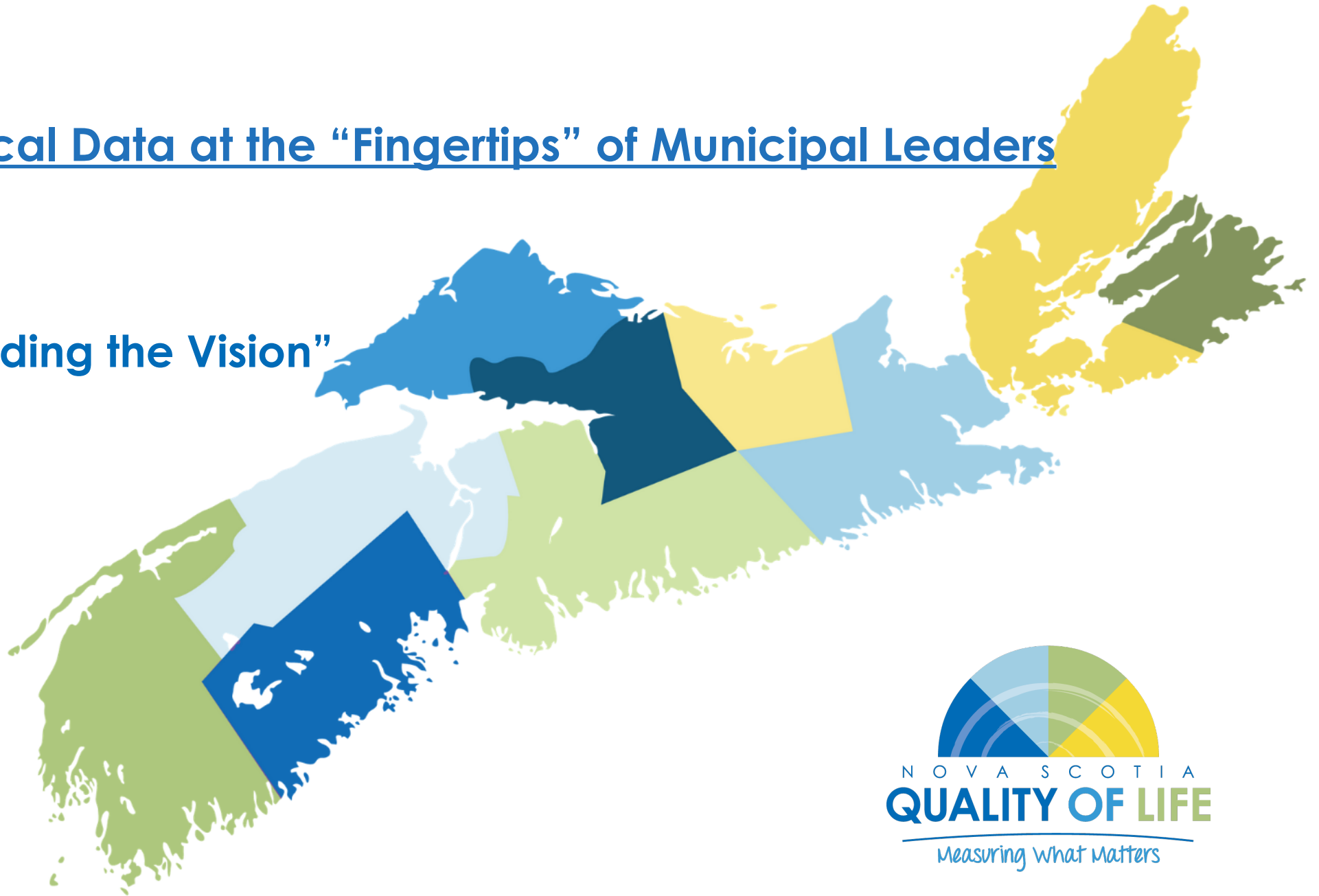


Putting Local Data at the “Fingertips” of Municipal Leaders

“NSFM – Exceeding the Vision”

May 3-5, 2023
Digby Pines





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 single survey on Wellbeing in Canada**



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



NOVA SCOTIA
QUALITY OF LIFE
Measuring What Matters

Largest Single Quality of Life "Census" in Canada

(U of Waterloo Ethics Approval)
(StatsCan Reviewed)

