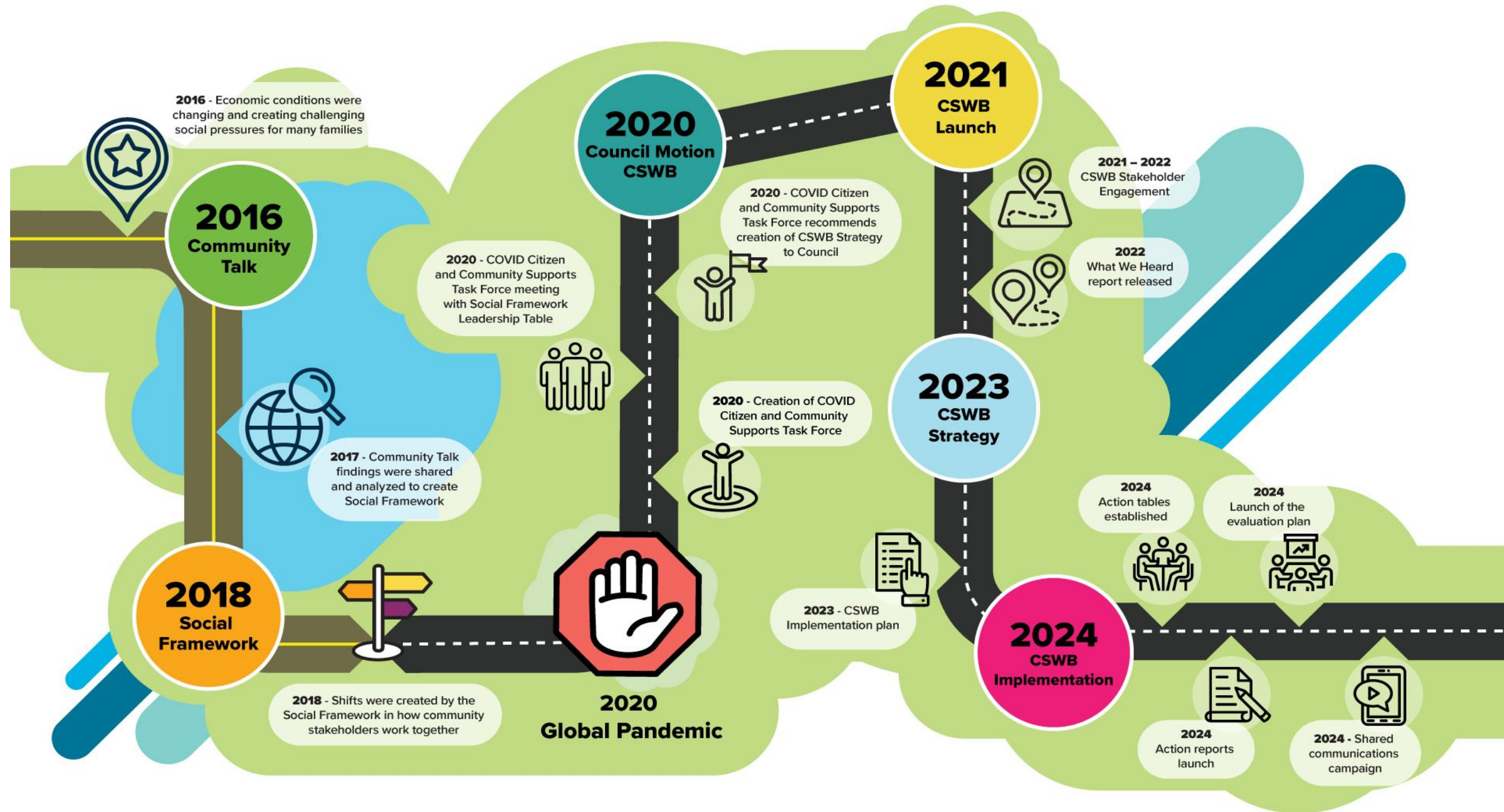


# Community Safety and Well-being update

Priorities Committee  
November 26, 2024

# The journey to CSWB implementation





# CSWB Stewardship Committee

- A Safe Place
  - BGC Strathcona County
  - Big Brothers Big Sisters
  - Brittany Lane Housing Co-op
  - Elk Island Catholic Schools
  - Elk Island Public Schools
  - Family and Community Services
  - Habitat for Humanity
  - Heartland Alliance Church
  - Heartland Housing Foundation
  - Hope In Strathcona
  - Linking Generations
  - Masjid in the Park
  - Next Gen
  - Northern AB Cooperative Housing Association
  - Parents Empowering Parents
  - Robin Hood Association
  - SAFFRON Centre
  - Sherwood Care
  - Sherwood Park Alliance Church
  - Sherwood Park and District Chamber of Commerce
  - Sherwood Park and Strathcona County Primary Care Network
  - Strathcona Community Hospital Foundation
  - Strathcona County Communications
  - Strathcona County Emergency Services
  - Strathcona County Family and Community Services
  - Strathcona County Food Bank
