

Healthier Together

A Report to Council on Healthier Together Airdrie's Action Plan

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Section 1. Executive Summary

The Healthier Together Airdrie (HTA) initiative represents a transformative approach to fostering community health and well-being, addressing pressing issues identified by residents and leveraging local strengths through multi-sectoral collaboration. Established in partnership with Alberta Health Services (AHS) and supported by the City of Airdrie, HTA aligns with the City Council's focus areas by promoting a proactive, preventive health strategy across key social and environmental factors that shape quality of life.

HTA conducted extensive community engagement to identify priority areas, gathering input from residents through surveys, public events like Airdrie Pride Festival and Airdrie FEST, and in-depth data reviews. This feedback indicated key community needs such as financial relief, access to recreational resources, and support for social connection. Consequently, HTA identified two primary action areas: **(1) Enhancing social and physical connectivity in community and, (2) Increasing accessible recreation opportunities for residents of all ages and abilities.**

The first action area, enhancing social and physical connectivity, aims to build a strong sense of belonging among residents by improving access to inclusive gathering spaces and activities. Initiatives like "Taste of Nations," launching in January 2025, will celebrate Airdrie's cultural diversity, while the Gift Card Pilot Program will support financially strained new parents with targeted grocery aid, addressing both food insecurity and financial stress.

The second action area prioritizes affordable recreation as a means to encourage physical activity for all ages and abilities. Key activities include a Sports Lending Library, to be established at the new multi-use library facility in late 2025, and the Airdrie Walking Series, launching in early spring 2025. Both aim to enhancing access to physical activity opportunities in the community.

AHS has committed both funding and technical support, contributing approximately \$85,000 for the first two years, with additional resources for program evaluation and strategic guidance. This financial and structural support will allow HTA to pilot and scale initiatives, reinforcing the initiative's sustainability and alignment with Council's focus areas.

Through the HTA's work, the City of Airdrie has an unprecedented opportunity to tackle health and wellness holistically, integrating local feedback with a commitment to evidence-based action and collaboration across government, health, social services, and community organizations. By building upon established community strengths and aligning with City Council's strategic goals, HTA aims to create a sustainable model for a healthy community beyond current clinical care, establishing a benchmark for health and wellness initiatives in mid-sized cities across Alberta.

Section 2. Background, Rationale and Purpose

Overview of Healthier Together

Healthier Together is an Alberta-based system built by AHS and workplaces, schools, health services, and communities, including First Nations communities and Métis Settlements. It was created to be scalable across illnesses and injuries, risk factors, and social determinants of health. Healthier Together is a well-developed community-based partnership that includes an existing infrastructure to guide entire cities/municipalities towards healthier ways of living, working, learning, and healing that gives everyone a fair chance for health. It enables coordination of multi-sectoral partnerships between the settings that aids implementation of evidence-informed actions within each of the key settings that influence health.

This is an innovative and locally developed approach that will increase the effectiveness of evidence-informed strategies across multiple settings to have a greater impact. Healthier Together uses a 5-step Approach to bring people together, understand the local context, prioritize, and plan evidence-informed actions, implement and evaluate, and scale and spread successful initiatives to support healthy communities (Figure 1).

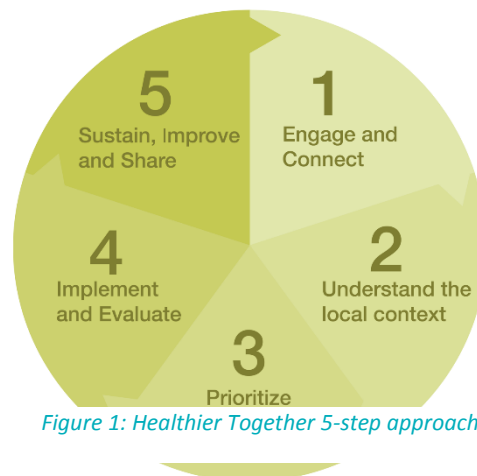


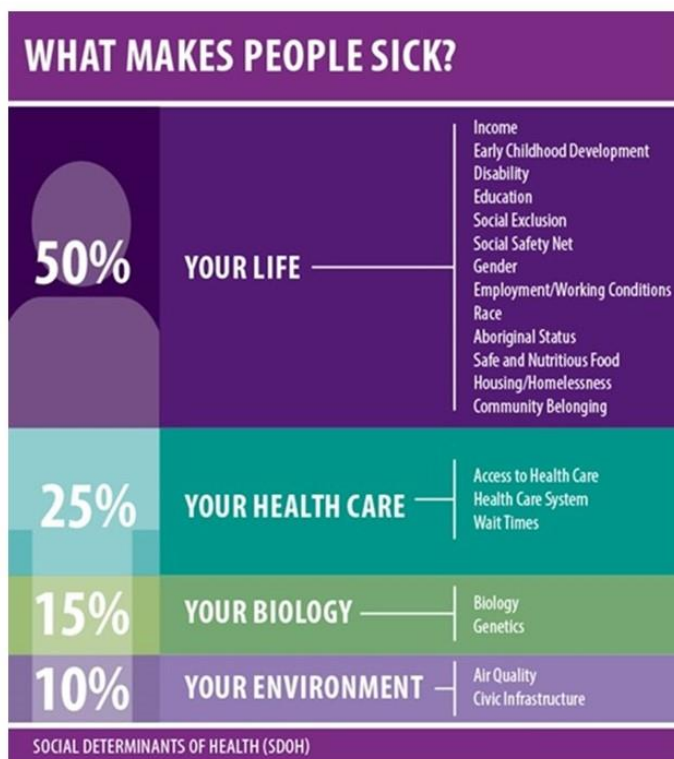
Figure 1: Healthier Together 5-step approach

What is a Healthy Community?

