



Guelph Community Wellbeing Initiative

A Conversation About What Matters



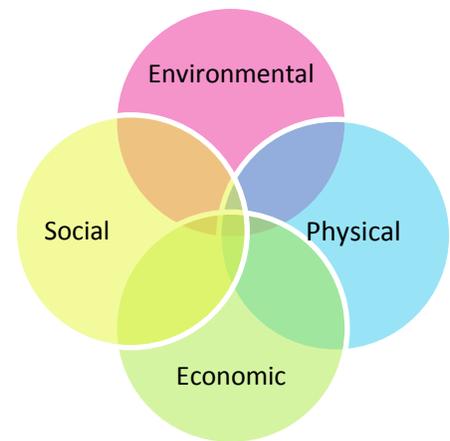
FREQUENTLY ASKED QUESTIONS

1. What is community wellbeing?

Wellbeing, also known as quality of life, involves an array of social, economic and environmental factors.

Quality of life starts with the essentials - food, shelter, and healthcare. But it also involves how we spend our time, how we care for each other, and how we respect the planet. Wellbeing means being safe, healthy, and feeling connected to the people and places around you. It's about the quality of our neighbourhoods, parks and the natural environment. It means being able to express ourselves fully and participate in the activities that we love. It's also about the health of our communities and relationships. In essence, wellbeing boils down to what matters in life.

Quality of life can be measured by looking at a variety of factors – such as the gap between rich and poor, life expectancy, the quality of jobs and housing, quality of air and greenhouse gas emissions, and so on.



2. What is the Community Wellbeing Initiative?

The Community Wellbeing Initiative (CWI) is a community project that has the goal of giving each person in Guelph the best possible quality of life. The initiative will define a vision for the future and include a set of approaches to improve quality of life.

The CWI will be a resource for the entire community. It will provide direction to leaders, decision makers, and community groups for how we can make wellbeing a key consideration when making decisions and planning for the future. It will also be a source for inspiring new projects, actions, and partnerships in the community to improve quality of life in Guelph.

The City of Guelph is taking an innovative, community-based approach to the project, meaning that the active participation of the community will play a very important role in the development of the plan and how the community can undertake improving wellbeing.

3. What are the objectives of the Community Wellbeing Initiative?

The key objective of this project is to improve the wellbeing of Guelph residents, neighbourhoods and the city as a whole.

The wellbeing initiative will also provide a foundation for measuring the health and prosperity of the community - whether it is improving, declining, or staying the same – and which areas may need improvement. Decision makers can then use this information to make choices that promote quality of life and respond to the needs of the community.

By focusing on a meaningful community conversation, the CWI will ensure residents and stakeholders recognize the importance of their contributions to the future vitality of Guelph. The CWI will also enable residents and stakeholders to define for themselves what it means to be 'well'.

4. What are the benefits of having a Community Wellbeing Initiative?

This project provides a one-of-a-kind opportunity for community members to come together and develop a shared vision, which can inspire and affect positive change in the community.

The Community Wellbeing Initiative will break down barriers within the community and government by emphasizing collaboration and common ground. This will encourage a new approach to delivering local services that is centred on partnerships with citizens, private, public and not-for-profit sector organizations

In summary, the main benefits of the Community Wellbeing Initiative are:

- Improve our community's wellbeing;
- Encourage more interaction and sharing of ideas between community members and government;
- Empower people and community groups to take action where it is most needed;
- Improve government's understanding of the community's values, needs, and desires for the future;
- Make it easier (and more fun!) than ever before for community members to participate in decisions that affect them; and
- Include social and cultural factors when making decisions and allocating resources.

5. What is the Canadian Index of Wellbeing?

The Canadian Index of Wellbeing (CIW) is a nationally accepted tool for measuring quality of life in a community. It measures wellbeing overall, and in eight specific categories.

