

the INDICATOR

September 2005



A joint publication of the Quality of Life CHALLENGE and the Community Council

Quality of Life CHALLENGE LEADERSHIP PARTNERS



Government of Canada
Gouvernement du Canada



HOW WOULD YOU RATE YOUR QUALITY OF LIFE?

	Subregion			Gender		Total
	Peninsula	Core	Westshore	Women	Men	
Very Good	52.9%	42.5%	36.7%	45.7%	40.8%	44.0%
Good	37.6%	38.8%	44.4%	38.1%	44.8%	40.2%
Fair	7.7%	15.7%	15.2%	13.5%	11.4%	12.9%
Poor	1.3%	2.1%	3.1%	2.2%	2.1%	2.2%
Very Poor	0.3%	0.5%	0.5%	0.5%	0.3%	0.4%

The question was asked recently in a region wide survey commissioned by the Community Council for the Quality of Life CHALLENGE¹. More than 84% of people living in British Columbia's Capital Region rate their quality of life as good or very good. Less than 3% – representing approximately 8,500 people – rate their quality of life as poor or very poor².

Survey results showed significant variation among the sub-regions³. In particular, differences highlighted how people rated satisfaction with their neighbourhood...

(continued on page 2)

INSIDE

Investing in the CHALLENGE	2
Indicators Show Trends in Quality of Life	3
Resources	4
Volunteer Profile	4
Central Saanich Supports Food Charter	5
Congratulations	6
Striking a Chord	7
Mark Your Calendars	8

YOU ARE INVITED! Community Council ANNUAL GENERAL MEETING

Hear about the new survey results on
REGIONAL DIFFERENCES IN QUALITY OF LIFE
with comments by elected officials from three subregions.
12 to 1:30, Friday September 23rd, 2005
Ambrosia Centre, 638 Fisgard Street

Free to members (see back page for membership details)
\$30 for non-members
RSVP by Monday, September 19th, 2005
to Community Council, 383.6166
or info@communitycouncil.ca

TO RECEIVE YOUR NEWSLETTER ELECTRONICALLY, PLEASE EMAIL info@communitycouncil.ca.

INVESTING in the Quality of Life CHALLENGE



"Let's not live on an island when it comes to the social and economic issues that surround us," said Lloyd Craig, CEO of Coast Capital Savings. At his personal invitation, 85 local leaders attended a Corporate Breakfast in June for the release of the new report, *Quality of Life in BC's Capital Region 2005*. The event was sponsored by Coast Capital Savings and Western Economic Diversification Canada.

"We still have work to do," Craig challenged the leaders who attended the Corporate Breakfast, "and the Quality of Life CHALLENGE plays an important role in providing resources and the networking needed for this task. Targets have been set for December 2006. But this work will not end in 2006. The Quality of Life CHALLENGE has attracted national attention as a very effective 'made in Victoria' vehicle to mobilize people and achieve real outcomes. I urge you to partner with Coast Capital Savings and other Leadership Partners and supporters of the CHALLENGE to build on these successes."

Coast Capital Savings shares the values and goals of the CHALLENGE. It benefits from investing staff time and multi-year funding to achieve those shared goals both within the organization and the community. Coast Capital Savings is an exemplary Leadership Partner.

The Quality of Life CHALLENGE focuses energy and resources on three serious local issues: housing, sustainable incomes, and community connections. The CHALLENGE is the catalyst that helps make change happen. Partners (see page 1) and supporters (see page 8) are taking ownership of, and investing in, an initiative that brings hope and that is breaking new ground.

This comprehensive work is getting to the root of problems. It will continue because of local investment. Give some thought to how you are investing in your community for the long term. If you want to be a partner in the Quality of Life CHALLENGE, contact Don Storch or Christina at 383.6166.

SURVEY SHOWS DIFFERENCES – Continued from page 1

as a place to live, with their level of social activity and with feeling part of their community. These, and other survey results, will be released at the Community Council Annual General Meeting on September 23rd.

In the survey, people were asked to name the "three most important things" that add to their quality of life. More than 20 different things were said to be "most important". The interconnection of issues is part of what makes quality of life complicated to measure and to impact.

With such a complex issue as quality of life, many people (across incomes, genders and subregions) included one or more of the same three factors as being "most important":

- 19 percent of the people said "relationship with family."
- 16 percent named "health."
- 12 percent said that it was "financial security."

However, there were variations by income level, gender and subregion for other things that people said were important to their quality of life.

