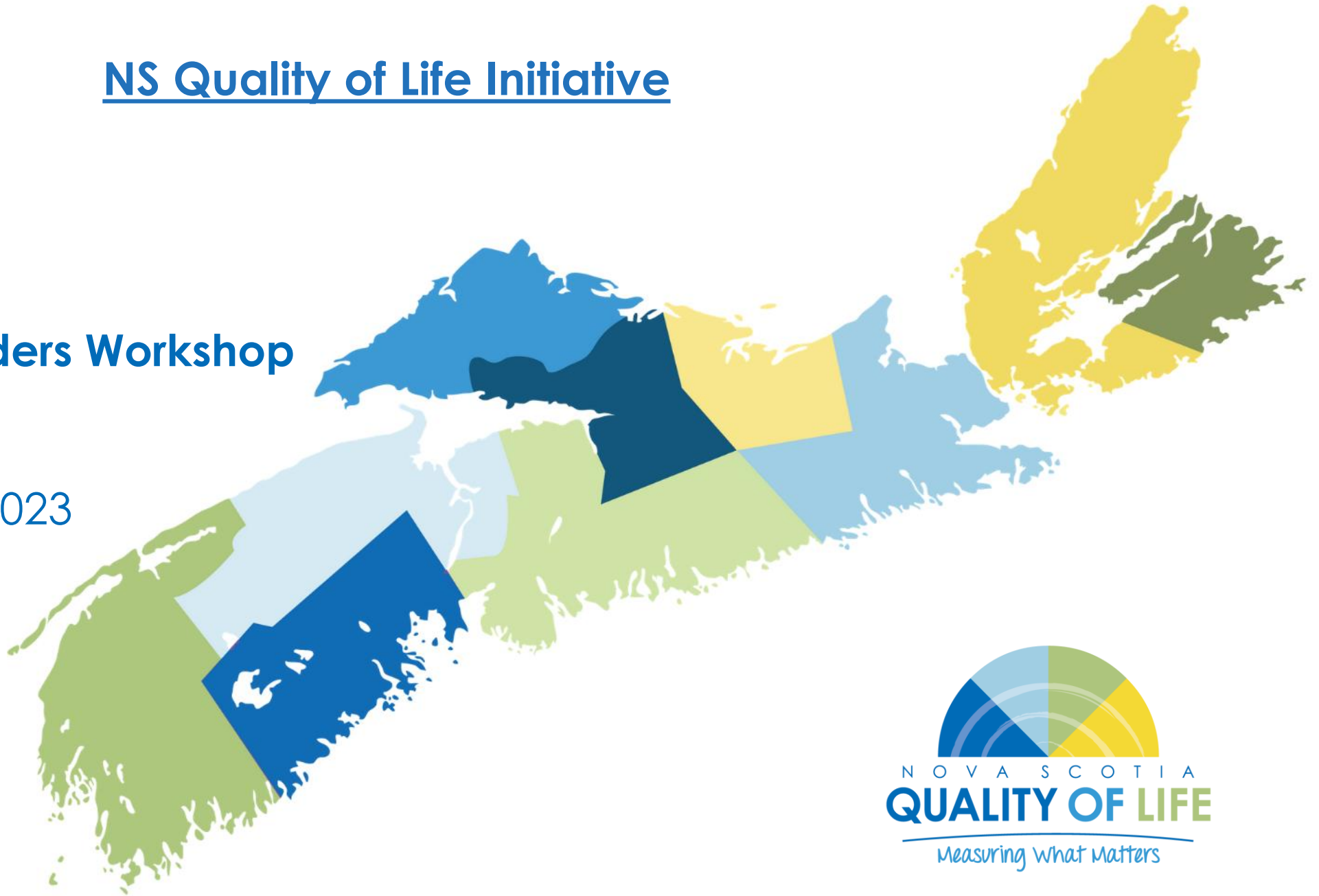


# NS Quality of Life Initiative

## Municipal Leaders Workshop

December 4, 2023





# Familiarity Questions (Use Chat)

Economic and population growth



Quality of life in community

## 2019 Spring Quality of Life Survey

- **Engage NS** partnered with **Canadian Index of Wellbeing** (Univ of Waterloo)
- **80,000** households received an invitation in their mailbox to participate in a **230-question survey**
- **Responses (13,000 province-wide)**
- **Weighted by age, sex and region**
- **Largest single survey on Wellbeing in Canada**



**NOVA SCOTIA,**  
You have mail.

**CHECK YOUR MAILBOX** during the last week of April 2019 for the Nova Scotia Quality of Life Survey.

Have your say in measuring what matters.

