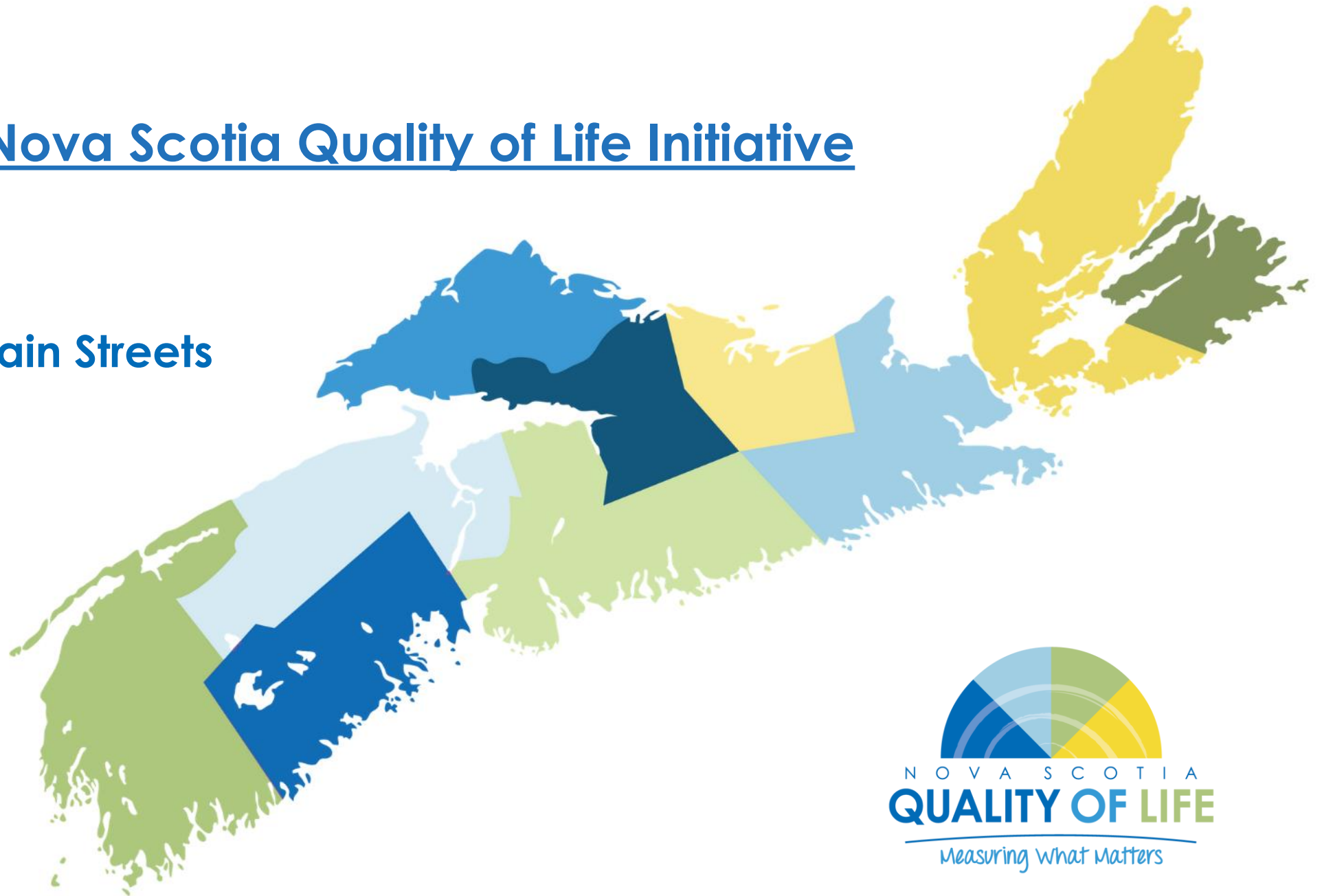


# Nova Scotia Quality of Life Initiative

## Nova Scotia Main Streets

April 27, 2023





## ENGAGE NOVA SCOTIA

- A NON-PROFIT
- “INTERSECTION” OF PUBLIC, PRIVATE, ACADEMIC AND COMMUNITY SECTORS



## MISSION

**“CHANGE THE APPROACH TO IMPROVING QUALITY OF LIFE  
FOR EVERYONE”**

<https://engagenovascotia.ca>

## 2019 Spring Quality of Life Survey

- Engage NS partnered with **Canadian Index of Wellbeing** (Univ of Waterloo)
- **80,000** households received an invitation in their mailbox to participate in a **230-question survey**
- **13,000 person sample** (Over 16% response rate)
