

# SHUSWAP COMMUNITY

## VitalSigns<sup>®</sup>



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*all for community.*



SHUSWAP  
**COMMUNITY**  
FOUNDATION



# Serving the region residents in 3 ways



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- ***Community engagement*** involves organizations and individuals who know the community(s) and who have access to information that can serve as indicators,
- ***Quality of life indicators*** are selected from existing sources to effectively contribute to ongoing monitoring of community vital signs,
- ***Community friendly presentation*** is designed to inform local citizens in non-technical language to build common understanding and decision-making.





Issue areas and indicators

# RESEARCH FRAMEWORK

# Issue Areas



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- |                            |                      |
|----------------------------|----------------------|
| 1. Arts and culture        | 6. Health & Wellness |
| 2. Belonging & leadership  | 7. Housing           |
| 3. Environment             | 8. Learning          |
| 4. Gap between rich & poor | 9. Safety            |
| 5. Getting around          | 10. Work             |

(Vital Signs Research Guide, 2012)

# e.g. Learning



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INDICATORS (CFC)	Formal education and training	Access to opportunities in the community	Other sub-themes important to your community?
Literacy rate	●		
High school completion rate	●		
Proportion of the population 15 and over with a university education	●		
Overall score based on the Composite Learning Index (CCL)		●	
Library circulation statistics		●	
Number of seniors 65+ with a university degree			
EDI (Early Childhood Development Index)		●	



Secondary data sources

# ASSEMBLING DATA

# Data Sources



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- Large centralized databases (e.g. BC Stats, NPS)
- Specialized or targeted data sources (e.g. RCMP)
- One-time studies (e.g. Salmon Arm Roots & Blues Fest)
- Local and Traditional Ecological Knowledge  
(e.g. # bird species and counts)

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Data recorded for various jurisdictions

