



To: Parks, Recreation and Cultural Services Committee **Date:** October 6, 2015

From: Serena Lusk, Senior Manager, Recreation and Sport Services **File:** 11-7000-01/2015-Vol 01



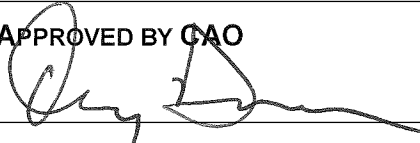
Re: **Richmond Community Wellness Strategy Impact Report 2010-2015**

Staff Recommendation

That the staff report titled “Richmond Community Wellness Strategy Impact Report 2010-2015,” dated October 6, 2015, from the Senior Manager, Recreation and Sport Services, be received for information.

Serena Lusk
Senior Manager, Recreation and Sport Services
(604-233-3344)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Social Development Arts, Culture & Heritage	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

Council endorsed the Richmond Community Wellness Strategy (the “Strategy”) in February 2010. The Strategy was developed by the City, in partnership with Vancouver Coastal Health (VCH) and the Richmond School District (SD38) as an integrated, holistic and collaborative approach to wellness for Richmond. The Strategy’s vision focused on improving community connectedness and sense of belonging as a road to greater physical activity and health.

Since the endorsement of the Strategy, all three partners have worked both collaboratively and independently to improve wellness in the community. It was recognized early on that wellness falls under the jurisdiction of all organizations and groups and that no one organization is responsible for the success of this Strategy.

As the Strategy nears the end of its life, the agencies involved have reviewed the impact of their work. This report highlights the accomplishments towards the strategic directions and the impact the associated actions have had on the community. This report also presents recommendations for the next steps for an updated wellness strategy.

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.

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

This report supports Council’s 2014-2018 Term Goal #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.

Analysis

The Strategy outlined seven strategic directions to help achieve three high level outcomes (Table 1). The development of the Strategy created a unifying framework for wellness across Richmond and provided guidance to three key organizations within Richmond to act to improve wellness.

Table 1: Outcomes and Strategic Directions of the Richmond Community Wellness Strategy

Outcomes	Strategic Directions
<ul style="list-style-type: none"> • An increased permanent commitment to wellness and well-being. • Increased physical activity and physical fitness. • An increased sense of connectedness to the community. 	Increase active living literacy.
	Help children and youth build healthy habits.
	Reduce barriers to living a physically active life for vulnerable populations and people with a disability.
	Build a connected and activated social environment.
	Create urban environments that support wellness and encourage physical activity.
	Promote health literacy and individually-focused health care.
	Measure and share our success.

Impact

To date, as a community, significant progress has been made on all strategic directions. Both independently and collectively, the City, VCH, and SD38 have developed innovative and positively received initiatives and programs. The agencies have worked to educate and encourage the residents of Richmond to participate in an active, healthy lifestyle, as well as to provide them with opportunities that increase their level of community engagement.

The City, VCH and SD38 were able to leverage their individual expertise and resources to jointly deliver programs and services. The Strategy was able to create an increased capacity for wellness within the community through collaboration, networking and partnership opportunities.

Since the implementation of the Strategy in 2010, the number of residents participating in active living initiatives has increased. There is evidence of wellness outcomes across the community with demonstrated increases in activity levels and an improved commitment to wellness, as evidenced by the examples below:

- Walk Richmond has had a 27 percent increase in participation over the past 5 years.
- Since its creation, over 600 children have participated in physical literacy programs.
- Kidsport has increased the number of children it is able to support by 30 percent over the past 5 years.
- Move for Health has expanded from a one day to a week-long event.
- The number of participants in the Wellness Connections Program has doubled since 2010.

More detailed information on the impact of the Strategy are captured in the Richmond Community Wellness Strategy Impact Report 2010-2015 (Attachment 1). The Report highlights some of the achievements and community stories that describe the impact of wellness programs.

Lessons Learned

While the first iteration of the Strategy was considered successful by all involved, lessons can be learned from its development and implementation.

The following recommendations are for consideration for the future iteration of the Richmond Community Wellness Strategy:

1. The Strategy provides broad direction in improving wellness. It is suggested that the next iteration of the Strategy provide more directive actions, including identifying the specific areas of responsibility for each agency, creating formalized partnerships and being more intentional about developing community wellness programming that spans the mandates of all of the agencies.
2. The current Richmond Community Wellness Strategy was focused on increasing physical activity and community engagement; however the definition of wellness is broader than those two areas. It is suggested that the future Strategy encompass a broader definition to include the areas of mental health and social well-being. Expanding the definition will help align it with other strategies and priorities identified of the agencies involved.
3. Many innovative programs and initiatives emerged from the Strategy and there was an opportunity to share promising practices and build capacity across Richmond. In the future, there needs to be a framework to share information and best practices. More emphasis needs to be placed on knowledge transfer between organizations.
4. The Strategy should guide programming and policy across organizations. In order to accomplish this effectively, a communications plan needs to be included in the Strategy in order to increase awareness within and across agencies.
5. Monitoring and evaluation should be built into future strategies. Collecting outcome data that speaks to wellness measures that are consistently collected across all organizations can enable a fulsome evaluation of the impact of the Strategy.

All three agencies are committed to developing the next iteration of the Richmond Community Wellness Strategy. A one-time expenditure has been submitted for 2016 to assist with developing the Richmond Community Wellness Strategy in conjunction with the Recreation and Sport Strategic Plan. VCH has also agreed to assist in funding the development of the updated Strategy.

