



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services  
Committee

**Date:** April 5, 2018

**From:** Serena Lusk  
General Manager, Community Services

**File:** 01-0370-20-002/2018-  
Vol 01

**Re:** **Draft Community Wellness Strategy 2018–2023**

### Staff Recommendation

1. That the Draft Community Wellness Strategy 2018-2023, included as Attachment 1 of the staff report titled “Draft Community Wellness Strategy 2018-2023,” dated April 5, 2018, from the General Manager, Community Services, be adopted for the purpose of seeking stakeholder and public validation of the strategy.
2. That the Final Community Wellness Strategy 2018-2023, including the results of the stakeholder and public validation, be reported back to the Parks, Recreation and Cultural Services Committee.

Serena Lusk  
General Manager, Community Services  
(604-233-3344)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Communications	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Fire Rescue	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 	

**CNCL - 148**

## Staff Report

### Origin

The first Community Wellness Strategy 2010-2015, developed in partnership with Vancouver Coastal Health – Richmond (VCH) and Richmond School District No. 38 (SD38), was endorsed by Council in February of 2010. In 2015, the partners reviewed the impact of their work, established recommendations for the development of an updated strategy, and renewed their commitment to working together to improve community wellness in Richmond. The Draft Community Wellness Strategy 2018-2023 has been prepared in partnership with VCH and SD38, taking a collaborative and holistic approach to improve wellness for Richmond residents.

In 2017, a Report to Committee was submitted describing the vision, principles and focus areas for the Draft Community Wellness Strategy 2018-2023 (Draft Strategy). In addition, the extensive community engagement which took place as part of the project process was described in detail. The vision, principles and focus areas within that report were adopted by Council on July 10, 2017. The adopted vision, principles and focus areas provided the foundation for the development of the Draft Community Wellness Strategy 2018-2023.

The purpose of this report is to present the Draft Community Wellness Strategy 2018-2023 (Attachment 1), as well as the next steps for the project. The report outlines the project development process, the community engagement results and summarizes the community wellness action plan and evaluation framework. Pending Council's adoption of the Draft Strategy, City staff will seek further feedback from the public and stakeholders through a validation process, and will report back to Council at a later date.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

*2.1. Strong neighbourhoods.*

*2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

This report supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

*Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.*

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

*Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.*

5.2. *Strengthened strategic partnerships that help advance City priorities.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

*Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.*

9.1. *Understandable, timely, easily accessible public communication.*

9.2. *Effective engagement strategies and tools.*

## **Analysis**

### **Background**

Following adoption of the vision, principles and focus areas for the Draft Community Wellness Strategy 2018-2023 by Council on July 10, 2017, City staff and partners developed the action plan and evaluation framework for the Draft Strategy that are being presented within this report. The action plan and evaluation framework, along with the vision, principles and focus areas, are key sections of the Draft Strategy (Attachment 1).

Building on the learnings and success of the Community Wellness Strategy 2010-2015, this strategy aims to further improve community wellness by:

- identifying collective actions that span the mandate of all three partners;
- defining actions with designated responsibilities;
- embedding outcomes into the strategy that can be measured; and
- ensuring the success of the actions.

### **Development Process and Community Engagement Results**

The diagram on the next page provides a summary of the Community Wellness Strategy 2018-2023 development process. City staff are currently in Phase 4, which includes development of the Draft Community Wellness Strategy 2018-2023 and presentation of the Draft Strategy to Council for adoption.

This following diagram is a summary of the Community Wellness Strategy 2018-2023 development process:



An extensive community engagement process that consisted of Strategic Advisory Committee meetings, internal and external stakeholder workshops and consultation with the general public, provided feedback which was utilized to develop the vision, principles and five focus areas for the Draft Community Wellness Strategy 2018-2023. The learnings from the community engagement were also vital in informing the development of the action plan for the Draft Strategy.

Similar to the Community Wellness Strategy 2010-2015, the community engagement revealed that a focus on physical activity and connectedness to one’s community are still important factors when it comes to wellness for Richmond residents. The recent community engagement has also uncovered that healthy neighbourhood design and transportation networks, equitable access to programs and services, and education regarding wellness literacy are all important factors for Richmond residents.

The action plan outlined in the next section was developed by taking into account the insightful and meaningful feedback regarding wellness that was received throughout the community engagement process.

Community Wellness Action Plan

The action plan outlines the actions under each focus area which the partners believe will make a meaningful difference in enhancing wellness in Richmond and achieving the adopted vision. Overall, each of the partners has agreed to lead specific actions while also working collaboratively to implement the strategy over the next five years. To view a detailed breakdown of who is leading which actions, please refer to Attachment 1. Furthermore, the actions provide a framework for ensuring that opportunities for Richmond residents are in place to improve wellness, and to allow individuals, neighbourhoods, and the community as a whole to thrive. The action plan will also be key to achieving the vision for the Draft Community Wellness Strategy 2018-2023:

*Richmond...active, caring, connected, healthy and thriving.*

The full action plan identifies twenty-three comprehensive initiatives for implementation over the next five years. The following are examples of the actions associated with each focus area, demonstrating what will be done over the next five years to improve wellness opportunities for Richmond residents. To view the complete and detailed list of actions please refer to Attachment 1.

**Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.**

Actions identified include:

1. Develop and implement a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating, and mental wellness opportunities and benefits.
2. Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level.
  - Expand the scope of 'Move for Health Week.'
3. Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level.
  - Include healthy and, where possible, local food at concession stands, in vending machines and cafes in public facilities and schools.
4. Implement initiatives to increase access to mental wellness resources for residents.
  - Enhance activities of the three partners to promote Mental Health Week.

**Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.**

Actions identified include:

1. Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods.
2. Implement the 'Resilient Streets Program' which aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie Neighbourhoods. Learnings from this program will inform the Neighbourhood Strategy.

**Focus Area #3: Enhance equitable access to amenities, services and programs within and among neighbourhoods.**

Actions identified include:

1. Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.
2. Create wayfinding tools which help residents and service providers to make best use of amenities, services, programs, and natural and built environment opportunities that the neighbourhood offers.
  - Create a visually appealing map illustrating City parks, recreation, and arts amenities.

**Focus Area #4: Facilitate supportive, safe and healthy natural and built environments.**

Actions identified include:

1. Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all.
2. Continue to improve cycling networks across the City by:
  - Expanding the bike route network; and
  - Expanding secured bike parking at City, health, and school facilities.
3. Increase indoor and outdoor unstructured play opportunities city-wide and at a neighbourhood level at school and City playgrounds, parks and facilities by:
  - Increasing nature play elements; and
  - Providing play equipment that is accessible to all e.g., playboxes available at community centres and parks.

**Focus Area #5: Promote wellness literacy<sup>1</sup> for residents across all ages and stages of their lives.**

Actions identified include:

1. Develop and implement a wellness literacy campaign as a key component of the healthy active living campaign.
  - Develop and disseminate brief and easy to understand wellness messages in promotional materials;
  - Host a wellness literacy fair for staff from the three partner organizations; and
  - Provide educational workshops on wellness led by experts or high profile community members.

### Measuring Progress

The evaluation framework in the Draft Community Wellness Strategy 2018-2023 outlines a logic model and serves as a guide for monitoring progress and evaluating the overall strategy to ensure its success. The evaluation framework provides an outline for monitoring and assessing the effectiveness of actions, and ensuring that progress is made towards achieving desired outcomes and targets.

The table on the next page identifies measures and targets to be used in the evaluation of the Community Wellness Strategy 2018-2023. A variety of both qualitative and quantitative data sources and collection methods will be used to assess the changes in the indicators/measures outlined. Overall, the purpose of the evaluation framework is to measure progress as actions are implemented and to measure achievement of the desired outcomes.

<sup>1</sup> *Wellness Literacy* is "the capacity to obtain, process, and understand basic health/wellness information and services needed to make appropriate health/wellness decisions."

Focus Area	Indicator/Measure	Target Trend
1. Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.	<ul style="list-style-type: none"> <li>Physical activity levels;</li> <li>Fruit and vegetable servings;</li> <li>Self-rated mental health;</li> <li>Awareness of benefits;</li> <li>Healthy food outlets; and</li> <li>Physical activity opportunities.</li> </ul>	<p style="text-align: center;">↑</p> <p style="text-align: center;">Increase</p>
2. Enhance physical and social connectedness within and among neighbourhoods and communities.	<ul style="list-style-type: none"> <li>Strong sense of community belonging; and</li> <li>Volunteers.</li> </ul>	<p style="text-align: center;">↑</p> <p style="text-align: center;">Increase</p>
3. Enhance equitable <sup>2</sup> access <sup>3</sup> to amenities, services and programs within and among neighbourhoods.	<ul style="list-style-type: none"> <li>Amenities, programs and services available by neighbourhood.</li> </ul>	<p style="text-align: center;">↑</p> <p style="text-align: center;">Increase</p>
	<ul style="list-style-type: none"> <li>Reduced barriers to opportunities.</li> </ul>	<p style="text-align: center;">↓</p> <p style="text-align: center;">Decrease</p>
4. Facilitate supportive, safe and healthy natural and built environments.	<ul style="list-style-type: none"> <li>Walkability of neighbourhoods; and</li> <li>Outdoor unstructured play opportunities.</li> </ul>	<p style="text-align: center;">↑</p> <p style="text-align: center;">Increase</p>
5. Promote wellness literacy for residents across all ages and stages of their lives.	<ul style="list-style-type: none"> <li>Awareness of wellness components.</li> </ul>	<p style="text-align: center;">↑</p> <p style="text-align: center;">Increase</p>

<sup>2</sup> *Equitable* – fair, reasonable, just and free of favouritism or self-interest

<sup>3</sup> *Equitable access* is about addressing social and economic imbalances when developing policy or implementing plans, so that people from diverse backgrounds (and different neighbourhoods) have more or less similar opportunities when it comes to accessing amenities, services and programs.

**Next Steps**

The purpose of this five-year strategy is to take a collaborative and holistic approach to improve wellness for Richmond residents and to increase opportunities for individuals and neighbourhoods to be active and healthy. Pending Council’s adoption of the Draft Community Wellness Strategy 2018-2023 (Draft Strategy), City staff will seek feedback on the Draft Strategy from stakeholders and the public through a validation process. The validation process will entail open houses for both stakeholders and the public, where attendees will have the opportunity to review and provide feedback on the content of the Draft Strategy. In addition, an online survey via *Let’s Talk Richmond* will provide another option for both stakeholders and the public to provide their comments.

The following table outlines the stakeholder and public validation process for the Draft Strategy:

Date	Process
Early May 2018	Council adoption of the Draft Community Wellness Strategy 2018-2023 (Draft Strategy).
End of May 2018	Stakeholder and public validation of the Draft Strategy: <ul style="list-style-type: none"> <li>▪ Open houses to share Draft Strategy content with stakeholders and the public; and</li> <li>▪ Online survey via <i>Let’s Talk Richmond</i>.</li> </ul>
June 2018	Assess feedback and develop the Final Community Wellness Strategy 2018-2023.
July 2018	Present the Final Community Wellness Strategy 2018-2023 to Council.

The overall purpose of the stakeholder and public validation process is to gain feedback to ensure that the action plan reflects what needs to be done in order to improve wellness opportunities for Richmond residents. Any feedback that is gathered will be incorporated into the Final Community Wellness Strategy 2018-2023, which will be presented to Council in July 2018.

**Financial Impact**

Many of the actions identified within the five focus areas can be accomplished with existing resources. Staff will also work with community partners to apply for grants and other funding opportunities as they become available. Examples of grants include the Resilient Streets grant from the BC Healthy Communities Capacity Building Fund and the Before and After School Recreation Spaces grant from the BC Recreation and Parks Association, both of which staff have been successful in securing for this year. Also, when and if additional resources are required, a request will be submitted through the annual budget process.



## Conclusion

A collaborative and holistic approach to improve wellness for Richmond residents has resulted in a successful partnership and the development of the Draft Community Wellness Strategy 2018-2023. The Draft Strategy provides a five-year plan for ensuring that opportunities for Richmond residents are in place to improve wellness and to allow individuals, neighbourhoods and communities to thrive. This has been accomplished through a vision, principles, action plan and evaluation framework that are outlined in detail within the Draft Strategy. Upon adoption of the Draft Strategy by Council, City staff will seek further validation from stakeholders and the public. Any feedback received during the validation process will be assessed and used to develop the Final Community Wellness Strategy 2018-2023, which will be presented to Council at a later date.



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Att. 1: Draft City of Richmond Community Wellness Strategy 2018-2023, A Partnership  
Project: City of Richmond, Vancouver Coastal Health – Richmond, Richmond School  
District No. 38



DRAFT



# City of Richmond Community Wellness Strategy 2018-2023

A Partnership Project: City of Richmond, Vancouver Coastal Health – Richmond, Richmond School District 38



# Table of Contents

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<b>Executive Summary</b> .....	<b>1</b>
<b>1.0 Richmond Community Wellness Strategy – Purpose, Partnership and Process</b> .....	<b>7</b>
1.1 Purpose of the Strategy .....	7
1.2 The Partnership - Working Together .....	8
1.3 Building the Strategy .....	8
1.4 Relationship to other Richmond Plans and Strategies .....	10
<b>2.0 Richmond Today</b> .....	<b>11</b>
2.1 City Overview .....	12
2.2 Population Demographics and Social Indicators .....	13
2.3 Health and Wellness Indicators .....	15
2.4 Built and Natural Environments Indicators .....	19
<b>3.0 What We Heard through Community Engagement</b> .....	<b>21</b>
3.1 Who We Heard From .....	22
3.2 Stakeholder Feedback: What is Working Well in Richmond .....	22
3.3 Key Priorities to Enhance Wellness .....	23
3.4 What Richmond Residents said .....	24
<b>4.0 What We Learned from Other Jurisdictions</b> .....	<b>27</b>
<b>5.0 Bringing it All Together</b> .....	<b>29</b>
5.1 What Needs to be Considered .....	29
5.2 What Wellness Means to Richmond.....	31
<b>6.0 Guiding Framework – Vision, Principles and Focus Areas</b> .....	<b>33</b>
6.1 Vision for the Richmond Community Wellness Strategy .....	34
6.2 Principles .....	34
6.3 Focus Areas .....	35
<b>7.0 Moving Forward – Community Wellness Action Plan</b> .....	<b>37</b>
7.1 Action Plan .....	38
<b>8.0 Measuring Our Progress</b> .....	<b>45</b>
8.1 Evaluation Framework and Logic Model.....	45
8.2 Measuring Results .....	49
<b>9.0 Implementation</b> .....	<b>51</b>
<b>10.0 Conclusion</b> .....	<b>55</b>
<b>Appendix 1: Relevant Plans and Strategies</b> .....	<b>57</b>
<b>Appendix 2: Stakeholder Engagement</b> .....	<b>63</b>
<b>Appendix 3: Richmond Community Wellness Profile Data Sources</b> .....	<b>69</b>
<b>Appendix 4: Documentation of Engagement Process and Results</b> .....	<b>71</b>



# Executive Summary

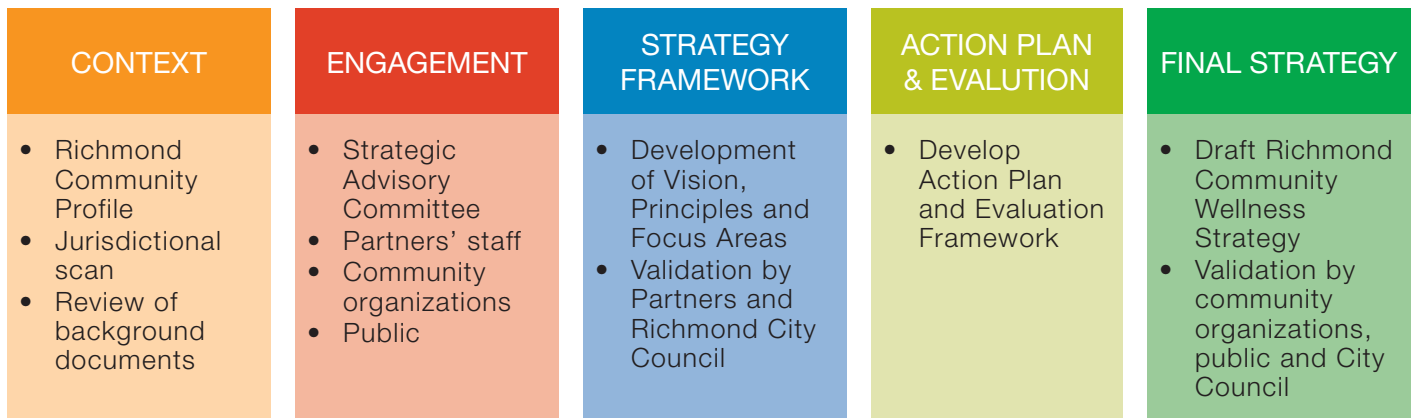
The City of Richmond has partnered with Vancouver Coastal Health-Richmond and Richmond School District No. 38 to develop a Community Wellness Strategy for Richmond (2018 -2023). The purpose of this five year strategy is to identify innovative and collaborative approaches to most effectively impact wellness outcomes for Richmond residents, increase the awareness of the benefits of active community engagement and healthy lifestyles for residents in all Richmond neighbourhoods. This strategy also demonstrates leadership in prioritizing wellness as a contributor to a vibrant, appealing and livable community.

Richmond residents are generally healthy, data from the My Health My Community survey indicates that Richmond residents live longer, feel less stressed, have healthier weights, less chronic disease, smoke less and drink less than other comparison communities in BC. However, there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging. According to the My Health My Community survey, Richmond ranks lower compared to other BC municipalities for three specific lifestyle practices that are strongly linked to health and wellness, these include physical activity, healthy eating (particularly fruit and vegetable intake) and social connectedness.

Wellness practices are highly influenced by an individual's knowledge of active and healthy lifestyles and mental wellness strategies and the ability to afford or access healthier options. Supportive social and physical environments can improve people's personal health practices and feelings of well-being. Wellness practices that start early in life are more likely to continue into adulthood. Many aspects of one's community and neighbourhood, such as community programs and services, employment opportunities, transit, school policy and location, parks and recreation opportunities, proximity to family and friends, personal time and more affect people's ability to establish healthy and active lifestyles, build resilient neighbourhoods and engage in their communities.

