

CPHA 2019 Conference

IMPROVING EDMONTON'S URBAN WELLNESS



#recover #urbanwellnessyeg

Disclosure Statement

- We have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.



SUSAN COWARD
Project Lead



SAMUEL JURU
Strategic Planner



KATE GUNN
Co-Lead



SUE HOLDSWORTH
Strategic Planner



KEREN TANG
Strategic Planner &
Project Manager



AMANDA RANCOURT
Strategic Analyst



MIKI STRICKER-TALBOT
Strategic Planner



RAFFAELLA LORO
Strategy &
Communications Lead



NOR'ALI McDANIEL
Community Support
Social Worker

"Everybody has a responsibility to look after the people of Edmonton," said Dan Eckel, who sits on the Central McDougall Community League board. "You cannot continue to expect a few communities to accept all the poverty and all the social issues in Edmonton. It has to be shared."



Chinatown business association asks court to overturn safe injection approvals

The Chinatown and Area Business Association has filed a court application to overturn approvals for safe injection sites.

PAIGE PARSONS

[More from Paige Parsons](#)

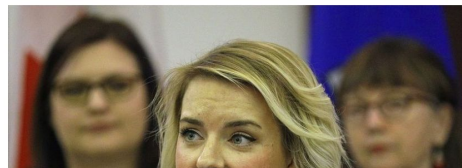
Published on: November 23, 2017 | Last Updated: November 23, 2017 9:53 AM MST



Researchers outline plan to study impact of Edmonton's safe injection sites

KRITH GERIN

Published on: September 1, 2017 | Last Updated: September 1, 2017 7:00 AM MST



Boyle Street Community Services pitches plan to redevelop deserted downtown remand centre

A \$93 million plan could see the empty remand centre in downtown Edmonton redeveloped into a comprehensive wellness centre for Edmonton's most vulnerable.

CLAIRE THEOBALD

Published on: November 16, 2017 | Last Updated: November 16, 2017 4:57 PM MST



A rendering of a proposed redevelopment of the empty remand centre in downtown Edmonton by Boyle Street Community Services in partnership with more than 16 government and community organizations. The plan would bring various addictions, health and housing services under one roof. If approved, the redevelopment would cost \$93 million.

A \$93-million plan could see the empty remand centre in downtown Edmonton redeveloped into a comprehensive wellness centre for Edmonton's most vulnerable. The plan would bring various addictions, health and housing services under one roof. If approved, the redevelopment would cost \$93 million.



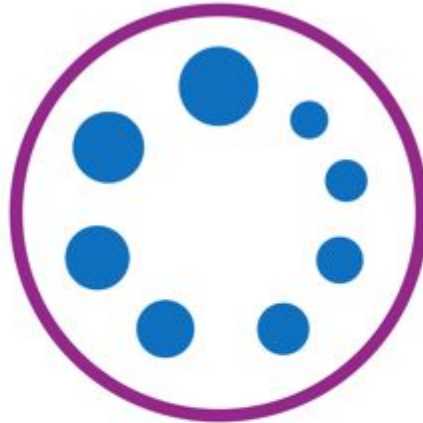
what if...

we used social innovation
to improve urban wellness?

Why social innovation?



**WELLNESS IS
MULTIFACETED**



**COMMUNITIES ARE
CONCERNED ABOUT
CUMULATIVE EFFECTS**



**INSTITUTIONS
NEED TO WORK
TOGETHER**



INDICATORS

Social Capacity - connectedness, citizen engagement, diversity & inclusion

Economic Vitality - opportunity & affordability, business friendly

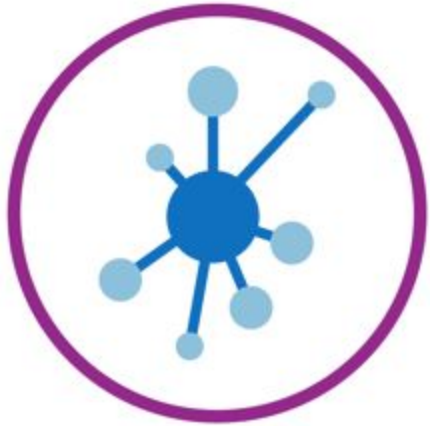
Safety and Security - personal & community safety