- **Weighted by age, sex and region**
- **Largest survey response to a CIW survey**



**NOVA SCOTIA,  
You have mail.**

**CHECK YOUR MAILBOX** during the last week of April 2019 for the Nova Scotia Quality of Life Survey.

Have your say in measuring what matters.

[nsqualityoflife.ca/survey](https://nsqualityoflife.ca/survey)

**NOVA SCOTIA  
QUALITY OF LIFE**  
Measuring what matters

# PARTNERS

- All Governments
- All Sectors
- All Regions



# Largest Single Quality of Life "Census" in Canada

(U of Waterloo Ethics Approval)  
(StatsCan Reviewed)

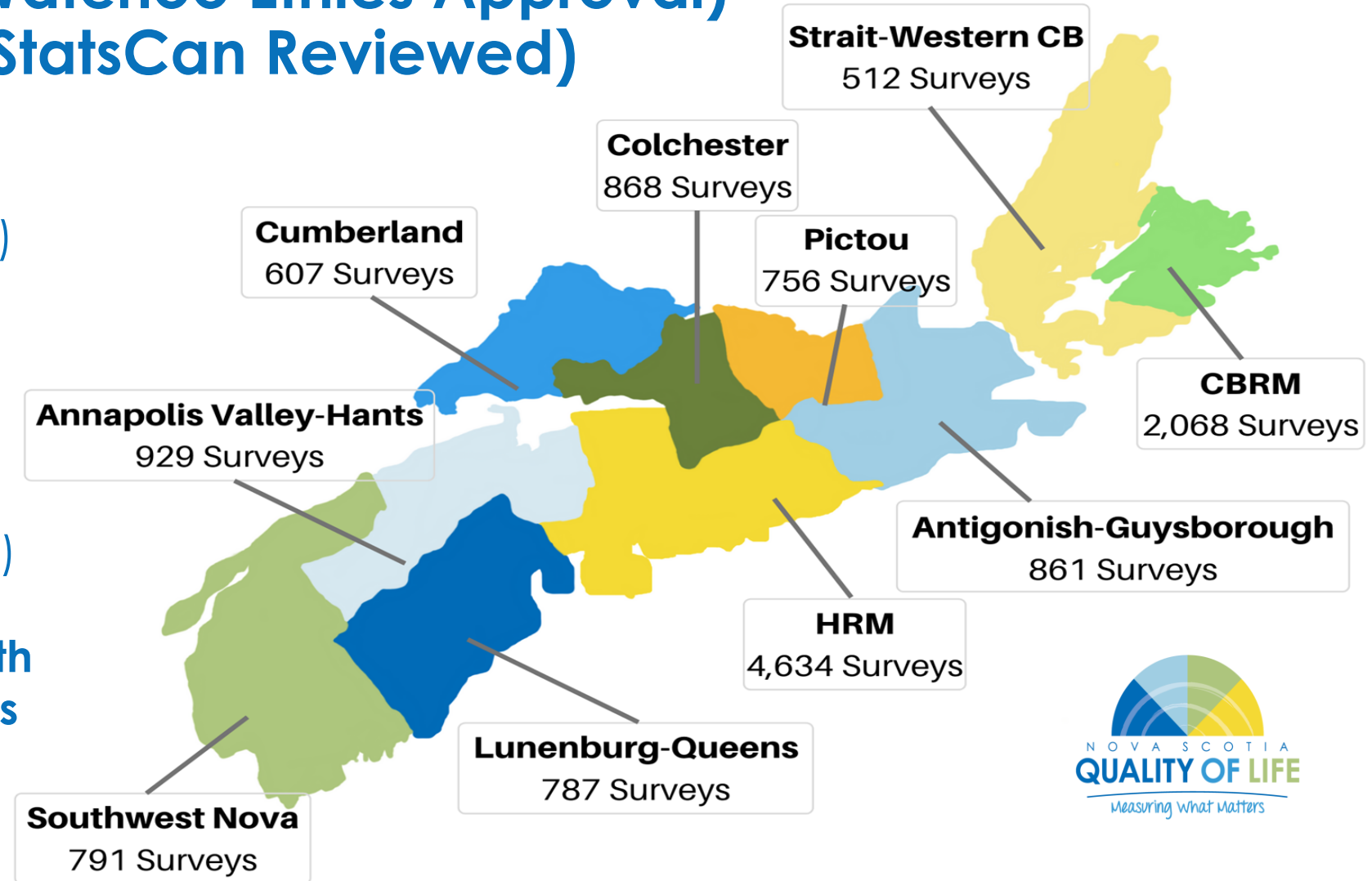
12,827 Responses (Pre-Covid)

