



# Healthy Richmond

**Community Partners' Workshop**  
**September 30, 2013**

# Workshop Objectives

- share the results of the Healthy Richmond survey
- share results of staff workshop (May 31)
  - share stories of how staff are utilizing this data
  - prioritized actions from the Community Wellness Strategy
- encourage ongoing exploration of new innovative partnerships to achieve shared wellness-related objectives
- encourage partners (and their members) to complete the My Health My Community survey

# Agenda

- 7:00 p.m. Introduction/goals of session (*Vern Jacques*)
- 7:05 p.m. Presentation of Healthy Richmond survey results (*Dr. Jat Sandhu, Regional Director, VCH Public Surveillance Unit and Dr. James Lu – Medical Health Officer, Richmond*)
- 7:35 p.m. Introduction to My Health My Community
- 7:45 p.m. Turning data into action
  - Arts, Culture and Heritage Services (*Camyar Chaichian*)
  - Community Social Development (*Sean Davies*)
  - Parks (*Dee Bowley-Cowan*)
  - Recreation Services (*Elizabeth Ayers*)
  - Sport Services (*Gregg Wheeler*)
- 8:15 p.m. Q & A
- 8:45 p.m. Wrap up and Final Comments



# Healthy Richmond Survey – Community Partners Workshop

SEPTEMBER 30, 2013

Dr. Jat Sandhu, Director  
Public Health Surveillance Unit  
Vancouver Coastal Health

Dr. James Lu  
Medical Health Officer, Richmond  
Vancouver Coastal Health

# Outline

- Background and Rationale
- Healthy Richmond Survey:
  - Methods
  - Results
    - Sample demographics
    - Measuring wellness
    - Community + Health
- My Health My Community

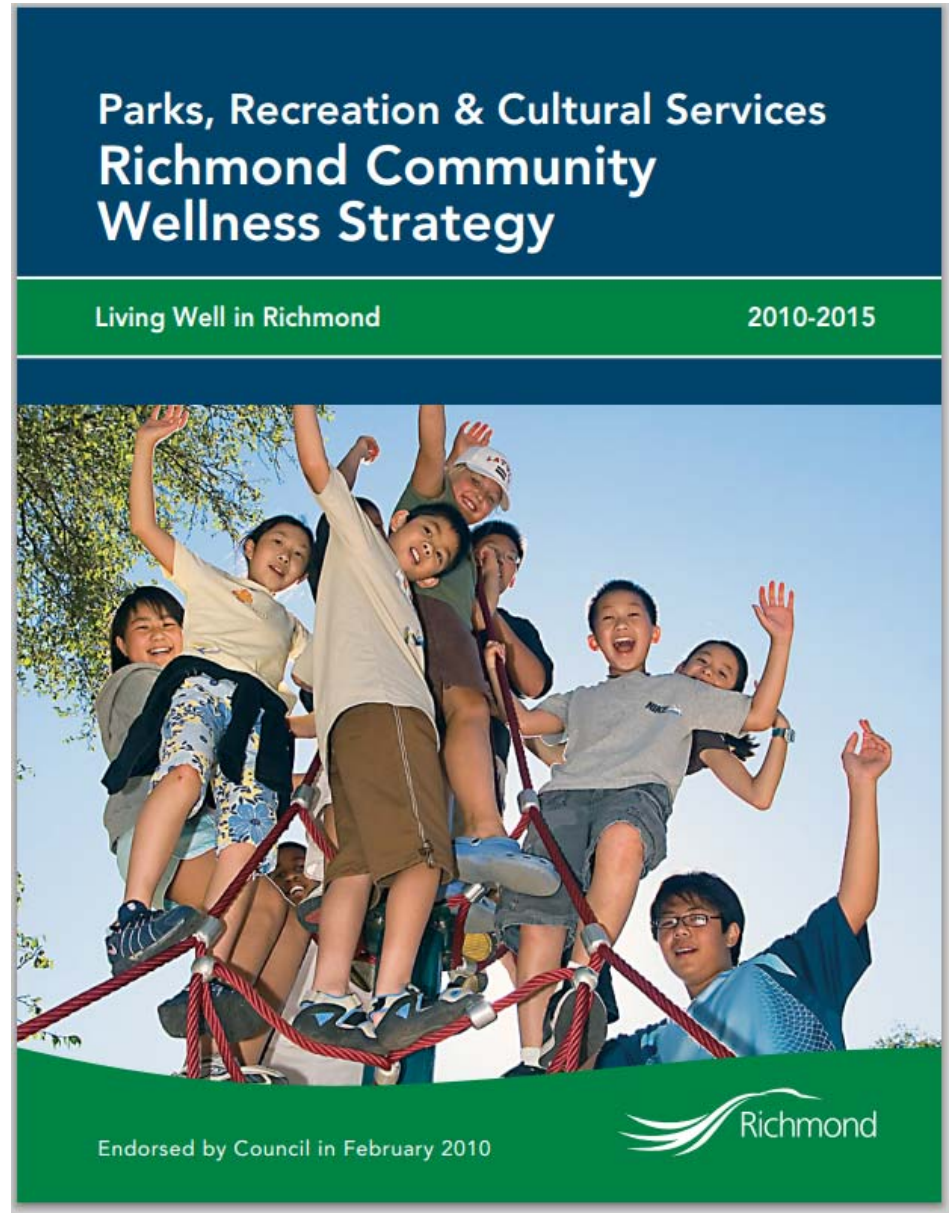
**It takes a village to raise a child, and ...**

**It takes the whole community  
to keep each one of us  
healthy**



# Desired Outcomes

1. Increased sense of wellness and well-being
2. Increased physical activity and physical fitness
3. Increased sense of connectedness to community





The problem with current data



# Healthy Richmond Survey - by the numbers

**Q: Did you complete the Healthy Richmond Survey?**

**A = yes**

**B = no**

**C = don't remember**

**D = never heard of it**

**E = prefer not to answer**

# Healthy Richmond Survey - by the numbers

中西美食 炒粉麵飯

Public Health Surveillance  
Supporting Regional Public Health

- 35 survey questions
- 10 days of surveying (field + web)
- 25 field locations + 18 field surveyors
  - Real-time data collection allowed for strategic placement of surveyors
  - Surveys were offered in English, Cantonese, Mandarin
- 3639 survey responses (2750 field, 889 web)
  - Weighted by age, sex, neighbourhood: post-collection

# How did you hear about the survey?

- Facebook: 34%
- Friend or Family: 19%
- Employer: 18%
- Newspaper (incl. 24 Hours): 11%
- Field Surveyors: 9%
- www.vch.ca: 5%
- Radio: 2%
- Twitter or other social media: 2%
- Television: 0.6%
- Poster: 0.5%



The poster features a group of people in white athletic wear performing yoga on a sandy beach. The title 'Healthy Richmond' is prominently displayed at the top in green and blue. Below the image, a yellow banner contains the text 'Vancouver Coastal Health wants to serve you better'. The main body of the poster is white and contains the following text: 'Complete the Healthy Richmond survey', the URL 'www.vch.ca/HealthyRichmond', and a statement: 'It takes less than 10 minutes to complete. Your responses will help us design health services to serve you better.' A QR code is located on the left side, with the text 'Connect to www.vch.ca and take the survey today!' to its right. At the bottom right, there are logos for the 'Public Health Surveillance Unit' and 'Vancouver Coastal Health'.

**Healthy Richmond**

Vancouver Coastal Health wants to serve you better

Complete the Healthy Richmond survey  
[www.vch.ca/HealthyRichmond](http://www.vch.ca/HealthyRichmond)

It takes less than 10 minutes to complete. Your responses will help us design health services to serve you better.

Connect to [www.vch.ca](http://www.vch.ca) and take the survey today!

Public Health Surveillance Unit  
Vancouver Coastal Health  
Promoting wellness. Ensuring care.