Over 60% of health can be shaped by our life and environment (Figure 2).^{1,2} Essentially, health is more than simply health care. Healthy communities are much more than physical spaces, and while no two communities are alike, they do have things in common: they provide the environments and opportunities for people to thrive.

¹ Statistics Canada. Changes in Life Expectancy by Selected Causes of Death [Internet]. 2019 [cited 2020 Jan 15]. Available from: <https://www150.statcan.gc.ca/n1/daily-quotidien/190530/dq190530d-eng.htm>

² Canadian Medical Association. Health Care in Canada: What Makes Us Sick Town Hall Report [Internet]. 2013 [cited 2020 Jan 15]. Available from: <https://legacy.cma.ca//Assets/assets->



The choices people make are determined by the choices they have, can afford, and can access. A healthy community can be thought of as a level table where everyone has fair access to the essential resources that shape health such as supportive relationships, safe housing, decent work, and local alcohol reduction policies. For example, when communities have safe parks and walking paths, being physically active is easier. When children have access to healthy food, they are supported in their learning and healthy development. When communities gather to connect and address local issues, community members feel included, valued, and empowered.

Figure 2: Factors that Influence Individual Health³

What Makes a Healthy Community?

Health can be improved by coordinated action across the physical environment, socioeconomic

environment, and healthy places, programs, and services (Figure 3). These environments are influenced by national, provincial, and municipal policies and overall culture.

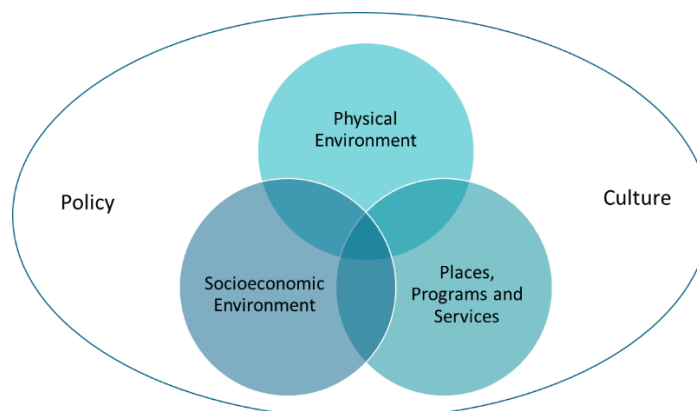


Figure 3: Environmental Factors that influence Healthy Communities

The physical environment includes built and natural environments. The built environment includes the physical surroundings and infrastructure in our daily lives. The natural environment is the larger ecological context that contains individuals and communities.

³ Alberta Medical Association. Reducing the Impact of Financial Strain [Internet]. [cited 2023 Sep 22]. Available from: <https://actt.albertadoctors.org/health-system-integration/keeping-care-in-the-community/rifs/>

The socioeconomic environment includes both social and economic environments. The social environment is the quality of social relationships in a community. The economic environment involves education, employment, income, housing, and financial security.

Places, programs, and services include a range of human and social services based on the needs and desires of a community, as well as the places where people live, work, and play.

Environmental factors influence community factors such as healthy places (workplaces, schools, health services), housing, and recreation, leisure, and culture. These community factors influence the accessibility and availability of the social and individual factors that affect health (e.g., physical activity, social inclusion). All these upstream factors ultimately influence health and well-being outcomes such as chronic disease (e.g., diabetes), mental health, life satisfaction and expectancy, social well-being, and quality of life. The Healthier Together initiative is to help reduce the burden on the current healthcare system and take a preventative health approach to support community health and well-being.

Our Opportunity

Many of the factors that influence our health are within the jurisdiction of municipal governments, and other settings such as school divisions, workplaces, and health services. This innovative partnership opportunity takes a collective impact approach. Not only has it brought together the strengths of the City of Airdrie and Alberta Health Services (AHS), but it has expanded to include representatives from social and community services and groups to collaborate on locally relevant focus areas. A collective impact approach is more effective and efficient when tackling challenging issues. As a working group, we have the opportunity to share information, identify strengths and work together to address priority factors that influence the health and well-being of the residents of Airdrie (Figure 4). Working together has allowed us to utilize resources and expertise optimally and efficiently.

The aim of this Initiative is not to duplicate the work already being done – either by the City, AHS or community partners – but to build on previous and ongoing work and collaborate more closely. To support this partnership Initiative, AHS has committed resources, including implementation, evaluation support and seed funding, and stands ready to partner with the City of Airdrie and community partners to build a healthier community for all residents.



Figure 4: Illustration of Healthier Together Airdrie’s opportunity to utilize a collective impact approach to improve the health and well-being of Airdronians.

Resources and Funding

AHS commits to providing seed funding via the provincial Healthier Together initiative: approximately \$40,000 in FY23/24 and \$45,000 in FY24/25. These seed funds are to be held and distributed by the City of Airdrie through funding recommendations made by the Core Community Team and approved by the Partnership Oversight team. AHS also commits additional human resource support for evaluation, implementation and individuals/teams with related subject area expertise.

Strategic Focus Area Alignment

Council’s focus areas provide guidance to make significant impacts in community well-being (Figure 5).

Council has committed to ensuring that Airdrie is a *Caring Community* as well as *Advocate* on behalf of its residents in areas including health care. Through this Healthier Together partnership with AHS and community partners, the City has a unique opportunity to leverage current work and efforts to advance Council’s goals.

