Outline

1. Municipal mandate & priorities

2. Approaching municipalities

3. Partnering & what you might offer
“... the greatest contribution to the health of the nation over the past 150 years was made, not by doctors or hospitals, but by local governments.”

Funding from:

- property taxes (residents and businesses)
- "user fees" or "non-tax revenue" e.g. parking fines
- some funding still comes from the provincial government.

May have single, upper & lower tiers e.g.,
Single: Northern Municipalities
Upper tier: Region of Niagara, Bruce County
Lower Tier: City of St Catharines

Associated elected officials and municipal staff

The north has Districts
Main lobby groups on policy issues.

- FCM (Fed’n. of Canadian Municipalities)
- AMO (Assoc. of Municipalities of Ontario)
- FONOM (Federation of Northern Ontario Municipalities)
2. Approaching Municipalities

With thanks to:

Jennifer Croft, Sue Shikaze, Lisa Gallant and Kim Perrotta, Colleen Brosseau, Clerk in Dryden
E.g., The **Ontario Public Health Standards 2008**

- "The board of health **shall work with municipalities** to support healthy public policies and the creation or enhancement of supportive environments in recreational settings and the built environment regarding the following topics: healthy eating; healthy weights; comprehensive tobacco control; physical activity; alcohol use; and exposure to ultraviolet radiation".
• “Champions” may connect first
• Identify overlapping agendas
  – i.e. “we are a healthy active community” or “aging well committee”
  – Invite municipality to join as a partner; present to council on benefits of your partnership
• Ask for a liaison
• How about lunch?!
Go to the Clerk first

- Find the “Procedural by-laws” - how to present to council
- Find out what items are coming up on the agendas
- Provide any written material in advance.
- You can come to council just to share what you are doing – doesn’t need to be an “ask”.
Approaching council

• Council may be uninformed on your organizations issues

• Go to Committee of the Whole “where the work gets done”

• Talk to the Clerk for more information

Mayor of Rainey River
Informing Council regarding your work

Example: What does your neighbour think public health does?
Informing Council regarding your work

Example: What does your neighbour think public health does?

Municipal (& community) partners may need an update on what you can offer
Learn the Municipal Process

- Strategic plans, bylaws, Council vision, Official Plan etc
- Keep up to date on Municipal affairs

Increase Communication with Municipal Staff & Council

- Find Champions
- Help municipalities understand your issues
- Common language
- Connect the dots

Municipal mandate & priorities

Approaching municipalities

Partnering & what you might offer
Overcoming Challenges working with Municipal Staff & Council

Build Relationships with Municipal Staff & Council

• Identify key people
• Invite municipal representatives to the table
• Build personal relationships
• Use personal invitations & explain why you are inviting them
• Showcase what you can offer
An Economic Development Officer

- Find common goals with other municipal departments. Building *Healthy Communities* is a great common goal (in most municipal official plans)
- Making a better community – attract population, tourism
Approaching Transportation / Works dept.

Transportation moves cars. Highlight options that improve health AND cut traffic congestion AND keep roads SAFE AND in good shape.

Provide good data & expertise

Offer help with outreach & engagement

Promoting Active Transportation: An Opportunity for Public Health - American Public Health Assoc.
http://www.apha.org/NR/rdonlyres/42FBB4CA-4E2A-4C74-BDD7-317E7C814F0/0/Links_Final_Active_Primer_singles.pdf%22%20/t%20%22_blank
Approaching Parks and Recreation

Improving access (physical links & access policies)

Provide update on recreation trends and needs

Active transportation – assistance with planning routes, outreach, priorities

Food access – community gardens, markets in parks, recreation centres

Shade audits
3. Partnering & what you might offer
1. Help municipality understand resident’s needs

**Resident Rankings - AT Policy Options**

- Lower traffic speeds, n=27, 12%
- Build routes, n=59, 25%
- School Travel Plans, n=27, 12%
- Educational safety programs, n=27, 12%
- Create bike parking, n=35, 15%
- Maintain routes, n=57, 24%

**Vancouver cycling policies work, despite grumbling**

Not all Vancouver residents are happy with new bike lanes, but the city says data doesn’t lie.

*By David Dodge and Duncan Kinney, Green Energy Futures*

What do you do if you’re a big city like Vancouver, your population is growing but you can’t build more roads? Why, encourage people to ride bicycles, of course.
2. Build Relationships

• “Dot connectors” – look for overlapping mandates

• Provide support. Take lead on partnerships
3. Support for community engagement

- Build community capacity, mobilize dormant support
- Behaviour change campaigns incl. research, media and communications
- Vision & asset based processes (not just pot-holes)
- Keeping good policy alive
4. Find Resources
e.g., Staff time, Healthy Communities Funds, Trillium, etc.
Resources

HC Link
Your resource for healthy communities
www.hclinkontario.ca

Association of Municipalities Ontario
http://www.amo.on.ca

Federation of Northern Ontario Municipalities (FONOM)
http://www.fonom.org

Federation of Canadian Municipalities (FCM)
https://www.fcm.ca/home/events/sustainable-communities-conference.htm

Ontario Ministry of Municipal Affairs and Housing
http://www.mah.gov.on.ca

Public Health and Land Use Planning: How Ten Public Health Units are Working to Create Healthy and Sustainable Communities

Communities and Local Government: Working Together
A resource manual
Thank you! Merci!

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www.hclinkontario.ca