

## COMMUNITY INDICATORS AND MEASURES COMMITTEE MINUTES

THURSDAY, NOVEMBER 5, 2015, 9:30-11AM, UNITED WAY QUINTE

### IN ATTENDANCE:

Brandi Hodge (chair) – United Way Quinte, Maribeth deSnoo – Hastings and Prince Edward Learning Foundations (chair), Susan Ramsay – Kingston Literacy and Skills, Carmela Ruberto – Hastings County Social Services, Tami Callahan – Highland Shores CA (recorder), Ruth Ingersoll – Community Development Council Quinte, Margo Russell-Bird – Quinte Children’s Treatment Centre, Tamara Kleinschmidt – TMRFC, Amanda Scales – Hastings Prince Edward Public Health, JoAnne Lewis – Poverty Roundtable, Beverley Bell-Rowbotham – DAC, Wendy Anderson (coordinator) - CYSN

**REGRETS:** Jennifer Mills – Quinte and District Rehabilitation, Angela Harvey – Hastings and Prince Edward District School Board, Pam Kent – Prince Edward-Lennox and Addington Social Services

**MANDATE:** Using Results Based Accountability (RBA), will propose the structure for and complete a community report card about the health and well-being of children, youth and families in Hastings-Prince Edward using indicators that have been identified by the Committee and endorsed by the Network. To develop tools necessary to evaluate Network operations, and provide analysis and interpretation of data to the Network.

Item	Discussion/Motions	Recommendations <i>(things go forward to the Network)</i>	Action <i>(including Person Responsible and Completion Date)</i>
<b>1. Welcome and Introductions</b> a) Identify Recorder	Wendy offered to be the recorder		
<b>2. Review of Agenda</b>	No changes were made to the agenda		
<b>3. Accept Minutes from Sept 3/15</b>	Accepted		
<b>4. Business Arising from Minutes</b> a) Network Meeting Highlights			

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b) Coordinating Team Highlights	Network and Coordinating Team highlights will be covered in item #5		
<b>5. Work Plan</b> a) CYSN Vision and Mandate Plans moving forward	<p>The September 24<sup>th</sup> exercise with Judith Moses was attended by 50 individuals, 31 member organizations were represented and 29 of these had at least one decision-maker (signatory/delegate) present. Coordinators, Ministry, students, non-members and front-line staff from teams, committees and work groups were also represented.</p> <ul style="list-style-type: none"> <li>• A combination of decision-maker and front-line perspectives was evident.</li> <li>• The mandate was considered ambitious – some areas not our sole responsibility; e.g., integration.</li> <li>• May have been productive to work on our mandate at that time.</li> <li>• Let’s not lose momentum - expedite.</li> <li>• The vision was never an issue – focus on mandate.</li> </ul> <p>Recommendation #1 – Mandate:</p> <ul style="list-style-type: none"> <li>• Task the Coordinating Team (decision-makers) with drafting a mandate to take to the Network on November 26<sup>th</sup> for</li> </ul>	<ol style="list-style-type: none"> <li>1. Mandate</li> <li>2. Community Plan</li> <li>3. Structure</li> </ol>	

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	<p>approval, using the notes/flipcharts of previous sessions, and possibly using someone new as a filter. Mandate must align with service description goals. Are we networking or are we creating community change? Do we want information about the system or influence over it?</p> <ul style="list-style-type: none"> <li>• Timeline November 26, 2015</li> </ul> <p>Recommendation #2 – Strategy:</p> <ul style="list-style-type: none"> <li>• Task the CIMC with developing a community plan that would address our priorities/focus/guiding principles - based on what the data tells us. What do we want to achieve? Invite others who are interested.</li> <li>• The Network would then engage in developing the specifics. Should our focus be on early intervention; i.e., 0-6 years (Best Start) and youth?</li> <li>• Again, test against Ministry funding expectations.</li> <li>• Timeline June 23, 2016 – celebrate.</li> </ul>		