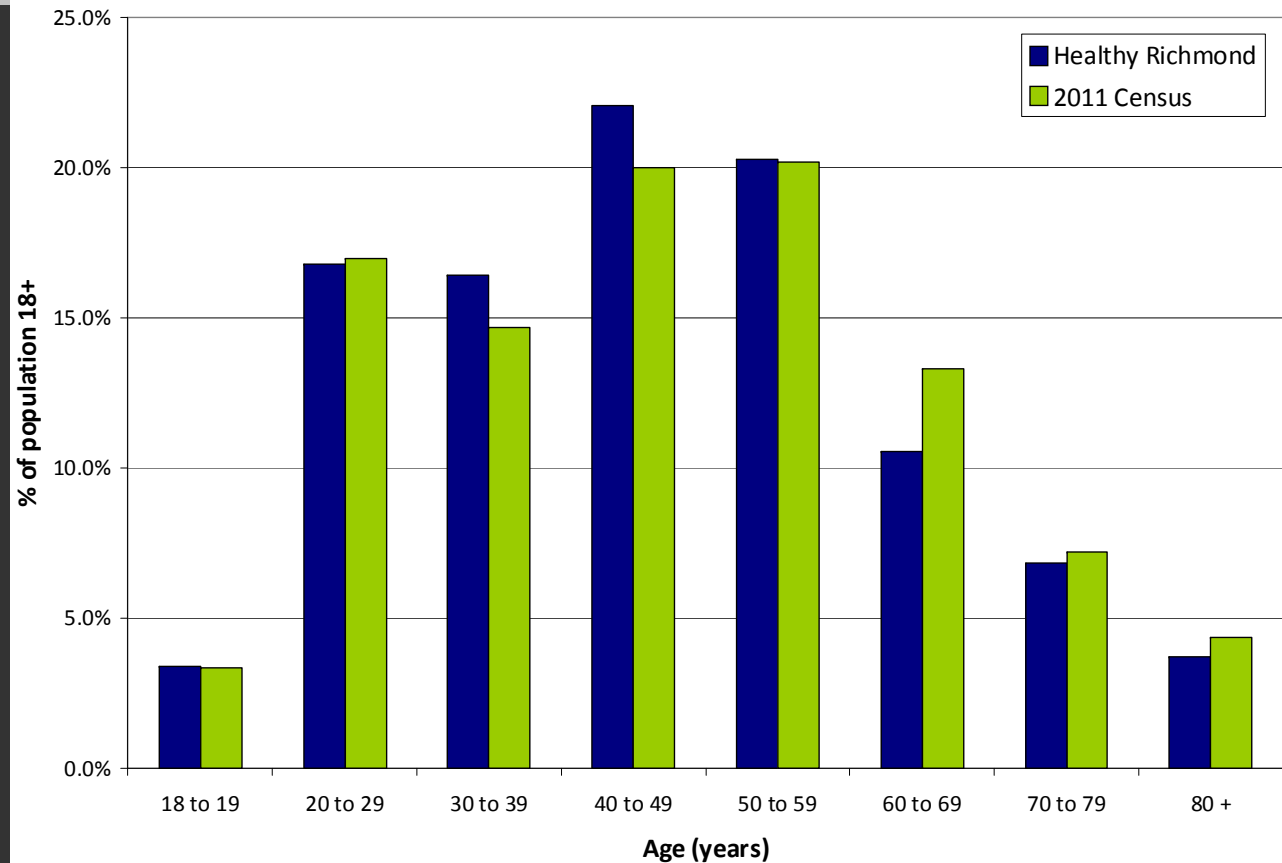
**Who is  
Richmond?**

**What are the  
health needs?**

**How can we impact  
change?**

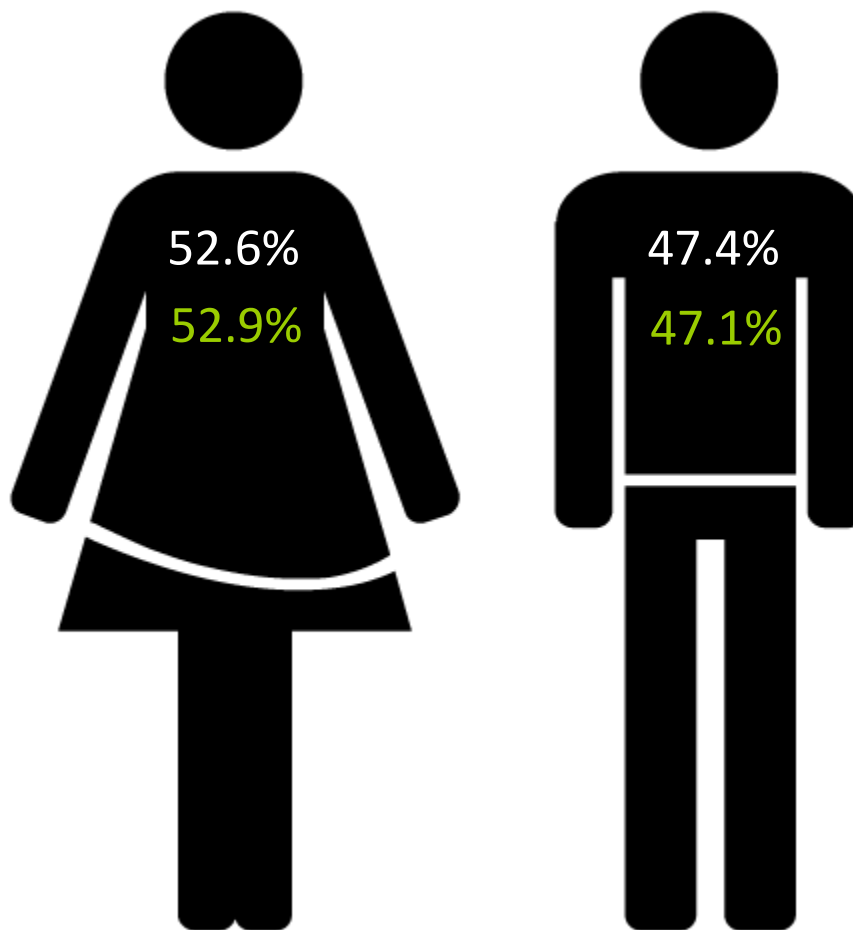
# Who? – Age breakdown

- Age
- Sex
- Neighbourhood
- Education
- Employment status
- Ethnicity
- Time in Canada
- Language Spoken
- Language Read



# Who? – Gender split

Age
<b>Sex</b>
Neighbourhood
Education
Employment status
Ethnicity
Time in Canada
Language Spoken
Language Read



# Who? – Where do people live

	HR 2012	Census 2006	
Age	Blundell	10.1%	10.6%
Sex	Bridgeport	1.5%	1.7%
<b>Neighbourhood</b>	Broadmoor	13.1%	13.7%
	City Centre	23.6%	24.2%
Education	East Cambie	5.7%	6.1%
Employment status	East Richmond/FL	2.0%	2.1%
Ethnicity	Gilmore	0.2%	0.3%
Time in Canada	Hamilton	2.4%	2.6%
Language Spoken	Sea Island	0.3%	0.4%
Language Read	Seafair	9.3%	9.7%
	Shellmont	5.5%	5.8%
	Steveston	13.9%	14.5%
	Thompson	8.8%	9.2%
	West Cambie	3.8%	4.1%

# Who? Primary language spoken

Age

Sex

Neighbourhood

Education

Employment status

Ethnicity

Time in Canada

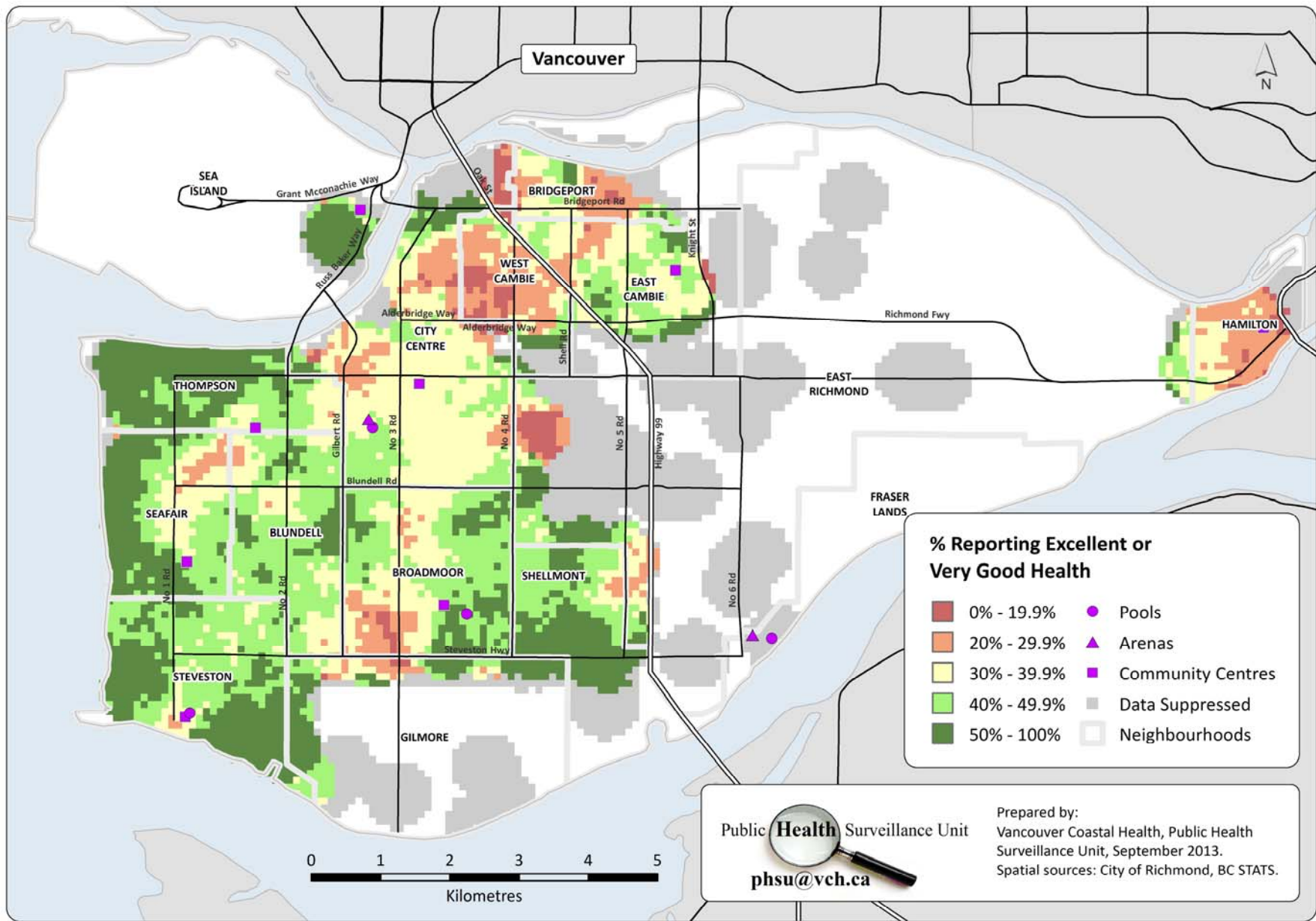
**Language Spoken**

Language Read

- English: 64.9% (56.4%)
  - French: 0.4% (0.1%)
  - Mandarin: 11.6%
  - Cantonese: 21.5%
  - Punjabi: 0.9%
- } (43.5%)

(# in brackets represents 2006 census, total pop.)





# Healthy eating

## FRUIT & VEGETABLE CONSUMPTION

**Q: How many servings of fruits and/or vegetables did you eat yesterday?**

*One serving equals ½ cup of fresh, frozen, canned or cooked fruits and vegetables and 100% fruit or vegetable juices.*

