

# Community Accounts Workshop for the Atlantic Summer Institute on Healthy and Safe Communities

August, 2004

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Doug May

**Data Resource for:**  
health • education • income • demographics  
labour market • social • production  
resource/wealth • environmental  
consumption • well-being

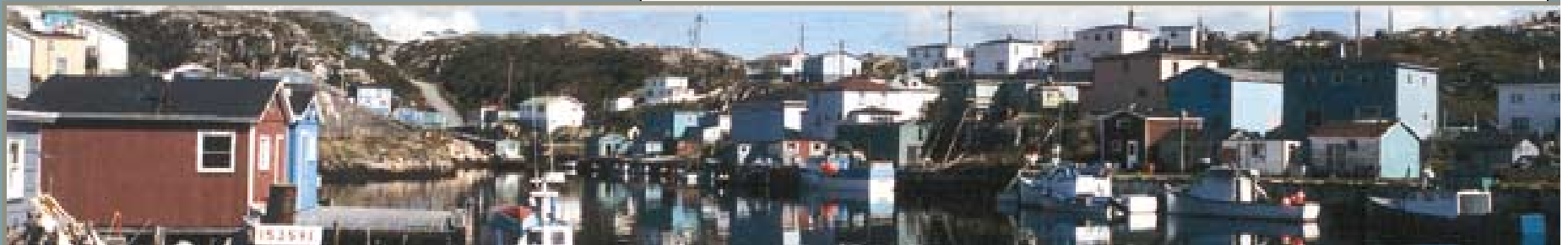
*evidence-based decision making*

**COMMUNITY ACCOUNTS**  
*for Newfoundland & Labrador*

**CONTINUE**

An initiative of the Government of Newfoundland and Labrador

The graphic features a circular design with a map of Newfoundland and Labrador on the right, a family photo on the left, and a group of people in the upper right. A green arrow points from the map towards the text 'CONTINUE'.



# The Journey: Why did we build the Community Accounts?

- ✓ Originally developed to track outcomes associated with regional development policies
- ✓ [www.communityaccounts.ca](http://www.communityaccounts.ca) was expanded to provide data in order to support and enable the Province's Strategic Social Plan (SSP)
- ✓ Support evidence-based policy development



# Major Components of Strategic Social Plan

## ✓ Vision:

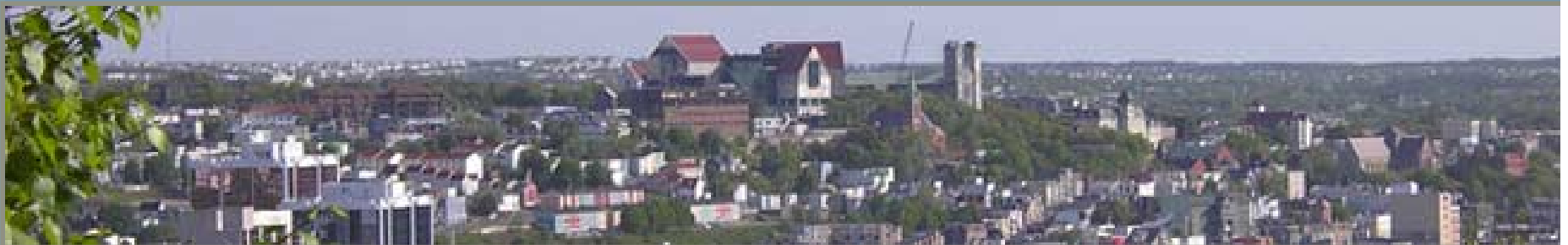
- Our vision for Newfoundland and Labrador is of a healthy, educated, distinctive, self-reliant and prosperous people living in vibrant, supportive communities within sustainable regions.

## ✓ Goal IV:

- Integrated and evidence-based policy development and monitoring as the foundation for the design, delivery and evaluation of social development programs and services.