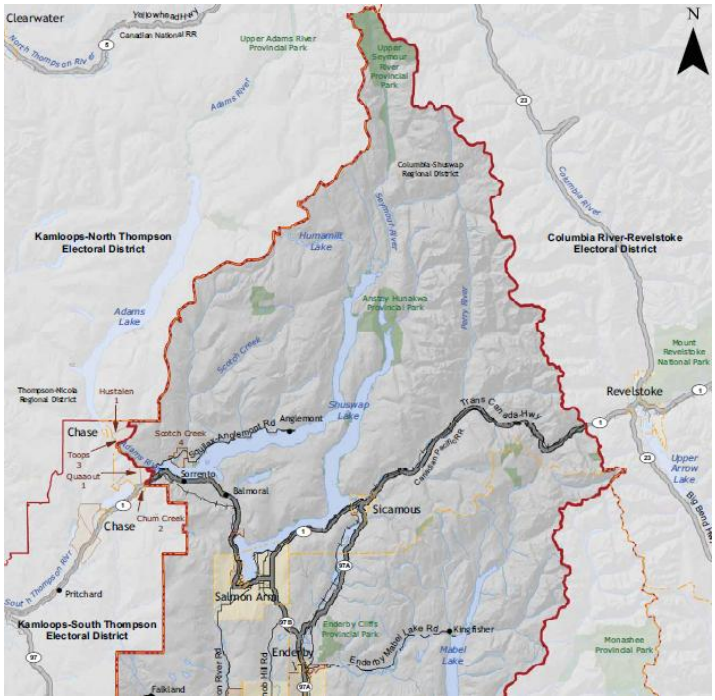
# **GEOGRAPHY**



# SCF Service Area



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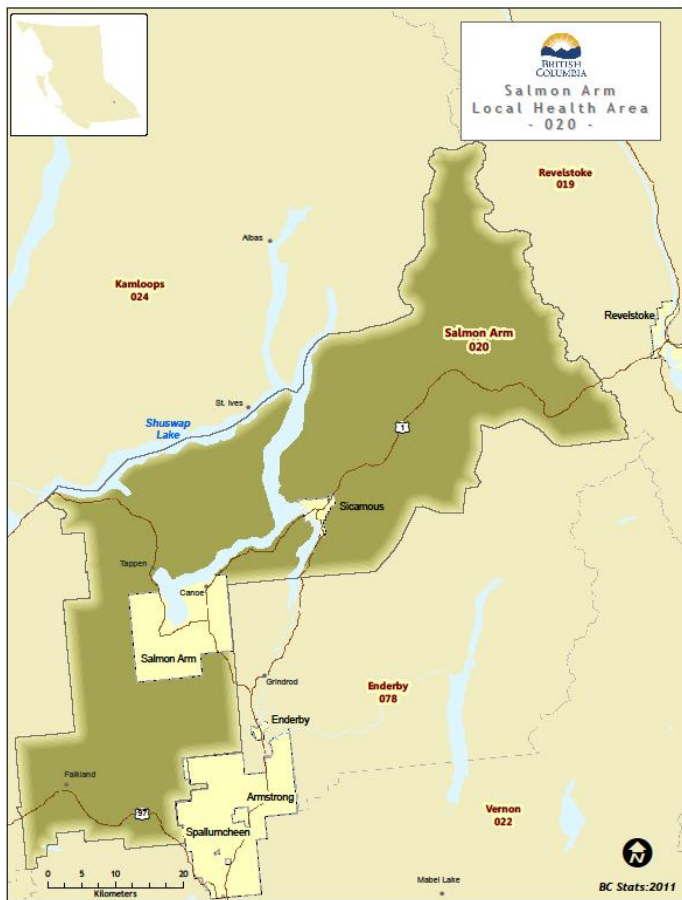


- Salmon Arm
- Sicamous
- CSRD Electoral Areas C, D, E, F

# Fit with existing data reporting?



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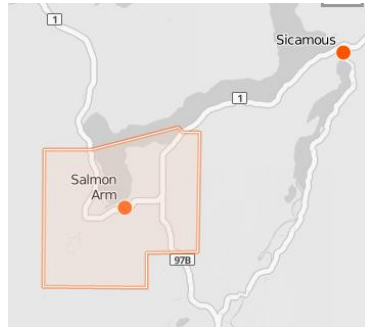


- Salmon Arm Local Health Area (LHA)
- Relatively good representation of service area population despite missing North Shuswap
- Limited number of indicators

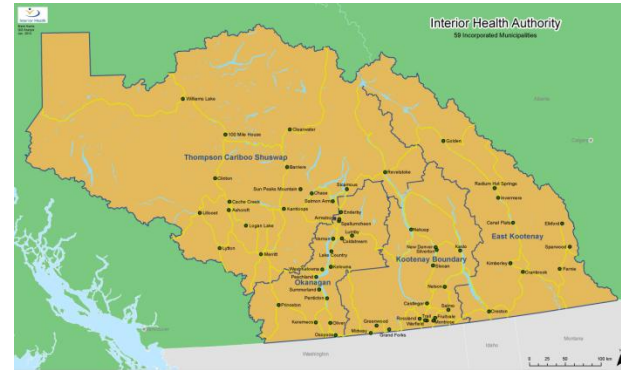
# Other existing data



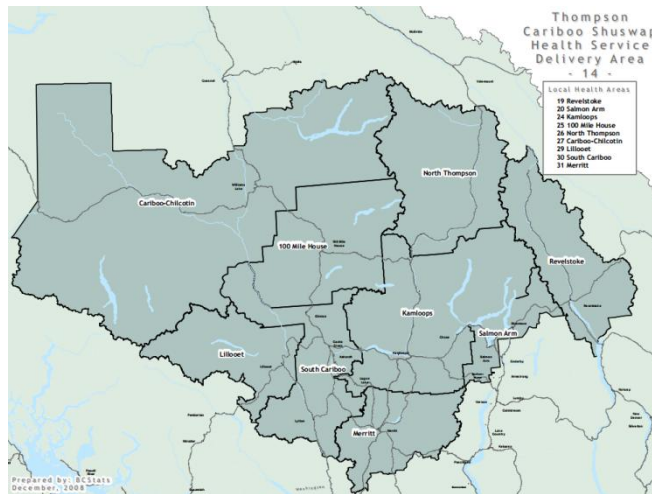
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City of Salmon Arm



Interior Health Authority



Thompson Cariboo Shuswap  
Health Service Delivery Area



School District 83



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Regional survey to rate each “Issue Area”

# CITIZEN'S VIEWS

# Survey to rate “Issue Areas”



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## Survey Responses

The 2014 Vital Signs survey received more than 288 responses from residents throughout the region.

