



myPG Social Development Strategy



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Section 1.0 - Sustainability Policy Statement

By implementing policies that are connected and comprehensive, the City of Prince George realizes a sustainable future where the local environment is healthy and supports a robust economy and an enviable quality of life for residents.

Guiding Principles:

Strong Relationships – The City will continue to work cooperatively and progressively with its partners in the government, education, health, business and community sectors. The City will also continue to strengthen its relationship with the Lheidli T’enneh and Aboriginal organizations.

Strong Team-The City understands that progress on its sustainability priorities is made possible by a strong team, with Council and Administration working closely together to achieve corporate and community goals.

Citizens as Partners- The City will help shape a “sustainability consciousness” among residents by providing information and education and by encouraging individual action.

Section 2.0 - Social Development Policy Statement

To provide for our human needs and maintain a high quality of life for everyone, the City of Prince George is committed to a population health approach to social development.

Population health is an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. In order to reach these objectives, it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health.

A Population Health Approach:

- Addresses the Determinants of Health and their Interactions
- Bases Decisions on Evidence
- Increases Upstream Investments
- Applies Multiple Strategies
- Collaborates Across Sectors and Levels
- Employs Mechanisms for Public Involvement
- Demonstrates Accountability for Outcomes

The Social Determinants of Health:

At every stage of life, health is determined by complex interactions between social and economic factors, the physical environment and individual behavior. These factors are referred to as determinants

of health. They do not exist in isolation from each other. It is the combined influence of the social determinants of health listed below that determines health status.

- Income and Social Status
- Social Support Networks
- Education and Literacy
- Employment and Working Conditions
- Social Environments
- Physical Environments
- Personal Health Practices
- Healthy Child Development
- Health Services
- Gender
- Culture

Sustainability of community driven efforts and service providers' best practices requires a matching level of understanding and action within the institutions responsible for population health measures. As such, the City of Prince George is committed to fulfilling the role of local government in relation to the following social policy directions.

Section 3.0 - Social Development Policy Directions

1. Affordable, Accessible Housing

- *Prince George has eliminated homelessness and offers all of its citizens accessible, affordable and safe housing.*

2. Clear Identity and Pride

- *Citizens of Prince George share a clear identity that the community can be proud of, with a strong downtown and connection to its rivers and natural surroundings.*

3. Cultural Richness

- *Citizens enjoy a rich cultural life, with more events, facilities, education and community involvement in the arts.*

4. Equity and Inclusion

- *People of all backgrounds, ethnicities and income levels can access services that help to meet their needs and improve their quality of life.*

5. Health and Wellness

- *Prince George is a community that encourages and supports health and wellness.*

6. Safe Environment

- *Prince George is a community where all citizens feel safe.*

7. Supportive and Engaged Community with Strong Neighbourhoods

- *Prince George is a friendly and engaged community with strong social connections that recognizes, celebrates, and protects neighbourhood identities.*

Section 4.0 - Current Strategies in Support of Social Policy Direction

4.1 CITY OF PRINCE GEORGE – STRATEGY LEADER

Affordable, Accessible Housing:

- The City of Prince George’s Beyond Homelessness Committee is championing local government’s role in the development of affordable housing policy by:
 - Adopting a *Housing First* approach to the elimination of homelessness;
 - Advocating for new affordable housing construction and the maintenance of existing forms of affordable housing;
 - Determining where affordable housing units can be located using a comprehensive site selection criteria;
 - Reviewing current and recommending new municipal bylaws and development regulations to support affordable housing initiatives and;
 - Developing and enhancing partnerships with all levels of government, the local social service sector and forging new relationships with the private sector.

Clear Identity and Pride:

- The Smart Growth on the Ground Downtown Prince George Concept Plan detailed vision recognizes that youth, seniors, the homeless, and diverse cultures, including First Nations all have unique experiences of urban places. In Prince George’s downtown, these experiences are envisioned to be positive and supportive. Social development initiatives in support of downtown revitalization, such as the implementation of the Downtown Clean Team, are contributing to the realization of this vision.
- The Trails Master Plan proposes a trail system consisting of a series of connected loops, allowing users to move easily around the city on a trail rather than a road or road edge.
- Recommendations contained in the recently completed *Prince George Heritage Context Study* will guide the City’s development of its community heritage planning program. Heritage conservation is important as a source of community pride for Prince George.

Cultural Richness:

- Prince George’s Arts Policy promotes the City as the Northern Arts Capital of BC by supporting the arts, encouraging partnerships, stimulating excellence and providing access for all citizens.

Equity and Inclusion:

- The City of Prince George joined the Coalition of Municipalities Against Racism and Discrimination (CMARD) and as such, will be developing a Plan of Action to meet the common commitments of the declaration.

- The City of Prince George is working with partner agencies to host a community welcome for the more than 600 international students that study in Prince George.

