Present were: Chair S. Strickland, L. Armstrong, T. Cowan*, R. Deutschmann*, T. Galloway, J. Haalboom, B. Halloran*, R. Kelterborn, G. Lorentz*, C. Millar, J. Mitchell, K. Seiling, J. Wideman* and C. Zehr

Members absent: J. Brewer and D. Craig

**MOTION TO RECONVENE INTO OPEN SESSION**

MOVED by L. Armstrong
SECONDED by J. Haalboom

THAT the meeting reconvene into open session.

CARRIED

**DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT**

None declared

**DELEGATIONS**

a) Mark Eys and Monica Morrison, Healthy Communities Partnership Advisory Committee, addressed the Committee Re: PH-11-023, Waterloo Region Healthy Communities Partnership; a copy of their presentation is appended to the original minutes.

* J. Wideman joined the meeting at 1:18 p.m.

M. Eys identified the members of the interim advisory committee, which was established in 2009 with a focus on the partnership stream of the Healthy Communities Framework. He provided an overview of the six provincially mandated priority areas and the vision, mission and goals of the local advisory committee.

M. Morrison outlined the purpose of the Community Picture and its development through consultation and priority setting. A copy of the draft Community Picture was distributed to the Committee; it will be formally released once the Ministry approves the document and is appended to the original minutes. She summarized the broad findings of the community consultation and engagement process and stated that the advisory committee will focus on three top priority areas, as noted in the staff report. She identified the key recommendations of the advisory committee, which include meaningful collaboration to reduce health inequalities; the implementation of actions to address barriers related to poverty; and, ensuring that the interim group reflects the diversity of our community in planning and decision-making. She stated that health promotion is as important as economic development and that once the province has approved the Community Picture, the Waterloo Region Food System Roundtable has agreed to lead the food system priority and the Waterloo Region Active Living Network has agreed, in principle, to take the lead on the physical activity priority.
In response to a Committee question about responsibility for allocating funding to programs that address the priority areas, Jennifer Toews, Public Health Planner, stated that the province is responsible for allocating funds.

M. Eys responded to Committee inquiries related to the affordability of recreation and sports programs, and funding resources available through local area municipalities. He stated that the Active Living Network has representation from the area municipalities and will be reviewing funding sources and this issue in greater detail to ensure that the specific needs of each community is addressed.

* G. Lorentz left the meeting at 1:33 p.m.

In response to a Committee concern about the feasibility of implementing programs that will address the local issues, M. Morrison responded that this concern has been discussed by the members of the advisory committee and, as decision-makers, they have confidence in achieving the goals. J. Toews stated that the process was mandated by the province and, as such, every Public Health unit in Ontario is undertaking this process and moving forward.

* G. Lorentz returned to the meeting at 1:37 p.m.

Dr. Liana Nolan, Commissioner/Medical Officer of Health, stated that she is hopeful that all actions will come to fruition based on the province’s focus on action and policy.

Chair Strickland stated that the Committee is interested in receiving updated information on the actions and activities of the various collaborative groups and advisory committees that have been established in cooperation with the Region and he suggested that senior staff provide regular summaries to the Committee with updated information.

PRESENTATIONS

a) Carol Simpson, Executive Director, Workforce Planning Board of Waterloo Wellington Dufferin, gave a presentation Re: 2011 Local Labour Market Plan; a copy of the presentation is appended to the original minutes.

She advised that the data sources for the current Plan included the Monthly Labour Force Survey (Statistics Canada); Canadian Business Patterns and Taxfiler. She provided data for an industry overview citing education levels and the significant population growth as contributing factors to the increased unemployment rate.

* T. Cowan joined the meeting at 1:43 p.m.

She identified the areas of business growth and decline, noting that the data suggests that the worst of the recession impact has already been felt locally. She highlighted the animal production industry and the professional scientific and technical sector where, locally, the Region has higher and lower concentrations, respectively. She noted that the truck transportation sector has potential for growth but there continues to be a shortage of drivers. There is employment growth among larger employers in the finance and insurance sector due to the local economic stability but there is low turnover and this could result in succession planning issues in the future. She summarized the strategic priorities for the Board, which include education/training, older workers retention, youth workforce engagement and under-represented populations in the workforce. She advised that copies of the Local Labour Market Plan 2011 is available on the website and that a formal launch is planned in the future.

