

South Surrey/White Rock Healthy Community Working Group Presents the  
**Strategic Plan for a Healthier Community**  
South Surrey/White Rock 2015-2019



Photo: David Dreves

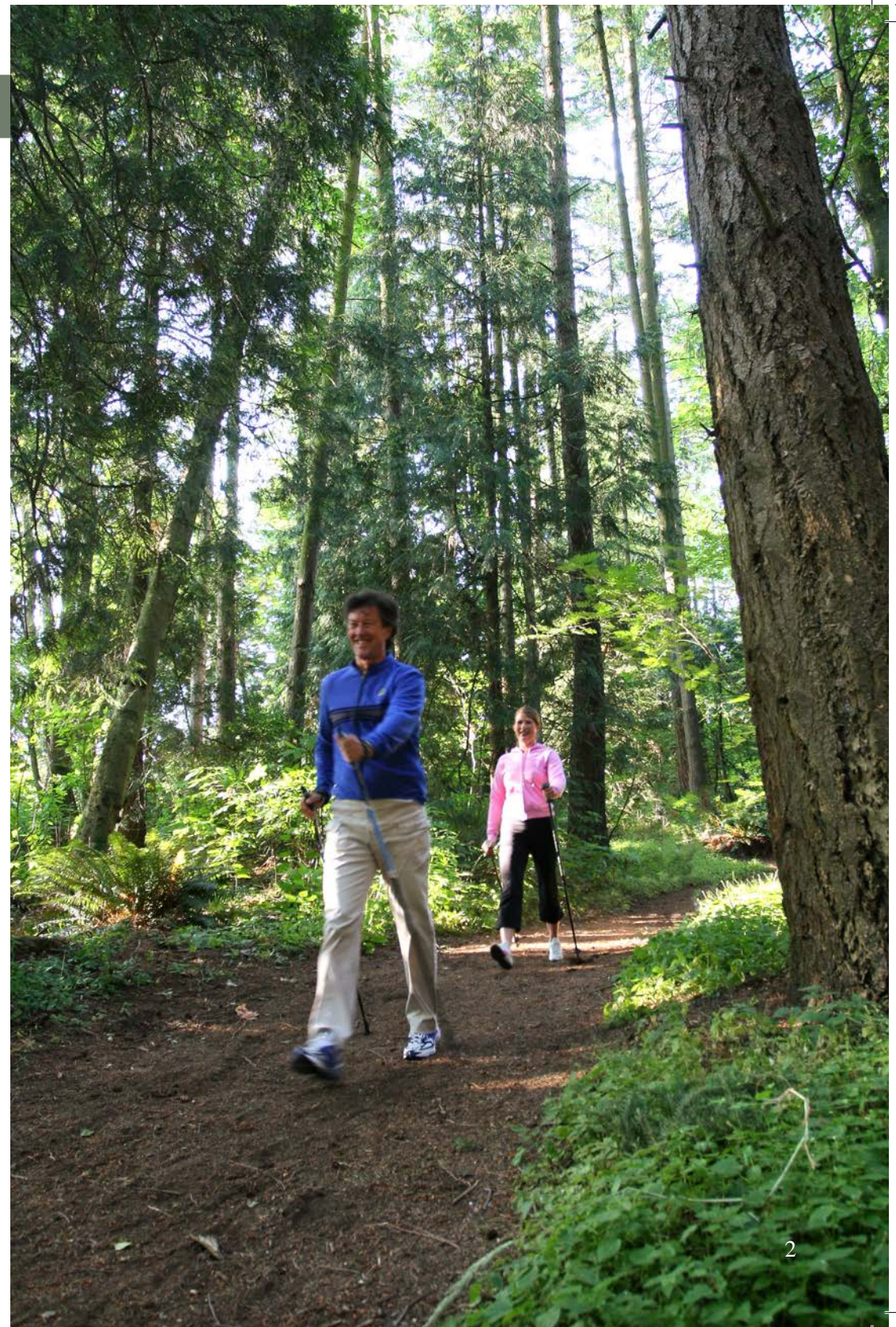


## DEDICATION

This document is dedicated in memory of Larry Robinson, long-time health advocate and Councillor, City of White Rock

*“Let’s be inspired to be a healthier community by encouraging the use of parks, trails, and outdoor and indoor amenities. How we design and structure our communities is linked to the social, physical and emotional health of our citizens.”*

- Larry Robinson -  
1949-2014





### Peace Arch Hospital and Community Health Foundation Board

In 2011 the Peace Arch Hospital and Community Health Foundation (PAHCHF) Board set a strategic direction to support South Surrey/White Rock to be the healthiest community possible. The Board recognized that healthcare is delivered both in the hospital and throughout the community and as such, decided to take a very proactive approach by leveraging its philanthropic leadership and engage community organizations to work together to build the healthiest community possible. Their vision and support has made the community collaboration and development of this Strategic Plan possible.