## Strategy Development Process

The Richmond Community Wellness Strategy 2018-2023 was developed through an iterative and multi-phased process involving many members of the general public, stakeholders, staff from all partner organizations and a strategic advisory committee.



Strategy Development Process Phases

## Strategic Framework for Community Wellness

The development of the Strategic Framework, which includes the vision, principles and focus areas, was guided by:

- The Community Profile, which highlighted Richmond's changing demographics and indicators of where Richmond is doing well and where there are areas for improvement
- The definition of wellness that was informed by and resonated with stakeholders
- The community's feedback highlighting the themes of physical activity, healthy eating, mental wellness and social connectedness as key aspects of wellness
- The recognition that the importance of awareness, opportunity, access and supportive environments should be reflected in the Action Plan
- Wellness trends and evidence from the field identified in the Jurisdictional Scan.

### Community Wellness Strategy Vision and Principles

The Community Wellness Strategy Vision and Principles were developed following an extensive community engagement process and have been approved by Richmond City Council.

#### Vision

Richmond...active, caring, connected, healthy and thriving

#### Principles

- Engage in collective action
- Embrace a strength-based approach
- Monitor and evaluate to ensure accountability
- Be financially, socially and environmentally sustainable
- Be inclusive, equitable, respectful and celebrate diversity
- Synergize with existing plans, strategies and organizations

## Community Wellness Strategy Focus Areas and Actions

Five priority focus areas for action were also identified through the community engagement process and endorsed by Richmond City Council. The focus areas provide a clear set of high level goals for the Community Wellness Strategy 2018-2023. Objectives and action items have been developed for each of the focus areas.

### Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

#### Objective #1

Increase the number of Richmond residents across all ages involved in physical activity and active, healthy lifestyles.

Key Action/Program/Initiative	Time-frame	Partner Lead
1 Develop and implement a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating, and mental wellness opportunities and benefits.	Develop 2018-2019  Implement 2019-2023	CoR
2 Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level.  <b>Priority Action 1:</b> Expand the scope of 'Move for Health Week' by including initiatives of the three partners (VCH-Richmond, SD38 and CoR), while also incorporating a focus on cycling.  <b>Priority Action 2:</b> Increase neighbourhood level participation in the Walk Richmond program.	2019-2023  2019-2020  2020-2021	CoR





## Objective #2

Increase the number of Richmond residents across all ages making healthy food choices.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level and builds upon and aligns with the Richmond Food Charter and the Regional Food System Action Plan <sup>1</sup> . This includes coordinating and enhancing healthy eating opportunities in schools, public buildings, and where gaps have been identified at a neighbourhood level.	Ongoing to 2023	VCH- Richmond
<b>Priority Action 1:</b> Include healthy and, where possible, local food at concession stands, in vending machines and cafes in public facilities and schools.	2019-2020	
<b>Priority Action 2:</b> Expand community gardens in neighbourhoods across Richmond, to encourage social interaction, physical activity and access to fresh affordable vegetables and fruits for residents.	2018-2020	

## Objective #3

Increase the number of individuals across all ages reporting a positive state of mental wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Implement initiatives to increase access to mental wellness resources for residents.	2019-2023	SD 38
<b>Priority Action 1:</b> Enhance activities of the three partners to promote Mental Health Week.	2019-2020	
<b>Priority Action 2:</b> Implement an initiative to support residents' mental wellness through a 'Go-To' Mental Wellness Referral program. This initiative would involve enhancing the capacity of front line staff at City, public health and school facilities, so they would have the ability to connect individuals with the appropriate resources in Richmond.	2019-2021	

<sup>1</sup> Links to: Richmond Food Charter: [https://www.richmond.ca/\\_shared/assets/7\\_RichmondFoodCharter44751.pdf](https://www.richmond.ca/_shared/assets/7_RichmondFoodCharter44751.pdf)  
 Metrovancouver Regional Food System Action Plan 2016 <http://www.metrovancouver.org/services/regional-planning/agriculture/rfs-strategy/Pages/about-the-strategy.aspx>

<sup>2</sup> <https://www.healthlinkbc.ca/health-topics/food-insecure-communities>

## Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.

### Objective #1

Provide opportunities to increase Richmond residents' sense of belonging to their neighbourhoods.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods.  <b>Priority Action 1:</b> Implement the 'Resilient Streets Program' which aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie Neighbourhoods. Learnings from this program will inform the Neighbourhood Strategy.	Develop 2019-2021 Implement 2021-2023  2018-2019	CoR



## Focus Area #3: Enhance equitable access to amenities, services and programs within and among neighbourhoods.

### Objective #1

Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.	2018-2020	VCH- Richmond
2. Create wayfinding tools which help residents and service providers to make best use of amenities, services, programs, natural and built environment opportunities that the neighbourhood offers.  <b>Priority Action 1:</b> Create a visually appealing map illustrating City parks, recreation and arts amenities.	2019-2022  2019-2020	CoR

## Focus Area #4: Facilitate supportive, safe and healthy natural and built environments.

### Objective #1

Identify and implement healthy natural and built environments to improve the wellness of Richmond residents.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all. Walkable routes could be further enhanced by: <ul style="list-style-type: none"> <li>• Providing access to benches, washrooms and playgrounds, shade and gathering places</li> <li>• Providing interactive and interpretive amenities</li> <li>• Implementing a wayfinding and signage plan for walkable routes within neighbourhoods</li> </ul>	Ongoing to 2023	CoR
2. Continue to improve cycling networks across the City by: <ul style="list-style-type: none"> <li>• Expanding the bike route network</li> <li>• Expanding secured bike parking at City, health and school facilities</li> <li>• Increasing access to bicycles and bicycle helmets to those facing barriers</li> <li>• Addressing barriers to using available bike routes</li> </ul>	Ongoing to 2023	CoR

## Focus Area #5: Promote wellness literacy<sup>3</sup> for residents across all ages and stages of their lives.

### Objective #1

Strengthen awareness and understanding of wellness including benefits and opportunities for improving wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Develop and implement a wellness literacy campaign as a key component of the healthy active living campaign.  <b>Priority Action 1:</b> Develop and disseminate brief and easy to understand wellness messages in promotional materials.  <b>Priority Action 2:</b> Host a wellness literacy fair for staff from the three partner organizations.  <b>Priority Action 3:</b> Provide educational workshops on wellness led by experts or high profile community members.	Develop 2018-2019 Implement 2019-2023 2019-2020 2019-2020 2020-2021	All partners to contribute equally to this focus area

<sup>3</sup> Wellness Literacy is "the capacity to obtain, process, and understand basic health/wellness information and services needed to make appropriate health/wellness decisions."

# 1 Richmond Community Wellness Strategy

## Purpose, Partnership and Process

### Richmond Community Wellness Strategy – Purpose, Partnership and Process

#### 1.1 Purpose of the Strategy

The first Richmond Community Wellness Strategy 2010-2015 was developed by the City of Richmond in partnership with Vancouver Coastal Health-Richmond and Richmond School District No. 38 and was endorsed by Richmond City Council in February 2010. In 2015, the partners reviewed the impact of their work and renewed their commitment to work together to develop an updated Community Wellness Strategy for Richmond (2018 -2023). The purpose of this five year strategy is to take a collaborative and holistic approach to improve wellness for Richmond residents and increase opportunities as well as support for active and healthy lifestyles throughout the city.

Building on the learnings from the earlier strategy, the aims of this strategy are to:

- Define community wellness more broadly, including mental health and social connectedness along with physical activity and healthy eating
- Clearly identify collective actions that span the mandate of all three partners
- Define actions more specifically with designated responsibilities
- Embed outcomes into the strategy that can be measured with consistency by the three partners
- Enhance awareness of the strategy to facilitate its use across organizations

Overall the intent is for the Strategy to be aspirational, pragmatic and action-oriented and aligned with other related Richmond policies and strategies.

## 1.2 The Partnership - Working Together

### The City of Richmond, Vancouver Coastal Health – Richmond and Richmond School District 38

The 2018-2023 Richmond Community Wellness Strategy is a renewed commitment of the three partners - the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District 38 to work collectively to improve wellness. The three partners established a Strategic Advisory Committee with representatives from each of their organizations to guide the process and are committed to working together to implement the new strategy and monitor results on a regular basis. The three partners recognize that a shared vision and collective efforts to achieve common goals will amplify the impacts to individual and community wellness.

## 1.3 Building the Strategy

The Richmond Community Wellness Strategy 2018-2023 was developed through an iterative multi - phased process.

### Multi-phased Strategy Development Process

CONTEXT	ENGAGEMENT	STRATEGY FRAMEWORK	ACTION PLAN & EVALUATION	FINAL STRATEGY
<ul style="list-style-type: none"> <li>Richmond Community Profile</li> <li>Jurisdictional scan</li> <li>Review of background documents</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Advisory Committee</li> <li>Partners' staff</li> <li>Community organizations</li> <li>Public</li> </ul>	<ul style="list-style-type: none"> <li>Development of Vision, Principles and Focus Areas</li> <li>Validation by Partners and Richmond City Council</li> </ul>	<ul style="list-style-type: none"> <li>Develop Action Plan and Evaluation Framework</li> </ul>	<ul style="list-style-type: none"> <li>Draft Richmond Community Wellness Strategy</li> <li>Validation by community organizations, public and City Council</li> </ul>



A Community Profile was developed that highlights data that would be relevant to the health and wellbeing of Richmond residents and the community. A range of wellness strategies developed by comparable jurisdictions were reviewed to assess how wellness is defined by others, along with their vision statements, principles, goals, objectives and priority actions that contribute to wellness.

## CONTEXT

A Strategic Advisory Committee made up of subject matter experts from the three partners was formed to guide the process. Workshops with staff from each of the partner organizations as well as a wide range of community stakeholders were facilitated to gain input into the strategy's vision and priorities. There were several opportunities for the general public, including parents, students and families, to provide feedback on what wellness means and what supports are needed to stay well.

## ENGAGEMENT

Following each phase of the extensive consultation, results were summarized and reported back to the Strategic Advisory Committee. Multiple sessions were held, providing opportunities for the partners to review and refine the vision, principles and to reach consensus on the key focus areas for the Richmond Community Wellness Strategy. With initial validation by the partners, the vision, principles and focus areas were presented to Richmond City Council for approval.

## STRATEGY FRAMEWORK

Multiple sessions were held with the Strategic Advisory Committee along with subject matter experts from the partner organizations to identify and agree to priority actions for each focus area. An Evaluation Framework, including a logic model, was developed to outline the linkages from actions to outcomes, identify indicators and data sources, and provide a monitoring process to evaluate progress towards achievement of the desired outcomes.

## ACTION PLAN AND EVALUATION

The draft Community Wellness Strategy Report was prepared and presented to Richmond City Council. Final validation of the Strategy by stakeholders and the public was undertaken through an invitational forum.

## FINAL STRATEGY

## 1.4 Relationship to other Richmond Plans and Strategies

The City of Richmond, Vancouver Coastal Health-Richmond and School District 38 have all undertaken the development of several plans and strategies. A number of these plans include actions related to the health and well-being of Richmond residents and the community as a whole. Certain aspects of wellness that are a primary focus in other plans or strategies (e.g., housing, economic factors) are not specifically included in the Richmond Community Wellness Strategy but are recognized as important. Examples of the plans and strategies of the three partner organizations that are aligned with the Community Wellness Strategy are identified in Appendix 1.

# 2 Richmond Today

## Richmond Today

The following is a summary of Richmond's community profile and identifies factors associated with the health and well-being of Richmond citizens. Richmond's community profile is based on currently available demographic data for the City's population, in addition data on economic, social, health and lifestyle indicators is also presented in this section. (See Appendix 3: Richmond Community Profile Data Sources.)





## 2.1 City Overview

Richmond enjoys a diversity of amenities and facilities, engaged citizens and community organizations and a vibrant natural setting that offers 1950 acres of park lands, 73 kilometres of trails, and 60 kilometres of cycling paths. It is a unique 17-island city situated at the mouth of the Fraser River, providing an estuary for fish and migrating birds along shores lined by walking dykes. Agriculture is an important part of Richmond's past as well as present economy – 39% of the city's 129.17 square kilometers land base remains within the Agricultural Land Reserve. Since being designated as a City in 1990, Richmond has seen a rapid growth in population and has evolved into a vibrant, ethnically diverse municipality with a mix of residential, commercial and industrial areas, as well as parks, waterways and open spaces. Richmond is the fourth largest city in the Metro Vancouver area, representing 8.3% of the population in this region.

### Global Active Cities

In recognition of Richmond's implementation of a legacy of community benefit related to its role in the 2010 Olympic Winter Games, as well as strong policies plans and programs related to sport and recreation, the City was invited to participate in the development of a pilot "Global Active Cities" program. The initiative has now officially launched and Richmond became a partner City of the renamed Active Well-being Initiative <http://activewellbeing.org/> in late 2017. Richmond and nine other cities around the world are leading a movement to improve the lives of their citizens through the promotion of physical activity, sport, healthy lifestyles, social connections, supportive built and natural environments and well-being for all.



## 2.2 Population Demographics and Social Indicators

The following population demographics and social indicators were obtained from a variety of sources, these include:

- Richmond City Planning Hot Facts (the series, 2014-2017)
- The United Way Community Profile – Richmond – December 2015
- Statistics Canada (2015) 2011 Population Census/Household Survey
- Statistics Canada (2015) 2006 Population Census/Household Survey
- BC Vital Statistics (2011) Annual Report
- BC Stats. (2015) Sub-Provincial Populations – P.E.O.P.L.E.
- BC Stats (2015) Socioeconomic Profiles

### Growing population

Richmond's population continues to grow with a high influx of new residents born outside of Canada. Richmond is known for its rich ethnic diversity. A majority of Richmond residents (70%) self-identify as a visible minority. This is the highest proportion of any municipality in BC and the second highest in Canada. Many languages are spoken in Richmond. In the 2014/15 school year, 27.8% of Richmond School District students were English Language Learners. Understanding the unique needs of people from different cultures who speak different languages is important for improving overall health and wellness.

### Changing age distribution

Understanding the age distribution of residents and how this is changing is important to planning and delivering services that meet the needs of different stages of life. At present, the over 65 age group is growing faster than the under 15 age group in all neighbourhoods. Adults between the age of 45 and 60 comprise the largest population group.

### Mobile population

Forty three percent of Richmond residents have moved within the past five years, and half of these residents have moved within Richmond. Many people say they do not know their neighbours. Having someone to turn to in an emergency, caring relationships and support from family and friends during tough times is important to wellness. Residents' sense of social connectedness varies by neighbourhood and is lower for both adults and youth in Richmond than in other regions – particularly for those who are new immigrants. Richmond youth are less likely than their peers in BC to always feel safe in their neighbourhood in the daytime or at night.

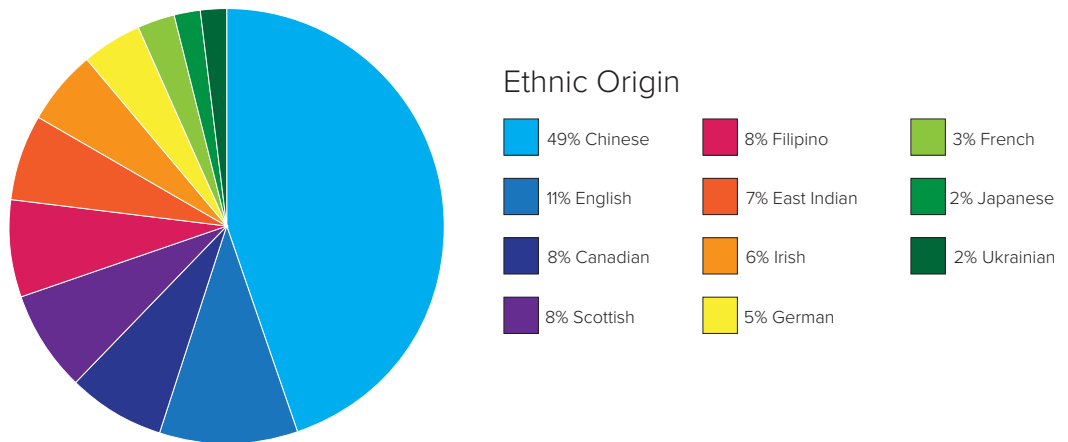


### Snapshot of Richmond’s population demographics and key social indicators

The current estimated population (2016) for Richmond is 218,307. This represents a 4.1% increase from 2011. Between 1991 and 2011, the population increased by 50%. Richmond’s population is projected to continue growing with an estimated population in 2041 of 280,000.

Sixty percent of Richmond residents are born outside of Canada. Richmond residents identify with over 140 different ethnic origins. The most common is Chinese – an ethnic group representing 49% of Richmond’s population in 2011, having grown from 40% in 2001.

The eleven most common ethnic origins of Richmond residents in 2011 were:

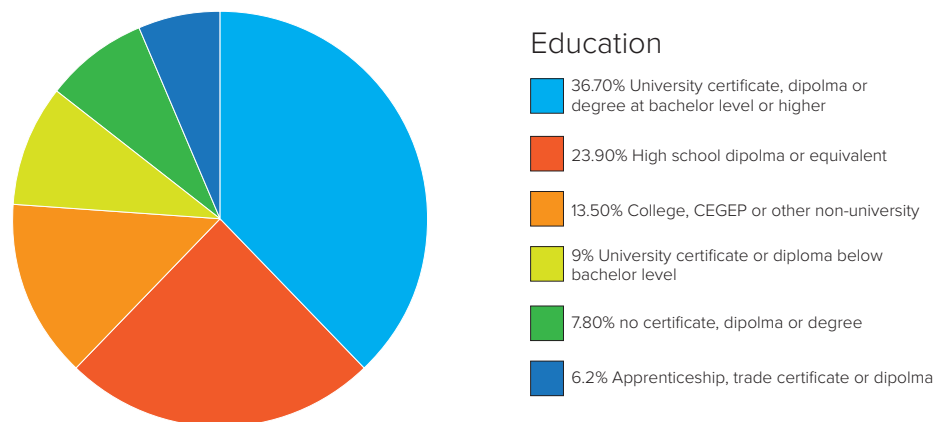


Chinese is identified as the first language in 41% of homes, while 90% indicate the ability to converse in English.