## ✓ Social Audit:

- A major policy innovation and commitment



# Strategic Social Plan's Social Audit

- ✓ Committed to measured accountability and transparency
- ✓ Community Accounts provide benchmarks and enable these commitments to be realized and recorded
- ✓ Reporting back to citizens – “Glass Box by Government”
- ✓ Evidence-based decision making



# Targeted Users

- ✓ **General public living in communities and neighbourhoods**
- ✓ **Program and policy developers, managers, committee and board representatives, service providers, formal volunteers.**
- ✓ **Researchers and analysts (indirect)**



# Sets of Accounts

## ✓ Landscape Accounts

- Hierarchy of indicators starting with well-being indicators associated with VV&G of the SSP
- Relational databases to demonstrate cross-cutting linkages and potential causality.

## ✓ Progress Accounts

- Track changes in well-being indicators for communities, neighbourhoods and regions and for targeted “at risk” groups
- Relate changes to program and policy “outcomes” wherever possible.

# Our Vision

✓ Helping people to know themselves and their communities and neighbourhoods

✓ Empowering people:

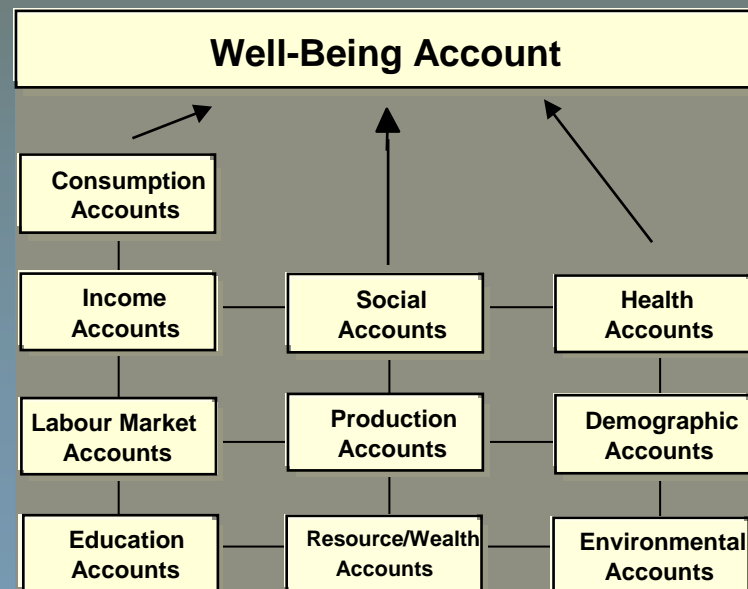
data → information → knowledge

access information by topic



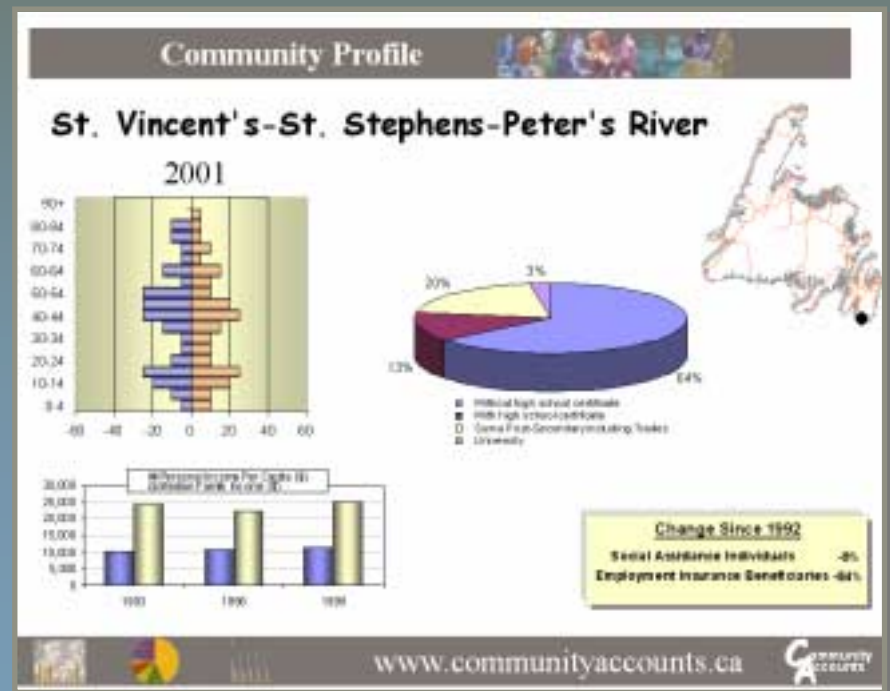
# Community Accounts Innovation – Bringing it All Together

