



**POPULATION
= HEALTH =**

A CALL TO ACTION

2018 - 2028



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MOVING FORWARD WITH AN **UPSTREAM** APPROACH

Since 2005, the City of Greater Sudbury has facilitated the implementation of the Healthy Community Strategy which has been a priority of City Council. Stemming from that strategy, this Council has supported community efforts to develop a population health strategy moving the focus to individual well being. Population health refers to upstream approaches where efforts are proactive through public policy and prevention.

The ten population health priorities are; Indigenous Youth, Resiliency, Families, Mental Health, Compassionate City, Play Opportunities, Housing, Holistic Health, Age-Friendly Strategy, and Healthy Streets.

On June 20th, 2018 community partners and keynote speakers gathered at the Garson Community Centre/Arena to discuss questions and issues surrounding these ten priorities to continue moving solutions upstream.

THE NEXT 10 YEARS



We are very pleased to have hosted and facilitated the community engagement process for population health which has resulted in a community call to action for the next 10 years.

It is widely recognized that community and organizational leaders through their individual or collective effort can best influence the social determinants of health which predict individual health and well being. This report brings together the collective thinking of community leaders who have identified specific action that if focused upon, will improve the health and well being of citizens. Actions such as social inclusion, socialization, empowering access, and volunteerism are upstream approaches which can be applied to community issues for more effective and positive outcomes in general and specifically.

Councils of the City of Greater Sudbury have consistently identified the health and well being of citizens as a Priority during their term. One time capital along with annual municipal operational investments have been made to the environment, social, health and economic development programs and initiatives. Sudbury continues to be recognized for its strong community engagement and since 2007, the City has had international recognition from the United Nations University as a Regional Centre of Expertise for its sustainable community development work and with a particular emphasis on health and well being of citizens.

We pay recognition to City Council(s) and to our community partners for their interest and passion to health and well being for all. We hope this report provides a reference and focus for community and organizational decisions for the next ten years.

CATHERINE MATHESON

**General Manager, Community Development,
City of Greater Sudbury**



Congratulations to the City of Greater Sudbury for the inspiring leadership in applying an upstream, population health approach to ensure a healthy vibrant City!

This important work sets a common path forward for all sectors and it has been my great pleasure to bring public health perspectives to this initiative. Our community has boundless strengths and a long history of mobilizing our collective potential to create opportunities for health for all. Embracing a population health approach is another firm commitment to ensuring a healthy community in which no one is left behind.

By rallying together and focusing our collective efforts on the identified population health priorities, we are maximizing the contributions we all can make to a healthy community. These contributions are tangible—everyone can play a role. Through leadership, compassion, and innovation, like-minded citizens, community agencies, and public and private sector partners are joining forces to address issues that are fundamental to health.

We are growing Sudbury into the kind of community we want for today and for future generations. Hats off to all for the work and passion that have culminated in this document and that will keep us inspired for the path ahead!

DR. PENNY SUTCLIFFE

**Medical Officer of Health and Chief Executive Officer
Public Health Sudbury & Districts**

A MESSAGE FROM THE CAO



The health and wellbeing of our community is and has traditionally been a high priority for City Council and staff.

This is as much driven by necessity as it is a choice – the City of Greater Sudbury's services directly affect public health and quality of life. And we make them simple to access – that means they are affordable, they are there when you need them, and they are available to all.

A successful city recognizes that progress in one area enables progress in others: the Calls to Action described in this document illustrate our community values, and their intrinsic linkages.

A successful city supports all age groups, family types and cultures, demonstrating its commitment to inclusiveness, compassion, health and wellness. A successful city knows that it is as important to have good quality roads and buildings to support economic vitality as it is to have strong social infrastructure so that residents are resilient and supported.

Sincere thanks go to all who helped produce the ideas described here. I am proud to belong to a community like Greater Sudbury that cares about community health and wellbeing and works to ensure that it continues to be a place where everyone feels at home.

ED ARCHER

Chief Administrative Officer
City of Greater Sudbury





INDIGENOUS YOUTH

"Indigenous knowledge is a core element in positive health outcomes for the Indigenous Youth Populations. With culture at the core we can continue to heal the communities from the assimilation and colonial practices from the historical traumas of government and crown policies. We believe that we are all responsible for reconciliation and can contribute to reconciliation through education and knowledge transfer."