**A = 3 servings or less**

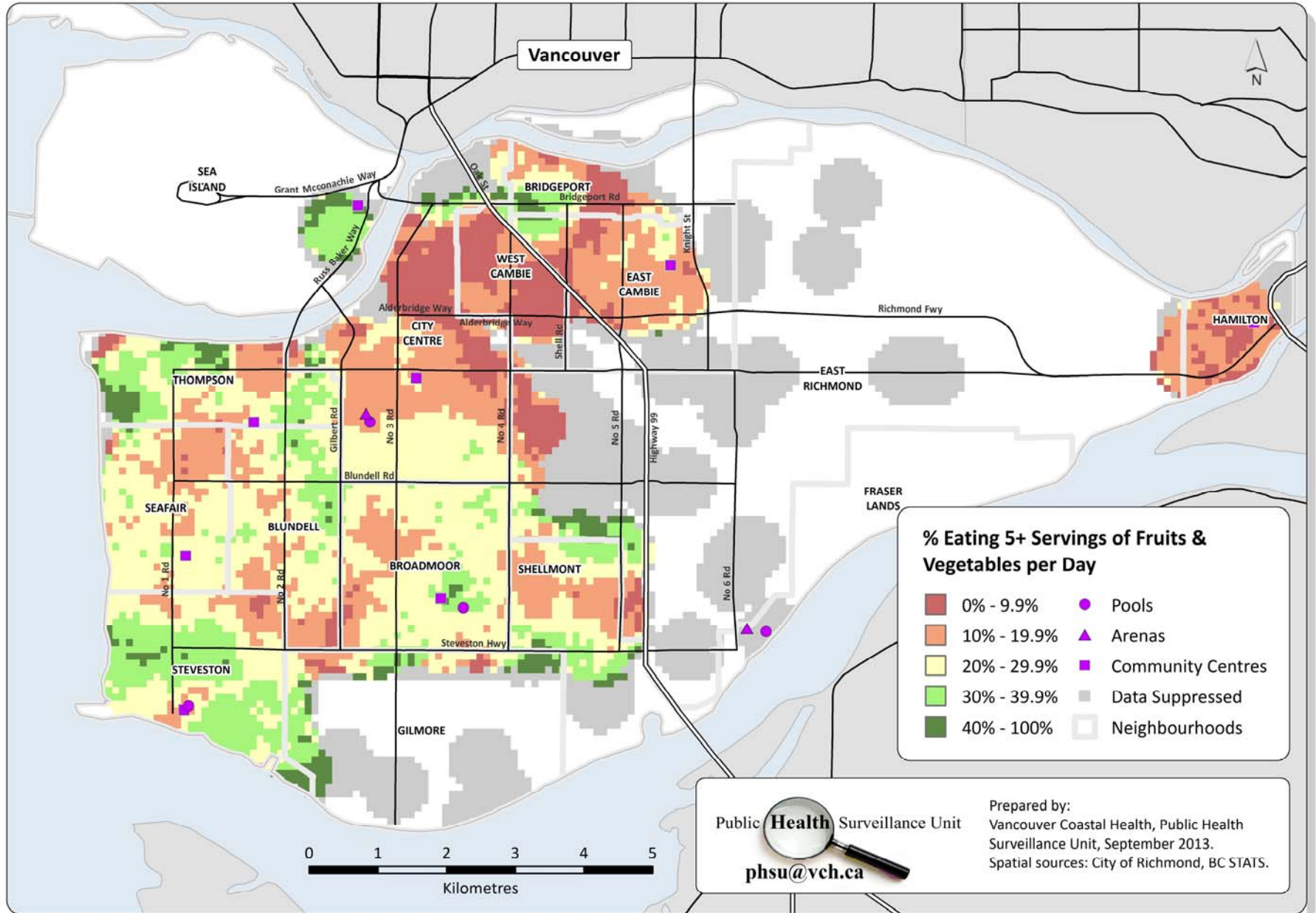
**B = 4 servings**

**C = 5 servings**

**D = 6 servings**

**E = more than 6 servings**





# What are the health needs?

## FRUIT & VEGETABLE CONSUMPTION

Q: Who isn't eating their greens?

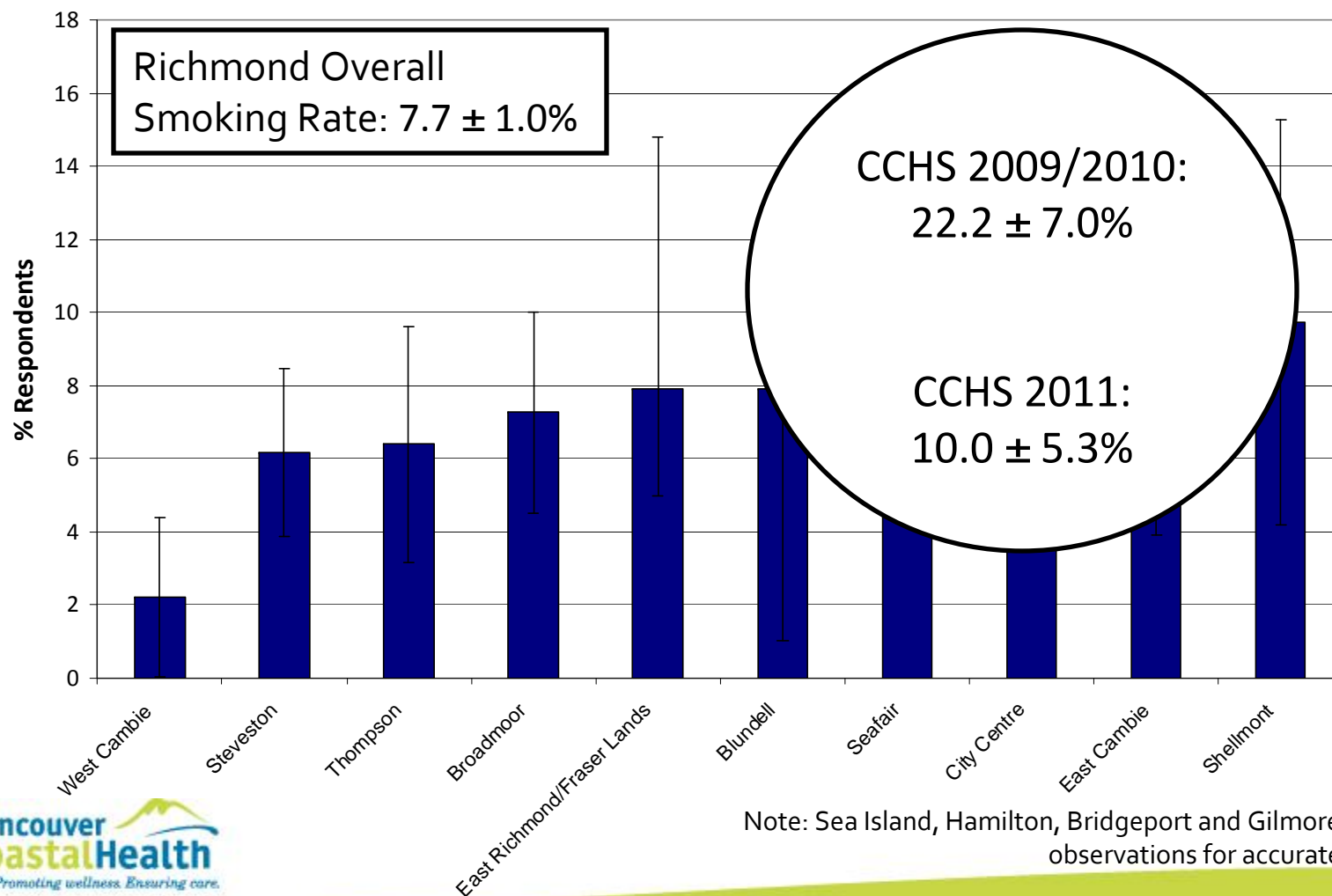
A: 79% of Richmond

- More likely to be\*...
  - Male
  - Born outside of Canada
  - Recent immigrant



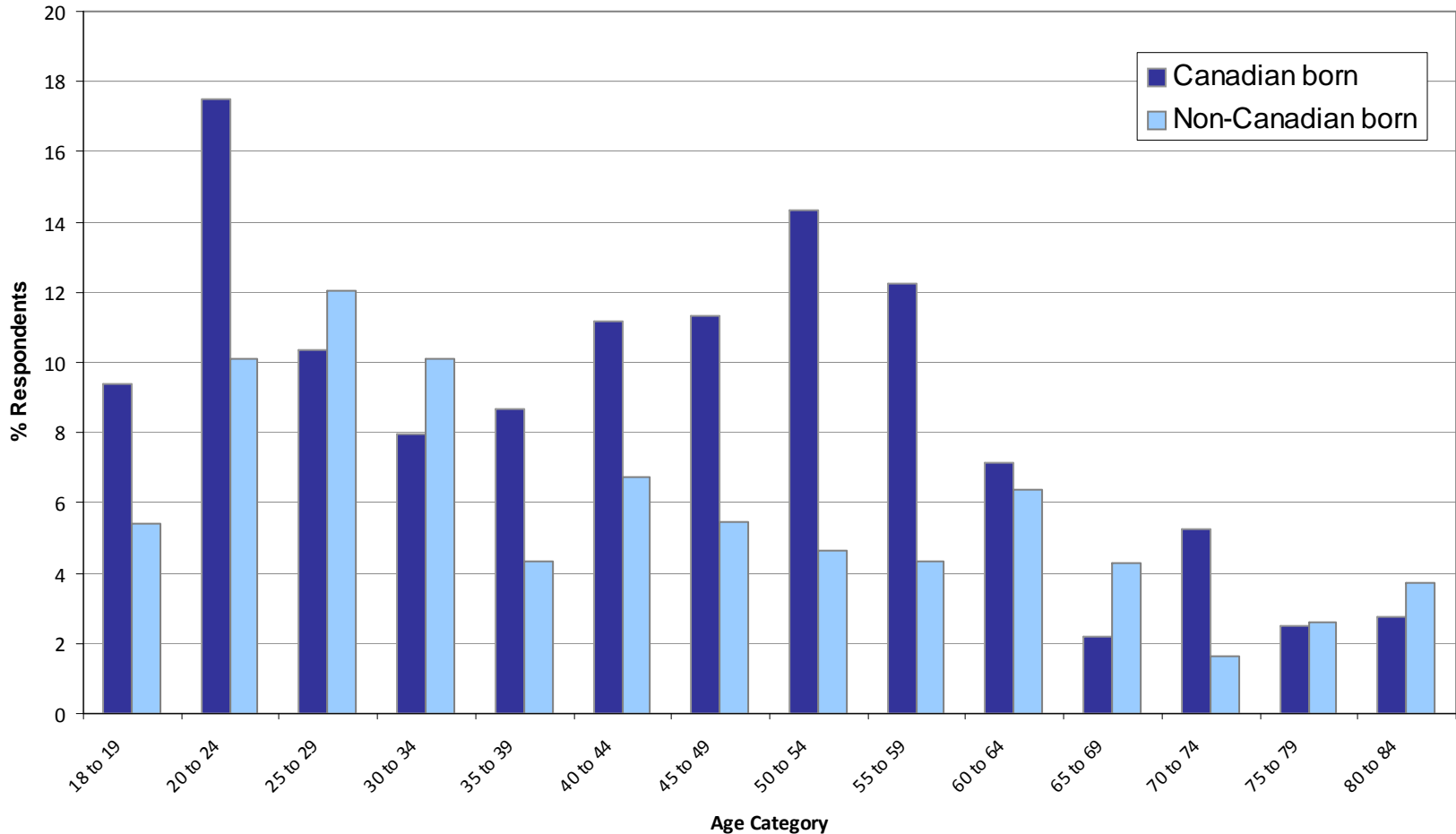
# What are the health needs?

