

“Measuring what matters and making measures matter to improve Canadians’ quality of life”

How the CIW can improve our wellbeing

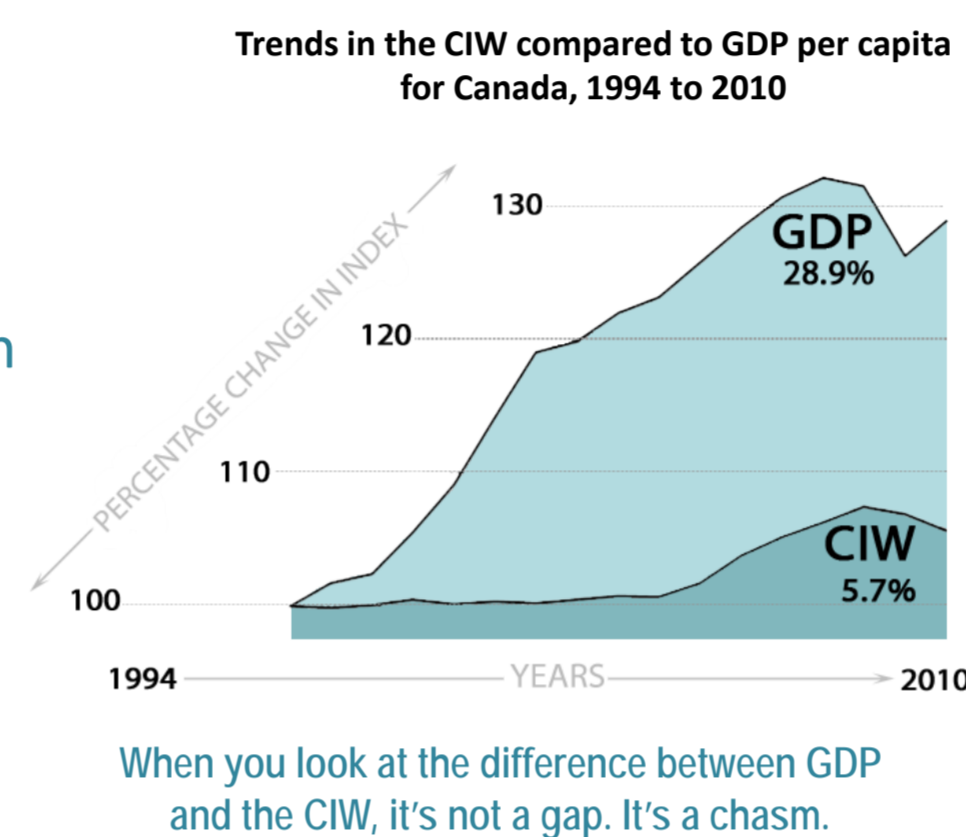


To be Canadian means that we value **“quality of life”** for ourselves, our communities, our provinces, and our country. But how well are we **really** doing in our lives? Is the economy growing at the cost of the environment, our health, and education?