Financial Impact

A one-time expenditure request of \$75,000 to renew the Richmond Community Wellness Strategy in conjunction with the Recreation and Sport Strategy Plan has been submitted for consideration in the 2016 budget process. The requested expenditure is the City's contribution to the development of the Strategy. VCH has agreed in principle to assist in the funding but at this time is unable to confirm the amount of the contribution. SD38 has agreed to provide in-kind assistance.

Conclusion

The Richmond Community Wellness Strategy was intended to form the basis for a cross-agency coordinated approach to meeting the wellness needs of all in Richmond. While many strides were taken in this collaborative approach, more work can be done to further a more strategic and intentional approach to community wellness. Richmond was the first community in BC to develop this type of agreement with health and education agencies. Renewing and strengthening this commitment will allow Richmond to take advantage of opportunities to more effectively link provincial initiatives (health and education) with community-level strategies and initiatives.



Charlene Phung
Research Planner 2
(604-233-3321)

Att. 1: Richmond Community Wellness Strategy Impact Report 2010-2015

Richmond Community Wellness Strategy Impact Report (2010–2015)



School
District #38
(Richmond)



CNCL 63
Promoting wellness. Ensuring care.





Richmond Community Wellness Strategy Impact Report (2010–2015)

About the Strategy

The Richmond Community Wellness Strategy is a framework that guides community wellness through a holistic and highly collaborative approach. The development of the strategy showed a commitment by the City of Richmond, Vancouver Coastal Health, and School District No. 38 to work together to improve wellness in Richmond. The Wellness Strategy identifies seven strategic directions that lead to three outcomes:

STRATEGIC DIRECTIONS

- Increase Active Living Literacy
- Help Children and Youth Build Healthy Habits
- Reduce Barriers to Living a Physically Active Life for Vulnerable Populations and People with a Disability
- Building a Connected and Activated Social Environment
- Create Urban Environments that Support Wellness and Encourage Physical Activity
- Promote Health Literacy and Individually-Focused Health Care
- Measure and Share Our Success

OUTCOMES

- An increased permanent commitment to wellness and well-being
- Increased physical activity and physical fitness
- An increased sense of connectedness to the community

Message from the Partners

The City of Richmond, Vancouver Coastal Health, and School District No. 38 have worked both collaboratively and independently to improve wellness in the community. It was recognized early on that wellness falls under the jurisdiction of all agencies and groups and that no one agency is responsible for the success of this strategy.

The experience of developing and implementing the Community Wellness Strategy has built a common foundation of collaboration and partnership. The work has facilitated and strengthened relationships between wellness-serving organizations in Richmond. This being said, work must continue to improve outcomes for residents of Richmond. The review of the impacts of the strategy to date provides opportunity to reflect, not only on successes, but also recommend elements to incorporate into a renewed Community Wellness Strategy that promises to provide even greater impacts to wellness in Richmond.



Strategic Direction #1:

Increase Active Living Literacy

Imagine Richmond as a place where...everybody knows the value of living an active and healthy lifestyle, where residents have ready access to information on how and where they can be active and that our adults know the benefits of being Active for Life.



38% walk 30 mins per day for recreation and leisure

38% get 150 mins or more of exercise per week

72% felt that there were lanes and pathways for them to walk and ride their bikes

(2015) My Health My Community Survey: Richmond Community Profile



Highlighted achievements

INCREASING ACTIVE LIVING LITERACY

- Since 2010, 571 girls have participated in G.O. (Girls Only) Day, an annual day-long event at which they are given the opportunity to experience unique activities and gain understanding about their personal barriers to being physically active. The impact of this initiative has been extended through the addition of G.O. Day clubs, reducing barriers for participants to maintain their interest in healthy, active, extracurricular activities.
- Richmond's Move for Health Week initiative provides opportunities for members of the public of all ages and abilities to connect with sport, activity and wellness-serving organizations and discover the benefits of healthy active living. Throughout the city, residents are encouraged to participate in activities offered at community facilities at a low cost or free admission.
- Walk Richmond, the City of Richmond's free community walking program coordinated through the Richmond Fitness and Wellness Association, saw a total of 1,042 participants in 2014, with 169 new walkers attending. That is up from 761 in 2010.
- Vancouver Coastal Health, School District No. 38, the City of Richmond, Richmond Public Library and Richmond Children First collaborate to deliver an annual bookmark contest to encourage children to think about health holistically and to express their thoughts through art. Annually, over 2,500 children participate from public and independent elementary schools and over 30,000 bookmarks are distributed.

Success story

WALK RICHMOND

Tina has lived in Richmond for five years with her three sons. Her family's participation in recreation activities only consisted of visits to their neighbourhood park until she discovered the Walk Richmond Guidebook in Chinese at her local community centre. This inspired her to attend a session of the free walking series, which opened up a new world for her. She has attended Walk Richmond walks for over a year now, which has led her to the discovery of many trails and parks, introduced her to new friends, and even helped her hone her English language skills.

Attending Walk Richmond walks has led Tina to discover new parks and trails, introduced her to new friends, and helped her hone her English language skills.

Tina's youngest son Hardison almost always comes to the walks with her and he looks forward to them. These walks have helped to build his strength and independence as well as show him that regular walking is a vital component of a healthy lifestyle. Tina is keeping her pre-diabetes in check, discovering her community and modelling active living for her family thanks to Walk Richmond.

