourhood diversity and support safe communities</td>
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</tbody>
</table>
FRAMEWORK

Social

Balanced

Economic

Environmental
FORM A COALITION

3 Coalitions formed:

1. Healthy Community Expert Panel

2. Healthy Community Cabinet (2006-2010)

3. Healthy Community Cabinet (2011-2014)

Healthy Community Cabinet Membership

- Sudbury & District Labour Council
- Le Salon du Livre du Grand Sudbury
- Conseil scolaire du Grand Nord de l’Ontario
- Greater Sudbury Police Services
- City of Greater Sudbury
- Laurentian University
- Rainbow District School Board
- Wabnode Institute, Cambrian College
- Sudbury Symphony Orchestra
- Xstrata Nickel
- Science North
- Sudbury Catholic District School Board
- Conseil scolaire catholique du Nouvel-Ontario
- Hopital Regional Sudbury Regional Hospital
- YMCA Sudbury
- Vale Inco
VISION OF A HEALTHY COMMUNITY
COMMUNICATE THE VISION

• Annual Healthy Community engagement sessions
• Ongoing signatures of endorsement of the Healthy Community Charter by community
• “I’m Part of a Healthy Community” - Social Marketing Campaign
REMOVE OBSTACLES

Obstacles:
• Meeting competing demands
• Executing projects that some may oppose
• Sufficient financial and human resources
• Educating the community on the importance of the initiative

By:
• Community strategic priorities
• 11 sustainable development challenges
• Measuring performance
EMPOWER ACTION & CREATE SHORT TERM WINS

Healthy Community Recognition Awards
HEALTHY COMMUNITY RECOGNITION AWARDS

- Laurentian School of Architecture
- Sudbury Children’s Water Festival
- Greater Sudbury Diversity Advisory Panel
- Walden Community Action Network (CAN)
- The Good Food Box Program
- Walk & Bike for Life
- C.G.S. Accessibility Advisory Panel
- St. Benedict’s Catholic School – Green Esteem Team
- Coalition for a Liveable Sudbury
- Nickel District Conservation Authority (N.D.C.A.)
- 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
- N.D.C.A. Climate Change Consortium
- Sustainable Mobility Plan
HEALTHY COMMUNITY RECOGNITION AWARDS

- Laurentian School of Architecture
- Alzheimer Society Sudbury – Manitoulin
- Capreol Community Closet
- Clean Air Sudbury
- Community Garden Network
- Rainbow District School Board – Go Green Initiative
- Louis Street Community Association
  - Mallard’s Landing Trail
  - The Vale Living with Lakes Centre at Laurentian University
- Best Start Hubs
- St. Anne Community Garden
- Social Inclusion Project
- SportLink
  - Ridgecrest Accessible Playground Neighbourhood Park
- Delki Dozzi Community Garden
- Eat Local Sudbury
- The Skate Exchange Program
- Dearness Environmental Society
- Employment Support Services Snowflake Project
- Tim Horton’s Free Swim and Public Skating Program
KEYNOTE SPEAKERS
I'm part of a healthy community
I SUPPORT THE HOME TEAM.
BOARDWALK ON RAMSEY LAKE
I'm part of a healthy community. I enjoy walking.
I'm part of a healthy community.

I **ENJOY** FRESH WATER.
I'm part of a healthy community.
I WALK THE RED ROAD
FOR HEALTH AND SUCCESS.
I'm part of a healthy community. I give to those in need.
Support local charities.
I'm part of a healthy community.
I'M PURSUING HIGHER EDUCATION.

Je fais partie d'une communauté en santé.
J'ÉTUDE AU NIVEAU POSTSECONDIAIRE.
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.
I’m part of a healthy community.
I COLLECT RAINWATER FOR MY GARDEN.

Je fais partie d’une communauté en santé.
JE RÉCUPÈRE L’EAU DE PLUIE POUR MON JARDIN.

I’m part of a healthy community.
I RECYCLE.

Je fais partie d’une communauté en santé.
JE RECYCLE.

I’m part of a healthy community.
I SAVE ORGANIC WASTE.

