

OUR CITY. OUR FUTURE.

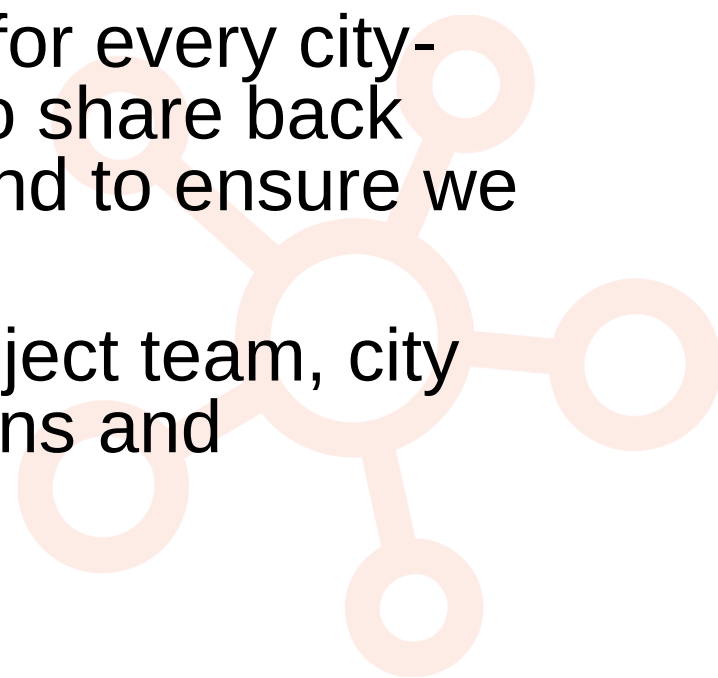


Healthy City Strategy

What we Heard from Public Engagement
August 2021

ST. JOHN'S

Disclaimer

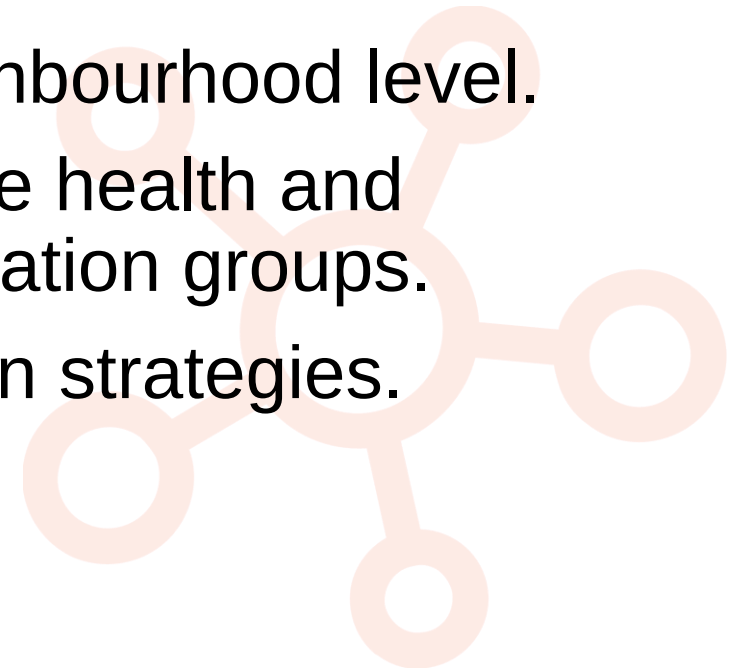
- This document aims to provide a summary of what was heard from participants during the public engagement process. It is not meant to reflect the specific details of each submission or conversation word-for-word.
 - The City produces a What we Heard document for every city-lead project where public engagement is used to share back with the community the commentary collected and to ensure we heard you correctly.
 - The full scope of commentary is used by the project team, city staff, and Council to help inform recommendations and decisions.
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Context and Background

- The Healthy City Strategy provides decision-makers, staff, and stakeholders with a framework to consider health as part of their planning, budgeting, and delivery of programs and services.
 - A formal strategy helps engage and align the key stakeholders in the community and all levels of government on issues that matter to them, while promoting change at the neighborhood level.
 - The goals and implementation strategies focus on best practices as well as gaps that were identified by stakeholders.
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Purpose of Public Engagement

- Strengthen understanding of how residents feel about their access to safe and affordable housing, healthy foods, mental and physical health amenities, transportation options, parks and green spaces, and more.
- Identify healthy city assets and gaps at the neighbourhood level.
- Collect ideas about what can be done to improve health and wellness in different areas and for various population groups.
- Evaluate the proposed goals and implementation strategies.



Public Engagement Goal

The public engagement process ran from May 17 to June 22, 2021. The primary goal was to inform and strengthen evidence-based action plans to help reduce social inequities, and improve the physical, mental, social and environmental conditions that impact health and wellness.



Public Engagement Tools



Engage discussion
forums



Mapping tool



Public survey



Virtual public sessions



City Expert panels &
Community
Stakeholders



Emails and phone calls



Promotion of Public Engagement

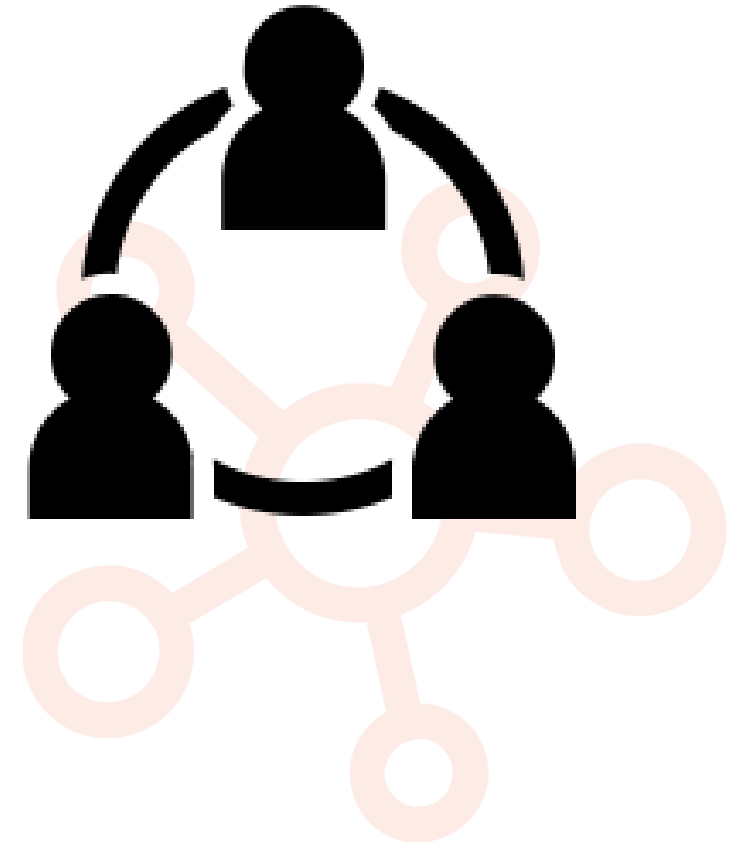
- City website news
- Engage St. John's project page
- Emails delivered through engagestjohns.ca
- City of St. John's social media accounts
 - Facebook
 - Instagram
 - Twitter
- Media interviews/coverage – MOU signing
- Radio ad
- Promotional video on various platforms
- Professional and stakeholder networks