Success story

MOVE FOR HEALTH WEEK INITIATIVE

Since expanding from a one-day event to celebrate the World Health Organization's Move for Health Day (May 10) to a week of wellness-related programming and promotion in 2013, many more community partners have been inspired to get involved. For the past three years, Move for Health Week has wrapped up with the Move for Health Festival, an event that is planned and delivered in partnership with Vancouver Coastal Health, the City of Richmond and the Community Associations who deliver programs and services in Richmond's community facilities. Since 2014, Richmond Sports Council's "Discover your Sport" initiative, along with Walk with your Doc, a Doctors of BC initiative that gives doctors an opportunity to get out of the office and share a healthy behaviour together with their patients, have been integrated into the festival. The Wee Walk event for preschool-aged children was expanded in 2015 to include private daycares and preschools as well as School District No. 38's Strong Start Centres.

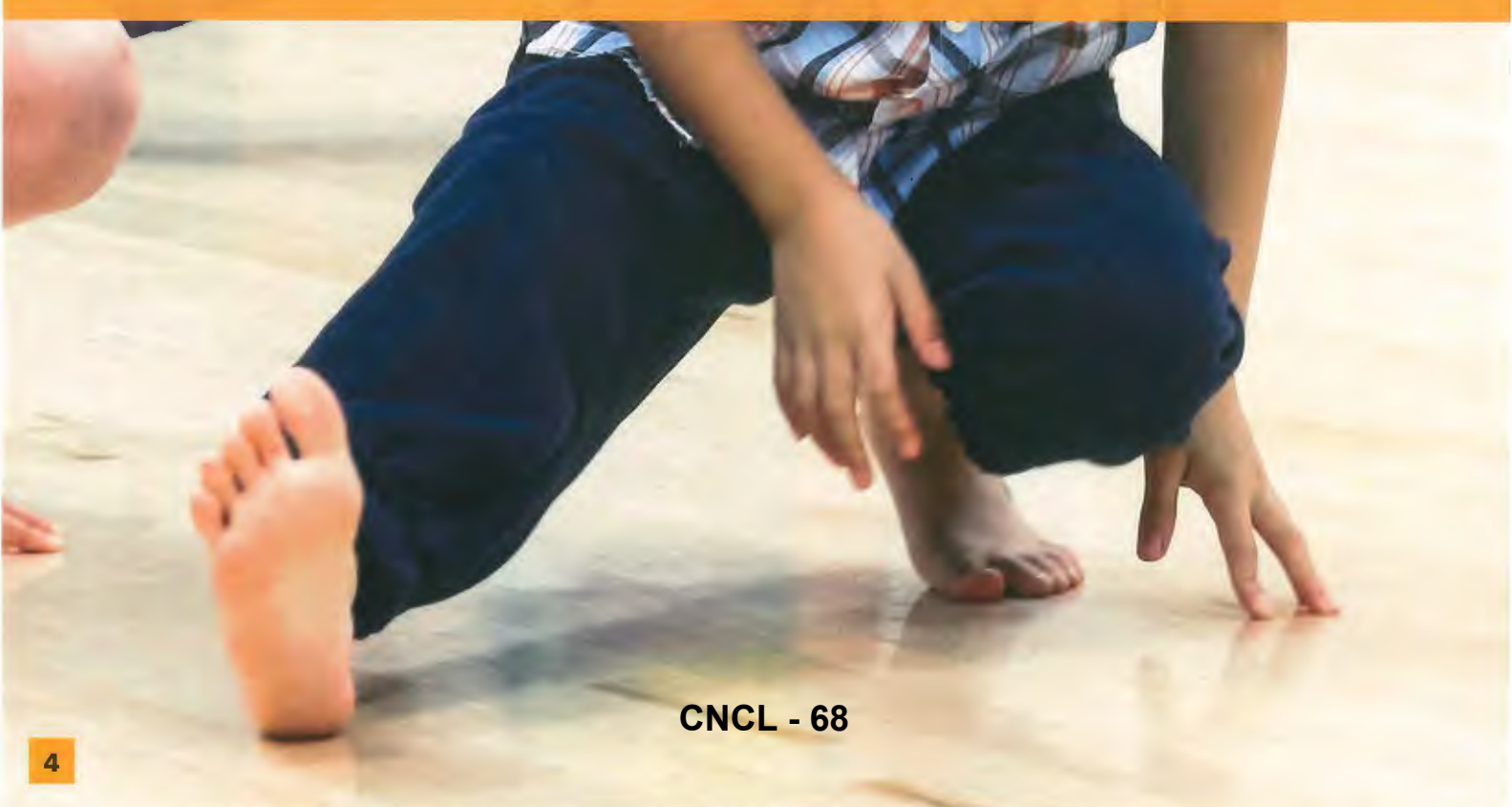
The Move for Health Week initiative has not only promoted active living literacy and fostered relationships between organizations, but has also impacted programming decisions, as illustrated at Steveston Community Centre. According to the Fitness Coordinator, "We offered the 'Meditation Made Easy' session as a pilot class during Move for Health Week 2013. Although not a physically active class, we felt strongly that it was a fit as mental well-being is just as important [as physical health]. We were pleasantly surprised to see that 25 adults registered for the session. The positive feedback and interest this program sparked was our incentive to offer sessions throughout the year. We now run a monthly meditation course, which has been very well-attended."



Strategic Direction #2:

Help Children and Youth Build Healthy Habits

Imagine Richmond as a place where... our children and youth are physically literate, the majority of children and youth walk to school and our children and youth grow up to be healthy and active adults.