ANGELA RECOLLET

Executive Director, Shkagamik-Kwe Health Centre



PRIORITY

Reconciliation through education and knowledge transfer

The preservation and passing on of Indigenous cultures and customs are top of mind. There is a sense of shared responsibility among elders, family, educators, staff, and branches of local government to promote an open dialogue. Areas for improvement are safe public spaces, inclusiveness, and meaningful employment opportunities.

Emphasis on educational tools such as Indigenous teachings in school curriculums, integration of symbolism in public spaces, and an increased usage of Indigenous languages are encouraged. Community-wide awareness of Indigenous history are celebrated. It will be a community-wide effort to achieve reconciliation, and these efforts will help build a brighter future, preserving the importance of family and Indigenous culture.



Call to Action

- » Listening and learning from Indigenous population regarding Indigenous issues and recommendations for change
- » Change in school curriculums include Indigenous teachings and language
- » Re-think child protection to be more inclusive and supportive of family units
- » Public events and community space are inviting and relevant to Indigenous youth
- » Build/reconcile self-expression through the arts, social media and sports
- » Integrate Indigenous symbolism in public spaces, e.g. art, statues, streets



FAMILIES

"Population health strategies that put our families, children and youth among the top priorities of our community will result in positive and sustainable economic, social, and health outcomes now and into the future. When children and youth are connected to strong family and social networks, have access to the community services they need, and feel valued, they ultimately have the best chance of becoming healthy, connected and productive adults."

LINDA DUGAS

Executive Director, Child and Family Centre



PRIORITY

Strengthened family and social networks for children and youth

Increased access to community events, resources, and schools will help parents, guardians and community influence more profoundly social development of children. An expanded age group of youth would better meet the needs of pre-teens. Increased activities and access to multiculturalism, intergenerational socialization, and diverse groups of people will aid in the development of a strengthened children and youth sector.

Call to Action

- » Available resources for families and better knowledge to navigate the system
- » Increase age limit for Early ON Centres up to 12 years old
- » Increased community activities with greater access and transportation
- » Increased information access through various social media means
- » Diversity, inclusion of newcomers, and multicultural education and celebrations
- » Intergenerational programming
- » Community Hubs
- » Increased socialization of younger children
- » Increased parent engagement in schools



A COMPASSIONATE CITY

"Becoming a Compassionate City is one of the 10 Priorities of the City of Greater Sudbury's Population Health Initiative. A compassionate City promotes a culture of understanding and collaboration to support its citizens. Let's work together to build a compassionate City, where everyone matters."

CATHERINE MATHESON

**General Manager, Community Development,
City of Greater Sudbury**



PRIORITY

Culture of understanding and support

Openness, and positive communication to increase compassion for others.
Increased knowledge and understanding about the types of stigma.
The promotion of an inclusive, open-minded, and accepting community.
Empowering and educating people to break down barriers.

Call to Action

- » Mixed communities ie. by age, socio-economic and culture
- » Empowered action that breaks down barriers
- » Increase connection of neighbours and families
- » Mindfulness
- » Inclusiveness
- » Social value
- » Volunteerism



HOUSING

"Implementation of energy conservation measures along with a significant capital investment to improve the physical condition of our buildings has improved the long-term sustainability and efficiency of the social housing stock. We are working with the City of Greater Sudbury to develop a portfolio revitalization plan which will explore creative ways we can use our portfolio to help fill gaps in the housing continuum in our collective efforts to end homelessness."

MARK SCARFONE

Chief Executive Officer, Greater Sudbury Housing Corporation



PRIORITY

Affordable, sustainable and available Housing

Whether it's an affordability model to suit seniors on pension, or increased support and assistance for first time home-buyers, there is a need for more affordable and appropriate housing.

Call to Action

- » Surplus properties repurposed for housing
- » Increased support and assistance for 1st home buyers
- » Expansion and revitalization of social housing stock
- » Diversified development to accommodate shifting demographics
- » Affordability
- » Low barrier units that are accessible and appropriate for all
- » Transitional care
- » Financial incentives for developers to reduce capital costs



AGE-FRIENDLY STRATEGY

"Older adults are the fastest growing part of our population. Today, more than ever, the majority are healthy, active, and involved individuals. As a community, we need to work together to support them in staying as healthy and active for as long as possible. Each of us can take part in making our city an age-friendly community. That also includes changing our attitudes towards those who have reached an advanced age and by respecting their abilities and contributions. Older adults rock!"