[nsqualityoflife.ca/survey](http://nsqualityoflife.ca/survey)

**NOVA SCOTIA QUALITY OF LIFE**  
Measuring what matters

## 2019 - PARTNERS

- All Governments
- All Sectors
- All Regions

## 2019 - LOCAL LEADERSHIP TEAMS



# Largest Single Quality of Life "Census" in Canada

(U of Waterloo Ethics Approval)  
(StatsCan Reviewed)

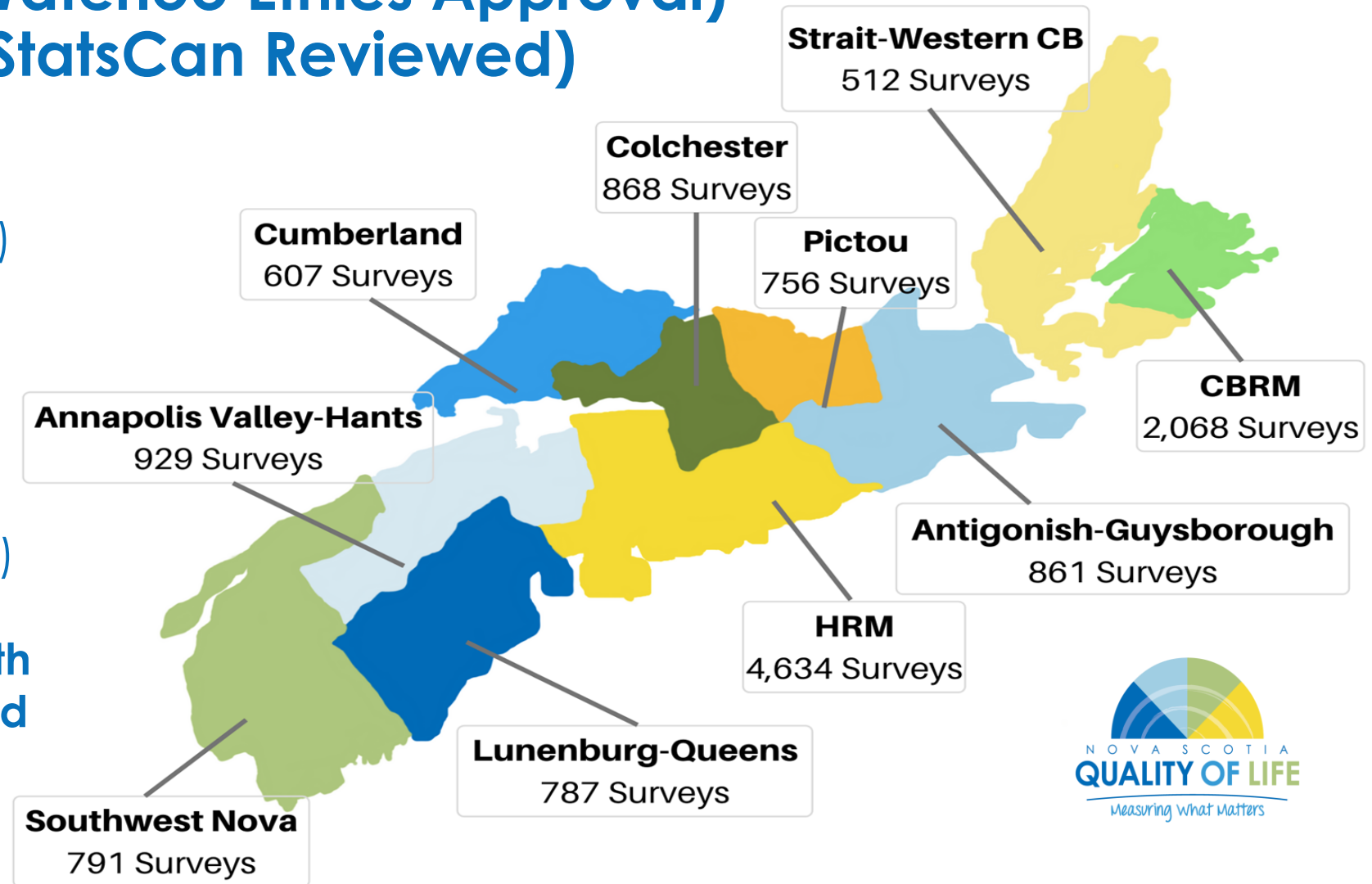
12,827 Responses (Pre-Covid)

230 Individual questions

16 years-old and above

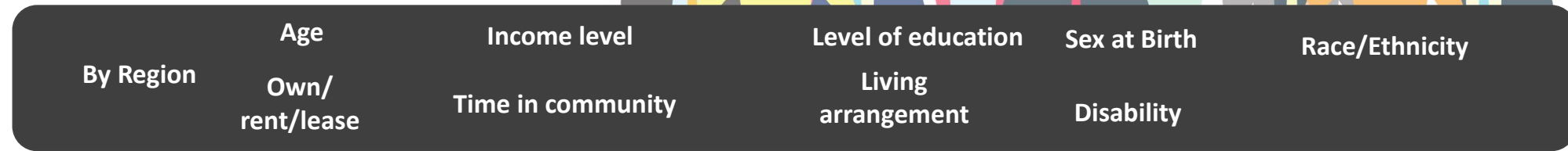
1% Margin of Error (weighted)