C. Simpson responded to Committee questions regarding statistics for the scientific/technology sector and the use of Census data.
REPORTS – Public Health

a) PH-11-023, Waterloo Region Healthy Communities Partnership

Received for information

b) PH-11-024, Suicide in Waterloo Region: A Health Status Report

Dr. Nolan introduced Jessica Deming, Epidemiologist, who provided an overview of the report highlights and advised that this report is the first health status report that focuses on suicide and suicidal behaviour in the Region.

* R. Deutschmann left the meeting at 1:57 p.m.

Dr. Nolan emphasized the importance of collaboratively establishing staff resources and a safe environment to adequately assist patients at risk of suicide. She responded to Committee questions regarding potential facility accommodations, funding and advocacy.

* B. Halloran left the meeting at 2:01 p.m.

T. Galloway suggested a friendly amendment to the recommendation and asked that the staff report also be distributed to each of the three local hospitals, the Local Health Integration Network and the local branch of the Canadian Mental Health Association.

In response to a Committee question about the gaps in patient support, Dr. Nolan advised that the Waterloo Region Suicide Prevention Council is working on addressing issues related to families in crisis and education; this staff report only gives the broader context. A report will be released in the fall and will contain specifics about local community needs.

* J. Wideman left the meeting at 2:10 p.m.

MOVED by C. Zehr
SECONDED by T. Galloway

THAT the Regional Municipality of Waterloo sends a copy of report PH-11-024 and correspondence to the Chief Coroner of Ontario, the Chief Medical Officer of Health of Ontario, and the Minister of Health of Ontario, recommending that at least one emergency department per regional hub be equipped with a completely safe physical environment for patients at risk of suicide and mental health professionals with the expertise to appropriately assess and manage such high-risk individuals, pursuant to Report PH-11-024, dated May 24, 2011;

AND THAT the Regional Municipality of Waterloo forward a copy of report PH-11-024 to the Association of Local Public Health Agencies, the Waterloo Wellington Local Health Integration Network, Grand River Hospital, St. Mary’s Hospital, Cambridge Memorial Hospital and the Canadian Mental Health Association.

CARRIED, as amended

c) PH-11-025, Healthy Smiles Ontario – Update

Dr. Robert Hawkins, Dental Consultant, provided an update on the program and its related activities. He advised that Public Health staff to continue to be responsible for assessing client eligibility, despite the lack of provincial funding to offset this process.

MOVED by L. Armstrong
SECONDED by J. Mitchell
THAT the Regional Municipality of Waterloo request the Ontario Ministry of Health and Long-Term Care continue to fund the costs associated with the client eligibility process of Healthy Smiles Ontario until that process is centralized at the provincial level;

AND THAT the Regional Municipality of Waterloo forward a letter with the recommendation and a copy of this report to the Association of Local Public Health Agencies (alPHA), as outlined in Report PH-11-025, dated May 24, 2011.

CARRIED

REPORTS – Social Services

d) SS-11-021, Update on Best Start Child and Family Centres

Nancy Dickieson, Acting Commissioner, Social Services, responded to a Committee inquiry about the probability of additional local schools being included in the initiative, by stating that a provincial announcement is pending.

Received for information

e) SS-11-022, Aboriginal Service Plan and Funding Allocation

N. Dickieson provided an overview of the provincial requirement and the process being undertaken by the parent committee to demonstrate compliance. She responded to Committee questions about terms of reference, outreach programs and funding sources, and advised that the proposal has been vetted through local aboriginal community representatives.

* J. Wideman returned to the meeting at 2:20 p.m.

MOVED by J. Haalboom
SECONDED by L. Armstrong

THAT the Regional Municipality of Waterloo approve the 2011 Aboriginal Service Plan conditional on Provincial funding as outlined in report SS-11-022, dated May 24, 2011.

CARRIED

f) SS-11-023, Resiliency Initiative Funding for Children’s Services

N. Dickieson stated that the funding will support three local workshops and assist operators in dealing with the impact and transition process of the full-day kindergarten program.

MOVED by J. Mitchell
SECONDED by J. Haalboom

THAT the Regional Municipality of Waterloo enter into a funding agreement with the Resiliency Initiative Waterloo Region as outlined in SS-11-023, May 24, 2011;

AND THAT the 2011 Operating Budget for Children’s Services be increased by $10,000 gross and $0 net Regional levy as outlined in Report SS-10-018.