86% of youth feel that participating in sports help youth grow and develop in positive ways*

61% of students aged 18 and older participated in 60 minutes of exercise on at least three days in the past week**

11% of youth aged 12 to 17 do an hour of moderate to vigorous physical activity every day**

* (2014) Youth Survey: Where Youth Thrive: Richmond ** (2015) McCreary Centre Society, Adolescent Health Survey



Highlighted achievements

PROMOTING HEALTHY HABITS IN CHILDREN AND YOUTH

- The Grade 5 Active! Pass program provides Grade 5 students free access to swimming, skating and drop-in programs in various community centres. The pass results in over 5,900 visits to facilities per year.
- The Art Truck outreach program, piloted in one elementary school in 2013/2014 and expanded to three elementary schools in 2014/2015, exemplifies the impact that a coordinated approach to delivering programs/services can have on the healthy development of children and youth.
- The Richmond Youth Media Program supported by the Vancouver Coastal Health- Sharon Martin Community Health (SMART) Fund, is a referral based program that connects youth with positive peer and adult mentors while developing media arts skills.
- The City of Richmond's Community Recreation Department and the Richmond Olympic Oval are actively promoting physical literacy. Since 2012, 70 physical literacy programs have been held for children aged 2-12 years and more than 80 instructors have been trained.

SUPPORTING CHILDREN'S RIGHT TO PLAY

- School District No. 38's Kindergarten programs, Strong Start Centres and Early Years programs are guided by the belief that "much of children's early learning takes place through play."
- Through the "Respectful City" initiative, School District No. 38 and City of Richmond have been working towards a vision that Richmond is a safe, caring and connected community that values individual differences. In 2015, the mayor proclaimed the day as ERASE Bullying Day, and all schools and civic facilities displayed the same poster to indicate February as ERASE Bullying month and Feb 25 as Pink Day.

Success story

PHYSICAL LITERACY

According to preschool teacher Alexis Alblas, who has worked with preschool-aged children at Cambie Community Centre for over 20 years, physical literacy, or the development of fundamental movement skills, is just as important as the ability to read and write. Physically literate individuals move with poise, confidence, competence and creativity in different physical environments.

Five years ago, the City of Richmond implemented a series of recreation programs teaching physical literacy skills. Alexis recalls the story of one student's journey: "When Jenny entered our classroom she was paralyzed with fear when we went outside. To encourage her to try balancing, I put out planks that she eventually, tentatively, walked along.

Slowly she began to loosen up. As Jenny became comfortable, we placed the plank on an incline. Slowly, slowly Jenny mastered this ramp. With this new-found confidence, Jenny began to speak out more in class, try new things and explore. My proudest moment with Jenny was watching her try to swing on a rope. She couldn't reach the rope, so she looked around (you could see her brain working, trying to figure out what would work for her) and then she brought a tricycle over to the tree. Jenny climbed onto the seat of the bike and then onto the handlebars. She was completely confident, happy, coordinated and at peace because she had figured out how to achieve her goal of swinging on the rope."

... physical literacy, or the development of fundamental movement skills, is just as important as the ability to read and write.

Success story

ART TRUCK

Through the Richmond Arts Centre's Art Truck initiative, and thanks to a partnership between Vancouver Coastal Health-Richmond Public Health, the City of Richmond and Richmond School District No. 38, children at three elementary schools were engaged in art activities after school, offered through both traditional and unconventional mediums (i.e. theatre, dance, paint), and led by professionally trained artists and skilled instructors. As part of the program, a healthy snack that follows the "Food and Beverage Sales in BC Schools Guidelines" was provided. The blending of active living and healthy eating initiatives in this after school program helped the children gain confidence and skills, while providing an opportunity for them to be active, eat healthily and have positive adult and peer connections. In a survey conducted by the public health nurse overseeing the pilot program in 2014, students reported that the sessions made them feel "happy, confident, energetic, talented/creative, calm and connected."



Strategic Direction #3:

Reduce Barriers to Living a Physically Active Life for Vulnerable Populations and People with a Disability

Imagine Richmond as a place where...there are a range of opportunities for affordable recreation, where the cost of a program is not a significant barrier to participation (because there are a range of subsidies or initiatives available to offset cost) and where people living in discouraged situations have a variety of recreational and wellness opportunities available to them.



10% indicated that the cost of programs was a barrier to participation

90% of those aged 75–84 years old visited a City of Richmond facility or park in the past year.

(2015) Community Needs Assessment



Highlighted achievements

REDUCING BARRIERS TO PARTICIPATION

- The Richmond KidSport chapter, through Richmond Sports Council, annually funds close to 200 children who would otherwise be unable to participate in community sports.
- The Ross Lumb Memorial Trust Fund assists students in School District No. 38 with socio-economic barriers to participate in school-based sports, athletic activities, camps, field trips, and school projects.
- A review of the Recreation Fee Subsidy program has been initiated and a report will be presented to Council in fall 2015.
- The City of Richmond's Youth Services Roving Leaders and School District No. 38 partner to offer Physical Recreation Programming for isolated and vulnerable youth at Horizons/Station Stretch.

IMPROVING ACCESS TO RECREATION AND WELLNESS SERVICES

- The Wellness Connections program reaches out to isolated seniors – particularly Chinese-speaking older adults. The program served over 100 isolated, at risk and vulnerable seniors in 2014 and held a waitlist of 30-40 throughout the year.
- The Garratt Wellness Centre provides programs to address community needs around chronic disease prevention and management.
- The Vancouver Coastal Health-Richmond Shapedown program in Chinese helps children, teens and their families achieve healthy weights through healthy living. A team consisting of a counselor, a dietitian and a fitness professional work with families to teach the life skills needed for ongoing health and wellness.
- The City of Richmond partnered with the Rick Hansen Foundation on an online accessibility rating tool called "planat" that gives in-depth accessibility ratings to over 25 City and partner facilities.

