



“Look into Wood Buffalo” Community Wellbeing Survey PROCESS REPORT

In 2013-2014, organizations seeking to improve quality of life outcomes in Wood Buffalo, Alberta collaborated to conduct the “Look into Wood Buffalo” Community Wellbeing Survey. The survey collected baseline data on residents’ perceptions of quality of life in the region, data that can now be used to enhance community wellbeing. This report describes the process of conducting the “Look into Wood Buffalo” Community Wellbeing Survey. It considers the structure of the community collaboration, the resources and roles required to perform the survey, and the lessons learned from the process.

Thank you to the “Look into Wood Buffalo” Community Wellbeing Survey Partners and Sponsors:



REGIONAL MUNICIPALITY
OF WOOD BUFFALO



oil sands
community
alliance



United Way
Fort McMurray





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1.0 Introduction

The “Look into Wood Buffalo” Community Wellbeing Survey, conducted in the spring of 2014, provides baseline data on quality of life indicators in Wood Buffalo, Alberta. These data create a portrait of subjective experiences of wellbeing in the region, illuminating how residents feel about life in their community. Results from the Community Wellbeing Survey can also be used to improve quality of life outcomes, helping decision makers understand the dynamics of community issues and making a case for investment in priority areas identified by residents.

In Wood Buffalo, the Community Wellbeing Survey was conducted by a collaboration of local organizations with a shared interest in quality of life. These organizations worked together as members of the Community Wellbeing Survey Working Group to distribute the survey, engage the community, present the findings, and promote ongoing use of the data. Social Prosperity Wood Buffalo (SPWB) provided backbone support for the initiative, convening meetings, laying the groundwork for the survey, preparing budgets and timelines, managing survey logistics, and organizing a community report-back presentation.

This report describes the process that SPWB and the Community Wellbeing Survey Working Group followed to prepare for, conduct, and share results from the “Look into Wood Buffalo” Community Wellbeing Survey. It describes the history of community indicators work in Wood Buffalo, the process of establishing the Working Group and engaging the Canadian Index of Wellbeing, and the logistics of conducting the survey itself. It also summarizes proceedings from the Community Report-Back Presentation held on October 1st and the Evidence-Based Planning Workshop on October 3rd. These events represent the first formal efforts to encourage local organizations to incorporate insights from the Community Wellbeing Survey into their planning and activities.



With a goal of documenting the process for future iterations in Wood Buffalo or for other communities across Canada seeking to conduct the survey, the appendices of this report contain materials that may help in establishing a Working Group and supporting the Community Wellbeing Survey process.

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2.0 Measuring Wellbeing in Wood Buffalo



2.1 Why Measure Community Wellbeing?

Data collected from the “Look into Wood Buffalo” Community Wellbeing Survey allow stakeholders in Wood Buffalo to better understand how residents perceive their quality of life within the region. For several years, the Canadian Index of Wellbeing (CIW) has been working with communities to measure wellbeing using a comprehensive set of 64 indicators organized into 8 domains, each of which represents a different facet of quality of life. These domains include education, living standards, community vitality, democratic engagement, healthy populations, time use, leisure and culture, and the environment.¹ Together, these 8 domains provide a comprehensive picture of wellbeing, which the CIW defines as:

“The presence of the highest possible quality of life in its full breadth of expression focused on but not necessarily exclusive to: good living standards, robust health, a sustainable environment, vital communities, an educated populace, balanced time use, high levels of democratic participation, and access to and participation in leisure and culture.”²

Measuring subjective experiences of wellbeing at the community level raises awareness of the importance of quality of life and its multifaceted nature. It can also point to areas where a community is doing particularly well, highlight places where there are challenges, and provide the kind of information organizations can act on to make change.³

Measuring wellbeing using a comprehensive set of indicators is part of a broader movement to demonstrate that GDP should not be used as the

¹ <https://uwaterloo.ca/canadian-index-wellbeing/>

² Phillips, K., Hilbrecht, M., & Smale, B. (2014). *A Profile of the Wellbeing of Wood Buffalo Region Residents*. A Preliminary Report for the Social Prosperity Wood Buffalo and its Partners. Waterloo, ON: Canadian Index of Wellbeing and the University of Waterloo, p. 1.

³ Bryan Smale, in an interview conducted by N. Mattes, July 2014.



sole measure of how communities are doing. Quality of life is about more than just the economy, and measuring subjective wellbeing can provide the data community leaders need to consider other factors when making decisions that affect quality of life in their communities.

The process of conducting a Community Wellbeing Survey can also be a catalyst that brings together stakeholders from different sectors to work toward shared goals. By collaborating to prepare for, conduct, and share results from the survey, multisectoral stakeholders can build relationships and increase trust, removing barriers to collaboration and innovation. In this way, the “Look into Wood Buffalo” Community Wellbeing Survey acted as a first step toward establishing an ongoing shared measurement system that will track progress toward the ultimate goal of achieving the highest quality of life for all residents.

2.2 History of Community Indicators Work in Wood Buffalo

In November 2012, the SPWB steering committee discussed the potential of measuring wellbeing to obtain a baseline on quality of life in Wood Buffalo. The SPWB process was designed to build capacity in the social profit sector and develop a culture of social innovation to increase community wellbeing. For SPWB, measuring quality of life was therefore seen as a way to track progress toward this goal.

At the same time, the Oil Sands Community Alliance (OSCA) was exploring the Genuine Wealth Assessment and the Genuine Progress Indicators as potential frameworks for developing a shared measurement system.

In Wood Buffalo, measuring wellbeing offered a chance to address the **discrepancy between outsiders’ perceptions of life in the region and the experiences of residents**. Community stakeholders like OSCA, the RMWB, the United Way of Fort McMurray, FuseSocial, and SPWB wanted to know how experiences of quality of life compared to those in other communities across Canada.

After assessing a range of potential frameworks for measuring quality of life (see section 3.1, Laying the Ground Work), community stakeholders engaged the Canadian Index of Wellbeing to conduct the Community Wellbeing Survey in Wood Buffalo.

2.3 What is the “Look into Wood Buffalo” Community Wellbeing Survey?

The Community Wellbeing Survey was designed by the Canadian Index of Wellbeing (CIW) to assess subjective experiences of quality of life within a community. For the “Look into Wood Buffalo” Community Wellbeing Survey, staff from the CIW were able to modify a number of questions to align more directly with the context of life in Wood Buffalo. Tailored versions of this survey have now been conducted by the City of Guelph, Victoria, BC, the Region of Waterloo, Kingston, Frontenac, Lennox & Addington, and the Regional Municipality of Wood Buffalo.

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The “Look into Wood Buffalo” Community Wellbeing Survey takes approximately half an hour to complete and includes questions that pertain to the CIW’s eight domains of wellbeing:



In Wood Buffalo, the survey was conducted in the spring of 2014. The data were then analyzed by the CIW and compiled into two reports. The first, [A Profile of the Wellbeing of Wood Buffalo Region Residents](#), presents an overall picture of wellbeing in Wood Buffalo. The second report, [Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents](#), delves deeper into sense of belonging, a key variable identified by the CIW and the Working Group to be associated with a range of quality of life outcomes in the region.

The sections below detail the process followed by SPWB and the Community Wellbeing Survey Working Group to measure wellbeing in Wood Buffalo, including laying the groundwork for the survey, conducting the survey, assessing the results, and reporting back to the community.

3.0 Conducting the “Look into Wood Buffalo” Community Wellbeing Survey

Section 3 explains the process followed to conduct the “Look into Wood Buffalo” Community Wellbeing Survey in the spring of 2014. It describes the ground work that helped build a foundation for measuring wellbeing in Wood Buffalo, the logistics of distributing the survey, and roles and responsibilities of the Community Wellbeing Survey Working Group and the SPWB backbone team. It also discusses how the survey data were analyzed and how priorities were determined for the CIW’s second report.

3.1 Laying the Ground Work

Prioritizing Quality of Life Measurement in Wood Buffalo

SPWB’s involvement in the effort to measure wellbeing in Wood Buffalo began at a steering committee meeting in November 2012. At that point in



the SPWB process, the initiative had convened many capacity building workshops and events, and stakeholders were beginning to notice increases in the capacity of social profit organizations. As a result, the steering committee recommended that SPWB reprioritize its work to focus more directly on the systems-level goal of improving quality of life outcomes in the Wood Buffalo region. In order to improve community wellbeing, the steering committee recognized that it would be necessary to obtain baseline data on quality of life.

Engaging the Canadian Index of Wellbeing

In the winter and spring of 2012-2013, SPWB's Director, Nancy Mattes, conducted research on different models for measuring community wellbeing, learning that OSCA was also interested in continuing their work with community indicators. Nancy explored two models for measuring wellbeing, the Genuine Wealth / Genuine Progress Indicators and the Canadian Index of Wellbeing. In March 2013, Nancy presented her research to the SPWB steering committee and the decision was made to pursue wellbeing measurement through the Canadian Index of Wellbeing at the University of Waterloo.

The Canadian Index of Wellbeing⁴ is an award-winning Canadian innovation with a mission to “enable all Canadians to share in the highest wellbeing status by identifying, developing and publicizing statistical measures that offer clear, valid and regular reporting on progress toward wellbeing goals and outcomes Canadians seek as a nation.”

In the spring of 2013, Nancy worked with CIW staff to secure their participation in the initiative and to draft a preliminary budget and work plan to conduct the survey in 2014.

Establishing the Community Wellbeing Survey Working Group

Having engaged the CIW, the SPWB project team began to look outside its steering committee to identify other community stakeholders who could contribute to and benefit from participating in a Community Wellbeing Survey Working Group. SPWB sought to engage a range of actors from across all sectors in a collaboration that would build broad ownership over the process of measuring wellbeing and using the results. To further cultivate this sense of ownership and to establish the resource base needed to conduct the survey, SPWB asked Working Group partners to make either financial or in-kind contributions to the work. Altogether, the initiative secured gold sponsorships from the Oil Sands Community Alliance, the Regional Municipality of Wood Buffalo, and Social Prosperity Wood Buffalo, a sponsorship and in-kind contribution from the United Way of Fort McMurray, and in-kind contributions from FuseSocial, Arts Council Wood Buffalo & Keyano Theater Centre, ONE Regional Recreation Corporation Fort McMurray, Keyano College, and the Real Estate Board of Fort McMurray.

⁴ www.uwaterloo.ca/canadian-index-wellbeing

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To establish the Community Wellbeing Survey Working group, the SPWB project team convened a number of meetings and events to communicate the potential value of measuring quality of life indicators. These meetings included:

- Shared measurement system exploratory discussions with reps from OSCA, RMWB, the social profit sector, Mark Anielski (“The Economics of Happiness”) and the CIW in the spring of 2013
- A *Collaborating for Collective Impact* workshop co-facilitated by Manny Makia and Erika Ford in May 2013, with half the workshop focused on shared measurement⁵
- A conversation between members of the RMWB and Barbara Powell from the City of Guelph, to explore **Guelph’s** Community Wellbeing Initiative and the potential role the RMWB could play in a community wellbeing project in Wood Buffalo, September 2013
- A community meeting with Dr. Bryan Smale, Director of the CIW, to describe the Community Wellbeing Survey process and to identify potential members of the Community Wellbeing Survey Working Group, October 2013
- A shared measurement strategy meeting with potential partners, November 2013

Developing the Project Charter

In the fall of 2013, as stakeholders were being identified to participate in the Community Wellbeing Survey Working Group, SPWB drafted a Project Charter for the initiative, detailing terms of reference for project partners and establishing roles, responsibilities, and timelines for the work. The document was co-owned by FuseSocial, steward of the Strategy Roadmap⁶ and a key partner in developing a shared measurement system for tracking progress toward the highest quality of life for all residents in Wood Buffalo.

The Project Charter (See Appendix E) defined the scope, objectives, and overall approach for the Community Wellbeing Survey project and acted as a critical document for planning, executing, and assessing the work. It outlined project goals and objectives, scope, organization, estimates, work plan, and budget. In addition, it served as a contract between the Project Team and the Project Sponsors, stating what would be delivered according to the agreed upon budget, time constraints, risks, resources, and standards.

Roles and Responsibilities

As described in the Project Charter, SPWB provided backbone support to the initiative, while the Community Wellbeing Survey Working Group catalyzed community engagement. Roles and responsibilities of the SPWB team and the working group were divided as follows:

⁵ Access the report from Collaborating for Collective Impact at: www.socialprosperity.ca/reports-1

⁶ www.fusesocial.ca/cause-view/strategy-roadmap

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Backbone Support, SPWB

Activities performed by the SPWB project team to steward the Community Wellbeing Survey process included:

- Convening preliminary meetings to assess and build interest in measuring wellbeing in Wood Buffalo
- **Engaging the Canadian Index of Wellbeing to conduct the “Look into Wood Buffalo” Community Wellbeing Survey**
- Recruiting stakeholders working toward increasing quality of life in Wood Buffalo to participate in the Community Wellbeing Survey Working Group
- Providing administrative support to the working group by scheduling and chairing meetings, recording meeting notes, and keeping the working group informed of new developments (number of respondents while the survey was live, forthcoming reports and events)
- Acting as a liaison between the Working Group and staff at the CIW, helping to make adjustments to the survey to reflect the local context
- Sponsoring the Community Wellbeing Survey by covering costs **related to community readiness, the CIW’s professional fee, the report-back presentation, and a portion of community engagement costs**
- Raising sponsorship money and other resources
- Taking the lead on distributing the survey, including organizing the mailings to Fort McMurray households with assistance from the Working Group and delivering the survey to outlying communities in Wood Buffalo
- Organizing the report-back presentation to share results with the community
- Preparing materials to assist with knowledge mobilization related to the survey, including a summary of Report # 2 and a forthcoming community-friendly report to share key insights from the survey

Catalyzing Community Engagement – Community Wellbeing Survey Working Group

The Community Wellbeing Survey Working Group performed a range of activities to catalyze community participation in the survey and engagement with the results. These activities included:

- Co-designing a communications and engagement strategy to promote the survey and report-back presentation (RMWB)
- Coordinating survey and event promotion with local media (RMWB)
- Providing guidance on survey details, for instance, designing questions tailored to the Wood Buffalo context (all partners)
- Sponsoring the project financially (OSCA, RMWB, United Way of Fort McMurray)
- Administering financial contributions from partners in Fort McMurray (United Way of Fort McMurray)

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- Contributing blogs about the value of the Community Wellbeing Survey to post on the SPWB website (Arts Council Wood Buffalo, OSCA)
- Providing input into the branding of the initiative and the design of promotional materials (all partners)
- Assisting with obtaining incentive prizes for participation (all partners)
- Donating incentive prizes (RMWB, Arts Council Wood Buffalo, ONE Regional Recreation Corporation)
- Promoting the survey and report-back presentation through their networks using social media (all partners)

Community Wellbeing Survey Working Group Process

The Community Wellbeing Survey Working Group met regularly leading up to the distribution of the survey, with more frequent meetings held while the survey was live, between May 3rd and June 20th, 2014. Working Group meetings were an opportunity for partners to discuss the content of the survey, to design questions to suit the Wood Buffalo context, and later to receive updates on the progress of the survey, learning about the number of responses received and coordinating new promotional activities as needed. The Working Group was also consulted regarding the design of the report-back presentation to share survey results. Following the presentation, the Working Group held a debrief meeting, during which they brainstormed lessons learned from the process.

Fundraising for the Community Wellbeing Survey

All partner organizations were expected to contribute financial and/or in-kind resources to build ownership in the process. SPWB developed a fundraising strategy based on a projected budget of \$120,000 and building on strong relationships within our Steering Committee. Project documents like the *Community Wellbeing Survey Project Charter* outlined the case for support and the value proposition for partners.

The fundraising strategy included face-to-face solicitations for major donors, engaging partners early on in the process and finding champions within each organization to support the proposal from the inside. Personalized solicitation letters included a specific request amount, recognition opportunities and a sponsorship confirmation form. These materials were used to keep the fundraising process simple and easy to follow.

SPWB targeted two organizations for \$20,000+ sponsorships. The backbone team arranged face-to-face meetings with decision-makers and outlined the details of the project as well as our long-term goal to develop a shared measurement system in Wood Buffalo. Requests were aligned with major budget items like survey mailing costs and promotional expenses so that potential partners understood how their support fit into the overall budget (see section 3.2 for a breakdown of the budget).

SPWB built trust by inviting prospects to participate in early conversations and begin working together before plans were finalized. By inviting them

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to assign a staff member to serve on the Working Group, organizations could monitor progress and play an active role in the planning and decision-making. By having SPWB as the backbone, partner organizations became more comfortable with the process and work-load.

By offering a menu of sponsorship levels that included in-kind options, the backbone team was able to ensure that all partners could contribute something. In-kind options included essential resources like financial management, analysis and knowledge mobilization (see above).

Partners and sponsors were recognized in all promotional materials including survey letters and posters (see Appendices I and J). They also participated at the Report-Back Presentation and received recognition plaques as well as copies of reports.

3.2 Conducting the Survey

Survey Logistics

With the Community Wellbeing Survey Working Group established, SPWB convened six Working Group meetings between February 2014 and April 2014. As described above, these meetings provided an opportunity for Working Group partners to review survey questions to ensure their relevance to life in Wood Buffalo, and to receive updates on the preparations for survey delivery which were being coordinated by SPWB Director Nancy Mattes and Project Manager Ifeatu Efu. Staff from the CIW added community-specific questions to their standard Community Wellbeing Survey, presenting drafts to the Working Group to approve. During this time, the branding for the initiative was designed by the creative services team at the University of Waterloo and work began to develop and roll out the Communications and Engagement Strategy (see below).

The SPWB backbone team also worked in collaboration with the CIW and Working Group partners to prepare to distribute the “Look into Wood Buffalo” Community Wellbeing Survey. This involved working with Canada Post to obtain addresses for the random sample of households in Fort McMurray and for all households in outlying communities,⁷ engaging a printing company to print materials, coordinating with Canada Post to mail out survey details and reminder postcards, assembling paper copies of the survey package for outlying communities, and delivering many of these in person to rural households.⁸ Project Manager Ifeatu Efu organized a pizza party for friends and working group members to help stuff over 1000 envelopes for to be distributed to rural communities.

Then, on May 3rd, 2014, the survey went live. Invitation letters describing the nature and purpose of the survey were sent to 25% of households (6,175 households in total) in Fort McMurray and 100% (1,123 households) in

⁷ Due to the small number of total households in Wood Buffalo's outlying communities, the CIW recommended sending the survey to all households in order to increase the likelihood of obtaining a sufficient number of responses from rural communities.