Physical & Mental Health - general & public health

Built & Natural Environments - neighbourhood design, accessibility of public space, natural assets



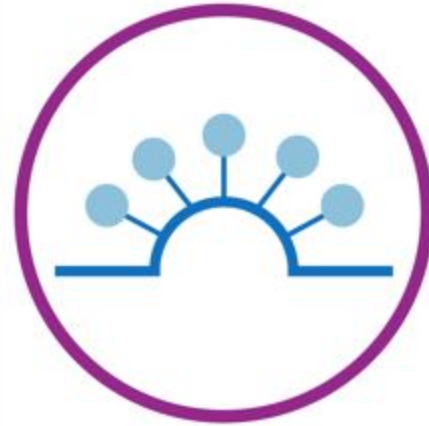
How social innovation is different



**REQUIRES
STRETCH
COLLABORATION**



**PRACTICES
ITERATIVE
DEVELOPMENT**



**FINDS MANY
RATHER THAN
FEW SOLUTIONS**



Recover is tackling three problems using this approach:

How do we best meet the needs of very vulnerable people?

How do we support thriving communities?

How does government manage cumulative effects and plan wellness services infrastructure throughout the city?

The image features a decorative header and footer. The header consists of large, semi-transparent letters (A, L, O, U, V, W, H, A) where each letter contains a different photograph. The footer consists of large, semi-transparent letters (P, R, A, V, E, N, T) where each letter also contains a different photograph. The central text is in a bold, dark blue font.

what did we learn?

A person is shown from the chest up, wearing a light-colored shirt, writing on a yellow sticky note with a black pen. The sticky note has some handwritten text, including "EV SS PM BN" and "Transport". The background is a blurred office setting. A blue gradient overlay covers the entire image, and white text is superimposed on the right side.

Build a framework for urban wellness innovation.



THE
MUSTARD
SEED
WELCOME
TO OUR
COMMUNITY

Ground your approach
in data.

Traditional Data Sources

- Census
- Crime Stats
- Government Open data
- Etc...

Population by Age and Gender

Age Group	Male	Female	Total	% of Total	City %
0-9	125	145	270	5	12
10-19	180	155	335	7	11
20-29	365	265	630	13	18
30-39	475	260	735	15	15
40-49	680	290	970	20	14
50-59	690	315	1,005	20	14
60-69	345	185	530	11	8
70+	245	230	475	10	8
Total	3,105	1,845	4,950	100	100

Marital Status (Population 15 years of age and older)

Marital Status	People	% of Total	City %
Married	970	21	45
Common-Law	245	5	9
Single (Never Legally Married)	2,290	50	32
Separated	205	5	2
Divorced	600	13	7
Widowed	230	5	5
Total	4,540	100	100

Family Households

Family Type	Households	% of Total	City %
Married Couples	390	-	-
Without Children at Home	155	22	29
With Children at Home	235	33	40
Common-Law Couples	120	-	-
Without Children at Home	80	11	9
With Children at Home	40	6	4
Total Lone-Parent Families	205	-	-
Female Parent	160	22	14
Male Parent	45	6	4
Total	715	100	100

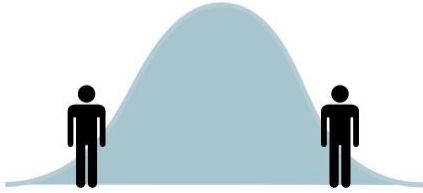
Household Size

People Per Household	Households	% of Total	City %
1 Person	1,210	60	29
2 People	385	19	33
3 People	180	9	16
4 People	140	7	14
5 People	60	3	5
6 or More	50	2	3
Total	2,025	100	100

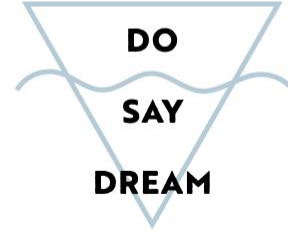
Source: 2011 Census of Canada, Statistics Canada

Note: totals may not sum due to random rounding

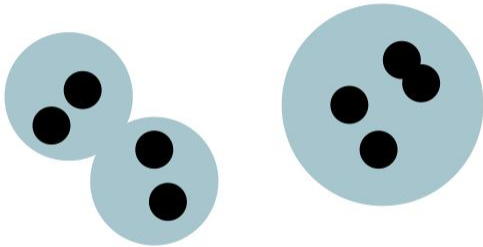
Thick data is a new kind of intelligence