- ✓ A major innovation in providing data and indicators
- ✓ User readily identify with topics
- ✓ Gives “form to concept”
- ✓ Recognizes relationships



# Community Profiles

- ✓ Data with social and economic indicators
- ✓ Knowing ourselves/empowering citizens
- ✓ Factors that impact our environment and lives



## Corner Brook



**Cormack-Grenfell SSP Region**  
**Economic Zone 08 (shown in the map on the left)**  
**Local Area: Corner Brook-Pasadena Area**

The figures for Corner Brook include the surrounding communities of Gillams, Hughes Brook, Humber Village, Ishtown-Sunnieside, Little Rapids, Massey Drive, Molvefs, Meadows, Pinchgut Lake and Steady Brook.



Corner Brook, built in a bowl valley, is located at the mouth of the Humber River, one of the province's most scenic areas. The city is an industrial centre with a huge pulp and paper mill at its core that was established in the 1920s.

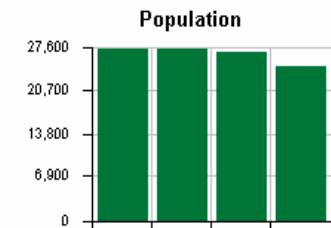
Source: <http://www.wedplay.com/tourism/visit/destinations/cornerbrook.html>

### Quality of Life

In 2002, 62% of those in Economic Zone 08 (which includes Corner Brook) rated their quality of life as very good to excellent compared to 63% in the province as a whole.

### Population

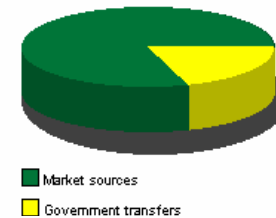
The 2001 Census population for Corner Brook was 24,790. This represents a decline of 8% since 1996. Over the same period, the entire province experienced a population decline of 7% (512,930 in 2001, down from 551,795).



### Income

The 1999 self-reliance ratio for Corner Brook was 80%. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, social assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 1999 was 76%.

Source of Income, 1999

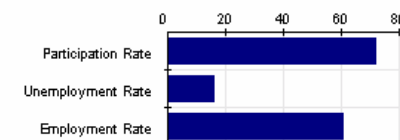


### Employment

The employment rate for May 2001 for people aged 18 to 64 was 61%. The provincial employment rate was 55%.

The employment rate for the entire year 2000 for those aged 18 to 64 was 75%. The provincial employment rate for the same period was 74%.