Seventy-seven percent of residents own a home. The median household income is \$69,553 with 22.4% of households classified as low income. Close to one fifth (19.4%) of residents spend more than 30% of income on shelter while 8.7% spend more than 50% of income on shelter.

Average family size is three with 84% married or common-law couples and 16% lone-parent families.

In 2011, Richmond’s population aged 25-64 reported on their highest level of education completed by the following National Household Survey categories:



## Graduation Rate

Richmond School District 38's graduation rate is 94% over the past 5 years which is among the highest in the province. Student enrollment is approximately 21,000. The six year completion rates (the proportion of students who graduate, with a BC Certificate of Graduation or BC Adult Graduation Diploma, within six years from the first time they enrol in Grade 8) exceed the provincial rates overall (88.6% for Richmond compared to 83.6% for BC).

## 2.3 Health and Wellness Indicators

The following section provides data from the My Health My Community online survey taken by Richmond residents in 2013 and 2014, as well as the Human Early Learning Partnership which provides health and wellness data on children and youth that was collected between 2013 and 2016.

My Health My Community is an online health and wellness survey that gives residents in various Metro Vancouver municipalities the opportunity to provide information about their health, lifestyle choices, community involvement and neighbourhood characteristics. Overall the health status and needs of residents are collected in order to effectively plan and deliver programs, services and policies. The My Health My Community survey is conducted approximately every 5 years and is a non-profit partnership initiative between Vancouver Coastal Health, Fraser Health and the University of British Columbia.

In addition, the information in this section is also derived from the Human Early Learning Partnership, which is a research network based at the University of British Columbia and explores how early environments and experiences contribute to children's development. Working with School District 38, data was collected on Richmond children and youth using the following tools:

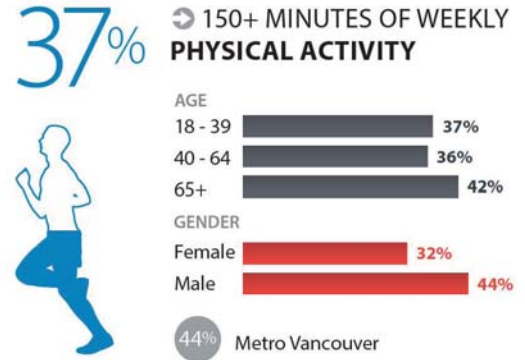
- EDI (Early Years Development Instrument), which is a questionnaire that has been used across BC to gather data about children's development at age 5. This data provides insights into children's health during their early years.
- MDI [Middle Years Development Instrument], is a self-report questionnaire that asks children in Grade 4 and Grade 7 about their thoughts, feelings and experiences in school and in the community.
- McCreary Centre Society - BC Adolescent Health Survey is a questionnaire used to gather data about youth in Grades 7 through to Grade 12. This tool gathers information about adolescent's physical and emotional health.



According to data from the My Health My Community survey, Richmond residents are generally healthy, live longer, feel less stressed, have healthier weights, less chronic disease, smoke less and drink less than other comparison communities in BC. However, there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging. According to the My Health My Community survey, Richmond ranks lower compared to other BC municipalities for three lifestyle practices that are strongly linked to health and wellness, these include physical activity, healthy eating (particularly fruit and vegetable intake) and social connectedness.

### Physical Activity

- According to the My Health My Community survey and data from the Human Early Learning Partnership, Richmond ranks the lowest in Metro Vancouver in terms of meeting the established physical activity guidelines<sup>4</sup> with 42% of children, 38% of youth and 37% of adults meeting the target<sup>5</sup>.
- A greater percentage of 18-24 year olds and those 65+ meet the recommended physical activity guidelines compared to 25-39 year olds and 40-64+ year olds. There is also a drop in physical activity rates (participating in thirty minutes of vigorous daily physical activity) from Grade 3 to 7 – 44% to 33%.
- In terms of commute mode to work or school, 64% of residents commute by car, 22% by transit and 10% walk or cycle.
- When compared to other Metro Vancouver municipalities, Richmond has one of the lowest municipal obesity rates, approximately 17% of adults are obese and 50% are overweight.



My Health My Community (2013/2014)

### OBESITY (BODY MASS INDEX >=30.0)



### ACROSS METRO VANCOUVER

- **Obesity was lowest among university graduates** compared to all other educational levels.
- Compared to the Metro Vancouver average of all ethnicities, **obesity was 60% lower among Chinese** and **55% higher among Aboriginal** people.

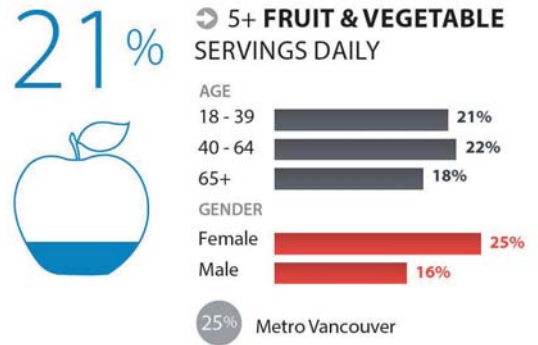
My Health My Community (2013/2014)

<sup>4</sup> <http://www.csep.ca/en/guidelines/links-to-csep-guidelines>

<sup>5</sup> Canadian 24 hr movement guidelines recommend 60 minutes energetic play for preschoolers and 60 minutes of moderate to vigorous activity for children and youth (5 to 17 years). Canadian physical activity guidelines for Adults and Older adults (65+) recommend a minimum of 150 min/week of moderate to vigorous activity.

### Healthy Eating

- As indicated by the My Health My Community survey and data from the Human Early Learning Partnership, fruit and vegetable intake is low when compared to other Metro Vancouver municipalities, in Richmond 50% of children, 40% of youth and 21% of adults meet the 5 or more servings/day target.



My Health My Community (2013/2014)

### Mental Health

- In addition, according to the My Health My Community survey and data from the Human Early Learning Partnership, 52% of Richmond residents self-rated their mental health as good or excellent, this is in comparison to 57% in Metro Vancouver. Mental health concerns are reported more by adolescent females. Most youth report feeling some stress (84%) or despair (59%). Feelings of stress are age related and highest in residents 18-39 years old.

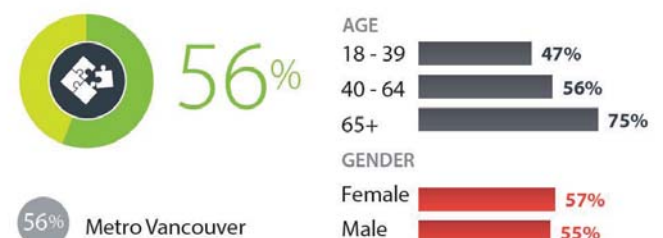
### Social Connectedness

- Just over half (51%) of Richmond residents feel a strong sense of community belonging and social connectedness. This varies across Richmond neighbourhoods and is lower for new residents. According to the Human Early Learning Partnership, 42% of youth feel connected to their community.
- Less than half (41%) of residents reported having 4 or more people to confide in or turn to for help, which is a measure of community resilience and connectedness.

#### HAVE 4+ PEOPLE TO CONFIDE IN



#### STRONG SENSE OF COMMUNITY BELONGING



My Health My Community (2013/2014)

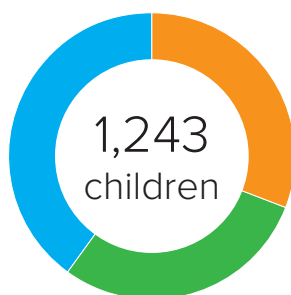


### Child and Youth Development

The information in this section is also derived from the Human Early Learning Partnership, specifically from the EDI (Early Years Development Instrument), MDI [Middle Years Development Instrument] and the McCreary Centre Society - BC Adolescent Health Survey.

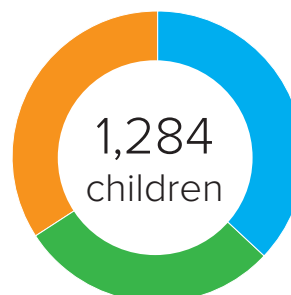
Specific measures of school readiness (EDI, early years 0-5) and social and emotional development during critical years (MDI, grades 4 and 7)<sup>6</sup> consistently show that approximately a third of Richmond children thrive, a third are doing moderately well but a third are not on a track for success. Approximately, 35% of Richmond children entering kindergarten experienced vulnerabilities on at least one area of critical development required for school readiness. These measures are very predictive of future success and well-being. The data show meaningful and persistent variation between neighbourhoods that provide opportunity for improvement.

In terms of middle years development, 31% of grade 4 students and 34% grade 7 students rank low on the MDI Well-Being Index (physical health, social and emotional development); Richmond students rank similar to the provincial average on the MDI Assets Index. Specific areas to focus on are adult relationships, nutrition and sleep.



Grade 4: Richmond (SD38)

- 40% Thriving
- 31% Low
- 29% Medium to High



Grade 7: Richmond (SD38)

- 37% Thriving
- 34% Low
- 29% Medium to High

<sup>6</sup> Data taken from Human Early Learning Partnership – EDI (2013) and MDI Grades 4 and 6 (2016) and McCreary Society – BC Adolescent Health Survey (2013-2016)

As indicated by the McCreary Centre Society - BC Adolescent Health Survey, most Richmond youth (grades 7-12) report good physical and mental health; feel connected to their family, school and community; have positive plans for the future and are engaging in health promoting behaviours which will assist them to transition successfully to adulthood.

- Richmond students are twice as likely as their peers across BC to speak a language other than English at home.
- Richmond youth were less likely than their peers across the province to always feel safe in their neighbourhood in the daytime (60% vs 64%) or at night (22% vs 28%). A sense of safety is associated with positive mental health among vulnerable youth and youth who had immigrated to Canada.
- Areas such as connectedness, stress/anxiety, sleep and nutrition have room for improvement.

## 2.4 Built and Natural Environments Indicators

Physical components of a built environment include neighbourhood design, transportation networks, natural environment, healthy food systems and housing. Community design influences community connectedness, mental and physical health, and chronic disease outcomes by promoting healthy behaviours such as walking or cycling.

- According to the My Health My Community survey, Richmond residents feel their sidewalks are maintained (76%) and they have amenities within walking or cycling distance (69%).

### ↻ WELL MAINTAINED SIDEWALKS IN NEIGHBOURHOOD



76% Metro Vancouver

### ↻ AMENITIES WITHIN WALKING OR CYCLING DISTANCE



70% Metro Vancouver

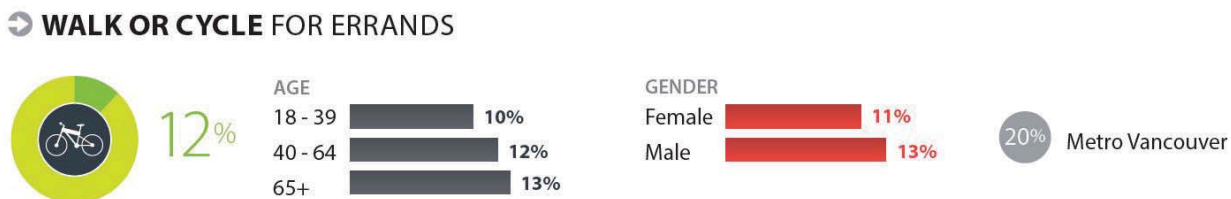
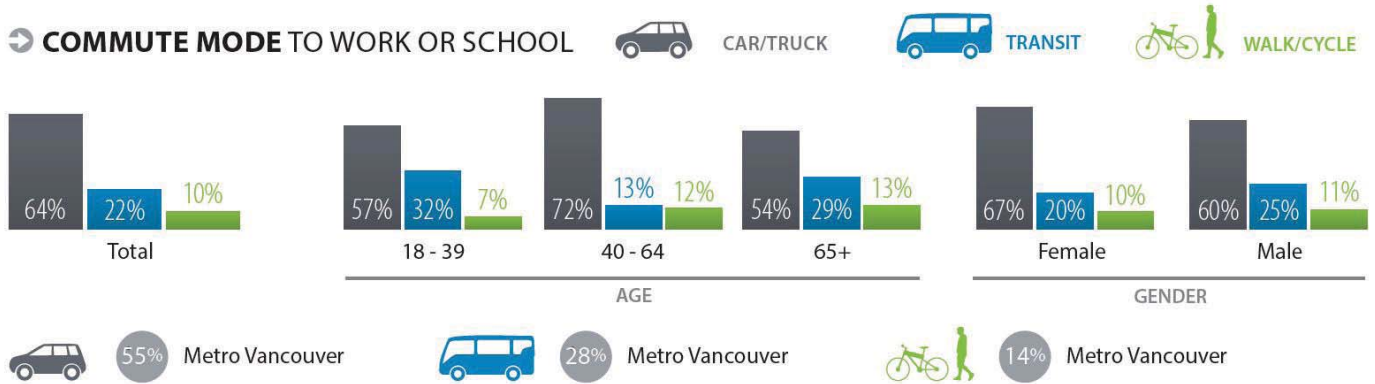
### ↻ EXPOSED TO **SECOND HAND SMOKE** IN PUBLIC PLACES



27% Metro Vancouver



- The majority (64%) of residents commute to work by car compared to the regional average of 55%, although the majority of people who live in Richmond, work in Richmond or nearby in Vancouver. Walking or cycling for commuting is reported by only 10% of the population and for errands by 12%.



- In the My Health My Community survey, data indicates that people living in neighbourhoods with fewer *healthy* food outlets and a higher density of 'less healthy' food outlets report lower intakes of fruits and vegetables and higher intakes of sugary beverages and snacks.

# 3 What We Heard through Community Engagement

## What We Heard through Community Engagement

Over 1000 residents and stakeholders were engaged in identifying priorities for enhancing wellness in Richmond. They told us what wellness means to them, what is working well in Richmond, and what changes could make a difference. Engagement took place in 2017 (January to May) through workshops, interviews, focus groups, open houses and on-line surveys.<sup>7</sup>

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<sup>7</sup> A detailed outline of the community engagement process and feedback is available in Appendix 4.



### 3.1 Who We Heard From<sup>8</sup>



*“Richmond is doing a phenomenal job - great amenities, facilities, parks, dyke, trails and many programs and events.”*

### 3.2 Stakeholder Feedback: What is Working Well in Richmond

Stakeholders identified a wide range of activities, services and amenities available to residents to support health and wellness including:

- recreation
- sports
- arts
- culture
- physical and social activities
- health services
- education

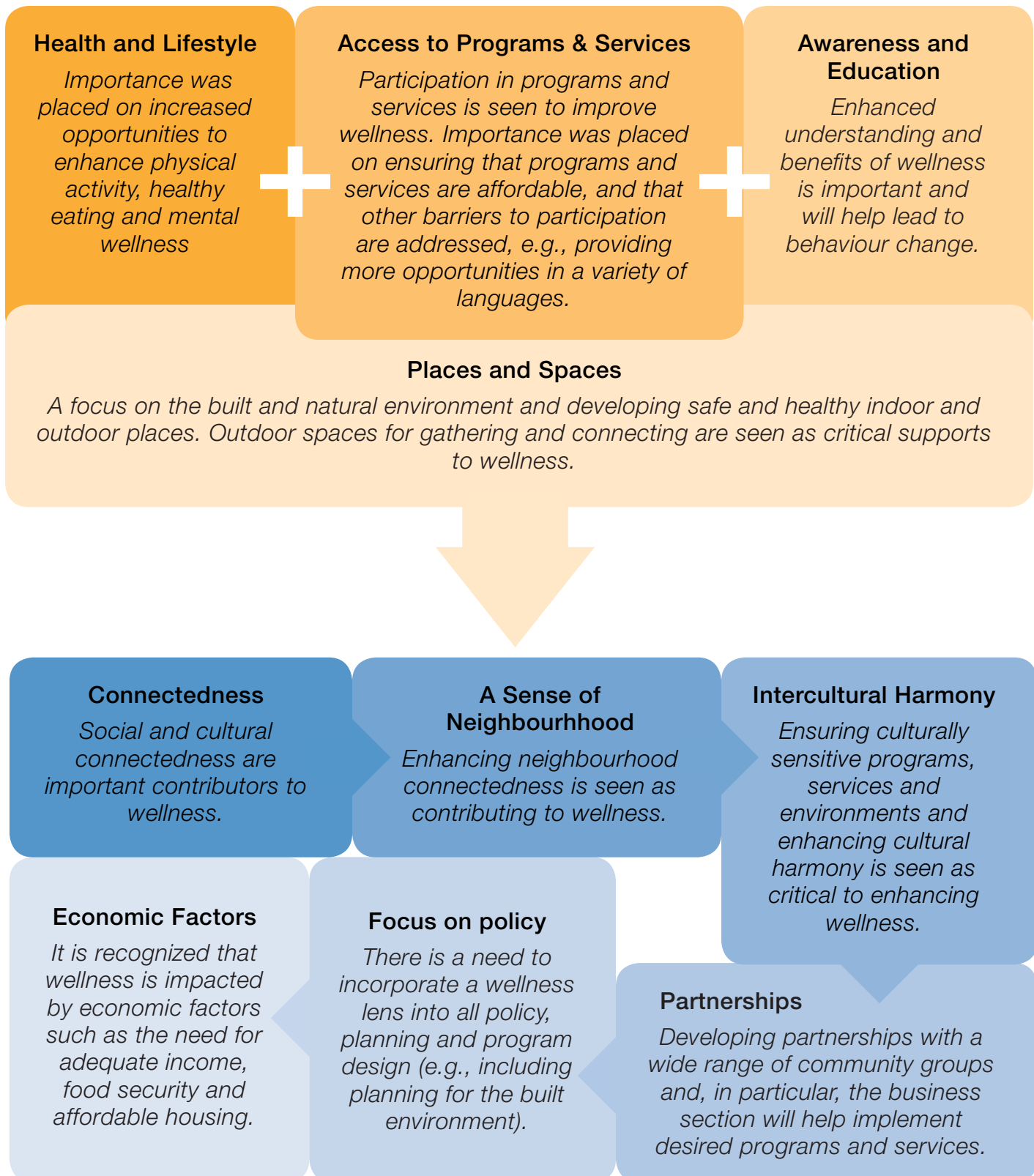
The Richmond Public Library was seen by all as a key connector and a source of information and education.

