

Appendix I

HEALTHY COMMUNITIES & HEALTH PROMOTION

The Healthy Cities/Healthy Communities movement builds on the recognition that the greatest contributions to health of the nation over the past 150 years were made, not by doctors or hospitals, but by local government. (Parfitt, 1987, p.12) It includes a belief that to create a healthy city/healthy community, local governments must play a leading role in health promotion.

Further, the health promotion focus is not limited to specific health problems “but is intended to build health into the decision-making processes of local governments, community organizations and businesses, to develop a broad range of strategies to address the broad social, environmental and economic determinants of health, and ultimately to change the corporate and community culture by incorporating health.” (Hancock, 1993, p. 8)

Healthy City Defined

A healthy city is one that is continually creating and improving those physical and social environments and strengthening those community resources which enable people to mutually support each other in performing all the functions of life and achieving their maximum potential. (Hancock, 1993, p. 7)

What is a Healthy Community?

The Healthy Community approach is based on four main ideas:

1. Wide community participation. Many people from all walks of life working together towards the goal of a healthier community.
2. Broad intersectoral involvement. Many sectors in the community (such as business, labour, churches, service providers, planners, environmental groups) forming a common vision with residents of a healthy community and each finding ways in their day-to-day work that they can contribute towards this goal.
3. Local government commitment. Commitment from local government to have each department in their jurisdiction (such as parks & recreation, public works) focus on the same vision of a healthy community and find ways to have their decisions support this vision. Often this commitment can be a council resolution recognizing a specific project or the concept in principle.

4. Healthy public policy. Often the key to a healthier community does not lie in providing more services, but in looking at how to promote health in its broadest sense through a change in legislation.

A healthy community can be described by a number of characteristics:

1. a clean, safe, high quality physical environment (including housing quality).
2. an ecosystem which is stable now and sustainable in the long run.
3. a strong, mutually-supportive and non-exploitative community.
4. a high degree of public participation in and control over the decisions affecting one's life, health and well-being.
5. the meeting of basic needs (food, water, shelter, income, safety, work).
6. access to a wide variety of experiences and resources with the possibility of multiple contacts, interaction and communication.
7. a diverse, vital and innovative community economy.
8. encouragement of connectedness with the past.
9. a community form that is compatible with and enhances the above parameters.
10. an optimum level of appropriate public health and sick care services accessible to all.

Hancock and Duhl, 1986.

Health Promotion

Health promotion is the process of enabling people to increase control over, and to improve, their health. Health is seen as a resource for everyday life; it is a positive concept emphasizing social and personal resources, as well as physical capacities. Health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being. (Ottawa Charter for Health Promotion, 1986)

Determinants of Health

The fundamental conditions and resources for health are peace, shelter, education, food, income, a stable eco-system, sustainable resources, social justice and equity. Improvement in health requires a secure foundation in these basic prerequisites.(Ottawa Charter for Health Promotion, 1986)

It is a fundamental tenet of both Healthy Communities and health promotion that health is influenced more by physical, social and economic environment than by the interventions of the health care system.

The Ontario Healthy Communities Coalition



The Ontario Healthy Communities Coalition (OHCC) brings together a broad intersectoral group of communities and provincial organizations, spanning the environmental, economic, health, social, land use, and political realms. Coalition members share a common vision of creating healthier communities in Ontario, and they actively support the Healthy Communities movement by building networks and establishing new methods for planning and decision-making.

The OHCC began in about 1986 as a loose grouping of provincial associations interested in promoting healthy communities. In 1993 the OHCC received a funding package from the new government. With the funding, Health Minister Ruth Grier stated: “Healthy public policy is as important to a person’s well-being in preventing disease and promoting health as are doctors and hospitals in treating illnesses. By working together through the Healthy Communities Coalition’s network, we will build a healthier Ontario.”

The mission statement for the OHCC is to achieve social, environmental and economic and physical health and well-being for individuals, communities and local government throughout Ontario.

OHCC membership is open to organizations and communities supportive of, and actively working towards Healthy Communities goals.

The Ontario Healthy Communities Network

The Ontario Healthy Communities Network is the broad group of people and organizations who share and support the vision of Healthy Communities. Membership in the Network is self-defined; it includes but extends beyond, those who are formal members of the OHC Coalition.

The Ontario Healthy Communities Secretariat

The Ontario Healthy Communities Secretariat provides administrative support services to the Coalition and the network, and markets and promotes the Healthy Communities approach. Its services include:

- support for local initiatives through training and facilitation on coalition building, fund-raising, conflict resolution and other skills.

- Community Animators who provide training and support for local initiatives
- production of the OHCC newsletter, Update.
- maintenance of data bases relating to Healthy Communities initiatives and funding sources resource/research materials relating to the Healthy Communities history, process and evaluation, such as:
 - Community Starter Pack,
 - Healthy Community Success Stories,
 - Catalogue of Healthy Cities/Communities Initiatives from Around the World,
 - Training Manuals:
 - Community Strategies for Municipal Support,
 - The Community Inventory: Assessing your Local Community.