CARRIED

g) SS-11-024, Enhanced Employment Services Initiative for Vulnerable Persons

Received for information
INFORMATION/CORRESPONDENCE

a) Memo: Voice Mail Service Through the Regional Employment Resource Centres

Received for information

b) Ministry of Community and Social Services Re: Launch of Licensing Inspection Findings on the Licensed Child Care Website

Received for information

c) Region of Waterloo Social Services Annual Report 2010: Highlights

Received for information

d) Memo: Ontario Works Postal Strike Contingency Plan

Received for information

OTHER BUSINESS

a) Council Enquiries and Requests for Information Tracking List

Received for information

b) EcoFest

Rob Horne, Commissioner, Planning, Housing and Community Services, invited the Committee to attend the free event to be held at the Waterloo Region Museum on Saturday, June 4, 2011.

NEXT MEETING – June 7, 2011

ADJOURN

MOVED by T. Cowan
SECONDED by T. Galloway

THAT the meeting adjourn at 2:25 p.m.

CARRIED

COMMITTEE CHAIR, S. Strickland

COMMITTEE CLERK, S. Natolochny
Waterloo Region
Healthy Communities Partnership
(WR HCP)

A Focus on Prevention
Healthy Communities Partnerships mandated by Ministry of Health Promotion and Sport

• Coordinated through Public Health

• Healthy Communities Partnerships work to create local policies that make it easier to be healthy

Functions
• Community Engagement and Planning
• Partnership Development
• Community Action to Build Local Healthy Public Policy
# Six Priority Areas for Healthy Communities

<table>
<thead>
<tr>
<th>Physical Activity, Sport and Recreation</th>
<th>Injury Prevention</th>
<th>Healthy Eating</th>
<th>Tobacco Use/Exposure</th>
<th>Substance and Alcohol Misuse</th>
<th>Mental Health Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase access to physical activity, sport and recreation</td>
<td>• Promote safe environments that prevent injury</td>
<td>• Increase access to healthier food</td>
<td>• Increase access to tobacco free environments</td>
<td>• Support the reduction of binge drinking</td>
<td>• Reduce stigma and discrimination</td>
</tr>
<tr>
<td>• Support active transportation &amp; improve the built environment</td>
<td>• Increase public awareness of the predictable and preventable nature of most injuries</td>
<td>• Develop food skills and healthy eating practices</td>
<td>• Build resiliency and engage youth in substance misuse prevention strategies</td>
<td></td>
<td>• Improve knowledge and awareness of mental health issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Foster environments that support resiliency</td>
<td></td>
</tr>
</tbody>
</table>
WR HCP Interim Advisory Group Members

Christie Ertel, St. John’s Ambulance
Heather Melo, City of Cambridge
Jodi Murray, Conestoga College
Laura-lee Dam, Ministry of Health Promotion & Sport
Linda Terry, Social Planning Council of Cambridge
Mark Eys, Wilfrid Laurier University
Mary MacKeigan, Opportunities Waterloo Region
Monica Morrison, Community Support Connections
Pat Allan, Centre for Addiction and Mental Health
Patricia Syms Sutherland, Waterloo Wellington Local Health Integration Network
Rob Martin, Waterloo Region Homes for Mental Health
Sam AbiSaab, Heart & Stroke Foundation

Katherine Pigott, Public Health
Jennifer Toews, Public Health
Vision
Our community working together to lead healthy and active lives

Mission
The Waterloo Region Healthy Communities Partnership exists to mobilize strategic action for policy change for healthy and active lives.

Goals
• create, strengthen and implement policies, practices and programs that make it easier to be healthy and active
• build health and well-being through collaborative and coordinated action
• build the capacity of community leaders to work together on healthy and active living

(from the draft Terms of Reference)
Community Picture

- Comprehensive profile of the Community
- Community Consultation and Engagement
- Priority Setting
Broad Findings

• The recent economic downturn and related changes in employment rates, housing costs and basic cost of food affects many individuals and their families in Waterloo Region, including the ability to support healthy and active lifestyles.

• Waterloo Region is a culturally diverse community. The health and well-being of immigrants influence the health of the broader community. A greater diversity of culturally appropriate resources is needed across multiple priority areas in Waterloo Region.

• Meaningful inclusion of priority populations will be required to plan and implement the proposed strategies across the six priority areas.
Three Top Priority Areas

1. Implement the *Healthy Community Food System Plan for Waterloo Region*

2. Improve the affordability and availability of physical activity, sports and recreation opportunities

3. Use social determinants of health approach to address the underlying contributing factors associated with mental health
Interim Advisory Group - Key Recommendations

- the WR HCP needs to work with and meaningfully include priority populations to reduce health inequities

- Poverty is a common risk factor among priority populations; take action on the barriers related to poverty.

- ensure that the WR HCP reflects diversity of our community in planning and decision making

- health promotion is as important as economic development
Health Promotion is a Community Investment!

