

POWERPOINT PRESENTATION

Titles.....

THE BENEFITS OF A HEALTHY COMMUNITY VS the costs of poverty

Prosperity or poverty - it's OUR CHOICE....

- Poverty exists in York Region and in most communities across Ontario.
- The themes that came out of the York Region Social Audit and 23 other social audits across Ontario in 2010 confirm this.
- Poverty is also quite prevalent and on the increase in communities across Canada.
- While this is disturbing and not acceptable, it at least tells us that it is an issue that we cannot afford to ignore.
- Poverty is a problem that we all share and this is going to require all of us to recognize it and do something about it.

What do you think of when you think of Poverty? What images come to mind?

- Hungry children? Run-down neighbourhoods? A soup kitchen? People in far-away third world countries?
- It's true that poverty in our own communities doesn't often conjure up the same images as we see on television. Poverty can be less obvious in our own neighbourhoods and many times it is even invisible. It can be 3 families sharing one home or a family of 9 living in a rented 2 bedroom apartment. It can be an unemployed person who chooses out of pride not to go to the food bank or a senior who can't get out to a meal program for any number of reasons. Poverty is a truly isolating experience so much of it goes unnoticed but that doesn't mean that it doesn't exist. People often go to great lengths to mask that they are poor because of the stigma that is associated with not having enough income and the judgement and embarrassment that goes along with that.

Here are a few facts about Poverty in our own communities in York Region that you may or may not have realized before.

There are also a lot of MYTHS about Poverty that are quite prevalent. These myths are commonly held beliefs that people hold about people with less income. Unfortunately beliefs shape attitudes and behaviours towards other people and even play a big role in the making of public policies, rules and legislation that affects all of us, but mainly those who have less power in the system – those with less income.

Here are some of those myths.

In uncovering the myths, we find some of the **reasons why** we need to address poverty.

We also uncover some of the **ways in which we CAN** do this – some new directions to go in that will benefit everyone.

MYTHS:

Put the myths in language that will be better received or at least the truths.

- a.)
- b.)
- c.)

There are many trends and factors that contribute to the increasing number of people living in poverty and the **increasing hardships faced by individuals living without enough income.** **VULNERABLE POPULATIONS DESCRIBED DIFFERENTLY BELOW**

Vulnerable Populations

- Too many Americans don't have the same opportunities to be as healthy as others
- Americans who face significant barriers to better health
- People whose circumstances have made them vulnerable to poor health
- All Americans should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education, or ethnic background
- Our opportunities to better health begin where we live, learn, work and play
- People's health is significantly affected by their homes, jobs and schools

Health Disparities

- Raising the bar for everyone
- Setting a fair and adequate baseline of care for all
- Lifting everyone up
- Giving everyone a chance to live a healthy life
- Unfair
- Not right
- Disappointing (as in Americans should be able to do better, not let people fall through the cracks)
- It's time we made it possible for all Americans to afford to see a doctor, but it's also time we made it less likely that they need to

Poverty

- Families who can't afford the basics in life
- Americans who struggle financially
- Americans struggling to get by

Low-income workers and families

- People who work for a living and still can't pay their rent
- Hard-working Americans who have gotten squeezed out of the middle class in tough times
- Families whose dreams are being foreclosed

One of those factors is the higher costs of foods and the lack of nutritious foods in low-income neighbourhoods, often referred to as food deserts. Large Grocery chains which stand to profit more in wealthy suburban neighbourhoods, move out of the downtown core leaving small convenience and corner grocery stores to provide food for those who have the least to spend. Without transportation or even with factoring in the cost of transportation, the poor pay more to buy the

same foods as the rest of us. Or, they don't buy the same food, still pay more, and lack access to health or fresh foods.

The Poor Still Pay More: Challenges low-income families face in consuming a nutritious diet. Institute for Competitiveness and Prosperity, Open Policy Ontario and Toronto Public Health

Anyway you cut it, Poverty affects us ALL. Not just because most of us closer to the Poverty Line than we actually realize. But because we all live in communities where our neighbours are being kept down, isolated and are unable to maintain their own health because of limited access to income.

Diagram of shrinking middle Class - Adelina used in her presentation to Community and Healthy Services Committee on January 27th.

Diagram of the poverty line showing where people fall below and by how much and where most people are in relation to it – perhaps also show a prosperity line above which only about 5% of Canadians are. (Draw from Denis Raphael Report for facts)

What can a person on Minimum Wage today and 60 years ago..

It wasn't always this way in Canada. In the 1950's a family of four could live on one minimum wage salary.....

Today a single person cannot afford to live by themselves on minimum wage

- Cost of food has gone up % in the past 10 years alone
- Cost of Transportation
- Cost of fuel/hydro
- Cost of housing – and not investment in affordable housing.

The Costs of Poverty – some are obvious and some are not so obvious.