  - Strathcona County Library
  - Strathcona County RCMP and Enforcement Services
  - Strathcona County Recreation Parks and Culture
  - Strathcona County Transit
  - Volunteer Strathcona
  - WE Seniors Strathcona County
  - Winder Inclusive Community Supports
- CSWB Sponsor and Alternate Sponsor:**  
Councillor Anderson and Councillor Hartwick



# Overview of the past year's accomplishments

1

**Completion of CSWB Strategy**

2

**Completion of CSWB implementation plan**

3

**Establishment of Councillor sponsorship model & launch of Community Co-chair Model for CSWB Stewardship Committee meetings**

4

**CSWB Strategy implementation actions:**

- ✓ **Collaborative communications campaign**
- ✓ **Launch of CSWB action reports**
- ✓ **CSWB evaluation launch**
- ✓ **Establishment of action tables:**
  - Extreme weather response
  - Food insecurity
  - Housing affordability
  - Mental health
  - Youth Mental Health Collaborative



# CSWB strategy



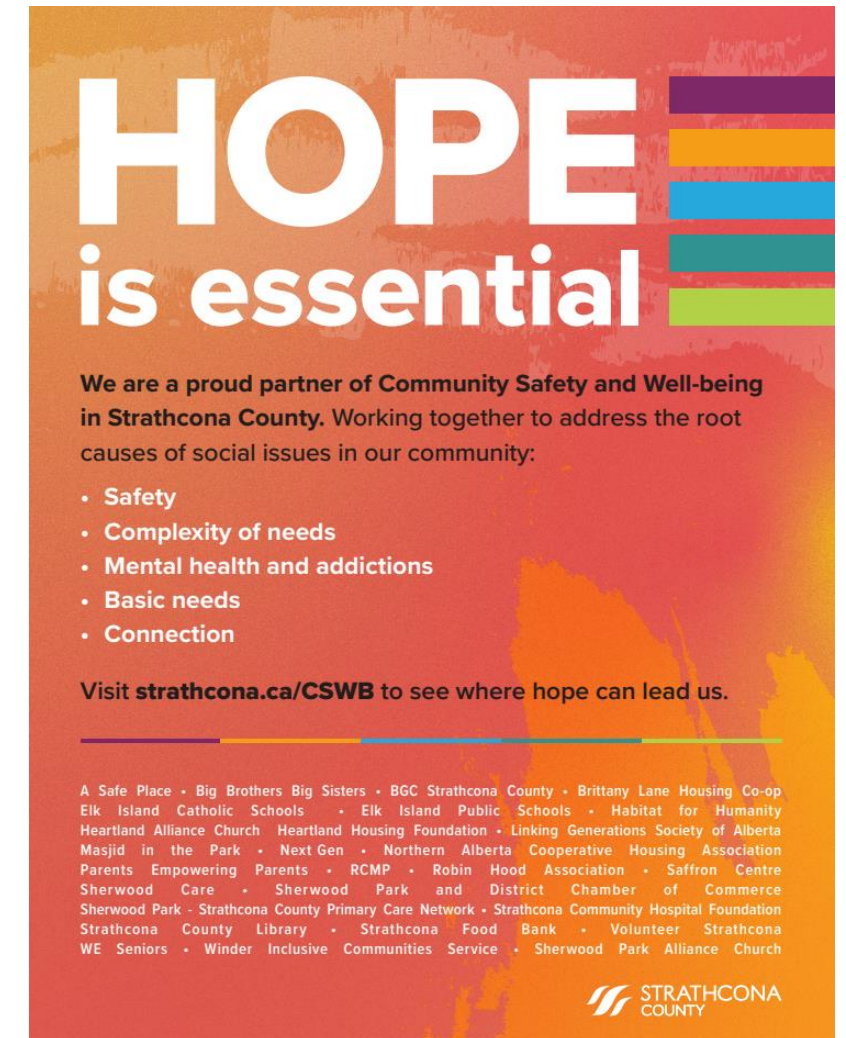
# CSWB collaborative communications campaign