Supporting Participation

Normally, to ensure feedback is collected from a diverse group of residents, City staff will visit local organizations and meet individuals who experience barriers to participation in spaces where they feel supported and comfortable.

Covid-19 restrictions prevented “in-person” consultation. Therefore, staff instead collaborated with representatives from community centres, and various youth, senior, and inclusion groups to provide the necessary supports to encourage participation.



Key stakeholder groups consulted

City Environment and Sustainability
Experts Panel

City Affordable Housing Working
Group

Eastern Health Population Public
Health, Primary Health & Mental
Health and Addictions

St. John's Food Policy
Council

Community Sector Council Go-
Getters NL Youth Group

Students

Neighbourhood Community Centres

City Seniors & Inclusion Advisory
Committees



Points of Engagement

618 Unique visitors on EngageStJohns.ca

568 surveys completed by residents of St. John's
- 442 through general online link
- 126 through collaboration with community partners

74 pins added to the
Engage St. John's
mapping tool

64 contributions to the
Engage St. John's
discussion forums

3 virtual public
engagement sessions
(West, Central, East)

+ Focus groups for those
who could not participant
virtually

What we Heard

The next few slides present some of the key findings from the 5-week public engagement process on the Health City Strategy.

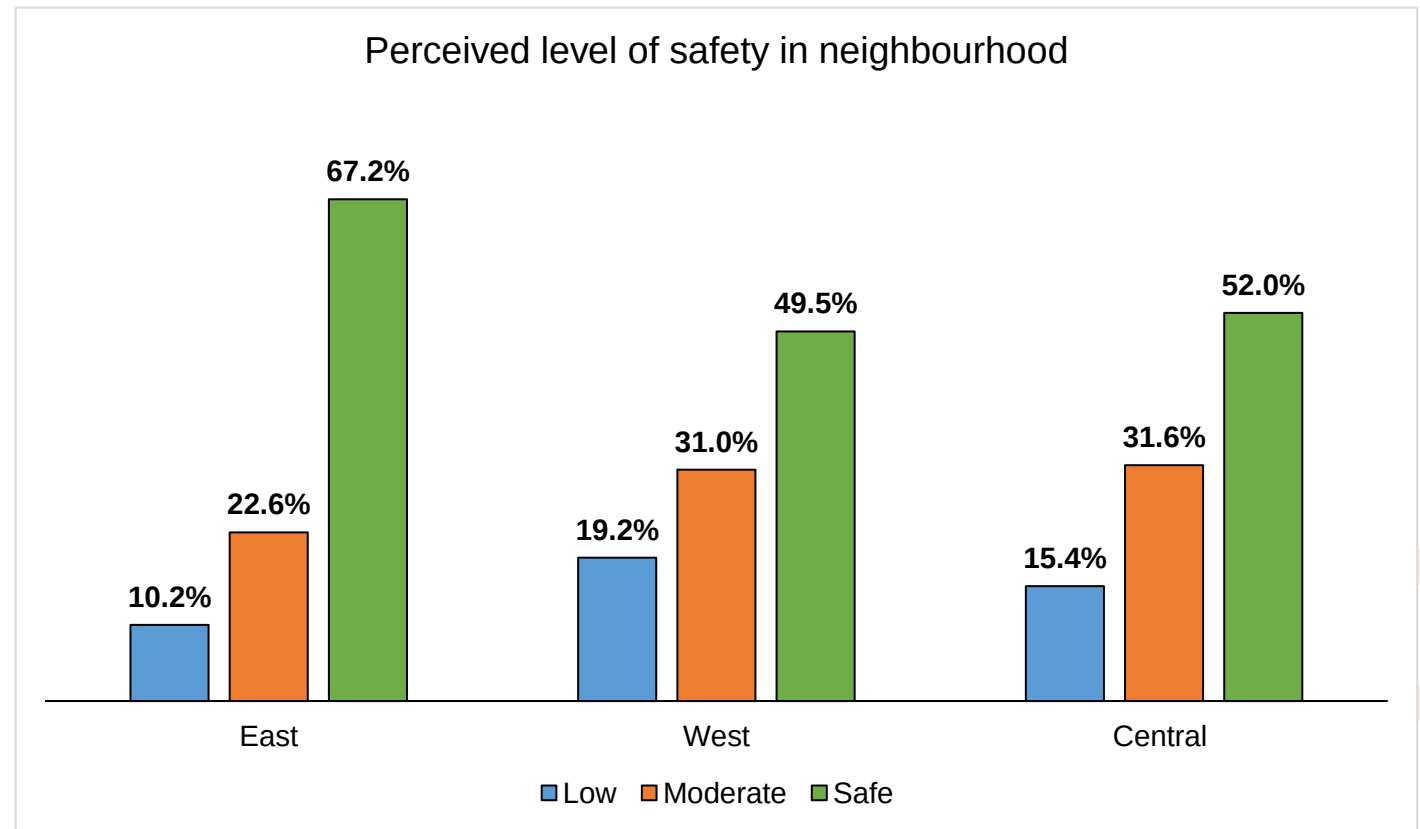


Healthy city assets ranked in order of perceived importance to health and wellness

1. Safety	8. Active transportation
2. Mental and physical health	9. Inclusion and belonging
3. Access to food	10. Public transportation
4. Parks and green spaces	11. Lifelong learning
5. Affordable housing	12. Arts and culture
6. Environment and sustainability	13. Accessible housing
7. Neighbourhood design	14. Diversity

Safety

Although participants considered safety the most important asset, only **13.3%** of the total sample considered their neighbourhood unsafe.