Overall stakeholders were extremely positive about the services and amenities available in Richmond.

<sup>8</sup> See Appendix 2 for detailed list of Who We Heard From.

### 3.3 Key Priorities to Enhance Wellness

Stakeholders were asked to identify key priority areas that are important to enhancing wellness. A great deal of consensus on priorities was evident and a number of consistent themes emerged from the collective input of all the stakeholders. The common themes are identified below.



### Public engagement focused on understanding:

- What are the important aspects of wellness to you?
- What would help increase wellbeing?
- What does community and neighbourhood support and connectedness look like?

### What wellness means to Richmond residents :

- Balance of physical, mental and spiritual wellness
- Harmony, bonding, good relationships, spending time together
- Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
- Economic and financial stability

### Sampling of Richmond students:

- ✓ As an **individual**, it means being active, healthy, connected/included, having a positive mindset and having money and a good job
- ✓ As a **family**, it means sharing and caring, good communication and doing things together as a family
- ✓ As a **community**, it means a having a clean environment, green space, feeling safe, volunteering, affordable housing and transportation

## 3.4 What Richmond Residents Said

### Supports needed to increase wellness:

- **Built and natural environment** - supportive, safe and healthy environments

*“Increase amenities within walking distance, healthy grocery stores, health care services, community programs.”*

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- **Program opportunities** – greater choice for adults and after school options for children; flexible scheduling; unstructured opportunities
- **Services** – meeting the needs of community including special needs populations e.g. people with disabilities, seniors, isolated and hard to reach groups
- **Mental Health** – having more information about what positive mental health means; services and support
- **Access** – having programs and amenities closer to home; low cost and drop in activities; physical activity and healthy eating support in schools

*“Lower cost and free programs and opportunities to try different activities would be helpful.”*

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- **Supportive neighbourhoods** – better sidewalks, transportation and natural spaces; open places and spaces to gather and play; greater connection between schools and community
- **Education** – easy to understand information on the benefits of wellness and opportunities available to enhance wellness

*While many respondents indicated that they took part in some physical activity and looked for ways to incorporate healthy eating into their lifestyle, many also indicated the need for additional supports and incentives to increase their awareness of and opportunities to engage in activities contributing to wellness.*

#### Supports needed to increase neighbourhood connectedness:

- **Opportunities** - offer a wide range of options that are fun and match neighbourhood interests; facilitate ongoing activities at a neighbourhood level and not only “one-off” events or festivals
- **Connectors** - focus on food and children as connectors; neighbourhood organizers and facilitators to support neighbourhood capacity-building; incentives to connect with others; focus on strategies to bring diverse cultural groups together to talk and get to know each other - “building relationship will help lead to solutions”
- **Places and spaces** – more green spaces and places to gather; age friendly playgrounds and parks, good equipment



*Many respondents indicated that they did not know their neighbours. Many neighbourhoods are in flux with people moving in and out, renters, empty houses, and a sense of transiency. Culture and language differences make connections difficult even with people living in town house complexes, apartments or condos.*

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***“Richmond is a city of contrasts, different areas look and feel very different.”***

*Many suggestions were given to increase connectedness in neighbourhoods and a sense of belonging: social gatherings such as barbeques or block parties; regular ongoing fun events such as walking days, clean-up days, bottle drives; cultural activities and recreation and sports at a neighbourhood level; green space to gather, talk and build relationships; and organizers or facilitators to work with residents to build a sense of belonging in the neighbourhood.*

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*“Need more opportunities to mingle with people from various backgrounds in my neighbourhood.”*

*“Small neighbourhood gatherings are where you really get to know people.”*

# 4 What We Learned from Other Jurisdictions

## What We Learned from Other Jurisdictions

To inform the development of the Community Wellness Strategy, a jurisdictional scan was undertaken. The scan included examples and learnings from community wellness strategies and other relevant initiatives in BC as well as other jurisdictions nationally and internationally. A detailed Jurisdictional Scan is submitted under separate cover<sup>9</sup>. Key learnings are identified below.

**Wellness** is *defined broadly as taking a holistic perspective* including a wide range of dimensions such as social, physical, emotional, occupational, intellectual, environmental, and spiritual.

**Guiding Principles** emphasize *respect, inclusiveness, equity, participation and engagement, evidence-based and collaboration*.

**Strategic goals and outcomes** to focus on:

- Improved physical activity, healthy eating and mental health
- Strong sense of belonging and social connectedness with one's family, school, neighbourhood and community

**Recurrent themes** include:

- Decreasing barriers to access, amenities, services and programs
- Enhancing supportive and healthy built and natural environments
- Increasing awareness, promotion and education
- Creating resilient neighbourhoods<sup>10</sup>

<sup>9</sup> Jurisdictional Scan for Richmond Community Wellness Strategy, May 2017

<sup>10</sup> Building Resilient Neighbourhoods, Four Years of Learnings 2012-2016 Written by Bob Wipon, Stacy Barter and Michelle Colussi, January, 2017

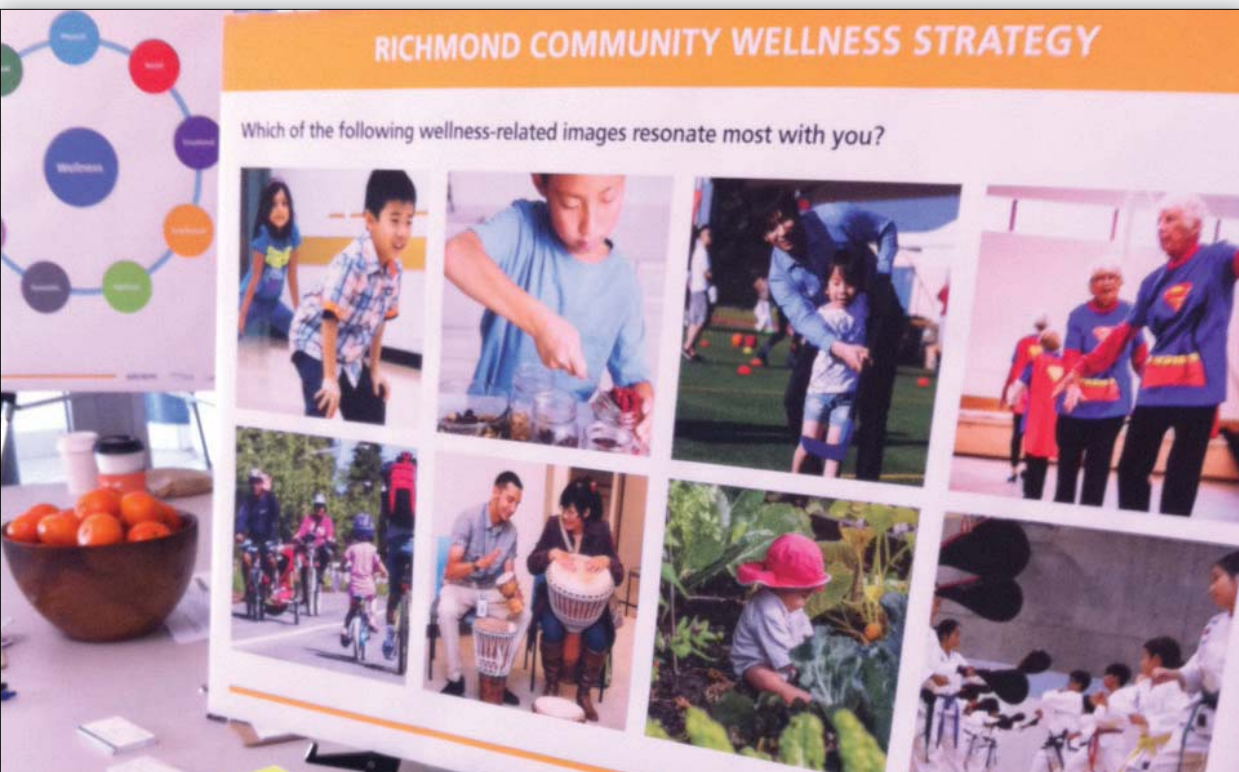


**Implementation** practices from other jurisdictions identify the need for strong partnerships with continued **collaborative and collective actions** to advance community wellness and develop a culture of wellness for the long term. A strong “backbone” organization (dedicated structure to provide leadership), research and data, funding, knowledge transfer, recognition and sustainability will support the focus on the achievement of the vision and long term goals.

Many jurisdictions adopted a neighbourhood strategy in their implementation, recognizing the relationship between neighbourhood resiliency and individual and community wellness. Focusing at the neighbourhood level can increase opportunities and access, strengthen relationships, contribute to cultural harmony and build capacity to achieve wellness<sup>7</sup>.

Universal and targeted approaches are needed to respond to the needs of hard-to-reach or marginalized groups. Approaches to reducing barriers to access to amenities, services, and programs should consider addressing issues such as proximity and transportation, cultural and language differences, financial barriers and access for seniors, isolated individuals and those with a physical disability and/or mental health challenges.

**Awareness, education and communication** are all themes identified in other jurisdictions addressing wellness. Learnings suggest that consistent messages, using a variety of communication methods to reach different target audiences and a common branding by all partners under a continuous long term campaign will help to enhance understanding, momentum and sustainability.



# 5

## Bringing it All Together

### Bringing it all Together

#### 5.1 What Needs to be Considered

Personal health practices such as what we eat, how much we drink, how physically active we are, whether we smoke and how much sleep we get are all factors that impact our physical and mental health and sense of wellbeing. Health practices are highly influenced by our knowledge about active healthy lifestyles and mental wellness strategies and our ability to afford or access healthier options. Supportive social and physical environments can improve everyone's personal health practices and feelings of wellbeing. Health practices that start early in life are more likely to continue into adulthood. Many aspects of the community and neighbourhood you live in, community programs and services, employment opportunities, transit, school policy and location, parks and recreation, how close family and friends are, the time you have and more affect people's ability to establish healthy active lifestyles, build resilient neighbourhoods and engage in their communities.



CNCL – 189

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A synthesis of data from the community profile, community engagement and jurisdictional scan confirmed the key aspects of wellness to focus on for the next 5 years include:

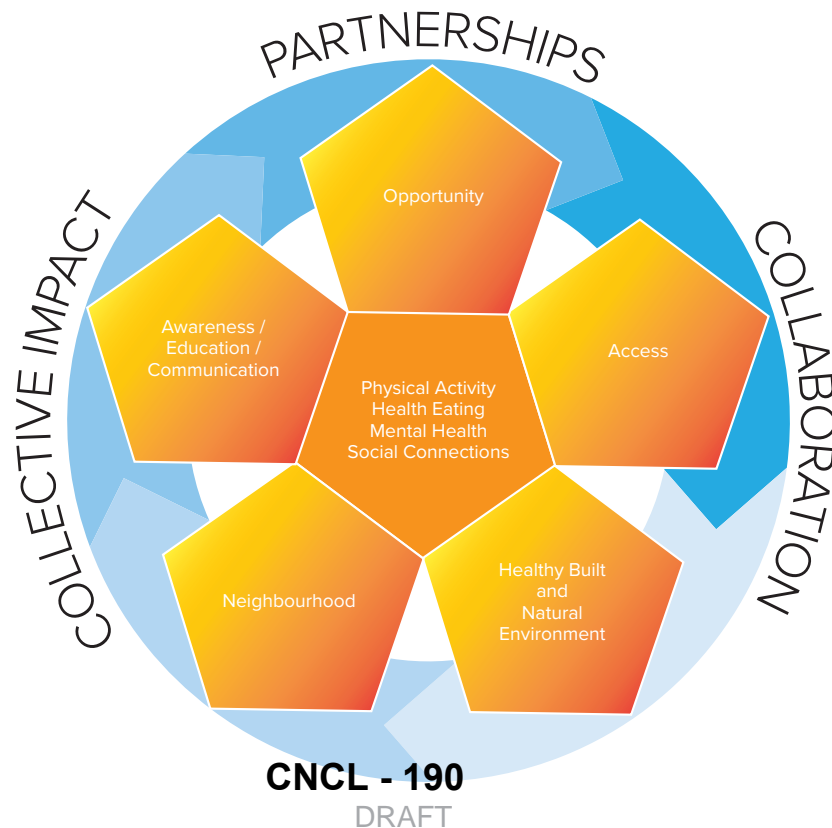
- Physical activity
- Healthy eating
- Mental health
- Social connectedness

Richmond offers many opportunities to enhance and support wellness. To further support individual and community wellness, community engagement and feedback and learnings from other jurisdictions highlighted a number of areas to focus efforts on:

- Awareness/education/communication
- Equitable access to programs and services
- Supportive built and natural environments
- Neighbourhood focus - would help build resilience and connectedness at the neighbourhood level in Richmond.

Evidence also highlights the need for strong partnerships working in a collaborative manner to achieve collective impact. The factors associated with successful collective impact are seen to be: a common agenda; shared measurement of progress; mutually reinforcing activities; continuous communications and having a backbone structure to move the work forward.

The collaborative partnership of the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District 38, working together with community stakeholders and focusing energy on a common strategy and set of actions with identified progress measures has great potential to advance wellness in Richmond.



## 5.2 What Wellness Means to Richmond

Through the consultation process, it became evident that Richmond residents support a holistic approach to wellness that includes many inter-related aspects such as physical, mental, social, spiritual, feeling of belonging that influence how they learn, play, work and live their lives as individuals (regardless of age or ability), as families and as a community.

The following definition has been adopted for the Community Wellness Strategy:

*Wellness is the ability of individuals and communities to reach their fullest potential. At an individual level, wellness means an optimization of and a balance among physical, mental, social and spiritual well-being. At a community level, wellness means living in harmony with others, respecting diversity, feeling safe, supported and included, and having a sense of belonging to one's neighbourhood and broader community.*



### Supporting Evidence for the Richmond Definition of Wellness

The definition of wellness adopted by Richmond is supported in the literature and in other jurisdictions. Descriptions of wellness include a range of dimensions – e.g., physical, psychological/emotional, social, spiritual, intellectual, economic, occupational, environmental and cultural wellness. The common theme is that these dimensions are all connected, are interdependent and together contribute to an individual's resilience and overall sense of well-being. Individual and community wellness do not exist in isolation. Individuals cannot reach their full potential without a supportive community. A supportive community is built upon supportive individuals coming together for the wellness of the whole community. Community wellness is about the ability and willingness of people to act together in ways that benefit everyone. A feeling of belonging is a powerful catalyst for strong communities.

***“A sense of belonging is important to build safe, vibrant communities, and it brings purpose to our lives. Belonging is defined as being part of the collective ‘we’ - communities sending signals of acceptance and inclusion, and individuals cultivating their own connections to community.”<sup>11</sup>***



*While health is defined as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity, wellness is seen as an active process of becoming aware of and making choices that enrich our lives.*



# 6 Guiding Framework

## Vision, Principles and Focus Areas

### Guiding Framework – Vision, Principles and Focus Areas

A vision, principles and five focus areas with the potential to strategically advance the work of the partners in optimizing wellness for Richmond residents have been developed specifically for the Community Wellness Strategy 2018-2023.

Similar to the first Community Wellness Strategy 2010-2015, the recent community consultation has revealed a focus on physical activity and connectedness to one's community as important factors when it comes to wellness for Richmond residents. The consultation has also identified healthy neighbourhood design and transportation networks, equitable access to programs and services as well as education on wellness literacy, as important factors for Richmond residents.



**CNCL - 193**

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## 6.1 Vision for the Richmond Community Wellness Strategy

The City of Richmond's vision... *"to be the most appealing, livable and well-managed community in Canada"* provides context for the Richmond Community Wellness Strategy vision.

The vision for the Community Wellness Strategy is intended to be aspirational and to articulate how the three partners – The City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District 38 - envision Richmond as a result of their collective action.

### Vision for the Community Wellness Strategy:

*Richmond...active, caring, connected, healthy and thriving.*



## 6.2 Principles

The following principles, developed in partnership with the Strategic Advisory Committee provided a decision-making framework for the development of the strategy:

- Engage in collective action
- Embrace a strength-based approach
- Monitor and evaluate to ensure accountability
- Be financially, socially and environmentally sustainable
- Be inclusive, equitable, respectful and celebrate diversity
- Synergize with existing plans, strategies and organizations

It is expected that these principles will continue to provide a framework to guide the strategy's implementation as well as the ongoing evaluation of the strategy's Action Plan.

## 6.3 Focus Areas

The focus areas identified to guide the Richmond Community Wellness Strategy 2018-2023 build upon:

- Identification in the Community Profile of Richmond's changing demographics, where Richmond is doing well and where there are areas for improvement
- The community engagement voice highlighting physical activity, healthy eating mental wellness and connectedness as key aspects of wellness to be supported by awareness, opportunity, access and supportive environments
- Wellness trends identified in the jurisdictional scan

There are significant interconnections among the focus areas and all of them play an important role in contributing to the overall wellness of Richmond residents and the community as a whole.

*Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.*

*Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities*

*Focus Area #3: Enhance equitable<sup>12</sup> access<sup>13</sup> to amenities, services and programs within and among neighbourhoods.*

*Focus Area # 4: Facilitate supportive, safe and healthy natural and built environments*

*Focus Area #5: Promote wellness literacy for residents across all ages and stages of their lives.*



<sup>12</sup> Equitable –fair, reasonable, just and free of favoritism or self-interests

<sup>13</sup> Equitable access is about addressing social and economic imbalances when developing policy or implementing plans, so that people from diverse backgrounds (and different neighbourhoods) have more or less similar opportunities when it comes to accessing amenities, services and programs.





# 7

## Moving Forward Community Wellness Action Plan

### Moving Forward – Community Wellness Action Plan

The Action Plan in this section outlines the objectives and actions under each focus area that the partners believe will make a meaningful and measurable difference in enhancing wellness in Richmond. Overall, each of the partners has agreed to lead specific objectives and actions while working collaboratively on all objectives and actions.