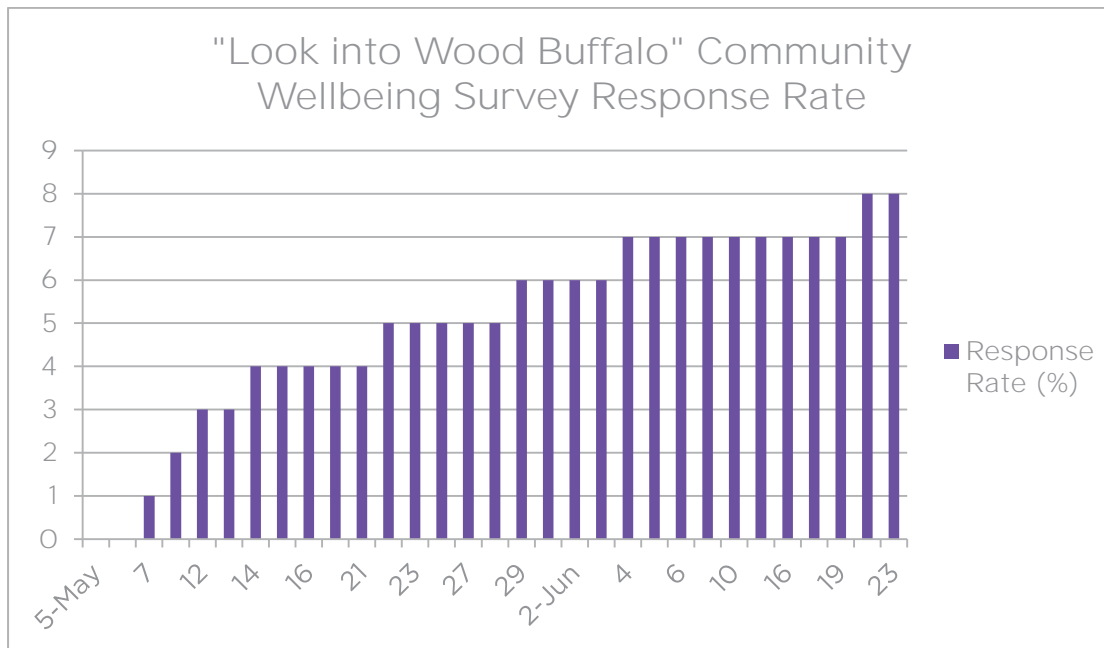
⁸ The Working Group decided to send paper copies of the Community Wellbeing Survey to all rural communities due to limited internet connectivity in these areas.

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outlying communities. The invitation letter (see Appendix J) also provided potential participants with a link to the survey website as well as a unique identifier for filling in the survey.

Responses to the “Look into Wood Buffalo” Community Wellbeing Survey were collected until June 20th, 2014. In total, Wood Buffalo residents completed 560 surveys, 496 from Fort McMurray and 65 from rural communities, representing a 7.7% response rate.⁹



For more specific details on the logistics of preparing for and distributing the Community Wellbeing Survey, see Appendix G, Conducting the CIW Wellbeing Survey in your Community: A Planning Guide (created by the CIW).

Communications and Engagement Strategy

In the winter and spring of 2014, SPWB staff worked in collaboration with Working Group partner Lynley Kotyk from the RMWB to create a Communications and Engagement Strategy outlining how the Community Wellbeing Survey would be promoted leading up to, during, and after its launch. The Communications and Engagement Strategy set out the key messages that would inform the project, including “It’s about our wellbeing, not just our economy,” and “Have your say. Measuring what really matters.” Tactics for the launch and roll-out of the survey included:

- A Press Release mid-March to announce the project to local media
- A series of articles to be shared/promoted before and after the launch, including blogs on the SPWB website
- Interviews with McMurray Matters/KAOS Radio
- Meetings with the Mayor and CAO of the Regional Municipality of Wood Buffalo to inform them about the initiative

⁹ The minimum response rate required for the CIW to effectively analyze survey results is 4%.

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- Official letters sent to all city councilors to raise awareness of the survey and to share the value proposition of measuring community wellbeing
- Coordinating with partner organizations to use social media to organically spread the word about the project
- Strategizing a list of local community influencers and leaders who should be contacted and informed about the project launch and then scheduling emails, calls and coffee dates with these individuals
- Presenting at board meetings (ie. the United Way) and to staff at various social profit organizations
- Presenting at an interagency meeting, and distributing the information through social profit networks
- Hosting an information session regarding the project
- Advertising in the Connect and with other local media
- A press release in early May, 2014 to announce the mail-out of the surveys and build anticipation

Promotional materials were created to implement the Communications and Engagement Strategy, including:

- Information posters
- A digital poster
- Branded electronic letterhead for press releases
- Infographics and informational teasers to promote the survey and project
- Blogs and articles to promote and explain the project in greater detail and from various perspectives

Promotion and incentive prizes were also offered to survey respondents, most of which were donated as in-kind contributions from Working Group and other community partners. Incentive prizes included gift certificates to local businesses, memberships to recreation facilities including MacDonald Island Park (generously donated by ONE Regional Recreation Association of Wood Buffalo), a gift basket including a voucher for a pair of season tickets for Keyano Theatre Company’s TELUS 4-Play Drama Series (generously donated by Arts Council Wood Buffalo and the Keyano Theatre & Arts Centre), and a staycation grand prize (generously donated by the Regional Municipality of Wood Buffalo).

Budget

The “Look into Wood Buffalo” Community Wellbeing Survey cost \$120,000 to conduct, including expenses related to community readiness, survey preparation and launch, community engagement, and a report-back event to share the results. The budget for the Community Wellbeing Survey was as follows:

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Community Wellbeing Survey Revenue & Expenses	
REVENUE	
Partner	Revenue
Industry	\$ 25,000
Local Government	\$ 20,000
Social Profit Organization	\$ 2,500
Backbone Support Organization	\$ 72,500
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Total:	\$ 120,000
EXPENSES	
Description	Expenses
Community Readiness (meetings, presentations)	\$ 5,000
Survey Preparation & Launch (materials, postage, printing)	\$ 24,000
Community Engagement (incentives, promotional campaign)	\$ 32,000
Report-Back Presentation (promotion, reports, event)	\$ 9,000
Canadian Index of Wellbeing (research grant)	\$ 50,000
Total:	\$ 120,000



3.3 Exploring Survey Findings

Report 1, A Profile of the Wellbeing of Wood Buffalo Region

When the “Look into Wood Buffalo” Community Wellbeing Survey closed on June 20th, 2014, the CIW began to analyze the data, which they compiled into Report #1, *A Profile of the Wellbeing of Wood Buffalo Region*.¹⁰ This report is organized according to the 8 domains of wellbeing, detailing residents’ perceptions of their quality of life in each of these areas. The report also presents data on overall wellbeing in Wood Buffalo. Report #1 was presented to the Working Group at the end of July to review.

Report 2, Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents

After the Community Wellbeing Survey Working Group reviewed the data in Report #1, they had the opportunity to suggest two variables to consider in greater detail in a second report to be completed by the CIW in August, 2014. To determine which variables would become the focus of the second report, SPWB asked Working Group members to reflect on the data from Report #1 and then submit 2-3 questions they wished to explore further. These questions were compiled by SPWB and at the end of July, the Working Group decided to consider the impact of “residency and household type” and “sense of belonging” on perceptions of quality of life in Wood Buffalo.

The CIW’s second report, *Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents*¹¹, compared characteristics of wellbeing according to:

Residency and Household Type:¹²

- a) *New resident with children* - either partnered or single, has lived in Wood Buffalo less than 10 years, and has children age 19 years or younger at home,
- b) *Established resident with children* - either partnered or single, has lived in Wood Buffalo 10 years or more, and has children age 19 years or younger at home,
- c) *New resident without children* - either partnered or single, has lived in Wood Buffalo less than 10 years, and either does not have children or does not have children age 19 or younger at home, and
- d) *Established resident without children* - either partnered or single, has lived in Wood Buffalo 10 years or more, and either does not have

¹⁰ Reports 1 and 2 are available for download at <https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab>

¹¹ Reports 1 and 2 are available for download at <https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab>

¹² Excerpt from Phillips, K., Hilbrecht, M., & Smale, B. (2014). *Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents*. A Report for the Social Prosperity Wood Buffalo and its Partners. Waterloo, ON: Canadian Index of Wellbeing and the University of Waterloo, p. 5



children at home or does not have children age 19 or younger at home.

Sense of Belonging:¹³

Sense of belonging to the local community was based on a 7-point scale asking residents to describe their sense of belonging to the local community where *very weak* was assigned a value of “1” and *very strong* was assigned a value of “7” Based on an examination of the residents’ responses to this question, three meaningful categories were created:

- a) Weaker sense of belonging (response = 1, 2 or 3)
- b) Neutral (neither weak nor strong sense of belonging) (response = 4)
- c) Stronger sense of belonging (response = 5, 6 or 7))

4.0 Presenting and Working with the Data

“We often get described as living in an information age, and yet we often have difficulty coordinating and sharing data in a meaningful way.” - Bryan Smale, Director, Canadian Index of Wellbeing, University of Waterloo

On October 1st – 3rd, 2014, SPWB hosted a Resilient Communities Conference in Fort McMurray. The conference convened academic delegates from across the country to develop an agenda for community resilience research in Canada, presented findings from the Social Prosperity Wood Buffalo process, and included a Report-Back Presentation and panel on the “Look into Wood Buffalo” Community Wellbeing Survey results.

On October 1st, survey findings were presented to the community for the first time by Dr. Bryan Smale, Director of the CIW, followed by a short question and answer period, a reflective exercise, and a panel of stakeholders working to address key issues identified in the data. Participants were provided with printed copies of both CIW reports to encourage further reflection on and use of the survey results. Then, on October 3rd, SPWB partnered with FuseSocial to deliver a workshop designed to help community leaders use insights from the Community Wellbeing Survey to inform organizational planning and activities.

Both the Report-Back Presentation and the Evidence-Based Planning Workshop were designed to encourage community stakeholders to engage with the results of the Community Wellbeing Survey. This was intended, as Dr. Bryan Smale described, to assist Wood Buffalo residents to not only “measure what matters,” but to “make measures matter” by using the data in their own organizations. Proceedings from each of these events are described below.

¹³ Excerpt from Phillips, K., Hilbrecht, M., & Smale, B. (2014). *Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents*. A Report for the Social Prosperity Wood Buffalo and its Partners. Waterloo, ON: Canadian Index of Wellbeing and the University of Waterloo, p. 6

4.1 “Look into Wood Buffalo” Community Wellbeing Survey Report-Back Presentation

The “Look into Wood Buffalo” Community Wellbeing Survey Report-Back Presentation was the first opportunity for community stakeholders to learn about and reflect on the results of the survey. The event began with a presentation by Ifeatu Efu, Project Manager for SPWB, who described the process of conducting the Community Wellbeing Survey (see section 3.2 above).¹⁴ Jerry Neville, Working Group member from the RMWB, acted as MC for the event.

When arriving at the Report-Back, participants were given stickers representing the sector of their organization and were asked to place these stickers on a poster of the CIW’s 8 domains of wellbeing in areas affected by their work. Looking at the poster, it is clear that every sector has a stake in each of the eight domains. It is also clear that opportunities for collaboration exist, in which stakeholders from across sectors and domains could work together toward collective goals to increase wellbeing in Wood Buffalo. In the photo below, blue represents industry, red the social profit sector, yellow government, and green other (including health and education).



Survey Results Presentation, Dr. Bryan Smale

On October 1st, 2014, Dr. Bryan Smale presented results from the “Look into Wood Buffalo” Community Wellbeing Survey.¹⁵ He described the history and mission of the CIW, detailed key findings from the survey, and

¹⁴ Download Ifeatu’s full presentation at: <http://www.socialprosperity.ca/look-wood-buffalo-community-wellbeing-survey>

¹⁵ Download Dr. Bryan Smale’s full presentation at: <https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab>

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compared data from Wood Buffalo with data collected in other communities including Victoria, Guelph, Waterloo, and Kingston. When comparing data across communities, participants were given cards saying “higher” and “lower,” and were instructed to hold them up to indicate whether they thought Wood Buffalo’s rating of a particular aspect of quality of life would be higher or lower than ratings in other communities. This allowed people to test their assumptions against results of the survey, leaving some participants affirmed and others surprised by what they learned about wellbeing in Wood Buffalo.

Key findings from the “Look into Wood Buffalo” Community Wellbeing Survey shared by Dr. Bryan Smale include:¹⁶

A Profile of Residents in Wood Buffalo

- Two-thirds of residents are *44 years of age or younger* (65.6%)
- Two-thirds of residents are *married couples with children*, either still at home or living elsewhere (66.0%)
- About 15% of residents were *born in a country other than Canada* and have lived here for about 19 years on average
- Residents have *lived in Wood Buffalo region* for 14 years on average



Living Standards

- 85% of residents *worked for pay*, and 20.1% worked for 60 or more hours per week
- 3 of 5 residents felt their personal lives *enhanced their mood at work* (61.2%), but over a third felt their jobs *interfered with their personal lives*
- Over 10% of residents *could not pay their bills on time* at least once in the past year
- Over 90% of residents *shopped online for household items* at least once in the past year

¹⁶ Excerpt from “The *Look into Wood Buffalo* Community Wellbeing Survey: Residents’ Perceptions of their Wellbeing,” Presentation by Dr. Bryan Smale, October 2014. Power Point Slides.

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Community Vitality

- Over half of residents *volunteered* in the last 12 months (55.3%)
- Over half of residents *provided some unpaid help to others* in the last 12 months
- Three-quarters of residents are *proud of their community* (75.1%) and over two-thirds would recommend Wood Buffalo as *a great place to live* (68.1%)
- *But ... almost 1 in 5 has trouble connecting with others* (18.0%)

Healthy Populations

- Only 2.6% report their mental health as *poor*, but that's 2.5 times higher than the national rate (1.0%)
- Almost half of residents say their health is *very good* or *excellent* (47.4%)
- Three-quarters of residents *regularly eat healthy meals* (76.2%) and over half get *good quality exercise* (54.1%)
- *But ... over 15% of residents felt they “could not get going” during the past week*

Demographic Engagement

- Over 1 in 3 residents participated in a *local charitable event* (35.8%) or a *community event* (35.5%) in last 12 months
- *But ... less than 10% were actively engaged in local issues in the community* in the last 12 months (e.g., community meetings)
- 4 in 10 residents felt that the programmes and services offered by the local government had *made them somewhat or much better off* (41.9%)

Environment

- Over 80% of residents feel they have a *personal responsibility to help protect the natural environment* (83.6%)
- *But ... many do not feel the air quality* (35.7%) or the *water quality* (26.1%) in the community is “very good”
- Well over 80% of residents regularly *recycle, reuse, and reduce*, and try to conserve energy
- *But ... 1 in 4 never walk, bike, or use public transit, or purchase foods locally produced*

Time Use

- Only about 14% of residents feel families have an *adequate supply of childcare* (although over 40% do not know)
- Almost three-quarters of residents say they *feel rushed* at least once every week (73.5%)
- Many residents feel there is *not enough time* to be active in the community (18.8%), be with their partners (19.0%), or be together as a family (18.3%)
- Residents are getting *a little less sleep* than the recommended 7 to 8 hours per day (6.8 hours)

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Education

- Over 40% of residents took *formal courses* in the past year to improve their job skills and over 10% of residents took *courses for interest* in the past year (e.g., woodworking, sewing)
- While over half of residents agreed there are many opportunities to take courses, almost 1 in 3 felt they were *too expensive* or offered at *inconvenient times*
- Over 60% of residents saw taking courses as opportunities to *get to know people from different cultures*

Leisure and Culture

- Most residents regularly participate in *light exercise* (88.5%) or *vigorous exercise* (57.9%) each month
- Most residents enjoy *reading for pleasure* each week (85.6%) and over two-thirds attended a *music concert* or *festival* in the past year
- Almost 9 of 10 residents *socialise with others online* every day
- *But ... 25.2% of residents feel the cost* of public recreation programmes prevents participation

Overall Wellbeing

- **82.6%** of Wood Buffalo residents are **satisfied** with their lives in general
- **80.0%** feel that the things they do in life are **worthwhile**

Small-Group Reflections on the Data

Following Bryan’s presentation of findings from the survey, participants were asked to reflect on what they heard and record their observations. Key points from these discussions include:

In your tables, discuss your initial reflections about the results of the “Look into Wood Buffalo” Community Wellbeing Survey. Please have one person record the main points of your discussion.

Parents with children had a stronger sense of belonging to community

Parents were happy with health services & delivery for their child

Immigrant families felt a closer sense of belonging and community than those from Canadian provinces

Health care quality perception was lower

Leisure, recreation for families was strong, parents felt support

Lack of adequate childcare - lack of regulated childcare space

Interested in the people who didn’t participate in the survey

The question: where is home? Length of residency

Participation bias? (Low participation)

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In your tables, discuss your initial reflections about the results of the “Look into Wood Buffalo” Community Wellbeing Survey. Please have one person record the main points of your discussion.

The “two-year plan” effect

Would be interesting to compare Fort McMurray and Fort Chip

Reflection: Quality of life - 80% of people work 60 hours or more per week

Resolution: Companies need to implement health and wellness programs

Issues: Mental health, physical wellbeing, cost

Pride in community (higher than outside view of community)

- People who come for the 5-year plan often stay

People come to Fort McMurray for a specific reason(s)

- If that is satisfied, you are proud of the community, or, it’s more likely

Hours people are working, thought it would be higher

Felt good to know that people feel like they belong, that people are proud to be here, that was surprising

- Next question is what do they like about it?

Also heard it is hard to connect

Health - what about other Northern communities? What about comparing to communities in Manitoba? Is there a difference between Fort McMurray and other communities?

Age demographics have a major influence on the outcome measures (e.g. very young average age; higher birth rates; lower extended family support - skews the information); pull out age demographics when making comparisons

50+% of WB volunteers (surprising)

75% proud of “our” community

Not surprised people are working out; surprised they have time

- Couples with children included

Belonging numbers were surprising

To what extent did this capture the shadow population?

Who answered the survey?

If all is well, why do we need social profits? Does it paint a rosier picture?

Big arrows based on age demographic

Survey fillers filled out rashly

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In your tables, discuss your initial reflections about the results of the “Look into Wood Buffalo” Community Wellbeing Survey. Please have one person record the main points of your discussion.

Rural significance vs. FMM

Surprised by age demographics (says average age is 32)

Curious for next steps

Health care - fix the infrastructure, or perception?

Homeless - or no postal code

Surprised by the # of people in recreational sports

“I’m not shocked” about health stats

- Have had experiences with health services which are poor
- Good to take #'s back to AHS

Glad to see that the numbers support the significant mental health concerns in our community

Wish we were more shocked

Money does make people happy

Smell of oil = smell of money = financial security contributes

Happy to see people are happy to live here

Feel that people wrote what they wished instead of the truth

Happy to see how many people like to live in this community

Suncor moving away from fly in fly out

Not sure 60% of the community works out / physical activity

Nice to see that people in the community feel that pride

Surprising! (for some) We are surprised to see the positivity among the community, especially in comparison to the other regions surveyed

Good to see that we are not within “the negative stereotype”

- We are no better or no worse than other communities
- People are happy here

Pleasantly surprised by how much people like it here - glad they do

Good reflection of “me”

Volunteer numbers seemed high due to business (maybe because young families have obligations to volunteer)



In your tables, discuss your initial reflections about the results of the “Look into Wood Buffalo” Community Wellbeing Survey. Please have one person record the main points of your discussion.

Impressed!