230 Individual questions

16 years-old and above

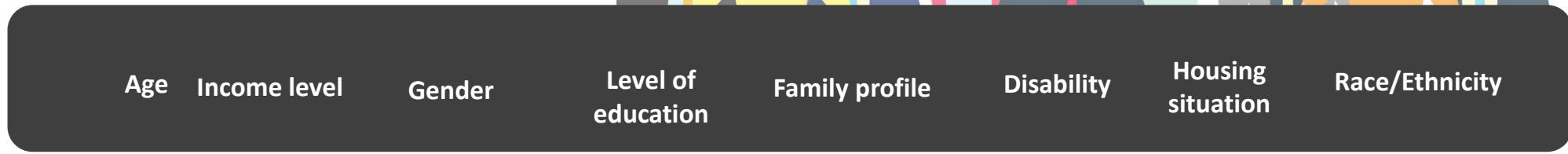
1% Margin of Error (weighted)

Data Sharing Agreements with  
Governments and Universities



# WHAT'S POSSIBLE?

## NS Quality of Life Survey and CIW Domains



### Community Vitality

- Sense of belonging to community
- Number of close friendships
- Social isolation and trust in others
- Inclusiveness of community
- Trust in neighbours, media, business and NGOs
- Volunteering
- Feeling of safety in neighbourhoods
- Experiences of discrimination

### Healthy Populations

- Mental and physical health
- Access to, and quality of, health care
- Level of exercise
- Ate less and ate unhealthy
- Substance abuse and gambling activity

### Living Standards

- Could not pay bills on time
- Could not buy necessities
- Access to, and quality of internet
- Overall work satisfaction
- Satisfaction with job, salary, security, promotion opportunities
- Flexible work hours and schedule
- Under-employment relative to training
- Effects of job on personal health and wellbeing

### Environment

- Perceptions of water quality in community
- Personal commitment to solid waste management and energy conservation
- Access to, and quality of, natural environment
- Eco-friendly commuting practices
- Purchase of local foods

### Democratic Engagement

- Trust in Local Government, Federal, Provincial
- Confidence in Police, Justice, Schools and Health Care
- Participation in public meetings
- Participation in advocacy

### Leisure and Culture

- Access to libraries and learning institutions
- Participation in recreation, leisure, sports, and hobbies

### Education

- Availability of adult education
- Affordable education
- Use of retraining opportunities