In some cases, specific initiatives have been identified as priority actions. These initiatives were identified through the engagement process and best practices research as programs or services that: hold particular promise to significantly impact the objective; have already secured commitment from the partners to resource and implement; and/or particularly resonate with the community. The priority actions have therefore been identified as a means of supporting the larger, long term actions.



**CNCL - 197**

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## 7.1 Action Plan

**Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.**

### Objective #1

Increase the number of Richmond residents across all ages involved in physical activity and active, healthy lifestyles.

	Key Action/Program/Initiative	Time-frame	Partner Lead
1.	Develop and implement a healthy active living campaign to increase awareness, understanding and participation in physical activity, healthy eating, and mental wellness opportunities and benefits.	Develop 2018-2019  Implement 2019-2023	CoR
2.	Implement initiatives to keep Richmond residents active through enhancing walking and cycling programs city-wide and at a neighbourhood level.  <b>Priority Action 1:</b> Expand the scope of 'Move for Health Week' by including initiatives of the three partners (VCH-Richmond, SD38 and CoR), while also incorporating a focus on cycling.  <b>Priority Action 2:</b> Increase neighbourhood level participation in the Walk Richmond program.	2019-2023  2019-2020  2020-2021	CoR
3.	Increase structured and unstructured physical activity opportunities in the after school hours and encourage after school programs to include a minimum of 30 minutes of moderate to vigorous physical activity.  <b>Priority Action 1:</b> Scale-up the Art Truck initiative which includes physical activity, arts and culture and healthy eating.	2018-2020  2018-2019	VCH- Richmond
4.	Implement initiatives which encourage physical activity through programs and services that are neighbourhood specific.  <b>Priority Action 1:</b> Implement the Active Communities Grant Project focusing on physical activity initiatives in the City Centre neighbourhood.  <b>Priority Action 2:</b> Encourage 30 minutes of daily moderate to vigorous physical activity in school.	Pilot Initiative 2018-2019  Implement 2019-2023  2018-2019  2018-2019	CoR  SD38

## Objective #2

Increase the number of Richmond residents across all ages making healthy food choices.

Key Action/Program/Initiative	Time-frame	Partner Lead
<p>1. Implement a Healthy Eating Strategy that increases access to healthy and safe foods at a neighbourhood level and builds upon and aligns with the Richmond Food Charter and the Regional Food System Action Plan.<sup>14</sup> This includes coordinating and enhancing healthy eating opportunities in schools, public buildings, and where gaps have been identified at a neighbourhood level.</p> <p><b>Priority Action 1:</b> Include healthy and, where possible, local food at concession stands, in vending machines and cafes in public facilities and schools.<sup>15</sup></p> <p><b>Priority Action 2:</b> Expand community gardens in neighbourhoods across Richmond, to encourage social interaction, physical activity and access to fresh affordable vegetables and fruits for residents.</p>	<p>Ongoing to 2023</p> <p>2019-2020</p> <p>2018-2020</p>	VCH-Richmond
<p>2. Expand or implement neighbourhood food hubs in underserved areas to address the lack of fresh and local produce and establish a healthier food environment at the neighbourhood level.</p> <p><b>Priority Action 1:</b> Complete the Richmond Food Asset Map to inform the Neighbourhood Food Hub initiative.</p> <p><b>Priority Action 2:</b> Conduct school food environment audits within identified neighbourhoods to inform and strengthen the Neighbourhood Food Hub initiative.</p>	<p>Ongoing to 2023</p> <p>2018-2019</p> <p>2018-2020</p>	VCH-Richmond
<p>3. Enable residents of all ages to make healthy food choices through educational opportunities and programs that are culturally relevant.</p> <p><b>Priority Action 1:</b> Develop effective teaching tools to assist residents to make healthy food choices.</p> <p><b>Priority Action 2:</b> Develop new or expand current partnerships that provide food skills programs for Richmond residents, e.g., Diabetes Canada 'Food Skills for Families' program; The Sharing Farm cooking and nutrition food skills program; and community centre cooking classes.</p> <p><b>Priority Action 3:</b> Promote and support the implementation of 'Appetite to Play' in Richmond early childhood programs including daycares, preschools and those provided or funded by the partners.</p> <p>This initiative is focused on training and supporting early years' providers to enhance knowledge, skills and confidence in providing environments for children that incorporate healthy eating and physical activity.</p> <p><b>Priority Action 4:</b> Focus the annual VCH- Richmond/SD 38 Book Mark contest on healthy food choices in year 1, physical activity in year 2, mental wellness in year 3 and social connectedness in year 4.</p>	<p>Ongoing to 2023</p> <p>2018-2020</p> <p>2019-2021</p> <p>2018-2020</p> <p>2018-2022</p>	<p>VCH-Richmond</p> <p>VCH Richmond / CoR</p> <p>SD38 VCH-Richmond</p>

<sup>14</sup> Links to: Richmond Food Charter: [https://www.richmond.ca/\\_shared/assets/7\\_RichmondFoodCharter44751.pdf](https://www.richmond.ca/_shared/assets/7_RichmondFoodCharter44751.pdf)  
 metrovancover Regional Food System Action Plan 2016 <http://www.metrovancouver.org/services/regional-planning/agriculture/rfs-strategy/Pages/about-the-strategy.aspx>

<sup>15</sup> <https://www.healthlinkbc.ca/healthy-eating/schools-and-communities>

### Objective #3

Increase the number of individuals across all ages reporting a positive state of mental wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
<p>1. Implement initiatives to increase access to mental wellness resources for residents.</p> <p><b>Priority Action 1:</b> Enhance activities of the three partners to promote Mental Health Week.</p> <p><b>Priority Action 2:</b> Implement an initiative to support residents' mental wellness through a 'Go-To' Mental Wellness Referral program. This initiative would involve enhancing the capacity of front line staff at City, public health and school facilities, so they would have the ability to connect individuals with the appropriate resources in Richmond.</p>	<p>2019-2023</p> <p>2019-2020</p> <p>2019-2021</p>	SD 38
<p>2. Implement the 'Foundry' Initiative, which is an integrated one stop shop for mental health, primary health care and social services for young people ages 12-24 with a focus on ready access to services and early intervention for wellness. This initiative is currently being implemented in cities across British Columbia.</p>	Ongoing to 2023	VCH-Richmond
<p>3. Develop a common language around what mental wellness means and integrate it into resources developed to support mental wellness.</p> <p><b>Priority Action 1:</b> Adopt a common social/emotional competency curriculum that can be applied to children, youth and adult programs aimed at supporting mental wellness.</p> <p>Utilize the EDI, MDI and McCreary data and research for Richmond to inform the curriculum and other programs/strategies that have the potential to decrease risk factors and increase protective factors during developmental stages.</p>	<p>Ongoing to 2023</p> <p>2018-2020</p>	SD 38



## Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.

### Objective #1

Provide opportunities to increase Richmond residents' sense of belonging to their neighbourhoods.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Develop and implement a Neighbourhood Strategy with a focus on programs, services and initiatives, as well as built and natural environment elements that enhance social connectedness within and among neighbourhoods.  <b>Priority Action 1:</b> Implement the 'Resilient Streets Program' which aims to increase neighbour-to-neighbour connections, starting with the East and West Cambie Neighbourhoods. Learnings from this program will inform the Neighbourhood Strategy.	Develop 2019-2021  Implement 2021-2023  2018-2019	CoR

## Focus Area #3: Enhance equitable access to amenities, services and programs within and among neighbourhoods.

### Objective #1

Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Adopt an equity lens framework and assess what and where the inequities are at a neighbourhood level.	2018-2020	VCH-Richmond
2. Create wayfinding tools which help residents and service providers to make best use of amenities, services, programs, natural and built environment opportunities that the neighbourhood offers.  <b>Priority Action 1:</b> Create a visually appealing map illustrating City parks, recreation and arts amenities.	2019-2022  2019-2020	  CoR
3. Introduce a 'Prescription for Health' initiative where local health care providers and school counsellors would prescribe physical activity utilizing local amenities, services, programs, natural and built environments in neighbourhoods.	Ongoing to 2023	VCH-Richmond
4. Enhance partner outreach to groups where barriers to access and participation in services and programs have been identified.  <b>Priority Action 1:</b> Establish a partner task group to clarify existing barriers to be addressed and priority solutions.	Ongoing to 2023  2019-2020	VCH-Richmond

## Focus Area #4: Facilitate supportive, safe and healthy natural and built environments.

### Objective #1

Identify and implement healthy natural and built environments to improve the wellness of Richmond residents.

Key Action/Program/Initiative	Time-frame	Partner Lead
1. Improve connectivity by developing walkable routes in neighbourhoods that are accessible to all. Walkable routes could be further enhanced by: <ul style="list-style-type: none"> <li>• Providing access to benches, washrooms and playgrounds, shade and gathering places</li> <li>• Providing interactive and interpretive amenities</li> <li>• Implementing a wayfinding and signage plan for walkable routes within neighbourhoods.</li> </ul>	Ongoing to 2023	CoR
2. Continue to improve cycling networks across the City by: <ul style="list-style-type: none"> <li>• Expanding the bike route network</li> <li>• Expanding secured bike parking at City, health and school facilities</li> <li>• Increasing access to bicycles and bicycle helmets to those facing barriers.</li> <li>• Addressing barriers to using available bike routes</li> </ul>	Ongoing to 2023	CoR
3. Enhance walkability/proximity to healthy food sources within neighbourhoods. Consideration can be given to one or more of the following best practice approaches: <ul style="list-style-type: none"> <li>• Creating local spaces and incentives for community gardens, food sharing, farmers' markets and food skills programs</li> <li>• Creating mobile options that improve proximity to healthy food sources for areas with limited access (e.g., travelling 'pop up' units that sell fruit and vegetables).</li> </ul>	Ongoing to 2023	VCH-Richmond
4. Improve places and spaces at the neighbourhood level to make them accessible, inviting, healthy and safe through the addition of elements such as: <ul style="list-style-type: none"> <li>• Furnishings and activities</li> <li>• Nature</li> <li>• Murals</li> <li>• Book libraries</li> <li>• Non-smoking outdoor and indoor spaces</li> </ul>	Ongoing to 2023	CoR
5. Increase indoor and outdoor unstructured play opportunities city-wide and at a neighbourhood level at school and City playgrounds, parks and facilities by: Increasing nature play elements Providing play equipment accessible to all e.g., playboxes available at community centres and parks Creating learning opportunities in natural and built environments.	Ongoing to 2023	CoR

## Focus Area #5: Promote wellness literacy<sup>17</sup> for residents across all ages and stages of their lives.

### Objective #1

Strengthen awareness and understanding of wellness including benefits and opportunities for improving wellness.

Key Action/Program/Initiative	Time-frame	Partner Lead
<p>1. Develop and implement a wellness literacy campaign as a key component of the healthy active living campaign.</p> <p><b>Priority Action 1:</b> Develop and disseminate brief and easy to understand wellness messages in promotional materials.</p> <p><b>Priority Action 2:</b> Host a wellness literacy fair for staff from the three partner organizations.</p> <p><b>Priority Action 3:</b> Provide educational workshops on wellness led by experts or high profile community members.</p>	<p>Develop 2018-2019</p> <p>Implement 2019-2023</p> <p>2019-2020</p> <p>2019-2020</p> <p>2020-2021</p>	All partners
<p>2. Coordinate and connect the wellness communications and information sharing tools of the three partners. Aim to establish a common place/platform for wellness information.</p> <p><b>Priority Action 1:</b> Develop linkages among current partner websites for sharing evidence-based wellness messages endorsed by the three partners.</p>	<p>2019-2021</p> <p>2019-2020</p>	All partners
<p>3. Develop and implement incentives to promote wellness literacy.</p> <p><b>Priority Action 1:</b> Share wellness success stories to celebrate the wellness achievement of Richmond residents and report on progress using a common platform endorsed by the three partners.</p>	<p>Develop 2019-2020</p> <p>Implement 2020-2023</p> <p>2020-2021</p>	All partners



<sup>17</sup> Wellness Literacy is "the capacity to obtain, process, and understand basic, sound wellness information and services needed to make appropriate health/wellness decisions."





# 8 Measuring Our Progress

## Measuring Our Progress

### 8.1 Evaluation Framework and Logic Model

The Richmond Community Wellness Strategy 2018–2023 Evaluation Framework has been developed and is available under separate cover. The Evaluation Framework outlines a logic model, provides details for process and outcome evaluation including indicators and data sources, and serves as a guide for evaluating the overall Strategy.

#### Context

The five focus areas, objectives and actions of the Richmond Community Wellness Strategy are all aimed to address the following priority areas for change:

- Physical activity
- Healthy eating
- Mental wellness
- Social connectedness



CNCL - 205

DRAFT

These are the key drivers to guide the implementation of the action plan for the Richmond Community Wellness Strategy 2018 – 2023. The first two focus areas and related objectives and actions speak directly to the above priority areas of change. The remaining three focus areas - and related objectives and actions - are supports essential to achieving the desired change.

In essence, the focus areas and related objectives and actions are interrelated and collectively contribute to enhancing community wellness. It is recognized that the key determinants of health such as income, housing, education are also critical factors in achieving community wellness. No one action or determinant is a hundred percent attributable to individual and community wellness. It is collective action and the inter-relationships of all of these variables that impact the long term outcomes. Achieving the outcomes identified in the Community Wellness Strategy is likely to require a city-wide culture of wellness and active lifestyles that will take longer than five years to accomplish. To this end, the five year 'long term' outcomes provide a marker of progress.

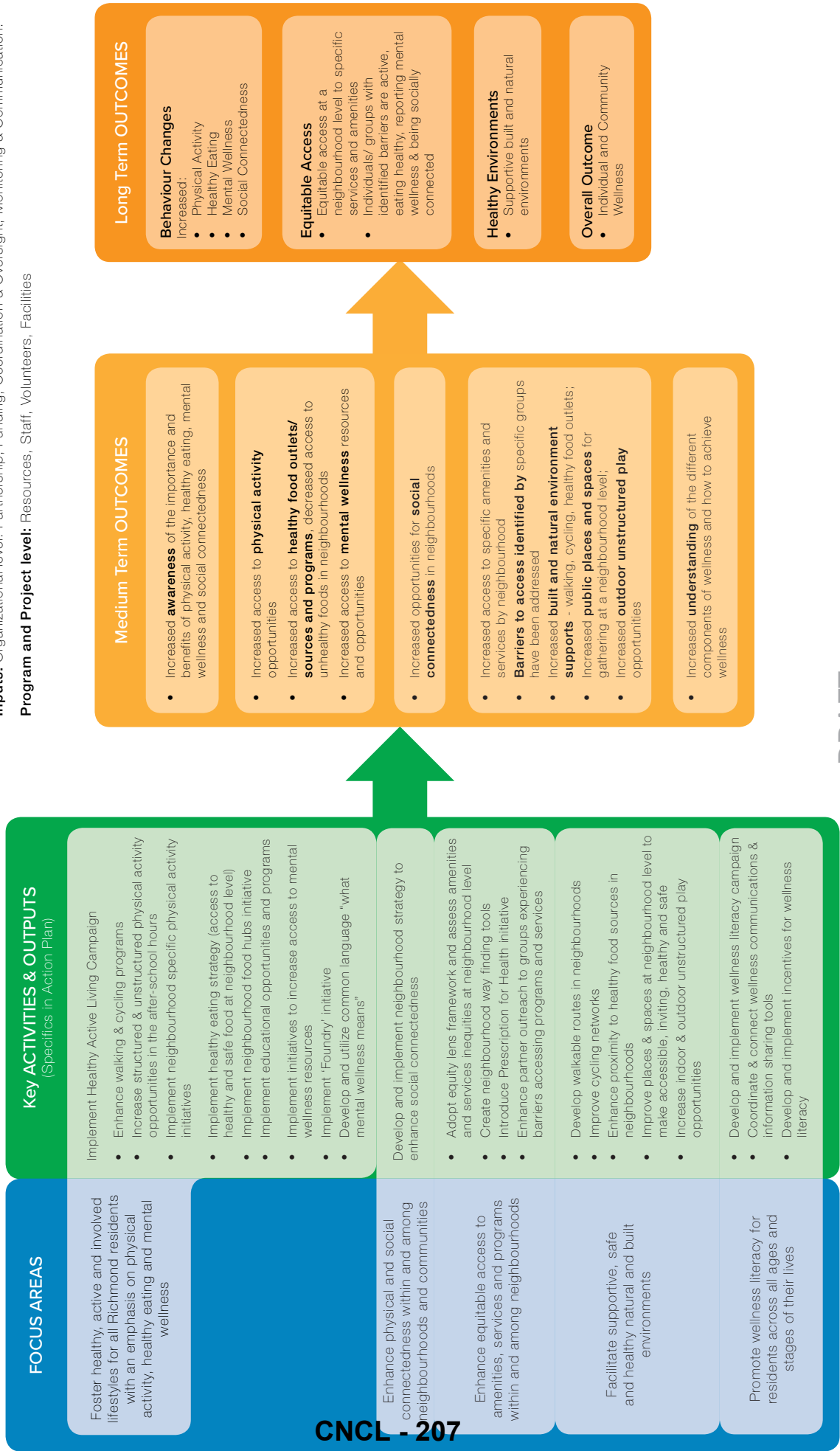
### **Logic Model**

The logic model for the Community Wellness Strategy presented on the adjacent page is a visual representation that simplifies the complex relationship amongst various components and identifies the major action areas, outputs, medium term outcomes and long term outcomes.

**Situation:** Improve wellness of Richmond residents (physical activity levels, healthy eating, mental wellness); Improve equitable access to programs and services; Improve social connectedness; Enhance supportive built and natural environments; Improve Richmond residents' wellness literacy.

**Inputs:** Organizational level: Partnership, Funding, Coordination & Oversight, Monitoring & Communication.

**Program and Project level:** Resources, Staff, Volunteers, Facilities



**CNCL - 208**

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## 8.2 Measuring Results

Process and outcome evaluation will be implemented in order to ensure ongoing progress on the Community Wellness Strategy objectives and actions.