Safety Concerns

Break-ins

Speeding

Poor biking
infrastructure

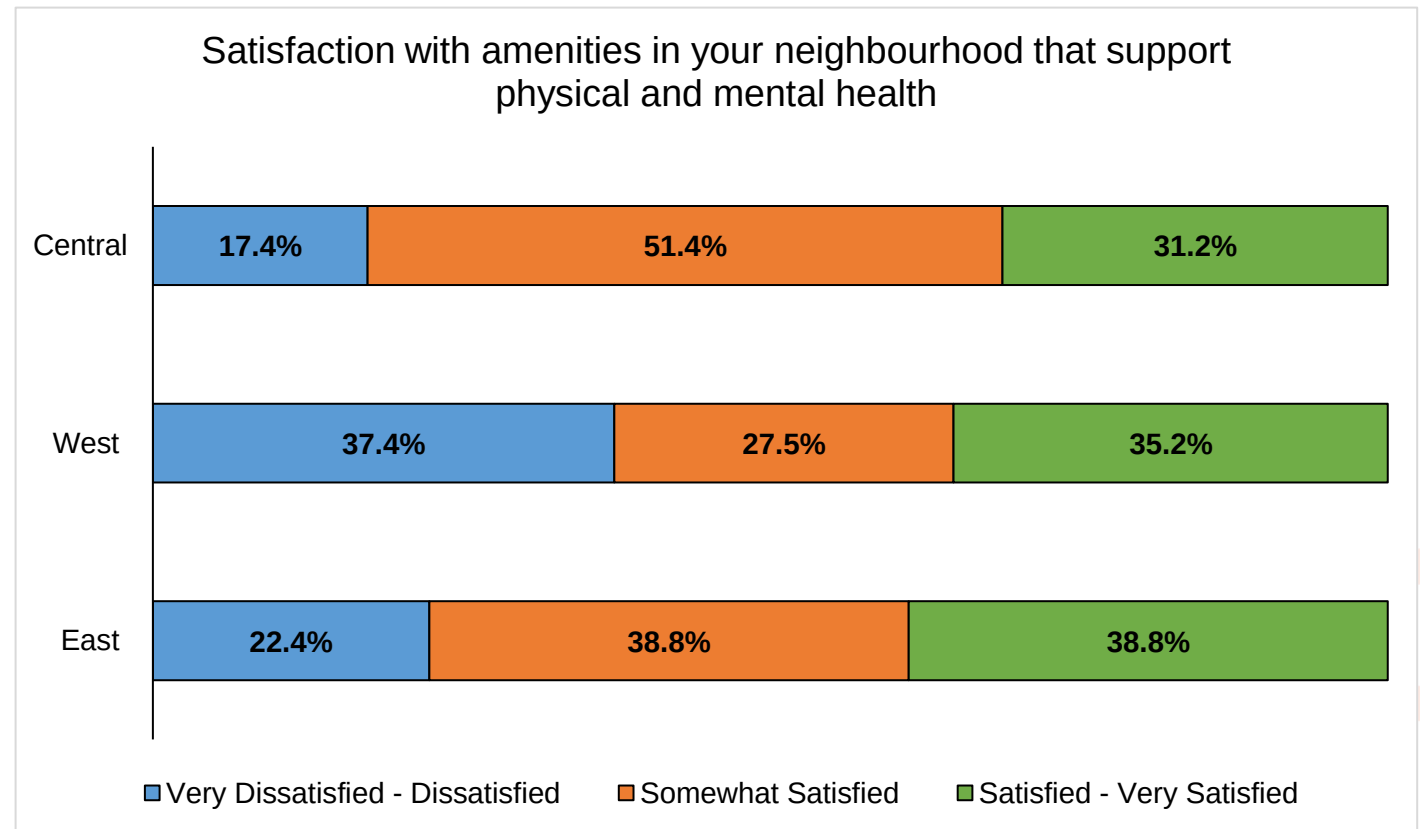
Harassment while
walking alone

Limited/inaccessible
sidewalks

Poor lighting

Mental and Physical Health

23.7% of the total sample were very dissatisfied or dissatisfied with the mental and physical health amenities in their neighbourhood.



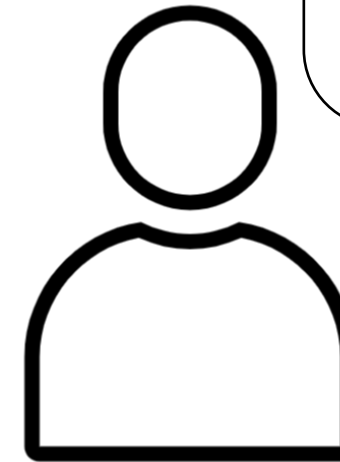
Mental and Physical Health Concerns

Availability of health-promoting activities

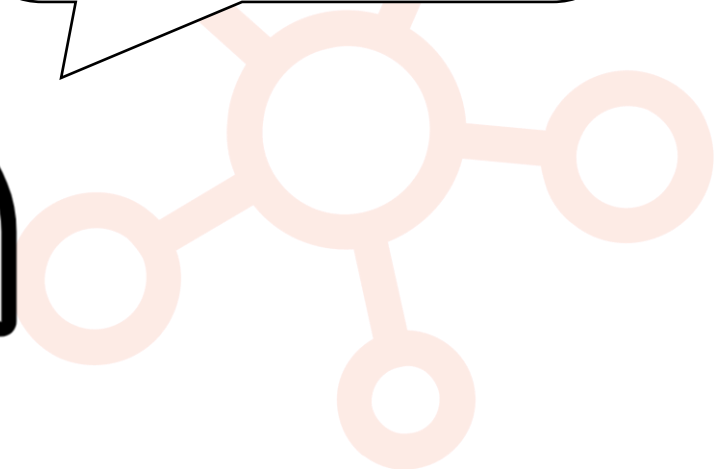
- Trails and sidewalks are not always well-maintained
- Poor use of indoor recreational facilities
- Organized sports are often expensive

