

Presentation to City Council
By: Michael Bator, HCSC Chair
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CHECK AGAINST DELIVERY

- Thank you Madam Mayor and City Councillors.
- As Chair of the Healthy City Stewardship Centre, I have the pleasure this morning of using the council chamber to publicly launch the Healthy Mississauga 2010 Plan. I was before this council in October 2004, just as the Stewardship Centre was getting organized. Now, a year and a half later, I am happy to report that myself and the 13 other members of the Stewardship Centre have developed and endorsed the Health Plan that you have before you.
- Just while I am on this slide I would like to draw your attention to the logo that is on the front cover of our health document. You will notice the blue bird of happiness that is nestled in the logo. We thought this emblem was excellent as it is a symbol of both health and well-being. I'd like to thank the Creative Services folks at the City for helping us produce our logo.
- Let me take this opportunity to introduce the members that are in the audience today. First, of course is yourself, Mayor McCallion, and Mississauga's City Manager, Janice Baker. In the audience we have many of our members and colleagues, and if I could have them acknowledge themselves with a hand wave, it would be appreciated.
- You will see up on the screen, the full list of our membership but I would like to acknowledge 2 other colleagues of the Stewardship Centre from the University of Toronto at Mississauga, Mr. Ulli Krull and Ms. Kathi Wilson. Both have been very active in reviewing the Health Plan as it has developed and also determining how best to measure the Health Plan's success over time.
- I would also like to say that the members are very pleased at how the first two years have unfolded. We meet only 3 times per year and yet the work seems to progress very well.
- Let me quickly fill you in on the process we went through in developing the Health Plan.

- First we as a team developed our vision and goals.
- Next we discussed what were our top health issues and then we zeroed in on what was common among all of the member organizations
- In November, 2005 we held a day-long ‘Community Discussion on Health’ with representatives from approximately 35 health and social service agencies. UTM hosted this event in their conference centre and we heard many ideas regarding local health priorities, from a wide range of people and groups.
- Between November, 2005 and today we have been distilling the health priorities and issues down to what the members truly feel is important and doable over the next five years. The Health Plan outlines nine ACTIONS that we want to move on, between now and 2010.
- I would like to take a moment to quickly review the vision and 5 goals of the Healthy City Stewardship Centre. As you can see, they are broad and cover not only physical health and well-being – but environmental and social health as well.
- As we worked on our Health Plan, we made a conscious effort to have at least one ACTION for each of our 5 goals.
- Now I would like to outline the 9 ACTIONS we have outlined in our Health Plan.

Goal: All people in Mississauga will value and strive for optimal health.

a. HCSC ACTION: To understand why some people are motivated to value and strive for good health, and why others are not. To use this knowledge to mobilize more of the City’s population to achieve better health.

- This goal statement has the most ACTION statements developed for it. Working toward a general improvement in the physical and mental well-being of the people in this community is a high priority. The first ACTION is one that is paramount to achieving this and it is probably the broadest action statement of all of them. The UTM faculty and students will help us find the best ways to mobilize our community to collectively embrace good health.

b. HCSC ACTION: To support the ACTIVE 2010 – GET ACTIVE Mississauga Plan.

- The ACTIVE 2010 program is underway already with a goal of improving the percentage of Mississaugan's who embrace active and healthy lifestyles from 44.3% to 55% by 2010. Mississauga's YMCA will lead this initiative. They have already received a grant from the province to advance the plan and we will hear much more about what is planned over the next few years.

c. HCSC ACTION: To support the Youth Strategy development and implementation.

- Our third ACTION will be focussed on youth. The City of Mississauga's Community Services Dept. will champion the development of a Youth Strategy over the next few years with the support of the HCSC member organizations. This activity was actually a recommendation within the approved 'Future Directions' document of a few years ago. In discussions among the Stewardship Members and at our Community Discussion last November, 'youth wellbeing' was truly one of the highest priorities.

Goal: All people in Mississauga will feel safe in their communities.

d. HCSC ACTION: To identify the neighbourhoods, community groups or individuals where concerns regarding safety are preventing people from leading active lives. To implement effective solutions that help alleviate these concerns.

- The goal statement of feeling safe in the community is interesting when you consider that Mississauga is considered the safest city in Canada for six years running. What this ACTION refers to is helping those who are prevented from leading active lifestyles due to concerns for their safety. Many programs exist that can be employed to help individuals or community groups understand the real concerns and how to be safe and active. The Peel Regional Police indicate this is one area of concern that they don't actively take statistics on, but have real solutions to help.

Goal: All people in Mississauga will have equal access to information and services.

e. HCSC ACTION: To strive for correct, culturally appropriate and timely communication on health information for all communities in Mississauga.

- Interestingly enough, the goal of equal access to information and services was the most discussed item at our ‘Community Discussion on Health’ last November. Many representatives from social service agencies indicated that it is not the information or research that is lacking, but rather the way to get the proper information out to the community. And in a community as diverse as Mississauga’s it is difficult very important. Many people and organizations have had great success in getting complicated information out to their customers or residents and we want to use the next five years to collectively be the best we can be at this. Also, the provincial government and the United Way are working hard at bringing the 2-1-1 service into the region and we hope that by 2010 this also can be achieved.

Goal: All people in Mississauga will live in and contribute to a clean and sustainable environment.

f. HCSC ACTION: To support the ‘Public Health and Urban Form’ initiative’s development and implementation.

g. HCSC ACTION: To support the UTM’s ‘Centre for Emerging Energy Technologies’.

- Care of the environment is also of importance in striving for a healthy city. Mississauga is already blessed with hundreds of parks, trails, a beautiful waterfront, forests, etc.. As the City of Mississauga works toward building the city to greater densities, there is a positive health reaction in that more people will be less dependent on their vehicles – both their personal health will improve and hopefully air pollution as well. The health experts and the city planners are forging a relationship that will look at future developments and buildings and try hard to include important aspects into the design such as safe streets, ways to lower heat island effects, etc.
- The second ACTION on the environment front is already occurring at UTM. The campus is at the forefront of exciting work on alternative energy sources

– especially fuel cell research. And the member organizations will support UTM in their efforts – especially in moving their research beyond the campus and making it applicable in the community.

Goal: All people in Mississauga will feel part of a larger community and will know that they will be cared for in times of need.

h. HCSC ACTION: To investigate the health and community needs of new immigrants to help their transition into the community of Mississauga, and implement effective solutions to manage their needs.

i. HCSC ACTION: To research existing volunteer programs, especially in Mississauga's private sector, and create a forum by which success stories are shared.

- And finally, for our last goal statement regarding the general health of our communities, the Stewardship Centre member organizations will work hard to help new immigrants in our community truly be embraced. This is not only about getting proper and appropriate information to them but also making them feel part of our community – it is so important for our future.
- Our last ACTION statement is directed to the corporate community where we have many fine examples of local businesses doing excellent work as far as employee wellness and community outreach. We want to tap in on these success stories and spread the work further. Hopefully over the next few years we will have many more corporate success stories to share.
- And that completes my very brief rundown of the nine ACTIONS that the Stewardship Centre members have endorsed to support, encourage, research and do over the next five years. We are looking forward to this next phase of activity!
- And speaking of our next phase, I have the pleasure of introducing Mr. Michael Cloutier of AstraZeneca Canada Inc. as the next Chair of the Healthy City Stewardship Centre. I have had the pleasure of being the founding Chair for the first 2 years and I think at the stage of finishing the writing of the Health Plan it is a great time for a new Chair to put the Health Plan into action.