Success story

WELLNESS CONNECTIONS

When staff at Minoru Place Activity Centre first met Mildred, she was frail and felt isolated as her children had grown and moved away, she had retired from her job and her husband had passed away. Mildred discovered the centre after seeing a brochure that had been delivered to her apartment building describing the Wellness Connections program, a city-wide outreach program targeting frail, at-risk and isolated seniors. Offered two days a week at Minoru Place Activity Centre in both English and Chinese, the program provides seniors opportunities for socialization with their peers and is aimed at re-connecting them back to their community. Having evolved from a UBCM funded pilot project, this program includes home pick-up/drop-off, one-on-one support provided by volunteers, reminder calls, educational and leisure programming, specialized fitness, a hot lunch and access to on-going leisure counselling including referrals to health care services and wellness programs.

"...I just want somewhere to go"

Since joining this program, Mildred has tried Tai Chi, taken drawing and sketching lessons, picked up cooking and nutrition tips, made new friends and much more. As Mildred says, "Why stay home? At least I have somewhere to go. My husband died a few years ago and I'm alone. I just want somewhere to go."

Educational workshops are provided by community partners including the Arthritis Society, Richmond Addiction Services, Richmond Cares, Richmond Gives, Vancouver Coastal Health's Falls Prevention & Nutrition Services and the Alzheimer's Society of BC.

Success story

GARRATT WELLNESS CENTRE

A shining star in our community is the Garratt Wellness Centre. This decommissioned elementary school was purchased by the City and is leased to Vancouver Coastal Health at nominal cost, under a joint operational agreement. It is a true collaboration; the City maintains the building and offers fitness programs on site for individuals with chronic disease, while Vancouver Coastal Health oversees daily operations, including identifying community organizations in need of space and support that can operate at the centre free of charge. The teaching kitchen provides much needed instructional space for a wide range of groups teaching healthy food choices. The centre is also the home of the Physical Activity Line (PAL), a Healthy Families BC initiative through which anyone can call for free fitness and exercise advice provided by Certified Exercise Specialists.



Strategic Direction #4:
**Building a Connected and
Activated Social Environment**

Imagine Richmond as a place where... the majority of residents volunteer, where neighbours know neighbours, where people 'feel they belong' and can make a positive contribution to their community. Imagine Richmond as a place where... the majority of residents volunteer, where neighbours know neighbours, where people 'feel they belong' and can make a positive contribution to their community.



23% volunteer at least once a week*

56% feel a somewhat strong or very strong sense of belonging to their community*

The longer an immigrant lives in Richmond the greater their sense of belonging.

7% immigrants ≤5 years reported a very strong sense of belonging vs **47%** immigrants ≥20 years**

* (2015) My Health My Community Survey: Richmond Community Profile ** (2012) Healthy Richmond Survey



Highlighted achievements

PROMOTING COMMUNITY ENGAGEMENT

- Social participation and having strong social networks and support is related to longevity and good health. Volunteering is a way to promote social networks. There are over 8,800 volunteers registered with the City of Richmond who have contributed more than 311,969 hours since May 2009.
- A "Youth Volunteer Opportunities" link has been added to the icanhelp.richmond.ca website to allow youth to more easily access relevant volunteer opportunities.
- The Youth Street Team provides volunteer opportunities for youth to promote the 40 Developmental Assets and connect with members of the community at Richmond events during the summer months.
- A New Horizons for Seniors Intergenerational Mentoring Project Grant of \$20,111 provided the opportunity for the City of Richmond (along with Minoru Seniors Society, City Centre Community Centre and Richmond Arts Centre) and School District No. 38 to work in a coordinated fashion to deliver a variety of intergenerational opportunities throughout the 2014/2015 school year.

BUILDING COMMUNITY CONNECTIONS

- The New Canadian Tours Project brings new immigrants and refugees into City Hall and City of Richmond recreation and cultural facilities to learn about local government and services.
- The City of Richmond Newcomers Guide, a publication that assists new immigrants with all major aspects of settlement in Richmond including a significant focus on recreational and cultural opportunities, is now in its third edition and is available in English, Chinese, Tagalog, Russian and Punjabi.
- The Richmond Intercultural Advisory Committee (RIAC) Intercultural Strategic Plan has been updated to include a range of actions aimed at promoting cultural harmony and assisting newcomers to access services.

Success story

VOLUNTEERING

Minoru Place Activity Centre utilizes many volunteers for delivery of programs and services to seniors and the Centre's volunteer coordinator has seen much evidence of the positive impact of volunteering. This is particularly evident for the 22 volunteers in the cafeteria who range in age (from 17-70 years) and ethnic background (Japanese, Chinese, German, British, Scottish, African and Indian).

As the coordinator says, "I was pleased to find out that groups of volunteers get together for lunches and dinner outside the centre. They have found connection. It has been a common theme amongst some volunteers to want to meet friends again after a loved one has died – for that social connection. Several have found a sense of purpose in their lives again. Regardless of their ethnicity and age and capability they have found a sense of worth and belonging."

As one of the volunteers says, "I feel like I have found a new family here. There is a real sense of ownership and teamwork in this place."

Success story

SENIORS INTERGENERATIONAL MENTORING PROJECT

A New Horizons for Seniors Intergenerational Mentoring Project Grant funded the major project titled "Life's Little Things: Past and Present." It was facilitated by a specialized arts instructor who guided seniors from Minoru Place Activity Centre and students from three elementary schools in sharing experiences and stories that were then used to create a collage. The children were curious and asked valuable, thought-provoking questions, which was a fun opportunity for the seniors to share their stories.