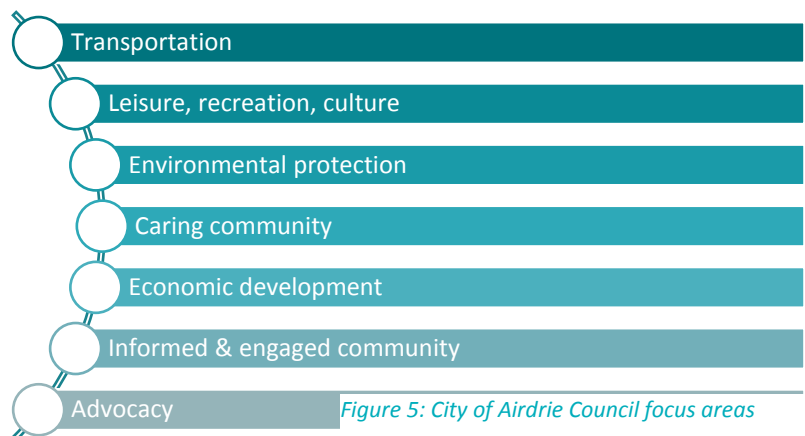


Figure 5: City of Airdrie Council focus areas

Section 3. A Path Forward to a Healthier Airdrie

Guiding Principles

The two guiding principles of the Healthier Together Airdrie Initiative, include:

- *Strength-Based Approach*: Healthier Together Airdrie redefines the conversation around community health, focusing on community strengths ("What's Strong") rather than deficits ("What's Wrong").
- *Collaborative Model*: The initiative is guided by a multi-sectoral team that integrates the knowledge, resources, and passion of local organizations and residents. AHS and City of Airdrie partners are key supporters, committed to the Initiative's long-term sustainability through resources, tools, and strategic guidance.

Step 1: Engage & Connect

Multi-Sectoral Team (MST) Membership

- The MST consists of 23 members represented across 4 settings and 9 sectors (Figure 6).

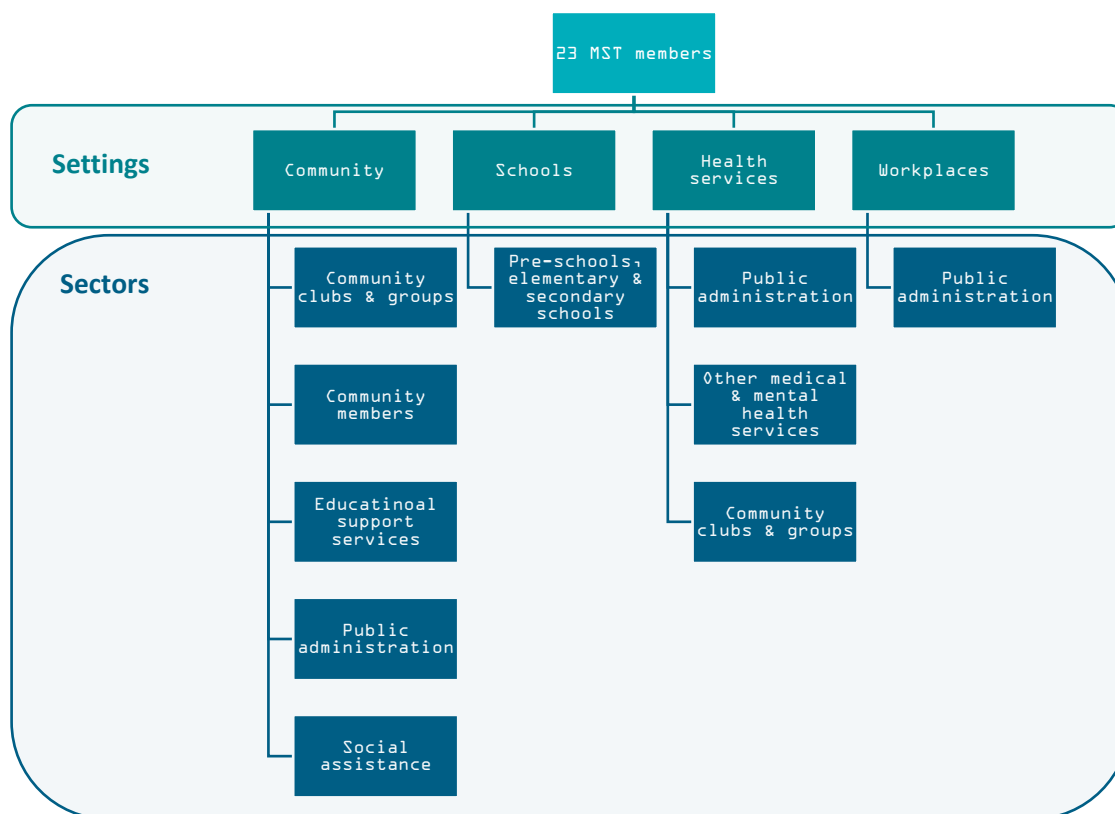


Figure 6: Illustration of the settings and sectors that are represented within the Healthier Together Airdrie MST.

Visioning and Mission Development

- After forming the MST, the team developed a collaborative vision and mission to ensure alignment:
 - **Vision**: "Fostering an inclusive, connected, and healthy Airdrie where everyone feels they belong."
 - **Mission**: "Healthier Together Airdrie aims to utilize local resources and collaboration to create opportunities for all residents to thrive in their community."

