

# Part 2 – Heart and Stroke Foundation's role

## Community Engagement Pilots

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# What did we see happen in North Van?

- Formalizing of collaboration around Official Community Plan Review through Memorandum of Understanding.
- Health authority's staff at multiple levels engaged in various stages of the Official Community Plan process.
- Planning Consultant available to act as broker between health authority and planning department.
- But, health authority on its own has limited power.

Need community stakeholders on board!



# Community engagement: Key concepts & opportunity

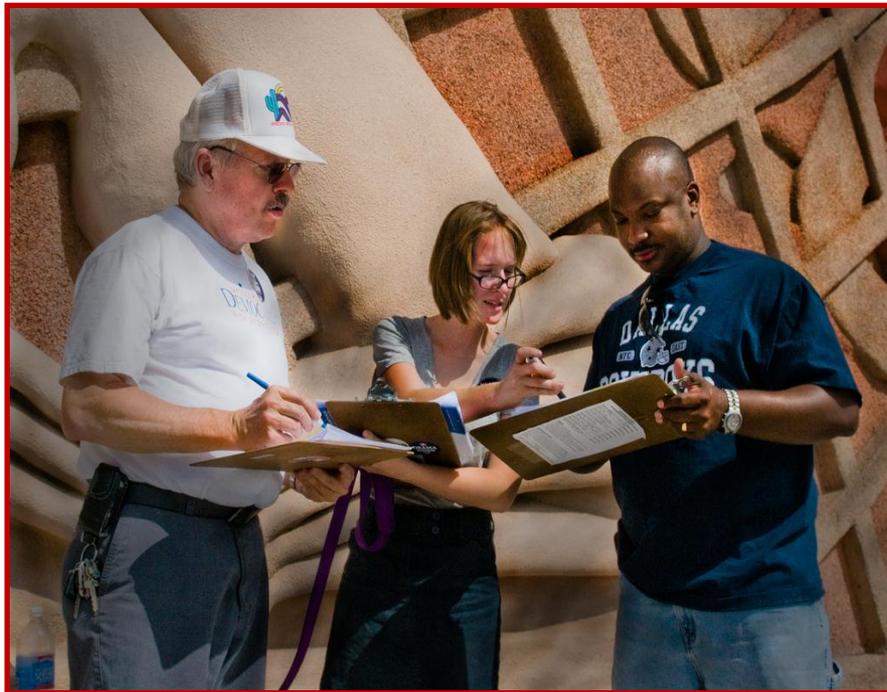
- Creating healthier built environments will require Canadians to make some trade-offs ... we can't have it all!
- Local residents are often skeptical of planners, “bureaucrats,” politicians, and developers.
- When planners/developers bring news of change, often received with backlash regardless of the actual impact of the change.  
e.g. fear that a new bike lane in residential area will bring increased theft



# Background

## New opportunity!

- Health Authority to partner with local governments, and NGOs, such as Heart and Stroke Foundation and others to engage community stakeholders -- proactively and productively.



# Key concepts behind opportunity

- Health Authority is trust and respect of community & track record as evidence-based, neutral health champions
- Health Authority is optimally-positioned to be facilitators of change, and plant seeds for productive, rational dialogue and negotiation
- **How?** By having Health Authority partner with health NGO(s) and local gov't to support community engagement linked with key policy development processes e.g. development of Official Plan, Neighbourhood Plan, Transportation Plan
- **Not** prescriptive of any specific ways to go, but rather laying groundwork for evidence-informed, productive negotiation and dialogue
- **Not** advocacy; go where there is Council support and go well in advance of any controversy

# Example

Vancouver Coastal Health and Heart and Stroke Foundation's  
"Shaping Active, Healthy Communities"  
Dinner & Walkabout!



Heart & Stroke  
Shaping Active, Healthy Communities

## DINNER & WALKABOUT

You are invited to join us for this free event featuring a tapas dinner, a neighbourhood walkabout activity, and a keynote presentation by Dr. Brian O'Connor.

