



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: November 9, 2007
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TO: Vancouver City Council
FROM: Director of Social Planning
SUBJECT: UBCM Community Health Promotion Fund Pilot Project

RECOMMENDATION

THAT Council endorse the City's application to the Union of British Columbia Municipalities (UBCM) Community Health Promotion Fund Pilot Project for a grant of \$35,000 to support a community-driven, peer-delivered Youth Health Promotion Pilot Program from January to November, 2008.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of the foregoing.

COUNCIL POLICY

On March 28, 1995, Council approved the Vancouver Civic Youth Strategy (CYS). It is a statement of commitment to work in partnership with youth and the larger community to: ensure that youth have "a place" in the City; ensure a strong youth voice in decision-making; promote youth as a resource to the City; strengthen the support base for youth in the City.

PURPOSE

This report seeks a Council resolution to support a City of Vancouver application to the UBCM Community Health Promotion Fund (CHPF) for a \$35,000 grant to support a community-driven, peer-delivered Youth Health Promotion pilot program from January to November, 2008. The

program is being delivered by Frog Hollow Neighbourhood House, their youth-led B.A.S.E. youth mentorship program, Vancouver Technical Secondary School, Vancouver Coastal Health, and other community partners. Apart from Social Planning participation on the Steering Committee, there are no financial implications for the City. Council's support is needed to move this application to UBCM's final approval phase.

BACKGROUND

In September, 2007, UBCM invited BC municipalities to apply for project funding under a new initiative called Community Health Promotion Fund. The City submitted three Expressions of Interest proposals to UBCM, including one called the "Youth Health Promotion Initiative, B.A.S.E. youth mentorship program".

On November 7, 2007, the City was advised that the Youth Health Promotion Initiative is one of the community projects which have been selected and approved, in principle, for funding by CHPF, pending a formal Council resolution in support of the project as well as a final stage project proposal.

The Community Health Promotion Fund is intended to assist communities to address health promotion priorities, strengthen collaboration among local government, health authorities and non-governmental health organizations, and support innovation, best practice and information-sharing among health service providers.

The City's application for the "Youth Health Promotion Initiative" is a partnership between Social Planning, Frog Hollow Neighbourhood House and a number of other community groups. The various community partners are contributing in-kind, administrative and staff support. UBCM funding is essential in contributing required resources to cover costs such as professional services, food, workshop facilitators, evaluation and program supplies in order to implement the planned program.

DISCUSSION

Recent studies indicate diminishing health among Vancouver's youth - including increasing rates of adolescent obesity, heart disease and diabetes. In 2003, the City of Vancouver created a City Staff Working Group to work in consultation with youth and youth-serving community organizations to address these distressing trends. The Working Group recommended developing new community models to assist youth and their adult allies to create the conditions that will lead youth to healthier decisions and positive development in body, mind and spirit.

Frog Hollow Neighbourhood House is a volunteer-driven, community service agency that has been providing services to youth in north-east Vancouver since the early 1980's. One of its ongoing endeavours is to connect with youth, build community capacity and support programs driven by individual youth, youth leaders and youth groups. B.A.S.E. (Building a Safer Environment) is a youth-led (Frog Hollow-supported) program at Vancouver Technical Secondary School.

B.A.S.E. participants have identified youth health as a key concern. By providing mentorship by older youth to younger youth in the community over the past five years, B.A.S.E. youth

leaders are already working to create a safer environment and more inclusive spaces for youth development. Through the proposed pilot project, B.A.S.E. participants seek to expand their activities by developing and piloting a new Youth Health Promotion component to their activities. The proposed pilot program will raise youth awareness and practice of healthy living and chronic disease prevention.

The proposed activities will be conducted within Vancouver Technical Secondary and three of its feeder elementary schools. Vancouver Technical is one of the largest secondary schools in East Vancouver with 1,645 students. Its partnering feeder schools - Laura Secord, Queen Alexandra and Maquinna - have 773 students, 270 students and 253 students respectively. The majority of students at Vancouver Technical and the three elementary schools do not speak English at home. Among the languages, other than English, spoken at home, Cantonese, Mandarin, Vietnamese, Spanish, Tagalog are the most frequent. Of particular note, 17% of students at Queen Alexandra are of First Nations heritage.

Planned activities include engaging youth to develop healthy in-school & after-school activities; mentoring healthy food choices; hosting monthly in-school health promotion events; delivering health workshops in partnership with Community Health Nurses for students and parents; evaluating the long-term physical health effects on participating youth; and disseminating research findings and best practices. This model of youth-mentoring-youth to promote youth health will serve as a pilot for other youth leadership programs at other schools, community centres, neighbourhood houses and youth-serving organizations in Vancouver.

During the development and delivery of the program, Social Planning staff will serve as a member of the Project Steering Committee and will provide advice on the City's perspective on issues and barriers facing youth health.

FINANCIAL IMPLICATIONS

There are no financial implications. Funding for the project will be provided by UBCM's community Health Promotion Fund.

CONCLUSION

The Youth Health Promotion Initiative will provide an excellent opportunity to engage youth in addressing youth health issues and concerns, and will engage key service providers to innovate new ways to deliver youth health promotion programming.

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