## TOBACCO: CURRENT SMOKING RATES BY NEIGHBOURHOOD

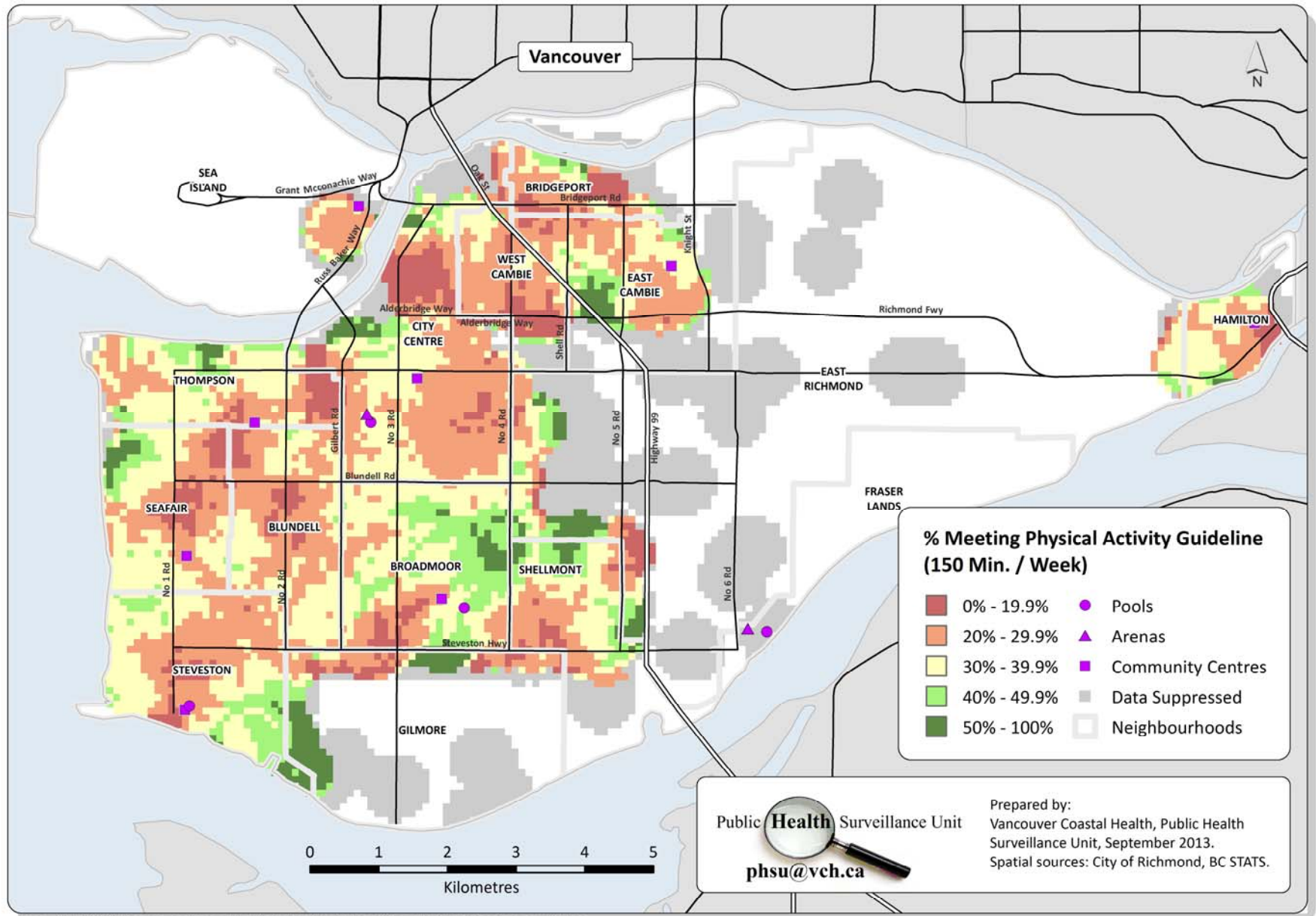


# Who smokes in Richmond?

Rates of current cigarette smokers among Richmond residents, by place of birth and age category

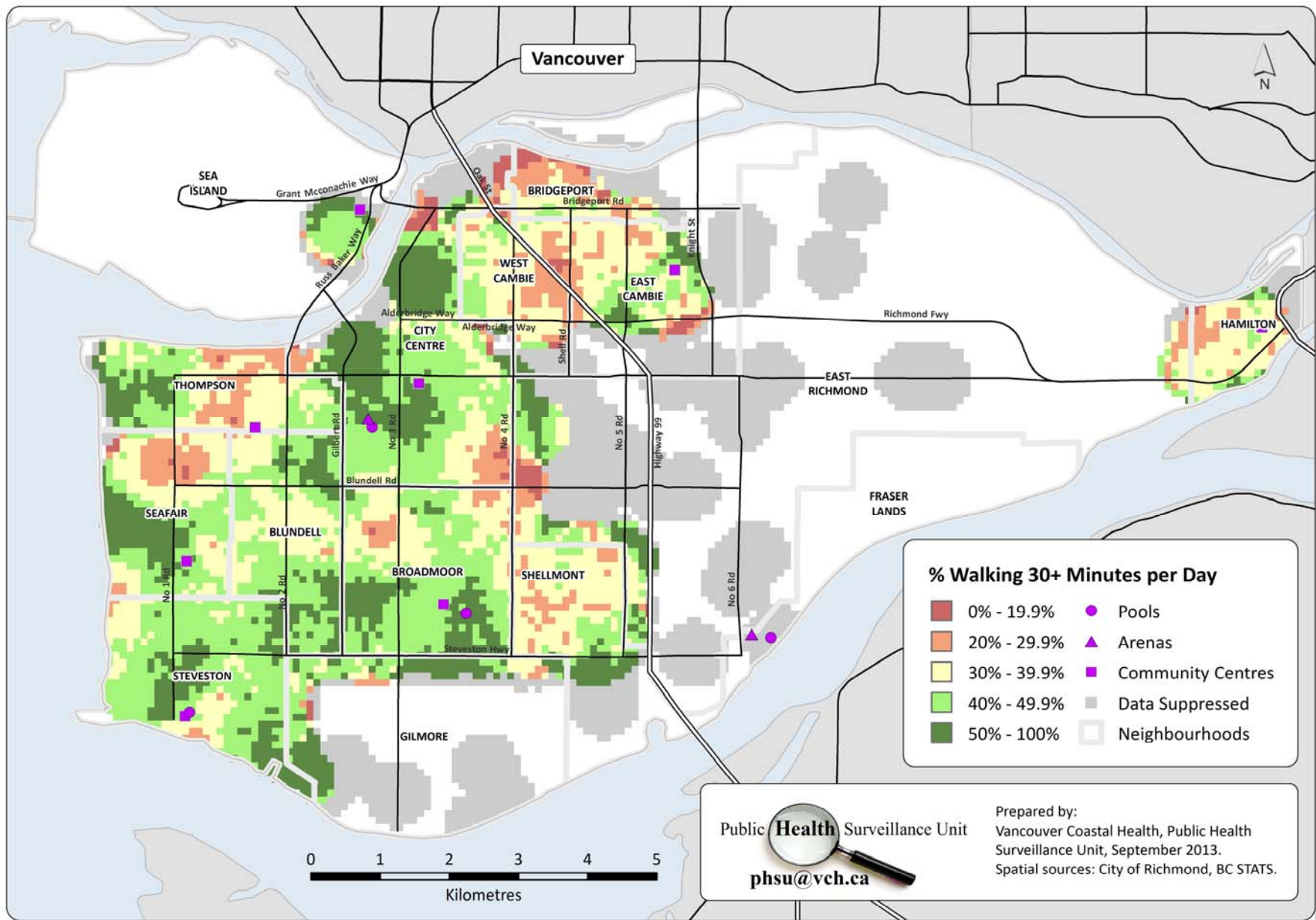


Note: CCHS 2009-2010 (age 12+) reports current smoking rate in Richmond of 20.0% among non-visible minority population and 17.5% among visible minority population



# Healthy Richmond 2012

## Proportion of Respondents Walking 30+ Minutes per Day





# Developing a wellness score

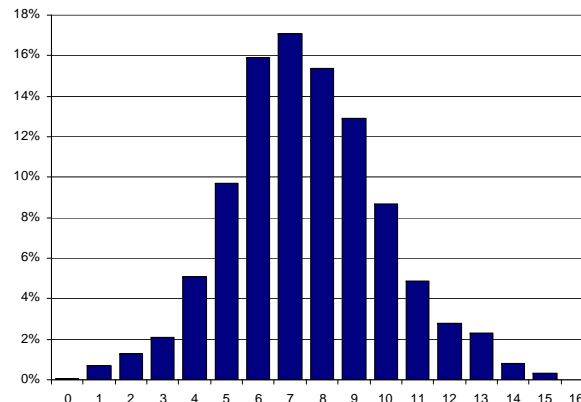


[ 0 – 16 ]