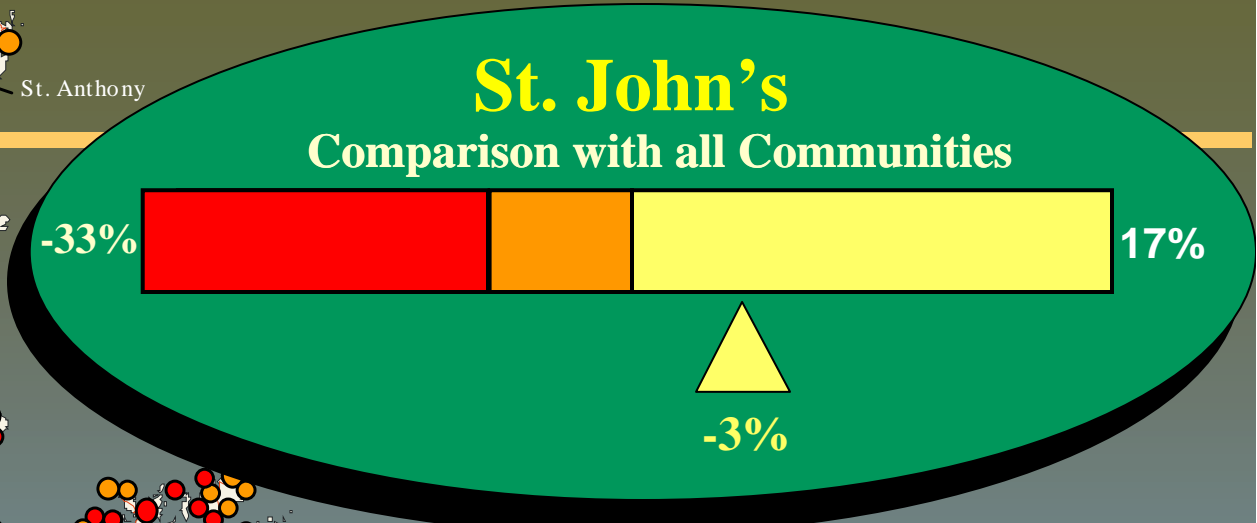
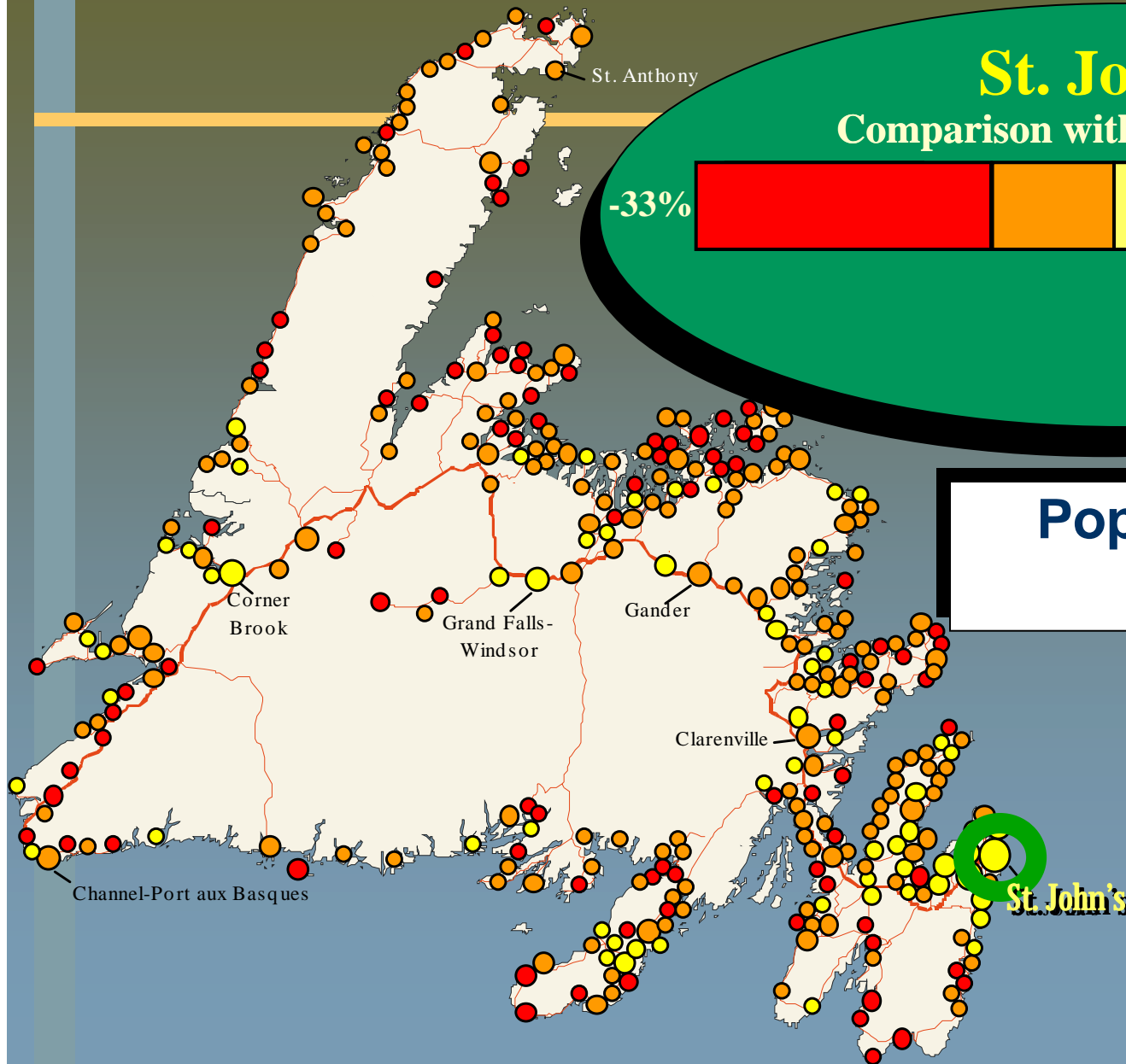
Labour Market Rates Pop 18-64 (May 2001)



