

**GREATER SUDBURY REGIONAL CENTRE OF EXPERTISE
WORKING TOGETHER FOR A HEALTHY SUSTAINABLE COMMUNITY**



CSIN NATIONAL CONFERENCE

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GENERAL MANAGER, COMMUNITY DEVELOPMENT**



BACKGROUND ON GREATER SUDBURY

- Known as mining and mine-supply town
- Strong education sector
- Canada's newest school of medicine in 30 years
- Challenges with city's ecosystems
- Strong community will on quality of life
- Multicultural, diverse, strong Francophone and First Nations



BEFORE, BARLOW ST. 1979



AFTER, BARLOW ST. 2001



BEFORE, MARTINDALE RD. 1979



AFTER, MARTINDALE RD. 2001





DIVERTING ATTENTION

- Attention on our achievements
- Focus on creating a healthier community
- Leverage strengths and quality of life
- Leverage education to create a means of sustainability
- A move forward strategy





DEVELOPMENT OF A HEALTHY COMMUNITY STRATEGY

- City council priority in 2004
- Formation of expert panel
- Strategy released in 2005





FOCUS OF STRATEGY

- Introduced healthy community charter
- Provided direction on creating a sustainable community
- Identified community champions





IDENTIFYING PILLARS OF THE STRATEGY



**CIVIC ENGAGEMENT/
SOCIAL CAPITAL**



ECONOMIC GROWTH



NATURAL ENVIRONMENT



**ACTIVE LIVING/
HEALTHY LIFESTYLE**



BECOMING A REGIONAL CENTRE FOR EXPERTISE THROUGH EDUCATION

- United Nations University achievement
- Recognizes our objectives to use education as a means of sustainability
- Balance economic, environmental and social factors for community change