# Developing a wellness score



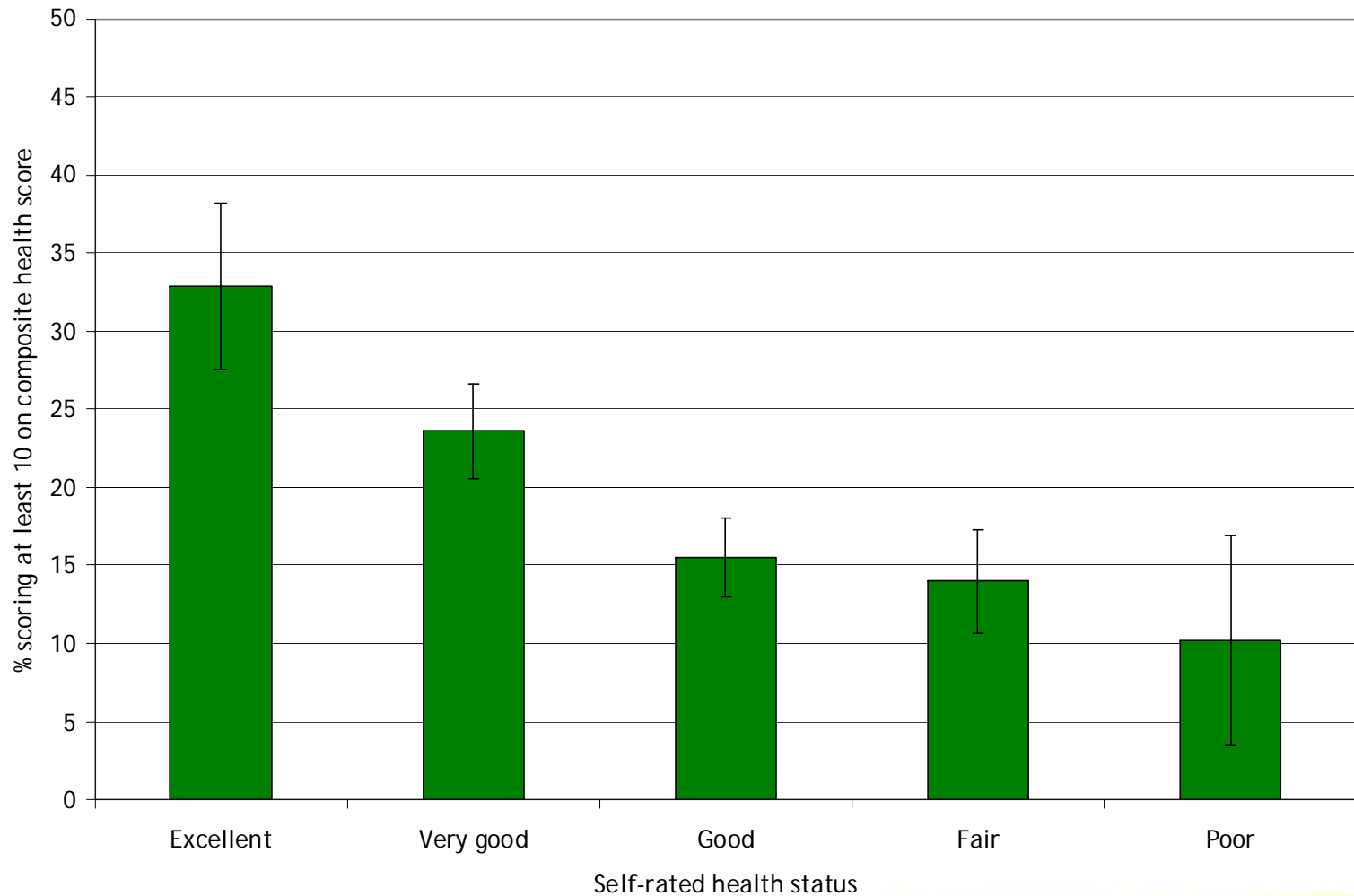
[ 0 – 16 ]



10+ = 20%

# How healthy is 'healthy'?

## WELLNESS SCORE + HEALTH



# How does community affect health?

## HEALTH & COMMUTE



46% in excellent or very good health  
27% getting enough physical activity  
51% walking 30 minutes a day



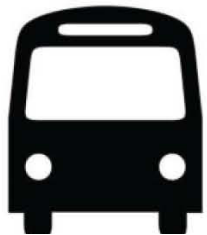
46% in excellent or very good health  
33% getting enough physical activity  
38% walking 30 minutes a day



60% in excellent or very good health  
64% getting enough physical activity  
49% walking 30 minutes a day



48% in excellent or very good health  
42% getting enough physical activity  
44% walking 30 minutes a day



42% in excellent or very good health  
37% getting enough physical activity  
45% walking 30 minutes a day

# Community belonging

**Q: How would you describe your sense of belonging to your local community?**

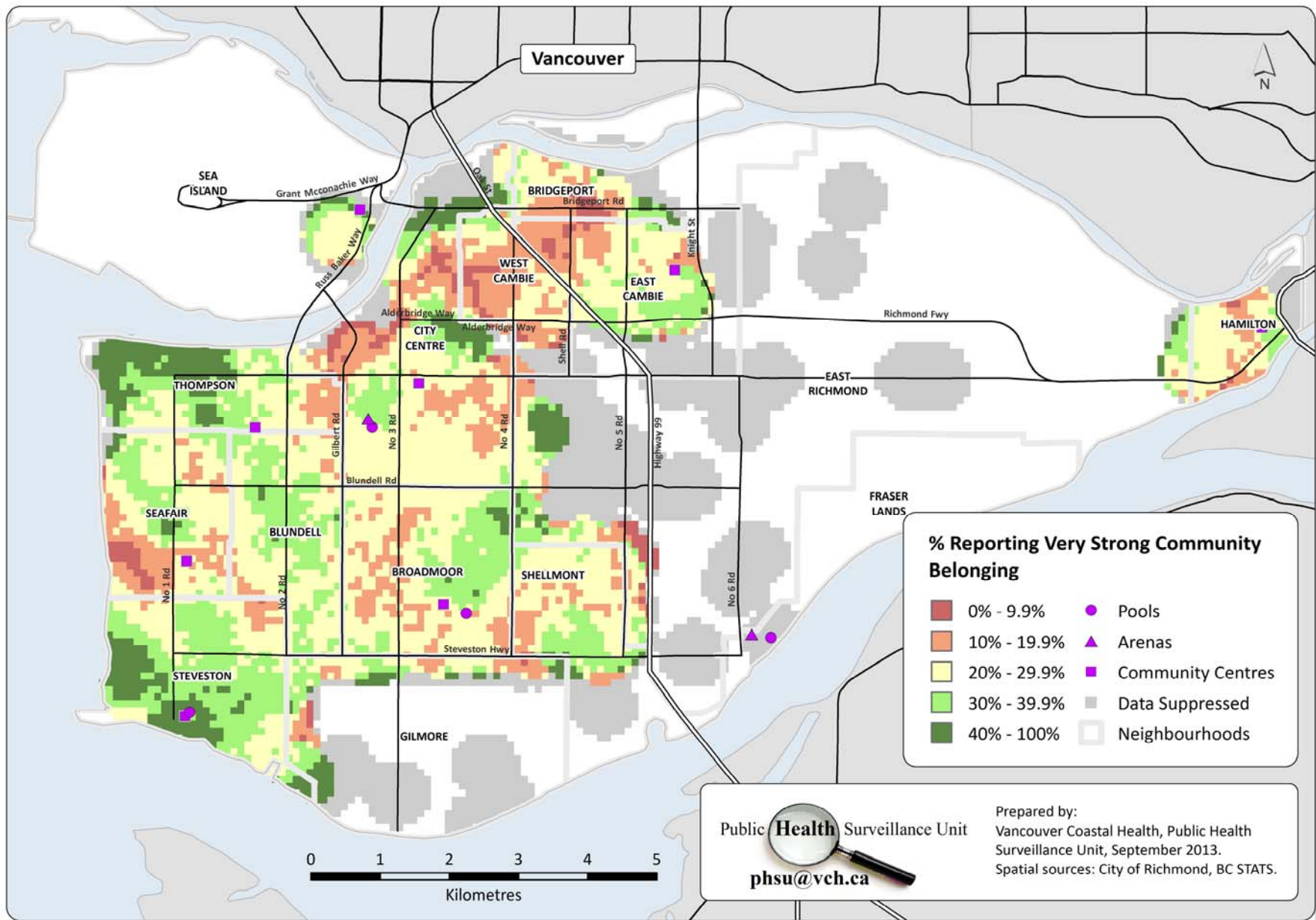
**A = Very strong**

**B = Somewhat strong**

**C = Somewhat weak**

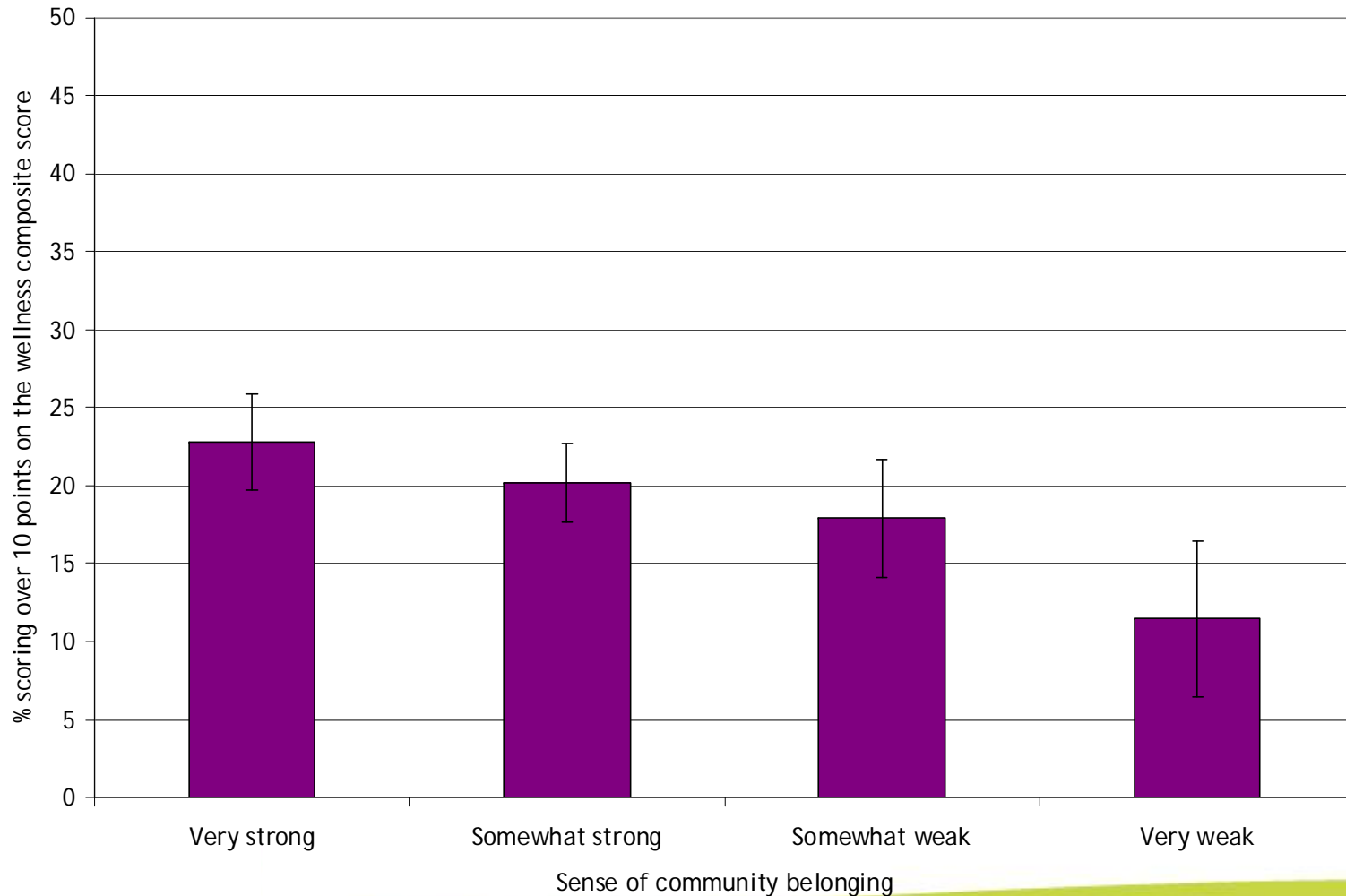
**D = Very weak**

**E = Don't know**



# What about 'sense of community'?

## WELLNESS SCORE + COMMUNITY BELONGING



# What is community belonging?

Table 14. Healthy Richmond participants' reported sense of community belonging and involvement in community facilities.