For example:

- Housing issues were reported more frequently by lower and moderate income respondents, by women and by respondents living on the Westshore.
- Environmental issues were reported more frequently by higher income respondents and by people living in the Core municipalities.
- Education was reported more frequently by the lowest income respondents.
- Work / career enjoyment was reported more frequently by higher income respondents and by men⁴.

(please see footnotes, page 3)

INDICATORS SHOW TRENDS IN QUALITY OF LIFE

Many of us take it for granted. Some of us struggle to achieve it. Each of us has a stake in it. Quality of life is dynamically linked with the sustainability of our economy, our physical environment and the health of our community.

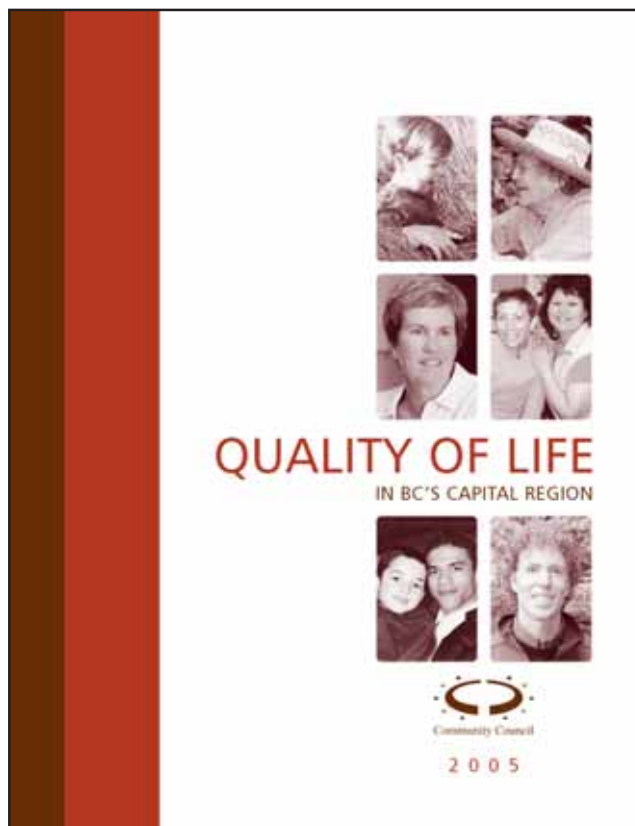
Quality of Life in BC's Capital Region 2005 is a new publication that provides a comprehensive set of local indicators of quality of life. It contains statistical data and analysis on 36 indicators related to demographics, community affordability, housing, workforce, health and community safety, and participation. Comparisons with the 1999 report indicators show how the region is moving toward or away from sustainability.

Trends underline the need to address the availability and affordability of housing, industry diversity, food security and the personal stress of people who live here.

Quality of life issues are interconnected, complicated to measure and difficult to address. It is important for all sectors to work together in a comprehensive way to sustain a high quality of life for everyone. Information in this report provides useful information to help address the challenges.

The publication is an initiative of the Community Council through the Quality of Life CHALLENGE. It was made possible because of the efforts of many volunteers and supporting organizations. Funds were provided by the Vancouver Foundation and the Leadership Partners and Supporters of the CHALLENGE.

The complete report is available on line at www.communitycouncil.ca and at www.qolchallenge.ca. A limited number of hard copies are available.



SURVEY SHOWS DIFFERENCES – Continued from page 2

Footnotes:

1. The region wide telephone survey on quality of life was supported by the Vancouver Foundation, Human Resources and Skills Development Canada and R.A. Malatest & Associates. A random sample of the general residential population was drawn and 1,140 people completed the survey. The results are statistically reliable by the three sub-regions of the Capital Regional District at the 95% confidence level, $\pm 5\%$.

2. As a telephone survey, people without home phones were excluded from the sample. People living on low incomes are much less likely to have residential telephones, particularly people receiving income

assistance. As a result, the sample was not fully representative of people living on low incomes compared to the demographics of the region (3% of respondents with incomes below \$10,000 compared to 6% of the region's population).

3. The 13 municipalities in the Capital Regional District are divided into three subregions: the Core (Victoria, Esquimalt, Oak Bay and Saanich); the Peninsula (Sidney, Central Saanich and North Saanich); and the Westshore (Colwood, Langford, Metchosin, Highlands, Sooke, and View Royal).

4. Male survey respondents were not significantly more likely to be employed than female respondents.

RECENT RESOURCES

www.communitycouncil.ca or www.qolchallenge.ca

Quality of Life in BC's Capital Region 2005, June 2005. New publication of Quality of Life indicators containing analysis, comparisons with other cities, trends from 1999, and options for action.

HR Options of Action, July 2005, 50 suggestions to build your business and the community with local case studies.