IDENTIFYING OUR CHALLENGES

CIVIC ENGAGEMENT/ SOCIAL CAPITAL

HOMELESSNESS

FAMILY POVERTY

EDUCATION

ECONOMIC GROWTH

OUT-MIGRATION

UNEMPLOYMENT

ARTS AND CULTURE
FACILITIES/PROMOTIONS

INFRASTRUCTURE

NATURAL ENVIRONMENT

IMPAIRED ECOSYSTEM

LAKE WATER QUALITY

ACTIVE LIVING/ HEALTHY LIFESTYLE

HEALTH STATUS

HEALTH AND SAFETY

HEALTH AND SAFETY

AGING FACILITIES

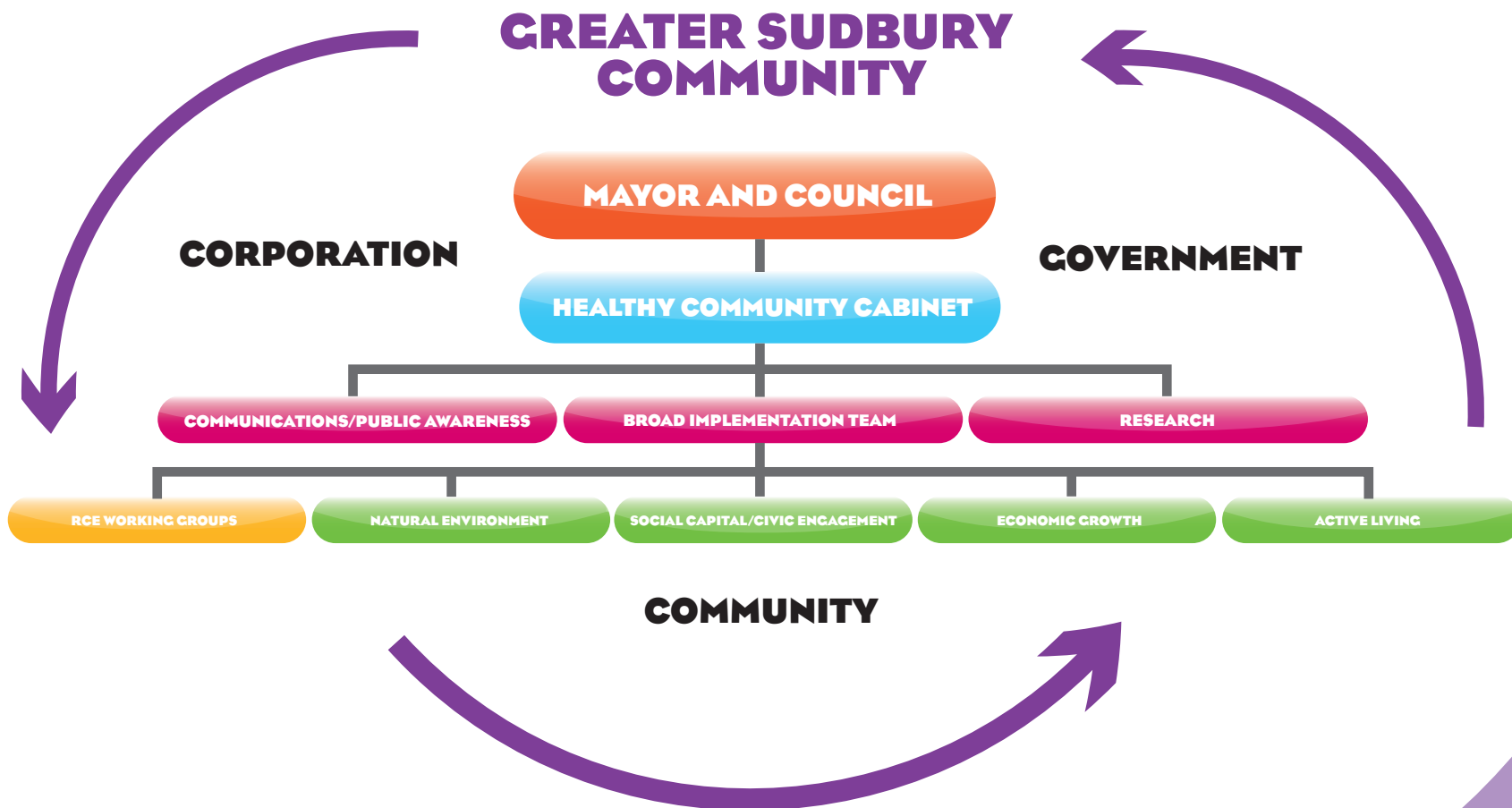


ENGAGING COMMUNITY

- Governance structure introduced and implemented



GOVERNANCE STRUCTURE





CALL TO ACTION

- Engaging community, corporations and government
- Connecting all groups to the four pillars
- Grass root participation



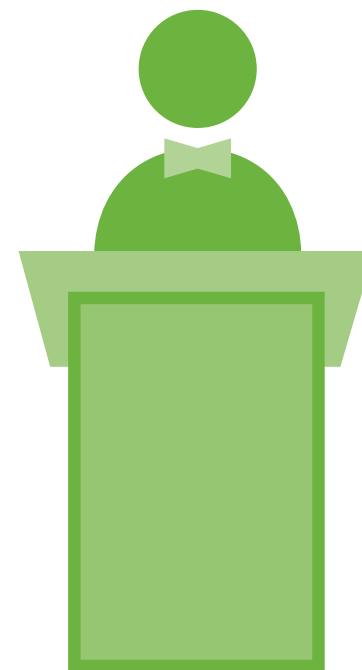
LEADING A POSITIVE BEHAVIORAL TRANSFORMATION

- Using Healthy Community & Sustainability lenses
- Lenses act as triage, drive success
- Celebrating success, building community momentum and ownership



CELEBRATING COMMUNITY ENGAGEMENT

- Healthy community awards





PUBLIC AWARENESS STRATEGY

- A broad based awareness strategy
- Positive reinforcement campaign
- Encourages behavioural change
- To improve community challenges