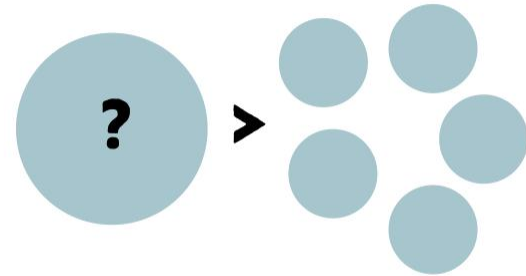
Finds people left out of traditional research



Gets between disconnects



Segmentation to show what works, for whom



Explores features of problem AND solutions

What it is:



- Observation, interview, projection
- Where people are

What it is not:



- Survey, consultation, focus group
- Where policymakers are

Thick data: people we met



Meet Albert



Meet Krazy



Meet Jen

Designing with and for segments:

The Lonely Actors

People just on the cusp of action, navigating the loss of a former identity and weighed down by shame.



The Adventurers

People who choose to live life on their own terms, attracted to novelty and movement. Their values and services don't easily align.



The Contemplators

People questioning their own status quo and thinking about making a change, yet bogged down by perceived obligations, fear, baggage.



The Old Timers

People who have been around for years, and see inner city Edmonton streets as their home, intertwined with their identity.



The Precarious Optimists

People just leaving the peak of crisis, but one eviction or 'screw-up' away from a downward spiral. They are searching for a next milestone.



The Newbies

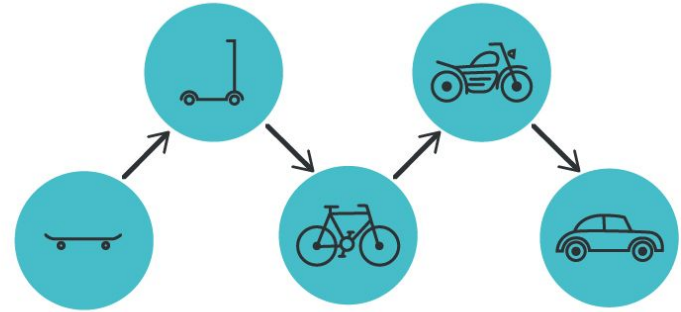
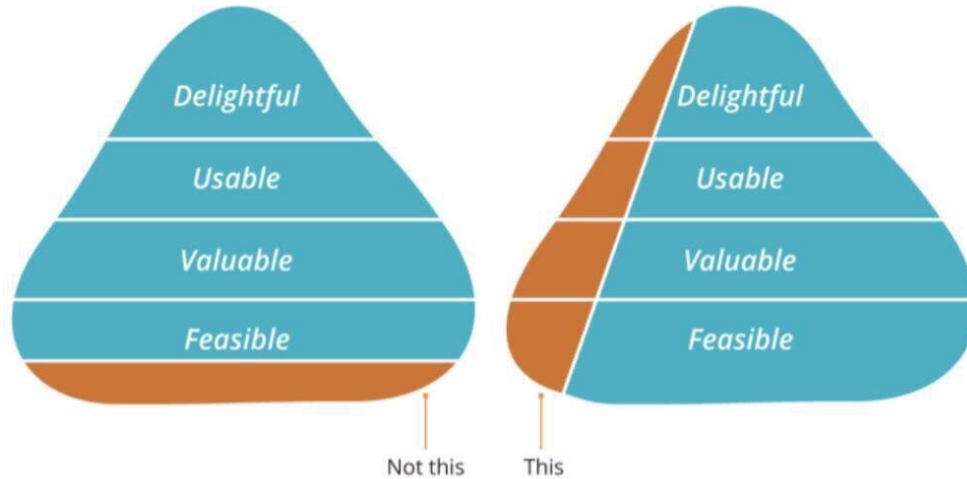
People new to downtown Edmonton, trying to build the right kind of alliances. These folks don't want to get entrenched, but easy access to substances doesn't help, nor does the idle time.





Create opportunities for
solutions-based collaboration.