- We are facing a preventable health care crisis

- 9/10 Ontarians think we need to invest more money in health promotion and introduce policy changes

- action needed at all levels

- HCP provides opportunity to create policies at the local level
Next Steps
Thank you
Labour Market Planning Update

May 24, 2011

Waterloo Region
## Industry Overview

### Employment Trend By Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>Abs Change 2008-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total employed 000’s</strong></td>
<td>259.9</td>
<td>255.4</td>
<td>263.7</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Goods-producing sector</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>1.8</td>
<td>2.2</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Forestry, fishing, mining, oil and gas</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Utilities</td>
<td>1.8</td>
<td>1.8</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Construction</td>
<td>17.1</td>
<td>16.2</td>
<td>15.7</td>
<td>-1.4</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>52.7</td>
<td>50.4</td>
<td>53.7</td>
<td>1</td>
</tr>
<tr>
<td><strong>Services-producing sector</strong></td>
<td>186.1</td>
<td>184.5</td>
<td>191.5</td>
<td>5.4</td>
</tr>
<tr>
<td>Trade</td>
<td>40.6</td>
<td>37.7</td>
<td>39.3</td>
<td>-1.3</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>11.6</td>
<td>8.6</td>
<td>10.9</td>
<td>-1.7</td>
</tr>
<tr>
<td>Finance, insurance, real estate and leasing</td>
<td>18.9</td>
<td>18.8</td>
<td>22.3</td>
<td>3.4</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>15.8</td>
<td>16.5</td>
<td>17.6</td>
<td>1.8</td>
</tr>
<tr>
<td>Business, building and other support services</td>
<td>9.4</td>
<td>9.2</td>
<td>10.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Educational services</td>
<td>27.5</td>
<td>29.0</td>
<td>24.2</td>
<td>-3.3</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>20.2</td>
<td>23.4</td>
<td>22.3</td>
<td>2.1</td>
</tr>
<tr>
<td>Information, culture and recreation</td>
<td>9.2</td>
<td>8.3</td>
<td>8.8</td>
<td>-0.4</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>13.8</td>
<td>15.0</td>
<td>15.8</td>
<td>2.0</td>
</tr>
<tr>
<td>Other services</td>
<td>11.0</td>
<td>10.0</td>
<td>11.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Public administration</td>
<td>8.3</td>
<td>8.1</td>
<td>8.1</td>
<td>-0.2</td>
</tr>
</tbody>
</table>

X = Numbers suppressed – not available
## KCMA Labour Force

<table>
<thead>
<tr>
<th>Kitchener CMA (Adjusted)</th>
<th>February 2009</th>
<th>February 2010</th>
<th>February 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (K)</td>
<td>385.8</td>
<td>390.9</td>
<td>405.7</td>
</tr>
<tr>
<td>Labour Force (K)</td>
<td>278.9</td>
<td>273.7</td>
<td>290.4</td>
</tr>
<tr>
<td>Employment (K)</td>
<td>253.4</td>
<td>246</td>
<td>271.3</td>
</tr>
<tr>
<td>Unemployment (K)</td>
<td>25.5</td>
<td>27.7</td>
<td>19.1</td>
</tr>
<tr>
<td>Participation Rate %</td>
<td>72.3</td>
<td>70</td>
<td>71.6</td>
</tr>
<tr>
<td>Unemployment Rate %</td>
<td>9.1</td>
<td>10.1</td>
<td>6.6</td>
</tr>
<tr>
<td>Employment Rate %</td>
<td>65.7</td>
<td>62.9</td>
<td>66.9</td>
</tr>
</tbody>
</table>

K = 000’s
## Migration Patterns

### Waterloo 2003 - 2008

<table>
<thead>
<tr>
<th>Age Group</th>
<th>In-migrants</th>
<th>Out-migrants</th>
<th>Net-migrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>21,242</td>
<td>16,830</td>
<td>4,412</td>
</tr>
<tr>
<td>18-24</td>
<td>17,522</td>
<td>12,729</td>
<td>4,793</td>
</tr>
<tr>
<td>25-44</td>
<td>43,400</td>
<td>33,710</td>
<td>9,690</td>
</tr>
<tr>
<td>45-64</td>
<td>12,425</td>
<td>12,461</td>
<td>-36</td>
</tr>
<tr>
<td>65+</td>
<td>5,310</td>
<td>4,263</td>
<td>1,047</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>99,899</strong></td>
<td><strong>79,993</strong></td>
<td><strong>19,906</strong></td>
</tr>
</tbody>
</table>
## Number of Business by Size Range