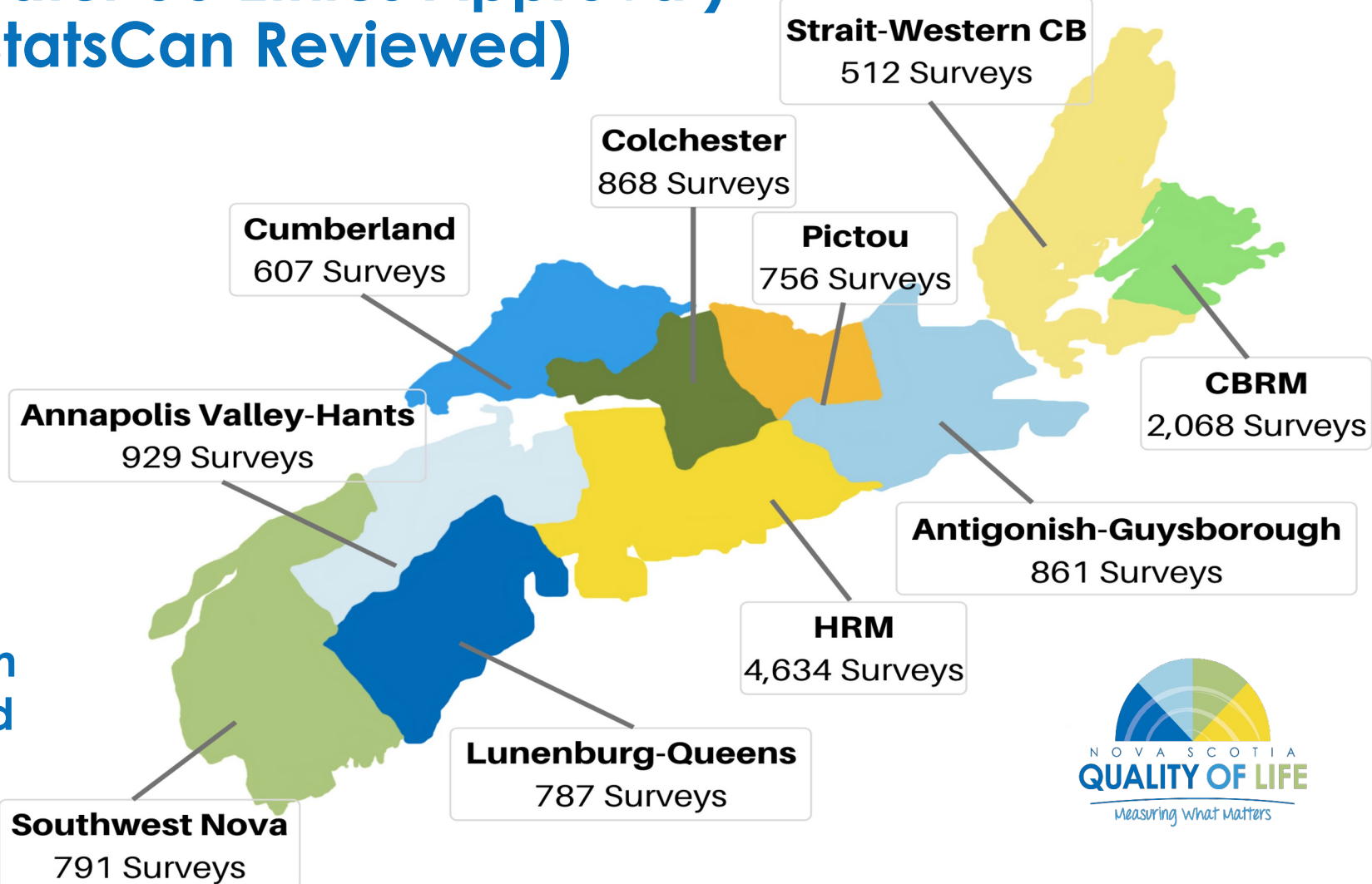
12,827 Responses (Pre-Covid)