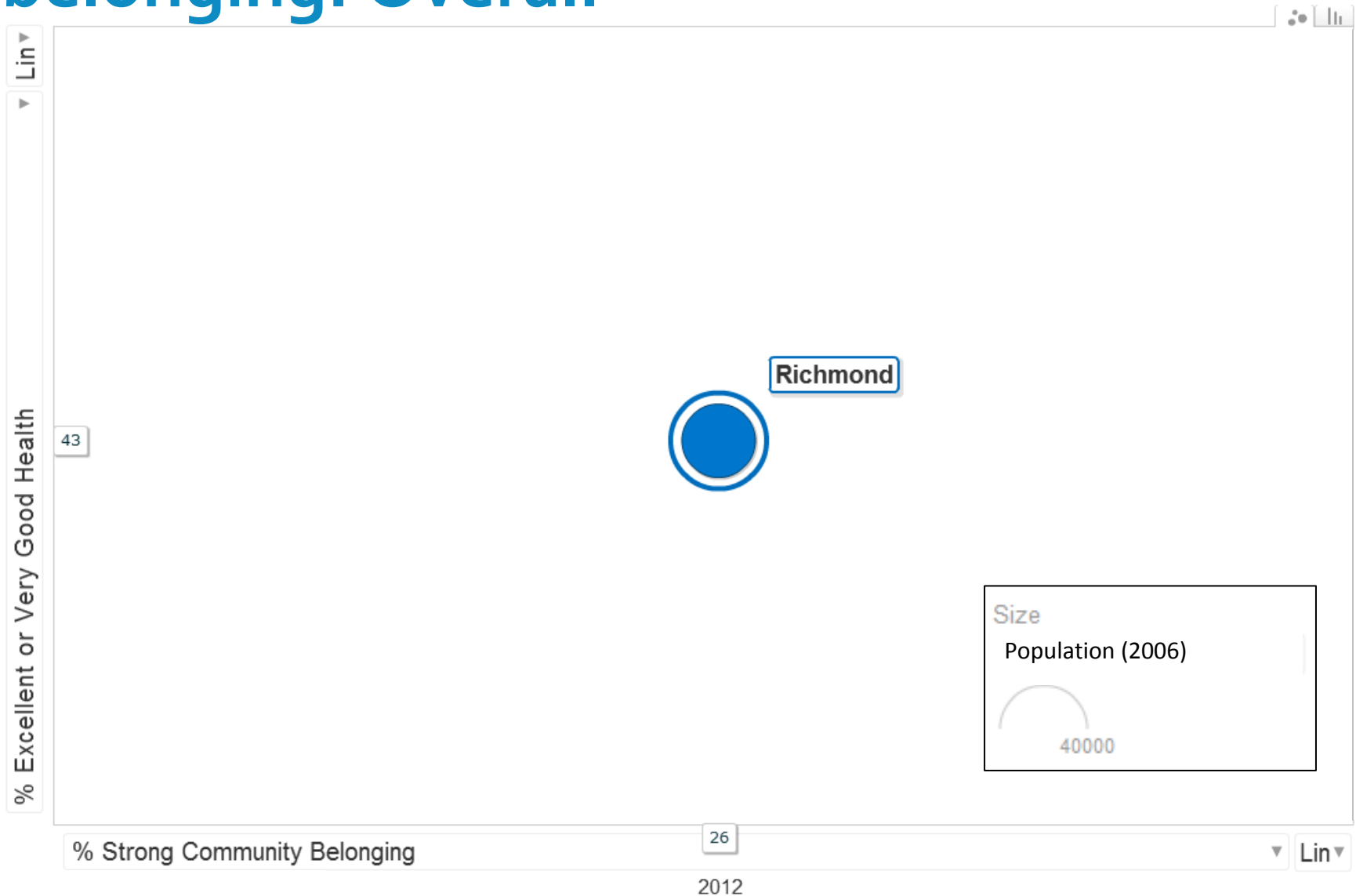
	Total	Sense of community belonging	
		Very strong	Somewhat weak or very weak
<b>Accessed a Richmond facility in the past 30 days:</b>			
A city or school park, field or outdoor court	29.0%	34.2%	23.3%
Community centre fitness room, fitness centre or gym	22.1%	24.3%	17.3%
Richmond West Dyke Trail	19.0%	22.9%	16.5%
Other Richmond parks trails	10.5%	13.0%	10.4%
Minoru Aquatic Centre	7.2%	6.4%	8.3%
Richmond Olympic Oval	6.4%	7.2%	4.3%
Watermania	4.6%	3.9%	5.1%
Minoru Arenas	2.9%	3.8%	2.0%
Richmond Ice Centres	2.9%	3.7%	1.9%
<b>None</b>	<b>36.5%</b>	<b>30.9%</b>	<b>45.0%</b>
<b>Richmond libraries:</b>			
Have a Richmond library card	77.8%	78.5%	74.8%
<i>Of those who have a Richmond library card:</i>			
Never access library services	31.0%	28.5%	31.8%
Access library services once a month	22.2%	19.9%	23.3%
Access library services 2-4 times a month	32.3%	36.0%	30.5%
Access library services more than once a week	14.5%	15.6%	14.4%
<b>Voted in the 2011 City of Richmond municipal election*</b>			
	61.4%	73.4%	47.4%