Access to health care services

- Limited mental health support
- Physician shortage
- Long waitlists

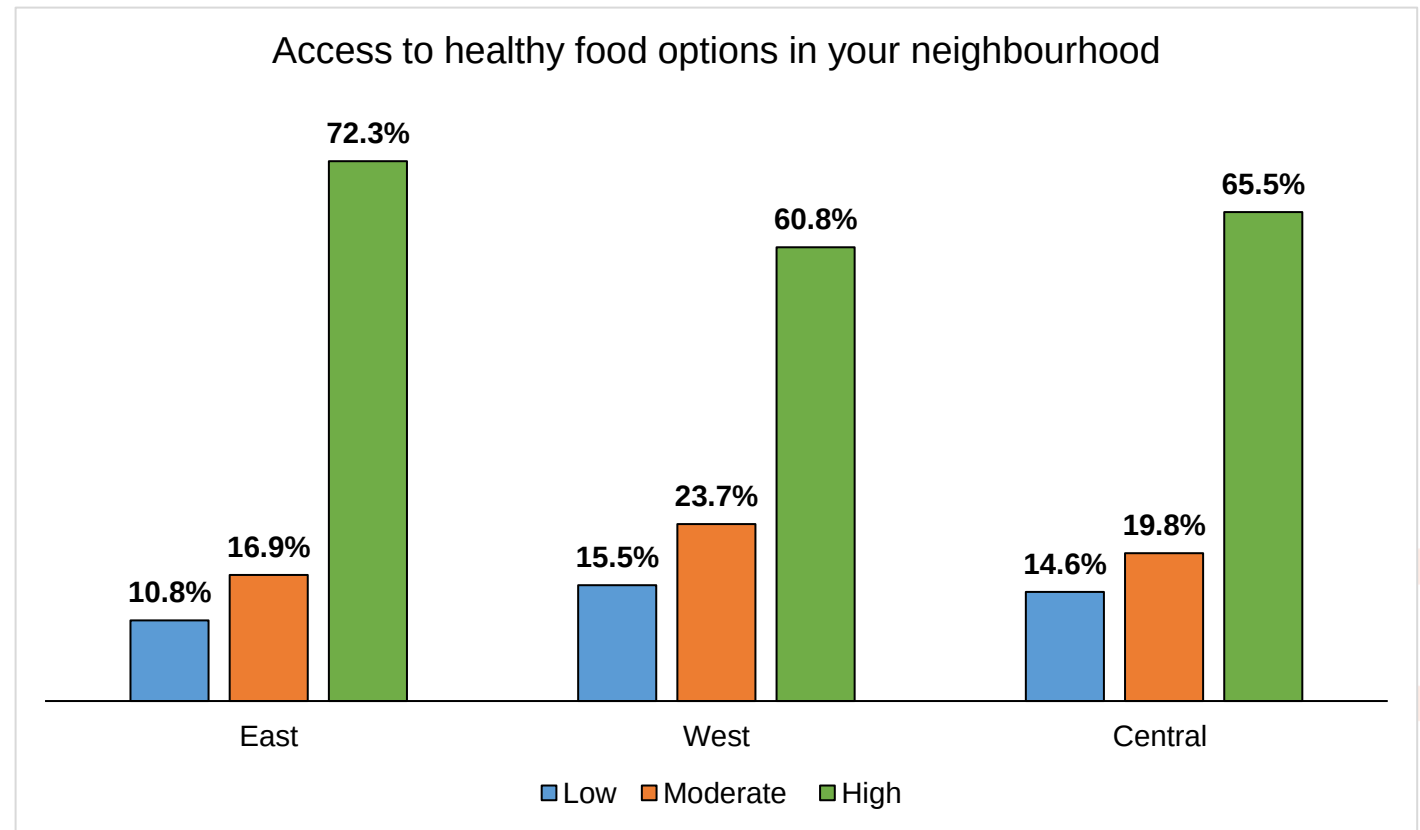


“I'm unsure what mental and physical health supports are even in my neighborhood. Making the public more aware of any amenities through advertising, etc. would be a benefit” (quote from survey respondent)



Access to Healthy Food

12.6% of the total sample indicated they have low access to healthy food options in their neighbourhood.