Data Sharing Agreements with  
Governments, Universities and  
Municipalities



# WHAT'S POSSIBLE?

## NS Quality of Life Initiative



### Community Vitality

- Sense of belonging to community
- Number of close friendships
- Social isolation and trust in others
- Inclusiveness of community
- Trust in neighbours, media, business and NGOs
- Volunteering
- Feeling of safety in neighbourhoods
- Experiences of discrimination

### Healthy Populations

- Mental and physical health
- Access to, and quality of, health care
- Level of exercise
- Ate less and less nutritiously
- Substance use and gambling activity

### Living Standards

- Could not pay bills on time
- Could not buy necessities
- Access to, and quality of internet
- Overall work satisfaction
- Satisfaction with job, salary, security, and promotion opportunities
- Flexible work hours and schedule
- Under-employment relative to training
- Effects of job on personal health and wellbeing

### Environment

- Perceptions of water quality in community
- Personal commitment to environmental protection and energy conservation
- Access to, and quality of, natural environment
- Eco-friendly practices
- Purchase of local foods

### Democratic Engagement

- Trust in local, provincial, and federal government
- Confidence in police, justice, schools and health care
- Participation in public meetings
- Participation in advocacy

### Leisure and Culture

- Access to libraries and learning institutions
- Participation in recreation, leisure, sports, and hobbies

### Education

- Availability of adult education
- Affordable education
- Use of retraining opportunities

### Time Use

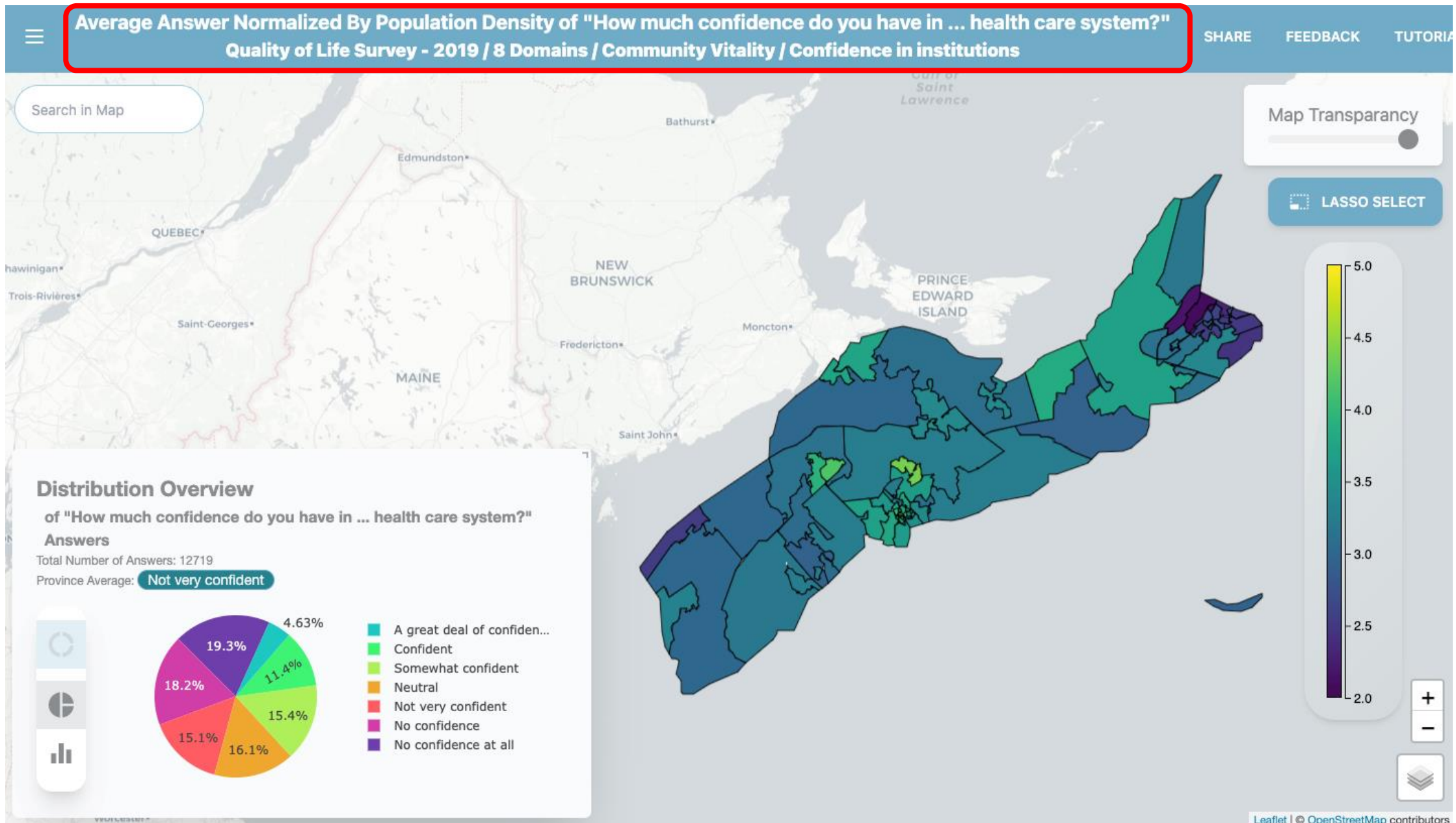
- Time pressure for sleep, socializing, creativity, and outdoors
- Time spent caring for dependent children and adults