*“Our Foundation’s vision is that the community served by Peace Arch Hospital will be the healthiest community possible through working alongside equally passionate and committed community stakeholders. By each organization, business or resident owning and delivering on a piece of the strategic plan, we will positively impact the overall health of our community.”*

- Jackie Jacob -



## STRATEGY DEVELOPMENT TEAM

The following individuals and agencies they represent contributed towards the development of this strategic plan.

### **South Surrey/White Rock Healthy Community Working Group**

Co-Chairs

Eric Stepura, Director Recreation and Culture, City of White Rock

Jackie Jacob, Executive Director, Peace Arch Hospital and Community Health Foundation

### **Working Group Members**

Lori Bowie, Healthy Communities Manager, City of Surrey

Curtis Christopherson, Board of Directors, Peninsula Foundation

Geoff Funke, Business Representative, Peace Arch Hospital Foundation Director

Tracy Hoskins, Community Health Specialist, Fraser Health

Bill Lawrence, Councillor, City of White Rock

Nancy Mathias, Executive Director, White Rock/South Surrey Division of Family Practice

Sue McIntosh, Executive Director, Seniors Come Share Society

Michelle Murti, Medical Health Officer, Fraser Health

Mary Rhode, Site Director, Peace Arch Hospital

Larry Robinson, Former Councillor, City of White Rock

Rachel Suttill, Community Health Specialist, Fraser Health

Doug Tennant, Executive Director, Semiahmoo House Society

Glenn Young, Physical Education and Athletics District Coordinator, Surrey School District

### **Consultant**

Rita Clarkson

### **Workshop Volunteers**

Nicholas Boisvert, Janet Clouston, Chris Diplock, Kenneth Pawlak, Golriz Rezaei, Alex Taciuk,

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# 1. EXECUTIVE SUMMARY

In 2011, the Peace Arch Hospital and Community Health Foundation (PAHCHF) Board set a strategic direction to support South Surrey/White Rock to be the healthiest community possible. The Board decided to take a very different approach to its traditional focus by shifting its attention to the concept of health promotion rather than strictly health care.

The first step to making this strategic plan a reality took place in the Fall of 2012 when the Peace Arch Hospital and Community Health Foundation (PAHCHF) initiated a conversation with a group of 22 community leaders, the Stakeholders Group. That initial meeting supported the vision of being the healthiest community possible and created the South Surrey/White Rock Healthy Community Working Group. Since that meeting, the Working Group has met regularly and created a vision, goals, actions, and a recommended implementation plan for 2015 - 2019. The result of this work is this Strategic Plan for a Healthier Community for South Surrey and White Rock.

## Research and Community Characteristics

The Working Group researched numerous documents from local, national and global sources in order to understand what it means to become a healthier community. This included a review of the 1986 World Health Organization's \*Ottawa Charter and other significant healthy communities research.

The unique characteristics of the South Surrey/White Rock community were then considered and incorporated into the development of the vision, strategic goals, actions and the recommended implementation plan.

The goals selected for this strategic plan are based on the goals identified in the Ottawa Charter. The Charter describes five principles for effective community health promotion, which are:

- Strengthen community action;
- Create supportive environments;
- Develop personal skills;
- Reorient health services; and
- Build healthy public policy.

\*Ottawa Charter – This is a World Health Organization document ratified in 1986 that popularized the concept of health promotion that continues to drive progressive and effective change in health service delivery.

## VISION

**South Surrey/White Rock is a healthy community where people are committed to physical, mental, and social well-being.**

# 1. EXECUTIVE SUMMARY

## Strategic Goals for South Surrey/White Rock

The strategic goals identified by the South Surrey/White Rock Healthy Community Working Group and community stakeholders are as follows:



**1. Let's Network - Create a network for the coordination and promotion of local healthy community initiatives, events and activities.**

This goal serves to ensure inter-agency cooperation and partnership to ensure the delivery of the Healthy Community Strategic Plan to promote community health activities.



**2. A Community Built for Me - Create and maintain health-enabling built and natural environments.**

This goal ensures that neighbourhoods have accessible indoor and outdoor built and natural environments that support physical, mental and social wellness and encourage physical activity and active transportation.



**3. Get Informed and Be Active - Promote health education, physical literacy and personal skill development.**

This goal will engage citizens in health education and physical skill development activities that help them make healthy choices and keep them active and healthy, throughout their lifespan.



**4. Let's Do It - Connecting local health services to community resources.**

This goal focuses on reorienting health services so that the needs of the whole person are considered – physically, socially and emotionally. It is about providing a continuum of care that compliments and enhances what is provided by the health system.