230 Individual questions

16 years-old and above

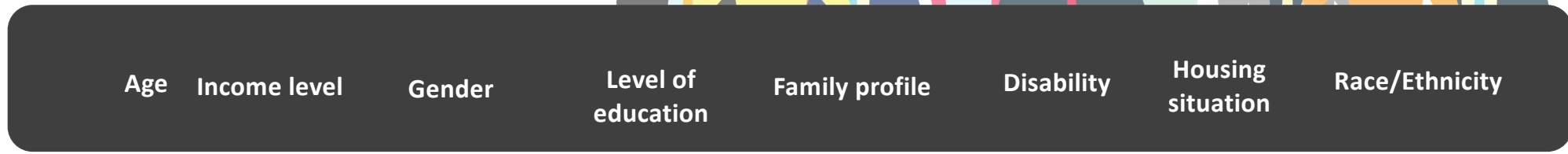
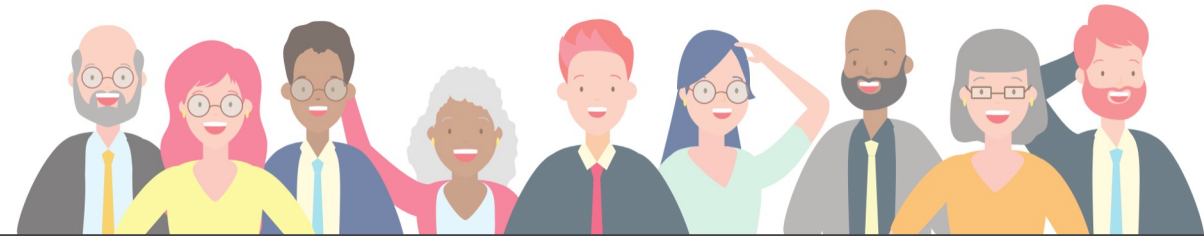
1% Margin of Error (weighted)

Data Sharing Agreements with
Governments, Universities and
Municipalities



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



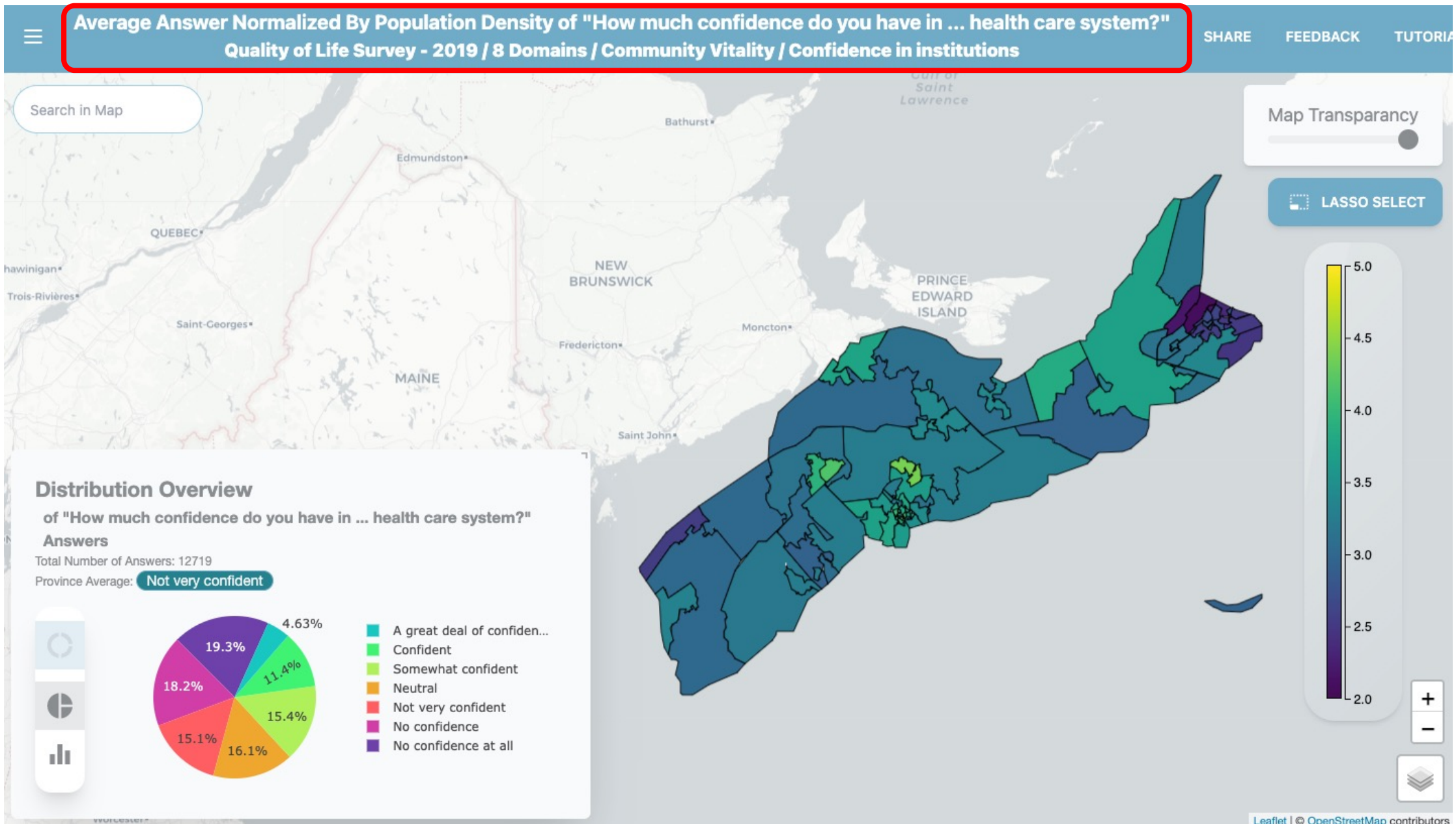
“GOOD DATA PRODUCES BETTER RESULTS”

.... if you are ready and able to use it...