### Time Use

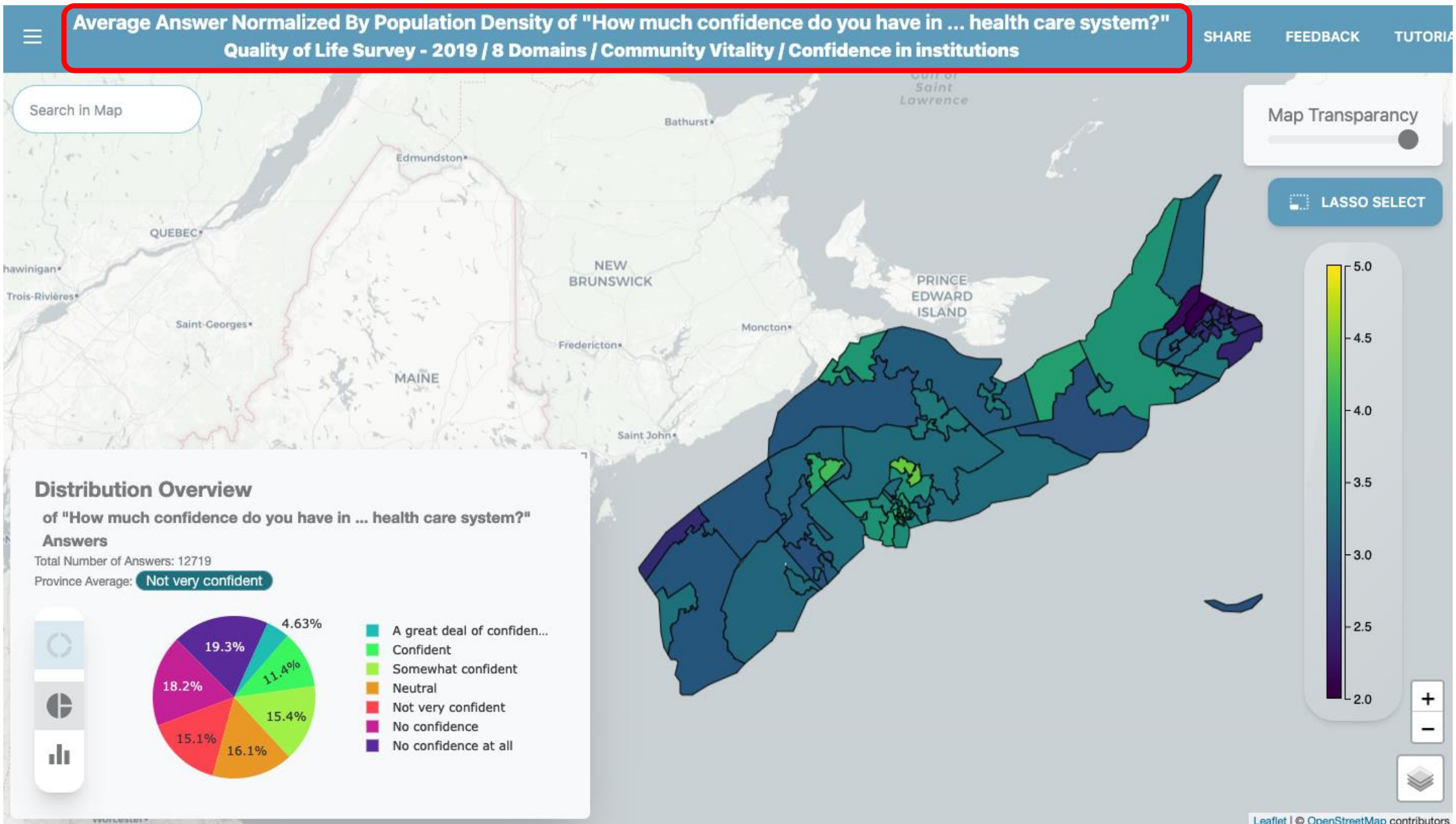
- Time pressure for sleep, socializing, creativity and outdoors
- Time caring for dependent children and adults