Health and Wellness:

- The City of Prince George's Active Transportation Plan sets the stage to develop, enhance and implement models of active transportation to promote health, quality of life and economic development, while reducing negative environmental impacts.
- The City of Prince George is facilitating the ***Sustainable Childhood Obesity Prevention through Community Engagement (SCOPE)*** project. SCOPE is designed to bring together people in Prince George with a wide range of backgrounds, skills, and knowledge to develop an obesity prevention action plan.
- The City of Prince George facilitates the Participate Prince George program, a provincially supported initiative to promote positive changes in physical fitness and healthy eating.

Safe Environment:

- The City of Prince George is facilitating the ***Communities that Care (CTC)*** prevention planning program. CTC is based on two approaches to prevention science, including promoting positive youth development and reducing risk factors which predict youth's future involvement in problem behaviours.

Supportive and Engaged:

- The City of Prince George is building Community Association capacity to champion initiatives that provide opportunities for the engagement of all neighborhood members.
- In cooperation with the Fraser Basin Council and BC Healthy Communities, the City of Prince George is facilitating the development of a city-wide youth engagement strategy.

4.2 CITY OF PRINCE GEORGE – STRATEGY SUPPORTER/PARTICIPANT

Affordable, Accessible Housing:

The Ministry of Housing and Social Development is facilitating cross-agency teams to find housing and support services for chronically homeless people through coordinating resources, data, policy, and client information.

- The City of Prince George is a member of the Community Partners Addressing Homelessness (CPAH). CPAH is a network of community partners providing an inclusive forum for research, planning and advocacy. It is dedicated to enhancing the community's capacity to meet the needs of the homeless and those at risk of becoming homeless in Prince George.

Clear Identity and Pride:

- The Downtown Partnership focuses its revitalization efforts on marketing, redevelopment, safety and cleanliness.

Cultural Richness:

- The City of Prince George is a member of the Creative City Network.
- The City of Prince George participated in the development of the Cultural Plan for the Regional District of Fraser-Fort George focused on building the capacity of the culture sector.

Equity and Inclusion:

- The City of Prince George participates as a member of the **Urban Aboriginal Strategy**, a community-based initiative developed by the Government of Canada to improve social and economic opportunities of Aboriginal people living in urban centres.
- The City of Prince George participates as a member of the **Stone Soup** project, a collaborative food security initiative which involves many community agencies focused on the most poor, most food deprived in the City of Prince George. The initiative includes an action research component to identify the barriers to accessing healthy and affordable food.

Health and Wellness:

- The City of Prince George participates in the Healthy Eating Active Living (HEAL) network hosted by Population Health, Northern Health. The HEAL (Healthy Eating/Active Living) Network is a multi-sectoral grassroots network that focuses on food security, healthy eating, active living, physical activity initiatives and chronic disease reduction.
- The City of Prince George is a member of the Collaborative Services Committee (Prince George Division of Family Practice) focused on enhancing the quality of care for Prince George citizens and improving sustainability of the health care system.

Safe Environment:

- The City of Prince George is working cooperatively with other levels of government to plan for disaster mitigation and response.

Supportive and Engaged:

- The City of Prince George provides, through a variety of human and financial resource mechanisms, support to organizations actively involved in the support and engagement of Prince George residents.

4.3 COMMUNITY – COMPLEMENTARY STRATEGIES

Affordable, Accessible Housing:

- BC Housing provides operating subsidies to a number of not for profit agencies housing individuals in a range of settings from community based shelter beds to subsidized independent housing.
- The Aboriginal Business Development Centre operates a Rent Assist program.

Clear Identity and Pride:

- Prince George is home to many community-driven events that celebrate culture, place and season.

Cultural Richness:

- Membership in cultural organizations totals 2,000 while annual attendance at Prince George Symphony Orchestra and Theatre Northwest events in 2009 was 23,500.

Equity and Inclusion:

- The *Welcoming and Inclusive Communities and Workplaces Program (WICWP)* is a partnership between the Immigrant and Multicultural Services Society, Initiatives Prince George, and the Chamber of Commerce. Its primary goal is to support inclusive, welcoming and vibrant communities.
- The Multicultural Heritage Society is the host agency for the Safe Harbour initiative. Safe Harbour: Respect for All invites storefront businesses, institutions and agencies to celebrate differences, which helps to create a more welcoming community that supports diversity.

Health and Wellness:

- As part of a Northern Cancer Control Strategy, Prince George will soon have a new Cancer Centre, providing residents with better access to cancer treatment and diagnostic services.

Safe Environment:

- The Prolific Offender Management project uses increased supervision and timely intervention with a small group of prolific offenders to address the issues that fuel criminal activity.
- Prince George Community Policing, a Division of the RCMP, offers a variety of crime prevention programs and services to local businesses and individuals.

Supportive and Engaged:

- Volunteer Prince George is a one-stop for volunteering, connecting individuals with worthwhile and challenging opportunities to serve their neighbours and community.

Section 5.0 - Actions to Address Gaps between Defined Policy Directions and Current Strategies

Equitable Communities:

- Facilitate collaborative measures to address poverty in Prince George

Health and Wellness:

- Encourage a culture of local, healthy food

Supportive and Engaged:

- Mobilize neighbourhoods to lead projects aligned with sustainability goals