The purpose of incorporating a **process evaluation** component is to understand whether the strategy is being implemented as intended - what's working well, what's not and where improvements can be made. This is primarily a qualitative assessment to assist with course correction. This is accomplished by:

- measuring outputs (what is produced, created, put in place, etc.)
- reviewing processes related to medium term outcomes and identifying implementation barriers and facilitators through interviews, surveys or meetings
- assessing the effectiveness of the partnership

The purpose of the **outcome evaluation** is to measure progress toward achieving the medium and long term outcomes of the Community Wellness Strategy using common or shared measures that are reliable and valid.

- Where possible, existing repeated measures of community wellness, such as Richmond's "*My Health My Community*", the McCreary Adolescent Health Survey and School Satisfaction Survey for Richmond School District 38, the Canadian Community Health Survey and Census statistics are preferred for measuring progress toward the desired outcomes.
- Modifications to data collection tools are identified, where additional information is required.
- For some actions, new data sources and data collection methods are needed (e.g., audits or inventories of services provided, specific surveys) to gather important qualitative and quantitative data.
- In addition, a number of initiatives will implement program-specific evaluations.

The following table identifies examples of measures and targets to be used in the evaluation of the Community Wellness Strategy 2018-2023. In addition, a variety of data sources and collection methods will be used to measure outcomes. As an example, statistically valid surveys will be used to gather quantitative and qualitative data on indicators to ascertain whether target trends are being reached.

The full complement of measures and data sources are outlined in the Evaluation Framework available under separate cover.

Focus Area	Indicator/Measure	Target Trend
Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.	<ul style="list-style-type: none"> <li>Physical activity levels</li> <li>Fruit and vegetable servings</li> <li>Self-rated mental health</li> <li>Awareness of benefits</li> <li>Healthy food outlets</li> <li>Physical activity opportunities</li> </ul>	↑ ↑ ↑ ↑ ↑ ↑
Enhance physical and social connectedness within and among neighbourhoods and communities	<ul style="list-style-type: none"> <li>Strong sense of community belonging</li> <li>Volunteers</li> </ul>	↑ ↑
Enhance equitable <sup>18</sup> access <sup>19</sup> to amenities, services and programs within and among neighbourhoods.	<ul style="list-style-type: none"> <li>Amenities, programs and services available by neighbourhood</li> <li>Reduced barriers to opportunities</li> </ul>	↑ ↓
Facilitate supportive, safe and healthy natural and built environments	<ul style="list-style-type: none"> <li>Walkability of neighbourhoods</li> <li>Outdoor unstructured play opportunities</li> </ul>	↑ ↑
Promote wellness literacy for residents across all ages and stages of their lives	<ul style="list-style-type: none"> <li>Awareness of wellness components</li> </ul>	↑

**Reporting** on the Community Wellness Strategy will include a report on outcomes at 2.5 years and 5 years by partner leads on the progress of the 5 focus areas and process evaluation measures.

### Evaluation Implementation Considerations

There are a number of processes and structures that are important to ensuring a successful evaluation. These include clarifying: specific responsibility for evaluation, funding availability, data monitoring process, reporting timeframes, ongoing sharing of information on targets and milestones and the communication plan to report success and progress.

<sup>18</sup> Equitable –fair, reasonable, just and free of favoritism or self-interest

<sup>19</sup> **Equitable access** is about addressing social and economic imbalances when developing policy or implementing plans, so that people from diverse backgrounds (and different neighbourhoods) have more or less similar opportunities when it comes to **accessing** amenities, services and programs.

# 9 Implementation

## Implementation

Collaboration and sustained coordinated efforts are essential to the successful implementation of the Richmond Community Wellness Strategy and to achieve the desired collective impact. The Action Plan identifies lead responsibilities and timelines for implementation. In addition, the lead Partners, consisting of the City of Richmond, Vancouver Coastal Health-Richmond and School District 38 recognize the interconnectedness of the collective actions and commit to the following:

### Accountability Structure

- To ensure the appropriate oversight of the Community Wellness Strategy, a dedicated Partner Leadership group with designated leaders from each of the partner organizations will be responsible to oversee implementation and ongoing operations of the Strategy.
- Each focus area has a designated lead who will be responsible for identifying working groups (existing or new) to implement actions specified in the action plan for their area of responsibility.
- Monitoring and reporting mechanisms will be set in place, including at minimum, quarterly meetings of the Partner Leadership group to receive reports on progress of implementation.
- A report on achievement of outcomes is to be developed at 2.5 years and at 5 years.
- Key supports include:
  - Aligning and leveraging resources, for the short term and for long term sustainability
  - An evaluation working group with representatives from each of the partner organizations to coordinate evaluation efforts.



### Common Agenda and Mutually Reinforcing Activities

- The Community Wellness Strategy Action Plan sets out a common agenda and shared aspirations for the implementation of the Community Wellness Strategy. All partners will be working at the same time, individually and collectively, to implement specific aspects of the Strategy based on the identified time lines. The actions are interconnected and mutually reinforcing with the identification of quick starts to be commenced in the first or second year of the Strategy along with a number of high leverage activities that will require greater coordinated efforts and may take longer to implement.
- Partners will assume the challenge of engaging community organizations and residents in the identified actions, creating ownership and champions.
- Partners commit to hosting ‘kick off’ orientation events in order to garner buy-in and support during the early stages of Strategy implementation. Orientation events could include lunch and learns and the dissemination of wellness messages to partner organization staff.

### Shared Measurement

- The Richmond Community Wellness Strategy Evaluation Framework outlines both a process and outcome evaluation and serves as a guide for evaluating the overall Strategy. The Framework identifies specific methods, indicators, common and shared measures and data sources for the purpose of reporting progress toward the achievement of outcomes. Evaluation and measurement is recognized as an ongoing process of collecting appropriate data, identifying and analyzing available data and ensuring timely data reporting in order to understand what is working, what is not and where course correction should occur.
- The Evaluation working group would play a key role in supporting the Partner Leadership Group in documenting evaluation results and sharing evaluation learnings.



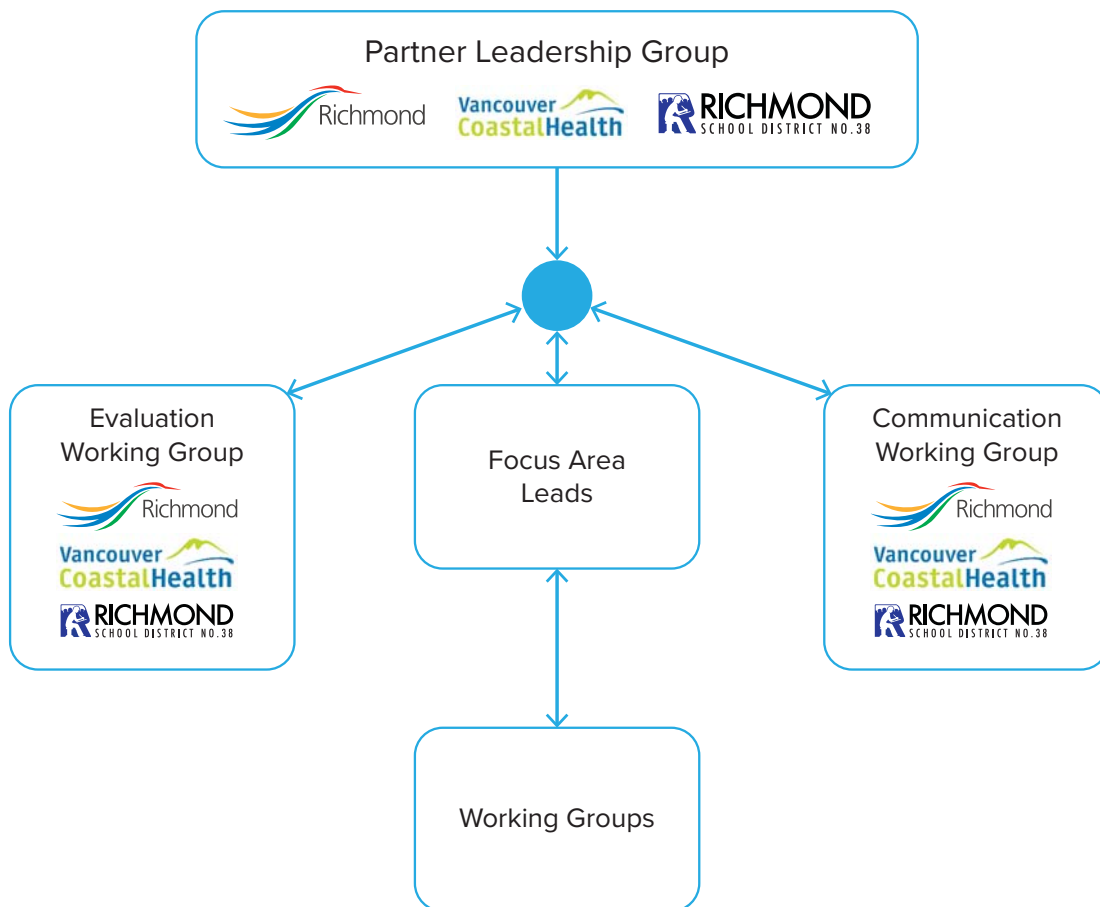
**CNCL - 212**

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## Continuous Communication

It is of value for the partners to communicate the Richmond Community Wellness Strategy under a common branding. This helps create an identity and connects actions as part of a larger movement that enhances recognition, momentum and sustainability. Continuous communication is a critical aspect of implementation and of ongoing operation of the Strategy and this can take a number of forms:

- Regular sharing of information within partner organizations through meetings and ongoing communication vehicles
- Quarterly updates across partner organizations through newsletter or other agreed to communication vehicles
- Yearly update through websites or other communication vehicles to community stakeholders and the general public
- Creative opportunities for continuous community/neighbourhood engagement – providing opportunity to update stakeholders on actions and progress, to share stories about innovations and challenges, and encourage continued feedback
- Recognizing and celebrating successes as a critical aspect of sharing information, transferring knowledge, and inspiring sustainable action on community wellness.





# 10 Conclusion

The 2018-2023 Richmond Community Wellness Strategy is a renewed commitment of the three partners, the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District 38 to work collectively to improve wellness. Overall, the purpose of this five year strategy is to take a collaborative and holistic approach to improve wellness for Richmond residents and increase opportunities as well as support for active and healthy lifestyles throughout the city. According to data from the My Health My Community survey, Richmond residents are generally healthy, however there are areas for improvement, which include active living, mental and physical wellness, and a sense of belonging.

The vision, principles, focus areas and actions which have been developed following an inclusive engagement process provide the direction and framework for the implementation of the Strategy. Through implementation and the subsequent evaluation of actions, the aim is to measure progress in achieving the various goals, which have been outlined throughout this Strategy.

A successful evaluation process will be achieved through the assignment of specific responsibility for evaluation, funding availability, a data monitoring process, reporting timeframes, ongoing sharing of information on targets and milestones and a communication plan to report success and progress. Generally, the City of Richmond, Vancouver Coastal Health-Richmond and Richmond School District 38 recognize that a shared vision and collective efforts to achieve and evaluate common goals will strengthen the impacts to individual and community wellness.



# Appendix 1: Relevant Plans and Strategies

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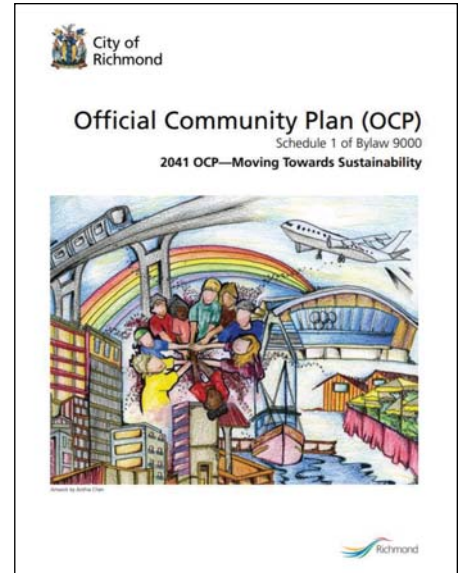
Examples of plans and strategies of the three partner organizations that provide relevant context and support the Community Wellness Strategy are outlined below.

### The City of Richmond Relevant Plans and Strategies:

City of Richmond’s Official Community Plan 2012 -2041 (OCP) guides the long-term planning within the City. The OCP enables City Council to plan, co-ordinate and manage the City’s sustainability, social, economic and land use interests, over the long term. The OCP reflects the overall values of the Richmond community by establishing a City vision, goals and objectives for future sustainability, development and servicing, and policies and urban design guidelines to achieve the vision.

The OCP Vision of a sustainable Richmond:

*“A sustainable and healthy island city that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is a place where people live, work, and prosper in a welcoming, connected, accessible and vibrant community. In Richmond, the health of the people and the health of the eco-system are sustained through community participation and long-term economic, social and environmental well-being.”*



The recurring themes and messages in the OCP are supportive of community wellness and provide important context and legitimacy for the Richmond Community Wellness Strategy, e.g.,

- Provide more housing choices to facilitate better aging in place, complete neighbourhoods and affordable housing;
- Improve streets and connectivity in neighbourhoods;
- Provide more parks and open space;
- Retain agricultural lands;
- Improve transportation, transit service, and expand the cycling network across the City;
- Have more walkable and accessible neighbourhoods;
- Improve the ecological network and its services
- Improve opportunities to access the shoreline.

**City of Richmond Social Development Strategy (2013-2022)** is intended to guide the City’s decisions and resource allocations on social development matters. It provides a foundation for an integrated, coordinated and sustainable approach for social development in Richmond. *The Strategy envisions the City of Richmond of 2022 as an inclusive, engaged and caring community – one that considers the needs of the present and future generations, values and builds on its diversity, nurtures social capital, and treats its citizens with fairness and respect. The Strategy recognizes that, for this vision to become a reality, the City must not only be ready to address existing community social issues but also develop the capacity to be responsive to the emerging needs of its diverse populations”*

The Social Development Strategy identifies nine strategic directions: The Social Development Strategy identifies nine strategic directions: 1) *Expand Housing Choices*; 2) *Enhance Community Accessibility*; 3) *Address the Needs of an Aging Population*; 4) *Help Richmond’s Children, Youth and Families to Thrive*; 5) *Build Richmond’s Cultural Diversity*; 6) *Support Community Engagement and Volunteerism*; 7) *Strengthen Richmond’s Social Infrastructure*; 8) *Provide High Quality Recreation, Arts, Cultural and Wellness Opportunities*; 9) *Facilitate Strong and Safe Neighbourhoods*.

The realization of these strategic directions will contribute to and further the achievement of the goals and objectives of the Community Wellness Strategy.

**Richmond's Intercultural Strategic Plan (2017-2022)** prepared by the Richmond Intercultural Advisory Committee highlights the importance of enhancing intercultural harmony and strengthening inter-cultural cooperation in Richmond. Richmond's intercultural vision is: *"for Richmond to be the most welcoming, inclusive and harmonious community in Canada."* Four strategic directions have been identified: 1) *Address language, information and cultural barriers that interfere with building a welcoming community;* 2) *Address the perception and reality of racism and discrimination in the community;* 3) *Work to explore potential areas of alignment between the intercultural vision... and other government and stakeholder systems, policies and planning processes;* 4) *support the development and integration of Richmond's immigrants.*

These strategic directions will contribute to community wellness as well as inform and support actions proposed under the Richmond Community Wellness Strategy.

**City of Richmond 2022 Parks and Open Space Strategy** helps to frame and guide the objectives and actions within the Community Wellness Strategy relating to the built and natural environment. It consists of seven focus areas that are aimed at providing high quality parks and open space into the future: 1) *Health and Wellness, e.g., Residents of every neighbourhood have equal access to safe, appealing outdoor places to engage in healthy active lifestyles;* 2) *Great Spaces and Experiences, e.g., The rich variety of great places, features and activities in parks and open space system contribute to the city's vibrancy and identity;* 3) *Connectivity: Linking people, community and nature, e.g., The system is inviting, accessible and safe, enabling residents and visitors to feel comfortable and connected to the community;* 4) *Green Network e.g., The parks and open space system include a range of green spaces that support recreation, social interaction, and psychological and spiritual renewal;* 5) *Blue Network, e.g., Richmond's waterfront provides a variety of activities and multiple destinations;* 6) *Diversity and Multi-functionality, e.g., The system provides a variety of diverse open spaces that are flexible and able to respond to changes and community needs;* 7) *Resource Management, e.g., The system inspires shared stewardship between multiple stakeholders to foster pride, purpose and a sense of community.*

Other Richmond Plans that relate to the Community Wellness Strategy include:

- Seniors Service Plan: Active and Healthy Living 2015-2020
- Age-Friendly Assessment and Action Plan (Approved by Richmond City Council, March 2015)
- Richmond Arts Strategy 2012-2017
- Museum and Heritage Strategy 2007
- Richmond Affordable Housing Strategy, 2007 [2016 Housing Report Card]
- Richmond Sport for Life Strategy 2010-2015
- Community Services Youth Service Plan: Where Youth Thrive 2015-2020



The City of Richmond undertook the development of a **Richmond Recreation and Sport Strategy (2018-2023)** concurrently with the Richmond Community Wellness Strategy to ensure the two strategies are aligned.

**Recreation and Sport Strategy Vision:**

Richmond is a leader in the planning and delivery of recreation and sport opportunities, inspiring individuals and communities to be active, connected and healthy for a lifetime.

The Recreation and Sport Strategy (2018-2023) identifies a number of priority focus areas:

- **Awareness and Understanding** – Richmond residents know and understand the opportunities and benefit of participation in recreation and sport;
- **Active People** – Richmond residents actively participate in recreation and sport throughout their life;
- **Physical Literacy** – Richmond residents have the fundamental skills, competence, confidence and motivation to move for a lifetime;
- **Active and Vibrant Places** – Natural and built environments across the City and in neighbourhoods support and encourage participation in recreation and sport;
- **Connectedness to Nature** – Richmond residents enjoy the opportunity to connect with nature; and Community Capacity-building- Collaboration, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond – better together, building on strengths
- **Technology and Innovation** – Technology and innovative ideas connect and inspire Richmond residents in recreation and sport.