**5. Health in All Policies - Advocate for healthy community policies.**

This goal addresses the need for community health to be considered as an important criterion for all future policy development initiatives and community plans for South Surrey/White Rock organizations and municipalities.



**6. Community Check-In - Measure and report back on the impact of healthy community strategy goals and actions achieved.**

This goal will ensure that the strategic actions outlined in this strategy will be dealt with, and that the Healthy Community Steering Committee (HCSC) will report back annually to the community on the status of the Healthy Community Strategic Plan goals and actions and the impact these initiatives have had on improving the health of citizens living in the Local Health Area (LHA).



# 1. EXECUTIVE SUMMARY

## A Call to Action for a Healthier Community

The Strategic Plan includes key actions needed to achieve each of the six strategic goals. Citizens, businesses, community organizations, and local government are encouraged to work together to complete the key actions and to adopt their own related actions to help achieve the goals. The combined efforts of all community partners combined with the work of some temporary full-time dedicated resource people will achieve the vision for a healthier community.

The outcome for South Surrey/White Rock will be a community that is socially connected – a community where residents volunteer, where neighbours are friends who help each other, where people have a sense of belonging and participate in community programs, events and healthy activities.

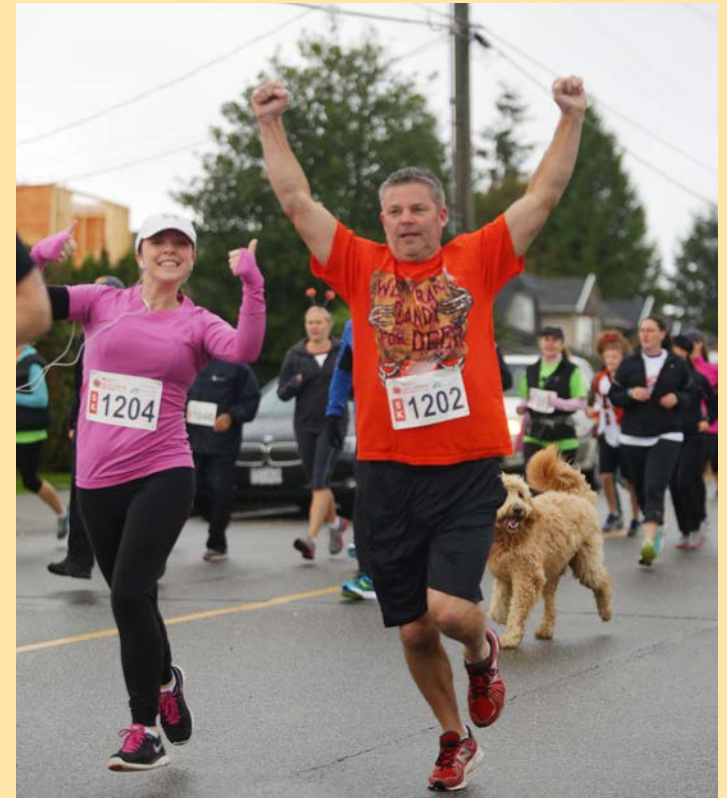


Photo: Heidi Quadri



## 2. BACKGROUND

### What is a Healthy Community?

The World Health Organization defines a healthy community as “one that is safe with affordable housing and accessible transportation systems, work for all who want to work, a healthy and safe environment with a sustainable ecosystem, and offers access to health care services which focus on prevention and staying healthy.” The healthy community initiative is based on the concept that “health is more than the absence of disease, and, in this context, health is defined broadly to include the full range of quality of life issues.”

People living in South Surrey/White Rock have a long history of working together to create a healthy and caring community. Many of the existing sport, recreation, health care facilities and natural areas were achieved through the efforts of various health services, government agencies, community groups, schools, service clubs and businesses working together. The current and future residents of South Surrey/White Rock will greatly benefit from this spirit of cooperation and sharing of ideas and resources.

In May of 2012, the Peace Arch Hospital and Community Health Foundation (PAHCHF) initiated a conversation with a stakeholder group of 22 leaders from the community. The conversation resulted in the unanimous support to make South Surrey/White Rock the “healthiest community in B.C.”, the first step towards becoming a healthy community.

A Healthy Community Working Group (HCWG), funded by PAHCHF, was created to carry on the work that had been started. The HCWG is a cross jurisdictional, multi-agency committee comprised of representatives of various agencies that provide healthy living programs and/or services for the Local Health Area (LHA) served by the Peach Arch Hospital and Community Health Foundation. Both the City of Surrey and the City of White Rock provided representatives to the HCWG.