BARBARA NOTT | DR. BIRGIT PIANOSI

**Chair
Seniors Advisory
Panel to Mayor
& Council**

**Associate Professor
Laurentian University**



PRIORITY

Welcoming community for all ages

Accessibility to localized health care, and public spaces. Communications and promotional materials mitigate ageism. Promote healthy and active living, reduced isolation, and an age-friendly and inclusive City.

Call to Action

- » Ease of access to community care and home services
- » Integrated health system/holistic model for health
- » Access to public spaces
- » Access to localized health care services
- » Intergenerational activities and programs
- » Accessible transportation and recreation
- » Active and healthy lifestyle
- » Inclusive community
- » Age-friendly housing
- » One stop shop for services
- » Life long learning opportunities



RESILIENCY

"Resiliency is about being empowered and supported – it's about bouncing back and thriving. Resiliency is a top priority in the City of Greater Sudbury Population Health initiative because it is fundamental to individual and community health. At Public Health Sudbury & Districts we are committed to working in partnership to strengthen the resiliency of area residents so that as individuals, families, neighbourhoods and communities, we can all thrive!"

DR. PENNY SUTCLIFFE

**Medical Officer of Health and Chief Executive Officer,
Public Health Sudbury & Districts**

PRIORITY

Resiliency of individuals in neighbourhoods

Social interaction and a sense of belonging are cornerstones to purposeful life and a resilient community. Networking events and workshops put forth by organizations are an excellent opportunity to create connections and build valuable skills. Volunteering, localized neighbourhood events, and intergenerational socialization were discussed to further build a sense of belonging and purpose in the community.

Call to Action

- » Opportunities for meaningful social interactions
- » Options for community engagement
- » Public promotion and advertising of public events
- » Promoting passion and purpose
- » Stress management & Mental Health opportunities
- » Intergenerational knowledge transfer
- » Volunteerism is celebrated
- » Neighbourhood-based events to create a sense of belonging
- » Connecting people to places
- » Networking events and workshops



MENTAL HEALTH

"Mental Health can be impacted when people feel isolated, unappreciated, bullied, without hope. Our commitment is to work together with community partners and our staff to raise awareness of these impacts, to identify mental health issues and intervene early with compassion and caring so that everyone feels valued, listened to and heard."

DAVID MCNEIL

**Senior Vice President,
Patient Experience and Digital Transformation,
Health Sciences North**



PRIORITY

Individual mental health and well-being

Resonate care and compassion to those suffering. Reduced stigma through public awareness and empowerment. Campaigns and education to help keep the public informed on mental health and to recommend necessary steps to help people in need.

Call to Action

- » Reduced stigma through public awareness and education
- » Walk-in mental health care
- » Increase understanding and compassion
- » Training teachers to recognize and promote well-being
- » Empowering access to support
- » Employer and school support systems



“PLAY” OPPORTUNITIES

“United Way North East Ontario in partnership with the City of Greater Sudbury is dedicated to building a healthy and vibrant community for all. This spring, we are committing to uniting community partners, businesses and individuals to help revitalize local playgrounds across the City of Greater Sudbury and to make them accessible for all to enjoy.”

MICHAEL CULLEN

**Executive Director,
United Way Centraide North East Ontario**

PRIORITY

Play for all ages

Play is a key factor in positive human development. Play practices risk management, socialization and physical skills development. Emphasis on affordable options for recreation, volunteer opportunities, and grassroots initiatives inspire people to get out and play across all generations. Reducing or eliminating financial barriers, an equal starting point for all.

Call to Action

- » Inclusion
- » Access
- » Intergenerational
- » Affordable access
- » Reduced screen time
- » Natural play (physical and social interaction)
- » Risk tolerant play



HOLISTIC HEALTH

"As long as we expect our hospitals, physicians and pharmacies to make us better, we will continue to be sick. Our real health story is found outside of the healthcare sector. Our businesses, social services, artists, politicians, teachers, environmentalists, volunteers and parents are best positioned to be 21st century healers. They, and others, are the local leaders who make the decisions, invest the resources and shape the public policies that will shift the health culture of our community towards a more holistic approach to well-being."



