

**Draft – Exploratory and development vision: We are able to impact wellbeing in Waterloo Region together in a way we are unable to alone... by identifying new, significant and impactful solutions that will improve community wellness so that everyone in our community is able to thrive. And we need to measure what we are doing in order to know if we are successful.**

Goals <small>*not in order of sequence or priority</small>	Inputs - resources	Outputs		Outcomes – Impact <small>The longer term results we want to achieve and sustain.</small>		
	Resources	Activities – what we do	Participation – the reach	Short term October 2017	Medium term 2020	Long term 2025
<b>Develop a CW shared vision and action plan</b>	The people, groups, organizations and resources available to undertake the work.	<ul style="list-style-type: none"> <li>Develop a vision for community wellbeing.</li> <li>Develop a community wellbeing plan.</li> <li>Develop criteria for choosing the priority actions.</li> </ul>	<ul style="list-style-type: none"> <li>Broad consensus established on the criteria for priority actions.</li> <li>Broad consensus on the vision and actions identified.</li> </ul>	Vision and priorities identified for collective action.	Priority areas see improvement.	Vision is obtained.
<b>Strengthen community capacity</b>	Community partners	<ul style="list-style-type: none"> <li>Implement Community Capacity Building Series to enhance skills, shape direction.</li> </ul>	<ul style="list-style-type: none"> <li>Number of sessions held.</li> <li>Number of participants.</li> <li>Level of satisfaction with sessions.</li> <li>Rating on the level of new knowledge obtained.</li> </ul>	Community knowledge strengthened on key components of the initiative that support their role in the community and any potential contributions to the initiative, while shaping the overall direction of the process and activities. <ul style="list-style-type: none"> <li>New knowledge</li> <li>Increased skills</li> <li>Changed attitudes, opinions</li> </ul>		
<b>Foster community engagement &amp; communication</b>	Community Collaboratives Citizens Time Money	<ul style="list-style-type: none"> <li>Develop a community engagement plan.</li> <li>Provide opportunities for community stakeholders and citizens to participate in conversations about the priorities and directions of the community wellness initiative.</li> <li>Develop and use innovative communication strategies leveraging partnerships and reaching a broad spectrum of citizens.</li> </ul>	<ul style="list-style-type: none"> <li>Number of citizens involved.</li> <li>Number of community partners involved.</li> <li>Number of consultation events held.</li> <li>Citizen and partner rating on how involved they feel.</li> <li>Reach of communication e.g. website visits</li> </ul>	The community has been engaged around the development of a shared vision and priorities. Enhanced communication amongst partnerships. Community partners see value for this work. Improved knowledge amongst the collaboratives.	Interagency resource sharing.	
<b>Develop a coordinated measuring and monitoring approach</b>	Research time Technology Region of Waterloo infrastructure - staffing, ITS, and human resources	<ul style="list-style-type: none"> <li>Implement a measurement and monitoring working group.</li> <li>Create awareness about measurement systems in Waterloo Region.</li> <li>Implement a process to identify a measurement approach to wellbeing in Waterloo Region.</li> <li>Identify appetite for a coordinated citizen survey with community partners.</li> <li>Identify need and implementation plan for an open data portal.</li> </ul>	<ul style="list-style-type: none"> <li>Number of measurement working group meetings held.</li> <li>Broad commitment to the indicators established.</li> <li>Broad commitment of community partners to the measurement framework/approach.</li> <li>Decision on the coordinated citizen survey with community partners.</li> <li>Number of citizens involved in the citizen survey (if implemented).</li> </ul>	<p>A framework and approach to community wellbeing is identified and implemented.</p> <p>A snapshot of community wellbeing in Waterloo region has been developed.</p> <p>An open data portal host is identified (if need established).</p>	Regular snapshot report & progress on priorities.	Open data portal is available.
<b>Engage in a collaborative process</b>		<ul style="list-style-type: none"> <li>Host a series of forums and events that enhance community partnerships.</li> <li>Identify if a coalition governance structure is appropriate.</li> <li>Identify a structure that partners can commit to (if appropriate).</li> <li>Establish innovative community partnerships.</li> <li>Identify principles of collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>Number of new partnerships formed.</li> <li>Number of organizations involved in the coalition (if appropriate).</li> <li>Level of agreement from partners that principles of collaboration are applied in process.</li> <li>Community partnership ratings on improved collaboration.</li> </ul>	Structure and governance of the initiative is identified and implemented. Increased knowledge and enhanced coordination among partners.	Integrated system of services.	
<b>Establish backbone coordination</b>		<ul style="list-style-type: none"> <li>Develop and implement the infrastructure to support the work of the initiative.</li> <li>Ensure the backbone support is sustainable e.g. staffing and funding resources.</li> <li>Develop and implement a developmental evaluation process.</li> </ul>	<ul style="list-style-type: none"> <li>Number of planning meetings held.</li> <li>Number of reference group meetings held.</li> <li>Backbone support is identified and knowledge is shared.</li> <li>Number of evaluations completed.</li> <li>Amount of funding obtained.</li> </ul>	Future backbone organization identified. Funding identified and obtained to sustain the initiative.		