Step 2: Understanding the Local Context

Data Review and Asset Mapping

- The MST conducted a comprehensive review of existing reports, surveys, and city plans and documents, including Blue Zones Airdrie, Social Well-Being Survey, Citizen Satisfaction Survey, AirdrieONE, Airdrie City Plan and other community profiles.
- Using asset mapping, the team identified key community assets, resources, and strengths that support Healthier Together Airdrie (Figure 7).



Figure 7: Identified Strengths and Assets for Healthier Together Airdrie

Prioritizing Community Input and Feedback

The HTA team conducted community engagement to refine HTA's focus areas. This process included the team setting up information booths at events like Airdrie Pride Festival (Figure 8) and Airdrie FEST (Figure 9) and conducting a resident survey to increase engagement and support the direction of HTA. The total number of community engagements and community members engaged can be found in Table 1.



Figure 8 (left): Health Promotion Facilitator, Nasra at the HTA booth set up at Airdrie Pride Festival on June 22, 2024.

Figure 9 (right): MST members, Alejandra and Carlos at the HTA booth for Airdrie FEST on September 7th, 2024.

Table 1: Community engagement completed by the Healthier Together Airdrie team in 2024.

Engagement Indicator	January- March 2024	April- June 2024	July- September 2024	Total
# Community Engagements	12	7	14	33
# Community Members Engaged	70	603	612	1,285

Community Survey Results

The community survey was open between July 1st and 31st, 2024 and received **433 responses** from residents. The survey was distributed through community networks, social media, and the HTA website, and sought resident input on priority areas and suggestions to make Airdrie healthier and more connected.

Priority areas included:

- Reducing financial strain for residents
- Supporting navigation of community resources
- Building a strong sense of community belonging

While some residents emphasized the need for a hospital, HTA's primary focus remains on non-clinical, preventative health measures that enhance community well-being. This feedback will still be considered in HTA's overall initiative evaluation.

Community's Top Priority

- **Key Finding:** The highest priority for Airdrie residents is accessing low-to-no-cost resources to alleviate financial strain, with 211 survey responses highlighting this need.

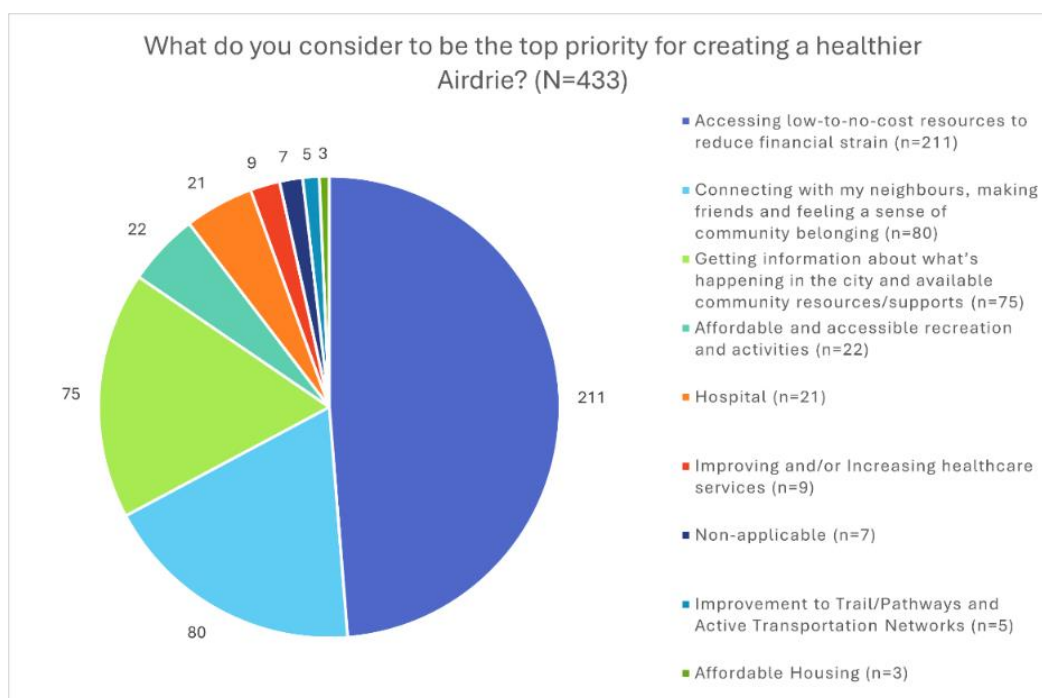


Figure 10: Residents' Top Priorities for creating a healthier Airdrie.

Top Health and Wellness Initiatives

The top health initiatives selected by survey respondents focus on recreation and social connection opportunities to support community health and well-being. Here are the top initiatives prioritized:

1. **Recreational Spaces and Gathering Places:** 51.5% of respondents want more recreational spaces to encourage physical activity and social interaction.
2. **Enhanced Pathways and Trails:** 43.2% expressed a preference for improved pathways with amenities such as benches, lighting, shade, and signage to encourage walking and outdoor activity.
3. **Skill-Building Opportunities:** 37.2% support initiatives for skill-building in areas like healthy cooking, gardening, coding, and home repairs.

Additional Initiatives:

- Improved public transportation options: 33.7%
- Water bottle filling stations in public areas: 27.5%
- School-based food support programs for children and youth: 27.5%
- Community directory of city activities and resources: 25.4%
- Affordable, healthy food options in public facilities: 25.2%

- Community navigators to assist residents in finding local resources: 16.6%
- Lending library for sports equipment and kitchen appliances: 12.2%

Key Themes: Suggestions for a Healthier, More Connected Airdrie

The following is a summary of key themes and suggestions gathered from residents of Airdrie through two open-ended survey questions, aiming to identify ways to enhance the community's health and connection. The feedback, analyzed using NVivo, highlights several recurring themes, including recreation, financial well-being, social connection, and built environment improvements.