One of the first tasks the HCWG agreed to tackle was the development of a 5-year strategic plan to make South Surrey/White Rock the Healthiest Community in B.C.

*“The ‘Disease Model’ has not been working but the ‘Health Promotion Model’ works. This group will effect change because their focus is on the Health Promotion Model.”*

Lori Bowie, Healthy Communities Manager, City of Surrey



## 2. BACKGROUND

### Strategic Planning Process

The Healthy Community Working Group underwent a strategic planning process consisting of the following actions:

- Best practices research on local, national and global documents and other local health authority strategic plans to understand what it means to be a healthy community;
- Analysis to identify community health strengths, weaknesses, opportunities and threats (SWOT Analysis);
- Vision development exercise;
- Strategic goal development workshop;
- Development of a Logic Model to show at a glance where we are and where we want to go (see Appendix 1);
- Workshop with community health and wellness stakeholders to identify strategic actions and to get endorsement of the vision and goals;
- Second stakeholder workshop to review the draft strategic plan and to get commitment towards delivery of the strategic actions;
- Develop materials for presenting the Healthy Community Strategic Plan to Councils/Boards;
- Finalize strategic planning document and deliver presentations to Councils and Boards; and
- Implementation.

*“Working alone and isolated to solve problems or make decisions is not as effective as working together. Groups that work well together towards a common purpose can achieve much more than individuals working alone. The advantages of group synergy include increased productivity, better decision making, enhanced performance and more efficient communication and implementation.”*

Eric Stepura, Director, Recreation and Culture, City of White Rock





## 2. BACKGROUND

Graphic Recording of Strategic Goal Setting Workshop: May 22, 2014



## 2. BACKGROUND

### Who Does this Healthy Community Strategic Plan Serve?

The ‘community’ referred to in this document is the community served by the Peace Arch Hospital. This is technically Fraser Health’s Local Health Area (LHA) called South Surrey/White Rock. The LHA comprises all lands north of the US border, west of 196th Street, and south of the Nicomekl River and 40th Avenue (see Appendix 2 showing the map of the LHA described in this strategic plan).

The 2012 population of South Surrey/White Rock was 88,576. 29% of the current population is over the age of 65. Only 15.4% of the population is under the age of 16. The population is predicted to grow by 22.3% in the next 20 years.

A healthy community is one that focuses its collective attention and actions on supporting health promotion. The World Health Organization, Ottawa Charter (1986) defines “Health promotion as the process of enabling people to increase control over, and to improve their health.” The Charter describes five principles for effective community health promotion.

### The five principles of the Ottawa Charter:

#### Strengthen community action.

- People within communities have the ability to make and sustain changes to the character of the health services provided and to the health of the communities they live in.

#### Create supportive environments.

- The arrangement of the physical attributes of the environment makes healthy activity possible.

#### Develop personal skills.

- All knowledge and skills for healthy living are not obvious. People who want to make change need to be given educational resources and training.

#### Reorient health services.

- Health services that focus on ‘health’ (rather than illness) make communities stronger. A part of the focus of health services has to be reoriented to health promotion.

#### Build healthy public policy.

- Policy drives decision making and change. Policies and agreements about what organizations agree is valuable directs how action can be taken.

This Strategic Plan is mindful of the unique characteristics of the Local Health Area and builds on South Surrey/White Rock’s long history of being a healthy and caring community. It is a blueprint for a healthier community and identifies opportunities for people and organizations to work together to meet the goals and actions of this plan.

*“Working with the partners at this table makes me realize how valuable it is for business and the corporate community to work hand in hand with the whole community.”*

Geoff Funke, Business Representative,  
Peace Arch Hospital Foundation Director





### 3. THE STRATEGIC PLAN

Strategic plans must begin with a vision. A vision should be inspiring, energizing, clearly describe the framework and direction of future planning, and must be meaningful for everyone in the organization.

#### Vision

The Working Group developed the following vision statement for the South Surrey/White Rock Healthy Community Strategic Plan:

#### VISION

**South Surrey/White Rock is a healthy community where people are committed to physical, mental, and social well-being.**

#### Strategic Goals

The strategic goals of this plan correspond with the principles of the World Health Organization's Ottawa Charter but are based on the unique characteristics of the South Surrey/White Rock community.

Many community health and wellness stakeholders already have health initiatives that fit these goals. Citizens, businesses, community organizations, and local governments are encouraged to work together to complete the key actions identified in this plan and to contribute their own related actions to help achieve the vision and goals. It will take the combined efforts of all community partners to achieve the vision of a healthier community.

The anticipated outcome for South Surrey/White Rock will be a community where residents volunteer, neighbours know their neighbors as friends, people have a sense of belonging, and everyone has the opportunity and desire to learn about and participate in healthy activities and community events.



