Community Belonging and Health – Richmond Survey

- Richmond Community Wellness Strategy - Key goals:
  1. Increased sense of wellness and well-being
  2. Increased physical activity and physical fitness
  3. Increased sense of community belonging.
- Canadian Community Health Survey (administered annually) – Relied upon for statistics at a neighborhood level – small sample size / weak data – stratification cannot occur easily.
- Healthy Richmond Survey – Administered online via VCH.
- 35 questions (10 minutes). 25 field locations (transit stops / malls / community centres, etc.)
- 18 field surveyors, engaging community face to face
- Field surveyors had the survey on tablet computers – surveys filled in immediately with community member present
- Instant feedback was able to be gathered re: who is not represented in the survey – Field surveyors able to then target certain populations who were under-represented.
- Survey results = 4x larger than CCHS sample size for Richmond.
- Representativeness of sample was very similar to CCHS data (indicator of data’s validity / reliability)

Survey Results - Summary

- 79% of Richmond not eating enough greens. More likely to be male, born outside of Canada – Also less physically active / rating their health as lower.
- Smoking was a considerable concern from CCHS data (22%) – The Healthy Richmond Survey showed a significant correction in the percentage of people reporting smoking behaviors (11%)
- Youth smoking – high numbers. A result of heightened concern.
- No trend of smoking in relation to being born outside Canada.
- Health data analyzed across geographical areas – Health outcomes did correlate with neighbourhoods. (Example – Steveston had significantly better health outcomes)
- Eg. Analysis of physical activity in relation to the built-environment and green space (eg. dike). Populations who lived closer to parks / pathways had broadly speaking better physical activity measures.

Wellness Score

- A wellness score was calculated and was inclusive of a number of health behaviors (diet, exercise, smoking, etc.)
- How healthy is healthy?? Correlation between self-reported health and wellness score.
- Research from UBC – Relationship between sense of community belonging and health behaviors
• Correlation between self-reported sense of community belonging and wellness score.
• Diversity of self-reported sense of community belonging and wellness rating across neighborhoods.
• Neighborhoods Bridgeport and Hamilton – Both quite low re: self-reported health and wellness rating.
• Fewer residents in Bridgeport have a community library card / use community recreation centres (Richmond facilities) / low participation in voting. Fewer were born in Canada.
• Hope to be able to repeat this survey to show longitudinal evidence.
• Tackling health behaviours individually is not efficient as evidence shows that these items are very inter-related.

Partners: City of Richmond, community partners, VCH, etc. – Essential to work together.

Questions / Dialogue

• Income was not asked about with the Healthy Richmond Survey. B/C of assumption that people wouldn’t be comfortable disclosing income
• Education level was collected as a proximate to income
• Next steps: Looking more in-depth at the built environment, accessibility and physical activity.
• Observation from survey work: School yards aren’t being used outside of school time.
• Richmond library interested in collaborating on ongoing work re: community belonging.
• My Health My Community – Building on work from Richmond re: community-level data collection
• This survey used a convenience sample – (whoever volunteered to complete it). Because data was very similar to CCHS + large sample size = fair assessment of good representativeness. Not a perfect randomized trial, but quality of data is good.
• Audience question re: Potential to apply a “walkability” map to the mapping work already done
• Question re: relationship between smoking and sense of community belonging – impacting smoking trends??
• Assessing diet via survey = very difficult. Defining what a ‘healthy’ diet is is difficult. People don’t remember what they ate / interpretation re: serving of fruit/veg varies greatly
• Questions about what is behind the term “community belonging” – Whether or not it should be defined or whether people should interpret the term. For this survey, community belonging was left undefined so as to not over-influenced respondent answers.
• On the flip side –when looking at what to do in the future ... there does need to be an understanding of what community belonging means in relation to strategy development. (eg. Potential definitions include: Do you know your neighbors, do you have someone you can count on, participation in online communities)