- ***Lost potential*** - on an individual, community and societal level; governments - Article on Productivity Race with David Dodge; *Poor Still Pay More*
- ***Health Care Costs***

- ***Compromised investments in education and mental health services*** when you don't address the fact that people can't afford food and housing

ENOUGH ABOUT POVERTY – WHAT WE DON'T WANT

Let's talk about what we do Want - A Healthy, Caring, Inclusive and Prosperous Community, Province, county.

We'll focus on our community for now, where you can really hope to affect some change.

What are the qualities and aspects of this community that you would want to see: *BRAINSTORM or leave until after the film*

Fair chance for good health

- Opportunities for better health choices
- Giving a fair shot in all communities
- Enabling people to choose the right path
- Giving tools to make better decisions

OUR VIDEO BEGINS RIGHT THERE – WE NOT ONLY WANT TO ENVISION THE COMMUNITY THAT WE WANT BUT WE WANT TO MAKE SOME DECISION ABOUT WHAT ROLE WE CAN HAVE IN CREATING IT AND THE ACTIONS THAT ARE NECESSARY.

VIDEO - Creating OUR Community: From Awareness to Action

The goal of this multi-phase project was to translate the concept of social determinants (and ultimately calls for action that stem from it) that might otherwise sound bland or unintelligible to the lay ear—even the educated ear— **into compelling, motivating messages that**

not only create concern about the way things are but create hope that problems related to social determinants are solvable (e.g., that something can be done about disparities that lead to shorter, less productive, less healthy lives for millions of people based on factors that are arbitrary or outside their control).

Let's begin by looking at what the community that we want looks like – *Some call it a Healthy Community – others call it a Caring Community or an Inclusive Community – We All agree that it is a place that we want to live in, raise our kids in, work in, play in and do business in. A place worth investing in to make sure everyone can realize their potential.*

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IMAGES OF A HEALTHY COMMUNITY – PEOPLE ON THE STREETS, KIDS IN A SCHOOL AT A BREAKFAST PROGRAM, IN THE PLAYGROUND, AT WORK, ART IN THE PARK, KIDS PLAYING SPORTS, A FARMERS MARKET, COMMUNITY GARDEN, A FESTIVAL OR PARADE, A HOSPITAL OR HEALTH CARE CENTRE, BIKING, CROSS-COUNTRY SKIING, SPORTS AND EXERCISE

This is what we get when we take care of our community – of each other. When we make it possible for everyone to succeed.

We all want to live in such a community.

List some of the Attributes of a Healthy Community – they can come flowing into the picture-schools where all children can participate in all activities, full employment, no homelessness,

Where people live, learn, work and play has an enormous impact whether they stay well in the first place. Health starts in strong, loving families and in neighborhoods with sidewalks safe for walking and grocery stores with fresh vegetables. Health starts in jobs we can get to without hours of commuting and in work places free of unnecessary hazards. Health starts in schools that educate our children for the jobs of the 21st century so they can compete in the world economy, that feed them healthy meals rather than junk foods, and that send them home safe at the end of the day. And health starts in having the time and financial resources to play at the end of a hard day's work, because unrelieved stress takes its toll on our hearts and immune systems. As we work on improving health care in Canada, **we need to start where health starts, not just where it ends.**

While access to health care needs to be available to everyone, one goal is to invest in the health of individuals so they require fewer incidence of care or treatment, which is costly. Policies that providing equal opportunities for everyone to make good health choices and maintain their health (regardless of income level) by being able to afford nutritious food and a safe place to live for example, are critical in building strong, vibrant communities. The kind of communities we're talking about.

Health begins where we live, learn, work and play. Factors outside of the medical care system impact how healthy—or unhealthy—we are. We create new opportunities for better health by investing in health where it starts—in our homes, schools and jobs.

What happens when we don't take care of our community – of each other? When it costs all of us something to keep this vision a reality for all of our members? What happens when global and economic circumstances weigh heavier on some of our neighbours than others and it becomes necessary for everyone to share a bit more to keep everyone afloat? Do we take care of those who are most vulnerable to change and stress knowing that we might someday be in that position?

Or

What happens when we become convinced that we have more in common and share the same aspirations as the individuals at the top end of the economic ladder? What can happen when we fail to recognize that those in the middle have more in common with those on the lower rungs than those at the top? What can happen when we stop taking collective responsibility for the community and when we start blaming hardship on individuals as a way of relinquishing our responsibility for caring for them and in turn our communities?

This section may alienate those who are at the top end by assuming we're only speaking to the middle class. How to set up motivation for collective responsibility or maybe this is radical language.

Two Stark Points....

Income levels have a direct impact on health outcomes....

ie.

Where people live has a direct impact on their ability to access healthy food

ie. food deserts

THIS IS WHAT HAPPENS.... And it doesn't happen overnight.....

HAPPY HEALTHY COMMUNITY SCENES COME TO A GRINDING HALT.....Poverty has descended and/or taken a stranglehold on our community. Has invaded our space in a very ??? Way.