# Responding to Users

- ✓ **Outcomes of society, economy, and life choices relating to the Vision**
- ✓ **Management tool that has helped guide social policy action and been a catalyst for citizens coming together**

# Responding to Users – Well-Being Indicator



**Population Change  
1996 to 2001**



# Responding to Users

## ✓ Our Well-Being Indicators

### Well-Being Summary, 1999

[Click here for assistance](#)

[Return to Well-Being Account](#)

[Print This Page](#)

Select year ▼

- Top 25%
- Middle 50%
- Bottom 25%

	Population (tax. & dep). 99	Life Expectancy 1996	Self-Assessed Health Status, 95	Self-Reliance Ratio, 99	Social Assistance Incidence, 98	Personal Income Per Capita, 99	Avg. Husband-Wife Family Income, 99	% Chg. In Labour Force Act. 93-96	EI Incidence 1998	Population Change (1996-2001)	Migration Rate (1991-1996)	Reds	Yellows	Composite
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#### Area of Interest

<a href="#">Economic Zone 8</a>	43,600	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	0	6	6
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#### Province

<a href="#">Newfoundland and Labrador</a>	546,780	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	0	5	5
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#### Strategic Social Plan Region

<a href="#">Cormack - Grenfell SSP Region</a>	101,860	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	0	2	2
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#### Community

<a href="#">Lark Harbour</a>	660	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	7	0	-7
<a href="#">Cox's Cove</a>	800	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	6	0	-6
<a href="#">Pollards Point</a>	400		Go	Go	Go	Go	Go	Go	Go	Go	Go	5	0	-5
<a href="#">Sop's Arm</a>	310		Go	Go	Go	Go	Go	Go	Go	Go	Go	5	0	-5
<a href="#">Hampten</a>	730	Go	Go	Go	Go	Go	Go	Go	Go	Go	Go	6	1	-5

# Developing Analytical Aids

## >Indicator analysis

### Well-Being Indicator Analysis

This page allows you to input criteria for our well-being indicators and return the communities that fit your criteria. For assistance, click the *Help* link from the menu on the left of the page.