Je fais partie d’une communauté en santé.
JE FAIS LA COLLECTE DE DÉCHETS ORGANIQUES.
ORGANIZATION CHANGE

• Ultimate goal
• Transferring ownership for health and sustainability to community, corporations, and government.
ORGANIZATION CHANGE

1. Infrastructure
2. Growth & Jobs
3. Image
4. Tourism
5. Healthy Community

5. Healthy Community
   a) Sustainable Mobility Plan
   b) Prepare neighbourhood assessments on assets and gaps related to the social determinants of health and community inclusivity
   c) Promote environmental pride, values and respect
   d) Increase use of public transportation
   e) Incorporate a health impact assessment tool / HC lens into city decision making for large scale projects & initiatives
   f) Explore barriers and enable supportive and affordable housing development
   g) Support the building of adaptation capacity within community for vulnerable population as part of Greater Sudbury Climate Change Consortium
ORGANIZATION CHANGE

- Increased multi use space
- Increased use of public transportation
- Prioritization of Grace Hartman Amphitheatre capital improvements
- Health Impact Assessment Tool
- Feasibility study for Therapeutic Pool
- Friendly and engaging singular city website
- Additional apprenticeship training opportunities within the City and the community
- Site for Rock of Fame
- Local and global ambassadors for Greater Sudbury
- Seek funding for Motor Sport park & Bud Car
ORGANIZATION CHANGE

Newsletters produced:

– Community
– Civic Engagement
– Infrastructure
– Environmental
– Active Living / Healthy Lifestyle
– Poverty
FEEL FREE TO FEEL FIT

• Pilot project to reduce inequality & eliminate embarrassment created by subsidy applications
• Free weekly swimming at each of the municipal pools
• No charge for admission to the swim plus free transportation on transit
HEALTHY COMMUNITY MAP

• Goals:
  – To improve & enhance the social indicators of health of at risk individuals
  – To advance communication with citizens, user groups, & partners regarding leisure & recreation opportunities
  – To encourage universal access to all city owned recreation facilities

www.greatersudbury.ca/fit/, www.grandsudbury.ca/enforme/

Residents

- Accessibility
- Advisory Panels
- Airport
- Animal Care and Control
- Archives
- Arenas
- Arts & Culture Grants
- Auditor General's Office
- Beaches, Trails, Parks and Playgrounds
- Biosolids Management Plan
- Boards
- Building
- By-Law Enforcement
- By-laws
- Career and Job Opportunities
- Cemeteries
- Child Care
- Citizen Service Centres
- Harmonized Sales Tax
- Housing
- Immigration
- Leisure and Recreation
- Libraries
- Licences, Permits and Certificates
- Maps
- Mayor's Office
- Media
- Municipal Elections
- Museums
- Newsletter
- Newsroom
- North East Specialized Geriatric Services
- Official Plan
- Parking
- Pay Tickets and Fines
- Parks
- Property
- Sudbury Online Store
- Snow Removal
- Snow Removal Map
- Stormwater Management Plan
- Streets and Roads
- Traffic
- Utilities
- Water
- Weather and Emergency Alerts
- Zoning

Healthy Community Maps

Elm Street Parking

Outdoor Watering Bylaw

Budget 13 Have your say.
A healthy community gives everyone an opportunity to have fun. The City of Greater Sudbury is committed to providing its citizens active living and healthy lifestyle choices. **Download Healthy Community Interactive Maps.**

Please note: This map document does not imply that all activities listed within it are free. Please consult the Leisure Guide or call 3-1-1 for free skating and swimming times. Skiing is not offered for free; however, outdoor activities at the sites are free. Public access to sports fields is free when they are not booked. Anderson Farm Museum has an entrance fee and Copper Cliff and Flour Mill Museums have admission by donation; at times, these sites offer free activities that are advertised to the community.

Documents from the City of Greater Sudbury are available in alternate formats upon request.
Interactive maps can be accessed by clicking on the ward.
**Legend / Légende**

- Bus Stop / Arrêt d'autobus
- Arena / Aréna
- BMX
- Baseball Field / Terrain de baseball
- Basketball Court / Terrain de basketball
- Beach / Plage
- Best Start Hub / Carrefour Meilleur Départ
- Boat Launch / Rampe de mise à l'eau
- Library / Citizen Service Centre / Bibliothèque / Centre de services au citoyens
- Museum / Musée www.sudburymuseums.ca
- Outdoor Rink / Patinoire en plein air
- Pool / Piscine
- Skateboard Park / Planchodrome
- Ski Hill / Pente de ski
- Soccer / Football Field / Terrain de soccer / football
- Splash Pad / Pataugeoire
- Tennis Courts / Court de tennis
- Track / Piste
- Youth Centre / Centre pour les jeunes
- Rainbow Routes www.rainbowroutes.com
- Bike Routes / Piste cyclable
- Ramsey Lake Skate Path (Winter only) / Sentier de patinage du lac Ramsey (hiver seulement)