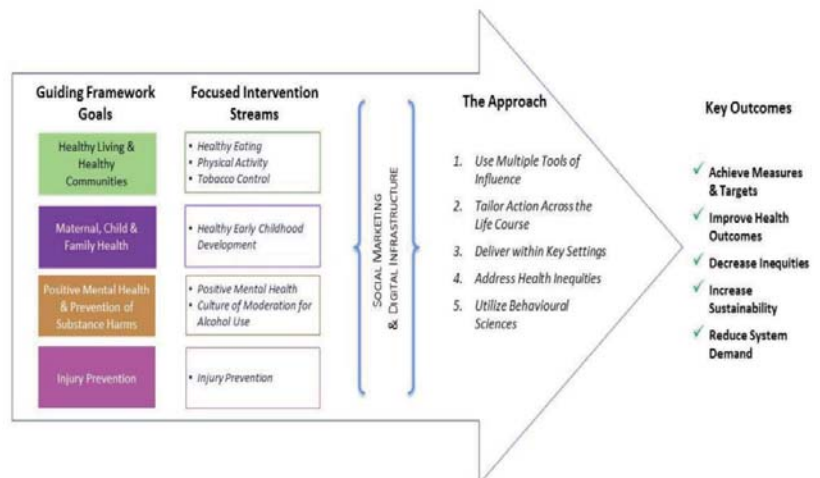
These priority directions align synergistically with the objectives of the Community Wellness Strategy and specifically target and support the achievement of the physical activity and neighbourhood connectedness outcomes of the Community Wellness Strategy.

**Vancouver Coastal Health – Richmond Relevant Plans and Strategies :**

The following frameworks, strategies and reports provide important policy direction and reference for Vancouver Coastal Health-Richmond’s role as a partner in the development and implementation of the Richmond Community Wellness Strategy.

**Provincial Strategies that guide all health authorities province-wide include:**

- **BC’s Guiding Framework for Public Health<sup>20</sup>** identifies measures, baselines and targets to guide solutions for increasing the health and wellness of all British Columbians. The key areas that are applicable to measuring individual and community wellness are: (1) Healthy Living and Healthy Communities; (2) Maternal, Child and Family Health; (3) Positive Mental Health and Prevention of Substance Harms; (4) Communicable Disease Prevention; (5) Injury Prevention; (6) Environmental Health.



20 British Columbia Ministry of Health 2013. Promote, Protect, Prevent: Our Health Begins Here [electronic resource]: BC’s Guiding Framework for Public Health. (Appendix I: Summary of Measures p52-54)

- *Healthy Families BC Policy Framework (2014)*<sup>21</sup> outlines work to be done at local and regional levels to reduce risk factors and increase protective factors for major chronic diseases and injuries. Investing in evidence-based prevention interventions, effectively supporting individuals in making healthier choices (such as eating healthy foods, being physically active, reducing alcohol consumption and living tobacco free) and reinforcing protective factors (such as those that support healthy early child development and positive mental health) can help prevent the onset of many chronic diseases and improve wellness. The Framework identifies seven focused intervention streams with rationale and effective approaches to guide implementation (see above). *Specific outcome targets outlined for BC by 2023 are equally important for Richmond.*
- *Active People, Active Places – 2015 BC Physical Activity Strategy* is designed to guide and stimulate co-ordinated policies, practices and programs in physical activity that will improve the health and wellbeing of British Columbians, and the communities in which we live, learn, work and play. The Strategy uses a settings-based approach and aims to support people to be active by creating environments that foster physical activity and addressing the environmental, social and individual determinants of physical inactivity. The key elements and strategic directions for action are highly relevant to the Richmond Community Wellness Strategy priorities and actions.
- *B.C.'s Mental Health and Substance Use Strategy 2017-2020* is a refreshed strategy that builds on Healthy Minds Healthy People and A Path Forward: BC First Nations and Aboriginal People's Mental Wellness and Substance Use – both 10 Year Plans. It emphasizes the importance of prevention, the need for better access to services, better co-ordination of services, and improved continuity of care. It requires stronger collaboration and integration among partners to ensure the best outcomes for children, youth, adults, their families and communities. The urgency comes from understanding that as many as 84,000 children and youth between the ages of four and 17 in B.C. experience one or more mental health disorders at any given time, while only one-third receive specialized treatment. An even greater number of children and youth experience milder forms of distress and related impacts, which affect their ability to function to their fullest potential. Actions are designed to improve our ability to meet the needs of our children when and where they need us, and this is particularly relevant to the Richmond Community Wellness Strategy.
- *BCCDC 2017-2021 Population and Public Health Strategic Plan (The Observatory)*  
The Observatory is newly established to provide leadership in the development of provincial and regional surveillance capacity and to support the Provincial Health Office and Chief Medical Health Officers in regional health authorities to systematically report on their populations' health and wellness status. Surveillance information produced by the Observatory will be used by public health staff for policy development, program planning, evaluation and decision making to improve the well-being of British Columbia communities. Data required to measure progress toward improved community wellness will be of importance to the Observatory work.

### **Vancouver Coastal Health region and VCH-Richmond specific strategy and data reports:**

- *Taking Action to Improve Health in the Vancouver Coastal Health Region 2016/17*<sup>22</sup> details how the Vancouver Coastal Health uses public health strategies to promote health and wellness and support residents in living healthy lives in healthy communities. This includes focusing on healthy early childhood environments and support for school success, improving immunization rates, ensuring clean water, including cultural healing practices and Elders in indigenous health, supporting community-based initiatives to strengthen social connectedness and sense of community belonging, and responding to the illicit drug overdose emergency. Healthy early childhood environments, connectedness and sense of neighbourhood and community belonging are important aspects of wellness.

<sup>21</sup> Healthy Families BC Policy Framework – A Focused Approach to Chronic Disease and Injury Prevention, Ministry of Health 2014

- *My Health My Community* ([www.myhealthmycommunity.org](http://www.myhealthmycommunity.org)) is a web-based health and wellness survey, first conducted in 2013/14, that enables residents who live in the Vancouver Coastal Health and Fraser Health regions to influence their community's health priorities and local government and decision-makers to shape community services and amenities to meet local needs. Prior to this, there had been a major gap in information at the local community and neighbourhood level about residents' health status, needs and well-being. Health and lifestyle data from over 33,000 lower mainland adults has been compiled into 30 different community profiles. The survey data allows for comparisons between communities, and associations between health status, lifestyle behaviours, built environments and population groups.

*My Health My Community (MHMC) Richmond Community Health Profile (2013/14) provides information about Richmond residents' health status, needs and well-being for the City overall and at a neighbourhood level (<https://www.myhealthmycommunity.org/Results/NeighbourhoodProfiles.aspx>). Neighbourhoods as well as communities differ considerably with regards to age, income, education and place of birth of their residents. These social and economic differences are highly influential in determining individual and community health and wellbeing. The results of the MHMC Richmond profile provide an essential reference for the Community Wellness Strategy and are summarized in Section 2 of this report. The MHMC is to be repeated over the time period of the Strategy and for this reason, the Community Wellness Strategy evaluation framework uses many of the same measures as criteria for reporting progress on enhancing the health and wellbeing of Richmond residents.*

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## Richmond School District 38 Relevant Plans and Strategies:

Richmond School District (SD 38) recognizes the important relationship between health and education; the fact that physical, mental, intellectual and emotional health support children and youth in achieving their fullest potential as learners, and similarly, that learning positively influences students' health. Key plans and strategies addressing learning and wellness are outlined below.

SD 38 has championed involvement in Healthy Schools BC ([www.healthyschoolsbc.ca](http://www.healthyschoolsbc.ca)) an initiative that builds the capacity of the health and education sectors to effectively implement Healthy Schools BC initiatives using a **Comprehensive School Health** approach. Strengthened health-education partnerships, tools for healthy school assessment and planning, and the coordination of existing schools-based healthy living programs and resources combine to support improvement in students' health and learning. Key focus areas include:

- **School connectedness** and building a school community where everyone feels safe, seen, heard, supported, significant and cared for;
- **Food literacy** to ensure students have the knowledge, skills and attitudes necessary to choose, grow, prepare and enjoy food to support their own health, the wellbeing of their community, and the environment.

SD 38 is committed to advancing school-based promotion of youth mental health and recognizes that successful implementation of a mental health strategy requires dedicated leadership, proper preparation of the organization, and ongoing support for implementation. To this end, opportunity has been established for SD 38 educators to complete the online course *Bringing Mental Health to Schools: a curriculum resource for grades 8 – 10* (<http://ets.educ.ubc.ca/curriculum-development-and-support/special-projects/mental-health-course/>). With this course, educators learn how to apply this classroom-ready, web based, modular mental health curriculum resource as well as upgrade their own mental health literacy. Further resource support is available through the following link: <http://teenmentalhealth.org/toolbox/>

# Appendix 2: Stakeholder Engagement

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## RICHMOND COMMUNITY WELLNESS STRATEGY – STRATEGIC ADVISORY COMMITTEE AND PARTNER LEADERSHIP TEAM 2016-18

Name	Area of Responsibility
<b>CITY OF RICHMOND</b>	
<b>Elizabeth Ayers</b> Partner Leadership Team	Manager, Programs and Projects, City of Richmond
Donna Chan	Manager, Transportation Planning
John Woolgar	Manager, Aquatic and Arena Services
Katie Varney	Manager, Community Cultural Development
Kim Howell (retired June 2017)	Deputy Fire Chief
Lesley Sherlock	Social Planner
Marie Fenwick	Manager, Parks Programs
Serena Lusk	General Manager, Community Services
Ted Townsend	Director, Corporate Communications and Marketing
Tina Atva	Senior Planning Coordinator, Policy Planning
<b>VANCOUVER COASTAL HEALTH – RICHMOND</b>	
<b>Diane Bissenden</b> Partner Leadership Team (Retired April 2017)	Director, Population & Family Health, Richmond; Program Director, Regional Public Health Program - Vancouver Coastal Health – Richmond
<b>Chris Salgado</b> Partner Leadership Team Vancouver Coastal Health – Richmond	Manager, Community & Family Health
Claudia Kurzac	Manager, Health Protection
Juan Solorzano	Executive Director Population Health
Lianne Carley	Population Health Policy Analyst
Dr. Meena Dawar	Medical Health Officer, Vancouver Coastal Health
Monica Needham	Program Manager, Community and Ambulatory Services, Continuing Health Services.
<b>RICHMOND SCHOOL DISTRICT NO. 38</b>	
<b>Marie Ratcliffe</b> Partner Leadership Team	District Administrator - Learning Services Richmond School District No. 38
Wendy Lim	Assistant Superintendent
Anne Gillrie-Carre	District Administrator
Richard Steward	District Administrator
Ornella Svalestuen	Curriculum Co-ordinator/Consultant for mental health and social-emotional learning
Constance Easton	Curriculum Co-ordinator/Consultant for mental health and social-emotional learning
Zena Simces	<b>Consultant Team</b>
Sue Ross	<b>Consultant Team</b>
Karen Strange	<b>Consultant Team</b>
Suzanna Kaptur	Research Planner 2, City of Richmond, Community Services
Lisa Fedoruk	Coordinator, Special Projects, City of Richmond

## VANCOUVER COASTAL HEALTH – RICHMOND STAKEHOLDER ENGAGEMENT

Areas of Responsibility ~ Fields of Expertise
Director, Population & Family Health, Richmond;
Program Director, Regional Public Health Program
Manager, Community & Family Health
Team Lead, Interdisciplinary Practice, Continuing Health Services
Manager, Community Mental Health & Substance Use
Aboriginal Health Lead
Program Leader Healthy Adults & Families
Public Health Clinical Resource Nurse
Environmental Health Officer
Regional Healthy Built Environment Environmental Health Officer
Regional Healthy Built Environment Environmental Health Officer
Regional Manager, Public Health Perinatal and Early Childhood Development
Richmond Senior Environmental Health Officer
Manager, Community Investments
Medical Health Officer, Vancouver Coastal Health
Program Leader Speech & Language Program
Program Leader Healthy Babies & Early Childhood Development
Epidemiologist
Program Leader Audiology
Manager, Health Protection
Mental Health & Substance Use
Clinical Coordinator Community Health Services
VCH Medical Health Officer
Leader School Aged & Adult Prevention
Manager, Community and Ambulatory Services, Continuing Health Services
Clinical Coordinator Home Care Nursing
Regional Healthy Built Environment Environmental Health Officer
Public Health Dietitian
Richmond Area Medical Association Committee
Richmond Division of Family Practice
Members of the Advisory Committee

## RICHMOND SCHOOL DISTRICT 38 STAKEHOLDER ENGAGEMENT

Areas of Responsibility ~ Fields of Expertise
District Administrator - Learning Services
Secondary and Area Counsellors
Curriculum Co-ordinator, Counselor/Consultant for mental health and social-emotional learning
Student – Health Summit
Richmond Schools Athletic Association
District Administrators
Elementary Principal
Retired Principal
Adolescent Support Team
Royal Canadian Mounted Police – Richmond
Richmond Mental Health and Substance Use
Assistant Superintendent
Director of Facilities Planning
Richmond District Parent Advisory Council (PAC)
Secondary PE Teachers/SEL Coordinator
Richmond Secondary Schools Athletic Association
Richmond Foodbank
Members of the Advisory Committee

## CITY OF RICHMOND STAKEHOLDER ENGAGEMENT – STAFF

City of Richmond Department	Area of Responsibility ~ Field of Expertise
Administration and Compliance	Manager, Corporate Performance
Real Estate Services	Senior Manager, Real Estate Services
Planning and Projects	Manager, Community Services Planning and Projects Coordinator, Special Projects
Parks Services	Manager, Parks Programs Area Coordinator, Parks Area Coordinator, Richmond Nature Park Park Planner Britannia Site Supervisor
Recreation and Sport Services - Aquatics and Arenas	Manager, Aquatic and Arena Services
Aquatics	Aquatics Supervisor
Arenas	Community Facilities Coordinator - Arenas
Sport	Manager, Sport and Community Events
Volunteers	Volunteer Development Coordinator
Fitness	Coordinator, Fitness and Wellness Services
Recreation and Sport Services - Community Recreation	Manager, Community Recreation Services Area Coordinators Recreation Leaders Community Facilities Coordinator - Community Recreation Fitness Coordinator - South Arm Youth Coordinator - Steveston Seniors Coordinator - City Centre Community Development Coordinator - West Richmond School Aged Child Care Preschool
Arts, Culture and Heritage Services	Manager, Community Cultural Development Arts Coordinator Arts Programmer Manager, Major Events and Film Supervisor, Museum & Heritage Services Media Arts Specialist Public Art Planner Manager, Art Services Director, Richmond Art Gallery
Community Social Development	Social Planner, Community Social Development Coordinator, Seniors Services Seniors Wellness Coordinator Coordinator, Diversity Services Affordable Housing Coordinator Childcare Coordinator

City of Richmond Department	Area of Responsibility ~ Field of Expertise
Sustainability and District Energy	Senior Manager, Sustainability and District Energy
Engineering Planning	Manager, Engineering Planning
Policy Planning	Manager, Policy Planning Department Senior Planning Coordinator Planner-Analyst
Development Applications	Director, Development
Sustainability and District Energy	Senior Manager, Sustainability and District Energy
Engineering Planning	Manager, Engineering Planning
Policy Planning	Manager, Policy Planning Department Senior Planning Coordinator
Development Applications	Director, Development
Transportation	Manager, Transportation Planning Transportation Planner
Richmond Fire-Rescue	Deputy Fire Chief Community Relations Officer Chief Fire Prevention Officer
Bylaws	Manager, Community Bylaws
Emergency Programs	Manager, Emergency Programs
Corporate Communications and Marketing	Director, Corporate Communications and Marketing Communications Officer
Human Resources	Health, Safety and Wellness Coordinator Project Leader
Recreation and Sport Services - Sport	Program Manager, Community Sport Director, Sport Services
Library Administration	Deputy Chief Librarian

## CITY OF RICHMOND STAKEHOLDER ENGAGEMENT - ALLIED ORGANIZATIONS

City Centre Community Association	West Richmond Community Association
Hamilton Community Association	Sea Island Community Association
Minoru Seniors Society	Steveston Community Society
Richmond Aquatic Services Board	Richmond Art Gallery Association
Richmond Fitness & Wellness Association	Richmond Museum Society
South Arm Community Association	Richmond Nature Park Society
Thompson Community Association	Steveston Historical Society
East Richmond Community Association	

## CITY OF RICHMOND STAKEHOLDER ENGAGEMENT - COMMUNITY ORGANIZATIONS

Community Association Participant Engagement	
Richmond Food Security Society	Richmond Sports Council
Turning Point Recovery Society	United Way of the Lower Mainland
Touchstone Family Association	Richmond Society for Community Living
HUB Cycling	The Sharing Farm Society
Developmental Disabilities Association	Richmond Poverty Response Committee
S.U.C.C.E.S.S.	ParkRun
Richmond Children First	Richmond Youth Service Agency
Richmond Addiction Services	Richmond Minor Football League (Raiders)
Richmond Lawn Bowling Club	Japanese Canadian Cultural Centre Advisory
Richmond Family Place	UBC Boathouse
Advisory Committee Engagement	
Richmond Active Transportation Committee	Richmond Seniors Advisory Committee
Richmond Community Services Society Committee	Richmond Intercultural Advisory Committee
Advisory Design Panel	Richmond Centre for Disability





# Appendix 3:

## Richmond Community Profile Data Sources

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1. Richmond City Planning Hot Facts (the series, 2014-2017)
2. The United Way Community Profile – Richmond – December 2015
3. Statistics Canada (2015) 2011 Population Census/Household Survey
4. Statistics Canada (2015) 2006 Population Census/Household Survey
5. BC Vital Statistics (2011) Annual Report
6. BC Stats. (2015) Sub-Provincial Populations – P.E.O.P.L.E.
7. BC Stats (2015) Socioeconomic Profiles
8. Statistics Canada (2015) CCHS Canadian Community Health Survey
9. BC Community Health Profiles (2013, 2017) PHSA – Richmond
10. My Health My Community, Vancouver Coastal Health - Richmond (2013/14)
11. Human Early Learning Partnership. EDI (Early Years Development Instrument) report. Wave 6 Community Profile, 2016. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; October 2016.
12. Human Early Learning Partnership. EDI (Early Years Development Instrument) report. Wave 6 Supplementary Report EDI Subscales Community Profile, 2016. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; September 2017.
13. Human Early Learning Partnership. MDI [Middle Years Development Instrument] Grade 4 report. School District & Community Results, 2016-2017. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; April 2017.
14. Human Early Learning Partnership. MDI [Middle Years Development Instrument] Grade 7 report. School District & Community Results, 2016-2017. Richmond (SD38). Vancouver, BC: University of British Columbia, School of Population and Public Health; April 2017.
15. McCreary Centre Society. (2014). Richmond: Results of the 2013 BC Adolescent Health Survey. Vancouver, BC: McCreary Centre Society.
16. BC Ministry of Education and BC Stats (2015) School Satisfaction Survey – SD 68 Richmond.
17. Ministry of Health March 2013 British Columbia Promote, Protect, Prevent: Our Health Begins Here [electronic resource]: BC's Guiding Framework for Public Health.
18. Vancouver Foundation's Vital Signs 2016 – Richmond.