Indicator	Show	Upper Limit	Lower Limit	Newfoundland and Labrador
Population	<input type="checkbox"/>	536430	0	536,430
Life Expectancy	<input type="checkbox"/>	84.0	0	77.0
Self-Assessed Health Status	<input type="checkbox"/>	96.9	0	79.0
Self-Reliance Ratio	<input type="checkbox"/>	95.8	26.3	75.0
Social Assistance Incidence	<input type="checkbox"/>	61.8	0.30	16.3
Personal Income per Capita	<input checked="" type="checkbox"/>	24700	6200	\$15,000
Average Husband Wife Family Income	<input checked="" type="checkbox"/>	78200	20800	\$47,900
Change in Labour Force Activity	<input type="checkbox"/>	18.8	-42.3	-9.0
Employment Insurance Incidence	<input type="checkbox"/>	65.0	11.2	38.1
Population Change	<input type="checkbox"/>	27.0	-31.6	-3.0
Migration Rate	<input type="checkbox"/>	24.3	-33.4	-5.0

Sort by:

Layers:

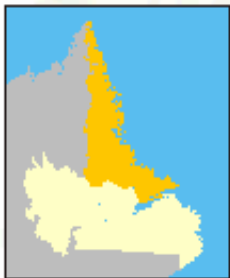
- Community by Com
- Community by CCS
- Community by Zone**
- Community by SSP
- Local Areas
- Economic Zones
- SSP Regions

Layer	Name	Population (taxfilers & dependents)	Personal Income per Capita	Average Husband-Wife Family Income
zone01	Postville	250	10,500	35,900
zone01	Rigolet	320	11,200	41,600
zone01	Davis Inlet	590	8,000	44,100
zone01	Hopedale	590	8,600	37,100
zone01	Nain	1,290	9,700	42,300
zone02	Wabush	2,030	24,700	75,800
zone02	Labrador City	8,170	24,500	78,200
zone03	North West River	1,560	11,000	46,900
zone03	Happy Valley-Goose Bay	8,360	18,900	63,400
zone04	St. Lewis	300	11,700	39,100
zone04	Charlottetown, Labrador	460	11,300	38,900
zone04	Mary's Harbour	490	13,300	46,400
zone04	Port Hope Simpson	550	10,100	33,200
zone04	Cartwright	610	12,700	43,200