**Campaign Goal:** Raise awareness about CSWB and our partners in the community

**Strategy:** Work collaboratively with the members of the Stewardship Committee to highlight their involvement and the key priorities of CSWB

**Timeframe:** September 16 to October 28, 2024

**Format:** Led by Family and Community Services, supported by CSWB Stewardship Committee members



# CSWB campaign evaluation

**Early indicators:** Positive feedback from partners and strong participation, including requests for additional printed material

## **Strathcona County campaign statistics:**

- 213 posters in the community
- 300 window decals in the community
- 119,244 impressions on social media
- 85 shares on social media
- 909 webpage visits

*Note: Currently conducting a full campaign evaluation with the Stewardship Committee*





# CSWB action reports

- New CSWB tool launched in February 2024, and published biannually
- Showcases initiatives and programs that make important contributions to community safety and well-being in Strathcona County
- E-newsletter format and available on CSWB webpage
- 540 views on website between February 28 to November 6, 2024
- Builds awareness of resources across partners, captures impacts of new CSWB partnerships, and supports CSWB evaluation





# CSWB evaluation: current state analysis

## Strategic Priority: **Complexity**



### Ultimate Outcome:

- All community members, including those with complex needs, are supported by a responsive system of programs and services that is straightforward to navigate

## Strategic Priority: **Mental Health and/or Addictions**



### Ultimate Outcome:

- All community members experience mental well-being and have access to mental health and addiction support when needed

## Strategic Priority: **Connection**



### Ultimate Outcome:

- All community members are connected to neighbours and other community members and can access support in the community when they need it

## Strategic Priority: **Community Safety**



### Ultimate Outcome:

- All community members are able to live as their authentic selves without fear of harm, rejection, exclusion, or discrimination