- Even with perspective on environment

Perhaps media coverage and others’ stories influenced perceptions of “health care” as well as if you have personal pain

Wood Buffalo Panel

A panel of community leaders working in domains identified in the Community Wellbeing Survey as priority areas were then given a few minutes each to explore connections between the survey findings and their work in the community. Insights from the panel presentations include:

Manny Makia, FuseSocial

- The emergence of the oil sands does not undermine our community, it may actually be strengthening the value of place and the desire to create a community here in Wood Buffalo.
- Fort McMurray is a very giving community, especially in regards to corporate philanthropy. For instance, during the flood of 2013, 2000 people called to offer their help in the first 48 hours.
- Shell, Syncrude, and Conoco Phillips have initiatives that engage camp workers to volunteer in the community, challenging the narrative that camp workers do not want to be involved in community activities.
- FuseSocial’s TimeRaiser raised 10,000 volunteer hours in the past year, which is the equivalent of 7 full time staff.
- Wood Buffalo now has 211 service to provide easy access to local social profit programs and services, an essential component of the social infrastructure in Wood Buffalo.
- There is a need to build robust volunteer networks, increase **residents’** sense of belonging, and build community. There is still work that needs to be done but we are well on track.

Sherry Duncan, Keyano College

- We need to ask ourselves “How are the children?” and then work to ensure that every child in the community has the highest possible quality of life.
- There are 11,016 children in Wood Buffalo, and only 126 licensed preschool places, 295 home-care spaces. There are many live-in nannies in the region.
- Costs of space, land, and labour are barriers to adequate childcare services; there is nowhere to provide care at night, there is often no extended family to help with care. This negatively effects the community.
- The early childhood development mapping project is helping, and another project is investigating the needs of parents.

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- Education is available at Keyano, and there are possibilities of collaborating with industry and others.
- New development in the community should make childcare part of that vision. There needs to be a shift in the way we think, and it is imperative that this becomes a core topic of discussion.



Kara Flynn, Oil Sands Community Alliance

- This initiative is exciting to industry because industry loves data.
- The Community Wellbeing Survey provides insight into how residents perceive community life. Some of the hard [quantitative] data agrees with perceptions while other data contradicts them. Some things that were rated low in the survey are communication problems, while some issues are real gaps that we need to address as a community. The survey helps us understand these.
- People who work shift or irregular shifts have lower senses of community. People with children have a better sense of community than people without; children draw you out of the home, create opportunities to meet new people. What does this tell industry when it recruits new young people from university? How can we help them feel a sense of community here?
- OSCA has done two sustainable community surveys, those were hard quantitative data sets, not exploring perception. That data must be updated and expanded so it can be compared, and that will allow a level of conversation in this community that is second to none.

Dr. Gerhard Benadé, Alberta Health Services

- This is a dynamic community with lots of can-do people. It is a very inspiring place to work, and the report has captured much of that. 82% satisfaction generally with overall quality of life is high.
- There were a few themes that stand out from the survey. What is not clear is what does quality health care mean? Is it mostly about access? We need to dig a bit deeper.
- The number of young children in the community is significant and is a health care concern. The issue of mental health needs to be considered.

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- How do you propose we feed this information into the health care system? We need to get a sense of who has done what, how, etc.
- The rate of people looking for information on the internet is surprising. It suggests that we could be using the internet to highlight the services that are available to improve accessibility.

Heather Evasiuk, Regional Municipality of Wood Buffalo

- The stronger a resident's sense of belonging in the community, the greater their overall satisfaction with life in general. This suggests that we want to engage community to create solutions.
- We need to be bold, we need to look out for new partners, new engagements. We value and take time for those rich conversations about communities. We used to have lots of conversations about when to push forward and when to hold back. It's about communication and education.
- Informal groups and individuals need a place in our decision making. The community changes quickly, and the informal groups and relationships keep us real when we are talking about communities (soup kitchen, community events, concerned residents, people in the grocery line up - all teach us something about our community). These interactions lead to deeper engagements, give us a sense of where to go from here.
- Community engagement is a broad set of interactions - you belong in designing a locally determined and innovative future.

Question and Answer Period

A short question and answer period followed, in which participants had the opportunity to ask questions of the five panelists as well as Dr. Bryan Smale. Questions and comments focused on:

- Bringing awareness to the lack of French-language healthcare and childcare services for francophones in Wood Buffalo.
- Considering how access to healthcare is affected by the fact that Wood Buffalo is a Northern community. The other communities surveyed are urban and may have teaching hospitals as well as more doctors. How does Fort McMurray compare to other Northern communities? Bryan noted that this is the first Northern community to conduct the Community Wellbeing Survey, but that it may be able to glean comparisons using national data sources.
- Drawing attention to the lack of Aboriginal participation in the survey and questioning what could be done to increase participation. Bryan agreed that this was a weakness in the survey results, with only 9% of respondents identifying themselves as Aboriginal. He suggested that engaging people earlier and making them an active part of the process could encourage more participation.
- Concern about the lack of participation among the shadow population and the difficulty engaging this demographic to fill out the survey.
- Concern about the ways in which adjustments were made to make the data representative of the Wood Buffalo population. There were



also questions about how the unique age demographics of the Wood Buffalo region affects comparisons with other communities like Victoria with higher proportions of seniors. What is about the community and what is about life stage?

4.2 Evidence-Based Planning Workshop

On October 3rd, 2014, SPWB and FuseSocial partnered in leading a workshop intended to help local organizations use the data from the “Look into Wood Buffalo” Community Wellbeing Survey to inform their planning and activities. The workshop focused on the CIW’s second report exploring the effect of residency, household type, and sense of belonging on residents’ perceptions of wellbeing in Wood Buffalo. It also considered how the results align with outcomes on the Strategy Roadmap, demonstrating how the Community Wellbeing Survey data can contribute to the development of a shared measurement system in Wood Buffalo.

Strategy Roadmap Presentation

In early 2014, stakeholders in Wood Buffalo engaged in a series of conversation to answers two fundamental questions: “What do we want for our community?” and “How can we work together to achieve it?” These conversations culminated to the creation of the Wood Buffalo Strategy Roadmap¹⁷

To ensure that the Strategy Roadmap fulfils the purpose for which it was created, it was deemed necessary to appoint a steward to facilitate its implementation, a role that FuseSocial currently fills.

It is in this capacity that FuseSocial and SPWB partnered in leading a workshop on October 3rd, 2014 to demonstrate how the data and results of the “Look into Wood Buffalo” Community Wellbeing Survey can be used to assess progress in achieving the common aspiration of the Wood Buffalo community.

To begin the workshop, Kodjo Efu, Director of Strategy at FuseSocial, introduced the Strategy Roadmap, a compilation of strategic plans illustrating what Wood Buffalo residents want for their community and how they can work together to achieve shared goals. Kodjo presented data from the 2012 Municipal Census and the RMWB’s Economic Profile (June 2013) to highlight the fast pace of growth currently facing the community.¹⁸ In the context of a rapidly expanding population and extensive economic investment in the oil sands industry, Wood Buffalo is challenged to maintain existing services and to create new ones that keep pace with changing needs. The Strategy Roadmap presents the outcomes that are necessary to develop and maintain a high quality of life in the Wood Buffalo region. It also demonstrates how outcomes in one capability area

¹⁷ See <http://fusesocial.ca/cause-view/strategy-roadmap/> for more information about the Strategy Roadmap.

¹⁸ <http://www.woodbuffalo.ab.ca/Municipal-Government/Municipal-Census.htm> ; <http://www.woodbuffalo.ab.ca/Doing-Business/Economic-Development/Economic-Profile-2013-2014.htm>

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relate to those in other areas, building on each other to contribute to higher-order goals that can only be achieved by working collaboratively across sectors.

Kodjo explained how individual organization can contribute to outcomes in a range of capability areas. For instance, an arts group for youth may contribute to outcomes in Community Awareness and Identity (ex. People have a stronger sense of belonging), Community Support Services (Youth are stronger, more independent, and more successful in realizing their potential), and Recreation, Arts & Culture (There are places for people to engage in recreation, arts and culture activities). A second organization focusing on education for youth may contribute to many of the same outcomes, pointing to potential opportunities for collaboration.

Strategy Roadmap Exercise



Next, Sophie Graine, Senior Associate of Strategy, FuseSocial, led participants in an exercise designed to engage them more directly with the outcomes on the Strategy Roadmap. At each table, participants were given a set of cards, each representing a different outcome. They were asked to look through the cards, find an outcome they cared about, and then sit at the table representing the capability area matching the outcome they had chosen. Now seated at tables with people interested in the same capability area, participants shared their outcome and described how they could contribute to it through their organizational or personal activities. The exercise helped participants to become more familiar with the structure of the Strategy Roadmap and to begin identifying how the activities of their organizations contribute to the outcomes illustrated on the map. It also helped them to identify new allies from different sectors and domains who are concerned about the same societal outcomes.

Comparing Community Wellbeing Survey Results with Strategy Roadmap Outcomes

One of the ultimate goals of conducting the “Look into Wood Buffalo” Community Wellbeing Survey was to collect baseline data on quality of life

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indicators to contribute to the development of an ongoing shared measurement system that could track progress toward achieving the highest quality of life for Wood Buffalo residents. With this in mind, Sophie Graine and Kodjo Efu at FuseSocial sought to demonstrate how CIW data could be used to measure progress toward shared community goals by aligning indicators from the CIW framework with outcomes on the Strategy Roadmap.

On October 3rd, Sophie presented the results of this work. Of the 230 questions asked in the Community Wellbeing Survey, 118 aligned with outcomes on the strategy roadmap, and 75 were deemed “measureable.” For instance, the question “Rate your sense of belonging to your local community” using a scale of extremely satisfied to extremely dissatisfied was aligned with the outcome “People have a stronger sense of belonging.”

Having determined the alignment of indicators and outcomes, Sophie and Kodjo then developed indicator thresholds, creating a scale to translate ratings from extremely dissatisfied to extremely satisfied into a red (unsatisfactory), yellow (needs improvement), green (satisfactory) scale. This allowed them to illustrate where the community is now in its progress toward aligned outcomes.

This process resulted in mapping outcomes deemed to be satisfactory according to results from the Community Wellbeing Survey, 6 that need improvement, and 4 seen to be unsatisfactory.

The Good... (22)

22



Aligning data from the Community Wellbeing Survey with outcomes on the Strategy Roadmap therefore represents a first attempt to track progress toward shared community goals. It also demonstrates what is possible when data is shared openly for all community members to use in the interest of understanding and improving wellbeing.

The Not-so-good... (6)

The Ugly... (4)



CIW Presentation, Finding Innovative Solutions

Expanding on his presentation from October 1st, Dr. Bryan Smale, Director of the CIW, delved deeper into how results from the Community Wellbeing Survey can be used to develop innovative solutions to community issues. His presentation emphasized the value of working across domains to improve quality of life outcomes, illustrating this with examples drawn from other communities that also conducted the Community Wellbeing Survey. For instance, in a community in which long commute times were identified as a pivotal factor that decreased residents' wellbeing, developing a robust public transit system offers an opportunity to improve lives by affecting many of the eight domains of wellbeing. Walking, biking, or taking the bus to work could have positive consequences for the local environment and could increase community vitality at the same time as it improved an individual's physical health, brought more balance to their time use, and increased their ability to engage in leisure and culture activities.

An integrated policy response...



Examples like this demonstrate the value that can be gained by considering integrated responses to community issues that incorporate insights from multiple domains of wellbeing to increase quality of life outcomes for community residents.

Small-Group Reflection Exercises

Next, participants were asked to reflect on the data in Report #2 related to the impact of sense of belonging and residency / household type on community wellbeing. Participants were provided with a summary of Report # 2 as well as the full report to guide discussions. In small groups, they reflected on the following questions:

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Question # 1

Discuss your initial reflections about the “Look into Wood Buffalo” Community Wellbeing Survey results related to Community Vitality and Sense of Belonging. Was there anything surprising about the data? Do the data affirm or contradict your assumptions about Sense of Belonging in Wood Buffalo? Record the main points of your discussion below.

Residents born outside Canada have a greater sense of belonging than those born in Canada:

- As a newcomer, you may be looking for community
- If you don't have local connections, you make them
- Similar to 1970's in YMM

Residents with children know neighbors more than those without children. Makes sense: kids bring you together, i.e. sports, school councils, etc. Parents volunteer more often

Sense of belonging: has more health outcomes: stronger cycle

Sense of belonging is a natural outcome

Opportunities to volunteer creates a sense of belonging

Sense of belonging is one of the most important aspects (impacts all other areas)

- Particularly important in Wood Buffalo where a significant portion of our population isn't tethered to this place

Mostly affirmed what we assumed about our community

Surprised about residents with children feeling more belonging

- It's a forced involvement - volunteerism, conversations with teachers, other parents, etc.

Length of time not affecting belonging - this surprised us

Residents with kids rate health care higher

- Maybe because they access it more often
- Perhaps if people without children are not accessing it until it becomes a more complicated case (that needs a specialist)

Survey bias

- 14 years and older
- Who answered?
- Shadow populations would change results

How do people connect?

Belonging is defined differently - being aware of that

- Data didn't capture this

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Discuss your initial reflections about the “Look into Wood Buffalo” Community Wellbeing Survey results related to Community Vitality and Sense of Belonging. Was there anything surprising about the data? Do the data affirm or contradict your assumptions about Sense of Belonging in Wood Buffalo? Record the main points of your discussion below.

For those that live in Wood Buffalo longer, why is their sense of belonging higher?

50% of residents volunteer – seems high? But probably includes things some of us don’t think of as “traditional volunteering”

Is it that after a while you accept things as is and become more complacent or adjust expectations? Or is it that as people stay longer, they move into different stages of their lives?

Helping people make new connections is key; teaching them how to connect

Question # 2

As an organization, what opportunities do you see to use the results from the “Look into Wood Buffalo” Community Wellbeing Survey to inform your planning and/or activities?

Easier to set priorities

Awareness of ripple effect

Realize sense of belonging is so paramount, planning must include this engagement

Identified where to delve deeper

Creates a different set of conversations

Want to delve deeper & wider

Identify gaps to direct services

Support for funding / resource requests (have data)

Identify partnerships / collaboration

Are we even moving in the right direction? (remove assumptions)

Data from CIW help inform research projects, ie. “putting children first”

Data will help engage stakeholders in the community

Evidence-based planning

Help build cases for funding

Policy-making

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As an organization, what opportunities do you see to use the results from the “Look into Wood Buffalo” Community Wellbeing Survey to inform your planning and/or activities?

Mobilize the “compact” unit on the strategy roadmap to bring the various movers & shakers from all sectors to put together visionary & regulatory incentives that will help & enable execution

Civic engagement was high - who is driving that number?

- Is it younger, older?
- Impact on social profit, civic or wellbeing are contributing to 80% or more of this community
- Social profit is enabling the volunteering to happen, or to make those connections

Recognize these volunteer activities & capture it, e.g. Camp workers giving back to the community

Question # 3

What opportunities do you see to collaborate with other organizations to address cross-domain issues raised by the “Look into Wood Buffalo” Community Wellbeing Survey results?

Need a steward, need to keep momentum alive

Need to continue to have a safe space to share and represent your sector

Share CIW results wider, use narrative and follow up with statistical data

Engaging rural communities: who’s missing from data (all sectors probably facing same issues)

Identify larger areas of concern within community that requires collaborative effort

Fill in the blanks for domain-specific areas: share!

Sharing the research data and reports with others using the website

Engagement sessions with stakeholders

RMWB committee to engage municipal departments and external stakeholders to gather and integrate information for planning and performance measurement purposes

Bringing in child care as a benefit in industry packages (win-win - resolve absenteeism / retention)

Bring together municipal planners & developers to create regulatory / incentives that will enable solutions to issues like for example child care

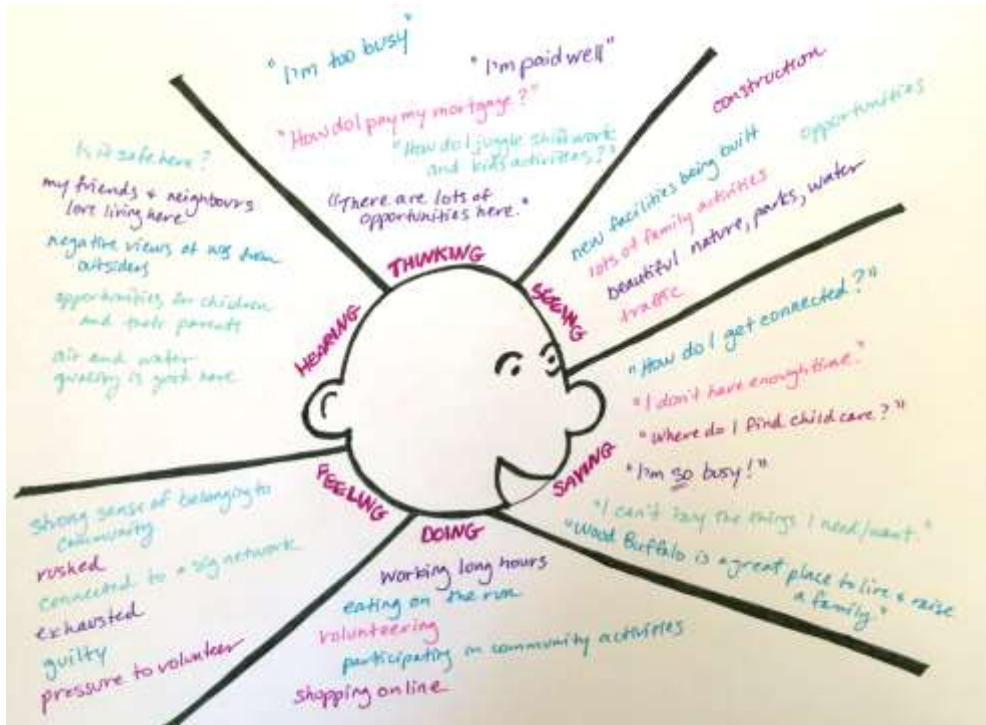
Connect the EOI results to the CIW, Roadmap to compare data results - how are they or can they better meet children, youth, family needs

Taking modules systems from here and sharing them with our own staff organizations and branching it off outside this room into the larger community



Empathy Maps

To further explore the survey results, participants were asked to create empathy maps illustrating the subjective experiences of community residents. Empathy maps are a creative way to think about people’s perspectives, needs, and goals. Often used to examine stakeholder perceptions, in this context they helped make the data from the Community Wellbeing Survey feel more tangible and actionable.



Creating an empathy map requires considering what an individual might say, do, feel, hear, think, and see in order to develop a more thorough understanding of how they experience the world. Having created this sensory map, participants were asked to identify the key issues and desired outcomes of their resident. Issues and outcomes that emerged included:

Key Issues	Desired Outcomes
Insufficient childcare	More childcare services
No work-life balance	Family friendly HR policies at work
Childcare: quality, affordable, flexible	Quality spaces created (ask Sherry Duncan & team)
Time use	
Shortage of childcare spaces	Accessible & quality childcare
Shortage of maternal care (no doulas, etc.)	
Shortage of doctors for pregnancy	

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Key Issues	Desired Outcomes
Flexible vs. rigid work schedules - lots of overtime - nature of work with industry	Employers managing / developing better work or shift schedules (not requiring as much overtime)
How do children feel? Are they connected to parents? Discipline / structure?	
Lack of quality and affordable child care	
Irregular work schedules / high work hours	More flexibility for working parents
Stress of busy schedules	Work / life balance
Expensive to live and play here	More options, programs, infrastructure to maybe reduce costs
Limited access to information about living costs	
Lack unstructured play - need more	Child-friendly environments
Single parenting while married with kids - “military-family style”	Work-life balance for oil industry workers
	Develop more infrastructure that includes universal options for familiar needs - have more childcare space developed to meet needs of families
	Have more “regulated & quality” programs that support the “whole family unit”
Early years professionals need to be more involved with groups such as industry and RMWB in developing our community	Support ECE workers in their jobs, either DC or nannies
	Seamless process from child - youth. A child is a child, 0-18

Systems Change Mini-Lecture

Dr. Katharine McGowan, Post-Doctoral Fellow in Social Prosperity at the University of Waterloo, then presented a short lecture about systems change, focusing on the value of sharing data. Within a complex system, data help us understand systems dynamics, pointing to promising strategies for shifting the system toward more favourable outcomes.