# Developing Analytical Aids

## User-defined Geographies

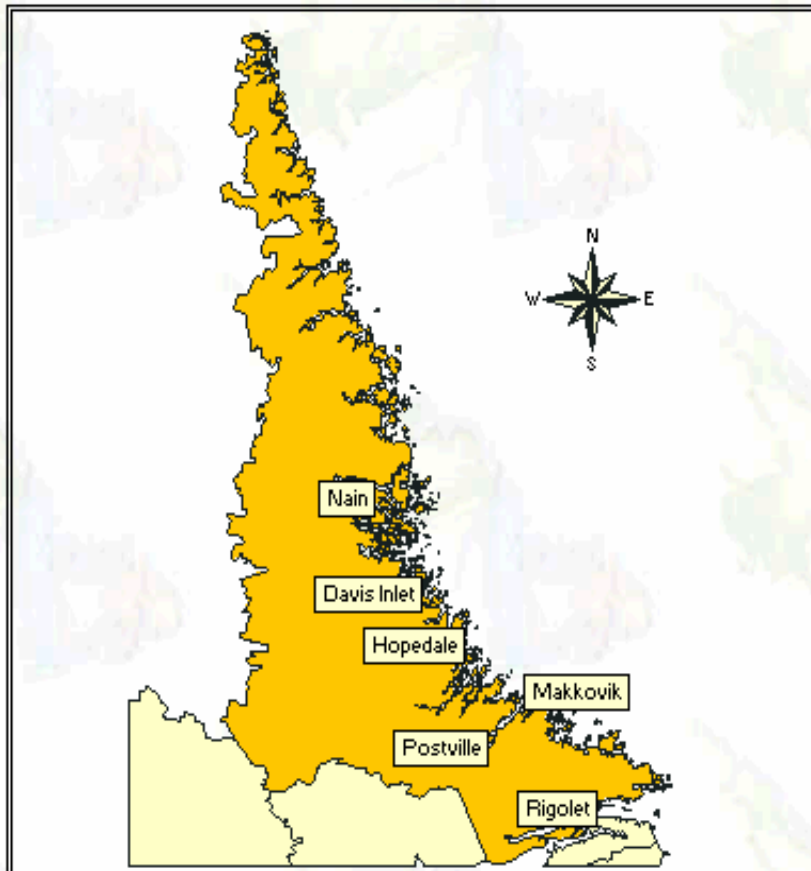
### Navigation



Show Newfoundland

Use the small map  
to zoom in on the  
large map

### Selection Area



Please choose a name for your area

Clear

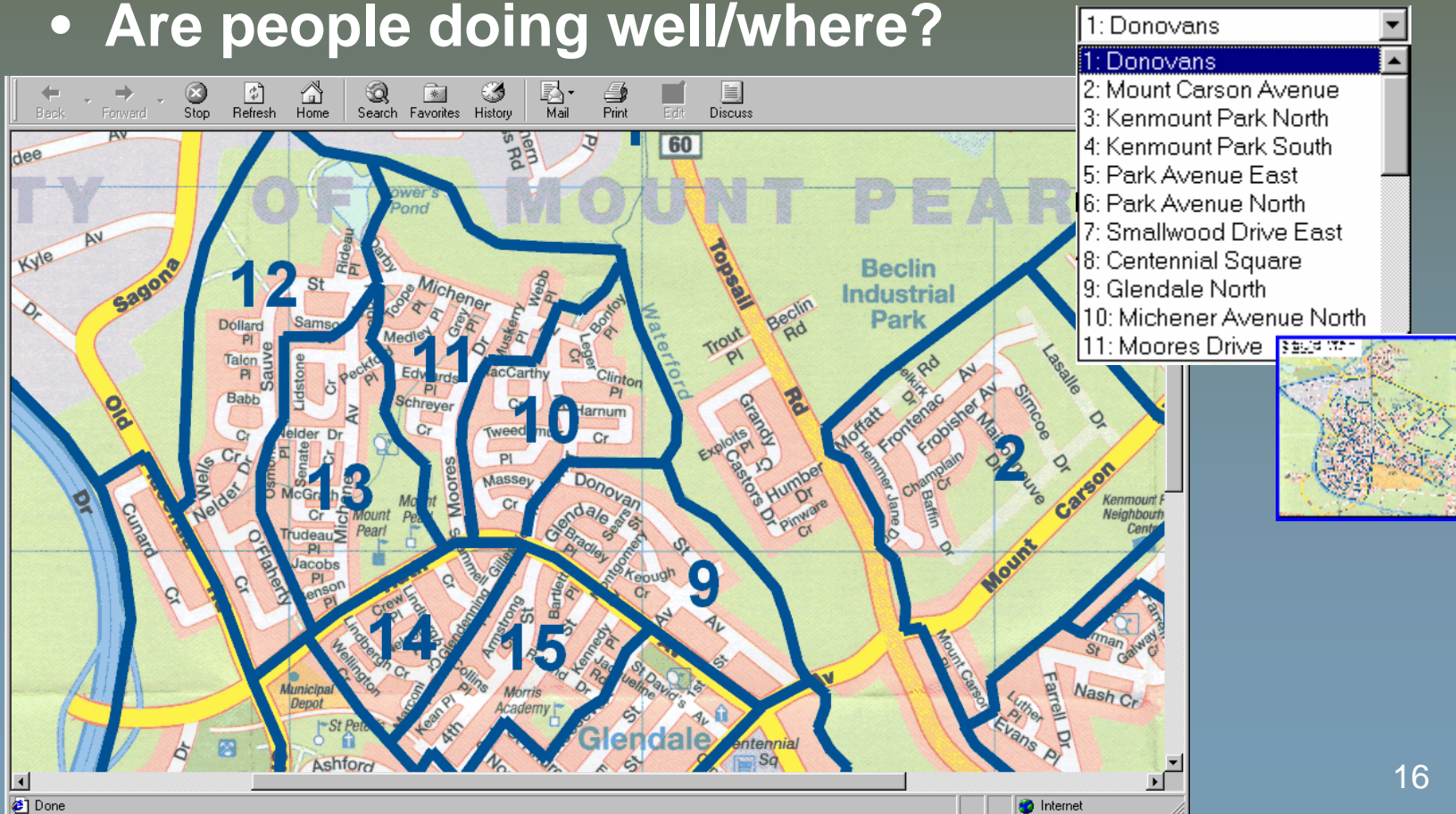
(Do not type or delete text in this text box, use the clear button)

