Today’s presenters

Kim Hodgson - Ontario Healthy Communities Coalition
Mark Cassidy - Rural Ontario Institute
Karen Hutchinson - Headwaters Communities in Action
Sheila Schuehlein - Gateway Centre of Excellence in Rural Health
Ontario’s Healthy Communities Movement

Why focus specifically on rural?
Measuring Rural Community Vitality

Mark Cassidy
2017
ROI’s Vision

Building Vision, Voice and Leadership for a strong and vibrant rural and northern Ontario

ROI’s Mission

Developing leaders and facilitating collaboration on issues facing rural and northern Ontario
What ROI Does

Connect rural stakeholders, facilitate dialogue

- Forums and workshops
- Fact sheets on rural socio-economic trends
- Policy submissions to government
- Support local initiatives (i.e. MRCV)

Leadership development programs

- Advanced Agricultural Leadership Program (AALP)
- Custom Leadership Development Programs
- Custom Organizational Development Programs
Measuring Rural Community Vitality

- Rural Councillor Profile
- Youth Civic Engagement Showcase Videos
- Newcomer Engagement: Building Social Capital
- Community Case Studies
- Community Well-being Demonstration Projects
- Fact-finders Data Guide & “Big Data for Small Places”
- Rural Ontario Foresight Papers
MRCV Communities & Partners
Next, Karen Hutchinson will showcase her community’s experience using community indicators.
Measuring Rural Community Vitality in Headwaters Region

Karen Hutchinson

COMMUNITY PRIORITIES IN HEADWATERS 2016
INCREASING COMMUNITY WELL-BEING AND RESILIENCE

FOR ADDITIONAL INFORMATION GO TO HEADWATERSCOMMUNITIES.ORG
Location of Headwaters Region
Headwater’s Well-being Community Assessment Refresher

**Lead entity** - Headwaters Communities in Action

**Headwaters Communities in Action** (HCIA) is a grassroots citizen group whose mission is to foster community leadership and action towards a long-term vision of well-being for Dufferin County and the Town of Caledon. We take a collaborative approach across sectors and political boundaries and promote community-based solutions to address complex issues.

HCIA has been a convener of community conversations and projects that enhance community well-being. Using **collective impact** and providing **backbone support**, HCIA engages and mobilizes citizens, government, business and civil society organizations to work on community food, trail, non-profit and service agency programs.
Measuring Genuine Progress

• Canadian and Ontario Indexes of Well-Being (OTF link)
• Vital Signs Reports (Community Foundations of Canada)
• Rural Ontario Institute Projects (Rural Vitality)
• HCIA’s Foundations of a Healthy Community

Why is it important to Measure?
Headwaters Community Well-Being 2005-2011

- Development of Foundations of a Healthy Community
- First generation of Well-Being and Community Well-Being Analysis
- Included community survey, data analysis and report generation
- Foundational to future work plan for Food, Trails, NFP Sector and Engagement Programs
Foundations of a Healthy Community

**HEALTHY PEOPLE**
- Strengthening our health and social services
- Providing excellent sport and recreation services
- Encouraging healthy lifestyles

**ENGAGED CITIZENS**
- Nurturing a shared sense of community
- Honouring diversity and inclusion

**COMMUNITY WELL-BEING**

**DYNAMIC ECONOMY**
- Vibrant and diverse local economy
- Fair wages
- Educational and employment opportunities
- Affordable housing

**VIBRANT CULTURE**
- Respecting our heritage
- Encouraging artistic and cultural expression

**SUSTAINABLE ENVIRONMENT**
- Protecting and responsibly managing our built and natural environment
- Minimizing our impact on the environment
- Stewarding our natural resources
Program Development 2012 - 2017

- Food – Headwaters Food and Farm Alliance (HFFA)
- Trails & Active Transportation – Citizens of Headwaters Active Transportation Team (CHATT)
- Non-Profit – DC Moves
- Volunteer Dufferin
Headwaters Community Well-Being Refresh 2014-2016 Process

• Launched at Fall 2014 AGM
• 500 responses through:
  - Community conversations throughout 2015 to June 2016 and even up to today.
  - Community On-Line Survey 2015.
  - Grounded in on-going program and partner discussions.
• Data collection and analysis
HEADWATERS CWB REPORT 2016

COMMUNITY PRIORITIES IN HEADWATERS 2016
INCREASING COMMUNITY WELL-BEING AND RESILIENCE

HEALTHY PEOPLE
DYNAMIC ECONOMY
SUSTAINABLE ENVIRONMENT

VIBRANT CULTURE
ENGAGED CITIZENS
COMMUNITY ASSETS
FOUNDATIONS OF A HEALTHY COMMUNITY

COMMUNITY WELL-BEING & RESILIENCE

- Healthy People
- Dynamic Economy
- Sustainable Environment
- Vibrant Culture
- Engaged Citizens
- Community Assets
### Pillars and Indicators of Community Well-Being

#### Healthy People:
- Personal health (i.e., physical and mental)
- Accessible & quality services (i.e., availability of physicians)*
- Personal & community safety (i.e., crime rates, perception of safety)