The CIW emerged out of dissatisfaction with approaches to measuring progress that focus primarily on economic vitality, such as Gross Domestic Product (GDP), but do not take into account broader social and cultural factors that are equally important to Canadians. The CIW network (www.ciw.ca) also produces detailed reports for each of the important categories of wellbeing. They show us where we're making progress, where we're falling behind, and what we can do – both as a society and as individuals – to improve the situation.



In partnership with the Guelph Community Wellbeing Initiative, the Canadian Index of Wellbeing will be leading the Community Wellbeing Survey that will tell us how residents of Guelph are *really* doing and how we might respond to enhance resident and community wellbeing.

6. Who is leading the development of the Guelph Community Wellbeing Initiative? Who are the other players involved?

The Community Wellbeing Initiative (CWI) is being led by the City of Guelph and supported by multiple partners throughout the community. It is a component of the Social Services Work Plan, developed under Guelph City Council's direction.

The need for this process is championed by Mayor Farbridge and has been identified through dozens of discussions with community leaders, service providers, front-line staff, consumers and their advocates, the experiences of other municipalities, and Guelph's own experience.



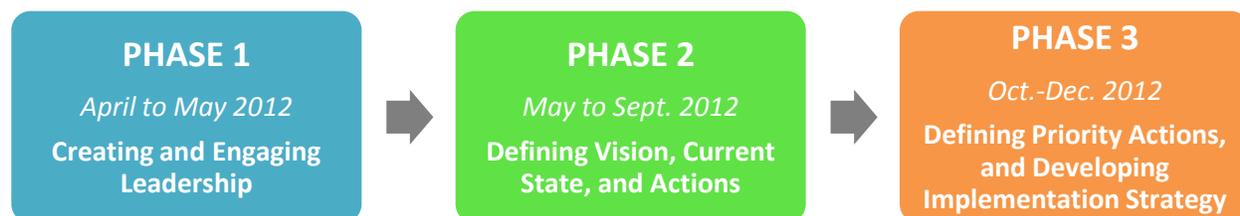
Every person in Guelph is a part of one or more of the target audiences for participation - including residents, council and staff, community groups, community institutions, business, other relevant sectors, members of the public, and visitors.

7. Why does the City want to know what wellbeing means to me?

Wellbeing means something different to everyone. The first step to improving quality of life is therefore to understand what people value and what factors they think contribute to their quality of life. Once we have a shared understanding of what wellbeing means to everyone, we can start to develop strategies and actions to improve it.

8. What is the schedule and process for the Community Wellbeing Initiative?

The project has three main phases:



9. What is community engagement? Why is it important for the Community Wellbeing Initiative?

Community engagement describes the process of meaningful participation, collaboration, and dialogue between government and communities. It allows communities to learn about and contribute and shape the decisions that affect their lives. Community engagement is also an approach that can inspire a community to take action by defining a common vision and method to achieve that vision for the future.

Community engagement works to inform communities through a dialogue or conversation and to then will mobilize local action to bring about change. When successful, community engagement should therefore lead to an improved and organized community by providing a voice for all citizens including vulnerable members of our community.

Community engagement is especially important in the context of Guelph's plan for wellbeing, because providing meaningful opportunities for the public to be engaged in this initiative will ensure that the Guelph plan for wellbeing is rooted in local values, grounded in community experience, and shaped by as many Guelph citizens as possible. Every community is different and this dialogue is a way of bringing those differences to light. Lastly, it has been widely proven that when people have opportunities to contribute to the decisions that affect their lives, they are more likely to support these decisions over the long-term.

10. How will we develop a community vision and goals for wellbeing?

Developing a shared vision requires broad participation from the entire community. Everyone in the community will be invited to share their opinions and ideas and answer questions about what they value and why. The sum of this information will provide the basis of the Guelph Community Wellbeing vision and goals.