## 4. STRATEGIC GOALS AND ACTIONS

Strategic goals are what an organization or group want to achieve, a step towards achieving the vision. Actions are the tasks that contribute towards the achievement of goals. The following are the goals and related actions identified in the Strategic Plan:



### **Goal 1: Let's Network - Create a network for the coordination and promotion of local healthy community initiatives, events and activities.**

Ottawa Charter principle: Strengthen community action

#### **Goal Description:**

Create an inter-agency group, Healthy Community Steering Committee or (HCSC) to coordinate all community health promotion activities, acting as a centralized body and to oversee the delivery of the Healthy Community Strategic Plan.

The HCSC will engage and empower community partners to share resources and work together to champion, promote and achieve the healthy community goals and actions.

#### **Related Actions:**

- Establish terms of reference for the Healthy Community Steering Committee (HCSC).
- Establish an inter-agency group comprised of Local Health Area health and wellness service providers called the Healthy Community Steering Committee, to coordinate community health promotion activities and to oversee the delivery of the goals and actions outlined in this Strategic Plan.
- Acquire funding for administrative support and/or a temporary part-time Healthy Community Coordinator.
- Create a communication plan and stakeholder engagement strategy.
- Establish a media and web presence to communicate healthy community initiatives and information.
- Develop a database for the public and health care providers to access community health and wellness resources.
- Engage the public in the development of local health initiatives.
- Acquire sustainable funding for the 2015-2019 Healthy Community Strategic Plan initiatives.



South Surrey/White Rock  
**HEALTHIEST  
COMMUNITY**





## 4. STRATEGIC GOALS AND ACTIONS



### **Goal 2: A Community Built for Me - Create and maintain health-enabling built and natural environments (HBE).**

Ottawa Charter principle: Create supportive environments

#### **Goal Description:**

Ensure that the community has healthy and accessible indoor and outdoor built environments and natural areas that support physical, mental and social wellness by encouraging people to learn, exercise, socialize and use active transportation.

#### **Related Actions:**

- Engage the City of Surrey and the City of White Rock and other relevant government organizations in the planning of local health-enabling built and natural areas.
- Adopt a framework for assessing the quality of health-enabling built environment projects.
- Inventory and promote the use of current health-enabling built environments and neighborhood connections.
- Identify and reduce barriers to the use of recreation facilities and natural areas in the community.
- Advocate for accessible and active transit.

*“We know that 80% of illness and disease can be prevented through healthy living-staying active, not smoking, eating right... That means a significantly enhanced quality of life with fewer demands on our health-care services.”*

Dr. Grace Park, White Rock-South Surrey Division of Family Practice



## 4. STRATEGIC GOALS AND ACTIONS



### **Goal 3: Get Informed and Be Active - Promote health education, physical literacy and personal skill development.**

Ottawa Charter principle: Develop personal skills

#### **Goal Description:**

Engage citizens with health information, resources, and skill development training so they can make healthy and active choices throughout their lifespan.

#### **Related Actions:**

- Identify “at risk” residents in South Surrey/White Rock and develop strategies to increase their level of participation in health and physical activity.
- Inventory health and physical activity opportunities that exist in the Local Health Area.
- Select a common healthy living message for promotion of an active lifestyle to residents.
- Develop and ensure multifaceted health information and resource materials are promoted and easily accessible to all segments of the population.
- Improve the provision and accessibility to physical literacy and health education programs for all residents.