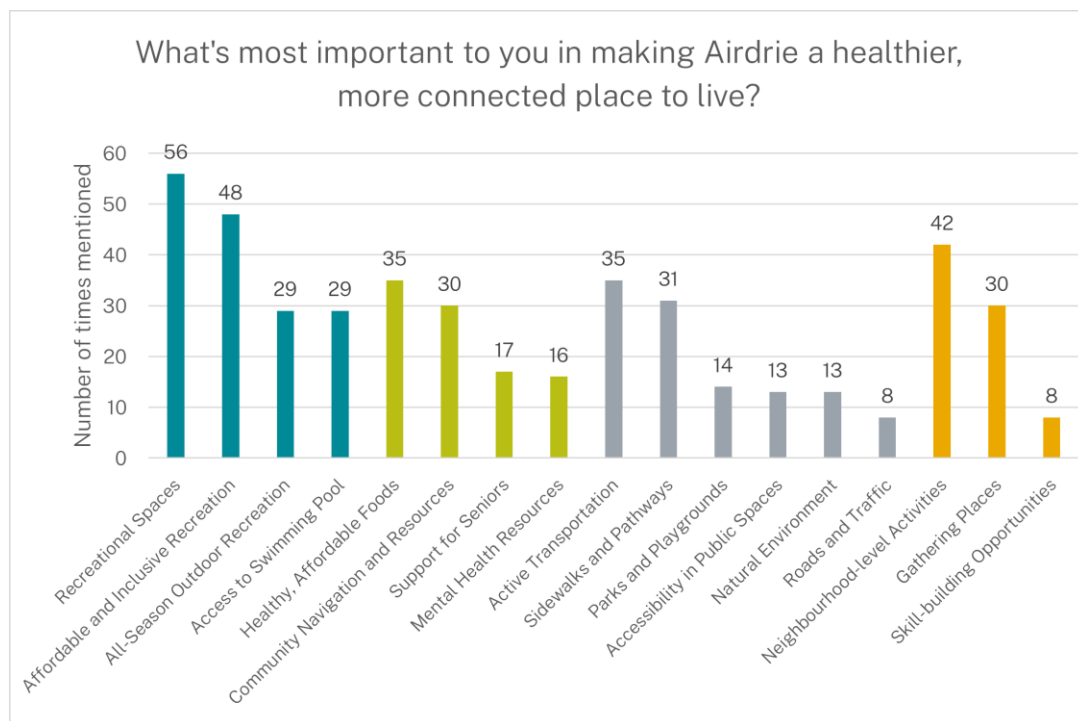


Figure 11: Suggestions for making Airdrie a healthier, more connected place to live.

1. Recreation and Active Living

Recreation emerged as a priority, with residents identifying the following:

More Recreational Spaces and Facilities

□ "Having more recreational options/spaces for indoor activities. Especially needed in the winter months. This would help with a lot of individuals dealing with mental health during the long winter days."

•Affordable and Inclusive Recreation Opportunities

□ "More free to low cost health initiatives such as Tai Chi, walking tours, exercise classes that would incorporate any age or gender... Also, the development of outdoor rec such as parks, cycling paths, and walking trails encourage healthier lifestyles."

•All-Season Outdoor Recreation

□ "The exercise course and machines at East Lake are fabulous, more of these please (nose creek park, wetlands area West of silver creek, other parks)"

2. Financial Well-Being

Affordability was a significant concern, with residents emphasizing the need for:

Healthy, Affordable Foods

□ "Lowering the cost of food, programs for all to learn how to spend less around food, how to cook healthy meals, grow our own food...Healthy food available at city facilities (there is a number of unhealthy options available at the rec centre's canteen)."

•Community Navigation and Resources

□ "I would love to see more enhanced ways to get people involved, communicate community opportunities and even connect with small businesses so we can help them grow."

•Support for Seniors

□ "Seniors housing and supports. Community assistance for seniors. As a senior we need more affordable transportation help for medical appointments in Calgary."

•Affordable Mental Health Supports

□ "Ultimately, the cost of living is the number one issue effecting health, IMO... there is very little supports for the middle-class families. Find ways to make living more affordable and then people can focus more on physical and mental health and connection."

3. Social Connection & Sense of Belonging

Residents expressed a desire for increased social opportunities, advocating for:

Inclusive Activities, Events, and Programs

- “Organize more activities and events to show diversity and inclusion as the population of Airdrie keeps growing with people from diverse backgrounds and cultures. This will give a sense of community belonging.”

Opportunities for Social and Neighborhood Connection

- “Enable greater access to school gyms for outside groups. Increase community BBQs, community gardens, free movies in parks, bike parades, fun runs, neighbourhood block parties.”

Skill-building Opportunities

- “Encouraging community initiatives that promote being active while building community. We can host our own events without having to rely on going into Calgary to experience these things!”

4. Built Environment

Residents highlighted the need for improvements in infrastructure to support health and connectivity, including:

Active Transportation and Transit

- “Public transit needs a revamp. Many people could use it if it was properly scheduled... Public transit is healthier for our planet and our bodies.”

•Sidewalks and Pathways

- “A map of the pathways to know where they connect- static would be ok, an online app version would be better... Consider adding bike pathways to roads to reduce traffic within the city.”