# FINDINGS AND TOOLS DEMO

(FACULTY OF COMPUTER SCIENCES – DALHOUSIE UNIVERSITY - 2022)







# First Pause for Questions

# WELLBEING ANALYSIS TOOL (2022 Launch)

Domain	Question	CBRM Overall	CBRM with income <\$40k	CBRM 16-35 Adults	CBRM Over 65 Adults	CBRM Single Parents	CBRM with a Disability
Living Standards	How often in past year: I could not pay my bills on time	-0.02	-0.42	-0.58	0.25	-0.62	-0.20
	How often in past year: I could not pay my mortgage or rent on time	-0.04	-0.53	-0.66	0.17	-0.62	-0.18
	How often in past year: I ate less because there was not enough food or money for food	-0.02	-0.44	-0.40	0.04	-0.42	-0.18
	How often in past year: I could not afford to purchase nutritious foods	-0.04	-0.53	-0.54	0.07	-0.56	-0.24
	How often in past year: I use a local food bank	-0.05	-0.37	-0.17	-0.08	-0.30	-0.06
	How often in past year: I could not afford to pay for transportation to get to where I needed	-0.06	-0.51	-0.27	-0.04	-0.52	-0.19
	How often in past year: I did not have enough money to buy the things I wanted	-0.02	-0.42	-0.68	0.19	-0.49	-0.18
	How often in the past year: I did not have enough money to buy the things I needed	-0.07	-0.59	-0.43	0.05	-0.61	-0.26