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<p>b) Funding Sources for Data Repository</p>	<p>Recommendation #3 – Structure:</p> <ul style="list-style-type: none"> <li>• Strategy drives structure.</li> <li>• Network to address structure once community plan has been finalized.</li> </ul> <p>Brandi selected ten funders from the Charity Village website and sent the attached letter of intent. A letter was also sent to United Way with the chance that a small pot of \$ might be released. Wendy received a response from the Atkinson Foundation to consider their annual Ruth Atkinson Hindmarsh Award which honours a leading Ontario-based organization helping to build resiliency in children. Wendy has subscribed to the mailing list to stay informed about the March 2016 launch. Our plan is to fund the \$24,300 piecemeal.</p>		
<p><b>6. New Business</b> a) “Fresh for All” Food Security Campaign – Measurement and Evaluation</p>	<p>Beverley distributed a data summary poster and reported that survey responses from participating food banks and meal programs were positive. Respondents received more fresh food this season. A celebration was held on October 24<sup>th</sup> – <a href="#">CLICK HERE</a>. The campaign was successful at mobilizing the community.</p>		

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	Measuring impact will be more of a priority in future campaigns.		
<b>7. Next Meeting</b>	The next meeting is December 10, 2015, 9:30-11am at the United Way office.		If you are planning to attend or not, please contact: <a href="mailto:bhodge@unitedwayofquinte.ca">bhodge@unitedwayofquinte.ca</a> <a href="mailto:wanderson@hpedsb.on.ca">wanderson@hpedsb.on.ca</a>
<b>8. Adjournment</b>	The meeting adjourned at 11am.		



October 20<sup>th</sup>, 2015

Sent to: Atkinson Foundation  
Donner Foundation  
Walter & Duncan Gordon Foundation  
Kahanoff Foundation  
Krembel Foundation  
Marigold Foundation  
Maytree Foundation  
McConnell Foundation  
McLean Foundation  
Metcalf Foundation

Re: Request for Funding

Summary of our request:

Who we are: Child and Youth Services Network in Hasting and Prince Edward Counties  
Our Project: An online, website based data repository  
Financial Request: \$24,300  
The Reason: please read below.

There is a quote that says *"Not everything that is faced can be changed, but nothing can be changed until it is faced."* - James Baldwin.

Much needs to change in the Hastings and Prince Edward (HPE) Counties community; to foster the achievement of those changes, we need data to ensure we are strategic and intentional in planning at the community level.

Your funding will help us build a robust website creating a "one stop shop" for data and analysis, over 100 indicators, and links to community initiatives and resources. We are asking you to fund it in full or a portion of it as you see appropriate. We are seeking \$24,300 total.

Our project will very closely mirror the [www.ACTRochester.com](http://www.ACTRochester.com) site. ACT Rochester's purpose is to change the culture of community problem-solving and associated decision making through the use of credible, independent and timely data. This is accomplished when people LEARN about key issues, CONNECT with others in the community, and ACT to promote change. We want to emulate that in Hastings and Prince Edward Counties.

With data that is relative to our area and compared to provincial indicators, presented in an easy to use, easy to understand format, accessible by community planners, municipalities, school boards, public health, funders, the social service sector, the business sector and elected officials, we can coordinate a collective response to some of our most pressing issues. Issues such as:

- 1 in 4 children (25.8%) under the age of 6 live in low income families in HPE (compared to 18.4% in Ontario) (statistics Canada NHS, 2011)
- 11.2% of families in HPE experience food insecurity, the second highest rate of food insecurity in Ontario (CCHS 2011/2012)

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- 4 year graduation rates are 64% in HPE (compared to 76% provincially) and 5 year graduation rates locally are 74% (compared to 84% provincially) (MEDU)
- We continue to experience more than twice the provincial average of births to teen moms, the highest rate in Southern Ontario Source: BORN Ontario (Niday Perinatal Database), 2008; Hastings and Prince Edward Counties Reproductive Health Report 2013.
- 31.8% of children are developmentally at risk as compared to 28% provincially (EDI results) Source: Offord Centre for Child Studies, 2011.