AWARENESS STRATEGY

SUDBURY WOLVES FANS





I'm part of a healthy community

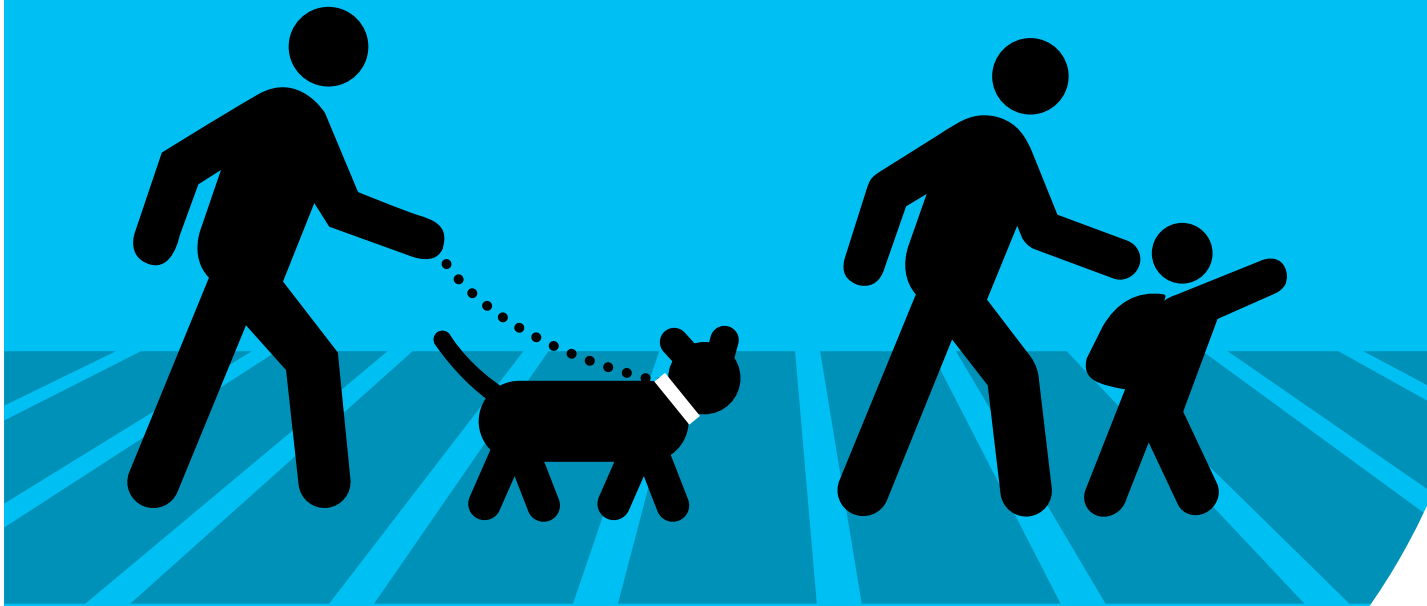
I SUPPORT THE HOME TEAM.



BOARDWALK ON RAMSEY LAKE



I'm part of a healthy community.
I ENJOY WALKING.



FOUNTAIN IN MEMORIAL PARK



A graphic illustration of a water splash. A thick, blue, curved line representing a water droplet or splash arches across the top of the text. Below it, there are several smaller, lighter blue water droplets and splashes, some with white highlights, creating a sense of movement and freshness. The background is white, and the entire graphic is contained within a thin black rectangular border.

I'm part of a healthy community.

I ENJOY FRESH WATER.

CREATER SUBBURY LIBRARY



I'm part of a healthy community.

I LOVE TO READ.

LEARN. DREAM. LEAD.
ENVISION. CROW.
IMAGINE. INSPIRE. CREATE.



Je fais partie d'une communauté en santé.

J'ADORE LIRE.

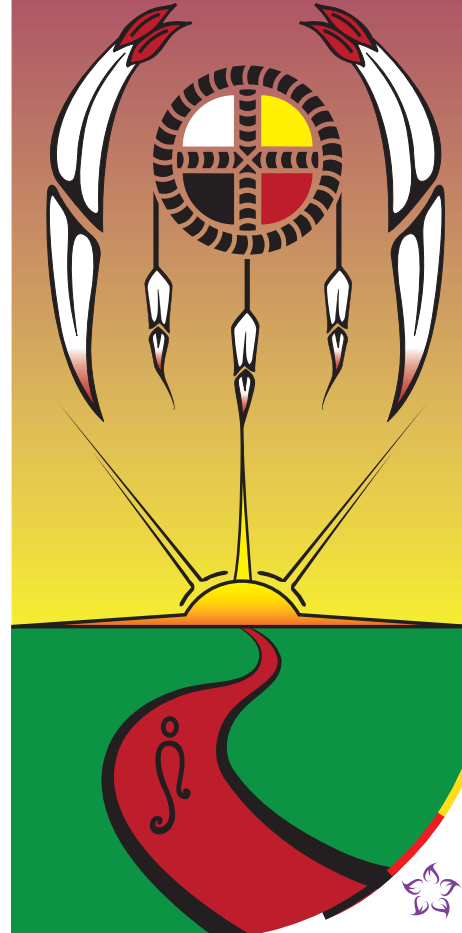
APPRENDRE. MENER.
RÊVER.
PRÉVOIR. GRANDIR.
IMAGINER. INSPIRER. CRÉER.



FIRST NATIONS DRUM CIRCLE



I'm part of a healthy community.
**I WALK THE RED ROAD
FOR HEALTH AND SUCCESS.**



SADBURY CHARITABLE GROUP



The Samaritan Centre du samaritain

I'm part of a healthy community.
**I GIVE TO THOSE
IN NEED.**

Support local charities.