# TOOLS DEMO

(FACULTY OF COMPUTER SCIENCES – DALHOUSIE UNIVERSITY - 2022)





# WELLBEING ANALYSIS TOOL (2022 Launch)

category	id	question	with low life satisfaction	with high life satisfaction
€ contains:	€ contains:	€ contains:	> greater than:	> greater than:
Community Vitality	DISCRIM_3	How often do you feel discriminated against in our community because of ... your sexual orientation?	-0.3768	0.0420
Community Vitality	DISCRIM_4	How often do you feel discriminated against in our community because of ... your age?	-0.5351	0.0552
Community Vitality	DISCRIM_5	How often do you feel discriminated against in our community because of ... your gender?	-0.3843	0.0416
Community Vitality	DISCRIM_6	How often do you feel discriminated against in our community because of ... a disability you have?	-0.7309	0.0788
Community Vitality	SOCIAL_CLIMATE	Social climate and bonds dimension within sense of community	-0.9453	0.1174
Community Vitality	SOC_HELP	Help in case of need dimension within sense of community	-0.7641	0.0906
Community Vitality	SOC_NEEDS	Needs fulfillment dimension within sense of community	-0.8603	0.1051
Community Vitality	OVERALL_SOC	Overall measure of sense of community	-0.9975	0.1215
Community Vitality	SOCIAL_ISO	Feelings of social isolation (three items embedded within the sense of community scale)	-1.0129	0.1254
Healthy Populations	PHYSHLTH	Self-assessed physical health	-0.8333	0.1052
Healthy Populations	MNTLHLTH	Self-assessed mental health	-1.2256	0.1495
Healthy Populations	QUAL_HLTH	Overall quality of the health care services in this community	-0.6156	0.0753
Healthy Populations	ACCESS_HLTH	Overall accessibility of the health care services in this community	-0.5182	0.0597
Healthy Populations	HB_EXERCISE	In the past week ... I regularly engaged in good quality exercise	-0.6067	0.0774
Healthy Populations	HB_NUTRITION	In the past week ... I regularly ate healthy meals	-0.7055	0.0895
Democratic Engagement	POLEFF_1	I consider myself well qualified to participate in politics	-0.1751	0.0349
Democratic Engagement	POLEFF_2	I feel I have a pretty good understanding of the important issues facing our region	-0.2484	0.0479
Democratic Engagement	POLEFF_3	People like me do not have any say about what government does	-0.4401	0.0514
Democratic Engagement	POLEFF_5	I do not think public officials care much what people like me think	-0.4936	0.0530
Democratic Engagement	POLEFF_6	I think I am as well-informed about politics and government as most people	-0.1981	0.0467
Democratic Engagement	POLICY	Have the programs/services of the local government made you better off?	-0.4669	0.0498

# Smarter & More Targeted Spending

- Planning
- Budgeting
- Measuring
- ...and more



**OUR “WAY OF LIFE” IS RENOWNED - OUR “QUALITY OF LIFE” WILL KEEP IT THAT WAY**

## **BENEFITS**

- **RURAL AND LOCAL LEADERS WILL BE EQUIPPED WITH INFORMATION THEY HAVE WANTED**
- **MORE IMPACTFUL SOLUTIONS**
- **MORE EFFICIENT USE OF TAXPAYER DOLLARS (ALL LEVELS OF GOV.)**
- **ATTRACTING AND RETAINING WORKERS AND BUSINESSES WILL GET EASIER (E.G. BOH)**
- **“UPSTREAM” WELLNESS OPTIONS WILL BE BETTER IDENTIFIED LOCALLY, AND ACROSS GOVERNMENT DEPTS**
- **WE WILL UNDERSTAND HEALTH AND HEALTH CARE ISSUES MORE THOROUGHLY (NEW QUESTIONS IN 2024)**
- **UNDERREPRESENTED POP’NS WILL FEEL UNDERSTOOD (E.G. DISABILITIES, ANS, SINGLE PARENTS ETC.)**