- *A Lot of Factors contribute to this breakdown in a community, in a family, to an individual.*
- *Sometimes these factors or conditions evolve so slowly that we don't even realize what is happening – we lose sight of the bigger picture – of reality.*
- *Looking back to a time when things were different and going forward can be a way of identifying what really did happen. And if we're going to change things, right the wrongs, we need to be aware, clear and conscious of the issues.*

Let's go back to the 50's the days of _____

Income

- *Cost of Living Vs Minimum Wage*
- *Costs of Essentials – food, housing, a vehicle.*

Employment

Crime

Compare that with today:

Show the evolution of society and economy that plays such a large role in undermining everyone's ability to manage, get ahead and prosper

RESULT – A society where wealth and opportunities are not evenly distributed and even good health is not equally available to everyone.

STAT: Poor more predisposed to poor health in general, are at increased risk for chronic illness and die younger. Or Income is a key determinant in our health. It represents opportunities

Poverty is ___ % determined by societal and economic forces and much less by individual choices, lifestyles and behaviours.

Poverty is man-made and can be eradicated by our efforts.

Poverty – Costs us All and will cost us whether we do something about it or not

Some Great Stats on the costs of poverty and what happens when we invest even \$1,000 extra to people with the lowest incomes, in terms of health outcomes, etc.

Cyclical Nature of Poverty – Poor Health Outcomes – Employability/Low Income

APPEAL – As Canadians we hold our health in high esteem. *It is a fundamental right of all Canadians to have free access to health care. WE know because we have ALL experienced the advantages of this and the resulting Quality of Life that comes with it. WE all have equal access to Health Care, but what about equal opportunity for Good Health in general. Not so much...*

It was only 60 years ago in Canada that we did not have full access to free health care and at that time, people could not appreciate the enormous ways in which this could improve their quality of life.

Much the same, we have difficulty imagining how improving everyone's chances for good health, particularly the most vulnerable, will impact positively on all of us, but it will.

USE DIFFERENT LANGUAGE TO DISCUSS VULNERABLE POPULATIONS SEE BELOW

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Here's what promoting and creating a healthy community that benefits us all could look like:

- *Legislation that creates more full-time work, worker's benefits and good wages*
- *Housing that is affordable for all*
- *Transportation options that are affordable and efficient*
- *Employment insurance that protects workers from the unpredictable nature of the global economy*
- *Social Assistance benefits that reflect the true cost of living, provide realistic incentives and supports to return to the workforce and most importantly prevent individuals from becoming caught in a cycle of poverty and resulting ill health.*
- *Public policy and programs that support instead of punish people at the most vulnerable points in their lives.*
- *An education system that (**levels the playing field for**) prepares all of our children for life and work in the 21st century. **So that for all students, regardless of what socio-economic background they come from, so that school is the one place where they can all feel equal and have opportunities to dream and succeed.***
- *A well connected community that wants everyone to succeed, is a safer, more inclusive place where crime does not flourish. A place where we know each other, take care of and watch out for each other.*

- *A caring and well-functioning community that optimizes the talents, strengths and potential of all its citizens, is a place where businesses want to establish themselves and invest in.*
- *This is a place people want to move to – to live, learn, work and play*

How can we not All get behind creating a community like this? What are the Attitudes and Actions that will Allow us to do this together?

- *People seeing themselves as part of the solution – we all have responsibility for ourselves, each other and the community*
- **PEOPLE SEEING THEMSELVES DIFFERENTLY IN RELATION TO THE ISSUES AND THE SOLUTIONS**
- *Instead of powerless, with little influence, one person, they are challenged to begin to see themselves in a more positive way*
- *AS powerful, as Voters, As Citizens, As influential, As having a Voice, As a member of a larger collective or community that can do things together, As Strong, As Important, As making A Difference*
- **CALL TO ACTION**
List actions or Portray ways in which people can get involved: perhaps use graphics here or a combination of graphics and people speaking in short statements about how to TAKE ACTION.

Get Involved (From: Canada without Poverty) An example of some of the Actions We'd Suggest or Portray

<http://www.cwp-csp.ca/Blog/eliminating-poverty>

Six Ideas for Deepening Your Commitment

1. Be a Champion – be our eyes, ears and a spokesperson in your community: [learn more](#)
2. Start a Chapter – and link up with others in your community in common cause: [learn more](#)
3. Attend an Event – check the menu at right for upcoming events
4. Host an Event - for raising awareness, stimulating action, building our capacity: please [contact us](#) with your idea
5. Endorse [Dignity for All: The Campaign for a Poverty-free Canada](#) - click [here](#) for the endorsement page
6. Invest in Our Work – click [here](#) for options for giving

PORTRAYING THE VIDEO MESSAGES AND IMAGES

- *We could use one narrator to speak to everything with different images, photos, graphics and footage being inserted as necessary.*
- *We could do shots of individuals speaking to different pieces of the discussion*
- *One idea was to have people represent different people in a community so that viewers could relate to one person or another: ie. Teacher, volunteer, parent, business person; in this case it would be better to use actors I think to speak to these realities, and again, it would be short segments.*
-

Back TO Powerpoint Presentation for a continuation of Discussion, Actions to Take and more in-depth discussion of the issues, depending on and tailored to the group we're speaking to.