#### Sustainable Environment:
- Natural resource usage (i.e., extraction, industrial use of resources)*
- Water quality (i.e., safe drinking water, clean river/lake water)
- Air quality (i.e., industrial/vehicle emissions)
- Wetlands/flora & fauna (preservation of natural rural areas)
- Built environment (i.e., management of growth, water, transportation)
- Personal environmental responsibility (i.e., recycling, local food)

#### Dynamic Economy:
- Community economic sustainability (i.e., business diversity)
- Personal economic sustainability (i.e., employment, income, debt level)
- Range of housing (i.e., livability of housing, options available)
- Post-secondary education including trades/apprenticeships (measured by local opportunities and adult literacy rates)*
- Work-life balance/worker well-being (i.e., free time, work enjoyment)

#### Engaged Citizens:
- Volunteerism
- Political engagement*
- Cultural inclusion (i.e., race, gender, ability)
- Connection to the community – a sense of belonging (new in 2015)

#### Vibrant Culture:
- Arts & culture activities (i.e., programs available, library use)
- Cultural & social diversity (i.e., services available to newcomers)*

#### Community Assets:
- Human assets
- Social assets
- Built and financial assets
- Natural assets

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**Source and Notes:** Foundations of Community Well-Being and Indicators were adapted and developed by HCIA from 2005 to 2016. Indicator most important to 2015 CWB Survey Respondents is marked with an asterisk "*".
Why Link CWB with Programs?

• Intersection between Community Development and Community Well-Being
• Measuring what is important
• Bring “bigger picture” thinking to projects
• Enables link with new and existing partners and other community initiatives
Measuring Trails and CWB

Healthy People
- Indicator – Personal Health
- Measure – Physical Activity

Vibrant Culture
- Indicator – Recreation Availability
- Measure – Trail Kilometres

Community Assets
- Indicator – Built and Natural
- Measure – Ecosystem Services (Environmental & Tourism)

RURAL ONTARIO INSTITUTE
CHATT (Trails)

Kids Safe Cycling Skills
Engagement:

• Cycling Club
• Caledon Recreation Department
• Running Club
• Bruce Trail
• Conservation Authority
• Dufferin Forest Management
• Town of Orangeville
• Public Health
• Town of Mono

Activities/Programs:

• Trails Audit
• Trail Counters
• Cycling Certification
• Safe Cycling Workshops
• 2017 Headwaters Trails Summit

Trails to...
Our Funders

• Ontario Trillium Foundation
• United Way
• Rural Ontario Institute
• Government of Ontario
• County of Dufferin
• Wellington Dufferin Guelph Public Health
COMMUNITY PARTNERS
Huron County Healthy Rural Policy Lens
Part of the Measuring Rural Community Vitality Initiative

Presented by Sheila Schuehlein, Project Lead
Gateway Centre of Excellence in Rural Health
The Healthy Rural Policy Lens From Huron County

- Developed by Sustainable Huron in 2014, the HCHRPL helps policy makers, healthcare providers, project managers, program coordinators and community groups consider multiple elements to ensure their initiatives positively impact the wellbeing of Huron County and its residents.

- The HCHRPL helps broaden perspectives by focusing on the factors that characterize our rural population and geography, helping users to look at things beyond their own experience and see through another’s eyes.

- The lens has applicability throughout rural Ontario and beyond as a resource to assist in program planning, policy development and decision making.
January 2016 an exciting new opportunity to continue promoting the HCHRPL became available.

Huron Business Development Corporation successfully applied to become one of eight rural communities across Ontario to participate in the Rural Ontario Institute’s Measuring Rural Community Vitality Initiative.

Gateway Centre of Excellence in Rural Health has been contracted to complete this current MRCVI-HCHRPL project.
HCHRPL – Evaluation Objectives

The project began as an evaluation initiative to determine whether or not use of the Huron County Healthy Rural Policy Lens leads to:

- Improved community problem solving by engaging a diversity of rural perspectives, issues, challenges and solutions
- Improved policy-making frameworks leading to better evaluation, adaptation or creation of realistic policies
- Enhanced leadership development for municipal leaders, community agencies and youth as they deepen their understanding of rural reality
The Healthy Rural Lens Worksheet

Indicators of Success

Does the action...

POPULATIONS
- Support moderate and sustainable population growth
- Promote Huron as a great place to live, work and play
- Ensure Huron is a welcoming community for new residents
- Enhance opportunities for youth, families, seniors

COMMUNITY NEEDS
- Support and build arts, culture, and heritage
- Ensure Huron is affordable and accessible to all
- Encourage local training and learning opportunities
- Foster pride and sense of community

HEALTHY ACTIVE COMMUNITIES
- Promote active and healthy lifestyles
- Support active transportation
- Ensure accessibility to excellent healthcare and wellness services

TRANSPORTATION
- Develop an accessible, efficient and integrated transportation network
- Ensure municipal transportation system is environmentally and economically feasible

LIVABLE COMMUNITIES
- Preserve Huron’s history and rural character
- Foster compact communities that address local needs
- Create long-term infrastructure plans
- Help mitigate the impacts of big box development