Where respondents live:

<b>SALMON ARM</b>	<b>186</b>
<b>SICAMOUS</b>	<b>10</b>
<b>CSRD (AREAS C, D, E, F)</b>	<b>92</b>

Demographic profile:

- 69% female
- 51% are between 30-59 years old
- 44% are 60 or older
- 69% have no dependent children

# Issue Areas rated



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1. Arts and culture = **A**
2. Belonging & leadership = **B**
3. Environment = **e+**
4. Gap → rich & poor = **e-**
5. Getting around = **e-**
6. Health & Wellness = **B**
7. Housing = **e**
8. Learning = **B**
9. Safety = **B**
10. Work = **e**





In no particular order.

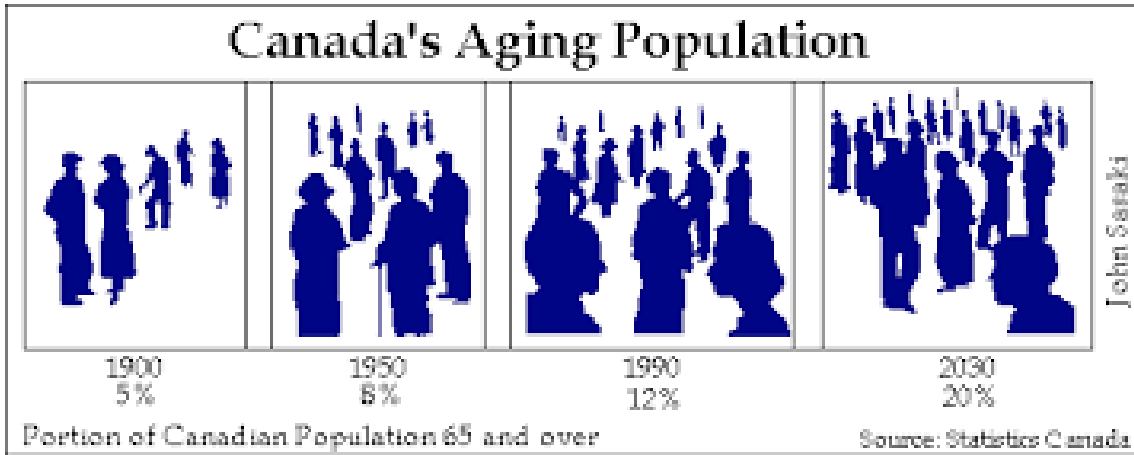
# ROB'S TOP 10 FINDINGS

# Rob's Top 10



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The region population has a higher median age (48 years) than the province of BC (42 years), most likely because it is an attractive region for retirees, and many younger people leave the area seeking employment.





# Rob's Top 10



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World • Folk • Dance • Alternative • Roots & Blues

## 22nd Annual Salmon Arm roots&blues festival

Presenting Sponsor **TD**

**2014 Line Up**

Mavis Staples | The Sheepdogs | Alvin Youngblood Hart's Muscle Theory | Josh Ritter | Ian Tyson  
 Little Miss Higgins & The Winnipeg Five | Black Joe Lewis  
 Bellstop | The Berklee Roots Road Show | Bill Durst | Bill Kirchen | Cannery Row  
 Chloe Albert | Coig | Cousin Harley | Dan Zanes Gusto Hour | Rose Cousins | Shad  
 Genevieve Chadwick | Good For Grapes | Heather Blush and The Uppercuts  
 Herald Nix | J.R. Shore | Jesse Mast | Jim Byrnes | Joe Nolan | Jon & Roy  
 Jr. Gone Wild | Mandolin Orange | MonkeyJunk | Nylon Zoo | Oh My Darling  
 Paul Reddick | Raging Fyah | Rolla Oak | Samantha Martin | Delta Sugar  
 Seal Skull Hammer | The Souljazz Orchestra | The Stone Foxes | The Strumbellas  
 Tim Hus & The Rocky Mountain Two | Treble Spot Jams | Zakiya Hooker ft. Chris James | and more...