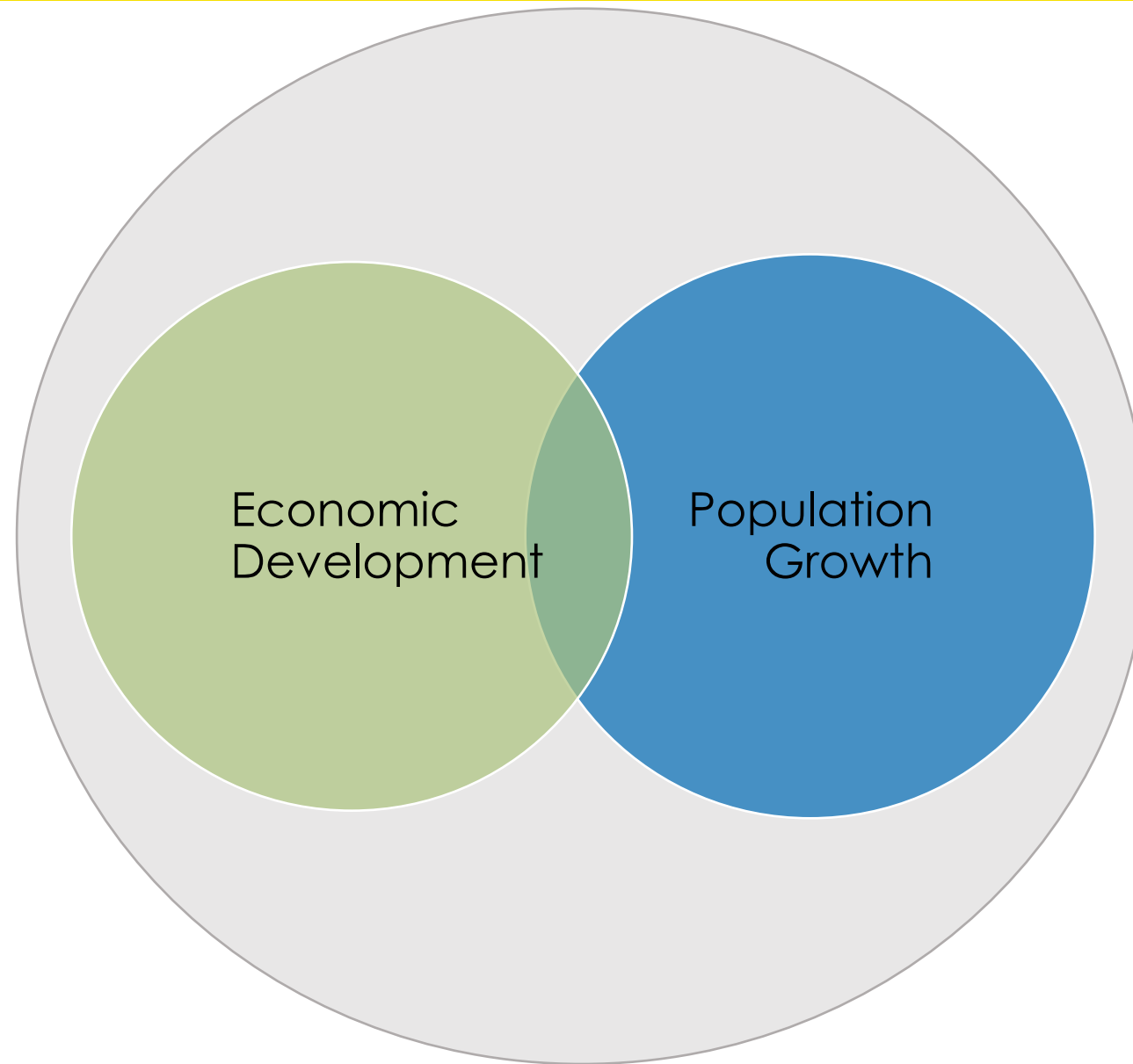


# Second Pause for Questions



# Cape Breton Regional Municipality Sample Use Case

# Cape Breton Regional Municipality Initial Strategic Vision, 2022-2023



# Notables for Older Adults IN CBRM

## Assets

Work life balance

Time for others

Time for own wellbeing

Time for essential daily routines

Able to pay bills on time

Sense of Community

Satisfied with life

Infrequent experiences of discrimination

Educational opportunities exist nearby

## Concerns

Low perceptions of health care services

Infrequent use of sport and recreation facilities

Low trust/confidence in others/institutions

Poor perceptions of environment

Infrequent environment friendly practices

Infrequent use of public library

# Notables for Adults 16-35 in CBRM

## Assets

Use of sport and recreation facilities

Physical activity participation

Positive perceptions of job promotion prospects

## Concerns

Inadequate time for own wellbeing

Inadequate time for essential daily routines

Social isolation/Loneliness

Low perceptions of health care services

Inadequate time for others

Low trust/confidence in others/institutions

Difficulty making desired/needed purchases

Difficulty paying bills on time

Low self-assessed mental health

Unsatisfied with life

Financial barriers to educational opportunities

Infrequent environment friendly practices

No benefit from policy

Barriers to recreation

Food insecurity

Childcare not available at recreation facilities

Feel politically uninformed/unheard

Poor support and services for families

Infrequent healthy lifestyle behaviours

Rarely buy local

Poor work life balance

Educational opportunities don't exist nearby

Feels low responsibility for environment

Financial insecurity: Transportation

Experiences of discrimination

Poor perceptions of environment

Insecure employment

Little leisure time at home

Secure employment

Infrequent use of public library

Not engaged in arts and culture



# Notables for Households with less than 40K annual income in CBRM

## Assets

Work life balance

## Concerns

Low perceptions of health care services

Insecure employment

Low trust/confidence in others/institutions

Difficulty making desired/needed purchases

Difficulty paying bills on time

Food insecurity

Financial insecurity: Transportation

Barriers to recreation

Social isolation/Loneliness

Job gives little meaning

Low self-assessed physical health

Infrequent healthy lifestyle behaviours

Low perceptions of job promotion prospects

Infrequent environment friendly practices

Financial barriers to educational opportunities

Poor work life balance

Unsatisfied with life

Poor perceptions of environment

Feel politically uninformed/unheard

Infrequent use of sport and recreation facilities

Feels low responsibility for environment

No benefit from policy

Inadequate time for others

Not engaged in arts and culture

Infrequent use of public library

# Notables for Single Parents in CBRM

## Assets

Close personal relationships

Use of sport and recreation facilities

Infrequent experiences of discrimination

## Concerns

Inadequate time for others

Low perceptions of health care services

Difficulty paying bills on time

Social isolation/Loneliness