To describe what a system is, Katharine used the example of the human body, which as a system has components (cells, organs) and also behaves as a whole (an individual) that is more than the sum of its parts. Like any complex system, disturbance in one area can have ramifications for other parts of the system. For instance, Katharine used the example of

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developing a running injury that caused pain in her hip but that upon closer examination actually originated in her foot. In this case, fixing the problem therefore required attention to a part of the system other than the place manifesting the greatest symptoms.

Thinking in systems is helpful because understanding the connections between diverse elements allows us to identify where to intervene to achieve transformative outcomes. Sharing data is instrumental to this process, providing insight into where potential leverage points could be. This creates space for community leaders to act as systems acupuncturists, applying pressure at key points to effect change in the social systems in which they work.

Developing a Culture of Shared Data

This lecture was followed by a discussion about the value of sharing data, in which participants brainstormed what it would take to create a culture of shared data in Wood Buffalo. Participants suggested that this shift in culture would require:

What would it take to create a culture of shared data in Wood Buffalo?
Courage
Trust (emphasized)
Willingness
Buy-in from all levels
Coordination
Agreements about use
Consistency in the message
Changing the culture
Time
Relationship building
Changing structures (IT)
Education: Motivation, sense that this will help you
Share to make things better
Education about what data we are collecting - what do we know?



<p>What would it take to create a culture of shared data in Wood Buffalo?</p>
<p>Expectation about where it is going to live – helps build trust</p> <ul style="list-style-type: none"> • Set this up beforehand
<p>Data hub: Where? Who is in charge? It's somebody's job</p> <ul style="list-style-type: none"> • We know who to talk to – central hub • Can be a collaboration, but needs to be understandable, accessible
<p>Data needs to be timely, updated</p>
<p>The strategy roadmap shows how we can break down walls if we have agreement</p>
<p>A lot of info exists, we need to be strong, work together to get it!</p> <ul style="list-style-type: none"> • We need a message(s) to bring people together
<p>Is there a natural structure for social data? There are examples of common data in environmental protection, etc. Are there comparable systems for community data?</p>
<p>Social science data is hard to house, hard to make sense of</p> <ul style="list-style-type: none"> • Hire a librarian! • Have a resource with someone who knows what they are doing
<p>Local solution: people at the table working together</p>
<p>Municipality's census; can the questions reflect our interests?</p> <ul style="list-style-type: none"> • Opportunity: is there a burning question we want to ask? Opportunity to add a question or two to the census
<p>Fear that data will be misused, BUT, there is little experience of that – we can be hopeful</p>

Developmental Evaluator Tanya Darisi, Director of The O'Halloran Group, and Dr. Bryan Smale, Director of the CIW, closed the discussion by reflecting on what they see as the greatest value that can be gained from sharing data. Tanya emphasized that we all carry assumptions that influence our behaviour, and that data allow us to challenge these assumptions, enabling us to make better, more responsive decisions about our activities and plans. Bryan noted that while data can be leveraged to make change, they **shouldn't be** seen as the end of the conversation, but should be used to start new conversations. In this way, data can uncover new perspectives and potential directions that help us identify where to go from here.



5.0 Lessons Learned and Recommendations for Future Initiatives

By conducting the “Look into Wood Buffalo” Community Wellbeing Survey, the Working Group and the SPWB backbone team learned a lot about working across sectors to measure community wellbeing. These lessons include things that worked well for the collaborative as well as challenges encountered during the process. Based on these lessons, it is possible to propose recommendations for future shared measurement work in Wood Buffalo and in communities across Canada. These recommendations seek to enable communities to incorporate positive aspects of the Community Wellbeing Survey process into their work while avoiding some of the difficulties experienced in Wood Buffalo.

5.1 Lessons Learned

Engaging Rural Communities Requires Dedicated Time and Resources

Although the “Look into Wood Buffalo” Community Wellbeing Survey achieved a 7.7% response rate in Wood Buffalo overall, only 65 of 560 responses came from rural communities. This was in spite of efforts to deliver surveys to each of the 1,123 households within RMWB limits.

With the timeframe and resources at the disposal of the Working Group, rural engagement was limited to hand-delivering surveys to certain rural communities and providing incentive prizes tailored to each community. In order to inspire widespread rural participation, it might have been helpful to engage representatives from outlying communities to participate as Working Group partners, to host local events that spread the word about the survey and communicated its value, and to strategically engage local champions to promote the survey in their home communities.

CIW Staff Help Communicate the Value Proposition of the Community Wellbeing Survey

As part of laying the groundwork for conducting the Community Wellbeing Survey, SPWB brought Dr. Bryan Smale, Director of the Canadian Index of Wellbeing, to Fort McMurray to describe the survey process and its value to potential partner organizations. In October 2013, Dr. Bryan Smale delivered a convincing presentation to senior leaders from across the 8 domains of wellbeing in Wood Buffalo, increasing understanding of the value of measuring wellbeing and elevating the credibility of the process in the community. Bryan and other CIW staff also regularly participated in Working Group meetings, sharing information about the progress of the survey, presenting overviews of the survey results to Working Group partners, and making themselves available to answer questions about the survey process and results.



Having a Dedicated Backbone Organization Supports the Community Wellbeing Survey Process

Backbone support was an essential component of the Community Wellbeing Survey process in Wood Buffalo. The SPWB project team took on much of the daily work of conducting the survey, engaging the Working Group to provide guidance and leverage their organizational resources and expertise as needed (see Section 3.1 for role descriptions). SPWB provided dedicated resources (financial as well as staff time) to manage the complicated logistics of the survey, allowing the process to progress on schedule.

Developing a Project Charter and a Robust Communications and Engagement Strategy Brings Clarity to Collaboration

The Project Charter and the Communications and Engagement Strategy provided a clear structure for the Community Wellbeing Survey Working Group process.¹⁹ Defining roles and responsibilities related to conducting and promoting the survey helped the Working Group build community awareness of the project while performing the essential behind-the-scenes tasks that were necessary to prepare and distribute the survey.

The Project Charter and the Communications and Engagement Strategy also clarified the resources that each partner was willing to contribute to the process, making it easy for the backbone team to engage Working Group members as needed or when issues arose. The Communications and Engagement Strategy was particularly helpful in Wood Buffalo, a community that is over-surveyed and therefore tends to be difficult to engage in community feedback activities.

Encouraging Shared Ownership of the Survey Process and Results Supports Long-Term Goals

Although backbone support is invaluable, having one organization take on too many aspects of the leadership of a collaborative process can leave it vulnerable to factors such as shifting organizational priorities and staff turnover. It is therefore important to foster community ownership over the process by establishing shared responsibility among Working Group partners. In Wood Buffalo, engaging organizations from different sectors to participate in the Working Group also contributes to the long-term goal of establishing an ongoing shared measurement strategy.

The “Look into Wood Buffalo” Community Wellbeing Survey process fostered community ownership through regular Working Group meetings that engaged all members to share resources and expertise to conduct the survey and publicize results. Shared ownership was also encouraged by creating a unique brand for the survey, one that was independent of any particular organization and that could be used again in subsequent years.

¹⁹ See Appendices E and F.



Community Wellbeing Survey Results Can Help Identify Local Priorities for Action

Many organizations from all sectors in Wood Buffalo are committed to providing a high quality of life for residents. However, as the Wood Buffalo region is experiencing exceptionally high rates of population growth, it can be difficult to maintain the quality of existing services while responding to changing community needs. In this context, **results from the “Look into Wood Buffalo” Community Wellbeing Survey can be instrumental in identifying new and ongoing priorities.** For instance, comparing the issues identified in the survey with outcomes on the Strategy Roadmap highlighted community strengths as well as areas where there are ongoing challenges. As a component of a shared measurement system, conducting subsequent surveys in the coming years could also help determine whether **efforts to address these issues are having an impact on residents’ perceptions of quality of life in the community.**

The Community Wellbeing Survey Process Can Help to Build Relationships and Trust Across Sectors

By working together to prepare for and conduct the Community Wellbeing Survey as well as to share results with the broader community, Working Group partners built relationships and trust across sectors. As discussed at the October 3rd Evidence-Based Planning Workshop, creating a culture of shared data requires strong relationships and trust between a range of organizations, and the Community Wellbeing Survey process is an effective way to foster these connections.

At the October 1st Community Wellbeing Survey Report-Back Presentation, community leaders from different sectors valued the opportunity to explore issues that crossed multiple domains of wellbeing. Industry, government, and the social profit sector all have a role to play in addressing pressing community issues such as lack of adequate and affordable childcare, and the community needs more opportunities to have these kinds of conversations. Providing venues for multisectoral conversations that explore results from the Community Wellbeing Survey can encourage organizations and collaborations to implement new strategies based on insights from the data.

Community Wellbeing is a Sweet Spot for Multisectoral Work

In our rapidly changing, interconnected world, sectors need to work together to improve societal outcomes. It is difficult to achieve this level of genuine collaboration, however, unless there is shared value for all parties. The Community Wellbeing Survey process in Wood Buffalo demonstrates that wellbeing can be a point of connection between the sectors, becoming a sweet spot for collaborative action.

All sectors have a vested interest in improving community wellbeing, and data on quality of life outcomes can be useful to business, government, and social profit sector **organizations.** Now that the results of the first “Look



into Wood Buffalo” Community Wellbeing Survey are available, they are being used by organizations such as the Oil Sands Community Alliance, the Regional Municipality of Wood Buffalo, the United Way of Fort McMurray, and FuseSocial to improve societal outcomes.

5.2 Recommendations for Future Initiatives

Allow Enough Time for Analysis and Reflection

The Community Wellbeing Survey Report-Back Presentation on October 1st marked the public release of the survey results in Wood Buffalo. While this event provided an opportunity for community members to hear the results of the survey first hand from the Director of the Canadian Index of Wellbeing, it might have been helpful to provide participants with the results prior to the presentation. Releasing the reports before-hand would allow time for community members to reflect on the data and formulate questions that could lead to deeper discussion and analysis of the results.

Allowing for more time between the creation of the CIW reports (at the end of July and August) and the community launch (beginning of October) might also have provided an opportunity to create more materials that analyze the results and present them in a way that makes it easier to see how the data could be used in organizational planning.²⁰

Provide a Clear Description of the Survey Process and the Weighting of Data in the Reports

During the table discussions and brief question and answer period held as part of the Report-Back Presentation, many community members expressed concerns regarding how the survey data were weighted to represent the demographics of the Wood Buffalo region. It would have been helpful to provide participants with a clear description (for instance, a one-pager) written for a general audience describing the survey process. This might have addressed many areas of concern, shifting conversations during the event toward interpreting and working with the data.

Present More Analysis of the Results

While the Report-Back Presentation shared an overview of survey results with community members, many participants left without a clear understanding of what the data mean for Wood Buffalo organizations and residents. Spending more time in advance of the presentation analyzing the data might have provided more valuable information to participants. This analysis could have been done more deliberately among Working Group partners, or could have engaged a broader range of community leaders to analyze the meaning of the survey results.

Creating a report that is easy to understand (for instance, the Vital Signs reports published by many community foundations) and releasing this at the same time as the CIW reports could be helpful, as the full reports tend

²⁰ A report of this nature will be released in the coming months.



to be more technical and can be difficult to decipher without a background in statistics.

Take Time Early on to Discuss How Partners Plan to Use the Data

Although it was taken for granted that all Community Wellbeing Survey Working Group partners had plans to use the survey results to inform the planning and activities of their organizations, the specific details of how each organization intended to do so were not discussed by the Working Group. If this had been done intentionally at the outset, it would have enabled the Working Group to more effectively structure the process to meet the needs of each partner. For instance, weighting the data according to information from Statistics Canada may make it more difficult for the Regional Municipality of Wood Buffalo to use the data, whereas using information from the municipal census might have made it easier. Taking time to discuss **each partner’s** goals early on in the process could help avoid these kinds of difficulties for organizations as they seek to make use of the survey results.

6.0 The Future of the Community Wellbeing Survey in Wood Buffalo

6.1 Using the Data to Improve Quality of Life Outcomes

The results of the “Look into Wood Buffalo” Community Wellbeing Survey can be used by community leaders to inform the strategies their organizations pursue to improve quality of life outcomes in the region. For instance, community stakeholders may wish to use the data in the following ways:

Who Can Use the Information?	How Can They Use it to Improve Quality of Life Outcomes?
Decision-makers	Prioritize strategic plans
Funders	Allocate resources to areas of highest need
Social Profit Organizations	Align strategies to address issues
Collaborations	Working together to address key community issues
Citizens	Advocate for social change

The “Look into Wood Buffalo” Community Wellbeing Survey Working Group partners will also continue to use the data in their individual organizations as well as their collective efforts to improve community wellbeing.



6.2 Continuing to Access Data from the 2014 “Look into Wood Buffalo” Community Wellbeing Survey

Both reports generated by the CIW are now available for download on the CIW website, <https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab>.²¹ An additional report analyzing the results and presenting them in graphic form will also be available in the coming months on the SPWB website www.socialprosperity.ca as well as the websites of other Working Group partners.

Organizations wishing to access the complete data sets can also do so by contacting the Canadian Index of Wellbeing at the University of Waterloo (www.uwaterloo.ca/canadian-index-wellbeing). The data, stored by the CIW, can be accessed by submitting a data request to CIW staff, provided that the intended use of the data aligns with the CIW’s mission to advance understanding of community wellbeing. It may also be possible to commission additional reports that highlight variables not covered in detail in reports 1 or 2, subject to a per diem fee for the creation of the report. The current contact to access the data or to request additional reports is Margo Hilbrecht, Associate Director of Research for the CIW (ciwmargo@uwaterloo.ca). See Appendix K, Instructions for Accessing the “Look into Wood Buffalo” Community Wellbeing Survey Data from the Canadian Index of Wellbeing for full details.

7.0 Conclusion

The “Look into Wood Buffalo” Community Wellbeing Survey provides baseline data on quality of life outcomes in the Regional Municipality of Wood Buffalo. Conducted by a Working Group including representatives from local government, industry, and social profit organizations, the Community Wellbeing Survey was intended to highlight key community issues and suggest directions for collaborative work to improve community wellbeing. The survey is also a milestone in a broader process to develop a shared measurement system in Wood Buffalo that will track progress toward achieving the highest quality of life for all residents.

This report described the process that the Community Wellbeing Survey Working Group and the SPWB backbone team followed to prepare for and conduct the survey as well as to share results with the broader community.



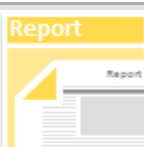








It is hoped that this report will help structure future iterations of the survey in Wood Buffalo as well as act as a guide for other communities wishing to begin this invaluable process. Toward this end, the appendices that follow include the Working Group terms of reference, project charter, communications and engagement strategy, guidelines for the process written by the CIW, and other resources to assist organizations in conducting the Community Wellbeing Survey.

²¹ Also see Appendix A.

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Appendix A: Community Wellbeing Survey Reports and Resources

Resource		Link
	Report # 1, <i>Look into Wood Buffalo</i> Community Wellbeing Survey: A Profile of the Wellbeing of Wood Buffalo Region	https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab
	Report # 2, <i>Look into Wood Buffalo</i> Community Wellbeing Survey: Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents	https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab
	Presentation on the Survey Results by Dr. Bryan Smale, Director, Canadian Index of Wellbeing	https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab
	“Look into Wood Buffalo” Community Wellbeing Report: Findings, Analysis and Recommended Courses of Action	Forthcoming
	Summary of Findings from Report # 2	www.socialprosperity.ca/reports-1
		www.uwaterloo.ca/canadian-index-wellbeing
		www.socialprosperity.ca
		www.fusesocial.ca



Appendix B: Sample Invitation Letter Requesting Participation in the Community Wellbeing Survey Working Group

January 17, 2014

Director
Local government
Fort McMurray, AB

Dear XXX,

We are writing today to invite the local government to partner with us in a project to conduct a subjective wellbeing survey this spring. The purpose of this survey is to acquire baseline data that will provide a snapshot of wellbeing in the community. The results from this survey will be used by many different organizations for a variety of purposes including evidence-based planning. As per the Strategy Roadmap, we want Wood Buffalo to offer the highest possible quality of life for its people now and in the future. By determining a baseline on quality of life in 2014, we will be able to track our progress over the long term.

The Canadian Index of Wellbeing (CIW) has developed a Community Wellbeing Survey that measures wellbeing at the community level. This tool will help us better understand key trends affecting our community and the many different factors that contribute to wellbeing. It will also enable us to compare our results with other communities across Canada.

We would like to conduct the survey from May 1 – June 15th, 2014. In addition to sharing their Community Wellbeing Survey and managing the data collection process, the CIW will prepare two reports that analyze the data using core variables. Social Prosperity Wood Buffalo has also engaged the CIW to make a final presentation at a conference in early October, 2014. Community members will be invited to attend this presentation where they can hear the results and participate in the learning. Community organizations will help with data interpretation for local application.

We have prepared a project charter (attached) which outlines the project plan in greater detail. We would like to clearly outline the important role we would like the municipality to play:

- 1) Assign municipal staff members including yourself, (as identified in the project charter) to serve on the Working Committee. The Working Committee will play an important role in guiding the process, making decisions on the survey focus/objectives, identifying additional partners, determining sample size, survey area, local issues of interest and making decisions on survey preparation,

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launch, data analysis and reporting. In particular, we would like municipal staff to help with three areas:

- a) Assist with the development of a communication and community engagement plan and its implementation.
 - b) Develop the random household sample from tax-roll information and provide the addresses only in an excel spreadsheet to a local printer so that letters/post-cards can be created for each household in the random sample. A special code will be assigned to each household for tracking purposes and to enable access to the online survey. There will be some coordination between the CIW and the municipality to manage this process.
 - c) Answer questions the public might have about the survey (providing a contact # on the letter). Distribute paper copies of the survey, whenever requested.
- 2) Pay for the costs associated with mailing the letters and reminder post-cards to the random household sample. The estimated costs for this work are approximately \$20,000.
 - 3) Provide one prize for an incentive draw. Incentive prizes will encourage a good response rate.

We have attempted not to draw too heavily on your resources, and are open to exploring other roles if you would like to contribute in other ways.

Thanks in advance for your ongoing support and leadership in helping to improve the quality of life for people in Wood Buffalo. We look forward to working with you on this project.

Sincerely,

Project partners



Appendix C: Community Wellbeing Survey Working Group Expression of Interest Form

Developing a Shared Measurement System in Wood Buffalo

“Look into Wood Buffalo” Community Wellbeing Survey Working Group

EXPRESSION OF INTEREST

To: Social Prosperity Wood Buffalo

Re: “Look into Wood Buffalo” Community Wellbeing Survey Working Group

We, _____ (Organization Name) would like to submit our expression of interest to join the “Look into Wood Buffalo” Community Wellbeing Survey Working Group.