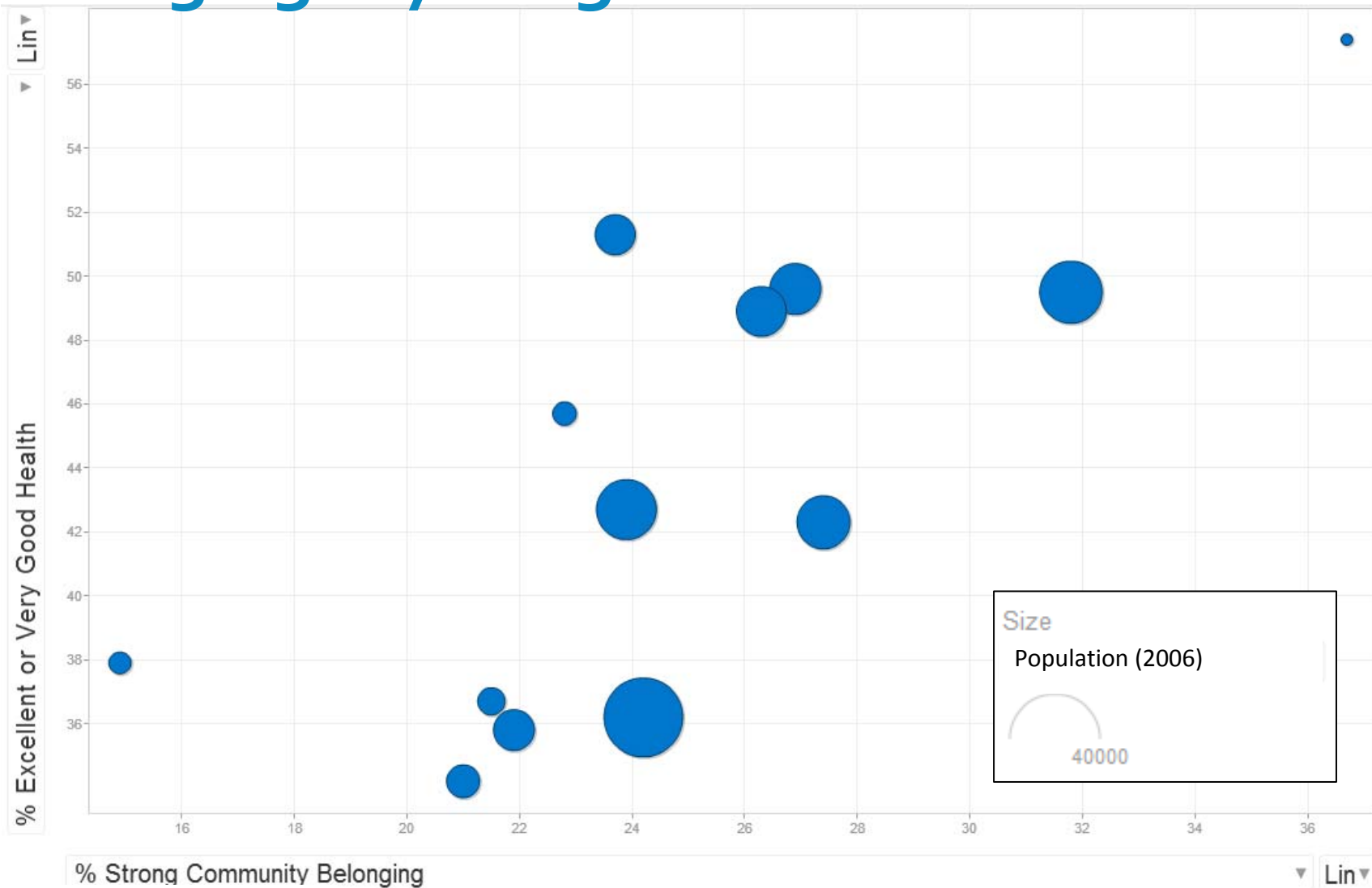
\*of those eligible to vote



# Health status & Sense of community belonging: Overall

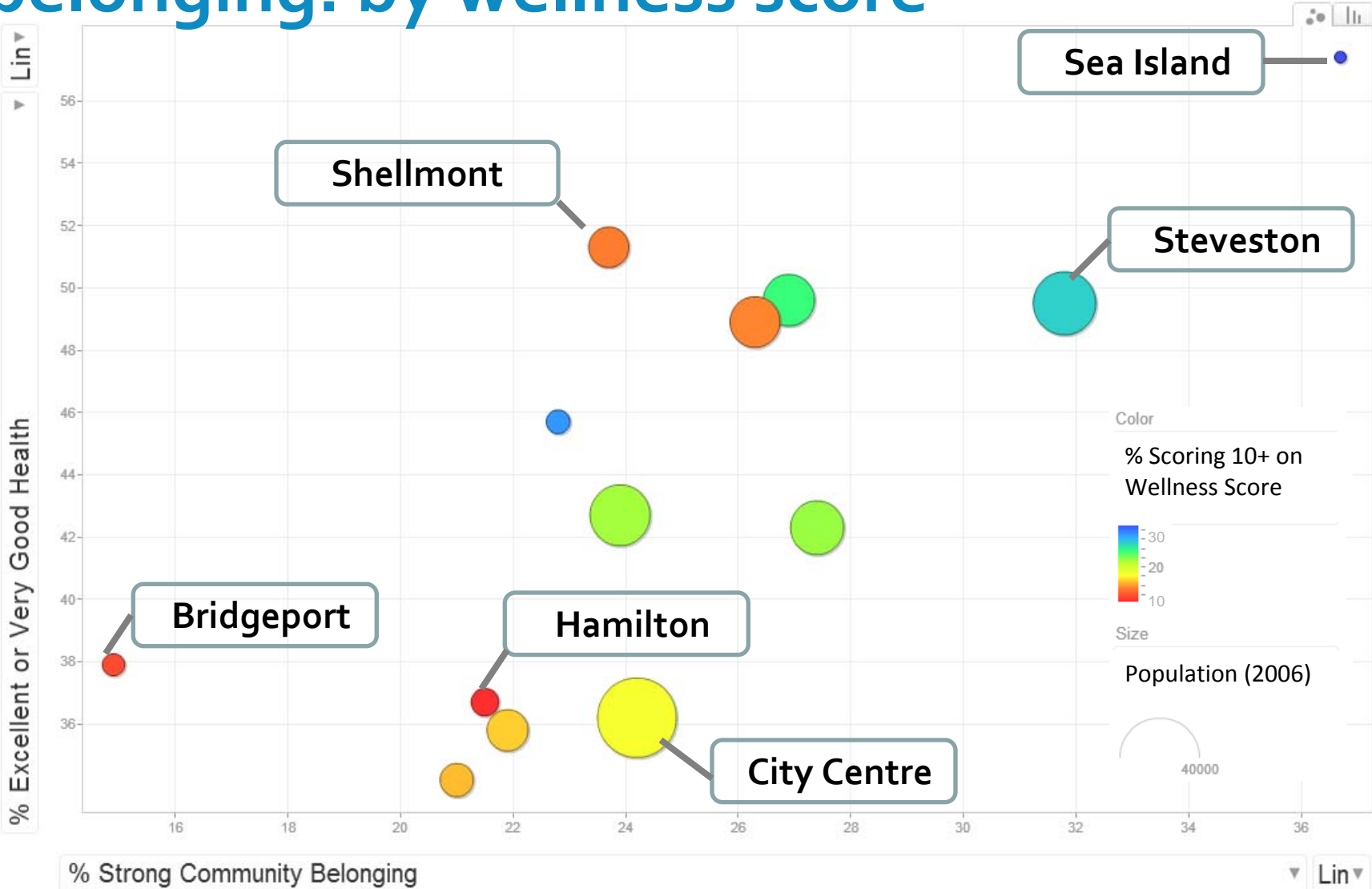


# Health status & Sense of community belonging: By Neighbourhood



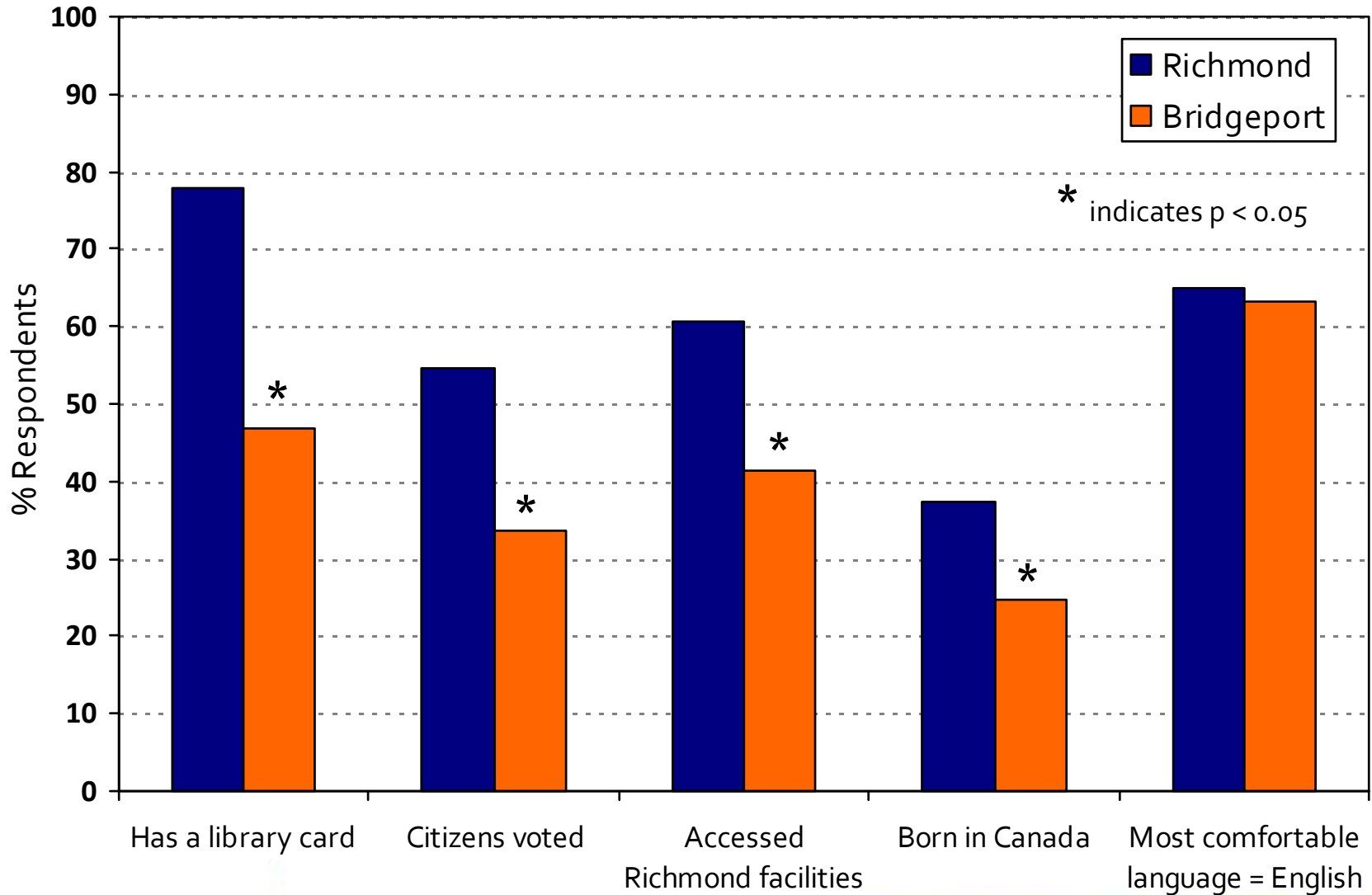
2012

# Health status & Sense of community belonging: by wellness score



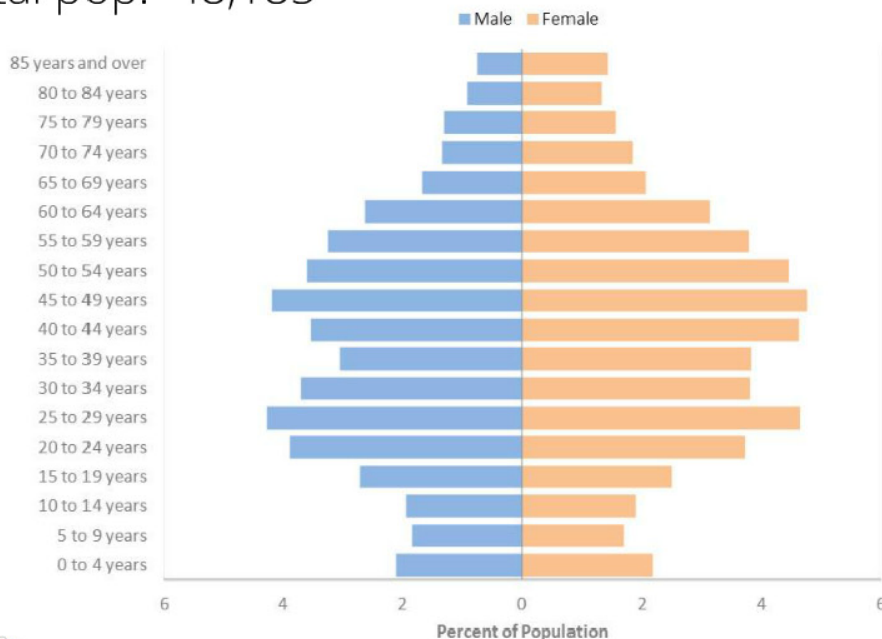
2012

# What makes Bridgeport different?



# City Centre

Total pop: 48,185



% Scoring 10+ on wellness score\*

18.2% ❌



36% in excellent or very good health ❌



24% with a very strong sense of community belonging ❌



47% commuting with sustainable modes ✅



29% meeting physical activity guideline ❌



44% walking 30+ minutes per day ✅



19% meeting daily fruit & vegetable guideline ❌



91% do not smoke ❌

Wellness score includes physical activity, daily walking, fruit & vegetable consumption and tobacco use. Sustainable modes of transportation include walking, cycling, public transit and carpool. ✅ indicates above Richmond average  
❌ indicates below Richmond average

# Conclusion

- Health behaviours cluster together – we need to address them collectively
- Community (built environment + belonging) is important!
- Removing barriers to full participation in leading healthy lives requires strategies that incorporate the social determinants of health

**What was the most surprising  
result from Healthy  
Richmond?**

**Least surprising?**

**Will the results have an  
immediate impact on your day  
to day work?**

**How?**



**How can we foster increased social interaction and community belonging at the neighbourhood level?**

# Acknowledgements

- City of Richmond
- Healthy Richmond Project Team
- Healthy Richmond Field Surveyors
- Private & Public Sector Field Survey Locations
- VCH Public Health Surveillance Unit
- UBC eHealth Strategy Office

# **Public Forum**

## **My Health My Richmond**

**Tuesday, October 29<sup>th</sup> at 7 pm at  
Richmond City Hall Council Chambers**

**The Richmond Health Advisory Committee  
invites the public to interactive evening  
on their role in My Health My Community.**

**Please join us!**



my Health  
my Community

**It's time to see  
the big picture.**

Help shape your  
community.