A prototype is NOT a pilot



HOW THE PROTOTYPES FIT TOGETHER

change the narrative

meet & eat

city
culture pass

change the network

public
washrooms

greenhouse
community
hub

project
welcome
mat

job skills
matching

service
navigators

change the system

empty storefront
program

socially conscious
business practices

guaranteed
annual income

wellness council

it's all about
connections

improving
service
workflow



BEFORE: Boyle Street Community Services





Project Welcome Mat



"I always wanted to be on the helping side of humanity, to give. It's hunting my happiness, basically."
– Awet (Sammy) Tekie

Tapping into Edmonton's abundant community assets



Socially Conscious Businesses



Wellness Council & Universal Basic Income

A group of people are gathered in a meeting room, engaged in conversation. In the background, there are whiteboards with some writing on them. The scene is dimly lit, with a blue tint. A vertical white line is on the left side of the image.

Uncover tensions and
build relationships.



Our recommendations

1

**Continue
RECOVER in
Boyle Street,
Central McDougall,
Downtown,
McCauley, and
Queen Mary Park.**

2

**Expand
RECOVER
to Strathcona**

3

**Develop a
Shared
Leadership Model**

4

**Use our
social innovation
framework to
work on 1) a
distributed
service model and 2)
public realm
improvement.**

A blue-tinted photograph of three people on a city sidewalk. Two individuals, a woman and a man, are wearing high-visibility safety vests and caps, suggesting they are construction or maintenance workers. They are smiling and looking at a third person, a man with curly hair wearing a striped shirt and a safety vest, who is holding a clipboard. They are standing next to a public bathroom kiosk labeled 'ETS'. The kiosk has a sign that says 'ASK US ABOUT PUBLIC BATHROOMS' and displays images of the facility. The background shows a city street with cars and buildings.

what if...
we could answer your questions?

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The Newbies

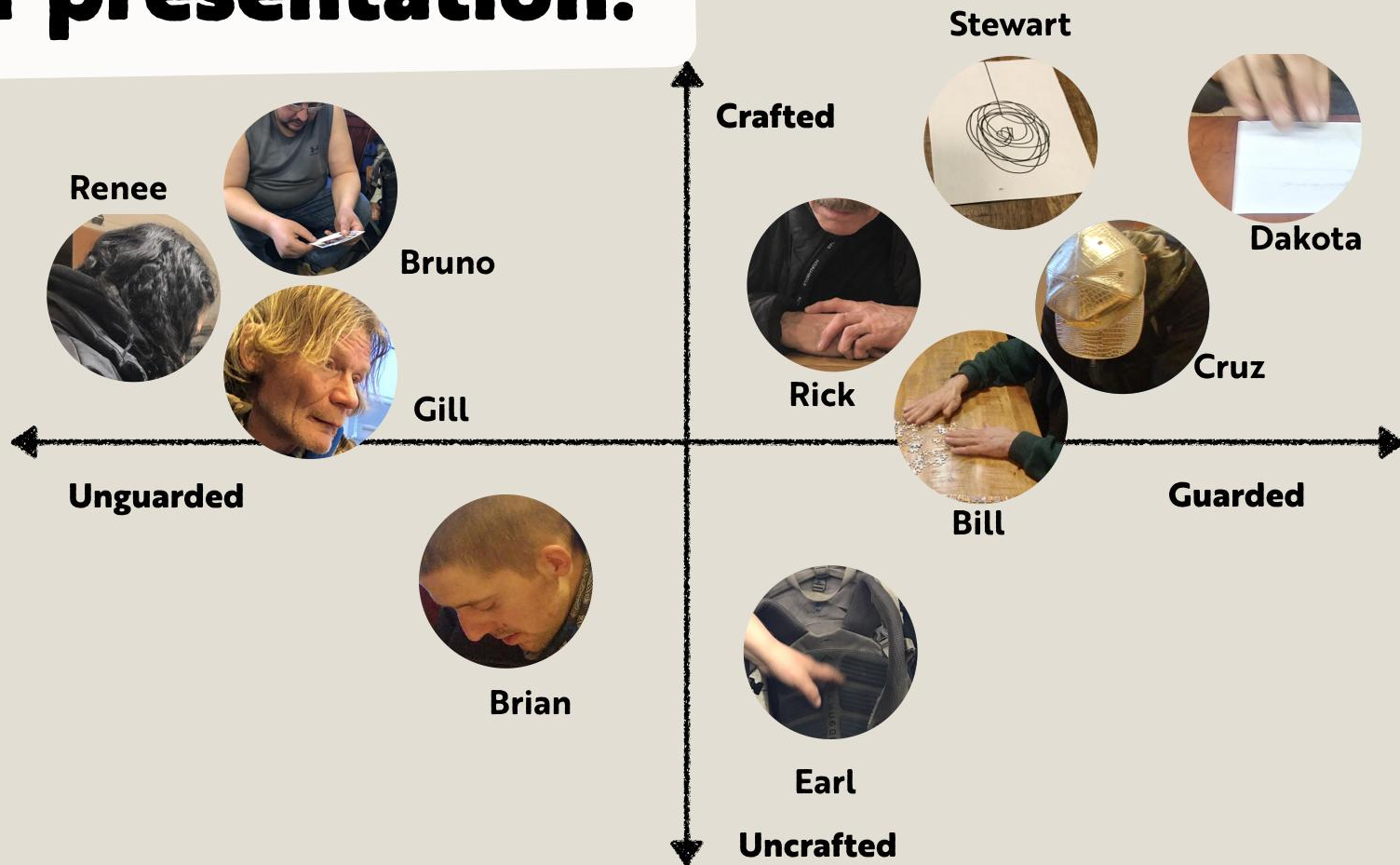
People new to downtown Edmonton, trying to build the right kind of alliances. These folks don't want to get entrenched, but easy access to substances doesn't help, nor does the idle time.