We will be assigning the following staff member to serve on the working group and we will allow up to six hours per month for meetings and related committee work:

Name:

Title:

—

Signed: _____

Date: _____

Please email this form to XXX



Appendix D: “Look into Wood Buffalo” Community Wellbeing Survey Working Group TERMS OF REFERENCE

Developing a Shared Measurement System in Wood Buffalo

Date

Background

Social Prosperity Wood Buffalo²² (SPWB) is working with key community stakeholders on the development of a shared measurement system to measure community wellbeing (quality of life) in Wood Buffalo. Measuring community wellbeing provides an extraordinary opportunity to dig deeper into issues affecting the quality of life in a community. It can help to inform and improve policies and services so that residents are able to access the programs and services they need to lead healthy and happy lives. It also offers a way to engage residents in conversations about wellbeing and local action. Most importantly, it can provide new statistically valid data that will help to inform our understanding of community wellbeing.

Building on the work of various initiatives and local government, Social Prosperity Wood Buffalo has been working on the development of a shared measurement system for several months:

Early in 2013, SPWB conducted secondary research, reviewing the shared measurement tools used by Tamarack’s Vibrant Communities and exploring several wellbeing frameworks including the [Genuine Progress Indicators](#), the [Social Progress Imperative](#) and the [Canadian Index of Wellbeing](#). SPWB convened teleconference calls with key stakeholders and conducted a workshop, “Collaborating for Collective Impact”²³, to help community members better understand the benefits of shared measurement and a collective impact approach to solving complex social problems. In September, SPWB convened a conversation with members of the local government and the City of Guelph to learn about Guelph’s [Community Wellbeing Initiative](#). The City of Guelph used the Canadian Index of Wellbeing (CIW) as the framework for their community engagement initiative.

Building on this research and previous discussions, SPWB convened a conversation in October with key stakeholders to learn more about the Canadian Index of Wellbeing and its [Community Wellbeing Survey](#). The

²² Social Prosperity Wood Buffalo is a collaborative process to build and sustain innovation and social change in the Regional Municipality of Wood Buffalo. Our vision is to improve quality of life by building more sustainable and resilient social benefit organizations. Partners include stakeholders in Wood Buffalo, the Suncor Energy Foundation and the University of Waterloo. Together, we’re working on a number of innovative strategies at different scales to build capacity and resiliency. For more information, please visit our website: socialprosperity.ca

²³ Read the report, “[Collaborating for Collective Impact](#)” from the workshop which was held in May, 2013

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local government is partnering with SPWB and other organizations who have expressed interest and are waiting to learn how they can get involved.

Next Steps

Our plan is to conduct the CIW Community Wellbeing Survey in the spring of 2014 to acquire baseline data on quality of life outcomes in Wood Buffalo. The results will be analyzed and shared with key partners in early summer and then more broadly at a conference on Resilient Communities in October 2014. Community leaders will be able to use the data to make informed decisions on strategies to improve quality of life outcomes and to monitor progress moving forward.

To avoid confusion and to build trust, we want to be clear about the process, the costs, the dissemination of results and the sustainability of the initiative. We also believe that partners should contribute funding to help pay for the costs.

While the data will be stored and maintained in perpetuity at the University of Waterloo, partners will be able to access the data. No one organization will be the keeper of the data. Instead, a multi-sectoral consortium has been established to implement the shared measurement system, share the data, and to collaborate on strategies that improve quality of life moving forward.

“Look into Wood Buffalo” Community Wellbeing Survey Working Group

The “Look into Wood Buffalo” Community Wellbeing Survey Working Group (Working Group) will be a link between the community and the Canadian Index of Wellbeing, creating another layer of accountability and responsibility to ensure the sustainability of this work over time. The Working Group will act as a buffer against change, giving citizens confidence that even when committee members change, the consortium will continue the community wellbeing work over the long-term.

- Organizations can submit expressions of interest to SPWB. Membership will include community capacity building organizations, local government, industry and other key organizations to ensure representation from CIW’s **eight domains of wellbeing**.
- Each member organization will be required to contribute resources (financial and or human) to help pay for the costs and or work to be done. Please refer to the budget below. In exchange for this contribution, each member will be given access to the data and related reports. The United Way of Fort McMurray has offered to manage the monetary transactions for this project and will oversee collection of membership fees and payment of expenses.
- Each member organization will appoint one representative to serve on the Working Group. The member organization is responsible for maintaining its representation on the consortium. Each organization will give the representative time during working hours to attend

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meetings and to complete related tasks (suggested time allotment of up to 6 hours per month).

- Working Group meeting schedule for the next six months:
 - ❖ Monday, October 7th 1:00 - 4:00 pm
 - ❖ Tuesday, November 5th 2:30 - 4:30 pm
 - ❖ Tuesday, February 11th 2:00 - 4:00 pm
 - ❖ Monday, April 21st 2:00 - 4:00 pm
- Working Group tasks include (but are not limited to) helping with the implementation of the Community Wellbeing Survey, promoting the survey through networks, reviewing reports, providing feedback, sharing information, participating in strategy development, attending the 2014 Resilient Communities conference and potential additional committee work as determined by the Working Group.
- In addition, the Working Group will develop a collective impact approach to improving community wellbeing moving forward.

Community Wellbeing Survey Budget

The following budget outlines the costs associated with implementing the community wellbeing survey, analyzing the results, producing reports and sharing the information with community stakeholders.

Sample required for Wood Buffalo: 7,000 households

Timeline: Fall 2013 - Fall 2014

Community Wellbeing Survey Revenue & Expenses	
REVENUE	
Partner	Revenue
Industry	\$ 25,000
Local Government	\$ 20,000
Social Profit Organization	\$ 2,500
Social Profit Organization	\$ 72,500
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Social Profit Organization	in-kind

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Community Wellbeing Survey Revenue & Expenses	
Social Profit Organization	in-kind
Social Profit Organization	in-kind
Total:	\$ 120,000
EXPENSES	
Description	Expenses
Community Readiness (meetings, presentations)	\$ 5,000
Survey Preparation & Launch (materials, postage, printing)	\$ 24,000
Community Engagement (incentives, promotional campaign)	\$ 32,000
Report-Back Presentation (promotion, reports, event)	\$ 9,000
Canadian Index of Wellbeing (research grant)	\$ 50,000
Total:	\$ 120,000



Appendix E: Wood Buffalo Community Wellbeing Project Charter

Project Name: Wood Buffalo Community Wellbeing project

Focus Area: A project to measure community wellbeing in Wood Buffalo, Alberta

Product/Process: Community wellbeing survey, process to establish baseline data to inform strategic decision making and track progress towards offering the highest quality of life to all residents now and in the future.

Prepared By:

Document Owner(s)	Project/Organization Role
Leader	Social Profit Organization
Leader	Social Profit Organization

PROJECT CHARTER PURPOSE

This project charter defines the scope, objectives, and overall approach for the work to be completed. It is a critical element for initiating, planning, executing, controlling, and assessing the project. It should be the single point of reference on the project for project goals and objectives, scope, organization, estimates, work plan, and budget. In addition, it serves as a contract between the Project Team and the Project Sponsors, stating what will be delivered according to the budget, time constraints, risks, resources, and standards agreed upon for the project.

PROJECT EXECUTIVE SUMMARY

- The **goal** of this project is to acquire baseline data on quality of life in Wood Buffalo to begin measuring our progress towards achieving the highest quality of life for all. This project is part of a longer process to develop an ongoing shared measurement system in the community.
- The **scope** of the project is to learn about residents' perceptions of their own and their community's wellbeing by conducting a survey to measure subjective wellbeing according to the Canadian Index of Wellbeing's eight domains and 64 indicators.



- There is a potential *risk* that insufficient responses may be generated for certain subpopulations or geographic areas. In addition, there is no guarantee that stakeholders will use the results from the survey to inform and improve services, policies, advocacy, and community-wide action focused on increasing the wellbeing of residents in Wood Buffalo.
- The estimated *cost* for this project is \$125,000 to conduct the survey and to share the results with the community.
- The *timeline* for this project is approximately one year. We started working together in November 2013 and the final report should be completed by December 2014.
- While there are other models available, we have decided to use the award-winning Canadian Index of Wellbeing (CIW) for this project. The CIW has developed a community wellbeing survey that can be used at the community level to gather insights from residents using a rigorous and academically-grounded framework. The results from the survey will be accessible through data release protocols at the University of Waterloo so that the data are available for longitudinal studies.
- Social Prosperity Wood Buffalo will support this process as the backbone organization, providing project management and support to the local community. It is intended that [social profit organization] will take over this role in 2015.

PROJECT OVERVIEW

In today's increasingly complex world, the interconnectedness of economic, social, and environmental factors makes it more difficult for Canadians to understand what is truly affecting their quality of life. As community leaders and key stakeholders address the deep-rooted and complex challenges of the 21st century, they too are recognizing the need for comprehensive tools that measure progress towards positive societal change.

The award-winning Canadian Index of Wellbeing (CIW) helps Canadians plan for a better and more sustainable future by offering a rigorous and academically-grounded framework that measures social progress. By tracking a set of shared measurement indicators over time, communities can learn from each other, improve workforces, redeploy resources to areas of highest need and develop better policies that are more relevant and responsive to the needs and values of constituents.

Social Prosperity Wood Buffalo²⁴ (SPWB) is building on the work of the Oil Sands Community Alliance (OSCA), the Regional Municipality of Wood

²⁴ Social Prosperity Wood Buffalo is a collaborative process to build and sustain innovation and social change in the Regional Municipality of Wood Buffalo. Our vision is to improve quality of life by building more sustainable and resilient social benefit organizations. Partners include stakeholders in Wood Buffalo, the Suncor Energy Foundation and the



Buffalo (RMWB), and many others to develop a shared measurement system that measures community wellbeing over time and establishes a better process for using data to achieve social progress. By using the Canadian Index of Wellbeing, we will be able to capitalize on a proven model and fast-track what might otherwise be a lengthy process.

Over the past year, SPWB conducted secondary research, reviewing the shared measurement tools used by Tamarack’s *Vibrant Communities* and exploring several wellbeing frameworks including the [Genuine Progress Indicators](#), the [Social Progress Imperative](#) and the [Canadian Index of Wellbeing](#). SPWB convened teleconference calls with key stakeholders in the spring and conducted a workshop, “*Collaborating for Collective Impact*,”²⁵ to help community members better understand the uses and benefits of shared measurement as well as a collective impact approach to solving complex social problems. In September, SPWB convened a conversation with members of the RMWB and the City of Guelph to learn about Guelph’s [Community Wellbeing Initiative](#). The City of Guelph used the CIW as the framework for their community engagement initiative. Building on this research and previous discussions, SPWB convened a conversation in October with key stakeholders to learn more about the CIW and its [Community Wellbeing Survey](#). A small group of stakeholders met in November to form a Working Committee (WC) to begin implementing this process in Wood Buffalo.

The goal of this pilot project is to acquire baseline data on community wellbeing and to begin the broader process of developing a sustainable shared measurement system that uses data to inform and improve policies, services, advocacy, and community-wide action focused on increasing the wellbeing of residents.

PROJECT SCOPE

Goals and Objectives

Goals	Objectives
The project will conduct CIW’s community wellbeing survey in Wood Buffalo.	<ol style="list-style-type: none"> 1. The CIW survey will be distributed to a statistically valid random sample of residents in May 2014 for approx. six weeks. 2. Response rate projected at 12% if the CIW’s recommended sample size is used, reminder postcards are mailed, and the communication plan and engagement strategy are implemented.

University of Waterloo. Together, we’re working on a number of innovative strategies at different scales to build capacity and resiliency. For more information, please visit our website: socialprosperity.ca

²⁵ Read the report, “[Collaborating for Collective Impact](#)” from the workshop which was held in May, 2013

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Goals	Objectives
<p>CIW will produce two reports. Report #1:</p>	<p>3. Approximately one month after the close of the survey, the CIW will provide the first report which includes a general overview of all results including:</p> <ul style="list-style-type: none"> a) Demographic profile b) Overall wellbeing (and its items) c) Collected data organized according to each of the eight CIW domains. d) Summary of findings on any questions added specifically for your community. e) Appendix with all of the written comments from the text box on the last page of the questionnaire organized according to theme.
<p>Report #2:</p>	<p>4. Approximately two months after the close of the survey, CIW will provide a more detailed report in response to specific interests and local concerns that are to be identified by the WC. Data will be broken down according to the two comparison variables selected by the Working Committee and includes:</p> <ul style="list-style-type: none"> a) Demographic profile b) Overall wellbeing (and its items) c) Collected data organized according to each of the eight CIW domains d) Summary of findings on any question added specifically for your community.
<p>Knowledge Mobilization: SPWB is organizing a report-back presentation and a Sustainable Communities Conference in Fort McMurray</p>	<p>5. SPWB is working with the University of Waterloo to organize a <i>Sustainable Communities Conference</i> in October 2014. The results from the CIW community wellbeing survey will be shared at a report-back presentation. The data may be used to inform a <i>Community Conversation</i> to take place on Oct 3rd. The WC will provide input into the design of this activity.</p>
<p>Final Report</p>	<p>6. SPWB will generate a final report that evaluates the process, summarizes the CIW reports and the outcomes from the conference and includes recommendations moving forward.</p>
<p>Working toward a sustainable shared measurement system in Wood Buffalo</p>	<p>7. SPWB and [social profit organization] will work with the WC to establish a process designed to ensure the sustainability of a shared measurement system in Wood Buffalo. This may involve convening meetings to explore options and / or engaging additional stakeholders as needed.</p>

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Statements of Work (SOW)

SOW	Owner/Prime	Due Date/Sequence
Project Charter	Backbone support organization	December 2013
Communication Plan	Backbone support organization/ local government	January 2014
Community Engagement Plan	Backbone support organization / local government	January 2014
CIW Community Wellbeing Survey Guidelines	CIW / Backbone support organization	December 2013
Community Wellbeing Survey online survey is active	CIW	May 1 - June 15, 2014
Report #1	CIW	July 2014
Report #2	CIW	August 2014
Community Wellbeing Survey Results Report Back Presentation	Social profit organization / CIW	October 1, 2014
Sustainable Communities Conference: Community Conversation	Social Profit Organization / CIW	October 3, 2014
Final Report	Social Profit Organization	December 2014

Project Deliverables

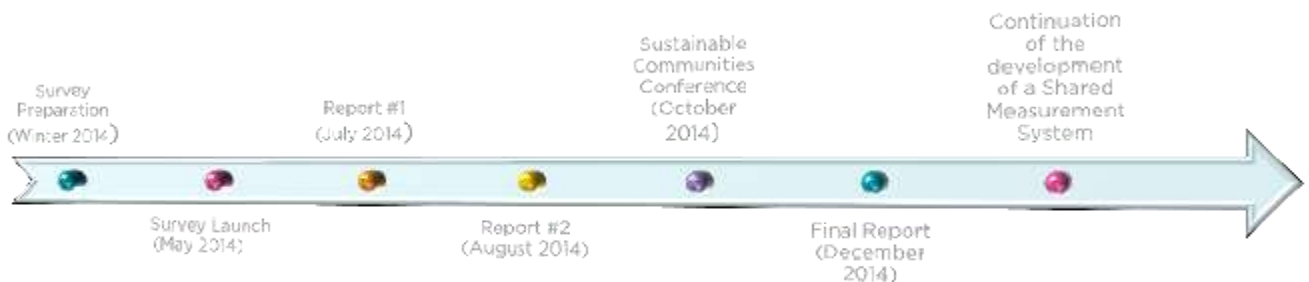
Milestone	Deliverable
1. Project Charter	<ul style="list-style-type: none"> SPWB completes the Project Charter and additional plans/guidelines by December 2013
2. Project Initiation/Approval	<ul style="list-style-type: none"> WC Members are successfully recruited by January 2014 Focus/objective of survey is defined Local community leaders are recruited Sampling frame finalized
3. Sponsorship	<ul style="list-style-type: none"> At least three partners sponsor the pilot project. At least six incentive prizes are secured.
4. Community Wellbeing Survey	<ul style="list-style-type: none"> Survey is successfully launched in May 2014 for approx. six weeks.

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Milestone	Deliverable
	<ul style="list-style-type: none"> 12% response rate is achieved.
5. CIW Reports	<ul style="list-style-type: none"> First report completed approx. one month after survey closes. Second report completed approx. two months after survey closes.
6. Knowledge Mobilization	<ul style="list-style-type: none"> SPWB organizes a report-back presentation and a Sustainable Communities conference in Fort McMurray in October 2014. The results from the CIW survey will be used to inform a community conversation or other knowledge mobilization activity at the conference.
7. Final Report	<ul style="list-style-type: none"> SPWB will produce a final report by December 2014.

Timeline



Deliverables Out of Scope

The CIW will create the online survey and conduct analysis as per project deliverables. The data will remain at the University of Waterloo in perpetuity with the intention that the community will be able to access the data in the future to conduct longitudinal studies and to monitor progress towards positive societal change. Key partners will be able to access the data with the goal being that the data provides the catalyst for organizations to improve community wellbeing.

If local organizations request additional reports that require extra analyses (i.e. not included as part of Report 2), the CIW will charge an additional per diem fee of \$1000/day. Additional reports may cost between \$3,000 to \$5,000 (depending on the amount of analysis required).

This is a short-term project, with a goal to establish baseline data on current quality of life in Wood Buffalo. It is the first step in a larger plan to develop a sustainable shared measurement system that helps to inform and improve services, policies, advocacy, and community-wide action focused on increasing the wellbeing of residents in the community. It is hoped that the WC and/or additional partners will commit to this process beyond the life of the project to achieve this broader aspiration.

It is intended that a local organization will take over the role of backbone organization upon completion of this project.



PROJECT ESTIMATED COSTS AND DURATION

Survey sample required for Wood Buffalo: 10,000 households (approximate)

Duration: November 2013 – December 2014	
Estimated Costs	\$120,000
Survey Mailing Costs	
<ul style="list-style-type: none"> • Distribution List 	\$2,200
<ul style="list-style-type: none"> • Postage (Canada Post) 	\$8,000
<ul style="list-style-type: none"> • Printing 	\$4,000
<ul style="list-style-type: none"> • Paper questionnaires 	\$800
Communication	\$20,000
Graphic Design	\$5,000
Canadian Index of Wellbeing	\$50,000
<ul style="list-style-type: none"> • Survey management 	
<ul style="list-style-type: none"> • Data collection 	
<ul style="list-style-type: none"> • Data analysis 	
<ul style="list-style-type: none"> • Report #1 and #2 	
Further analysis and report writing	\$10,000
Community Engagement	\$20,000
Incentive Prizes	In-Kind

PROJECT CONDITIONS

Project Assumptions

- Local Government will assist with the development of the distribution list and pay for the costs associated with mailing the survey and follow-up postcards.
- Key partners will jointly promote this survey, demonstrating the breadth and strength of those who support it.
- Despite consumer oversampling, we assume that residents will participate.
- We can capitalize on the local government’s census process to distribute the survey to an appropriate sample group.
- Stakeholders will use the data to improve processes, decision-making, advocacy, etc.
- By starting this process, stakeholders will recognize the value and continue the process to establish a sustainable shared measurement system in Wood Buffalo.