As one senior commented after the end of the first session, "The children asked me if I feel like I missed out on the IPAD, IPOD and other pieces of technology, and I said, 'Son, we invented them.'" This particular senior continued to reflect on his memory of experiencing the first computer back in his career; his smile was gleaming as he reflected back in time and shared his story.

In addition to the featured project, a number of additional intergenerational opportunities were coordinated through the clubs and groups from Minoru Seniors Society.

As one Grade 5 student wrote, "I really enjoyed carpet bowling; it was really fun although I was terrible at it. I also really enjoyed baking because I always wanted to bake but my mom won't let me... I had sooo much fun and I hope to come back next time!!"

"I really enjoyed carpet bowling; it was really fun although I was terrible at it. I also really enjoyed baking because I always wanted to bake but my mom won't let me... I had sooo much fun and I hope to come back next time!!"

CNCL-731 children and 336 seniors participated in the project.



Strategic Direction #5:

Create Urban Environments that Support Wellness and Encourage Physical Activity

Imagine Richmond as a place where... people regularly walk, bike or take public transit, where food is grown locally, where older adults are able to age-in-place and where a range of housing options are available.



39% strongly agreed that there are shops, restaurants, and facilities within walking distance from their home.*

21% eat \geq 5 fruits or vegetables per day. **

Women and those between the ages of 40 and 59 are most likely to eat the recommended amount.

* (2015) My Health My Community Survey: Richmond Community Profile ** (2012) Healthy Richmond Survey



Highlighted achievements

CREATING ACTIVE URBAN ENVIRONMENTS

- Wellness objectives are being integrated into land-use planning and transportation policies and bylaws, as well as strategic documents within the City.
- The 2041 Official Community Plan (OCP) establishes a more comprehensive vision for the future of the City than any of the previous OCPs. For the first time, a chapter of the OCP is dedicated to "Recreation and Community Wellness" to ensure future planning and development is compatible with the City's active living and wellness objectives.
- The City of Richmond, in partnership with Thompson Community Association and the Richmond Schoolyard Society, launched Richmond's first non-profit Nature Preschool in the fall of 2014, at the restored Edwardian Cottage in Terra Nova Rural Park.

CREATING COMMUNITY GATHERING PLACES

- Development has commenced or has been completed on several locations for gathering spaces, plazas, and squares, such as the Cultural Centre Rooftop Garden, Thompson Youth Park, King George Park, the Oval West Waterfront Park and the Minoru Complex.
- Acquisition and development of parks and public open spaces continues to be a focus in areas that do not meet Richmond's standards for distribution and access, especially in the rapidly redeveloping areas of the city centre.

IMPROVING ACCESS TO LOCAL FOOD

- The City of Richmond has 300 community garden plots at eight locations throughout the city, including several at school sites. The gardens are managed in partnership with the Richmond Food Security Society.

Success story

TERRA NOVA

Terra Nova Rural Park epitomizes an urban environment that supports wellness and encourages physical activity. Highlights include five partnerships (with Kwantlen Polytechnic University's Richmond Farm School program, the Sharing Farm Society, Richmond Food Security Society, Richmond Schoolyard Society and the Terra Nova Nature Preschool) that have resulted in 200,000 lbs of food being grown and donated to Richmond families in need since 2008, events such as the Garlic Festival, an award-winning natural play environment and Richmond's first nature preschool.

The Terra Nova Nature Preschool was founded on the belief that the whole community benefits when children learn to value and recognize our natural resources; participate in the cultivation of a local food system; and represent their knowledge, ideas and perspectives in a multitude of ways.

As one Nature School parent says of her daughter's experiences, "Being outside has given my child the space to grow into herself. It's given her the freedom and independence to explore, learn and take ownership of the world around her."

"Being outside has given my child the freedom and independence to explore, learn and take ownership of the world around her."

The educators have observed firsthand that spending more time outdoors leads to a sense of health and wellbeing not only for the children in the program, but also for their families. They have noticed many parents and grandparents walking the pathways at Terra Nova Rural Park while their child or grandchild is attending preschool.

Children agree that being outside is good for their health. On being outdoors, Olina, five years old, says "It makes me feel happy, but a little tired in my back. And then my heart feels full, full of the flowers."