Difficulty making desired/needed purchases

Inadequate time for own wellbeing

Food insecurity

Inadequate time for essential daily routines

Low trust/confidence in others/institutions

Poor perceptions of environment

Financial insecurity: Transportation

Infrequent environment friendly practices

Infrequent healthy lifestyle behaviours

Barriers to recreation

Unsatisfied with life

Infrequent use of public library

Financial barriers to educational opportunities

Insecure employment

Feels low responsibility for environment

Feel politically uninformed/unheard

Educational opportunities don't exist nearby

Childcare not available at recreation facilities

No benefit from policy

Poor work life balance

Low perceptions of job promotion prospects

Rarely buy local

Not engaged in arts and culture

Feeling unsafe in neighbourhood

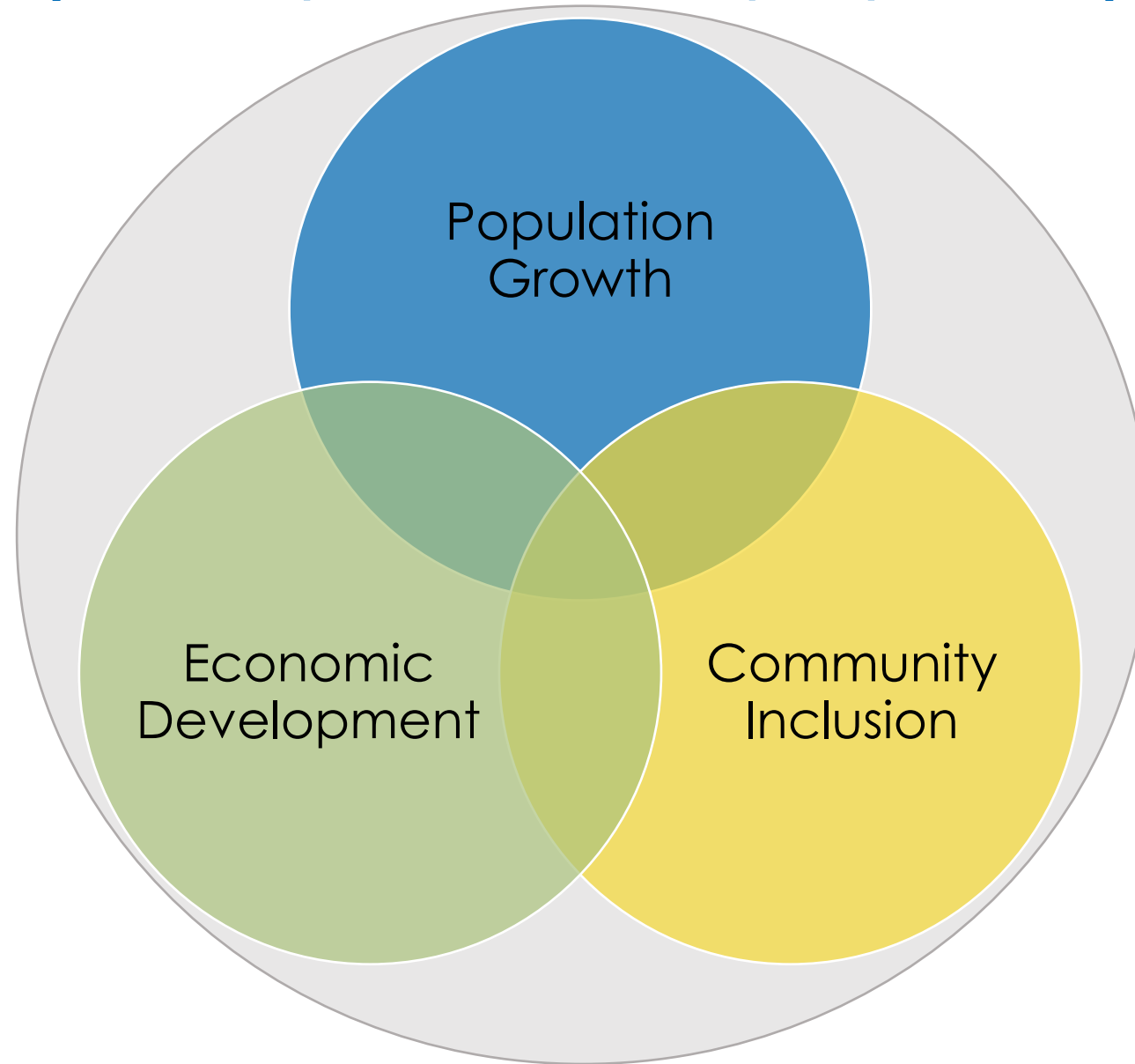
# Notables for those living with a disability in CBRM

## Assets

## Concerns



**Cape Breton Regional Municipality**  
**Revised Strategic Vision**  
**(Community Inclusion Workshop May 10<sup>th</sup> 2023)**





# Next Steps

## Three Task Forces Struck

1. Affordable Housing and Homelessness
2. Youth and Family Recreation
3. Transit

## Workshop

“Deeper Dive” and “First Voices” in January

# Notables for people with low life satisfaction in CBRM

## Assets

Low social isolation

## Concerns

Low self-assessed mental health

Inadequate time for others

Social Need Fulfillment

Low Overall Sense of Community

Loneliness

Low self-assessed physical health

Inadequate time for own wellbeing

No benefit from policy

Low perceptions of health care services

Low Sense of Belonging

Low trust/confidence in others/institutions

Poor work life balance

Barriers to recreation

Infrequent healthy lifestyle behaviours

Help in Case of Need

Inadequate time for essential daily routines

Social Climate and Bonds

Poor perceptions of environment

Difficulty paying bills on time

Difficulty making desired/needed purchases

Food insecurity

Financial barriers to educational opportunities

Experiences of discrimination due to a disability

Feel politically uninformed/unheard

Insecure employment

Educational opportunities don't exist nearby

Job gives little meaning

Infrequent environment friendly practices

Financial insecurity: Transportation

Infrequent use of sport and recreation facilities

Low perceptions of job promotion prospects

Infrequent use of public library

Feeling unsafe in neighbourhood

Rarely buy local

Experiences of discrimination

Childcare not available at recreation facilities

Not engaged in arts and culture

Low physical activity participation

Close personal relationships

Poor support and services for families

Feels low responsibility for environment



## TESTIMONIAL

*“If you look at the Strategic Vision before Engage Nova Scotia started working with CBRM Council, compared to now, you can see what a long way we’ve come to making social inclusion a major part of our plan going forward. It really shows the impact of having the depth and breadth of data that Engage is able to provide. I am grateful to Engage for this. It really feels like we are heading in a direction where no one will be left behind when making municipal decisions.”*