Access to Healthy Food – Barriers



Distance

- No grocery store within walking distance
- Access is limited without a vehicle

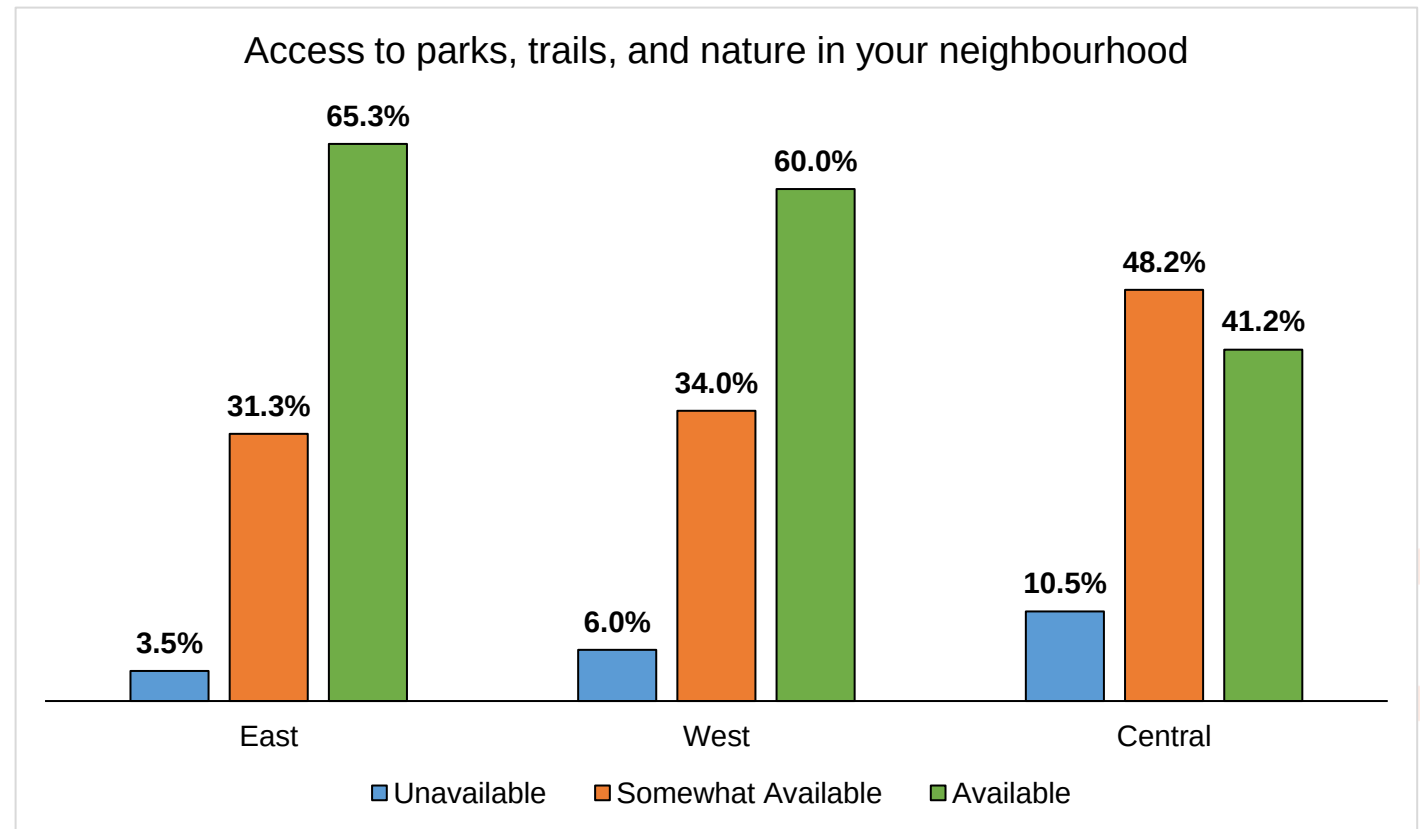


Cost

- High costs of fresh food
- Unhealthy options are typically more affordable

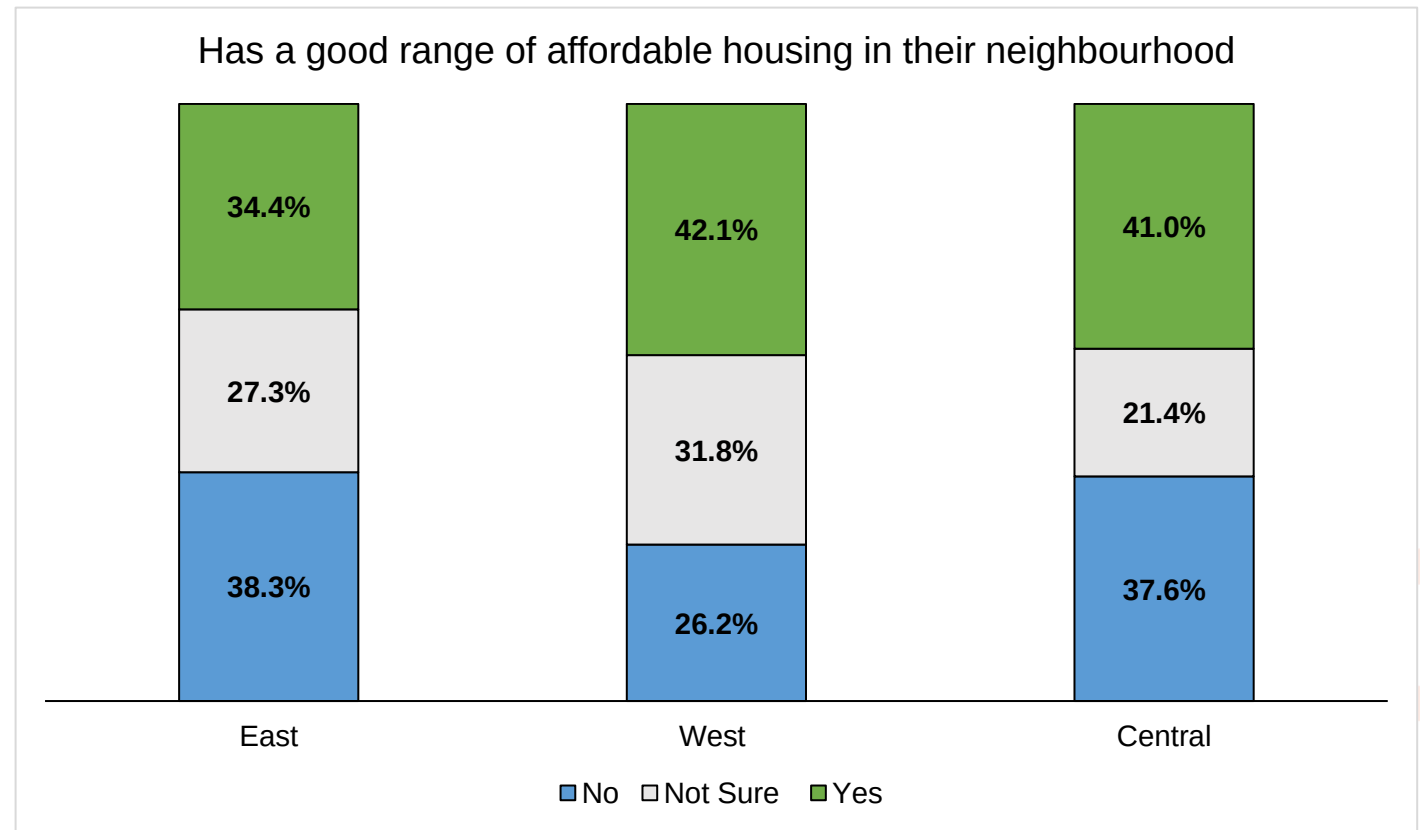
Parks and Green Spaces

94.4% of the total sample reported that parks, trails, and green spaces were available or somewhat available in their neighbourhood