11. How will the community be informed and engaged in the Community Wellbeing Initiative?

A variety of engagement and communication tools will be used to inform, engage, and inspire the community to participate in the CWI. These tools will include the following:

Engagement Tools:

- Symposium and Public Open Houses
- 'Places and Spaces' Conversations
- Community Survey in partnership with the Canadian Index of Wellbeing
- Comment Card
- Workshop-in-a-Box (WIB)
- Community Asset Mapping
- Online Discussions

Communications Strategies and Tools

- Logo & Website
- Poster and Banners
- Video and Advertisements
- Social Media

12. How will we measure the success of the engagement process?

Throughout the project, it will be necessary to periodically gauge the effectiveness of the engagement process. Several performance indicators will be used to measure the performance of the consultation process, including:

- Level of community interest regarding the Project, measured by an assessment of the extent and nature of media coverage;
- Attendance at public events;
- Attendance of new stakeholders/members of the public at public events;
- “Person-to-person” conversations;
- Website hits on the project website and social media sites;
- Quantity of Facebook friends, Twitter followers, Blog readers, etc.;
- Number of requests to join the project mailing list;
- Response to the Community Wellbeing Survey.

13. What is the role of social media?

Social media, including Facebook, Twitter, and LinkedIn, are important tools for encouraging community engagement. The benefits of developing these initiatives will be to connect with a target audience that already makes extensive use of social media and may not be users of traditional methods of engagement (e.g., print media, public forums, etc.)

Social media tools will be used to:

- Encourage the community to follow the projects’ progress;
- Notify community members of upcoming events and deadlines;
- Cross promote other engagement activities (i.e., YouTube videos, online surveys);
- Provide a forum for online conversation and idea sharing.

14. How will we engage the unusual suspects – or those who don’t normally participate in this type of project?

There’s a sense that the people who attend traditional public engagement events are the “usual suspects” and that there is a need to go beyond this audience to conduct a successful engagement strategy.

Several approaches will be conducted to involve a broader cross-section of the community in the CWI, including:

- Visiting high traffic community places and events;
- Using social media and other online tools;
- Hosting fun and interactive events;
- Using short videos and other easy to use tools;
- Making it easy for people to participate;
- Accommodating all ages and demographics;
- Meeting with specific hard to reach target groups
- Using partners and existing venues to connect with target groups

15. How does the CWI build on previous work such as the Community Wellbeing Survey, www.worktogether.ca, and the Photo Voice project?

Worktogether.ca is an initiative focused on creating healthier, more vibrant communities, by increasing the impact of non-profit organizations in the Guelph-Wellington and Waterloo regions through collaboration. The networks established through www.worktogether.ca will also be incorporated and utilised as part of the CWI.

In 2011, community researchers volunteered to document and interpret their community through photography around the theme of “Living Healthy, Well and Strong in our Neighbourhoods”, known as the Photo Voice project. This work will contribute to and help frame issues for the CWI. <https://photovoice.drupalgardens.com>

16. Who is funding the development of the CWI?

City of Guelph Council has allocated funding to research and coordinate development of a multi-year Community Wellbeing Initiative.

17. What are some examples of similar projects?

- MyPeg: Tracking Wellbeing in Winnipeg, Manitoba. - <http://www.mypeg.ca/>
- Toronto's Vital Signs - <http://www.tcf.ca/vitalinitiatives/vitalsigns.html>
- Whistler2020: Community of Whistler, BC. - <http://www.whistler2020.ca>
- City of Playford, Australia – Community Wellbeing Plan - http://www.playford.sa.gov.au/webdata/resources/files/FINAL_Community_Wellbeing_Plan.pdf
- Canadian Index of Wellbeing - <http://ciw.ca/en/>
- Headwaters Communities – <http://www.headwaterscommunities.org>

18. What can I do to get involved?

There are many exciting opportunities for community members, organizations, institutions, businesses from the diversity of interests in the City to get involved in each of the three phases of the planning process. Some of these opportunities include:

- Fill out a comment card or complete the online comment form at: www.guelphwellbeing.ca
- Attend our Community forums and events
- Bookmark the project website and visit often

19. How do I get more information?

For more information, visit our website: www.guelphwellbeing.ca

or email: info@guelphwellbeing.ca

You can also contact Jennifer Smith at: Jennifer.Smith@guelph.ca