## Strategic Priority: **Basic Needs**

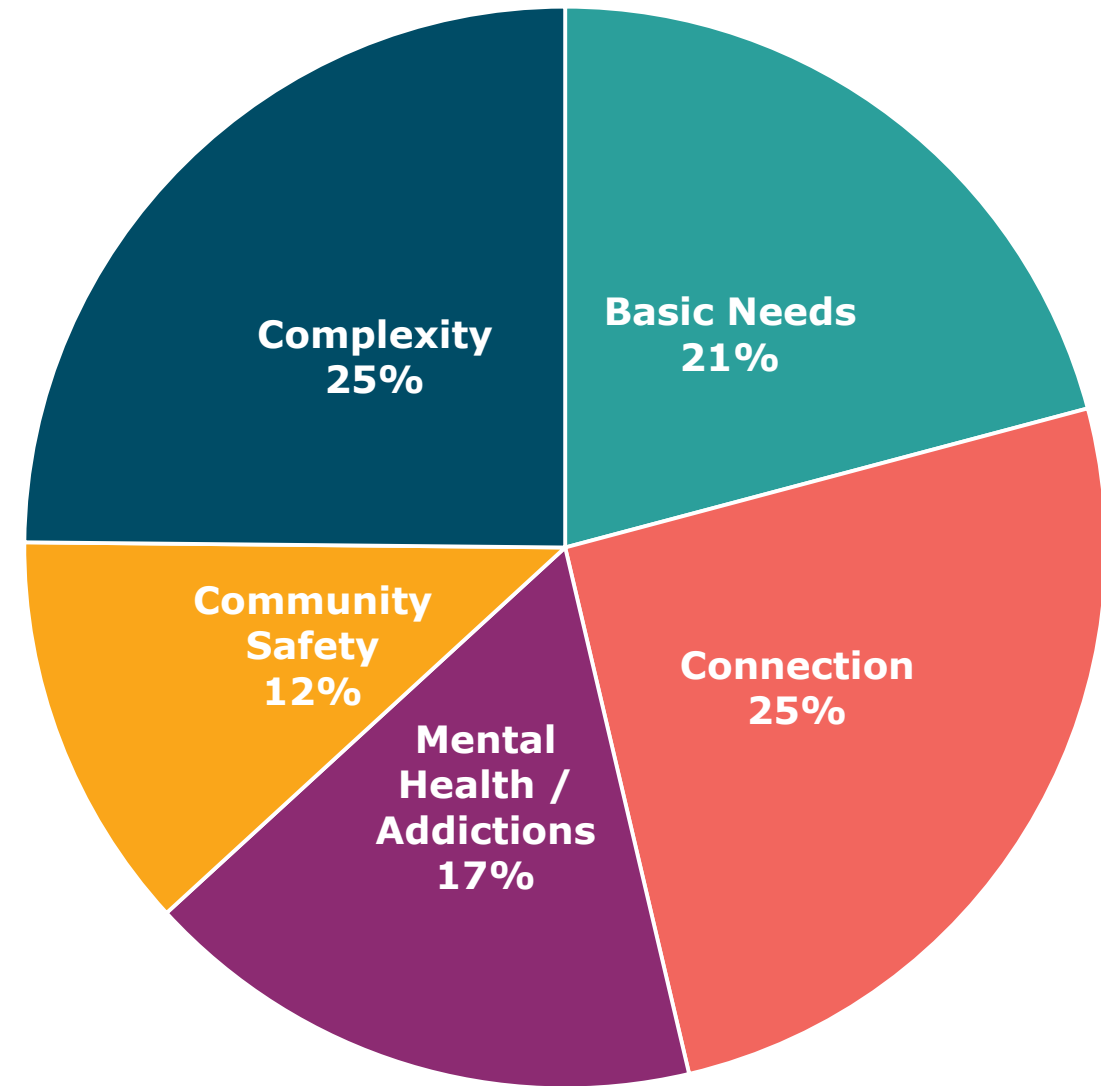


### Ultimate Outcome:

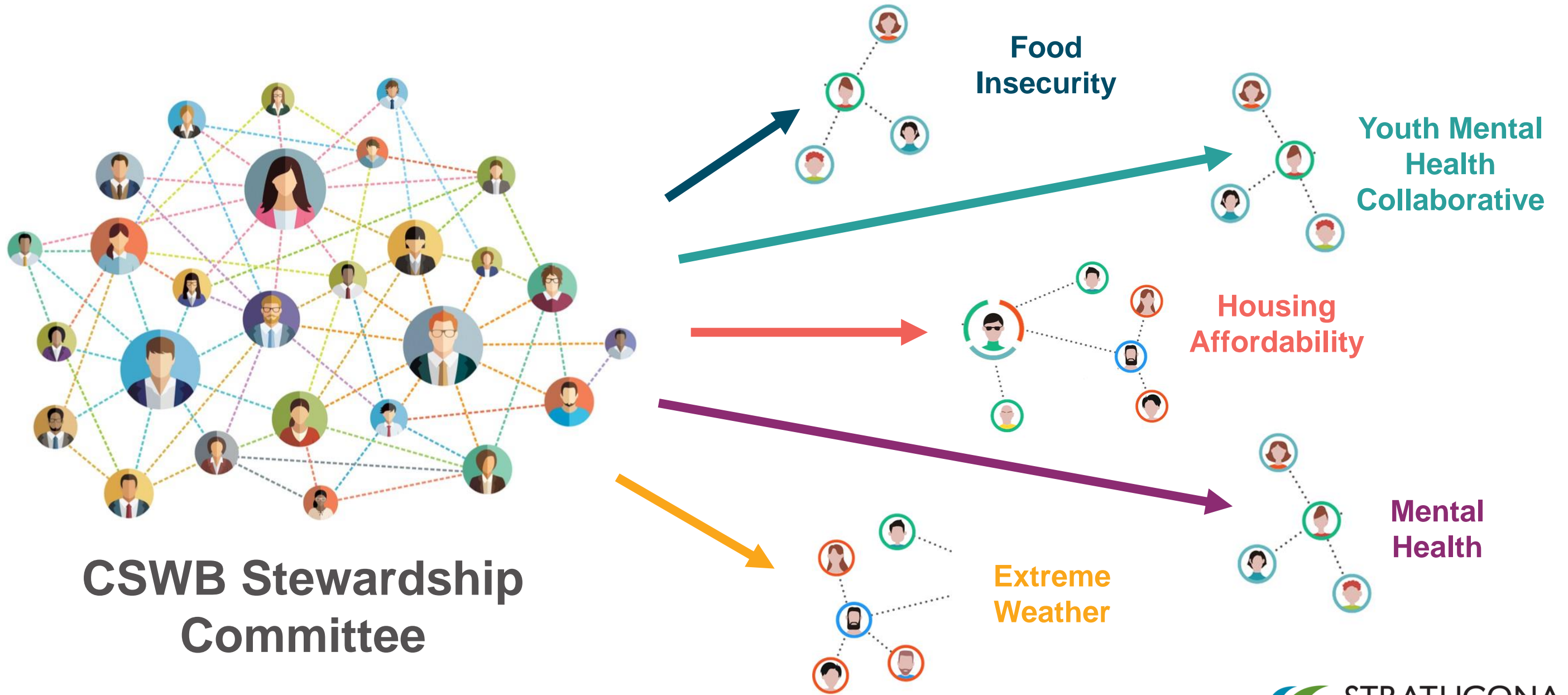
- All community members have their basic needs met

# Current state analysis: alignment with priorities

- 167 partner initiatives align across all five CSWB strategic priorities
- Next Steps: Further research to understand the results of the Current State Analysis
  - Understand gaps and opportunities
  - Explore effort and impact
  - Leverage each other's work



# CSWB action tables





# CSWB action table updates and evaluation

## Food insecurity

- Build an interactive map to better connect community members to food resources
- *Map projected to launch, Spring 2025*

## Youth mental health collaborative

- Case conference and provide collaborative, holistic supports for youth in need of support

## Housing affordability

- Educate community members about the value of having a range of housing options in Strathcona County
- *Communication plan projected to launch in early 2025*

## Mental health

- Use social prescribing model to support underserved groups

## Extreme weather response

- Supports for people experiencing housing insecurity during extreme weather conditions

**100%**  
of action table  
members  
surveyed agreed  
the work was  
valuable for the  
community

**92%**  
believed their  
organization  
would benefit  
from  
involvement in  
an action table

# The year ahead



- Continued support for existing and emerging action tables



- Ongoing evaluation



- Ongoing communications, including action table campaigns

**Thank you!**