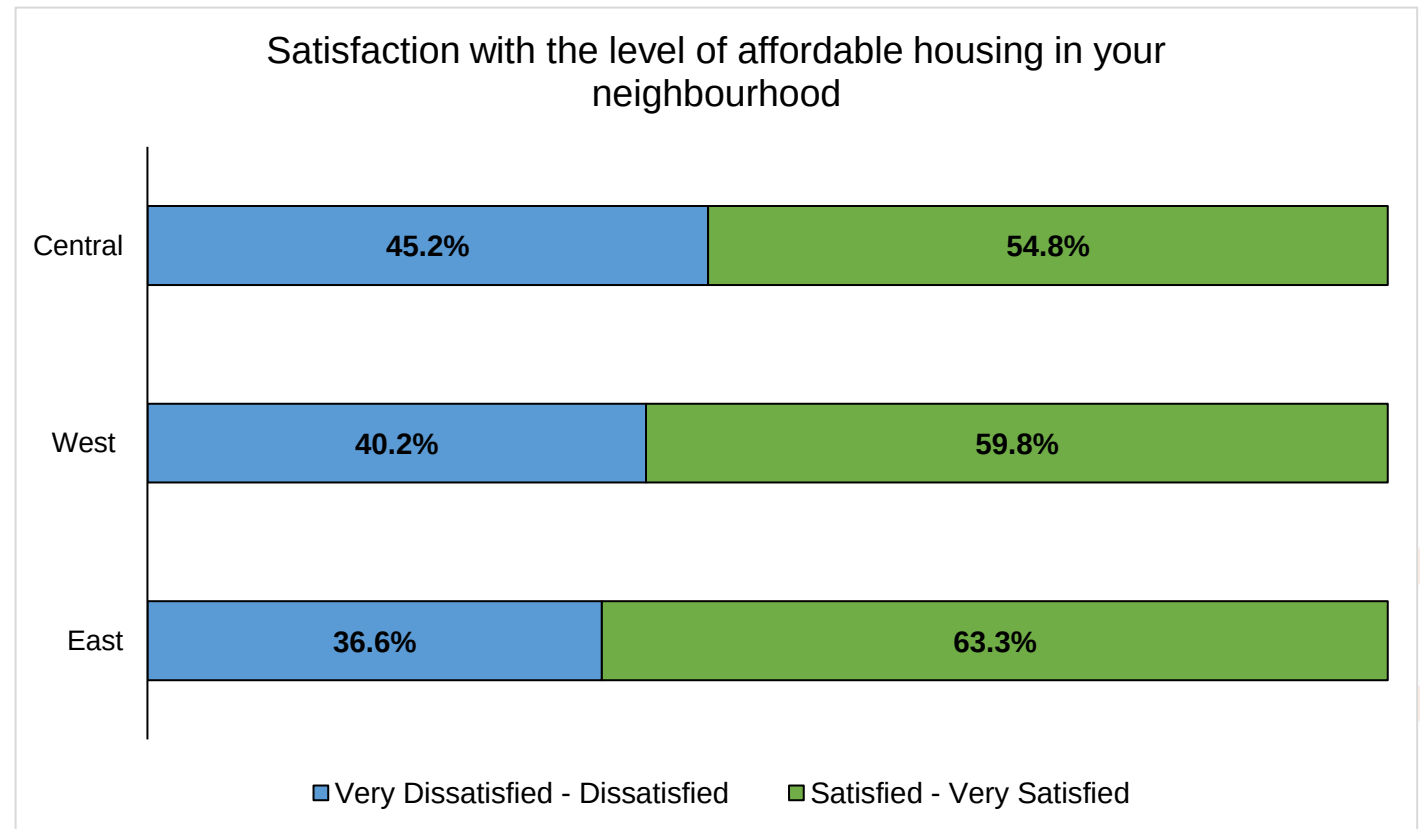
Affordable Housing

37.6% of the total sample reported having a good range of affordable housing options in their neighbourhood

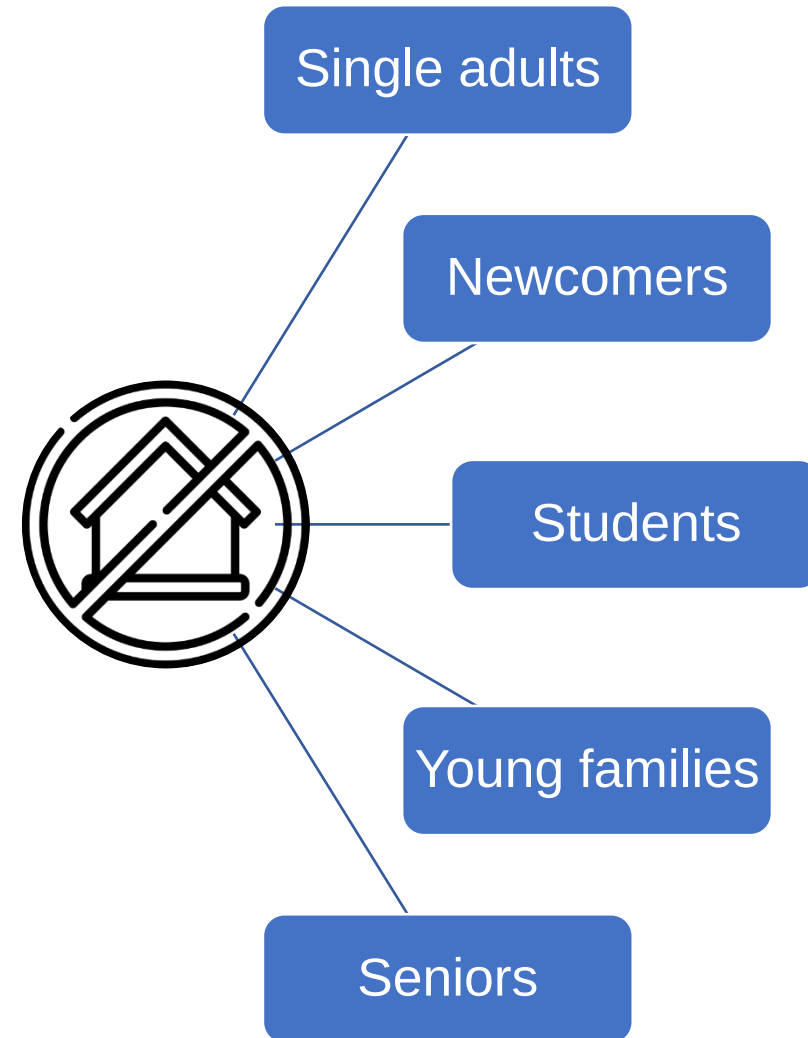


Affordable Housing

60.8% of the total sample were satisfied or very satisfied with the level of affordable housing in their neighbourhood.