# Appendix 4:

## Documentation of the Engagement Process and Results

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The community engagement process started in January 2017. Over 1000 stakeholders participated in the engagement process.

## WHO WE HEARD FROM

### I. Internal Stakeholders

#### **Strategic Advisory Committee:**

Comprised of representatives from the three partners – City of Richmond, VCH-Richmond and School District 38 - with various areas of responsibilities and fields of expertise.

#### **Partner Organizations Representatives:**

*City of Richmond* - A total of 75 staff participated including representatives from all departments in the Division of Community Services and other City personnel from Planning and Development, Corporate Communications and Marketing, the Chief Administrative Office, Law and Community Safety, and the Richmond Olympic Oval.

*Vancouver Coastal Health - Richmond* - 49 staff participated representing Public and Population Health, senior leadership including the Medical Health Officer, Head of Family Practice, Senior Medical Director, Environmental Health, Mental Health and Substance Use, Community and Ambulatory Services, and Home Care Nursing. In addition, 29 public and population health staff responded to an on-line survey.

*School District 38* included 17 participants representing teachers, principals, counselors and administrators. In addition, the school district included a number of their key stakeholders in the session e.g., representatives from the RCMP, Mental Health and Substance Use Services, Richmond Food Bank, Richmond Secondary Sport Athletic Association, and the district Parent Advisory Council (PAC).

### II. External Stakeholders

#### **Community Groups:**

Fifty organizations were invited to participate. Representatives from 37 groups attended the consultation sessions including Community Associations, Community Service Organizations and Sports Organizations.

#### **Richmond Advisory Committees:**

Representatives from 5 of the 8 invited City of Richmond Advisory Committees attended a special consultation session.

### III. Public Consultation

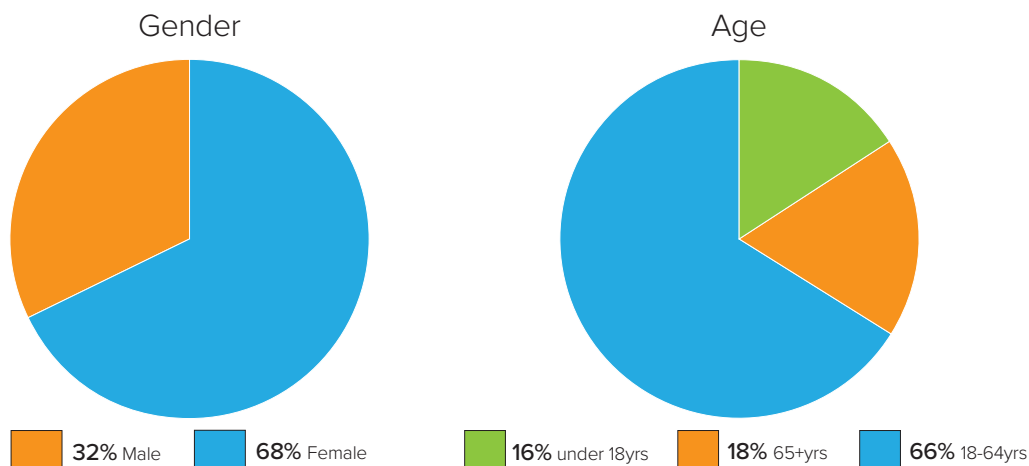
A variety of opportunities were selected to seek the views of Richmond residents:

- 80 families were interviewed during Family Day, January 2017
- 246 students in two elementary schools (grades 5 and 6) and two secondary schools (grades 9 -11) covering 10 classrooms participated in discussions about wellness for themselves, their families and their neighbourhoods
- 81 parents from the School District 38 Parent Advisory Committee responded to an on-line survey
- 240 residents participated in open houses
- 134 residents responded to a survey on Let's Talk Richmond

## Open Houses

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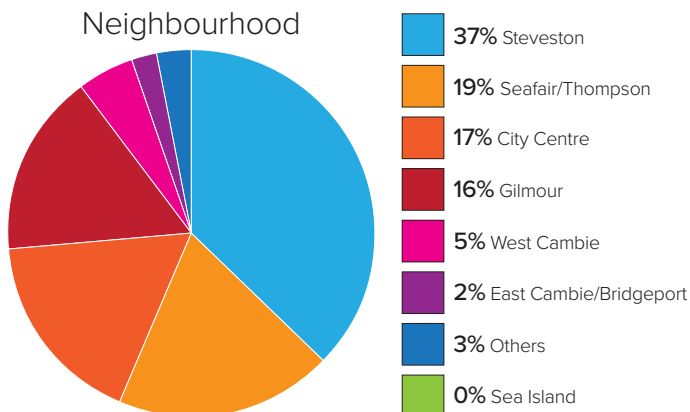
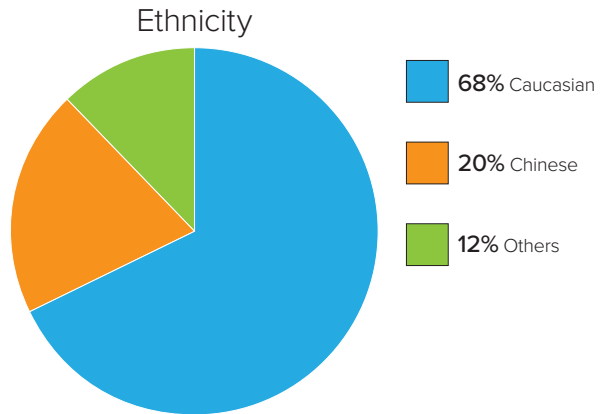
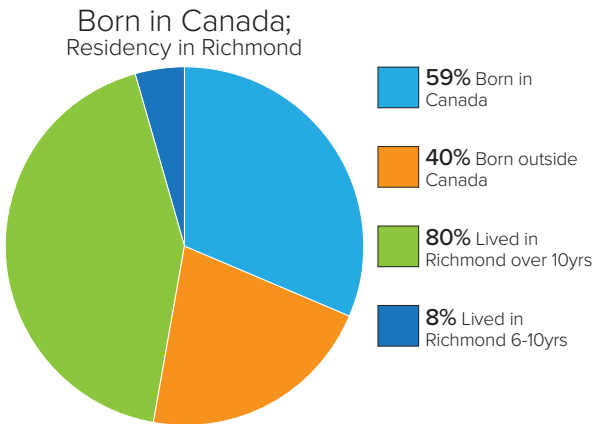
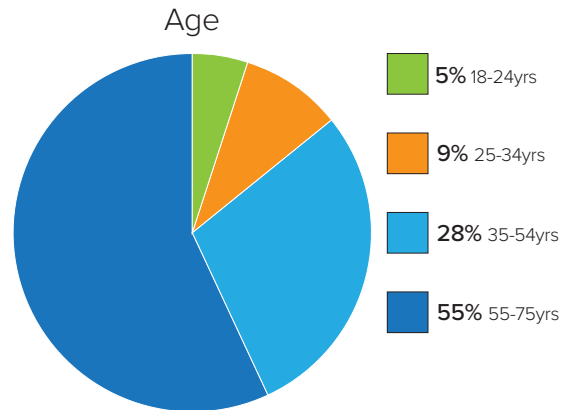
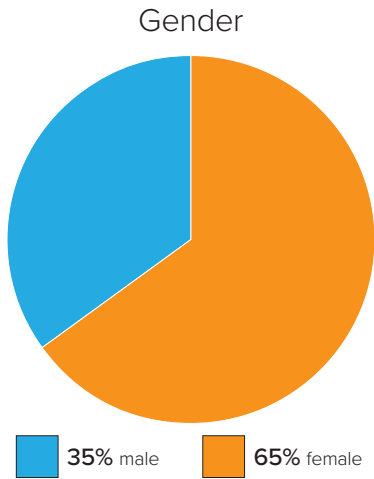
Drop-in style open houses were held in four of the Richmond Public Library branches. This was an open invitation to any interested resident. Afternoon, evening and weekend sessions were publicized widely to engage as many residents as possible. Posters were available in Chinese and volunteers who spoke Mandarin and Cantonese supported the consultation process. The gender and age breakdown of participants is illustrated below.



### Let's Talk Richmond

City of Richmond has an established website that enables residents to obtain information on City initiatives and to provide feedback. Information relating the Community Wellness Strategy and a survey was made available over a two week period in May 2017 to further engage residents.

Demographic information provided by survey respondents is illustrated below.



## PROCESS AND KEY FINDINGS

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### Internal consultations

The **Strategic Advisory Committee** was engaged through a series of meetings to initially brainstorm and then fine tune (based on community engagement feedback) the definition of wellness and the vision, guiding principles and key priority areas for the Richmond Community Wellness Strategy.

**Internal stakeholders from each partner organization** were engaged to gain insights through their unique experiences and diverse perspectives.

- Workshops were conducted with City of Richmond staff from across the organization and sessions were also held with Community Services partner associations/societies.
- Vancouver Coastal Health – Richmond senior leadership and public and population health staff were consulted. Front-line health staff participated through an on-line survey.
- A session was held with representatives from School District 38 that included representation from teachers, principals, counselors and administrators. In addition, the District invited their key stakeholders to the session, e.g., RCMP, Mental Health and Substance Use, Richmond Food Bank, Richmond Secondary Sport Athletic Association, and district Parent Advisory Council (PAC).

Key themes identified:

- Health and Lifestyle – physical activity, healthy eating and mental wellness
- Built and Natural Environment – healthy neighbourhood design and transportation networks
- Access to Programs and Services – affordability, availability, capacity and language
- Economic Wellness – affordable housing, adequate income and food security
- Connectedness/Inclusion – social and cultural connectedness
- Intercultural Harmony – culturally sensitive environments
- Awareness and Education – enhanced understanding and benefits of wellness

### External consultations

External stakeholder workshops were conducted with invitations to over 50 community groups and organizations that work with one or more of the three partners. In addition, eight City of Richmond Advisory Committees were invited to attend a workshop to share their expertise and insights on wellness for Richmond residents. An opportunity was also provided to all of these organizations to respond to an on-line survey.



An extensive public consultation process was undertaken with close to 781 respondents and included the following:

- Interviews with families – parents and children at Richmond Family Day events (80 families)
- On-line survey to parents through the Richmond School District 38 Parent Advisory Council (81 responses)
- Drop-in style open houses in four of the Richmond Public Library branches (240 people interviewed)
- Student discussions in two elementary and two secondary schools covering 10 classrooms (246 students participated)
- An on-line survey to the public via Let's Talk Richmond, which was advertised in community centres, City Hall, on social media and through community newspapers and received a total of 134 responses.

### Specific Questions Asked

**Internal and external stakeholders were engaged to gain their perspective on:**

- What does community wellness mean to you?
- What is working well in Richmond?
- What are the priority areas for the Community Wellness Strategy?
- What is your vision for the Community Wellness Strategy?

**Public engagement focused on understanding:**

- What are the important aspects of wellness to you?
- What do you do to stay healthy, active and involved
- What does community and neighbourhood support and connectedness look like?
- What would help increase wellbeing?

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## Summary of Feedback

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### WHAT IS WORKING WELL IN RICHMOND

The wide range of stakeholders that were consulted spoke highly of their city. The following is an example of the feedback that was provided:

*“Richmond is doing a phenomenal job - great amenities, facilities, parks, dyke, trails and many programs and events.”*

Respondents identified a wide range of activities for health and wellness that Richmond offers that include recreation, sports, arts, culture, physical and social activities, health services and education. Respondents also had a very positive view of the Richmond Public Library, viewing it as a key connector and a source of information and education.

Respondents indicated a desire to do more volunteering, the need to be more physically active, to eat healthier and to get more connected to their neighbourhood.

## KEY PRIORITIES TO ENHANCE WELLNESS IDENTIFIED BY STAKEHOLDERS

### A. Internal and External Stakeholders

Staff of the three partners and external community groups and organizations that participated in the consultation workshops identified key priority areas that they felt are important to enhancing wellness in Richmond.

#### Health and Lifestyle

Importance was placed on increased opportunities to enhance physical activity, healthy eating and mental wellness.

#### Access to Programs and Services

The priority is to ensure that programs and services are available, affordable, and offered in a language that residents can understand. The focus should be on equity of access and providing quality programs for marginalized groups and removing barriers to participation.

#### Connectedness

Stakeholders identified the importance of social and cultural connectedness.

#### Sense of Neighbourhood

Enhancing neighbourhood connectedness is seen as contributing to wellness.

#### Awareness and Education

Enhanced understanding and benefits of wellness is important and will help lead to behaviour change.

#### Intercultural Harmony

Ensuring culturally sensitive of programs, services and environments and enhancing cultural harmony is seen as critical to enhancing wellness.

#### Places and Spaces

A focus on the built and natural environment and developing safe and healthy indoor and outdoor places, outdoor spaces for gathering and connecting are seen as critical supports to wellness.

#### Economic Factors

It is recognized that wellness is impacted by economic factors such as the need for adequate income, food security and affordable housing.

### Two additional priorities identified by staff of the partners

#### Partnerships

Developing partnerships with a wide range of community groups and, in particular, the business section will help implement desired programs and services.

#### Focus on policy

There is a need to incorporate a wellness lens into all policy, planning and program design (e.g., including planning for the built environment).

## **B. The Public Consultation**

### **Summary of Consultation with a sampling of Students in Richmond Schools**

- What wellness means to you:
  - As an individual, it means being active, healthy, connected/included, positive mindset and having money and a good job
  - As a family, it means sharing and caring, good communication and doing things together as a family
  - As a community, it means a having a clean environment, green space, feeling safe, volunteering, affordable housing and transportation, and sharing and caring
- What supports are needed to stay well:
  - Organized activities and events close to home
  - Open places and spaces to gather and play
  - Low/no cost and drop-in activities as well as less costly transportation
  - Information and education on the benefits of wellness and the opportunities available to enhance wellness
- What supports are needed to help feel connected to their neighbourhood:
  - Fun activities and food
  - Incentives to participate and connect with others
  - Outdoor space to gather, better sidewalks, age friendly playgrounds and parks, good equipment

## Summary of Feedback from Family Day, Public Open Houses and Survey of School District 38 Parent Advisory Committee Member

- What wellness means to Richmond residents:
  - Balance of physical, mental and spiritual wellness
  - Harmony, bonding, good relationships, spending time together
  - Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
  - Economic and financial stability
- What supports are needed to improve wellness:
  - Program opportunities – greater choice for adults, after school options for children and more flexible scheduling of activities, unstructured and drop-in options
  - Services – to meet the needs of special needs populations, e.g., mental health, people with disabilities, seniors and isolated or hard to reach groups
  - Access – having programs and amenities closer to home that are affordable, low cost or free
  - Built and natural environment - supportive, safe and healthy environments including better sidewalks, easier transportation and natural spaces to gather and play
  - Information and Education – about what wellness means and benefits. It is important information on wellness to be communicated through multiple diverse methods including through schools, community events, library, workshops and social media.
  - Opportunities for volunteering
- What supports are needed to help feel connected to their neighbourhood:
 

Many respondents indicated that they did not know their neighbours. Many neighbourhoods are in flux with people moving in and out, renters, empty houses, and a sense of transiency. Culture and language differences make connections difficult even with people living in town house complexes, apartments or condos. *“Richmond is a city of contrasts, different areas look and feel very different.”*

Suggestions provided to connect to their neighbourhood include:

- Ongoing activities at a neighbourhood level and not “one-offs”
- Neighbourhood organizers and facilitators to support neighbourhood capacity-building
- Focus on strategies to bring diverse cultural groups together to TALK and get to know each other - “building relationship will help lead to solutions”
- Offering a wide range of options that are fun and match neighbourhood interests
- Focus on food and children as connectors
- More green spaces
- More places to gather

## Acknowledgments

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The process of creating a Community Wellness Strategy for the City of Richmond, one that actively contributes to the health and wellbeing of all residents has depended on the enthusiasm, involvement and thoughtfulness of many stakeholders and members of the community who participated in workshops, interviews, volunteer activities, completed surveys and shared ideas. We are very grateful to those who have participated. We would like to acknowledge the special contribution of the Community Wellness Strategy Advisory Committee and Partner Leads who listened to stakeholders and wove together a strategy for success that builds on the strengths of each of the Partner organizations – the City of Richmond, School District 38 and Vancouver Coastal Health-Richmond:

### Richmond City Council

*Malcolm Brodie, Mayor*  
*Chak Au, Councillor*  
*Derek Dang, Councillor*  
*Carol Day, Councillor*  
*Ken Johnston, Councillor*  
*Alexa Loo, Councillor*  
*Bill McNulty, Councillor*  
*Linda McPhail, Councillor*  
*Harold Steves, Councillor*

### City of Richmond

*Serena Lusk*  
 General Manager, Community Services  
*Suzanna Kaptur*  
 Research Planner 2  
*Lisa Fedoruk*  
 Coordinator, Special Projects  
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### Richmond School District 38 Trustees

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### Vancouver Coastal Health - Richmond

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*Monica Needham*  
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*Marie Ratcliffe*  
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### School District 38 Richmond

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*Anne Gillrie-Carre*  
 District Administrator  
*Richard Steward*  
 District Administrator  
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 Curriculum Co-ordinator, Consultant, mental health and social-emotional learning  
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