# EXAMPLES OF HOW “QOL AND WELLBEING” ARE GOING MAINSTREAM

## PROVINCIAL GOVERNMENT

- ALL GOVERNMENT DEPARTMENTS HAVE BEEN ENGAGED IN 2019 DATA EXTRACTION AND IMPLICATIONS
- MANDATE LETTERS TO ALL CABINET MINISTERS
  - “We will overcome the obstacles that stand in the way of (improving) the wellbeing and quality of life of every Nova Scotian”
- ENVIRONMENT GOALS AND CLIMATE CHANGE REDUCTION ACT (2021)
  - “To achieve sustainable prosperity the government shall...adopt goals that foster economic wellbeing... and support the support the wellbeing and quality of life of Nova Scotians” (S. 5)

## MUNICIPAL GOVERNMENTS

- MEETINGS WITH COUNCILS TO REVEAL LOCAL FINDINGS (E.G. Rebranding and 4-day work week)
- PRESENTATIONS TO MUNICIPAL CONFERENCES
- NEW TOOLS IN DEVELOPMENT TO UNDERSTAND NEIGHBOURHOOD LEVEL DATA

## FEDERAL GOVERNMENTS

- THREE-YEAR PROGRAM ANIMATING THE CONNECTION BETWEEN THE UN SDG’S AND QUALITY OF LIFE

## Next Quality of Life Survey

- **100,000** households
- **Pre and Post Pandemic** comparisons
- **Refresh and repeat questions** to reflect new priorities
- Participation of “**hard to reach communities**” prioritized
- Analysis at fingertips, **in tools within a few months**



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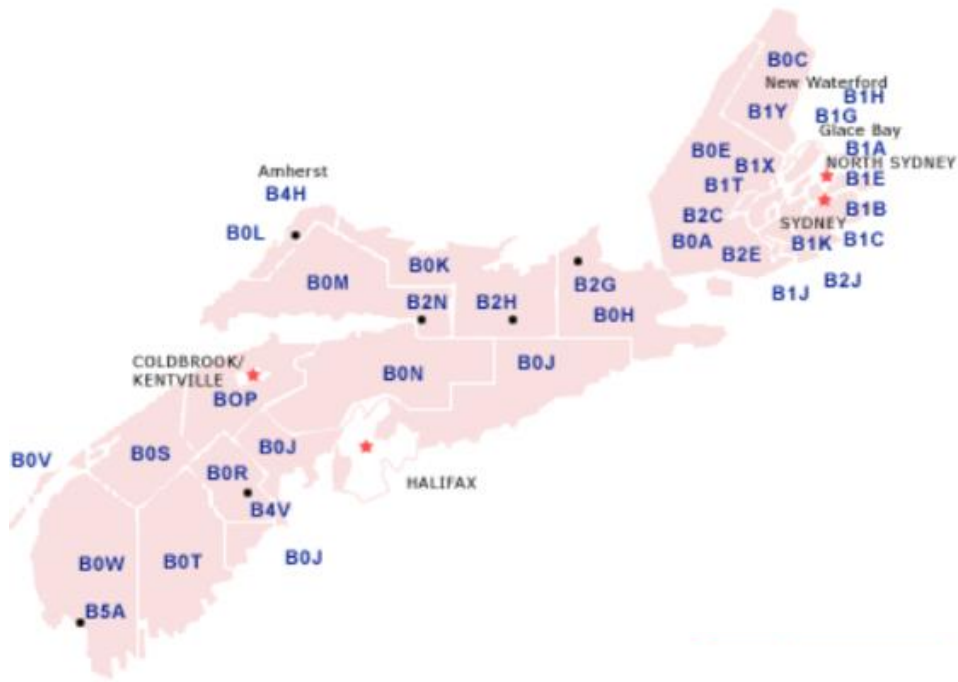
[nsqualityoflife.ca/survey](http://nsqualityoflife.ca/survey)