**Road Type / Route**

- Provincial Highway / Route provinciale
- Municipal Route / Route municipale
- Collector Road / Route collectrice
- Local Road / Route locale
- Lane / Rueelle
- Trail / Piste
- Private Road / Route privée

**Ward / Quartier**

- Ward 1 / Quartier 1
- Ward 2 / Quartier 2
- Ward 3 / Quartier 3
- Ward 4 / Quartier 4
- Ward 5 / Quartier 5
- Ward 6 / Quartier 6
- Ward 7 / Quartier 7
- Ward 8 / Quartier 8
- Ward 9 / Quartier 9
- Ward 10 / Quartier 10
- Ward 11 / Quartier 11
- Ward 12 / Quartier 12

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**À noter :** Ce document ne laisse pas entendre que toutes les activités qui y sont énumérées sont gratuites. Veuillez consulter le Guide des loisirs ou composer le 3-1-1 pour connaître les heures des séances gratuites de patinage et de baignade. Le ski n'est pas gratuit, mais les activités extérieures entreprises aux différents sites le sont. L'accès est gratuit aux terrains sportifs lorsque ceux-ci ne sont pas réservés. Le Musée agricole Anderson exige des frais d'admission, tandis que le Musée de Copper Cliff et le Musée du Moulin à fleur demandent un don. Il arrive parfois que ces musées offrent des activités gratuites; celles-ci sont généralement annoncées dans la communauté.

*The bus stop icons indicate the proximity of transit services to recreation and leisure facilities. For bus routes please visit www.greatersudbury.ca or call 705-675-3333. / Les icônes d’arrêts d’autobus indiquent la proximité du service de transport en commun aux installations récréatives ou de loisirs. Pour les itinéraires des autobus, visitez www.grandsudbury.ca ou composez le 705 675-3333.*
ORGANIZATION
TRANSFORMATION

• Healthy Community By-law 2001
• City council priority 2004
• Formation of Expert Panel 2004
• HC Strategy released 2005
• Healthy Community Cabinet 2006-2014
• United Nations RCE Designation 2007
• Action Plan/Public Participation Policy 2008
• HC Recognition Awards 2009 – to date
• HCI Social Marketing Campaign 2010
• CGS & HCI Strategic Plan 2012-2014
HEALTHY COMMUNITY STRATEGIC PRIORITIES

CIVIC ENGAGEMENT/SOCIAL CAPITAL
Social Planning Council

ECONOMIC VITALITY
GSDC

ENVIRONMENTAL SUSTAINABILITY
EarthCare Sudbury

HUMAN HEALTH & WELL-BEING
SDHU
IDENTIFIED HEALTHY COMMUNITY CHALLENGES

Human Health/ Well-being
- Health Status
- Health and Safety

Environmental Sustainability
- Impaired ecosystem
- Lake water quality

Economic Vitality
- Out-migration
- Unemployment
- Arts and Culture facilities/promotions
- Infrastructure deficit

Civic Engagement / Social Capital
- Homelessness
- Family poverty
- Educational attainment
NEXT STEPS

• Sustaining the culture of a healthy community through grassroots organizations, Corporations & the City

• Promoting the language of a healthy community

• Promoting equity and recognizing the social determinants of health
BUILD ON CHANGE

• Social Marketing
  – A broad based awareness strategy to improve community challenges
    • A broad based awareness strategy
    • Positive reinforcement campaign
    • Encourages behavioural change
    • To improve community challenges

• Empowering Social Equity
  – “Let’s Have a Conversation About Health” video

• Community Action Networks (CANs)
  – People centred approach and public participation
Je fais partie d’une communauté en santé.

JE FAIS UNE PLACE POUR TOUT LE MONDE.

I’m part of a healthy community.

THERE’S A PLACE FOR EVERYONE.
THANK YOU.