## 4. STRATEGIC GOALS AND ACTIONS



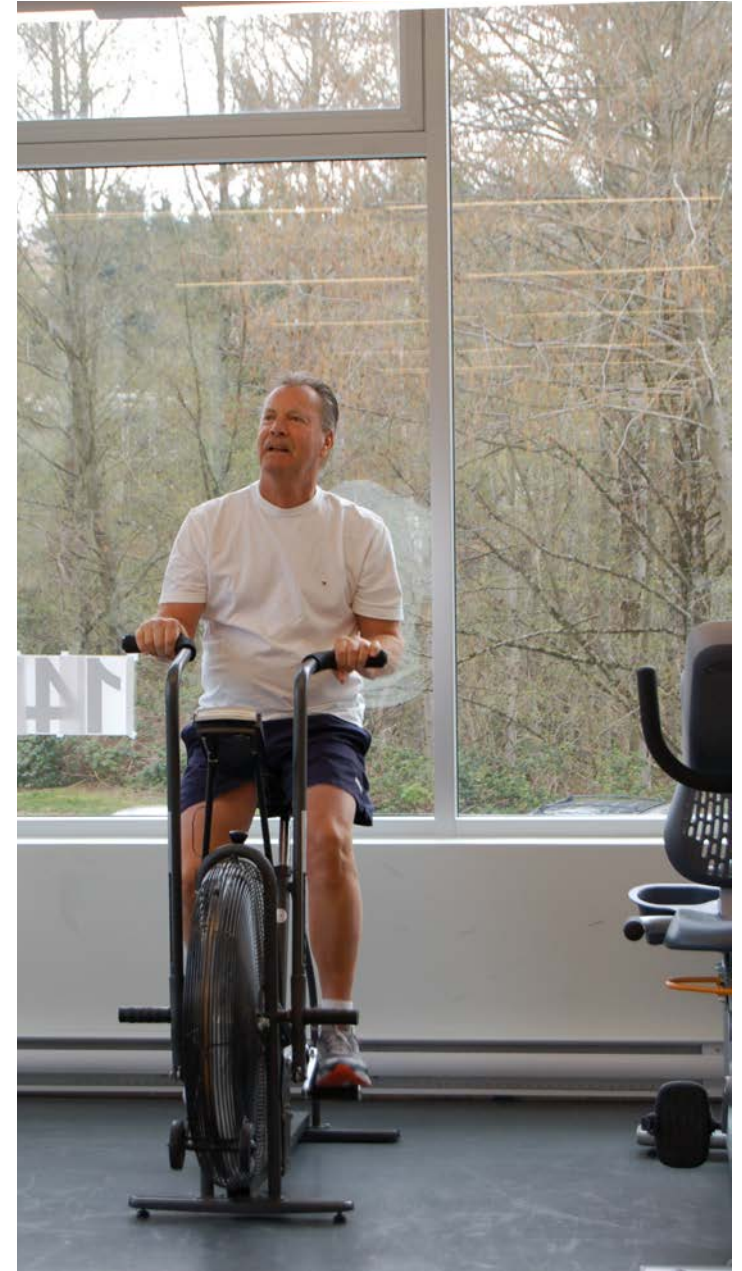
**Goal 4: Let's Do It - Connecting local health services to community resources.**  
Ottawa Charter principle: Reorient health services

### **Goal Description:**

Build a seamless connection between local health services and community resources. Promote a culture of caring in the community.

### **Related Actions:**

- Develop and promote the use of a health assessment tool/plan for residents that describes their individual physical, mental and social health status and suggests actions and activities to achieve the best health possible.
- Promote the building and use of resources, programs and activities that enhance the health and social connection of people in the community.



## 4. STRATEGIC GOALS AND ACTIONS



**Goal 5: Health in All Policies - Advocate for healthy community policies.**  
Ottawa Charter principle: Build healthy public policy

### **Goal Description:**

Encourage all organizations (municipalities, health and social services, education, business, not-for-profits, service clubs, sports organizations, etc.) to review their policies and agreements with a view to consider the health of the community in the development of all future policies and community plans.

### **Related Actions:**

- Raise awareness and educate policy makers to consider community health in all future policies and community planning initiatives.
- Create a “health in all policies” guidebook to encourage community leaders to screen future policies through a community health lens and to understand the value of community health policies.
- Collect and share best practices on healthy community policies and provide advice to local decision makers on health and wellness considerations for future community plans and policy development.



Photo: Heidi Quadri



## 4. STRATEGIC GOALS AND ACTIONS



**Goal 6: Community Check-In - Measure and report on the impact of healthy community goals and actions achieved.**

**Goal Description:**

Recognize and reward community partners for participation in the healthy community initiative. Develop and implement annual measurement of the Strategic Plan goals and actions.

**Related Actions:**

- Develop an evaluation framework for measuring the effectiveness of Strategic Plan actions and new health initiatives.
- Create a recognition program to encourage and inspire healthy community partners who champion and implement healthy community initiatives.
- Report annually on the community's progress of achieving the goals and actions identified in this plan.



## 5. A CALL TO ACTION

Twenty-two community leaders came together in October 2012 to support the vision of the Peace Arch Hospital and Community Health Foundation Board for the community of South Surrey/White Rock to be the “Healthiest Community Possible”. Together, the Working Group members collaborated to create the vision, goals, actions, timeline, and recommended implementation plan for this Strategic Plan.

In order to move forward in a meaningful way and achieve the actions outlined in this strategic plan, sustainable funding will be required to pay for staffing, administrative and office support, volunteer support, training and development, website development and maintenance, development of a health promotion communications plan and promotional costs.

Although some of the goals can be achieved through short-term grant funding, these kinds of funding opportunities limit the continuity and strength of the overall initiative compared to stable, sustainable funding. If the budget is sustainable, then qualified staff can be retained and there will be sustained efforts toward implementation of the plan.

An initial task of the Healthy Community Steering Committee will be to acquire sustainable funding and to set up a financial management system.