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



EXERCISE (If time allows)

Choose a Postal Code!

Smarter & More Targeted Spending

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



BENEFITS

- **RURAL AND LOCAL LEADERS WILL BE EQUIPPED WITH INFORMATION THEY HAVE WANTED**
- **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**
- **NEXT SURVEY - WE WILL UNDERSTAND HIGH PRIORITY ISSUES MORE THOROUGHLY**
- **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)
- NEW FIVE-YEAR AGREEMENT

MUNICIPAL GOVERNMENTS

- MEETINGS WITH COUNCILS AND STAFF TO REVEAL LOCAL FINDINGS (E.G. HRM, CBRM, GUYSBOROUGH AND MORE)
- CONSIDER MUNICIPAL WELLBEING PRIORITIES FOR NEXT SURVEY
- NEW TOOLS IN DEVELOPMENT TO UNDERSTAND NEIGHBOURHOOD LEVEL DATA

FEDERAL GOVERNMENT

- 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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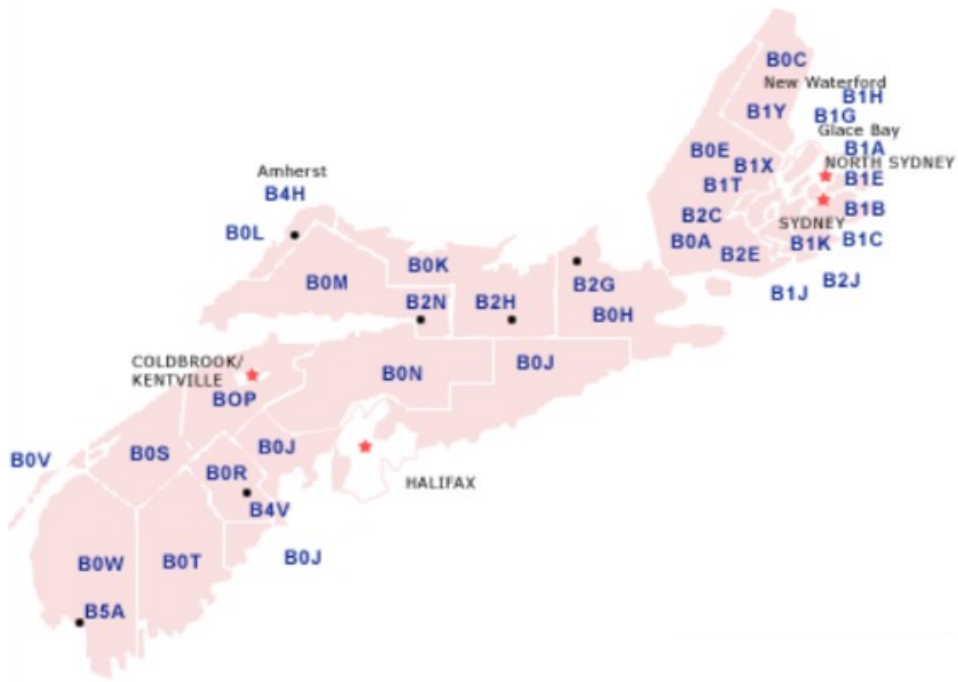
nsqualityoflife.ca/survey

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



NOVA SCOTIA IS POISED TO BE A LEADER IN IMPROVING QUALITY OF LIFE FOR EVERYONE

CANADA

- Statistics Canada
- Canadian Wellbeing Knowledges Network
- City of Montreal

OUTSIDE CANADA

- Office of Mayor of NYC
- We All America & New America
- Club of Rome (Earth 4 All)
- OECD (Better Life Index)



NS MUNICIPAL COLLABORATION A KEY TO SUCCESS



“GOOD DATA PRODUCES BETTER RESULTS”

.... if data is at “fingertips”

... So, how can Engage Nova Scotia help you?



**OUR "WAY OF LIFE" IS RENOWNED
OUR "QUALITY OF LIFE" WILL KEEP IT THAT WAY
(BNS)**

How Can we help?

Follow up

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