•Gathering Places

- “More green spaces for people to grow their own food to support food security. Identifying existing green spaces that can include community gardens or greenhouses.”

•Parks and Playgrounds

- “I like the idea of enhancing walkways with overhead lighting at night, benches, and shade structures over playgrounds to encourage outdoor activity. Water stations would be nice too. The NW area of Airdrie has very little in parks and play areas for kids.”

•Accessibility in Public Spaces

- “Garbage cans and bathroom access at parks or pathways would be nice. I know a number of Seniors that won’t go for walks because they need to stick near bathrooms.”

Step 3: Prioritization and Action Planning

Data Walk and Changeability Matrix

The HTA team used community feedback, existing data profiles, identified assets/strengths, CCAT results and past reports/surveys to conduct a **Data Walk** and **Changeability Matrix Exercise** to prioritize and narrow down action areas.

- **Data Walk:** Community stakeholders discussed data insights at themed stations (e.g., recreation, physical activity) to deepen understanding.
- **Changeability Matrix:** The team assessed the importance and feasibility of each focus area, setting a clear path forward based on resident needs (**Table 1**).

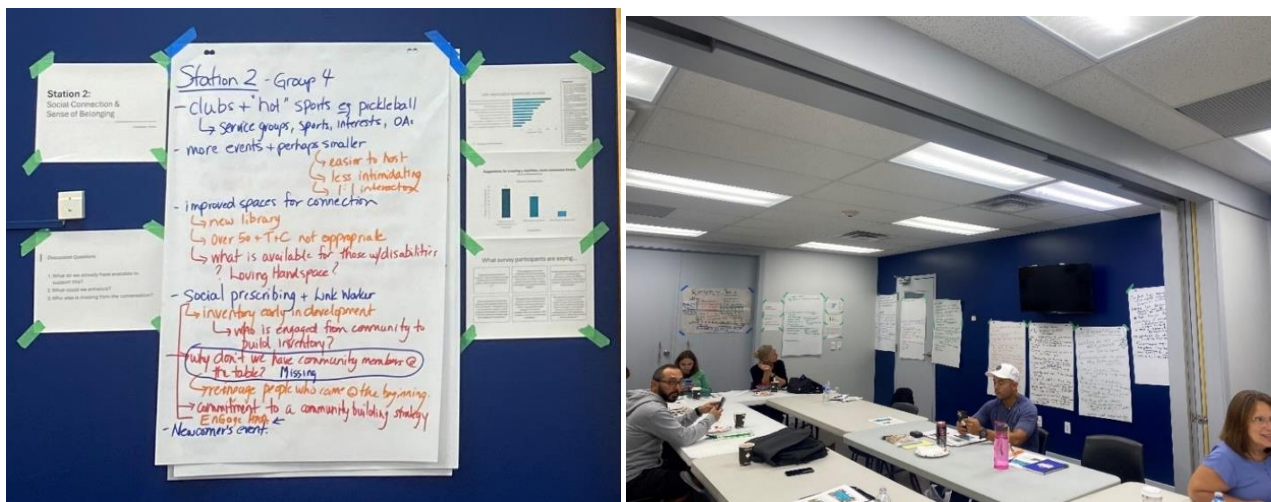


Figure 12: Photos taken during HTA's full day of action planning.

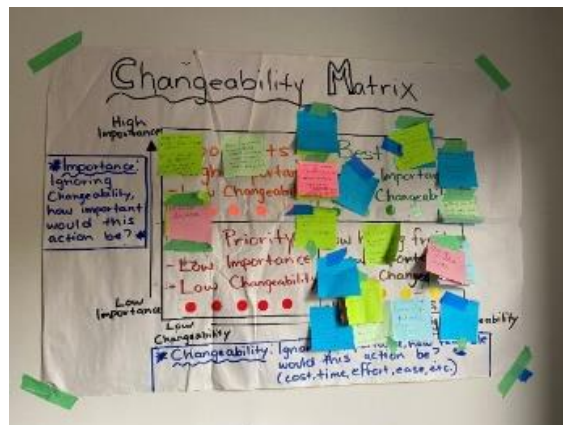


Figure 13: Before-picture of the Changeability Matrix with initiative ideas scribed on sticky notes and evaluated and placed in one of four quadrants based on importance and changeability.

Key Action Areas Identified

Through consensus, the team identified **two main action areas** to guide initiatives:

1. **Enhancing Social and Physical Connectivity** in the community.
2. **Increasing Access to Recreational Opportunities** for residents of all ages and abilities.

In addition to these key action areas, developing an inclusive and accessible communication plan is also a key priority for the HTA team. This need was identified through our community capacity assessment and was presented to city council last year. Effective communication is crucial for expanding our reach, engaging with residents and the community, and promoting community health and connectedness through our collaborative events and activities. See Section 5 for an overview of our communication plan.



Figure 14: HTA's multi-sectoral team who participated in the full-day action planning session.

Section 4. Action Plan

Action Plan	
Committee/Network	Healthier Together Airdrie
Vision Statement:	Fostering an inclusive, connected and healthy Airdrie where everyone feels they belong.
Mission Statement:	Healthier Together Airdrie aims to utilize local resources and collaboration to create opportunities for all residents to thrive in their community.