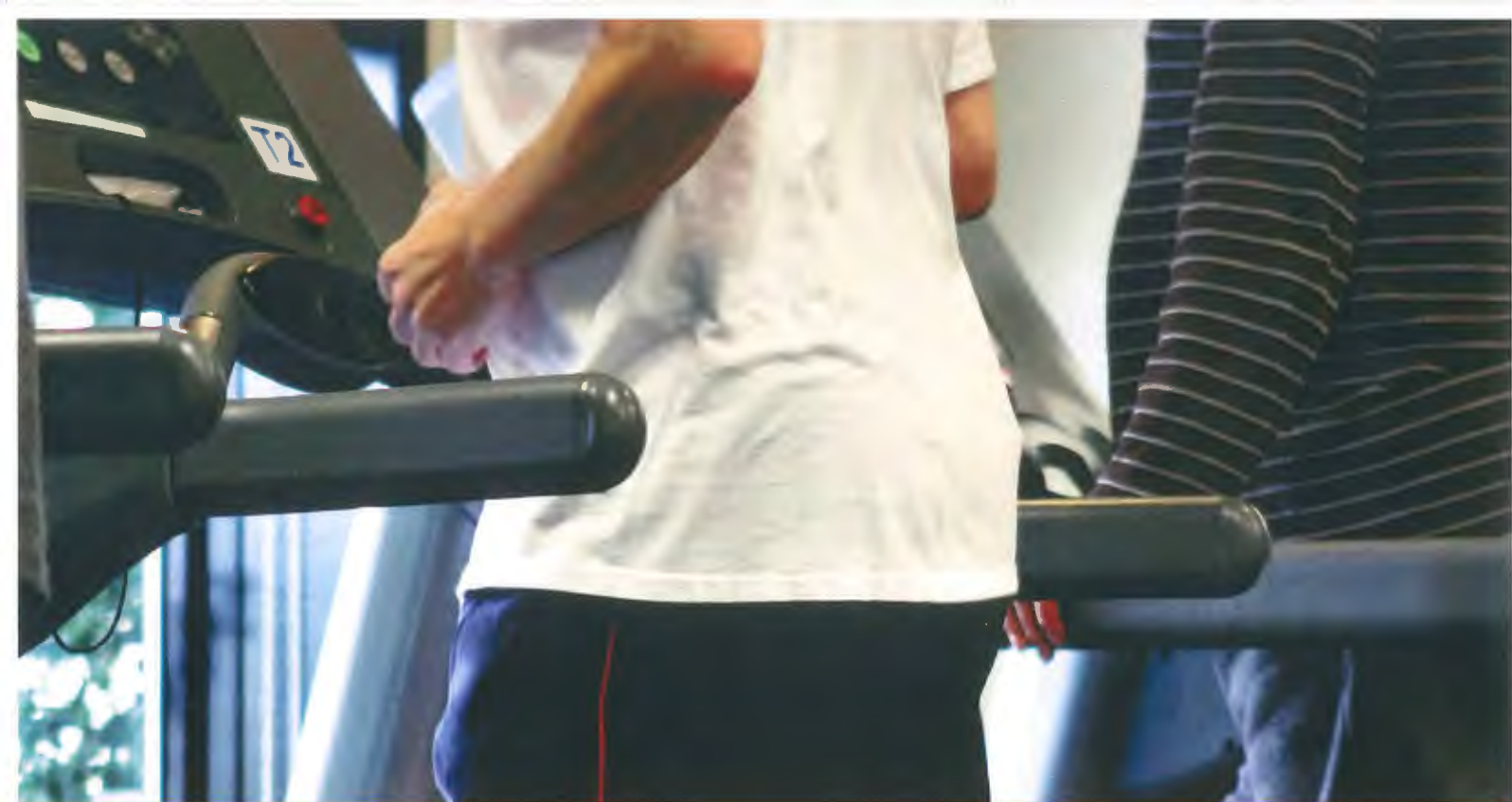
Success story

COMMUNITY GARDENS

The community garden at General Currie Elementary School has positively impacted community wellness in a number of ways: creating recreational and educational opportunities, stimulating social interaction and providing opportunities for intergenerational and cross-cultural connections.

According to the school principal, the evolution of the garden has truly been a collaborative effort, from its original conception to construction and now its ongoing use. The school PAC provided the initial "seed" funding, School District No. 38 donated the sheds, the City of Richmond provides the water and Richmond Food Security manages the allocation and administration of the garden plots. The garden truly is an "outdoor classroom", giving children the opportunity to get their hands dirty and (for some) to try varieties of fresh vegetables for the first time, as well as see gardeners in action at the community plots.

As one Grade 1 student reports, gardening is important because, "...if the market doesn't have any food, you can grow stuff. You can make a garden anywhere, except on a street, as long as you have dirt."



Strategic Direction #6:

Promote Health Literacy and Individually-Focused Health Care

Imagine Richmond as a place where... residents have high levels of health literacy, are easily able to access and use health information and are able to seamlessly transition into adopting healthier lifestyles.



42% rate their overall health as excellent or very good*



52% rate their mental health as excellent or very good*

Gilmore, Shellmont and Seafair ↑ likely than other planning areas to rate their health as excellent or very good**



*(2015) My Health My Community Survey: Richmond Community Profile ** (2012) Healthy Richmond Survey



Highlighted achievements

PROMOTING INDIVIDUALLY-FOCUSED HEALTH CARE:

- A partnership between City of Richmond, Vancouver Coastal Health and the Physical Activity Line (a Healthy Families BC initiative) helps to link clients to specialty wellness programs, helping to reduce the screening barriers for “Chronic Disease Management” programs.
- Vancouver Coastal Health has been providing infant group sessions, Baby Days, at Thompson Community Centre in Cantonese and Mandarin. Baby Days provides parents a place to meet and learn with other parents, public health nurses and speakers.
- Starting in 2009, the City of Richmond and Vancouver Coastal Health collaborated to create the Joint Replacement Recovery program at Watermania. With the help of the OsteoArthritis Service Integration System, it has since been expanded to accept pre-op patients to optimize surgical outcomes.

PROMOTING HEALTHY EATING AND FOOD PRODUCTION

- Feed-U-Cate 38 is a district-wide support strategy to provide donated funds to schools to organize breakfast and lunch programs for vulnerable students. In 2014/15, 12 schools accessed funding to give students healthy food options and access to food across their day.
- The Youth Gardening Program, operated out of Garratt Wellness Centre and led by a public health nurse and a youth outreach therapist, gives youth the opportunity to practice healthy habits such as cooking, gardening and eating together.
- The Cultural Centre Rooftop Garden volunteers tend to and harvest vegetables for the Minoru Place Activity Centre cafeteria kitchen.

Success story

SCHOOL BREAKFAST PROGRAMS

In 2012, recognizing an opportunity to impact wellness on a number of fronts, administration staff and teachers at General Currie Elementary initiated a Breakfast Club for their students. While intended to provide healthy food for the school’s most vulnerable students, the club is open to everyone, and now provides, on average, about 100 students with a nutritious, freshly made breakfast when they join the group. Food for the club is donated by Save-On Foods–Terra Nova, and the club has also received support from the Feed-U-Cate 38 initiative, a district wide support strategy to provide donated funds to schools to organize breakfast and lunch programs for vulnerable students.