While the Secretariat is not a funding body, it may, under certain conditions, subsidize the costs (to a maximum of \$500) of setting up a community meeting to establish or extend a local Healthy Communities initiative.

For more information contact:

The Ontario Healthy Communities Secretariat,
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Appendix III

Guiding Questions for Developing Stories

The stories in this guidebook illustrate how communities come together to address issues and find common solutions. Using community stories as a guide for action offers an opportunity for participants to evaluate how healthy communities processes worked in their community. It gives their particular successes a chance to be recognized, celebrated and shared with a wide audience.

The following guiding questions are based on issues and topics raised in the development of these stories, and from the evaluation instruments used in Quebec's Réseau de Villes et Villages en Santé (Healthy cities and villages network). It was not possible for any single story to explore all of the questions and topics. Despite the seemingly comprehensive nature of the questions, they only scratch the surface of the great depth of possibilities in reflecting and analysing the nature of change in a community. Stories can help a community value and review their past, but the questions themselves cannot be used to measure success or failure for any community. These guiding questions do, however, illustrate the enormous breadth of issues raised by these stories,. We hope they may provide a stimulus to other communities who are writing, and living, their own stories.

<p>PLACE</p> <p>ral</p>	<p>Where is your community located? Is it considered urban or rural?</p> <p>What is the population size? Age breakdown? Cultural group identity? Languages spoken?</p> <p>What is the community's economic base? Single employer? Natural resource? Service/tourism/mixed? Is the economy healthy?</p> <p>What are some particular features of your community that make it special? (i.e. access to nature/recreation)</p> <p>What kinds of housing exist in the community? Mainly single family bungalows? Apartments? Old or new housing?</p> <p>What kinds of community facilities exist? Theatres, restaurants, schools, churches, parks?</p>
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APPENDIX III

PEOPLE

Who are the powerful people/decision makers in your community?
Are there different stakeholders for different issues in your community?

Who introduced the concept of healthy communities in your community? How did they hear about or become aware of the idea?

Who are the leaders in your community? (these are often not the same people as the decision makers.)

Who has been involved in the healthy community process? Are they involved as organizations, departments, community groups, or as individual citizens?

Have the same people been involved since the beginning or has membership changed?

**STRUCTURE /
ORGANIZATION**

What brought your group together?

How is your committee/coalition organized? For example, do you have a chair, a secretary and regular meetings? Sub-committees? Does someone provide refreshments? Where do you meet? How often? Is the space donated?

How are decisions reached?

How do you interest people in the community to join or become involved? What strategies have worked best? How do you keep people interested/energized?

What are the members of your group expected to contribute to the process? Their time, in-kind contributions (i.e. photocopying)

How are tasks/workplans decided?

Is the group incorporated?

APPENDIX III

VISION	<p>Has the group developed a vision statement?</p> <p>What was the vision at the beginning of the process/project? Did it change over time? Why?</p>
ISSUE	<p>Did the group come together around a particular issue? (i.e health, economy, environment)</p> <p>Or were issues identified as the group continued to meet?</p>
ACTIVITIES	
PROCESS	<p>What types of activities has your group organized?</p> <p>Why did this initiative get started in your community? (i.e. was their an issue that needed addressing at the time?)</p> <p>How does your group balance process and task?</p> <p>Have new partnerships developed since the beginning of the process? How were they developed and why?</p>
SECTORS	<p>What organizations or sectors are involved? How are they involved?</p> <p>Do you have the support of your local Council/regional government?</p> <p>How was Council approached? Individual councillors first? Presentation to a sub-committee? Full Council?</p> <p>What was Council asked for? Money? Staff time? A resolution?</p> <p>Were they receptive? To what extent? For the members that were</p>

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RESOURCES	<p>Does your group receive any funding? From whom? How much and for how long?</p> <p>If your group is not incorporated, how does the funding flow? Through a sponsoring organization?</p> <p>Where is the money spent (i.e. on project activities, supporting the group, running workshops)</p> <p>Has your group been turned down from funding? By whom? Why?</p> <p>How do you support your activities? (i.e. rely on in-kind donations/ contribution, donated staff time, your local MPP office)</p>
BARRIERS	<p>How are conflicts or differences in vision, goals and activities resolved with your group?</p> <p>Do you experience resistance to your ideas/way of doing things from your community? Who in particular? (i.e. a sector, an organization)</p> <p>How was/is this resistance dealt with?</p>
SUCSESSES	<p>How are your successes celebrated?</p>
MEDIA / PUBLICITY / COMMUNICATIONS	<p>What type of media outlets are there in your community? (i.e. newspapers, radio, TV)</p> <p>Do you have local media involvement or support?</p> <p>Has the media been approachable in your community? Do you provide press releases etc.?</p>

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	<p>Do you get coverage of your events and activities? Advertising or Public Service Announcements ?</p> <p>How do you communicate with your group? Newsletters? Mailing List?</p>
<p>INFORMATION / RESOURCES</p>	<p>What information sources has the group used to support their activities?</p> <p>Has the group developed any resources, pamphlets or documents?</p> <p>How does the group share what it has learned with others?</p>