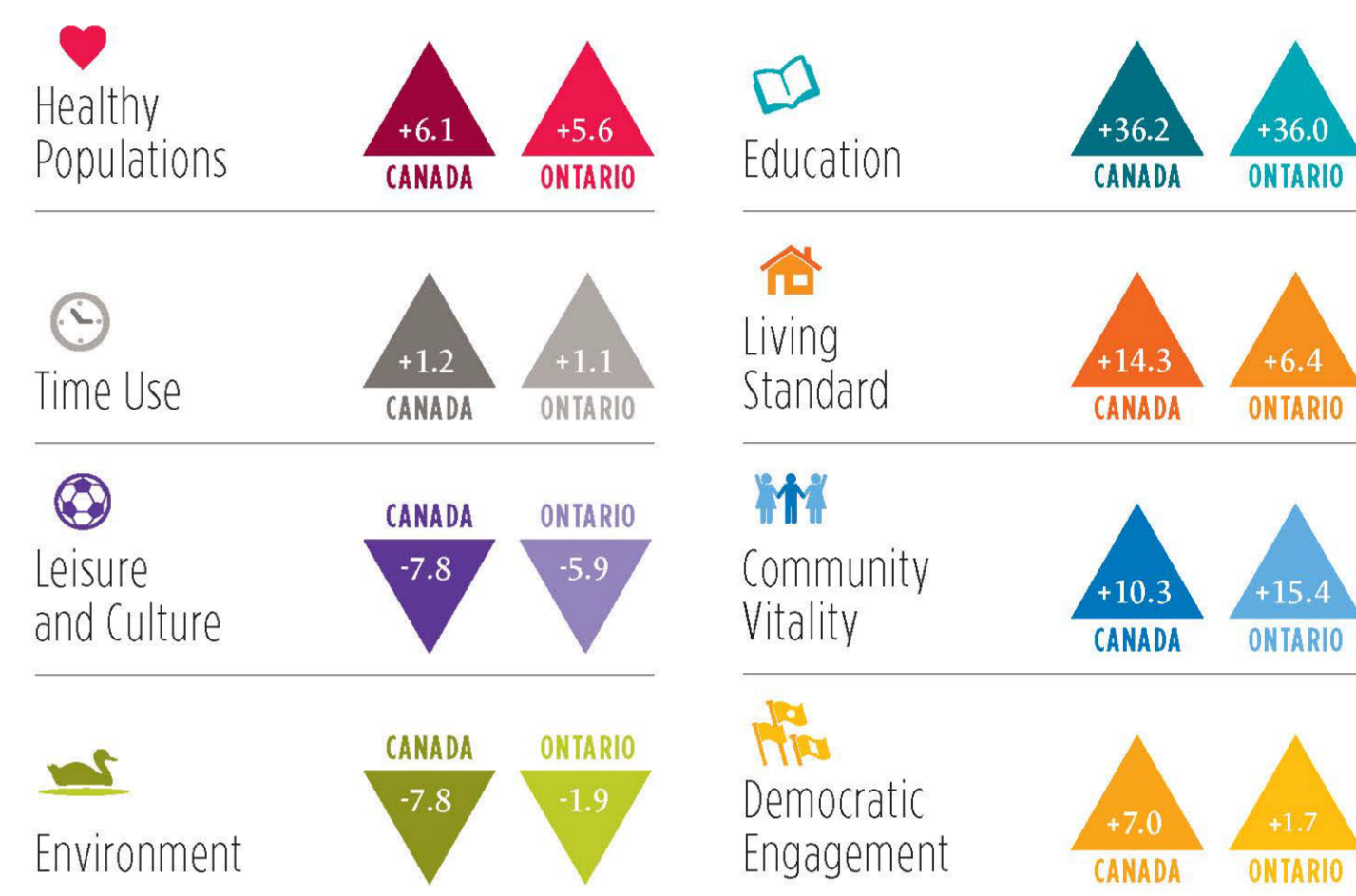
How do we know if we are making progress in achieving a high level of wellbeing for all Canadians?

Why Canada needs the CIW

Canadians care about their wellbeing. As a country, we spend considerable time and resources trying to provide a high quality of life for all. Despite efforts of governments, NGOs, and the private sector, the CIW reveals in its recent national and Ontario reports that we are not achieving the desired outcomes.