NATURAL ENVIRONMENT
- Protect natural heritage systems and support biodiversity
- Reduce toxins, waste and greenhouse gases
- Consider water quality and quantity

ENERGY CONSERVATION
- Foster an energy conscious culture
- Exhibit municipal leadership in energy awareness
- Maximize energy conservation

ECONOMY
- Ensure a diversity of economic opportunities
- Create an economy that supports the triple bottom line
- Assist with the retention and expansion of local businesses

AGRICULTURE
- Strengthen the agriculture industry through diversification
- Build support for local food
- Promote environmental best practices

DOWNTOWNS
- Create accessible, aesthetically pleasing, people friendly spaces within downtowns
- Promote downtowns as the economic, social and cultural centres of the community

How to complete the worksheet

1. Title the worksheet with the program or policy that you are considering.
2. On the left side are the Indicators of Success for each of the Sustainable Huron Themes. Think about the impacts of your program or policy for each theme. Does it have a positive, neutral or negative impact on each theme?
3. Place a dot on the theme line in the negative, neutral or positive area. Join the dots on each theme line and the resulting shape should help you see an overall perspective of how the program or policy will impact our county.
4. Below are several Key Considerations. Consider your program or policy in light of these factors and identify components that require additional research or community engagement or collaboration.

Key Considerations

- How will this program or policy impact the community 10, 20 or even 40 years from now?
- Are there possible unintended consequences?
- Does it enhance service delivery?
- Do we have adequate human and financial resources to do this?
- Is it sustainable?
- Have we adequately engaged the community?
- Does this improve accessibility?
- Does this enhance and fit with our unique Huron character?
- Who does this impact? Are we being inclusive?
- Are there partners we haven’t considered?
- Are there previous experiences with this?

Example of a completed worksheet:

Name of policy/program you are considering: ________________________________
Example of a completed worksheet:
Top 10 List of Valuable Uses

1. It offers a well-rounded overview of Huron County to provide orientation for non-residents and newcomers
2. It can help define the market for a new program, product or service to be launched in Huron County
3. It can guide prioritization and compare the relative merits of alternative actions using a visual tool
4. It can assist organizations to chart their course for a new future as part of strategic planning
5. It can provide potential funders with a targeted case for support and help highlight the demonstrated needs in Huron County
Top 10 List of Valuable Uses (con’t)

6. It can be instrumental in project evaluation research design and used as an impact or benchmarking resource
7. It can stimulate advocacy efforts by helping to highlight rural realities
8. It can support consensus building and ensure latent issues are explored to the satisfaction of the group when seeking a decision
9. It was designed for municipal staff and local decision makers to create compelling arguments to influence policy or programming from outside our region (such as provincial or federal governments)
10. It can, and is being used as a framework considered by other rural communities as part of their sustainability planning
Guelph 2 Goderich Trail
**So How Does It Work? A Case Study:**

- The G2G Rail Trail runs along former CPR railway land.
- During the development stages, this trailway has been referred to as “the backbone of Ontario trails” and will connect 13 communities with pathways running approximately 127 km from the edge of Goderich to downtown Guelph, ON.
- There is tremendous support from the many steward groups and stakeholders along the trail.
- Many existing trail groups, along with a half a dozen new ones, are stepping forward to ensure that this trailway becomes an iconic integration between rural and urban Ontario.
### Indicators of Success

**Does the action...**

**POPopulations**
- Support moderate and sustainable population growth
- Promote Huron as a great place to live, work and play
- Ensure Huron is a welcoming community for new residents
- Enhance opportunities for youth, families, seniors

**Community Needs**
- Support and build arts, culture, and heritage
- Ensure Huron is affordable and accessible to all
- Encourage local training and learning opportunities
- Foster pride and sense of community

**Healthy Active Communities**
- Promote active and healthy lifestyles
- Support active transportation
- Ensure accessibility to excellent healthcare and wellness services

**Transportation**
- Develop an accessible, efficient and integrated transportation network
- Ensure municipal transportation system is environmentally and economically feasible

**Liveable Communities**
- Preserve Huron’s history and rural character
- Foster compact communities that address local needs
- Create long-term infrastructure plans
- Help mitigate the impacts of big box development

**Natural Environment**
- Protect natural heritage systems and support biodiversity
- Reduce toxins, waste and greenhouse gases
- Consider water quality and quantity

**Energy Conservation**
- Foster an energy conscious culture
- Exhibit municipal leadership in energy awareness
- Maximize energy conservation

**Economy**
- Ensure a diversity of economic opportunities
- Create an economy that supports the triple bottom line
- Assist with the retention and expansion of local businesses

**Agriculture**
- Strengthen the agriculture industry through diversification
- Build support for local food
- Promote environmental best practices

**Downtowns**
- Create accessible, aesthetically pleasing, people friendly spaces within downtowns
- Promote downtowns as the economic, social and cultural centres of the community

**Policy or Program**

RURAL ONTARIO INSTITUTE
Rural Community Wellbeing Action Cycle

Source: Sheila Schuehlein, Dr. Suzanne Ainsley PhD, Karen Hutchinson, February 27, 2017
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