**Mayor Amanda McDougall, Cape Breton Regional Municipality.**



# IMPLICATIONS

- HYPER-LOCAL
- INTERSECTIONAL
  - NIMBLE



# Cost Savings Because spending is more targeted

- Planning
- Budgeting
- Measuring
- ...and more





# THird Pause for Questions



# Future Plans

## Next Quality of Life Survey

- **100,000** households
- **Pre and Post Pandemic** comparisons
- **Refresh and repeat questions** to reflect new priorities
- Participation of “**hard to reach communities**” prioritized
- Analysis at fingertips, **in tools within a few months**



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**NOVA SCOTIA**  
**QUALITY OF LIFE**  
Measuring what matters

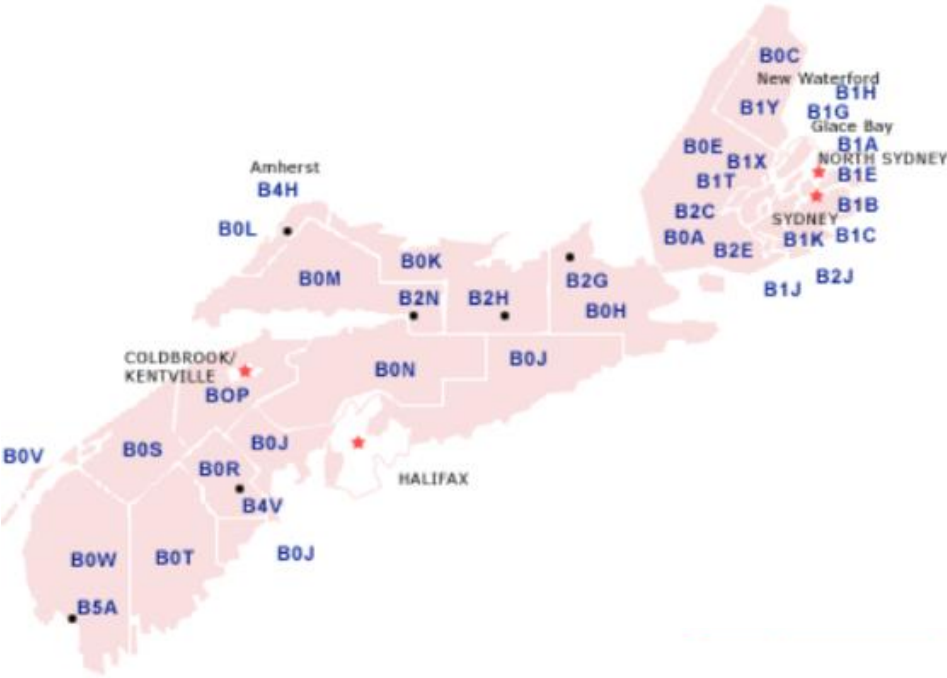
## HOW CAN MUNICIPALITIES BENEFIT AND SUPPORT

1. IDENTIFY A STAFF PERSON TO WORK WITH US AND CONTACT RYLEY ([rurban@engagenovascotia.ca](mailto:rurban@engagenovascotia.ca))
2. PREPARE FPR AND PROMOTE PARTICIPATION IN THE SURVEY TO ALL RESIDENTS IN 2024
3. ENSURE RESIDENTS WHO ANSWER SURVEYS LESS OFTEN UNDERSTAND THE VALUE TO THEM
4. CONTRIBUTE FINANCIALLY TO THE COST OF THE SURVEY (50¢/resident)
5. SUGGEST NEW QUESTIONS FOR 2024
6. START IMAGINING CBRM-LIKE POSSIBILITIES
7. START IMAGINING "UNIQUE-TO-YOU" NEEDS/POSSIBILITIES
8. REACH OUT TO ENGAGE NS WITH QUESTIONS, REQUESTS AND SUGGESTIONS (<https://engagenovascotia.ca>)

# PLANNED DATA TOOLS – “U of Waterloo, Mapping Project”

## Current

- FSA (First 3 digits of postal code)
- 10 Functional Economic Regions



## Future

- Municipalities
- Rural/Urban/Suburban/Town
- Neighbourhood
- Health Zones
- MLA Constituencies
- School Board Zones





# Connections to Related Initiatives

# THE NOVA SCOTIA QOL INITIATIVE IS LEADING “WELLBEING” DISCUSSIONS NATIONALLY AND INTERNATIONALLY

## OUTSIDE CANADA

- Robert Wood Johnston Foundation, Carnegie Foundation (UK),
- OECD (Better Life Index)
- Office of Mayor of NYC
- We All America & New America
- Club of Rome (Earth 4 All)