## High level timelines with tasks for 2017

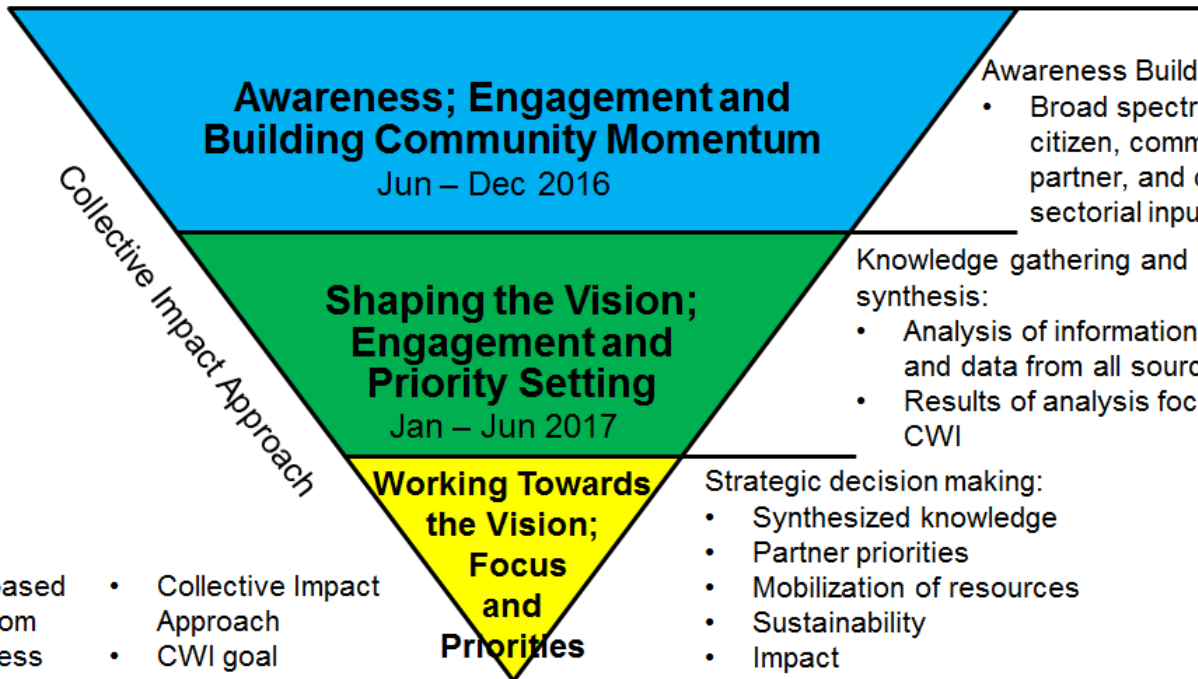
**Draft** – Exploratory and development vision: We are able to impact wellbeing in Waterloo Region together in a way we are unable to alone... by identifying new, significant and impactful solutions that will improve community wellness so that everyone in our community is able to thrive.