Get involved  
today!

Vancouver  
CoastalHealth  
*Promoting wellness. Ensuring care.*

fraserhealth  
*Better health. Best in health care.*

UBC a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
eHealth Strategy Office

[myhealthmycommunity.org](http://myhealthmycommunity.org)



# Healthy Richmond Survey – Community Partners Workshop

SEPTEMBER 30, 2013

Dr. Jat Sandhu, Director  
Public Health Surveillance Unit  
Vancouver Coastal Health

Dr. James Lu  
Medical Health Officer, Richmond  
Vancouver Coastal Health

# Outline

- Background and Rationale
- Healthy Richmond Survey:
  - Methods
  - Results
    - Sample demographics
    - Measuring wellness
    - Community + Health
- My Health My Community



my Health  
my Community

## **Dr Jat Sandhu**

Regional Director, Public Health Surveillance Unit  
Vancouver Coastal Health



# WHAT MAKES CANADIANS SICK?

50%

## YOUR LIFE

- INCOME
- EARLY CHILDHOOD DEVELOPMENT
- DISABILITY
- EDUCATION
- SOCIAL EXCLUSION
- SOCIAL SAFETY NET
- GENDER
- EMPLOYMENT/WORKING CONDITIONS
- RACE
- ABORIGINAL STATUS
- SAFE AND NUTRITIOUS FOOD
- HOUSING/HOMELESSNESS
- COMMUNITY BELONGING

25%

## YOUR HEALTH CARE

- ACCESS TO HEALTH CARE
- HEALTH CARE SYSTEM
- WAIT TIMES

15%

## YOUR BIOLOGY

- BIOLOGY
- GENETICS

10%

## YOUR ENVIRONMENT

- AIR QUALITY
- CIVIC INFRASTRUCTURE



THESE ARE CANADA'S SOCIAL DETERMINANTS OF HEALTH #SDOH





If you don't know where you're going,  
any road will get you there. - Lewis Carroll

# My Health My Community GOALS

- { Understand the burden & determinants of chronic disease
- { Address current & emerging needs and develop more effective prevention
- { Partner with local governments & community organizations to create health-promoting environments
- { Advocate for healthy public policies that reduce inequities and improve wellness



•Continuous



•Representative



•Local

# •THREE KEYS

1. Socio-demographic

2. Health status

3. Lifestyle

4. Health care access

5. Built environment

6. Community belonging



# SURVEY Questions



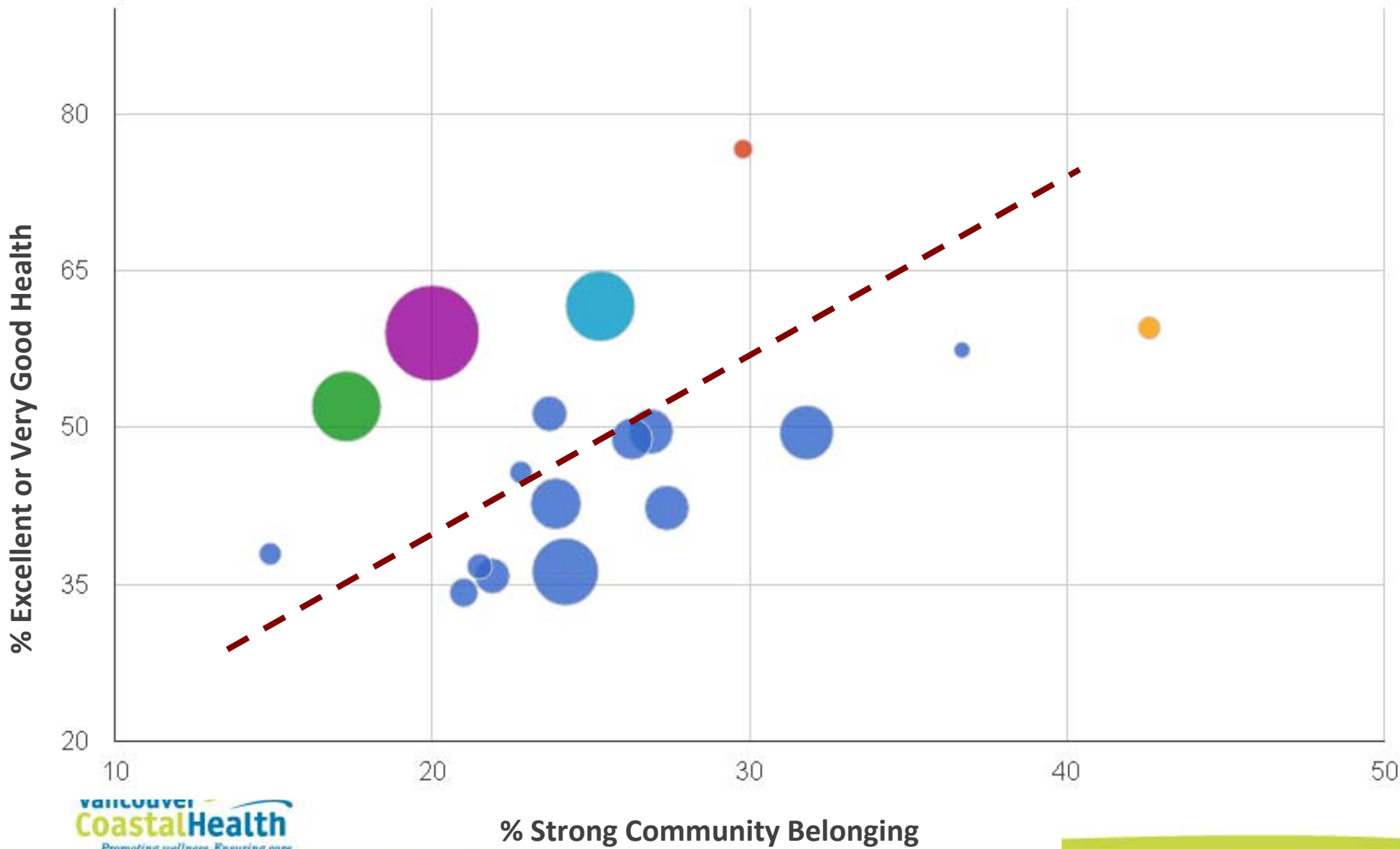
Online survey





Field outreach teams

■ Richmond Neighbourhoods    
 ■ Lions Bay    
 ■ Bowen Island    
 ■ City of North Vancouver    
 ■ District of North Vancouver    
 ■ District of West Vancouver





Partnerships are key.







my Health  
my Community

**It's time to see  
the big picture.**

Help shape your  
community.

Get involved  
today!

[myhealthmycommunity.org](http://myhealthmycommunity.org)

**Vancouver  
Coastal Health**  
*Promoting wellness. Ensuring care.*

 **fraserhealth**  
Better health. Best in health care.

 a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
eHealth Strategy Office



## Do you know your neighbours?

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.



# Q: Do you do volunteer work for organizations such as school groups, church social groups or community sports and recreation?

(Richmond and Vancouver only)

**A = Yes, at least once a week**

**B = Yes, at least once a month**

**C = Yes, at least 3 or 4 times a year**

**D = Yes, at least once a year**

**E = No**

**Do you know your neighbours?**

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.

**my Health  
my Community**

**Vancouver Coastal Health**  
Promoting wellness. Ensuring care.  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
eHealth Strategy Office

**fraserhealth**  
Better health. Best in health care.

facebook.com/MHMCsurvey  
@MHMCsurvey

**Where you live, work and  
play affects your health.**



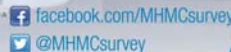
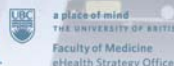
my Health  
my Community

# Do you have enough transportation options in your community?

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.

Image courtesy of TransLink

## Where you live, work and play affects your health.



**Q: Is it less than a 5 minute walk to a transit stop (e.g. bus, seabus or skytrain) from your home?**

**A = Yes**

**B = No**

**C = Prefer not to answer**



**Do you have enough transportation options in your community?**

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.

Image courtesy of TranLink

my Health  
my Community

Where you live, work and play affects your health.

Vancouver Coastal Health  
Promoting wellness. Ensuring care.

fraserhealth  
Better health. Best in health care.

a place of mind  
The Association of Service Providers  
Faculty of Medicine  
Health Strategy Office

facebook.com/MHMCsurvey  
@MHMCsurvey



my Health  
my Community

# Is work stressing you out?

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.

Where you live, work and  
play affects your health.

**Vancouver Coastal Health**  
Promoting wellness. Ensuring care.

**fraserhealth**  
Better health. Best in health care.



a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
eHealth Strategy Office

facebook.com/MHMCsurvey  
@MHMCsurvey

**Vancouver Coastal Health**  
Promoting wellness. Ensuring care.

**Q: Thinking about the amount of stress in your life, would you say that most days are ...**

- A = Not very stressful**
- B = A bit stressful**
- C = Somewhat stressful**
- D = Quite stressful**
- E = Extremely stressful**



**Is work stressing you out?**

Tell us at [www.myhealthmycommunity.org](http://www.myhealthmycommunity.org).  
Your voice for a healthier community.

my Health  
my Community

Where you live, work and  
play affects your health.

Vancouver Coastal Health  
Promoting wellness. Ensuring care.

fraserhealth  
Better health. Best in health care.

a piece of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
Health Strategy Office

facebook.com/MHMCsurvey  
@MHMCsurvey



0:30 / 1:09

CC HD

### My Health My Community | Your Voice For A Healthier Community

MyHealthMyCommunity · No public videos



**Subscribe** 0



# **Public Forum**

## **My Health My Richmond**

**Tuesday, October 29<sup>th</sup> at 7 pm at  
Richmond City Hall Council Chambers**

**The Richmond Health Advisory Committee  
invites the public to interactive evening  
on their role in My Health My Community.**

**Please join us!**



my Health  
my Community

**It's time to see  
the big picture.**

Help shape your  
community.

Get involved  
today!

**Vancouver  
CoastalHealth**  
*Promoting wellness. Ensuring care.*

 **fraserhealth**  
Better health. Best in health care.

 a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Medicine  
eHealth Strategy Office

[myhealthmycommunity.org](http://myhealthmycommunity.org)

# Next Steps

- **Encourage your members, partners and clients to complete the My Health My Community survey!**
- **Share presentation with your boards, staff and volunteers**
- **Brainstorm ways that your organization can impact wellness (city-wide or neighbourhood)**
- **Consider new partners who can work together with you to achieve common wellness-related objectives**