This Strategic Plan will only be successful with the endorsement and support of the community. City Councils, boards, the Surrey School District, municipal recreation staff, health and wellness businesses, service clubs, health and social service professionals, local foundations, local businesses and not-for-profit organizations have resources and expertise needed to deliver the various goals and actions outlined in this plan.

The outcome of completing the actions identified in this Strategic Plan for South Surrey/White Rock will be a healthy community that is connected – a community where residents volunteer, where neighbours are friends, where people have a sense of belonging and participate in health education programs, community events and engage in lifelong physical activity.

By working together and sharing resources and expertise, community health and wellness service providers and stakeholders can help and support each other to fulfill the healthy community goals, actions and achieve our vision for a healthy community.



*“Communities are healthier when people who have different abilities are valued and included in all facets of day-to-day life.”*

Doug Tennant, Executive Director, Semiahmoo House Society



## RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN (2015-2019)



## 6. RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN

### Goal 1: Let's Network - Create a network for the coordination and promotion of local healthy community initiatives, events and activities.

\*HCWG -White Rock/ South Surrey Healthy Community Working Group (existing group)

\*\*HCSC – White Rock/South Surrey Healthy Community Steering Committee (proposed new networking group)

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
1.1	Establish terms of reference for South Surrey/White Rock Healthy Community Steering Committee (HCSC).	*HCWG	All members of Healthy Community Working Group	Winter 2015	In-kind work
1.2	Establish an inter-agency group comprised of Local Health Area health and wellness service providers called the Healthy Community Steering Committee, to coordinate all community health promotion activities and to oversee the delivery of the Strategic goals and actions outlined in this Strategic Plan.	HCWG	All members of Healthy Community Working Group	Spring 2015	In-kind work
1.3	Acquire funding for administrative support and/or a part-time Healthy Community Coordinator.	**HCSC	All members of HCSC	Summer 2015	In-kind work
1.4	Create a communications plan and stakeholder engagement strategy.	HCSC	HCSC Communications Task Force	Winter 2016	Dedicated resource person to work with communications task force
1.5	Establish media and web presence to communicate healthy community initiatives and information.	HCSC	HCSC Communications Task Force	Winter 2016	Dedicated resource person to work with communications task force
1.6	Develop a database for the public and health care providers to access community health and wellness resources.	HCSC	HCSC Communications Task Force and community health stakeholders, Division of Family Practice, Seniors Come Share Society	Spring 2016	In-kind work
1.7	Engage the public in the development of health initiatives.	HCSC	All members of HCSC	Ongoing	In-kind work
1.8	Acquire sustainable funding for the 2015-2019 Healthy Community Strategic Plan initiatives.	HCSC	All members of HCSC	Fall 2015 Ongoing	In-kind work



## 6. RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN

### Goal 2: A Community Built for Me - Create and maintain health-enabling built and natural environments.

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
2.1	Engage the City of Surrey, City of White Rock and other relevant government organizations in the planning of local health-enabling built and natural environments.	HCSC	HCSC Healthy Built Environment Task Force	Spring 2016 - Ongoing	Use existing resources
2.2	Develop and adopt a framework for assessing the quality of health-enabling built environment projects for the Local Health Area.	HCSC	HCSC Healthy Built Environment Task Force	Spring 2016	Use existing resources
2.3	Inventory and promote the use of current health enabling built environments and neighborhood connections in the Local Health Area.	HCSC	HCSC representatives from the City of Surrey and City of White Rock and HBE Task Force	Spring 2016 - Ongoing	In-kind work
2.4	Identify and reduce barriers to the use of recreation facilities and natural areas in the community.	HCSC	HCSC representatives from the City of Surrey and City of White Rock recreation departments	Spring 2016 - Ongoing	Use existing resources
2.5	Advocate for accessible and active local transit.	HCSC	All members of HCSC	Fall 2015 - Ongoing	Use existing resources

## 6. RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN

### Goal 3: Get Informed and Be Active - Promote health, physical literacy and personal skill development.

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
3.1	Identify “at risk” residents in South Surrey/White Rock and develop strategies to increase their level of participation in health and physical activity.	HCSC	All members of HCSC and community stakeholders	Winter 2016 - Ongoing	In-kind work
3.2	Inventory health and physical activity opportunities that exist in the Local Health Area.	HCSC	HCSC representatives from City of Surrey, City of White Rock and Surrey School District	Summer 2015	In-kind work
3.3	Select a common healthy living message for promotion of an active lifestyle to area residents.	HCSC	HCSC representatives from City of Surrey, City of White Rock and Surrey School District	Fall 2015	In-kind work
3.4	Develop and ensure multifaceted health information and resource materials are promoted and easily accessible to all segments of the population who live in the Local Health Area.	HCSC	HCSC Communications Task Force and community health stakeholders	Summer 2016 - Ongoing	Dedicated resource person to work with Communications Task Force
3.5	Improve the provision and accessibility of physical literacy and health education information and programs for all residents.	HCSC	HCSC Physical Literacy Task Force (representatives from City of Surrey, White Rock, Surrey School District and other stakeholders)	Winter 2016 - Ongoing	In-kind work