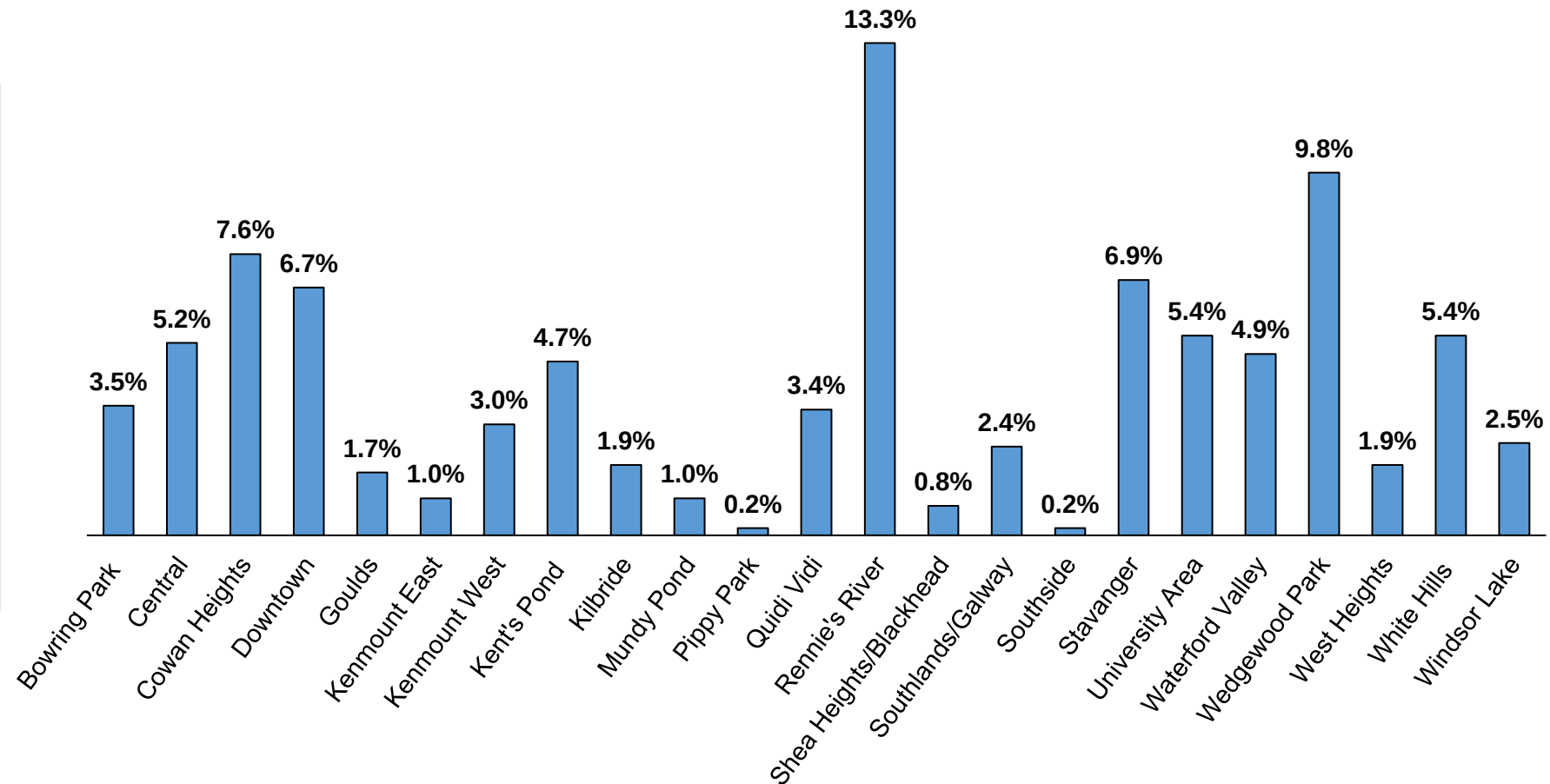
Participants frequently commented about how current housing prices prevent certain populations from entering the market and building a life in St. John's.



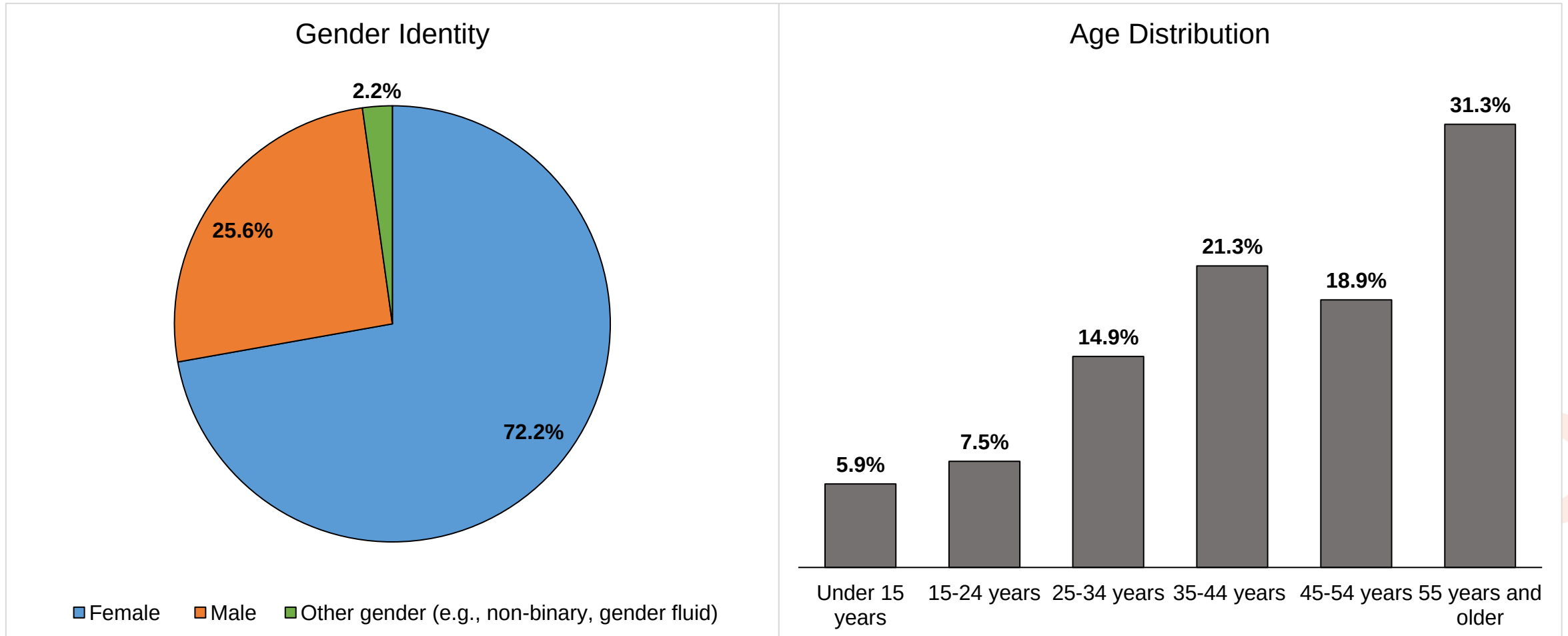
Who Responded to the Survey?