**We design with and for
segments, not individuals.**

Workshop Directions

Self presentation:





Other segments:

Crafted/uncrafted

Guarded/Not guarded

Feeling out of control/in control

**We generate ideas for segments.
We test them. We're often wrong.**

downtown

Meet Krazy.

**How to start over
without networks?**



A close-up photograph of a person's hands clasped together in front of their chest. The person is wearing a dark green, possibly military-style jacket. The hands are weathered and the skin appears dry. The background is slightly out of focus, showing what might be a wooden door or wall.

Meet Debra.

Strathcona

**How to not feel
lonely?**

**"I am worried
about living alone.
I'll probably sneak
them through the
back door or sleep
at the shelter."**

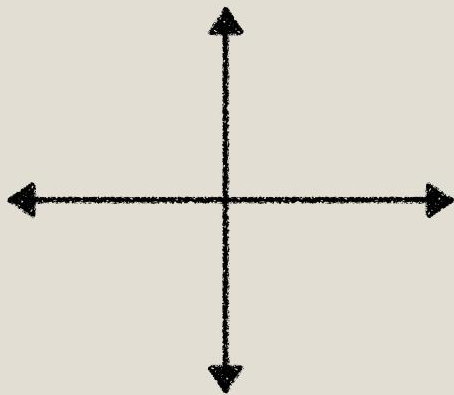
A man in a blue t-shirt and black beanie is leaning over a dresser, looking into a drawer. A woman in a blue t-shirt is sitting on the floor, looking at the camera with a surprised expression. The background is a closet with clothes hanging on a rack and a dresser with various items on top.

Downtown

**Meet Monique
& Leroy.**

**How to leverage
positive deviance?**

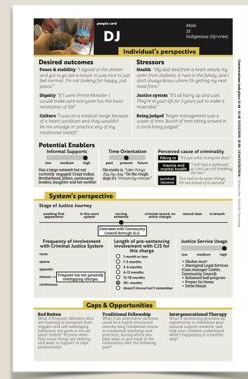
Staying grounded in data:



segment



generate more
'what ifs'



use profiles to imagine
how 'what ifs' would
work for people; identify
your assumptions.

#1

New pathways for learning & contribution in community

THE BIG IDEA

When it comes to helping people to develop or regain a sense of vision and purpose, what if we diversified the role of services, workers, and clients? How might we shift from helper roles to catalyst roles, brokering people to new relationships, spaces, and ideas?

#2

Expanded & bundled small jobs

THE BIG IDEA

For people who are already motivated to contribute and earn money through work, what if we shifted from random assignment to discrete day labour gigs to matching people with work roles that build positive identity and relationships?

#3

Upstream supports & relationship help

THE BIG IDEA

What if we shifted our focus from the individual to their relationships: strengthening the bonds between people? How might we from treating emotions and trauma discreetly, through mental health services, to more actively making them the stuff of everyday practices and interactions that help people cope.

