Community Belonging & Health – A shared responsibility

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Vancouver Coastal Health Authority
Outline

• Background and Rationale
• Healthy Richmond Survey:
  – Methods
  – Results
    • Sample demographics
    • Wellness Score
    • Community + Health
• Discussion and Next Steps
Desired outcomes:

• Increased sense of wellness and well-being
• Increased physical activity and physical fitness
• Increased sense of connectedness to community - a feeling of belonging
Local Action Supported by Local Data

1. Historical reliance on the Canadian Community Health Survey (CCHS) to understand health related lifestyle practices

   • But CCHS data have limited usefulness
     – Small sample size
     – Only 2 ethnicity categories (white, visible minority)
     – Few measures on community connectedness
     – Land-line telephone based survey challenges

2. Historical lack of sufficiently granular and integrated data to drive collaborative approaches to health & wellness.
Healthy Richmond Survey - by the numbers

• 35 survey questions

• 10 days of surveying (field + web)

• 25 field locations + 18 field surveyors
  – Real-time data collection allowed for strategic placement of surveyors
  – Surveys were offered in English, Cantonese, Mandarin

• 3639 survey responses (2750 field, 889 web)
  – Weighted by age, sex, neighbourhood: post-collection
Who is Richmond?

<table>
<thead>
<tr>
<th>Age</th>
<th>0.0%</th>
<th>5.0%</th>
<th>10.0%</th>
<th>15.0%</th>
<th>20.0%</th>
<th>25.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 19</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>20 to 29</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>30 to 39</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>40 to 49</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>50 to 59</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>60 to 69</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>70 to 79</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>80 +</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

% of population 18+

Healthy Richmond

2011 Census

Age (years)

Vancouver Coastal Health
Promoting wellness. Ensuring care.
Who is Richmond?

<table>
<thead>
<tr>
<th>Category</th>
<th>52.6%</th>
<th>47.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbourhood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>52.9%</td>
<td>47.1%</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time in Canada</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language Spoken</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language Read</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2011 Census
What are the lifestyle traits?

FRUIT & VEGETABLE CONSUMPTION

Q: Who isn’t eating their greens?
A: 79% of Richmond

• More likely to be*...
  – Male
  – Visible minority
  – Born outside of Canada
  – Recent immigrant
  – Less physically active
  – Less healthy!

* p < 0.05
What are the lifestyle traits?

TOBACCO: CURRENT SMOKING RATES BY NEIGHBOURHOOD

Richmond Overall
Smoking Rate: 7.7 ± 1.0%

CCHS 2009/2010:
22.2 ± 7.0%

CCHS 2011:
10.0 ± 5.3%

Note: Sea Island, Hamilton, Bridgeport and Gilmore had too few observations for accurate estimations.
What are the lifestyle traits?

Rates of current cigarette smokers among Richmond residents, by place of birth and age category

- **Canadian born**
- **Non-Canadian born**

Age Category
- 18 to 19
- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 to 64
- 65 to 69
- 70 to 74
- 75 to 79
- 80 to 84

% Respondents

Vancouver Coastal Health
Promoting wellness Ensuring care.
Community + Health

PHYSICAL ACTIVITY + COMMUTE

<table>
<thead>
<tr>
<th>Method of Commute</th>
<th>Weekly Minutes of Vigorous Physical Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle</td>
<td>0 to 149</td>
</tr>
<tr>
<td>Public Transit</td>
<td>150 to 299</td>
</tr>
<tr>
<td>Personal vehicle</td>
<td>300 +</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

% Respondents

Weekly Minutes of Vigorous Physical Activity
Developing a wellness score [0 – 16]
Developing a wellness score

[ 0 – 16 ]

10+ = 20%
How healthy is ‘healthy’?

Self-rated health status
% scoring at least 10 on composite health score

Excellent
Very good
Good
Fair
Poor

$p_{trend} < 0.001$
How do we help?

Is belonging related to the wellness score?

\[ p_{\text{trend}} < 0.001 \]
Health status & Sense of community belonging: Overall

% Excellent or Very Good Health

% Strong Community Belonging

2006 Population (size: 40000)

2012
Health status & Sense of community belonging: By Neighbourhood

% Excellent or Very Good Health

% Strong Community Belonging

2012

Size

40000
Health status & Sense of community belonging: by wellness score
What makes Bridgeport different?

<table>
<thead>
<tr>
<th>Category</th>
<th>Richmond</th>
<th>Bridgeport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a library card</td>
<td>80%</td>
<td>60%</td>
</tr>
<tr>
<td>Citizens voted</td>
<td>70%</td>
<td>50%</td>
</tr>
<tr>
<td>Accessed Richmond facilities</td>
<td>80%</td>
<td>60%</td>
</tr>
<tr>
<td>Born in Canada</td>
<td>70%</td>
<td>50%</td>
</tr>
<tr>
<td>Most comfortable language = English</td>
<td>80%</td>
<td>60%</td>
</tr>
</tbody>
</table>

* indicates \( p < 0.05 \)
Summary - 1

- Validates the directions taken by the community wellness strategy (ie. the three interconnected desired outcomes)
- Clustering of lifestyle traits suggests that siloed approaches of tackling one risk factor at a time is not efficient.
Summary - 2

- Provides a level of data integration between municipal planning and population health information to a level not possible with traditional data sources
  - Determinants of health shown to relate to community belonging

- Supports meaningful, evidence driven multi-sectoral partnerships towards community health and wellness
  - Community belonging is a shared responsibility
Acknowledgements

• City of Richmond
• Healthy Richmond Project Team
• Healthy Richmond Field Surveyors
• Private & Public Sector Field Survey Locations
• UBC eHealth Strategy Office
• VCH Regional Tobacco Reduction Team
• Richmond CoC
  – Home and Community Care
  – Population and Family Health
• VCH Public Health Surveillance Unit