**Tuesday, October 25, 2011**  
**6:00-9:30 PM**

Join us for this dinner & walkabout, rain or shine, it'll be fun and informative!

**Lynn Valley Main Library**  
1277 Lynn Valley Rd  
North Vancouver, BC  
Spaces limited!  
RSVP by October 20 at:  
J.Ross@hsf.bc.ca  
or 604.730.7364

Dr. Brian O'Connor is Medical Health Officer for Vancouver Coastal Health. Dr. O'Connor has been involved in the promotion of heart health and the primary prevention of cardiovascular diseases for over 20 years. He was the Principal Investigator of the British Columbia Heart Health Survey and the Co-Principal Investigator of the British Columbia Heart Health Demonstration and Dissemination Programs. He was the chair of the 1st International Heart Health Conference and has been a member of the Advisory Board of all five International Heart Health Conferences, and more.

**MADE POSSIBLE BY:**

Vancouver Coastal Health  
Canadian Cancer Society  
The Bullitt Foundation  
real estate foundation  
CLASP  
NORTH VANCOUVER DISTRICT  
HEART & STROKE FOUNDATION

# “Shaping Active, Healthy Communities” Dinner & Walkabout

## What?

- With advice from local community planners, organized dinner and walkabout event at Lynn Valley Town Centre– October 25, 2011
- Invited Heart and Stroke Foundation volunteers, Canadian Cancer Society volunteers, neighbourhood residents, community agency stakeholders
- Cost and workload sharing: 1/3 planning departments; 1/3 health authority; 1/3 NGO
- Events’ agenda:
  - ✓ Free dinner and mingling
  - ✓ Brief introduction by HSF, celebrating achievements to date
  - ✓ Keynote address by Medical Health Officer
  - ✓ Walkabout guided by local planners
  - ✓ Scoring walkability of existing neighbourhood

# “Shaping Active, Healthy Communities” Dinner and Walkabout



Alice Miro (HSF) offers a take home message



Dr. Brian O'Connor (VCH) delivers keynote address



Participants appreciate Dr. O'Connor's address



Walkabout tour group assemblies - DNV leaders Tom & Christina



Walkabout tours assemble



Walkabout tour group assemblies - DNV leader Phil

# “Shaping Active, Healthy Communities” Dinner and Walkabout

## Outputs and outcomes

- About 90 people attended the event, including local Council members
- Council members: want one of these for each neighbourhood!
- Planners: wow, it worked!
- 43 local residents signed up for e-mail updates by local planners/HSF
- Participants are very enthusiastic

One said,

*“I’ve lived in this neighbourhood 35 years and had no clue all of this great stuff was happening! I’m so proud of my community. Great event! I learned a lot and didn’t feel preached at.*

*I look forward to future involvement opportunities.”*

# Ongoing Partnership Throughout OCP Implementation Planning

1. **Cost-sharing** and co-delivering Official Community Plan Implementation events
2. Community engagement around healthy built environment planning for Town and Village Centre Planning
  - ‘Community Walkability Tour’ in the Lower Capilano Marine Village Centre during July 2012 allowed participants to explore the “good and bad” in their neighbourhood
  - Presentations & information – sharing by health professionals
3. Broaden community engagement linked to these planning processes further—deeper and increased impact.
4. Evaluate and develop a “case study”.
5. Take these to new communities i.e. City of North Van, Surrey
6. Inform community engagement programs and funding proposals.

# Important Considerations:

- What was presented today is just one of many effective ways and models that are out there in terms of “health” and “planning” working together.
- The “right” model for your community will depend on various factors: e.g. health authority’s structure and capacity, local NGOs’ capacity, local planning department’s capacity, demographics, SES, culture, political context, provincial policy framework, issues and obstacles at hand.
- If you are looking to join forces with local partners on healthy built environment work, advised to take time to understand strengths, limitations, interests and needs of potential local partners and to carefully consider the local context– No cookie cutter approach is likely to work!