<b>Goal areas</b> <small>*not in order of sequence or priority</small>	<b>Awareness; Engagement and Building Community Momentum</b>  <b>June 2016 – December 2016</b>	<b>Shaping the Vision; Engagement and Priority Setting</b>  <b>January 2017 – June 2017</b>	<b>Working Towards the Vision; Focus and Priorities</b>  <b>June - October 2017</b>
<b>Questions to address in each phase</b>	<p>Engage and build momentum</p> <ul style="list-style-type: none"> <li>Who is involved in the collaboratives across Waterloo Region?</li> <li>Is there an interest from the collaboratives in moving forward with a CWI?</li> <li>Would the CWI add value to your current work or collaborative?</li> <li>Do you have any suggestions or changes to the proposed approach, structure or goal areas?</li> <li>Would you or your collaborative like to be involved in the CWI, and if so, how do we best engage and communicate with your collaborative?</li> <li>What is already being done to support community wellbeing in our region?</li> </ul> <p>Measurement framework</p> <ul style="list-style-type: none"> <li>What is already being done to measure wellbeing in our region?</li> </ul> <p>Identifying our focus on to bring about change</p> <ul style="list-style-type: none"> <li>What are some <i>potential</i> areas of common focus?</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>How will you know if we are making progress?</li> <li>What are the key indicators of progress we anticipate seeing as our initiative unfolds?</li> <li>What are the signs that our initiative is not making progress?</li> </ul>	<p>Aspirations for wellbeing</p> <ul style="list-style-type: none"> <li>What is your vision or aspirations for wellbeing in Waterloo Region?</li> </ul> <p>Key factors or root causes</p> <ul style="list-style-type: none"> <li>What is getting in the way of wellbeing in Waterloo Region?</li> <li>What do you think we need to focus on in order to improve wellbeing in our community? E.g., root causes or key factors that contribute.</li> </ul> <p>Identifying our focus on to bring about change</p> <ul style="list-style-type: none"> <li>What are the leverage points or drivers to focus on to bring about change?</li> <li>What are the key priorities we need to focus on as a community in order to improve wellbeing in Waterloo Region?</li> </ul> <p>Measurement framework</p> <ul style="list-style-type: none"> <li>What framework should we use to measure wellbeing in our community?</li> <li>What are the key indicators to measure for our community?</li> <li>Who has the data and how will we ensure access to the data?</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>How will you know if we are making progress?</li> <li>What are the key indicators of progress we anticipate seeing as our initiative unfolds?</li> <li>What are the signs that our initiative is not making progress?</li> </ul>	<p>Identifying our focus on to bring about change</p> <ul style="list-style-type: none"> <li>What are the key priorities we need to focus on as a community in order to improve wellbeing in Waterloo Region?</li> <li>What specific strategies will we pursue in order to achieve these goals?</li> <li>What are the actions we need to implement?</li> </ul> <p>Resource needs</p> <ul style="list-style-type: none"> <li>What financial, technical and human resources do we have and need to implement the actions?</li> <li>Do community partners have the commitment, resources and influence required to successfully unfold your framework for change?</li> </ul> <p>Structure</p> <ul style="list-style-type: none"> <li>What are the key roles that your collaboration or partners will play?</li> <li>What key principles or beliefs will guide us as we work on this initiative?</li> <li>What structure do we need in order to pursue our goals and action plan?</li> </ul> <p>Evaluation</p> <ul style="list-style-type: none"> <li>How will you know if we are making progress?</li> <li>What are the key indicators of progress we anticipate seeing as our initiative unfolds?</li> <li>What are the signs that our initiative is not making progress?</li> </ul>