568 St. John's residents completed the Healthy City Strategy survey

- West: 22.5%
- Central: 23.7%
- East: 53.8%



Who Responded to the Survey?



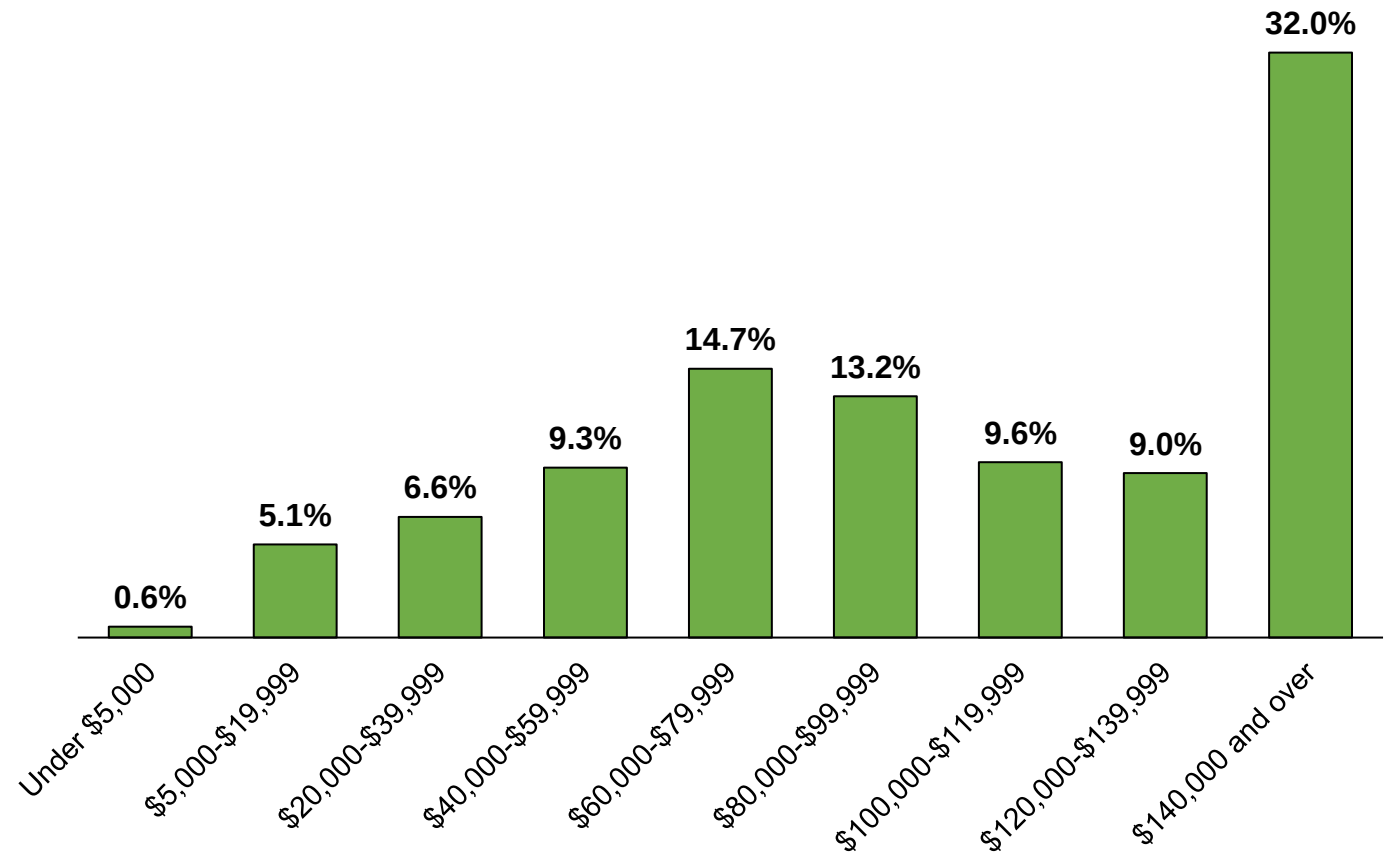
Who Responded to the Survey?

Household income

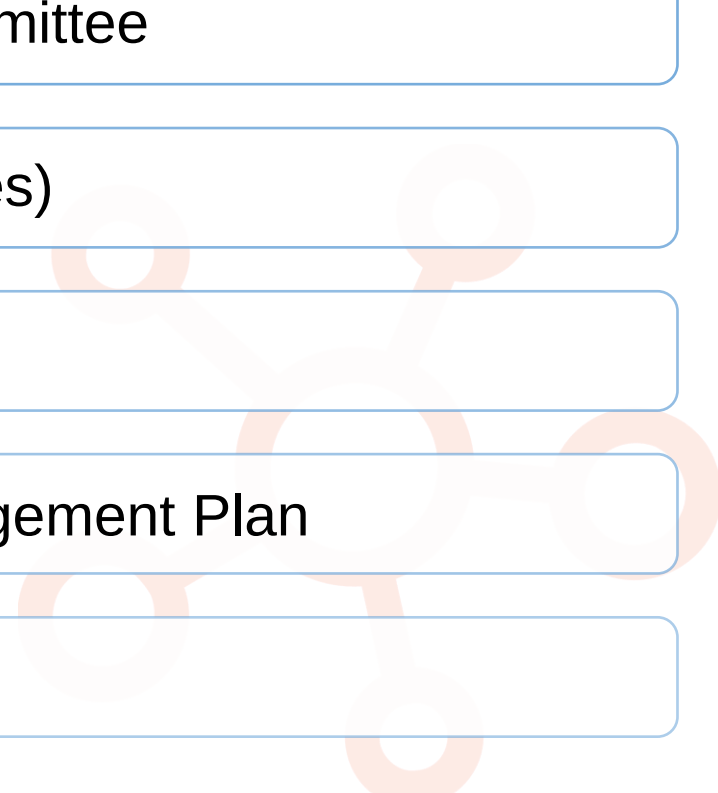
50.6% reported an annual household income of over \$100,000.

2.5% self-identified as Indigenous.

13.9% reported living with a disability.



Next Steps

- 
- Submit Healthy City Strategy Report to Council for Approval
- 
- Formalize Mobilization Team & Formation of Steering Committee
- 
- Develop Critical Path (Short, Medium, Long-Term Outcomes)
- 
- Develop an on-going Evaluation Framework
- 
- Development of On-Going Communications & Public Engagement Plan
- 
- Plan and Execute Healthy City Strategy
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To stay
informed