LAURENTIAN UNIVERSITY GRADUATION CEREMONY



I'm part of a healthy community.

I'M PURSUING HIGHER EDUCATION.



Je fais partie d'une communauté en santé.

J'ÉTUDIE AU NIVEAU POSTSECONDAIRE.

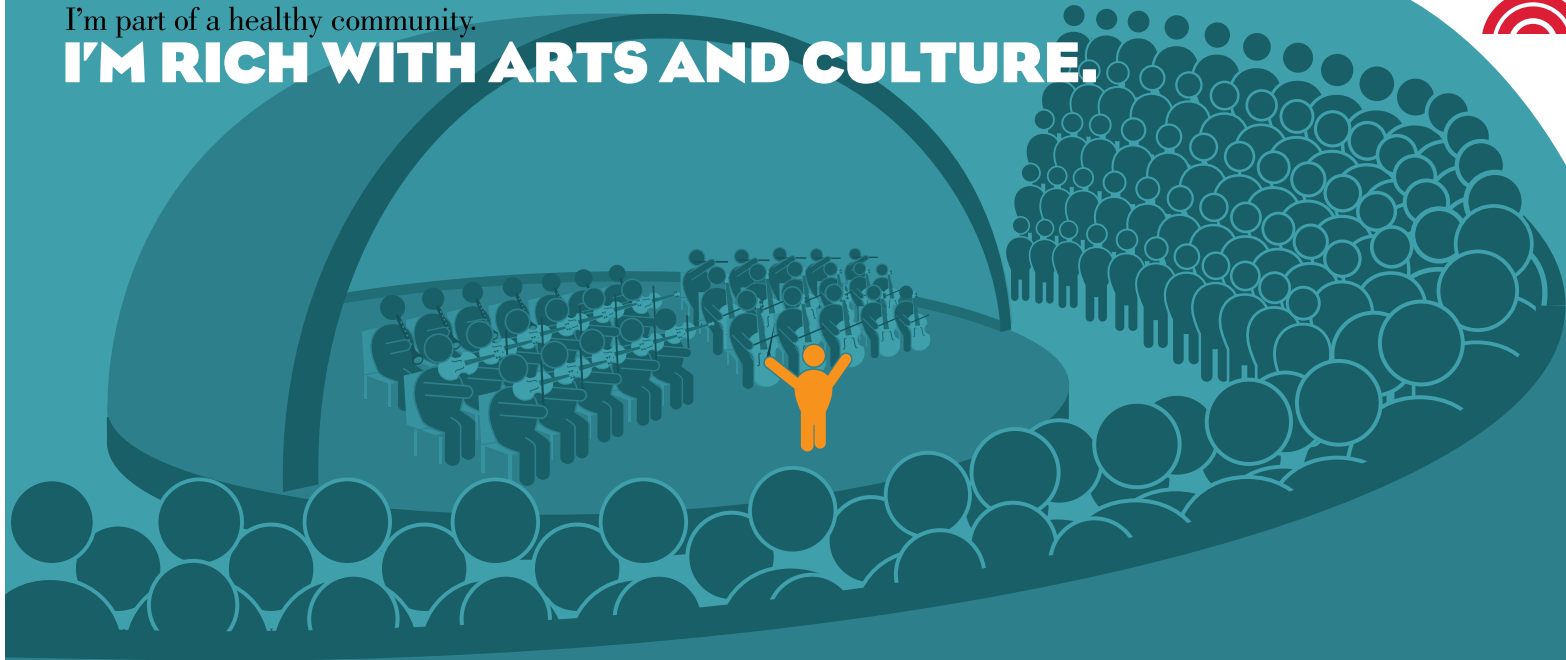


SADBURY SYMPHONY ORCHESTRA



I'm part of a healthy community.

I'M RICH WITH ARTS AND CULTURE.



Je fais partie d'une communauté en santé.

LES ARTS ET LA CULTURE M'ENRICHISSENT.



SUDBURY RECYCLING CENTRE



I'm part of a healthy community.

**I COLLECT
RAINWATER
FOR MY GARDEN.**



Je fais partie d'une communauté en santé.

**JE RÉCUPÈRE
L'EAU DE PLUIE
POUR MON JARDIN.**



I'm part of a healthy community.

I RECYCLE.



Je fais partie d'une communauté en santé.

JE RECYCLE.



I'm part of a healthy community.

I SAVE ORGANIC WASTE.



Je fais partie d'une communauté en santé.

**JE FAIS LA COLLECTE
DE DÉCHETS ORGANIQUES.**





THANK YOU.