- This is an organic process that will evolve over time and may require different measurement tools in the future.

Project Constraints

- The subjective nature of the CIW community wellbeing survey **gathers people’s perceptions of quality of life**. The project does not gather other data to substantiate these perceptions.

Project Risks

- There is a potential risk that the survey will generate insufficient responses due to the community’s oversaturation with surveys. We intend to mitigate this risk by capitalizing on the municipality’s successful execution of the 2012 census.
- While the goal of this project is to ensure that all residents have access to the services and supports they need to lead healthy, active and happy lives, there is no guarantee that stakeholders will use the data to improve services, policies and decision-making processes.

Project Structure

- SPWB will act as the backbone organization for this project, providing project management, report writing, volunteer management and process monitoring. It will deliver a final report in December 2014.
 - The Working Committee (WC) will play an important role in guiding the process, making decisions on the survey focus/objectives, identifying additional partners, determining sample size, survey area, local domains of interest and making decisions on survey preparation, launch, data analysis and reporting.
 - By capitalizing on the CIW’s framework and community wellbeing survey, we will reduce the amount of time required up front to develop a unique set of indicators. By using an existing model, we will also be able to compare our results with those of other communities.
 - The data will be held at the University of Waterloo in perpetuity, ensuring it will be accessible for future groups to conduct longitudinal studies and monitor social progress over time.
 - Upon completion of the project, it is intended that [social profit organization] will take over as the backbone organization to develop a sustainable shared measurement system.
-



Working Team

Organization	Working Team Members (suggested)	Responsibilities
Backbone support organization		Backbone support: project management administrative support, strategy design, report-writing, note-taking, logistics, Sustainable Communities Conference, knowledge mobilization, workshop design, research, evaluation
Local government		Community engagement, promotion, survey distribution, implementation, etc.
Industry		Project guidance, input on survey details, process, knowledge mobilization
Social profit organization		Project guidance, input on survey details, process, knowledge mobilization
Social profit organization		Project guidance, input on survey details, community engagement, process continuity, knowledge mobilization
Industry		Project guidance, input on survey details, process, knowledge mobilization

PROJECT REFERENCES

Links:

<https://uwaterloo.ca/canadian-index-wellbeing/>



Appendix F: Look into Wood Buffalo - Community Wellbeing Survey Communications and Engagement Strategy

Last Revised: March 20, 2014 Prepared by: local government employee
(Working Group Committee member)

SECTION 1: PURPOSE AND MISSION

The purpose of this communications plan is to both identify and organize the communications and engagement efforts for the *Look into Wood Buffalo - Community Wellbeing Survey*. In addition, the plan will document the actions necessary to move forward with the project and support both the public launch of the survey and related communications tactics that will serve to raise awareness of the project and communicate the value of the project to stakeholders.

As identified in the Project Charter, the goal of this project is to acquire baseline data on quality of life outcomes in Wood Buffalo and to begin measuring our progress towards achieving the highest quality of life for all. This project is part of a longer process to develop an ongoing shared measurement system in the community. The scope of the project is to learn about residents' perceptions of their own and their community's wellbeing by conducting a survey to measure subjective wellbeing according to the Canadian Index of Wellbeing's eight domains and 64 indicators.

The award-winning Canadian Index of Wellbeing (CIW) helps Canadians plan for a better and more sustainable future by offering a rigorous and academically-grounded framework that measures social progress. By tracking a set of shared measurement indicators over time, communities can learn from each other, improve workforces, redeploy resources to areas of highest need and develop better policies that are more relevant and responsive to the needs and values of constituents.

SECTION 2: SITUATION ANALYSIS

Through the *Look into Wood Buffalo - Community Wellbeing Survey*, we will be reaching out to 7,000 randomly selected households in the region. Those households selected will receive a letter with instructions to complete either an online or paper survey that takes approximately 30 minutes. The letter and subsequent reminder card will be mailed out to households through Canada Post.

Communication Objectives:

The Shared Measurement Initiative encompasses a variety of communication objectives, these include building community awareness and encouraging a good survey response rate.



SECTION 3: KEY MESSAGES

- Look into Wood Buffalo - Community Wellbeing Survey *“It’s about our wellbeing, not just our economy.”*
- Have Your Say. Measuring what really matters.
- How are Canadians really doing? Is our overall quality of life getting better or worse? Are we getting closer or moving farther away from realizing the kind of community we want to live in?
- Starting in May 2014, watch for your envelope and have your say! In May, 7,000 randomly selected households will receive an invitation in the mail. When your letter arrives, follow the instructions and complete the 30-minute online or paper survey. Let us know how you’re really feeling about the things that matter most.
- The Look into Wood Buffalo – Community Wellbeing Survey is a multi-stakeholder initiative sponsored by various partners. We care about community wellbeing and are working together with the Canadian Index of Wellbeing (CIW) to improve the quality of life outcomes for residents in Wood Buffalo.
- The Look into Wood Buffalo – Community Wellbeing Survey results will be announced and presented to the community in October, 2014.

SECTION 4: BRANDING/VISUAL IDENTITY

The name of the project *Look into Wood Buffalo – Community Wellbeing Survey* and associated taglines *“It’s about our wellbeing, not just our economy”* and *“Have Your Say!”* provide a strong framework that informs the visual identity of the project without implying an intended outcome.

Look into Wood Buffalo carries with it the concept of looking at something through a window or even a doorway. It also implies informally the opportunity to learn about something new, or the possibility of seeing things from a different perspective. Both a window and a door are also physical components that make up a home and allude to the concept of community.

It is recommended that branding and a visual identity that is distinct from other ongoing projects and partner organizations be created and used for all communications tools related to the project. This includes all press releases, advertising, posters, in addition to the survey letter and reminder card. As detailed in the Project Charter, the intent is that this project acts as a starting point to establish baseline data to measure community wellbeing. This first survey will be linked to subsequent surveys in the coming years, and therefore establishing a distinct brand and visual identity for the project will ensure that awareness and continuity of the project are established.

Launch/Roll-Out, Strategy and Tactics:

A number of formal and informal approaches will be used to promote the project and engage the community, additional stakeholders and the local media. From the group of partner organizations, a group of identified spokespeople will be established to provide media interviews and communicate information and the story of the project. Initial core key

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messages have been identified in this plan, and will be further developed as we begin the promotion phase of the project.

- Press Release mid-March to announce the project to local media.
- A series of articles to be shared/promoted before and after the launch.
- Schedule an interview with newspapers and create a radio soundbite for the partner panel of spokespeople.
- Coordinate with partner organizations to see if their social media accounts can assist with organically spreading the word about the project.
- Create a pull-up banner and information card for the project, put in a high traffic area such as a recreational facility.
- Strategize a list of local community influencers and leaders who should be contacted and informed about the project launch. Emails, calls and coffee dates.
- Present at an interagency meeting, and distribute the information through sector group networks.
- Host information sessions regarding the project.
- Mid-April advertise in local newspapers, possibly monthly magazines. Late April advertise on the digital billboard in one neighbourhood.
- Early in May, 2014 issue a press release to announce the mail-out of the surveys and build anticipation. Mention the incentive prizes in the press release (confirm that there is no conflict with this).

Promotion Incentive Prizes

Incentive prizes will be used to promote the project and to provide a participation incentive. When selected households complete the survey, they will be entered into a draw to win. Posters and promotional materials will need to include this information, as it will help build excitement and increase participation levels. Various organizations have been approached to donate incentive prizes that relate to enjoying quality of life in the region. Proposed prizes include a 1-year family membership to a recreational facility and a weekend outdoor excursion for two to explore the region.

Community Engagement and Events

A list of community events in between now and May-June, 2014 will need to be identified to arrange to have a promotional team there to promote the project and raise community awareness. For example the spring tradeshow at the recreation facility.

Promotional Materials

- Information Posters
- Digital Poster (sized to billboard specs)
- Promotional Banner and Information Rack Cards
- Stress balls or other promo item/engagement tool
- Branded electronic letterhead for press releases
- Infographics and informational teasers to promote the survey and project

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- Blogs and articles to promote and explain the project in greater detail and from various perspectives

Evaluation

All earned media and promotional efforts will be documented and tracked. This information will be compared with participation rates and levels of awareness to gauge the success of the communications plan. In addition, Social Prosperity Wood Buffalo is documenting the process and will generate a detailed report in December 2014. The report will include best practices, guiding principles, recommendations and general observations about the process. This report could be used to inform similar projects to be conducted in the future.



Appendix G: Conducting the CIW Wellbeing Survey in your Community: A Planning Guide

Background on the CIW

What is the CIW?

- The Canadian Index of Wellbeing (CIW) Network is a national initiative supported by an independent, non-partisan group of national and international leaders, researchers, organizations, and grassroots citizens who are developing a new way of measuring wellbeing in Canada. Based at the **University of Waterloo** within the Faculty of Applied Health Sciences, the CIW Network is seen to be a global pioneer in developing a holistic and integrated approach to measuring wellbeing.
- The CIW Network tracks wellbeing in an effort to offer clear, effective and regular information on the quality of life of Canadians. This promotes a dialogue on how improvement can happen through progressive policies that are responsive to the needs and values of Canadians.
 - **Vision:** To enable **all** Canadians to share in the highest wellbeing status by identifying, developing and publicizing statistical measures that offer clear, valid and regular reporting on progress toward wellbeing goals and outcomes Canadians seek as a nation.
 - **Mission:** Conduct rigorous research and report on the quality of life of Canadians. Encourage policy shapers and government leaders to make decisions based on solid evidence. Empower Canadians to advocate for change that responds to their needs/values.
 - **Values:** From the cornerstone principle of shared destiny and collective action, and from extensive public consultations with Canadians, a number of core consensus values informed the development of the CIW: fairness, diversity, equity, inclusion, health, safety, economic security, democracy, and sustainability.
- Link to our website (www.ciw.ca) for details, including our report, [How are Canadians really doing?](#)

What does the CIW measure?

The CIW goes beyond narrow economic measures like Gross Domestic Product (GDP) and provides the only national index that will measure wellbeing across a wide spectrum of domains. The CIW identifies a set of key indicators to track progress in eight interconnected domains of wellbeing:

1. **Community Vitality:** the strength, activity and inclusiveness of relationships between residents, private sector, public sector and civil society organizations that fosters individual and collective wellbeing.
2. **Democratic Engagement:** the participation of citizens in public life and in governance; the functioning of Canadian governments; and the role Canadians and their institutions play as global citizens.
3. **Education:** the literacy and skill levels of the population, including the ability of children and adults to function in various contexts and plan for and adapt to future situations.
4. **Environment:** the state of and the trends in Canada's environment by looking at the stocks and flows of Canada's environmental goods and services.
5. **Healthy Populations:** the physical, mental, and social wellbeing of the population by looking at different aspects of health status and certain determinants of health.

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6. **Leisure & Culture:** activity in the very broad area of culture, which involves all forms of human expression; the more focused area of the arts; and recreational activities.
7. **Living Standards:** the level/ distribution of income and wealth, including trends in poverty; income volatility; and economic security, including the security of jobs, food, housing and the social safety net.
8. **Time Use:** the use of time, how people experience time, what controls its use, and how it affects wellbeing.

CIW Community Wellbeing Survey

What is the CIW Community Wellbeing Survey?

As part of its broader vision to enhance wellbeing in Canada, the CIW partners with local communities to conduct a community wellbeing survey (CWS) to learn about residents' perspectives on their own and their community's wellbeing. Key elements of the Wellbeing Survey include:

- A questionnaire designed to comprehensively measure subjective wellbeing at the level of a community and according to CIW's eight domains. This questionnaire is administered online, but can be provided in paper form to those without Internet access and/or preferring a hard copy.
- Additional materials developed to invite participants, introduce the survey, obtain consent, incentivize participants (ballots), remind invitees to participate, and promote the survey.

The results from the survey, presented through two data reports developed by the CIW, can help to inform and improve services, policies, advocacy, and community-wide action focused on increasing the wellbeing of residents in Wood Buffalo, Alberta.

The CIW is playing a role in helping partner communities achieve a goal of ensuring that all residents have access to the services and supports they need to lead healthy, active, and happy lives.

At present the CIW Wellbeing Survey has been run in Guelph (see their [Community Wellbeing Initiative](#)), Kingston and Area, and the Waterloo Region.

Why should we participate in the Community Wellbeing Survey?

The CIW Wellbeing Survey provides:

- A rich source of NEW data, specific to *your* community, to create a profile of your community.
- An extraordinary opportunity to dig deeper into issues affecting the quality of life in your community.

This information can help to inform philanthropic work and program/service efforts as it:

- Identifies areas where community residents feel more can be done to enhance quality of life in their community.
- A way to engage residents (and potential future donors) in conversations and local action.
- If redone every few years, becomes a way to measure whether grants have improved the quality of life in the community.

Potential benefits for the greater good of communities across Canada:

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- Allows communities of similar sizes to share their strengths and to learn from each other.
- May lead to improved access to programs and services that enable us to build stronger communities.

Summary of Survey Process and Timeline

Note: if you have a firm deadline for results received you must ensure that you begin the process at least **6 months** in advance of this date.

Months 1-2

1. **Project initiation and approval:** After you initiate contact with the CIW, the Director and Project Manager of CIW will meet with a senior leader in your organization to discuss the focus/ objectives of the survey, explore the coverage area (sample size), budget, additional partners, and obtain approval for the project.
2. **Survey preparation:** Following project approval, the CIW Community Survey Manager will work with your team to prepare for the survey. Included in this work will be:
 - a. **Relationships:** You will initiate critical relationships with a printer (to print and mail the invitation letters/ reminder post cards), Canada Post (to obtain the random sample of households), and any sponsors (to fund parts of the survey and/or donate gifts for the prize draw).
 - b. **The questionnaire:** After consulting with you to identify potential additions to the core questionnaire, the CIW will develop online and print versions to be reviewed and then pilot tested with your support.
 - c. **The distribution list:** You will purchase from Canada Post a randomized list of households in your community (aka the distribution list). This will serve as the participant list.
 - d. **Other survey materials:** Using templates provided by the CIW, you will work with the CIW to prepare survey materials (invitations, reminder postcards, info/ consent, ads, ballots) and ensure that the printer has the invitation letters and postcards well in advance of the launch date.
 - e. **Promotion:** You will notify the local media about the upcoming survey (templates provided).
 - f. **Ethics and Consent:** The CIW will obtain ethics approval from the University of Waterloo

Months 3-4

3. **Survey launch:** The survey will launch on a date agreed upon by your team, the CIW, and your printer. It will be important to ensure that sufficient time has been allotted to prepare the survey materials, obtain the distribution list, and print/ prepare the mailing. **Note:** invitations will be received 2-3 days after mailing.
 - a. **Promotion:** It is critical to engage the media throughout your community at two points: (a) the launch of the survey and (b) during the distribution of the reminder postcards. You will not be soliciting participants, but this engagement will ensure that the community is aware of the survey and that those who receive the invitation are encouraged to complete it.
 - b. **Activating the survey:** The CIW will activate the online survey the same day the letters are mailed.

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- c. **Distributing paper copies:** Most participants will complete the survey online, but you will also prepare paper questionnaire packages (info/consent forms, questionnaires, ballots) to be distributed, upon request.
- d. **Reminder post cards:** Approximately 10 days into the survey, you will work with your printer to distribute reminder postcards.
- e. **Monitoring of response:** CIW will provide regular updates to you detailing the online response rate and will then close the survey -6 weeks after launch.
- f. **Ballots:** All hard copy ballots received by the CIW (included with paper questionnaires) will be returned to you for inclusion in the prize draw.

Months 5-6

4. **Survey data analysis and reporting:** CIW will input the data from all paper copies of the questionnaire and will integrate these data with that collected through the online survey, running descriptive statistics on each variable. The CIW will produce two data reports for your organization.
 - a. **Report 1:** Approximately 1 month after the close of the survey, CIW will provide the first report including descriptive statistics (means, frequencies) for all core variables and the custom questions.
 - b. **Report 2:** Within one month of receiving Report 1 CIW will run a second report breaking the data down according to two selected comparisons (e.g., sub-populations, geographic areas). CIW will work with you to identify your priorities for these comparisons.

Summary of Key Roles and Responsibilities

Senior Leaders

CIW	Local Partner
Establish partnership relationship	
<ul style="list-style-type: none"> • Communicate value of survey • Provide an overview of the process • Provide figures for budget estimates 	<ul style="list-style-type: none"> • Identify priorities/ goals for participation • Identify additional local partners (funding, etc.) • Approve project (sign off on budget) • Sign official forms/ invitation letters • Sign Canada Post contracts • Sign Printer contracts/ arrange payment
Discuss and formalize project timeline	
Identify key staff responsible for project management	

Staff

CIW	Local Partner
Work together to prepare for run the survey	

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-
- | | |
|--|---|
| <ul style="list-style-type: none"> • Provide templates • Develop online and paper questionnaire, including any custom questions (based on partner input) • Support pilot testing of questionnaire • Manage online questionnaire • Conduct data analyses • Develop data reports | <ul style="list-style-type: none"> • Manage budget • Manage relationships with Canada Post/ Printer • Identify areas of interest for custom questions • Assemble survey materials (based on templates) • Pilot test questionnaire • Distribute paper copies of questionnaire • Identify key areas of interest for data reports |
|--|---|
-

Communicate critical decisions to Senior leaders

Other

Printer

- Sign third party confidentiality agreement with Canada Post
 - Link addresses on distribution list with Unique ID numbers
 - Send list of Unique ID numbers and corresponding postal codes to CIW
 - Prepare and distribute mailings: (a) invitation letter, (b) reminder post cards
-

Survey templates provided by CIW

1. To Do List/ Critical Path (timelines negotiated with local partner)
2. Templates
 - a. Invitation letter to residents
 - b. Cover letter and consent form (online, paper)
 - c. Ballots for incentive prize (online, paper)
 - d. FAQ for responding to citizen questions (see later in this guide)
 - e. Newspaper advertisement alerting participants about the survey | example news stories

Survey Success Factors

1. Leadership

The successful implementation of the community wellbeing survey depends on the commitment and drive of organizational leaders. In establishing the partnership between the CIW and your organization, our Director and Project Manager will meet with your senior leaders to ensure that the project has a strong foundation moving forward.

2. Purpose

One of the first questions CIW will explore with you is what you want to achieve through the CIW Wellbeing Survey. This discussion is key to identifying any customized areas of interest you would want to add to the core questionnaire and will inform how the data are broken down in report 2.

3. Partnerships

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Key alliances can be critical to the success of the survey now and into the future. As noted in the summary of stages, your organization will need to partner with:

- **Canada Post** to obtain a randomized list of households in your community (AKA distribution list) and pay for mailing of the invitation letters and reminder post cards (Addressed Admail)
- **A printer** to print and mail out the survey materials

Additionally, there can be value in exploring how to engage partnerships with:

- **Other local organizations** (e.g., local government, business, non-profit)
- **Your board and/or volunteers associated with your organization**
- **Local media** (print, radio, TV)

Given the time frame for the survey, it can be most effective to focus on *existing* partnerships you have. However, whether partnerships are expanded or initiated to run the survey, connections with key individuals and organizations in your community can critically enhance efforts to fund the cost of the survey, promote the survey, obtain donations for the incentive prizes, manage local political realities, and take action around the data you collect.