## CANADA

- Statistics Canada, Treasury Board, Dept of Finance, PHAC, ESDC, Infrastructure Canada
- Canadian Wellbeing Knowledges Network
- Sustainable Development Goals (UN SDGs)



# Connection Between the SDGs and NS Quality of Life Initiative

**Index**  
CANADIAN  
OF WELLBEING  
Measuring what matters  
Making measures matter

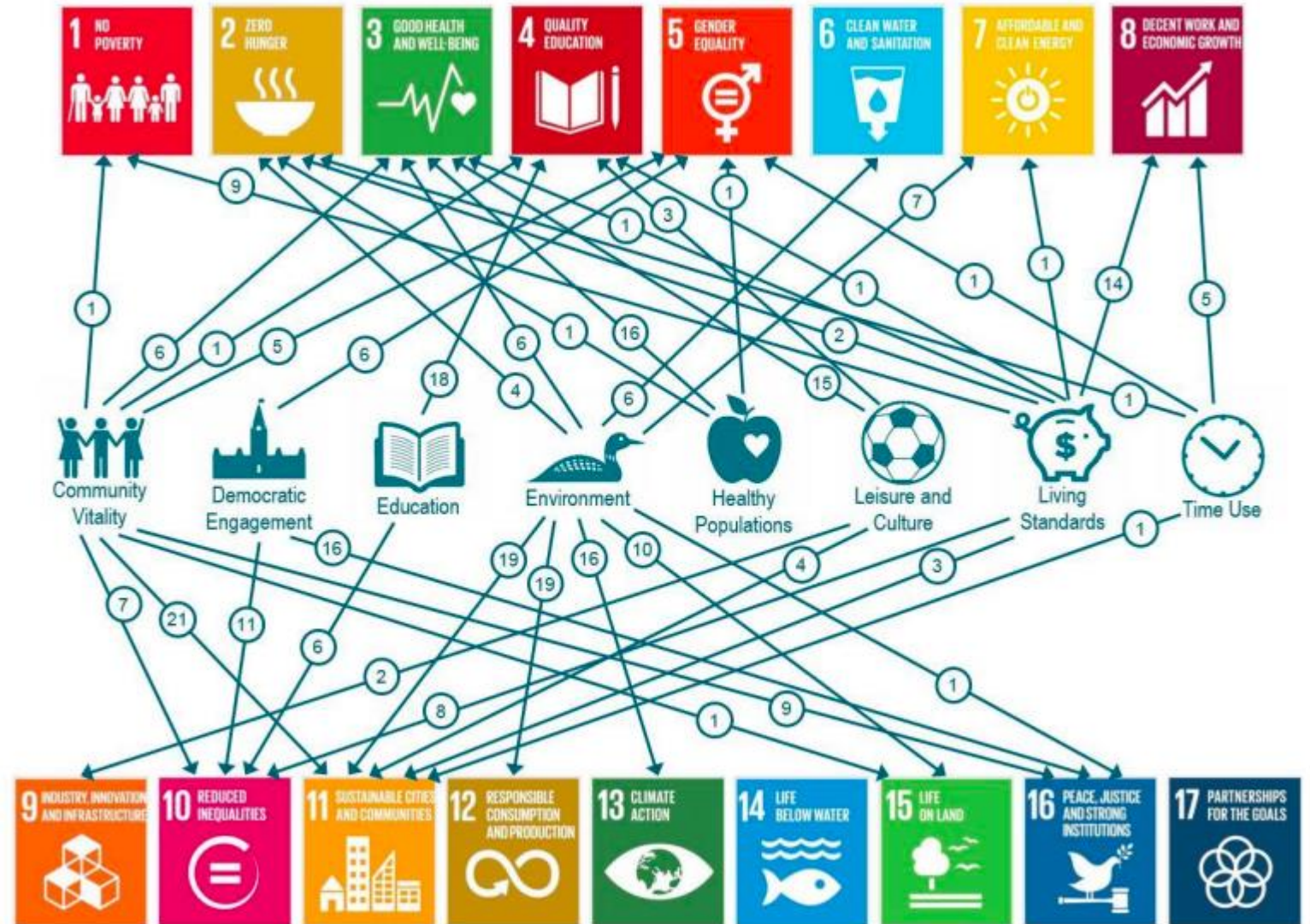
Mapping the *Canadian Index of Wellbeing* to the United Nations Sustainable Development Goals

A Working Paper

Bryan Smale and Margo Hilbrecht  
Canadian Index of Wellbeing  
University of Waterloo

November 2016

UNIVERSITY OF  
**WATERLOO**





**Your Municipality and our Province is positioned  
to be a leader!**

# Canadian Department of Finance Quality of Life Framework (2021)



Source: Department of Finance Canada.

# Discussion

Follow up

Danny Graham - [dgraham@engagenovascotia.ca](mailto:dgraham@engagenovascotia.ca)

Ryley Urban – [rurban@engagenovascotia.ca](mailto:rurban@engagenovascotia.ca)