Hastings Prince Edward should NOT be experiencing the difficulties we are. We are situated between Oshawa and Kingston, right along the 401 corridor and the beautiful Bay of Quinte. We've benefitted from extraordinary growth in the tourism and hospitality industry with the Prince Edward County wineries named a Top 10 place to see in Canada by Macleans in 2014. We are home to a large manufacturing sector including, as well as a respected community college, a massive expansion on CFB 8-Wing Trenton which is the largest airbase in Canada, and a thriving agricultural community.

Part of the challenge for this website is that funders will fund programs but very rarely a project such as this, so small groups, especially within the service sector, respond to these statistics in programming silos to both impact the issue, but also to leverage the funding that accompanies it. Because they often work with select partners, but the strategies are not employed across the community. There is often a duplication of efforts, competition for funds, and a lack of awareness about what other groups are doing on the same issue. We find programmatic solutions to acute problems that we are aware of, but little is being done to mitigate root causes of the issues, and nothing is being done about problems for which there is little or no knowledge. It was not until the community had data showing that Hastings and Prince Edward had an exceptionally high rate of food insecurity that collaborative community efforts developed to address this problem. Having the data is a necessary step

The website we are proposing, again, mirroring the ACTRochester.com model, provides 100+ indicators on Local community wellbeing, AND it then explains why the indicator is important to the wellbeing of the community AND what initiatives are happening in the community to address it.

The website will:

- Increase access to comprehensive data to guide community planning
- Help with the prevention of duplication of efforts
- Identify gaps in service
- Enhance partnerships and collaboration
- Educate the community on trends, benchmarks, and measurements of progress; data will be captured and recorded over time, allowing the community to see if the initiatives and interventions implemented are having a measurable impact.

Locally, there are 'networks' of service providers working together; collaborative tables such as ours, the Children and Youth Services Network (CYSN), which is a network of 60+ child and youth serving organizations locally, the Poverty Roundtable (PRT) which is a network of 100+ members including social services, individuals experiencing poverty, and the business sector among others. What we are finding at those networks, is a lack of local data that puts our achievements and challenges into focus. We MUST start to work differently. We must start to experience positive change on these issues. We need data to do that.



The Data Analysis Coordinator for Hastings and Prince Edward has already compiled the data, some analysis and other helpful information for a wide range of indicators for our region as an in-kind contribution to the project. We need to build the website to hold this valuable community resource and make it accessible.

We need a coordinated response to some of the most pressing issues this community is experiencing. Information drives this. Collaboration drives this. Education drives this.

### Credentials

The project is led by the Community Indicators and Measures Committee (CIMC) of the Children and Youth Services Network. The CIMC is chaired by Brandi Hodge, Director of Community Engagement at United Way of Quinte and has representation from Hastings County Social Services, Community Development Council of Quinte, Hastings Prince Edward District School Board, Military Family Resource Centre – CFB 8 Wing, Early Literacy Specialist Hastings Prince Edward, Lennox and Addington and the Data Analysis Coordinator at Limestone Advisory for Child Care.

THEY Integrated is a local, experienced branding and digital agency and they have been selected as the agency to create our website. Quotes were sought from three local agencies, and THEY scored highest on the scoring matrix; their price was comparable to the other 2 unsuccessful quotes. THEY has worked with a local initiative that members of both the Children and Youth Services and the Poverty Round Table have been engaged in called Fresh for All. They did this work pro-bono and continue to support the movement. They are respected community partners and contributors.

### Budget

Expense Item	Amount
Data Purchase	\$5,000
Website Development	18,400
Website hosting for 3 years	900
<b>Totals</b>	<b>\$24,300</b>

The website is being designed to promote website administration/management by the planners. The Data Analysis Coordinator will continue to provide data moving forward, keeping the information current and reflective of the community we live in. The ongoing website hosting costs beyond the 3 years applied for will be assumed by the network or a host organization such as United Way of Quinte. This is a sustainable project.

The Children and Youth Services Network is not a registered charity. Should your foundation find this project interesting and require payment be made to a registered charity, we have a lead agency for the network who receives our ministry funding and we have multiple members of the network who have indicated they could act as a flow through for the funding.

We welcome the opportunity to answer any questions or concerns you may have. Thank you in advance for your consideration of our project.

Respectfully Submitted

Brandi Hodge,  
Chair, Community Indicators and Measures Committee  
CYSN

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