DAVID COURTEMANCHE

Executive Director, City of Lakes Family Health Team

PRIORITY

Holistic health

Balanced physical, emotional, and spiritual well-being. Empowered individuals to care for themselves and seek alternative solutions. Multidisciplinary approach to care.



Call to Action

- » Balanced mind, body and spirit
- » Integrating holistic health into educational curriculums
- » Broad partnerships
- » Access to alternative medicine and treatments



HEALTHY STREETS

"Streets are a large part of our public space. They are right outside our door, and we use them every day. The best way to get exercise is for it to be part of our everyday activities. When our streets are safe, comfortable and convenient for people of all ages and abilities to walk, bike, or use a mobility device, then it is easy to be physically active as we go about our day. When our streets are safe and welcoming, it is easier for neighbours to connect with each other, and for neighbourhood kids to play. When our streets are 'green streets' encompassing trees, plants and green infrastructure such as bioswales and rain gardens, they contribute to our well-being, protect us from flooding, and protect the health of our lakes and waterways."

NAOMI GRANT

Chair, Coalition for a Liveable Sudbury

PRIORITY

Healthy streets

Healthy streets improve the citizen experience through pathways, traffic control, pedestrian friendliness and improve the flow of traffic.

Call to Action

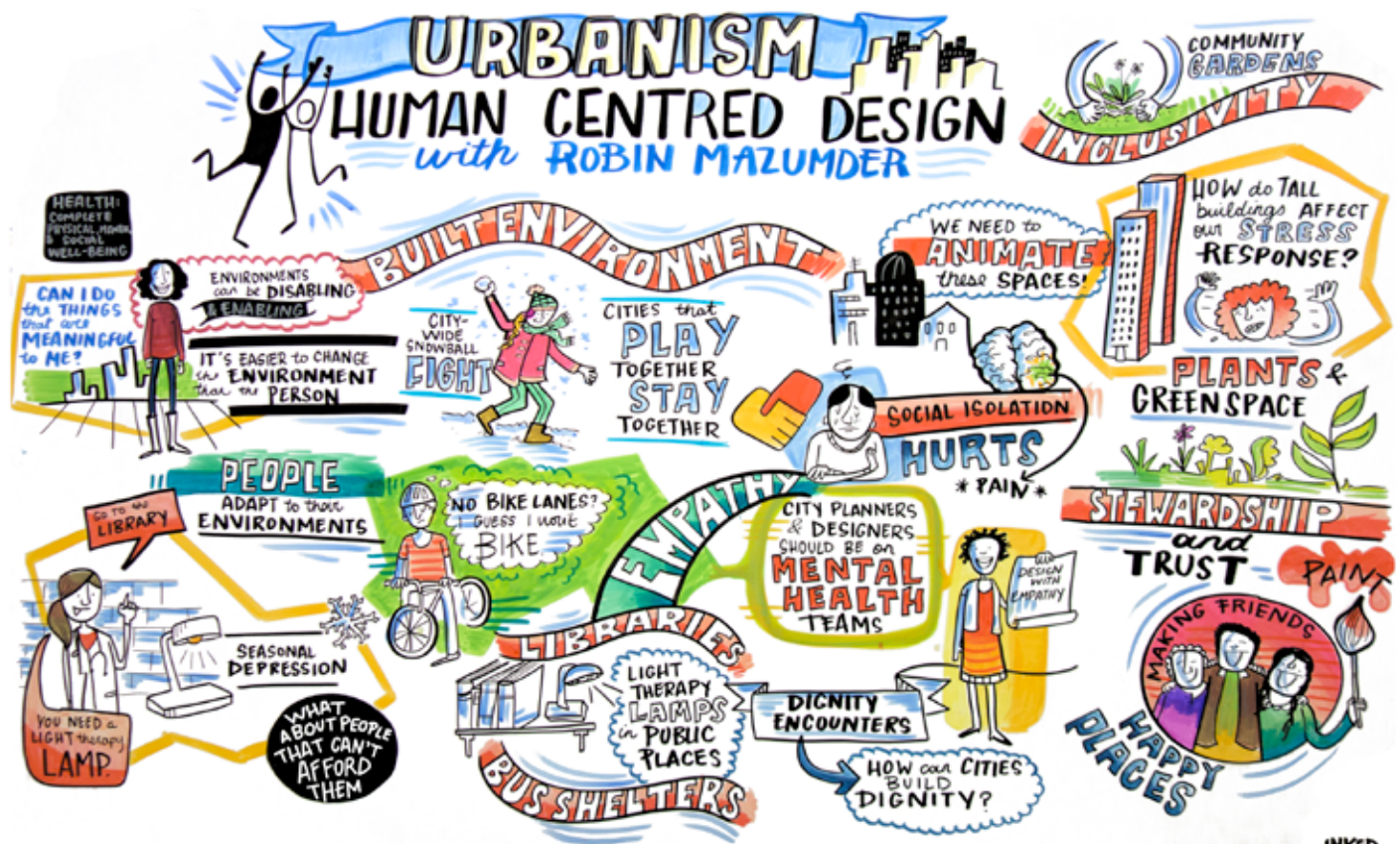
- » Regreening
- » Increase transit ridership
- » Safer/cleaner/better maintained sidewalks
- » Improved snow removal and winter maintenance for accessibility
- » Improved traffic flow
- » Cyclist and pedestrian friendly