The employer CHALLENGE, bi-weekly e-newsletter about human resource management featuring employers from BC's Capital Region.

The Caring Community: Accounting for the Impacts of Provincial Government Changes, March 2005, final report of the Community Reconstruction project. Summary (six pages) and Full Report (29 pages).

For sale from Community Council or Groundworks (360.0799):

Community Green Map of Victoria and Region, \$5

The Victoria Community Green Story Book, \$5

Mapping our Common Ground, a community and green mapping resource guide, \$10

Vibrant Communities website: www.vibrantcommunities.ca. Wide range of ideas, current happenings and research about poverty reduction. The Quality of Life CHALLENGE is often featured on this national website.

Victoria Cool Aid Society, *Homeless in the Garden City* calendar, \$10, 370.1977

Through the Eyes Children. What is it like to be HOMELESS? booklet

Children whose families are homeless or at risk of homelessness and Kim Vandenburg, artist and outreach worker, use photographs and wire mesh to tell their stories in this powerful booklet available at the Burnside Gorge Community Association.

The Family Self Sufficiency Program Film follows four women as they begin their journey toward economic self sufficiency. To arrange to borrow the film call 388.5271.

volunteer profile

DON STORCH

Volunteering is essential to Don Storch's quality of life. Soon after moving here from Edmonton he contacted the Community Council, became a member and took leadership to create the annual Community Celebration. Later he joined the Steering Working Group of the Quality of Life CHALLENGE and now heads up its Fundraising Task Force. Don just competed a two year term as national President of the Victorian Order of Nurses. Throughout his professional career as a consultant and counselor he has held senior positions with a variety of not-for-profit organizations.

Thank you Don for your dedication to the community. You have made a difference!



CENTRAL SAANICH FIRST TO SUPPORT FOOD CHARTER

Access to safe, healthy food for everyone in this region– that is what some local citizens and organizations are promoting. The way to get there is laid out in the Capital Region Food Charter, which has been developed through the Capital Region Food and Agriculture Initiatives Roundtable (CR-FAIR).

The proposed Capital Region Food Charter promotes:

- the right of all residents to healthy food.
- income, employment, housing, and transportation policies that support access to food.
- productive farmland close to home.
- quality and supply of water for home and agricultural use.
- convenient access to healthy and affordable foods in neighborhoods.
- collaboration among member municipalities, the Vancouver Island Health Authority and others to promote healthy food-purchasing practices that support local farm and food businesses.
- partnerships and programs that support rural-urban food links through farmers' markets, the Fresh Fruit and Veggie Box and other rural-urban initiatives.
- urban agriculture through community gardens, backyard and rooftop gardens, and city fruit trees.
- training and income generating programs that promote food security within a community economic development model.
- health promotion strategies that increase the health of all members of the population.
- regular community food security assessment on how the Capital Region is achieving food security.



On July 4th, Central Saanich municipal council endorsed in principle the Capital Region Food Charter and referred it to their Official Community Plan review. A successful food security charter relies on citizens to apply food security measures in their homes, work places and neighbourhoods. It also requires the support of local decision-makers to create supportive policies and programs.

To sign on to the Capital Region Food Charter, contact CR-FAIR at info@communitycouncil.ca or phone 383.6166.

CONGRATULATIONS

to all who have done something to improve housing, sustainable incomes or community connections.



Scott Jones of Interiors Design and Construction presents Vintage Hot Tub co-owner John Smith with a 2005 Quality of Life CHALLENGE decal.

HOW TO BE RECOGNIZED

Has your organization done something to improve housing, sustainable incomes or community connections? Share your experience so that others can learn from you and celebrate your success!

Contact info@qolchallenge.ca or 383.6166

Find out what others have done. Read the stories on the website of those who have been recognized.

www.qolchallenge.ca

2005 Quality of Life Awards go to:

- Rogers' Chocolates for hiring people with disabilities.
- The Friends of Music Society for synthesizing music and mental health (see story, page 7).
- Wear 2 Start Society for helping women in job training programs get dressed for work.
- Bridges for Women Society for helping women with a history of abuse re-enter the workforce.
- Sooke Restorative Justice Program for diverting first time criminal offenders from the justice system to new opportunities.
- Mask Removal and Street Incomplete Productions, for *Hide and Go Homeless*, a documentary film made by Victoria youth about local poverty and homelessness.