**NOVA SCOTIA**  
**QUALITY OF LIFE**  
Measuring what matters

# PLANNED DATA TOOLS – “U of Waterloo, Mapping Project”

## Current

- FSA (First 3 digits of postal code)
- 10 Functional Economic Regions



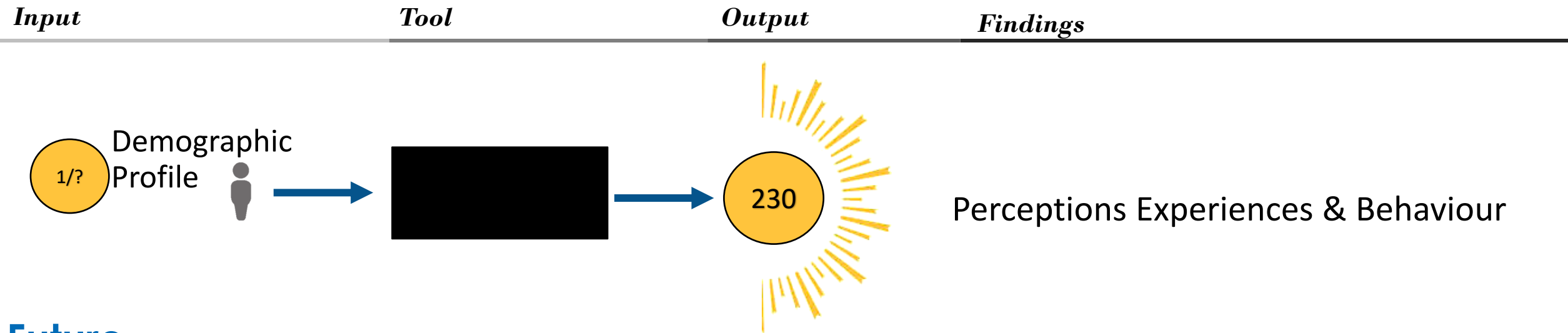
## Future

- Municipalities
- Rural/Urban/Suburban/Town
- Neighbourhood
- Health Zones
- MLA Constituencies
- School Board Zones

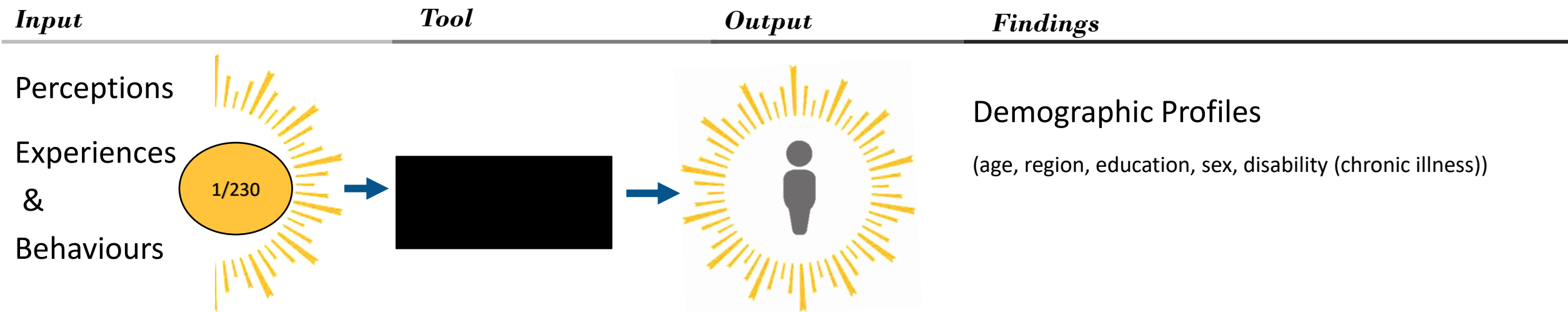


# PLANNED DATA TOOLS – “ASSOCIATION RULES”

## Current



## Future



e.g. “Nova Scotians with lowest perception of health care”  



# Thank you!



Follow up

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