Please choose your data type

Population

# Neighbourhood Data

- ✓ Requested by citizens and groups
- ✓ How people compare
  - Are people doing well/where?



# Where are we going?

## Next six months

- ✓ Talking to community and school groups
- ✓ Employers Survey
- ✓ Production Accounts and productivity/competitiveness analysis (ITRD)
- ✓ Adult Literacy Survey (2005)
- ✓ Linking health data: status to hospital and physician utilization
- ✓ Development of social capital & volunteering
- ✓ Development of human capital indicators
- ✓ 2001 detailed occupational inventory by community (HRE)
- ✓ Expanded well-being indicators and providing data at regional and community level



# Future Directions

- Nova Scotia Community Accounts
- First Nations Accounts
- Training and Tele-Conferencing
- Curriculum for schools
- Curriculum for medical students

The screenshot shows the Nova Scotia Community Accounts website. At the top, it says "Nova Scotia Community Accounts". Below that is a map of Nova Scotia with the text "Your Community Information Resource". On the left side, there is a vertical menu with four items: "Get Data", "Tools", "Start Over", and "Help?". On the right side, there is a "Quick Links" section with four items: "Market and Other Income by Source", "Government Transfers by Source", "Distribution of Income", and "Quick Tools". Below the "Quick Links" section, there is a "Presentation Techniques" section. At the bottom of the page, there is a footer with the text: "This project is based on the Newfoundland & Labrador Community Accounts. Special thanks to the Newfoundland & Labrador Statistics Agency for providing support and access to their work. Intellectual property rights remain vested with Newfoundland & Labrador." and a navigation bar with links: "Community Finder | Related Sites | Documents | About Us | Contact Us".

# What People are Saying About the Community Accounts?

## *Social & Economic Policy Researchers and Commentators*

CPRN has been a strong supporter of Newfoundland and Labrador's Community Accounts - the undisputed quality-of-life research and reporting leader in Canada at the provincial level, with direct impact at the community level.

*Canadian Policy Research Network - Sandra Zagon*

The Newfoundland and Labrador Community Accounts are a Canadian first for in-depth information about quality of life and well-being at a community level. Unless someone shuts it down for being too democratic, the Community Accounts could have a revolutionary effect on public policy.

*GPI Atlantic - Bill Turpin*

# What People are Saying About the Community Accounts?

## First Nations

The methodology includes a response mechanism to community needs that encourages communities to participate and gives them a sense of ownership of the system, an important motivational element for First Nations.

The 'community accounts' system gives data that helps them to know themselves not as they are perceived or represented in a national system.

*Department of Indian and Northern Development - Elizabeth Logue*

## Statistics Canada

The Newfoundland and Labrador Statistics Agency has created a very innovative data application by making data user-friendly, easily accessible and easy to digest - a model for others.

*Statistics Canada - Linda Standish*

# What People are Saying About the Community Accounts?

## Statistics Canada

Newfoundland and Labrador's Community Accounts represent one of the most dynamic, exciting use of statistics in Atlantic Canada.

*Statistics Canada - Paula Thomson*

## Citizens

Now we can see how we are doing and how we compare to others. You need to know where you are to know where you're going. The Accounts give us a common basis for discussions and platform for planning. It's a wonderful tool and we're so glad to have it.

*Tom Osbourne - Mayor of Arnold's Cove, NL*