**August 15-17, 2014**  
Celebrating Together!

Pre-Fest Outreach **routes&blues**

Aug 1 Mara	Aug 9 Seymour Arm
Aug 2 Sicamous	Aug 10 Natch Hill
Aug 3 Falkland	Aug 13 Salmon Arm, W.O.W.
Aug 6 Kingfisher	Aug 14 SA Music Crawl

Tickets & Information: 1.250.833.4096 [rootsandblues.ca](http://rootsandblues.ca)

The arts and culture sector in the region is vibrant. The recent visitor expenditure study on the Salmon Arm Roots and Blues Festival showed that arts and culture can contribute to diversifying the local economy.

## Rob's Top 10



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Affordable housing is an issue for various segments of the population, particularly those people with modest incomes. There is a sense that a growing number of families rely on a family member to seek employment elsewhere (e.g. Alberta energy sector) to afford the standard of living that they seek. Wages for skilled employment in the Shuswap are often comparably low.



# Rob's Top 10



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Public transit options in the region are predictably lacking, particularly for people living in outlying areas from employment centres such as Salmon Arm. Effective public transit often requires a population size to support the public expense to serve these people with the frequency and capacity that serves their needs. Innovative ride share programs may be a useful alternative.



# Rob's Top 10



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The Shuswap region's popularity as a vacation destination, combined with a noted gap in material wealth across BC and Canada, has impacted real estate in the region and the proportion of full time versus temporary residents. This was most evident in Sicamous with some people witnessing growing social division between permanent and temporary residents.



## Rob's Top 10



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The use of electronic media to access regional library materials grew substantially in the past 2 years. This may demonstrate benefit for regional residents as opportunity to borrow materials has expanded, and benefit for library administration as this form of learning may prove cost efficient.



# Rob's Top 10



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The trail network established and nurtured by the Shuswap Trail Alliance is a noted model for the province of BC. The trail system can potentially support several Vital Signs issue areas---getting around, health and wellness via recreation, economy via tourism visits, environment via nature appreciation, and belonging and leadership via volunteering and social connection.



## Rob's Top 10



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The increase in population during summer months puts added pressure on several important services in the region. Most notable is the S.A.F.E. Society who tend to calls related to sexual assaults and family violence, and provide safe haven for victims and their families.

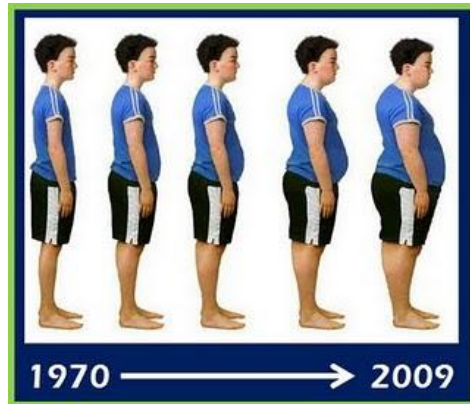


# Rob's Top 10



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Childhood obesity is a “top of the list” item for regional health and wellness professionals. In 1978, only 15% of children were overweight or obese. By 2007, Statistics Canada found that 29% of adolescents had unhealthy weights.





# Rob's Top 10



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Shuswap Lake and its watershed are fundamental to the quality of life in the region. The watershed significance is noted in the natural and cultural history of aboriginal and non-aboriginal peoples of the region. Only in the past decade however was there investment to assess and monitor the balance of human activity with non-human activity toward sustaining all life that makes the region an attractive and abundant place to live.



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Comments and questions are welcome.

**THANK-YOU**