Action 1: Enhancing Social & Physical Connectivity		
STRATEGY	INTENDED OUTCOME	CITY OF AIRDRIE STRATEGIC FOCUS AREA(S) ALIGNMENT
Strengthen the sense of community by promoting active participation in free local activities and creating inclusive physical spaces that foster connection.	Increased social inclusion (social belonging) amongst Airdronians.	<ul style="list-style-type: none"> • Advocacy • Caring Community • Informed and Engaged Community • Leisure, Recreation and Culture • Transportation (Wayfinding signs)
ACTIVITIES		TIMELINE
Taste of Nations Welcoming Airdrie is excited to launch Taste of Nations in January 2025! Join us in celebrating Airdrie's vibrant multiculturalism through live performances, traditional dances, and a delightful exchange of cultural foods.		Jan 2025 Ongoing with the hope it will be integrated as part of Alberta's Culture Days
Cultural cooking classes To celebrate the multiculturalism and diversity of Airdrie, welcome newcomers to the city and connect through food. Participants will also receive a safe food handling certificate.		Feb to June 2025
Gift Card Pilot Program for New Parents Facing Financial Strain The public health dietitian in Airdrie will collaborate with the two nurses who facilitate the Pregnancy & Beyond Program to target \$50 grocery gift cards to new parents struggling with significant financial strain. Based on regular assessment and interaction with these parents, the facilitators will only target families who face financial shocks or barriers that prevent them from buying enough healthy food or infant formula while maintaining all their other basic needs, including housing. This initiative is a one-year pilot and includes robust		Feb 2025

evaluation of the impact of this income-based approach to addressing food insecurity among new parents.	
Wayfinding Signage in NW Airdrie (Static, Online & QR Codes) Enhancing the pathway systems and developing signage on trails/ pathways to support with wayfinding, historical landmarks, locations for benches, garbage cans, public and/or portable washrooms, shade structures, water filling stations, etc. <i>Areas for consideration include Williamstown, Reunion, and Fairways.</i>	TBD (Aiming for Summer/Fall 2025)

Action 2: Increasing Access to Recreational Opportunities		
STRATEGY	INTENDED OUTCOME	CITY OF AIRDRIE STRATEGIC FOCUS AREA(S) ALIGNMENT
Develop accessible and affordable recreation opportunities in the community to encourage physical activity and social connections.	Reduced percentage of Airdronians who report that finances are a barrier to participating in community life. ⁴	<ul style="list-style-type: none"> • Advocacy • Caring Community • Economic Prosperity (working with local businesses) • Informed and Engaged Community • Leisure, Recreation and Culture
ACTIVITIES		TIMELINE
Sports Lending Library Includes donated sports equipment, physical literacy kits and borrowable recreational facility passes for families. Storage space at the library is limited however, this will be integrated as part of services offered at the new multi-use library facility opening September 2025.		Borrowable Rec Passes – Jan 2025 Sports Equipment Borrowing – Sept 2025
Sports Try-it Day This is a free event designed to promote sport discovery. An all-day event where children and youth between 6 to 17 years old can try different sports for free.		TBD (Aiming for Summer 2025)
Airdrie Walking Series Walking is a free, accessible way to be physically active. This interactive and inclusive walking series is targeted at all residents regardless of age, SES, mobility levels and race/ethnicity. This includes supporting seniors and persons with disability with poles for pole-walking, story walks for children/youth, and land learning/history walks.		Early Spring 2025
West-end Exercise Circuit (≠ outdoor exercise equipment)		TBD (Aiming for Summer/Fall 2025)

⁴ City of Airdrie. 2023 Social Well-Being Survey Results [Involve Airdrie]. [cited 2024 Oct 30]. Available from: <https://involve.airdrie.ca/social-wellbeing-survey>

<p>Uses the natural landscape of the pathways to implement circuit; using the space in a different way. Based on our community survey results, residents are advocating for more amenities to support physical activity on the west end of Airdrie. <i>Areas identified: Windsong, South Windsong, Williamstown, Reunion.</i></p>	
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Section 5. Roadmap of Next Steps

The Healthier Together Airdrie Community Team are now focusing on steps 4-5 of the Healthier Together 5-step approach as described in the table below. It is an iterative process, so activities as part of steps 1-3 occur throughout.

Healthier Together Step	Timeline	Activities
Step 1: Engage & Create Connections Outcome: Communication & Engagement Plan and team Terms of Reference (with shared vision and mission)	Oct 2023 – March 2024 (and throughout)	<ul style="list-style-type: none"> ✓ Review previous engagement reports to leverage learnings. ✓ Create a Healthier Together Airdrie Team among AHS, City staff, and multi-sectoral partners. <hr/> <ul style="list-style-type: none"> ○ Continue connecting with multi-sectoral partners (e.g., schools, workplaces, health services, community organizations). ○ Continue updating communication and engagement plan for community and resident awareness, and leverage opportunities for collaboration (e.g. Airdrie Resource Council, public events).
Step 2: Understand the Local Context Outcome: Asset map and Healthier Together community profile	Oct 2023 – August 2024	<ul style="list-style-type: none"> ✓ Complete 1st iteration of asset map (existing & hidden assets). ✓ Verify what already exists and what is missing. ✓ Review data (such as results of the City’s Social Well-Being Survey and community profiles) to create holistic picture of current strengths, gaps, and opportunities. <hr/> <ul style="list-style-type: none"> ○ Continue to learn about ongoing work and current priorities. ○ Continue to engage with residents through various means to gather their input and involvement. ○ Continue to learn about ongoing work and priorities. ○ Maintain and update asset map
Step 3: Prioritize & Plan Outcome: Action and evaluation plan	April – October 2024	<ul style="list-style-type: none"> ✓ Collectively prioritize with partners identified in “Step 1: Engage & Connect”. ✓ Develop an evidence-informed action and evaluation plan keeping sustainability in mind. ✓ Determine budget requirements based on findings and recommendations for future actions. <hr/> <ul style="list-style-type: none"> ○ Continue planning and prioritizing as needed to action identified priorities. ○ Maintain and update Action and Evaluation Plan
Step 4: Implement & Evaluate	Sept 2024	<ul style="list-style-type: none"> ○ Implement prioritized evidence-informed strategies. ○ Finalize evaluation plan and initiate measurements for evaluation and monitoring.
Step 5: Sustain, Improve & Share	TBD (2025-26)	<ul style="list-style-type: none"> ○ Share early successes and learnings. ○ Focus on quality improvement. ○ Commit to sustainability so that long-term outcomes can be measured.