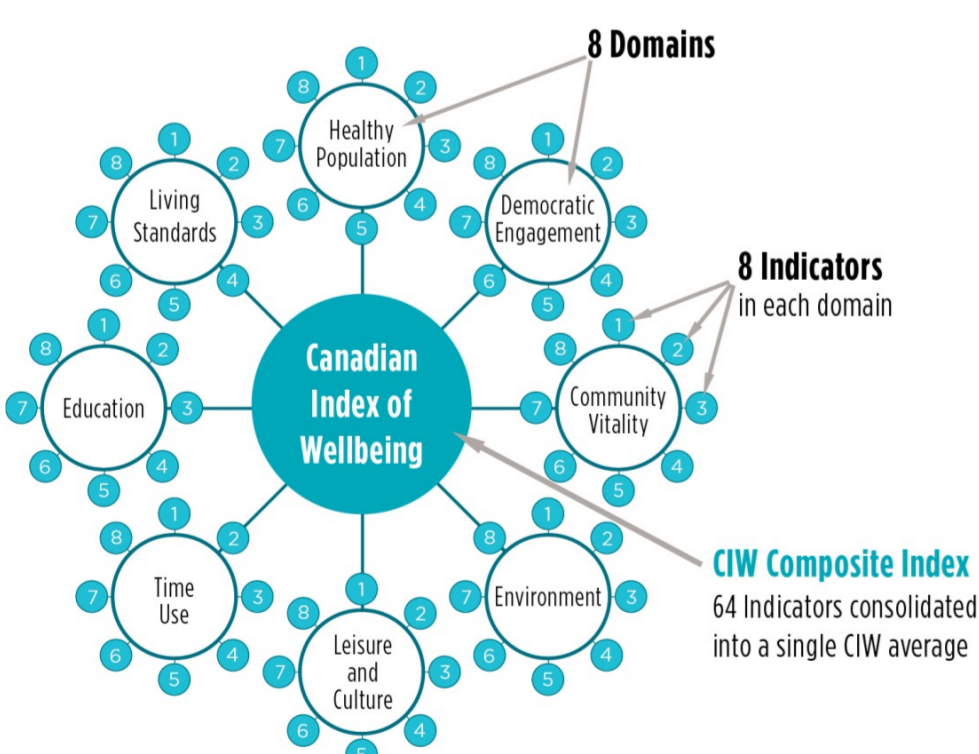
We must adjust our focus and apply our limited resources more effectively



By understanding the complex nature of wellbeing, we can choose to question the status quo and consider alternate ways to promote both a higher wellbeing status for all Canadians and a healthy economy.

What gets measured gets talked about

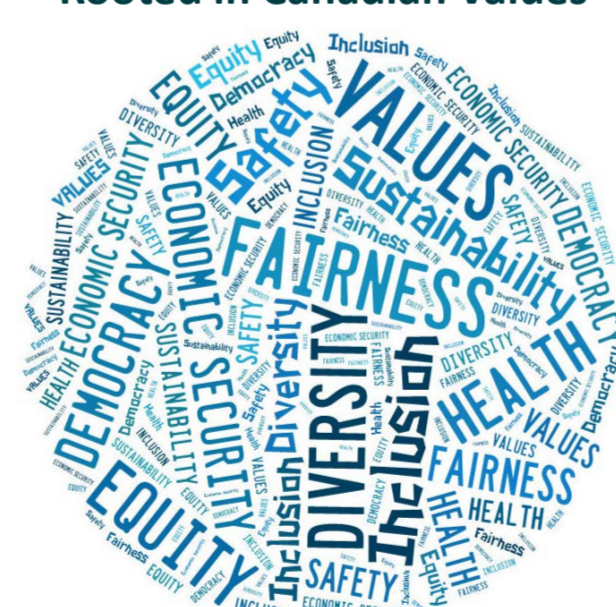
The CIW created the methodology and tools to effectively measure what changes have occurred to Canadians’ wellbeing so that we can understand what is happening and take informed action, as needed.



The CIW fills the need to measure and track what matters most to Canadians

The CIW provides policy shapers, decision makers, media, community organisations, and everyday Canadians with a **measurement of societal progress and a tool for data-driven, evidence-based decision making and accountability.**

Rooted in Canadian Values



By using the CIW:

- All levels of **government** have the evidence they need to help develop better policies;
- **Policy shapers** can use CIW to align limited resources for collective impact;
- **Funders** can redirect resources to areas of the highest need;
- **Businesses** can build more productive workforces; and
- **Individual Canadians** have the knowledge to access the services and supports they need to be fully engaged members of society.

Making an impact

Leaders are working with the CIW to make evidence-based decisions

“We are the first community to use the CIW...to improve the wellbeing of individuals and families in Guelph...this is about transformational change.”
—Karen Farbridge, Ph.D. Mayor, City of Guelph

Media are using the CIW as “go to” source

Comparing the CIW to the Canadian Index of Wellbeing

So, how can YOU participate?

Join the conversation:



online
Read our blog posts at ciw.ca and share, like, and comment @ciwnetwork #wellbeing

with people in your everyday life

Talk about the CIW with elected officials, colleagues, friends & family, because.....

donate

at ciw.ca so we can keep tracking data