#4

A taste of healing & some distance

THE BIG IDEA

What if spiritual healing, feeling connected to something greater than oneself, wasn't just the domain of culturally specific services? How can we extend shared healing spaces to those with different backgrounds or belief systems? With a mix of people from different walks of life?

#5

Sleep Hygiene Regime

THE BIG IDEA

What if the City of Edmonton followed the science and made a good night's sleep an urgent area of inquiry, testing, and learning? Starting with the principle that good sleep matters, and serves as the foundation from which we act and experience, what if we worked to facilitate great sleep hygiene, and reduce barriers to sleep as the first source of healing?

#6

In-home restarts

THE BIG IDEA

What if we developed a suite of in-situ supports, coaching, and community networks for new renters? To help people work through emotions, relationships, and behaviours that have threatened their housing and wellbeing in the past and present? What if we made some shifts, from addiction treatment as a one-size fits all approach to addiction treatment customized in place? From housing supports as pragmatic to emotional support and learning

#7

Vibrant Neighbourhoods

THE BIG IDEA

What if the inner city became known as a destination for cultural exploration, social businesses, and a great place to live at all stages of life?

#8

Community Supports

THE BIG IDEA

What if the city provided more support for community grassroots initiatives to spread?
What if we activated the latent human, physical and cultural assets in our communities?

#9

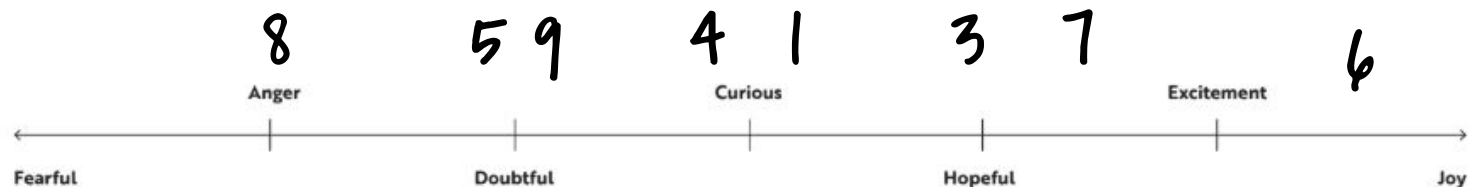
Open Collaboration

THE BIG IDEA

What if we improved coordination between services?
What if we had a platform to share data, information and evidence?

MAP ON THE SCALE BELOW HOW EACH OPPORTUNITY AREAS MAKES YOU FEEL

Participant name:



Next Steps

NEXT UP...

**Problem
Framing**

**Indepth
Research**

Making
Sense

Generate
Ideas
Refine

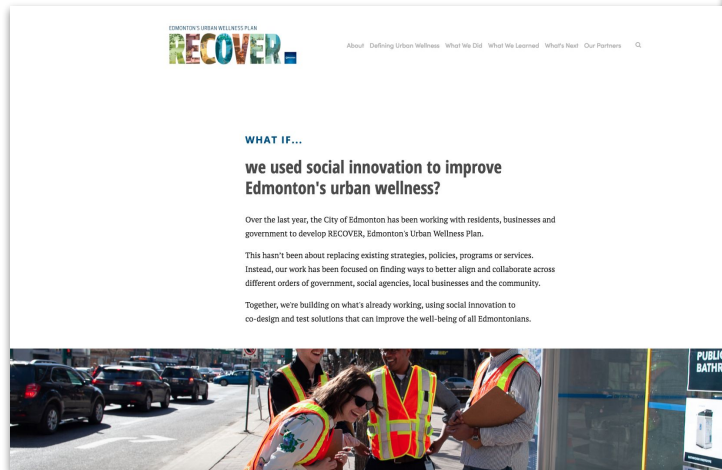
Prototype
& Test

Scale &
Pilot

Community Report

Urbanwellnessedmonton.com

www.edmonton.ca/urbanwellness





Think, Pair, Share

After today's workshop:

I think...

I learned...

I want...

I feel...



Thank you.



keren.tang@edmonton.ca



[@kerentangyeg](https://twitter.com/kerentangyeg)



samuel.juru@edmonton.ca