Section 6. Summary

Healthier Together Airdrie (HTA) exemplifies an inclusive, proactive approach to community health and resilience by leveraging local strengths and fostering cross-sector collaboration. With Council's endorsement, HTA will proceed to implement its carefully prioritized action plan, addressing Airdrie's unique needs through sustainable, community-driven initiatives. The success of HTA's actions will be evaluated continuously, with the goal of refining and sustaining these efforts for enduring impact.

Acknowledgements

We would like to express our gratitude and acknowledgement to the following individuals for their invaluable contributions:

- Alejandra Gutierrez, Airdrie Resident
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- Clay Aragon, City of Airdrie
- Cortney Hlady, AHS
- Donald Baker, AHS
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- Fleeha Ahmad, Rocky View Immigrant Services
- Heather Kostuk, Airdrie Resident
- Jay Raymundo, Welcoming Airdrie
- Jordan Furness, City of Airdrie
- Kelly Keating, Rocky View Wheatland Local Immigration Partnership
- Lori Meyer, Rocky View Schools
- Marlene Raasok, Healthy Aging Alberta
- Nneka Ojeanor, Airdrie Resident
- Shobha Joshi, Caregivers Alberta
- Sylvia Whitworth, Caregivers Alberta
- Tega Odogu, City of Airdrie
- Teree Hokanson, AHS
- Yvonne Harris, Recovery Alberta

Section 7. References

¹ Statistics Canada. Changes in Life Expectancy by Selected Causes of Death [Internet]. 2019 [cited 2020 Jan 15]. Available from: <https://www150.statcan.gc.ca/n1/daily-quotidien/190530/dq190530d-eng.htm>

² Canadian Medical Association. Health Care in Canada: What Makes Us Sick Town Hall Report [Internet]. 2013 [cited 2020 Jan 15]. Available from: https://legacy.cma.ca//Assets/assets-library/document/fr/advocacy/What-makes-us-sick_en.pdf

³ Alberta Medical Association. Reducing the Impact of Financial Strain [Internet]. [cited 2023 Sep 22]. Available from: <https://actt.albertadoctors.org/health-system-integration/keeping-care-in-the-community/rifs/>

⁴ City of Airdrie. 2023 Social Well-Being Survey Results [Involve Airdrie]. [cited 2024 Oct 30]. Available from: <https://involve.airdrie.ca/social-wellbeing-survey>

Section 8. Appendix

Communication Plan

Goals and Objectives

Our goal is to demonstrate the impact that community-based efforts have in improving the health and well-being of individuals. Our communications objectives are to:

- Increase awareness of Healthier Together Airdrie among internal and external stakeholders.
- Create understanding of how community-based and grassroots-driven decisions, and how proactive, preventative health promoting approaches can positively influence the health of a community, reduce reliance on the healthcare system and build resilience.
- Build and enhance trust in the healthcare system through improved relationships between healthcare providers and community members.
- Encourage participation in Healthier Together Airdrie initiatives at a local level.
- Identify champions for Healthier Together Airdrie that can help to spread excitement for new and/or enhanced initiatives in Airdrie and across Alberta.

External target audiences

- Healthier Together Airdrie external partners
- Healthier Together Airdrie community members
- Elected officials
- Public/Community

Key Messaging: Healthier Together Airdrie

- Over 60% of our health is shaped by factors outside the health system, including the places we spend our time, our relationships and the circumstances in which we live, work, learn, play, and age.
- Creating healthy environments with communities, workplaces, schools, and health care settings is one of the best ways to keep people healthy and well.
- By making healthy lifestyle choices for ourselves, our family and within our communities, schools, workplaces, and health system, those living in Alberta can be healthier.
- Healthier Together Airdrie is a population health approach designed to be adaptable to meet various communities' needs.
- Healthier Together Airdrie is a unified and evidence-based approach to population health improvement.
- Healthier Together Airdrie supports the health and well-being of those living in Airdrie both individually and collectively.
- The Healthier Together Airdrie team are leveraging and building on current Airdrie initiatives to improve the health, well-being and connectedness of Airdrie and its residents. For more information about Healthier Together Airdrie activities, please visit www.airdrie.ca/healthiertogether
- The Healthier Together Initiative builds on years of health promotion experience and evidence, focusing on a multi-setting, system supported, locally led approach.

Communication Learnings

A secondary goal of the Healthier Together Airdrie communications will be to understand how information is effectively spread across the community and who is receiving information through which channels. This will allow us to learn:

1. What networks need to be activated in order to successfully mobilize information.
2. How Airdronians want to receive community information.
3. Which groups we are missing in our normal communications.

We will collect this information through questions integrated into our communication and evaluation materials and engaging with community members at Healthier Together Airdrie events and programming.

This information will help inform improvements to Healthier Together Airdrie communications so that we can better reach underserved populations, and this information can be shared with our partners so that they tailor their communications to more effectively reach their target populations.