Quality of Life CHALLENGE decals presented this summer:

- Vancity for paying entry-level employees a fair wage.
- Lifestyle Markets for recognizing employee talent and hiring without experience.
- Number 41 Media Corporation for its in-kind donation of redesigning the Quality of Life CHALLENGE website.
- Transitional Media for hiring a work-experience employee permanently.
- Business Victoria for a good benefits plan and hiring from a co-op program.
- Vintage Hot Tubs for hiring homeless people and people with no sales experience.
- Milestone's Restaurant for offering employees full health benefits and internal training.
- ...and 50 other groups who have enhanced quality of life for people in BC's Capital Region.

STRIKING A CHORD: CONNECTING MUSIC AND MENTAL HEALTH

The FRIENDS OF MUSIC SOCIETY was selected as a 2005 Quality of Life Award recipient for the exemplary way they demonstrate inclusion and enhance quality of life in this region.

Something magical happens when music is performed. Everyone in the room becomes connected, the moment touches us all. In Victoria, a non-profit group called the Friends of Music Society is doing just that: connecting people, sharing experiences and strengthening our community through the love of music.

"We don't label people. We give voice to the people," says Debbie Maloff, Executive Director.

The society, which started in 1989 with seven people and a theatre, has grown into a thriving musical community. Situated in the Eric Martin Pavilion and connected to the Royal Jubilee Hospital, Friends of Music allows a space for people with a mental illness to interact with each other and other members of the community. The organization's goal is to create an environment that connects through music and ability, not illness.

75 musicians and 200 members take part in the organization's five main programs. Each is designed to provide something for all ages, abilities and tastes. The Moodswing Orchestra is a crowd favorite, featuring music from the big band era. The Moodswing Chorus and The Eclectics play varied repertoires. Merging fun and education, The Fundamentals provides a drop-in space for budding musicians. The fifth group is called Minds at Work: performers offer a lively selection geared toward younger audiences.

In addition to the regular performances given weekly throughout the year, the organization holds two main public awareness concerts, one at The Bay Centre during the Christmas Season and another at Beacon Hill Park in the summer. The goal is to work with the community to address fears around mental illness and break down related stigmas.

While the focus is on fun and music, the Friends of Music is always striving to perform an important community service.

Maloff explains, "Maybe if the person has an issue or a family member does, they won't be as scared to talk or as inclined to hide it."

"Generally when people get an illness they can lose a lot of things, they can lose a sense of themselves, their jobs, their families," says Maloff.

The society does not underestimate the power of inclusion. "The fun thing at the events is the response from the people and just the sense of belonging, achievement, confidence building and teamwork that goes on," Maloff says. "How we treat people with a mental illness is constantly being addressed... this place becomes a sense of community and family, it becomes all those things for people."

It is this support network that makes the Friends of Music Society so essential, and gives it the ability to make music that is truly from the heart.



For more information:

<http://pacificcoast.net/~fom/>

THIS IS YOUR INVITATION! Community Council ANNUAL GENERAL MEETING

Hear about the new survey results on
REGIONAL DIFFERENCES IN QUALITY OF LIFE
with comments by elected officials
from three subregions.

12 to 1:30, Friday September 23rd, 2005
Ambrosia Centre, 638 Fisgard Street
Free to members
\$30 for non-members

RSVP by Monday, September 19th, 2005
to Community Council, 383.6166
or info@communitycouncil.ca

MARK YOUR CALENDAR

Celebration and Dialogue 2005
Wednesday, November 23
6:30 to 9:30 p.m.

Support Your Community Council

Vision:

a sustainable quality of life for everyone in British Columbia's
Capital Region.

Mission:

providing leadership to bring the community together.

Working principle:

sharing resources, power, information and leadership builds
our region's capacity for the long term.

Membership:

open to all concerned citizens, public agencies, private
businesses and community organizations who share our
mission and values.

ANNUAL MEMBERSHIP

Business/organizations	\$50
Individuals	\$25
Low income	\$3

Charitable tax receipts are issued.

Quality of Life CHALLENGE Supporters:



City of Victoria
The Victoria Foundation
Environment Canada
BC Housing
Vancity
Ann Geddes
Thrifty Foods
Shine*Ola Communications
Capital Regional District
The Stovel Family
CMSI Mentoring Solutions
WCG International Consultants Ltd.
Access Unlimited Consulting
KPMG
BCGEU
Thomas Jones
Liaison Communications

Community Social Planning Council of Greater Victoria

Supported by members, the United Way of Greater Victoria, contracted services
and the municipalities of Esquimalt, Oak Bay, Saanich and Victoria.

1144 Fort Street, Victoria BC, V8V 3K8 • phone: (250) 383-6166 • fax: (250) 385-6712
email: info@communitycouncil.ca • www.communitycouncil.ca • www.qolchallenge.ca