According to Choo Kwok, an administrative assistant at the School District office, who also used to work at General Currie, the intent, beyond feeding hungry souls, is to create a sense of community for the school. As Choo says, “Sharing resources and creating cultures of kindness and compassion are so important to our children and to all involved. Overall, for me, there is a high degree of satisfaction because I see the kids happy and excited. I get to connect with them and their families in a deeper way. There are many wonderful adult volunteers who contribute to this program and many more like it in the district and this provides excellent modeling for the students in the school to see people giving of their time and heart to make the lives of others better.”

Success story

JOINT REPLACEMENT RECOVERY PROGRAMS

With joint replacements on the rise, the Richmond Hospital physiotherapy department recognized a need for a community-based post-rehab option for patients finishing their physiotherapy after surgery. The Joint Replacement Recovery (JR2) program was created to provide a seamless transition from the hospital to community programs to help patients improve range of motion and muscular strength following total hip or knee replacement. The program, based out of Watermania, includes land and water based exercise.

Mike Cohen has been an avid JR2 participant since September 2013, attending as a pre-op and post-rehab client twice, as he had both knees replaced between February 2014 and May 2015. Mike says, “There are so many benefits of the program; the stationary bikes and functional exercises helped immensely in my ability to use stairs, for example. I also feel that the strength machines really improved my recovery time. The water-based portion of the class allows for a range of motion in my joints that just isn’t possible on land.” According to Mike, the exercises make him feel so good that, “I wake up on Monday and Thursday and just think, yeah! I get to go to class today!”

The group sessions give him the opportunity to meet and share stories with others who have gone through similar experiences, adding the vital social aspect to their ongoing recovery.

“I wake up on Monday and Thursday and just think, yeah! I get to go to class today!”



Strategic Direction #7:

Measure and Share Our Success

Imagine Richmond as a place... that is used as a benchmark for other municipalities to emulate in achieving wellness.



> 2% of Richmond residents (18+) responded to the Healthy Richmond Survey in 2012 (4 times the sample size of the Canadian Community Health Survey)



Highlighted achievements

SHARING OUR SUCCESS

- Richmond's Community Wellness Strategy was featured at the 2011 BCRPA Conference. It showcased "A Partnership Approach to Achieving Community Wellness Outcomes."
- PlanH, an initiative of BC Healthy Communities and Healthy Families BC, recognized Richmond's Community Wellness Strategy as a success story.

GENERATING DATA

- To provide a local perspective on health and wellness issues to support the ongoing monitoring and evaluation of the Richmond Community Wellness Strategy, Vancouver Coast Health developed the Healthy Richmond Survey in 2012.
- In 2013, Vancouver Coastal Health, in partnership with Fraser Health and the UBC eHealth Strategy Office, launched the online survey entitled My Health, My Community as a follow-up to the Healthy Richmond Survey. The purpose of this survey was to provide ongoing monitoring and evaluation of the health of Richmond residents.

INCREASING KNOWLEDGE

- In early 2014, the City of Richmond and Richmond Food Security Society received a grant from the Healthy Communities Capacity Building Fund (\$4,750) to host a workshop titled, "Feeding a Healthy Richmond." The workshop focused on the intersection of health and food security.

Success story

PLANH

In 2013, the BC Healthy Communities Society (BCHC) and Healthy Families BC launched PlanH, a program that supports local government engagement and partnerships across sectors for creating healthier communities. In early 2014, the City was approached to be one of the first communities in BC to submit a feature article to be posted on the PlanH website, highlighting the development of Richmond's Community Wellness Strategy as a "Success Story."

"... This initiative deserves to be celebrated and recognized, and we are glad to be able to share your story."

A representative from BC Healthy Communities writes, "Congratulations! Richmond's success story is now posted on the PlanH website. Thank you so much for sharing your community's experience with us. This initiative deserves to be celebrated and recognized, and we are glad to be able to share your story."

Success story

HEALTHY RICHMOND SURVEY

The community wellness strategic directions were informed initially by results from the Canadian Community Health Survey (CCHS). Because of the national nature of the survey, the number of residents surveyed in Richmond through CCHS is small and does not permit in-depth analysis by neighbourhoods. Yet at the same time, evidence is mounting that how healthy we are depends a lot on where we live and how we connect with our neighbourhood. The Healthy Richmond Survey was conceived with this need in mind. The survey took place in February 2012, using both online access as well as in person outreach in places where people gather, such as malls and community centres. Over a period of 10 days, we heard from over 2% of the residents across Richmond, a sample size that allowed neighborhood by neighborhood comparisons. The 2012 Healthy Richmond results reaffirmed the key premise underlying the Richmond Community Wellness Strategy – that wellness, physical activity and sense of community belonging are all interconnected. The results also emphasize the fact that while we are a healthy community, there is much we can and need to do to positively impact residents' daily healthy living choices.

Using the lessons learned from conducting the Healthy Richmond Survey, Vancouver Coastal Health and Fraser Health jointly launched the My Health My Community Survey in 2013. With the results from this second survey, we now have two data points in time on the health and wellness of Richmond residents – important information for planning future actions to help our residents to maintain and improve health and wellness. For reports from the 2012 Healthy Richmond Survey, go to <http://www.vch.ca/your-health/disease-surveillance/reports/> The My Health My Community survey results are available at <https://www.myhealthmycommunity.org/>





City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1

Telephone: 604-276-4000

www.richmond.ca

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