4. Planning

CIW will work with you to prepare a detailed plan of action, identifying the sample size required to obtain a representative and meaningful data set and outlining key tasks and dates from the early stages of the survey through to the delivery of the data reports. CIW will be there to support you along the way. However, it will also be important to take the time to provide feedback on this document early in the process, identify areas of concerns, maintain on-going involvement, and ensure that identified targets are met.

5. Promotion

To enable a strong response rate for the survey it is **critical** to promote the survey in your community through media to create a “buzz” around the time of the launch and when the reminder postcards are distributed. This engagement of print, radio, and TV outlets is not directed at soliciting participants for the survey, but focused on emphasizing the value and impact of the survey and encouraging those who receive an invitation to participate.

Detailed Survey Planning Guide

1.0 Project initiation and approval

After you initiate contact with the CIW, the Director and Project Manager of CIW will meet with a senior leader in your organization to discuss the focus/ objectives of the survey, explore the coverage area (sample size), budget, additional partners, and obtain approval for the project.

- 1.1 **Discussing:** To establish a strong foundation for the partnership and project, the survey process will begin with a formal meeting between your organization’s senior leader(s) and CIW’s Director and Project Manager.
 - **Focus/objectives:** A key element of this initial discussion will be a detailing of what you hope to achieve through this partnership and the CIW wellbeing survey.
 - **Sampling frame:** Your organization will also need to identify your geographic region of interest. Based on these details, the CIW will develop a customized sampling frame to ensure that you obtain a solid

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base of data with which to work. The necessary sample size will vary according to the population size of the area under consideration and in terms of whether some lower population areas might need to be oversampled.

- **Budgeting:** The total cost of the survey will vary according to the size of your community and the scope of the survey. Once the necessary sample size has been determined, the CIW will work with you to *estimate* the costs. To facilitate this process we have a detailed excel sheet integrating estimated costs for (a) Distribution list, (b) Postage, (c) Printing, (d) Paper questionnaires, and (e) Incentive prizes. This excel sheet will generate a specific cost estimate based on your sample size. Additional costs to anticipate include survey promotion and staff time (to distribute paper questionnaires, answer questions, etc).
- **Partnerships:** Partnerships will be critical to implementing, running, and funding the survey. In addition to those formed with the CIW, Canada Post, and a local printer, we will encourage your organization to consider what partnership you can engage to support the project through promotion, funding and/or in-kind contributions, and use of the data.
- **Political realities:** We will also explore with you what local political realities might come to bear on the survey process. For example, if certain populations/ regions of your community feel less connected with the community or your organization it will be important to consider specific ways to manage this concern and effectively engage these populations.

1.2 **Approving:** The project will need to be approved by leaders in your organization. After you provide this approval, our Community Survey Manager will move your team through the process in more detail, including key deliverables and timelines

2.0 Survey preparation

Following approval, the CIW Survey Manager will work with your team to prepare for the survey.

- 2.1 **Relationships.** In addition to your partnership with CIW, you will need to initiate relationships with Canada Post, a Printer, and Sponsors.
- **Canada Post:** You will need to contract with Canada Post early in the process to pay for (a) the mailing of the invitation letters and reminder postcards and (b) the randomized list of households that will be your participant list. This list of names/ addresses is called a customized distribution list and more detail on this process is offered in section 2.3. In this process, your organization will need to sign two (2) contracts with Canada Post: one for the mailing and one for the distribution list. **NOTE:** It is critical that the letters and postcards be designated *Addressed Admail* for significant cost savings.
 - **Printer:** You will need to engage the services of a printer to (a) obtain the distribution list from Canada Post, (b) print the invitation to the survey, the reminder postcards, and the paper questionnaire packages (as requested), and (c) mail out the invitation letter and postcards. In all cases, it is important to ensure that your printer has the capability of managing a high volume of letters, can sign the confidentiality agreement with Canada Post, and is able to merge the ID numbers/ addresses with the letters/ postcards.

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- **Funders:** As noted, there is value in exploring local partnerships to help you cover the costs of the survey. Local government, business, or NGOs might be interested in sponsoring a portion of the survey, donating prizes, etc. Explore these relationships early on.

2.2 The questionnaire. The core of the questionnaire will not change across communities. This ensures that the data collected can be considered across regions and over time, providing a solid and reliable base of evidence of benefit to your community and the broader network.

- **Customized questions:** To enable an opportunity to explore areas of interest in your community, there is space for some customization. To that end, your organization will be asked to identify areas of local interest. CIW has expertise in survey design and will work with you to include a select number of questions that can provide the information you seek and which align with the overall structure and focus of the questionnaire.
- **Finalizing questionnaire:** After negotiating any potential additions to the core questionnaire, the CIW will develop online and print versions to be reviewed and then pilot tested with your support. After these are finalized, the CIW will finalize the online version and you will print a select number of paper copies (~ 2% of sample).

2.3 Distribution List. You will purchase from Canada Post a randomized list of households in your community. This is your participant list. Your printer will use this list to prepare and mail the invitation letters/ postcards. **Note:** this list should focus on households (excluding businesses).

- **Setting up the account with Canada Post:** It is important to start this process early because it can take over a week to build the list and there are a number of steps involved, including discussions of the type of list and the signing of the contract between you and Canada Post (note: this is a separate contract from the one you sign with Canada Post for mailing). CIW can support you in making contact with Canada Post regarding this list.
- **Purchasing the list:** Using the sampling frame provided by CIW you will request a list customized by FSAs (forward sortation areas). This carries an additional charge (\$500) but is key to ensuring that your sample sufficiently represents all areas of your community.
- **Receiving the list:** To maintain the confidentiality of the survey participants, your printer will receive the randomized list of names/ addresses. Neither your organization nor the CIW will have access to the full details. Make sure that your printer knows that they will need to sign a confidentiality contract with Canada Post before they can receive the data. In some cases, Canada Post might also need the printer to provide a copy of the creative (i.e., the invitation letter/ postcard) before they can send the list.
- **Integrating the list with the mailings:** After receiving the list, your Printer will build a database linking each address with a unique ID number (e.g., for a sample of 20,000 they would start at 10001 and end with 21001). This number functions as the “pass code” for each respondent who will use it to access the online survey (For those completing a paper questionnaire, this number must be written on their questionnaire). Both the address and corresponding ID number will be inserted into the invitation letter and the reminder postcard. **Note:** The

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second mailing will be smaller because it will not include those who have already completed the survey.

- **Providing data to CIW:** Using this list your printer must also create a separate excel sheet with two columns of data: (1) The list of unique ID numbers, and (2) The corresponding 6-character postal code of the address linked to each unique code. All names, specific address will be deleted from this file. This file must be sent to CIW at least three days in advance of the survey launch. CIW embeds this information into the online survey so that only invited participants can complete a survey and to enable geographic analyses. **The CIW cannot activate the survey until this file is received.**

2.4 Other survey materials. You will work with the CIW to prepare survey materials. Included are:

- **Preparing materials.** For the purposes of survey integrity and consistency, the content for the survey materials will not change significantly across communities. However, all materials (web-based and printed) will need to be customized to include your logos (along with CIW's), signatures, contact info., etc.
 - **Templates:** In addition to providing guidance on this process, the CIW will provide you with templates for all survey materials, including the invitation letter, reminder postcard, information/ consent materials, ads, and ballots. Included among these templates are materials that will be posted online and those that will be included in the printed package envelopes. CIW will manage the web-based information, but will work with you to ensure it is customized with your information.
- **Providing mailings to printer:** Two items will be mailed out: the invitation letter and the reminder post card. Both of these items will include the URL for the survey and the ID code for accessing the survey. It can be valuable to provide drafts of these materials to your printer early in the process so that they can test out the items and ensure that the letter is structured appropriate for the envelope (the CIW invitation letter template is designed for a window envelope to save on printing costs. You will also be responsible for ensuring that the printer receives final versions in advance of the anticipated launch. As well, please note:
 - **Invitation letter envelope:** In addition to providing the letter, you will need to direct your printer to customize the envelope to include your logo, CIW's logo, and text: "Community Wellbeing Survey... [YOUR COMMUNITY] have your say."
 - **Reminder postcard mailing:** You will not need to send the postcard to those who have already completed the questionnaire. CIW will run a list of ID numbers and send these to the printer for exclusion from the second mailing.
- **Preparing paper questionnaire packages.** The vast majority of participants will complete the survey online. However, it is important to make available paper copies for those who do not have Internet access or who wish to complete the survey in paper form. The CIW will provide a sample package and templates for each element. Your organization is responsible for printing/ distributing paper packages.

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- **Volume of paper packages:** Based on previous runs of the survey, we estimate that about 2% of the sampled population will request a hard copy (e.g., in Guelph ~10,000 invitations were distributed and ~200 paper copies were requested and ~100 returned). This will vary by the community (e.g., rural communities might expect to receive a greater volume of requests for paper questionnaires given the more limited internet access).
- **Printing and preparing the paper packages.** Each package will include the following items, including those materials customized for your local community:
 1. The paper questionnaire
 2. A cover letter describing the survey
 3. A consent release form
 4. An entry ballot for the draw
 5. A small enveloped labeled “ballot” into which individuals can insert their ballot and keep their contact information separate from the questionnaire.
 6. A postage paid envelope for returning the completed questionnaire and ballot to CIW (this envelope is provided in advance to your organization by the CIW)
 7. A large envelope for mailing the entire package

We recommend that the cover letter be printed on either sides of single sheet and the consent sheet printed separately (2 sheets total). The ballot template, formatted to print on both sides of a single sheet, can be cut to create three separate ballot forms (1 per package). If possible (and easily done), we suggest printing the ballot form on a different coloured paper (pink, light yellow) to set them apart from the rest of the material in the package.

Note: when preparing the paper packages, it will be important not to seal the envelopes until the moment they are distributed. When individuals request a package you will need to request their ID number (from the invitation letter) and write it on their questionnaire before mailing or handing it to them.

- **Receiving completed paper questionnaires:** Participants will return their paper questionnaire (and ballot) directly to the CIW using the postage paid envelopes.

2.5 Promotion. Engaging local media can raise awareness about the survey. In these efforts, it is important to keep messages brief and focused on the benefits to the participants and broader community (see language in Kingston ad, above). Also, it must be clear in these promotions that you are **not asking for participants**, but encouraging those who receive the invitation to recognize the importance of participation. Having personal connections to interested media people (or nurturing those relationships) can really augment a press release, both at the start of the survey, when the invitations go out, and when the reminder postcards are distributed. For example, awareness campaigns in Guelph and Kingston just prior to the mailing out of the invitation letter (“Watch your mail for the survey...”) helped generate anticipation and recognition of the survey in local communities. Examples:



Newspaper stories

- <http://www.thewhig.com/2013/04/22/looking-into-our-well-being>
- <http://www.thewhig.com/2013/04/22/wellbeingits-all-about-you>
- <http://www.kingstonthisweek.com/2013/04/25/checking-the-pulse-of-kingston-with-annoyous-surveys>

TV interviews

- <http://www.ckwstv.com/news/kingston/story.aspx?ID=1966445>

Promotion via partner websites

- <http://www.kingstonmedicine.org/news/community-wellbeing-survey>
- <http://www.kflapublichealth.ca/News.aspx?NId=242>

Social media: If you or your local partners have a social media presence, you might consider raising awareness through these avenues.

2.6 Ethics and Consent. The CIW will obtain ethics approval from the University of Waterloo. Once we have finalized the custom questions with you, we submit the questionnaire and all aspects of the survey to the ethics board here at the University of Waterloo. The survey will not go live until this step is completed.

- Individuals who complete the questionnaire online (the vast majority of respondents) will be presented with (a) additional information on the survey and (b) a consent statement when they insert the URL provided in the invitation letter.
- They will have an opportunity to review information detailing the focus/ purpose of the survey, key contacts at your organization, the CIW, and U of W ethics office, their rights as a participant, guarantees of confidentiality, etc. prior to accessing the questionnaire.
- Should someone elect to complete the paper version of the questionnaire, the same information is provided in the survey package that is sent to him or her (details above).
- By starting the survey online **or** returning a completed paper questionnaire, participants have provided implied consent.

3.0 Survey launch

*The survey will launch on a date agreed upon by your team, the CIW, and the printer. It will be important to ensure that sufficient time has been allotted to prepare the survey materials, obtain the distribution list, and print/ prepare the mailing. **Note:** invitations will be received 2-3 days after mailing.*

3.1 Activating the survey: The CIW will activate the online survey the day the letters are mailed

3.2 Distributing/receiving paper packages: As noted, most individuals will complete the survey online. However, in the initial invitation letter sent out to all participants, you will have provided details on how individuals can obtain a paper copy of the questionnaire.

- **Distributing:** As noted, whether an individual picks up a paper questionnaire package or requests that it be mailed to them, you must ask for their ID (from the invitation letter) and record this on their questionnaire. This ensures that only those who received an invitation to participate are given a package and avoids having people forget to

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put their code number on the questionnaire when they complete it. If someone is concerned about this, simply indicate that this validates his/her survey participation (i.e., is not used to identify them).

- **Receiving:** The CIW will receive all completed paper questionnaire directly from respondents. Upon receipt, the questionnaire will be removed for manual data inputting and separated from the ballot envelope.

3.3 Reminder post cards: Approximately 10 days into the survey, you will work with their printer to distribute reminder postcards. This mailing is a critical to increasing the response rate and obtaining a volume of data important to achieving a robust understanding of subjective wellbeing in your community. Remember: this is another opportunity to promote the survey.

- As noted, this will not be sent to those who have already completed a questionnaire. To this end, make sure you consult with your printer about how far in advance they need to receive this list of ID numbers for exclusion. CIW will send the list.
- Prior to this mailing ensure that your account is in order with Canada Post related to the first mailing to avoid any delays.

3.4 Monitoring the response: CIW will provide weekly updates on the # of completed questionnaires. You will need to identify to the CIW who you want to receive this update.

3.5 Responding to questions/ concerns: The information details (available online and in the paper package) will include contact information for your organization, the CIW, and the University of Waterloo ethics office. Both your organization and the CIW should be prepared to answer questions from participants. To support this process the CIW will work with you to:

- Develop an FAQ outlining background information on the CIW, your organization, and the survey (**see template in this guide**). While many of the details will be standard across the pilot sites, this FAQ will need to include specific information on your organization.
- In the rare instance that someone experiences technical challenges direct them to the CIW.

3.6 Closing the survey: The CIW will close the survey -6 weeks after launch.

3.7 Ballots: All ballot information (online and in hard copy form) received by the CIW will be included in the prize draw. This name/ address may not be used for any purposes except for contacting the winners about their prize. After the draw all information will be destroyed.

4.0 Survey data analysis and reporting

CIW input the data from all paper copies of the questionnaire and will integrate these data with that collected through the online survey, running descriptive statistics on each variable. The CIW will produce two data reports for your organization.

4.1 Report 1: Approximately one month after the close of the survey, CIW will provide you with a detailed breakdown of the CIW Wellbeing Survey data, including:

1. Demographic profile
2. Overall wellbeing (and its items)
3. Collected data organized according to each of the eight CIW domains

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4. Summary of findings on any questions added specifically for your community
5. Appendix with all of the written comments from the text box on the last page of the questionnaire organized according to theme.

Note: CIW can create a detailed matrix mapping out the CIW domains to the Nexus North framework for sustainable living.

4.2 Report 2: Approximately one month after the first report, the CIW will provide a second data report organized according to selected comparisons (e.g., by sub-populations, geographic areas). Either while the survey is active or between Report 1 and Report 2, the CIW will meet with you to discuss your priorities for Report 2. Data will be broken down according to the two comparison variables you select and including:

1. Demographic profile
2. Overall wellbeing (and its items)
3. Collected data organized according to each of the eight CIW domains
4. Summary of findings on any questions added specifically for your community

Example Survey To-Do List

Specific dates will vary across communities

CIW Community Wellbeing Survey To-Do List			
What	By whom	Comments	Done?
Project Initiation/ approval			
Discuss focus/ objectives	LOCAL PARTNER/CIW		
Identify additional partners	LOCAL PARTNER		
Identify survey area	LOCAL PARTNER		
Determine sample size	CIW		
Determine budget	LOCAL PARTNER	With support from CIW	
Identify local domains of interest	LOCAL PARTNER		
Approve project	LOCAL PARTNER CEO		
Secure printer	LOCAL PARTNER		
Secure sponsors	LOCAL PARTNER		
Sign Canada Post (CP) contract	LOCAL PARTNER CEO		
Survey preparation			
Design questionnaire	CIW		
Identify URL for survey	CIW		
Review questionnaire	LOCAL PARTNER		
Review invitation letters [template]	LOCAL PARTNER		
Review print materials (cover letter, consent, ballot)	LOCAL PARTNER	Supplied by CIW	

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Order distribution list from CP	PRINTER		
Print postage paid return envelopes	CIW		
Finalize custom questions	LOCAL PARTNER/CIW		
Approve invitation letters	LOCAL PARTNER CEO		
Layout electronic versions	CIW		
Run test with Printer (using draft invitation letter, postcard)	PRINTER/ CIW	Test out envelopes, etc.	
Identify selected participants for pilot	LOCAL PARTNER/CIW		
Layout paper versions	CIW		
Secure gifts for draw	LOCAL PARTNER		
Distribute FAQ	LOCAL PARTNER/CIW		
Send (final) Invitation letters and post cards to printer	CIW		
Run small pilot	LOCAL PARTNER		
Obtain distribution list from CP	PRINTER		
Finalize questionnaire (paper/online)	CIW		
Finalize text for online site	CIW		
Finalize ballots for paper	LOCAL PARTNER/CIW		
Finalize info/ consent	LOCAL PARTNER/CIW		
Finalize reminder postcards	LOCAL PARTNER/CIW		
Notify media about survey	LOCAL PARTNER		
Initiate paper packages	CIW		
Merge ID numbers with letters	PRINTER		
Initiate preparation of invitation letters	PRINTER	Merge with distribution list	
Send ID/ Postal code list to CIW	PRINTER	Can't launch until received	
Run Ad in newspaper	LOCAL PARTNER		
Obtain U of W ethics	CIW		
Survey launch			
Mail invitation letters	PRINTER		
Activate online survey	CIW		
Distribute paper packages, as requested	CIW		
Send printer list of ID's for completed questionnaires	CIW		
Mail reminder postcard	PRINTER		



Identify cross-tabs for Report 2	LOCAL PARTNER		
Close survey	CIW		
Survey data analysis/ reporting			
Complete input of paper questionnaires	CIW		
Merge online/ paper data	CIW		
Report 1 Draft complete	CIW		
Run draw	CIW		
Report 1 Final delivered	CIW		
Report 2 Draft complete	CIW		
Report 2 Final delivered	CIW		

Responding to survey participant questions (FAQ template)

What is the Canadian Index of Wellbeing?

The Canadian Index of Wellbeing (CIW) is a research group located at the Univ. of Waterloo.

- **Vision:** To enable **all** Canadians to share in the highest wellbeing status by identifying, developing and publicizing statistical measures that offer clear, valid and regular reporting on progress toward wellbeing goals and outcomes Canadians seek as a nation.
- **Mission:** Conduct rigorous research and report on the quality of life of Canadians. Encourage policy shapers and government leaders to make decisions based on solid evidence. Empower Canadians to advocate for change that responds to their needs and values.