## 6. RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN

### Goal 4: Let's Do It - Connecting local health services to community resources.

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
4.1	Develop and promote the use of a health assessment tool/plan for residents that describes their individual physical, mental and social health status, and suggests actions and activities to achieve the best health possible.	HCSC	Fraser Health, Division of Family Practice and local fitness and wellness program providers	Winter 2017 - Ongoing	Dedicated resource person to work with HCSC representatives
4.2	Promote the development and use of resources, programs and activities that enhance health and social connection of people in the community.	HCSC	HCSC Communication Task Force	Spring 2016 - Ongoing	In-kind work

### Goal 5: Health in All Policies - Advocate for healthy community policies.

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
5.1	Raise awareness and educate policy makers to consider community health in all future policies and community planning initiatives.	HCSC	HCSC Policy Task Force	Winter 2016 - Ongoing	In-kind work
5.2	Create a "health in all policies" guidebook to encourage community leaders to screen future policies and plans through a healthy community lens and to understand the value of community health policies.	HCSC	HCSC Policy Task Force	Winter 2016 - Ongoing	In-kind work
5.3	Collect and share best practices on healthy community policies and provide advice to local policy makers on health and wellness considerations for future community plans and policy development.	HCSC	HCSC Policy Task Force	Winter 2016 - Ongoing	In-kind work

## 6. RECOMMENDED ACTIONS AND IMPLEMENTATION PLAN

### Goal 6: Community Check-in - Measure and report back on the impact of healthy community goals and actions achieved.

	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	RESOURCES
6.1	Develop an evaluation framework for measuring the effectiveness of strategic actions and new health initiatives.	HCSC	All members of HCSC	Spring/ Summer 2015	In-kind work
6.2	Create a recognition program to encourage and inspire healthy community partners who champion and implement healthy community initiatives.	HCSC	All members of HCSC	Fall 2018 - Ongoing	Dedicated resource person to work with HCSC representatives
6.3	Report annually on the community's progress of achieving the goals and actions outlined in this Strategic Plan.	HCSC	All members of HCSC	Fall 2018 - Ongoing	Dedicated resource person to work with HCSC representatives

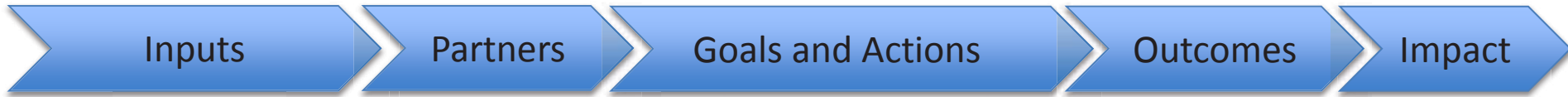


# APPENDICES



# APPENDIX 1: LOGIC MODEL OF THE STRATEGIC PLAN

Vision: “South Surrey/White Rock is a healthy community where people are committed to physical, mental, and social well-being.”



- Resources**
- Actual/possible \$\$ support
  - Leadership strategy
  - Business operations

- Facilities & Programming**
- Indoor & outdoor environments
  - Current snapshot of:
    - Environment and programming
    - Inventories
    - Usage data
    - Barriers to use

- People**
- Community partners
  - Citizen participation
  - Healthy Community Steering Committee
  - Volunteers

SS/WR Health Resources

SS/WR Population

SS/WR Leaders

- Goal 1: Let’s Network**  
Create a network for the coordination and promotion of Healthy Community activities.
- Goal 2: A Community Built for Me**  
Create and maintain health-enabling environments.
- Goal 3: Get Informed and Be Active**  
Promote health education and personal skill development.
- Goal 4: Let’s Do It**  
Connecting local health services to community resources.
- Goal 5: Health in All Policies**  
Advocate for healthy community policies.
- Goal 6: Community Check-In**  
Measure and report on the impact.

Supportive Environments

Active, Engaged, Health Literate Population

Valuable Healthy Community Policies

A Healthy Community



## APPENDIX 2: MAP OF LOCAL HEALTH AREA



## REFERENCES

### References within the strategic plan

Ottawa Charter, World Health Organization. Sourced September 28, 2013 at: <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/> health+care magazine, Peace Arch Hospital and Community Health Foundation. Fall/Winter 2012. Volume 2, Number 2

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