ROBIN MAZUMDER

B.SC, M.SC OT

Robin Mazumder is a doctoral candidate in cognitive neuroscience at the University of Waterloo, where he is studying the psychological impacts of urban design. He examines how people experience cities. His interest is inspired by his love for cities as well as his front line experience working as a mental health occupational therapist. Robin's research is funded by the Vanier Canada Graduate Scholarship, Canada's most prestigious doctoral award.



INKED
by
ERIK BATH

Think
Link
graphics



JILL OFFICER

RBC OLYMPIAN

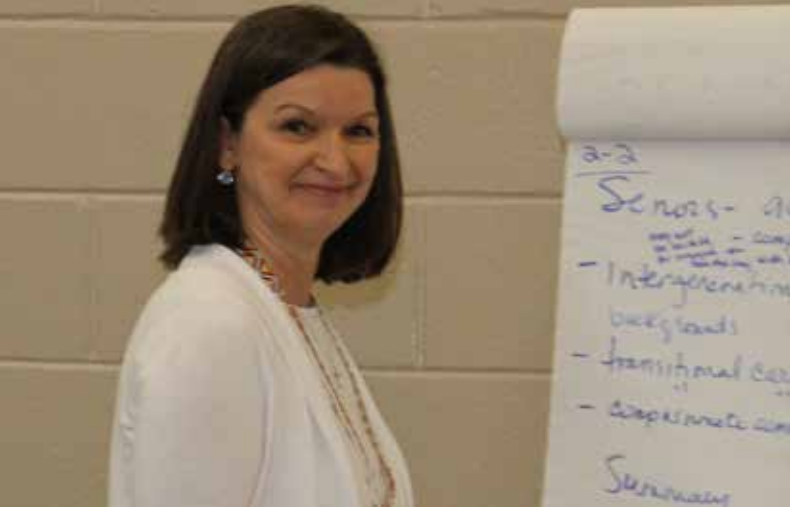
Growing up as part of a curling family, Winnipeg-born RBC Olympian Jill Officer started curling at the age of 10 and by age 17, she had won her first provincial championship. Today, Jill is a ten-time Provincial Champion, six-time Canadian Scotties Tournament of Hearts Champion and a four-time World Medalist including gold in 2008 & 2018, silver in 2015, and bronze in 2010. Jill has been on the RBC Olympian program for 8 years, and is a wonderful Community Ambassador for RBC.



AN EVENT TO **REMEMBER**











I'M
PART OF A
HEALTHY
COMMUNITY.



> I LIVE IN SUDBURY.

The City of Greater Sudbury is a community defined by its resilient citizenry. We're part of a unique geography that defines our community. We aspire as individuals, organizations and businesses to create a sustainable healthy community. Our efforts are embraced by the United Nations University as noted by the designation of the City of Greater Sudbury as a Regional Centre of Expertise.

This document supports and encourages the excellent work and inspiration of leaders within the community of Greater Sudbury.

It is hoped that in the next 10 years, Population Health will improve for all. This document was intended to be a guide for those efforts.



**POPULATION
= HEALTH =**