What is the **INSERT LOCAL PARTNER TITLE**?

- **INSERT DETAILS ON YOUR ORGANIZATION**

What does the **INSERT LOCAL PARTNER TITLE** do?

- **INSERT DETAILS ON WHAT YOUR ORGANIZATION DOES**

What does the **INSERT ADDITIONAL LOCAL PARTNER TITLE** do?

- **INSERT DETAILS ON ANY OTHER PARTNER ORGANIZATION**

Why are you doing this survey?

We are gathering information on how are Canadians *really* doing - is our overall quality of life getting better or worse? Are we getting closer or moving farther away from realizing the kind of Canada we want to live in? We are inviting residents in your community to have their say.

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What are you going to do with the information?

The survey will provide information on how citizens feel about their wellbeing in our area.

- The **INSERT LOCAL PARTNER TITLE** will use the information to **insert additional details**
- The **INSERT ADDITIONAL LOCAL PARTNER TITLE** will use the information to **insert additional details**.
- The **Canadian Index of Wellbeing** will use the information to learn about wellbeing across Canada.
 - Their findings in the past few years have uncovered some concerns about the connection between our economy and our wellbeing. When Canada’s economy was thriving, Canadians saw only modest improvements in their overall quality of life, but when the economy faltered our wellbeing took a disproportionate step backward. It begs the question: *Are our governments truly responding to the needs and values of everyday Canadians?*

Where did you get my name and address?

Canada Post provides the randomized list of household invited to participate. They build the mailing list from their records and deliver it directly to a company that does the mailing. Neither our organization nor the CIW will see the list of addresses.

Is my information confidential and anonymous? You addressed it to me so you know my name and address.

- Your name and address is used *only* for mailing the questionnaire to you.
- The mailing house signed a confidential agreement with Canada Post.
- None of the organizations conducting the survey will be able to access your name and address.
- To ensure your protection:
 - **Online version:** When you complete the survey online, your answers are recorded on a secure computer at the University of Waterloo where only the researchers at the Canadian Index of Wellbeing will have access to the data.
 - At no time will your name and address be recorded or attached to your survey responses. The unique code number you received on your letter of invitation to participate is like a “password” so only you can get access to online survey.
 - **Paper version:** If you choose to complete a paper version of the questionnaire, you will mail it back directly to the researchers at the Canadian Index of Wellbeing at the University of Waterloo in a pre-paid, addressed envelope.
 - You do **not** include your name/address on the questionnaire when you return it.
 - The researchers only ask you to put your unique code number on the questionnaire so they can enter your questionnaire into the database.



How can I be removed from your mailing list?

- To be removed from the list you need to provide us with the ID code listed on your invitation letter (your name is not enough because we do not have access to full the listing of names/ addresses Canada Post creates). We will let the printer know that they should remove that ID from the second mailing.

You sent an invitation to someone who is deceased.

- We apologize for this. Unfortunately, this can happen when Canada Post's records are not up-to-date on these matters (families are required to notify CP of a death). To avoid receiving future mailings you will need to either (a) provide us with the ID number so that we can remove this individual from future mailings and/ or (b) contact Canada Post and notify them that the individual is deceased.

What about the Ballot for the draw? My name and address are on that.

- If you wish to enter the draw for a gift, as our thank you for participating, you will be asked to provide your name and address so that you can be contacted, should you be among the lucky winners. This information will be kept separately from your questionnaire and will **not** be seen by the researchers.
 - **Online version:** When you complete the survey and click on the “enter survey” link, you are taken to a secure webpage at the University of Waterloo to provide your contact information. This information is destroyed once the draw has taken place.
 - **Paper version:** You will be asked to provide your contact information on a ballot, which is then sealed in a separate envelope provided in the survey package. This envelope is placed in the business reply envelope along with your completed questionnaire. When the package arrives at the CIW, the ballot and the questionnaire are separated, so the completed questionnaire is not linked to the contact information on the ballot.

I lost the password for the ballot. What can I do?

- If your survey is still active you can use this password “enterdraw”
- If your survey is no longer active we can write you up a ballot and include this in the draw. You will need to provide us with your name and address.

What are the prizes?

- Provide detail on the prizes

What if I entered the survey URL in my browser, but I still can't access the survey?

- On rare occasions, people have been unable to access the survey even after entering the URL. If this happens to you the first step is to make sure you have entered the URL correctly. It is **insert URL (provided by CIW)**. Remember that **the** URL is case sensitive. If it still will not take you to the survey, we ask that you consider one of the following options:
 1. Provide us your email address so we can send the link to you that way

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2. Provide us with your postal address so we can send you a paper copy

How long will it take to complete the survey? And, do I have to complete it in one session?

We have tested the survey and found that it takes between **Insert estimated time range** minutes to complete.

- You can exit the survey at any time without completing it, and go back later to finish it.
- The questions you have completed will be saved so you will not have to complete them again when you return.

FAQ

How can I find out more about running the survey in my community?

- Contact the CIW and indicate your interest. All inquiries should be directed to ?, Senior Research Associate | Community Survey Manager

What is the process for running the survey in my community?

- After you have expressed an interest in the survey, CIW will consult with you to identify key contacts within your organization, review this planning guide, and prepare a detailed to-do list outlining activities, key dates, and responsibilities across the duration of the survey.

How will we cover the costs?

- The main costs associated with the survey are the CIW costs, promotion and the mailing costs.
- Partnerships can be critical here. There is value in connecting with local government, business, or other organizations to exploring sponsorships for a portion of the survey. Additionally, these partners might support the survey through pro bono promotion, and/or donations for the incentive prizes.

We're trying to cut costs. Can we eliminate the reminder postcard?

- We don't recommend this. There evidence from survey design research that the 10 to 14 day follow-up on a mailed survey is most effective in boosting response rates. Based on past runs of the survey, the reminder postcard has a significant impact on the response rate.

Why do we need to pilot test the survey?

- After the online and paper versions of the questionnaires are complete, CIW will ask you to find between 10-20 individuals to help pilot test the questionnaire. This ensures that we identify any errors/ inconsistencies/ glitches prior to the full launch.



Why do we need to provide printed versions of the questionnaire?

- Although the vast majority of respondents will complete the survey online, it is valuable to offer a printed version. In particular, this option is important for those without Internet access and/or a preference for working with paper. We have found in other communities that paper requests are most common among older adults and those living in rural areas.

What Survey provider do you use?

- The CIW has an account with Qualtrics (<http://www.qualtrics.com/>), an online survey provider and uses this service to host and track the questionnaire.
- Using this system, CIW can pilot test the survey, monitor the completions, and provide weekly updates to your team on the number of completed questionnaires.
- The CIW has significant experience with this online survey tool and can assist survey participants with any (rare) technical issues experienced.

How do we activate the on-line survey?

- CIW will do this for you. However, your printer must first provide CIW with the excel file of unique User IDs/ Postal codes (see above).

Can multiple people from a single household complete the questionnaire using the same unique ID?

- Only one member of a household (aged 18 or older) may complete the questionnaire with a single Unique ID number (i.e., pass code). If more than one person uses the same Unique ID, the first respondent's data will be overwritten by the second respondent's answers.

How do we protect the identities of those individuals randomly selected?

- Canada Post will send the list of names/ addresses that they generate directly to your printer. As required by ethics, the third party confidentiality agreement they sign ensures that neither your organization nor the CIW will have access to this full file of names/ addresses.

What happens if someone only completes a part of the questionnaire?

- We retain all survey responses no matter how much of the questionnaire is completed.
- We evaluate every incomplete questionnaire separately to determine if there is enough data to warrant inclusion. The decision is ultimately based on a variety of considerations - more art than science - but the questionnaires that are kept do provide good information.



Appendix H: Highlights from the Community Wellbeing Survey Process

Social Prosperity Wood Buffalo’s Process for Developing a Shared Measurement System in Wood Buffalo, Alberta

Strategy: Partner with key organizations from industry, government and the social profit sector to develop a community-wide shared measurement system in Wood Buffalo, Alberta. The goal of this system is to track progress towards improving community wellbeing in the community.

Background: The idea of tracking social indicators is first discussed at the November 2012 SPWB Steering Committee meeting. Around the same time, OSCA explores the Genuine Wealth Assessment (GWA) and the GPI (Genuine Progress Indicators) as a potential framework for the development of a shared measurement system.

Process to date:

- Nov. 2012: The SPWB Steering Committee identifies the development of a shared measurement system as a priority strategy.
- Feb. 26th 2013: Acting on discussions at the SPWB Steering Committee, NM conducts research on community indicators and explores the Canadian Index of Wellbeing (CIW) as a potential framework.
- March 22nd: Building on the work of OSCA, NM meets with Mark Anielski to discuss the Genuine Wealth/Genuine Progress Indicators (GPI) as a potential framework.
- March 26th: SPWB Steering Committee reviews two community wellbeing models (GPI and CIW) as well as the CIW Community Wellbeing Survey tool.
- April 23rd: SPWB convenes a *Shared Measurement System Exploratory* discussion with reps from OSCA, RMWB, Social Profit Sector and CIW (Bryan Smale).
- May 8th: NM meets with City of Guelph Re: Community Wellbeing Initiative.
- May 24th: SPWB convenes a *Collaborating for Collective Impact* workshop co-facilitated by Manny Makia and Erika Ford.
- July 3rd: SPWB releases the report from the [Collaborating for Collective Impact](#) workshop.

The report includes the following recommendation:

Learn from the experts. Bring a community here that has done this to help us build the business case. Invite representatives from the City of Guelph to share their

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experience creating a comprehensive plan for community wellbeing.

- August 12th: Building on the recommendations from the *Collaborating for Collective Impact* report, NM follows up with RMWB (Manny Makia) to develop plans.
- August 21st: NM contacts Nexus North to update him on plans to develop a shared measurement system and to explore the possibility of aligning activities.
- Sept. 16th: SPWB convenes a conversation between members of RMWB and Barbara Powell, City of Guelph, to explore the Community Wellbeing Initiative and the potential role RMWB could play in a community wellbeing initiative in Wood Buffalo.
- Oct. 7th: SPWB convenes a community meeting with Bryan Smale, CIW, to present the CIW Community Wellbeing survey process and to identify potential members of the Community Wellbeing Working Group.
- October: SPWB creates project infrastructure by creating a Project Charter, terms of reference for the working group and sponsorship materials.
- Nov. 5th: SPWB convenes a shared measurement strategy meeting with potential partners.
- Jan. 20th 2014: NM meets with Lynley Kotyk to discuss the community/engagement plan and OSCA to discuss their participation as a partner/funder.
- Jan. 22nd: NM meets with Manny Makia to obtain sponsorship package feedback.
- Jan. 23rd: NM meets with the CIW Project Manager.
- Jan. 31st: NM meets with RMWB to discuss their participation as a funder/partner.
- Feb. 3rd: NM meets with Dr. Kevin Nagel/Keyano College to discuss their participation.
- Feb. 4th: NM meets with Professor Bryan Smale, Director, CIW to discuss survey process.
- Feb. 10th: NM meets with members of the RMWB to discuss plans.
- Feb. 11th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- March/April: Survey materials are prepared. Communications/Community Engagement plans are finalized.
- March 11th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- March 21st: NM meets with the CIW to discuss details.

“Look into Wood Buffalo” Community Wellbeing Survey Process Report



- March 27th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- March 31st: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- April: Community Engagement Promotional Campaign is launched.
- April 22nd: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- April 29th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- May 3 - June 20th: SURVEY GOES LIVE. By the end of the campaign, 560 (8%) surveys are completed online/paper.
- June/July: CIW begins data analysis.
- July 22nd: “Look into Wood Buffalo” Community Wellbeing Survey Working Group discusses first CIW Report.
- July: The incentive prizes are awarded. July 31st press release announces the winners.
- July 29th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group identifies areas for further exploration.
- Aug. 26th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group discusses Report #2.
- Sept. 16th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting.
- Sept. 25th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group meeting. NM convenes emergency meeting to discuss the inclusion/omission of comments in the first report. A decision is made to omit the comments.
- Oct. 1st: The “Look into Wood Buffalo” Community Wellbeing Survey Report-Back presentation takes place at the Sawridge Inn & Conference Centre. More than 140 people attend. Professor Smale presents the results. A local panel of experts (Gerhard Benadé, Alberta Health Services, Sherry Duncan, Keyano College, Heather Evasiuk, RMWB, Kara Flynn, OSCA, RMWB, **Manny Makia, FuseSocial**) analyze the results and share what’s being done in the community. Jerry Neville is the M.C. Plaques of appreciation are distributed to the sponsors/partners and in-kind donors.
- Oct. 3rd: The data from the “Look into Wood Buffalo” Community Wellbeing Survey is explored with Resilient Communities Conference delegates. Using the Strategy Roadmap, delegates explore how the CIW Framework aligns with certain capability domains. Using empathy maps and the data from the second wellbeing survey report, delegates explore key issues and opportunities for young families living in Wood

“Look into Wood Buffalo” Community Wellbeing Survey Process Report

Buffalo. They also learn how data can be used to tip the system.

Oct. 15th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group debrief.

Dec. 9th: “Look into Wood Buffalo” Community Wellbeing Survey Working Group. The final report will be shared with the working group.

Onwards: It is anticipated that the Working Group will continue to work together to develop the shared measurement system and to use it to improve community wellbeing for residents in Wood Buffalo.

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Appendix I: “Look into Wood Buffalo” Community Wellbeing Survey Promotional Poster

“LOOK INTO WOOD BUFFALO” – COMMUNITY WELLBEING SURVEY

It’s about our **wellbeing**, not just our economy

HAVE YOUR SAY!

A Wood Buffalo community wellbeing survey will be mailed to randomly selected households starting in May. Please complete the anonymous survey by June 20 to tell us about your wellbeing and how we can improve the quality of life in Wood Buffalo.

ciw.ca
 facebook.com/CIWnetwork
 @ciwnetwork

For more information, please contact **Ifeatu Efu**
 ifeatu@socialprosperity.ca | 587-646-7238.



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Appendix J: "Look into Wood Buffalo" Community Wellbeing Survey Invitation Letter

"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY

May 3, 2014

«GreetingLine»

«AddressBlock»

We invite you to participate in the anonymous "Look into Wood Buffalo" Community Wellbeing Survey. As one of the households chosen to provide feedback, please take the time to tell us about your lifestyle, what contributes to your wellbeing and also what gets in the way. We want to know how residents in Wood Buffalo are really doing, and the more people who participate, the better. Your feedback is important!

Once you have completed the survey you will have the option of entering a prize DRAW for one of three great prizes valued between \$250 and \$1,000!

The information you share will help shape programs, services and policies in Wood Buffalo to ensure everyone is able to access the programs and services they need to lead healthy, active, and happy lives. Thank you for lending your voice to this important initiative, and for helping to improve our community!

Ifeatu Efu
"Look into Wood Buffalo"
Community Wellbeing Survey Committee

Bryan Smale Ph.D.
Director, Canadian Index of Wellbeing

To access the "Look into Wood Buffalo" Community Wellbeing Survey online between May 3 and June 20, go to this website:

<http://ciw.ca/WBsurvey>
and enter this code: «Unique Identifier»

- Any one person 18 years of age or older in the household can complete the survey
- The survey will take about 30 minutes to complete
- Participation is voluntary and your responses will be completely anonymous

For any questions or if you wish to complete a paper version of the survey or need help with translation or online access to the survey, please call or email:

Ifeatu Efu, Social Prosperity Wood Buffalo
Fort McMurray, Alberta
Ifeatu@socialprosperity.ca
587-646-7238

Keely Phillips, Canadian Index of Wellbeing
Waterloo, Ontario
ciwkeely@uwaterloo.ca
Toll free 1-844-417-6277





Appendix K: Instructions for Accessing the “Look into Wood Buffalo” Community Wellbeing Survey Data from the Canadian Index of Wellbeing

Accessing Reports 1 and 2²⁶:

The CIW created two reports to analyze the data from the “Look into Wood Buffalo” Community Wellbeing Survey:

- **Report # 1** *Look into Wood Buffalo* Community Wellbeing Survey: A Profile of the Wellbeing of Wood Buffalo Region, and
- **Report # 2** *Look into Wood Buffalo* Community Wellbeing Survey: Sense of Belonging, Residency and Household Type, and Wellbeing among Wood Buffalo Region Residents

Both of these reports are available for free download on the CIW’s website: <https://uwaterloo.ca/canadian-index-wellbeing/community-users/regional-municipality-wood-buffalo-fort-mcmurray-ab>

Instructions for Accessing the Data Sets:

The data sets for these reports is held by the CIW and can be accessed by organizations wishing to use the data, so long as their intended use aligns with the mission of the CIW to advance understanding of wellbeing at the community level.

If you or your organization wishes to access the data collected by the “Look into Wood Buffalo” Community Wellbeing Survey, you will first need to submit a data request form following the instructions outlined below:

Viewing the Data Sets

Data in the Canadian Index of Wellbeing Data Repository (CIWDR) can be viewed on the Scholar’s Portal (SP) Dataverse Network website (<http://dataverse.scholarsportal.info/dvn/dv/CIW>). To protect the data, users of the site can only view the survey abstract. To access further information about the data and related documentation, researchers must first create an account with the SP Dataverse Network (<http://dataverse.scholarsportal.info/dvn/faces/login/AddAccountPage.xhtml>).

Using Data Sets

In order to use any of the data collections housed in the CIWDR, researchers are required to submit a [Data Request Application](#) and review the [Data Use Guidelines](#). Please contact Margo Hilbrecht, the Associate Director, Research (ciwmargo@uwaterloo.ca) for an application form and a copy of the guidelines. Application approval will be based on the merit of the research project with respect to its potential contribution to scientific

²⁶ Also see Appendix A



knowledge and benefits to the public good, especially as it pertains to advancing understanding of wellbeing and quality of life. Approval will also be contingent on security provisions in place at the applicant's organization/institution to protect the confidentiality of data.

Normally, the results of the review will be communicated to the principal investigator within two weeks of receiving the data request application. Data users are required to sign a Data Use Agreement that stipulates that the data will be used ethically and responsibly, and only for the purposes described in the application within the timeframe stipulated.

It is important to note that you will have access only to the data specified in your approved research project proposal and only for the purpose of completing that project. You must submit an application for each research project for which you wish to use CIWDR data; in other words, a separate application is required if you wish to pursue a different line of inquiry using the same or different data.

Applications for student research must be submitted by the student's academic supervisor. The supervisor will be the point of contact for all communication with the CIWDR.

Please feel free contact (ciwmargo@uwaterloo.ca) if you require further information.

“Look into Wood Buffalo” Community Wellbeing Survey Process Report



This report was prepared by Katharine Zywert, M.Sc., Project Officer for Social Prosperity Wood Buffalo with input from Nancy Mattes, Director of Social Prosperity Wood Buffalo and members of the Community Wellbeing Survey Working Group:

Francisco Bermejo, Regional Municipality of Wood Buffalo
 Inta Cinite, Regional Municipality of Wood Buffalo
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 Bryan Smale, Canadian Index of Wellbeing
 Dennis Vroom, Regional Municipality of Wood Buffalo

Thank you to the “Look into Wood Buffalo” Community Wellbeing Survey Partners and Sponsors:



Thank you also to the Suncor Energy Foundation for their generous support of Social Prosperity Wood Buffalo.