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<b>Develop a CW shared vision and action plan</b>	<u>Community forum #1</u> (Waterloo) <ul style="list-style-type: none"> <li>Discuss the factors that contribute to community wellness/wellbeing in Waterloo region.</li> <li>Identify what is already being done to support community wellness/wellbeing.</li> <li>Learn about “collective impact” and gauge interest and importance in developing a common agenda for community wellness/wellbeing in Waterloo Region.</li> <li>Begin to identify potential areas of common focus.</li> </ul>	<u>Community forum #2</u> – February 16, 2017 (Cambridge) <ul style="list-style-type: none"> <li>What is your vision or aspirations for wellbeing in Waterloo Region?</li> <li>What is getting in the way of wellbeing in Waterloo Region?</li> <li>What do you think we need to focus on in order to improve wellbeing in our community? E.g., root causes or key factors that contribute.</li> </ul> <u>Community forum #3</u> – May 23 or 24 (Kitchener) <ul style="list-style-type: none"> <li>What are the leverage points or drivers to focus on to bring about change?</li> <li>What are the key priorities we need to focus on as a community in order to improve wellbeing in Waterloo Region?</li> <li>Further enhance our snapshot report on wellbeing in Waterloo Region.</li> </ul>	<u>Community forum #4</u> – October 2017 (New Hamburg) <ul style="list-style-type: none"> <li>What specific strategies will we pursue in order to achieve these goals?</li> <li>What are the actions we need to implement?</li> <li>What financial, technical and human resources do we have and need to implement the actions?</li> <li>Do community partners have the commitment, resources and influence required to successfully unfold your framework for change?</li> <li>What are the key roles that your collaboration or partners will play?</li> <li>What key principles or beliefs will guide us as we work on this initiative?</li> <li>What structure do we need in order to pursue our goals and action plan?</li> </ul>
<b>Strengthen community capacity</b>	<ul style="list-style-type: none"> <li>Host sessions to enhance community skills, while at the same time shaping the direction of the community wellness initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Host sessions to enhance community skills, while at the same time shaping the direction of the community wellness initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Host sessions to enhance community skills, while at the same time shaping the direction of the community wellness initiative.</li> </ul>
<b>Foster community engagement &amp; communication</b>	<ul style="list-style-type: none"> <li>Conduct Discovery meetings with collaboratives, municipalities and other community partners.</li> <li>Develop an engagement plan.</li> <li>Provide outreach and engagement opportunities in the community.</li> <li>Inform and engage citizens in the community wellness initiative and cross promote engagement activities.</li> <li>Generate interest and excitement in the community wellness initiative.</li> <li>Provide updates, feedback and close the loop on engagement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Provide outreach and engagement opportunities in the community.</li> <li>Inform and engage citizens in the community wellness initiative and cross promote engagement activities.</li> <li>Generate interest and excitement in the community wellness initiative.</li> <li>Provide updates, feedback and close the loop on engagement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Provide outreach and engagement opportunities in the community.</li> <li>Inform and engage citizens in the community wellness initiative and cross promote engagement activities.</li> <li>Generate interest and excitement in the community wellness initiative.</li> <li>Provide updates, feedback and close the loop on engagement initiatives.</li> </ul>
<b>Develop a coordinated measuring and monitoring approach</b>	<ul style="list-style-type: none"> <li>Create awareness about measurement systems in Waterloo Region.</li> <li>Host measurement workshop.</li> <li>Disseminate results from National perspective.</li> <li>Identify measurement framework.</li> <li>Identify appetite to collaborate on a region wide citizen survey.</li> </ul>	<ul style="list-style-type: none"> <li>Gather existing data based on the measurement framework.</li> <li>Review indicator data and prioritize indicators to include in the Waterloo Region community profile.</li> <li>Begin to plan for information needs for citizen survey.</li> </ul>	<ul style="list-style-type: none"> <li>A snapshot report on community wellbeing in Waterloo region has been developed.</li> <li>An open data portal host is identified.</li> <li>Detailed planning for citizen survey</li> <li>Identify need and implementation plan for an open data portal.</li> </ul>
<b>Engage in a collaborative process</b>	<ul style="list-style-type: none"> <li>Invite participation to the reference and planning group.</li> <li>Implement working groups.</li> <li>Engage community stakeholders in working towards the goals of the community wellness initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Identify coalition structure if appropriate.</li> <li>Develop terms of reference.</li> <li>Identify recruitment process for coalition structure if appropriate.</li> <li>Engage community stakeholders in working towards the goals of the community wellness initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Recruit for coalition if appropriate.</li> <li>Engage community stakeholders in working towards the goals of the community wellness initiative.</li> </ul>
<b>Establish backbone coordination</b>	<ul style="list-style-type: none"> <li>Provide interim backbone support – Region of Waterloo</li> <li>Plan for a developmental evaluation.</li> <li>Implement the developmental evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Provide interim backbone support – Region of Waterloo.</li> <li>Implement the developmental evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Identify backbone support for ongoing work.</li> <li>Developmental evaluation report completed and reported to partners.</li> <li>Improvements identified and implemented.</li> </ul>

# Community Wellness Initiative (CWI) Plan – Engagement Overview

CWI Promotion   Partner knowledge   Community forum input   Capacity building   Existing wellness data   Outreach on priorities   Developmental Evaluation   Citizen Survey



**Awareness Building:**

- Broad spectrum citizen, community partner, and cross sectorial input

**Knowledge gathering and synthesis:**

- Analysis of information and data from all sources
- Results of analysis focus CWI

**Strategic decision making:**

- Synthesized knowledge
- Partner priorities
- Mobilization of resources
- Sustainability
- Impact

**Rationale:**

- Evidence based
- Learning from other wellness initiatives
- Responsive
- Sustainability
- Collective Impact Approach
- CWI goal alignment
- Forum feedback
- Discovery feedback

Jun – Oct 2017