**Waterloo 2008 - 2010**

<table>
<thead>
<tr>
<th>Employee Size Range</th>
<th>Number of Businesses Dec 2008</th>
<th>Number of Businesses Dec 2010</th>
<th>Absolute Change</th>
<th>Percent Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>16,947</td>
<td>17,763</td>
<td>816</td>
<td>4.8</td>
</tr>
<tr>
<td>1 - 4</td>
<td>7,131</td>
<td>7,652</td>
<td>521</td>
<td>7.3</td>
</tr>
<tr>
<td>5 - 9</td>
<td>3,244</td>
<td>3,254</td>
<td>10</td>
<td>0.3</td>
</tr>
<tr>
<td>10 - 19</td>
<td>1,994</td>
<td>2,107</td>
<td>113</td>
<td>5.7</td>
</tr>
<tr>
<td>20-49</td>
<td>1,401</td>
<td>1,426</td>
<td>25</td>
<td>1.8</td>
</tr>
<tr>
<td>50-99</td>
<td>457</td>
<td>465</td>
<td>8</td>
<td>1.7</td>
</tr>
<tr>
<td>100-199</td>
<td>230</td>
<td>201</td>
<td>-29</td>
<td>-12.6</td>
</tr>
<tr>
<td>200-499</td>
<td>120</td>
<td>121</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td>500+</td>
<td>45</td>
<td>41</td>
<td>-4</td>
<td>-8.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>31,569</strong></td>
<td><strong>33,030</strong></td>
<td><strong>1,461</strong></td>
<td><strong>4.6</strong></td>
</tr>
</tbody>
</table>
## Top 10 Business Growth
### Waterloo 2008 - 2010

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Total Businesses 2008</th>
<th>Total Businesses 2010</th>
<th>Absolute Change</th>
<th>Percent Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>531 - Real Estate</td>
<td>2,785</td>
<td>3238</td>
<td>453</td>
<td>16.27</td>
</tr>
<tr>
<td>112 - Animal Production</td>
<td>822</td>
<td>1141</td>
<td>319</td>
<td>38.81</td>
</tr>
<tr>
<td>621 - Ambulatory Health Care Services</td>
<td>1,233</td>
<td>1379</td>
<td>146</td>
<td>11.84</td>
</tr>
<tr>
<td>623 - Nursing and Residential Care Facilities</td>
<td>93</td>
<td>213</td>
<td>120</td>
<td>129.03</td>
</tr>
<tr>
<td>238 - Specialty Trade Contractors</td>
<td>2,434</td>
<td>2536</td>
<td>102</td>
<td>4.19</td>
</tr>
<tr>
<td>111 - Crop Production</td>
<td>234</td>
<td>321</td>
<td>87</td>
<td>37.18</td>
</tr>
<tr>
<td>561 - Administrative and Support Services</td>
<td>1,283</td>
<td>1355</td>
<td>72</td>
<td>5.61</td>
</tr>
<tr>
<td>236 - Construction of Buildings</td>
<td>985</td>
<td>1052</td>
<td>67</td>
<td>6.80</td>
</tr>
<tr>
<td>813 - Religious, Grant-Making, Civic, and Professional and Similar Organizations</td>
<td>803</td>
<td>868</td>
<td>65</td>
<td>8.09</td>
</tr>
<tr>
<td>722 - Food Services and Drinking Places</td>
<td>1,011</td>
<td>1067</td>
<td>56</td>
<td>5.54</td>
</tr>
</tbody>
</table>
## Top 10 Business Decline

**Waterloo 2008 - 2010**

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Total Businesses 2008</th>
<th>Total Businesses 2010</th>
<th>Absolute Change</th>
<th>Percent Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>551 - Management of Companies and Enterprises</td>
<td>1,669</td>
<td>1601</td>
<td>-68</td>
<td>-4.07</td>
</tr>
<tr>
<td>447 - Gasoline Stations</td>
<td>224</td>
<td>179</td>
<td>-45</td>
<td>-20.09</td>
</tr>
<tr>
<td>484 - Truck Transportation</td>
<td>1,199</td>
<td>1155</td>
<td>-44</td>
<td>-3.67</td>
</tr>
<tr>
<td>532 - Rental and Leasing Services</td>
<td>253</td>
<td>231</td>
<td>-22</td>
<td>-8.70</td>
</tr>
<tr>
<td>711 - Performing Arts, Spectator Sports and Related Industries</td>
<td>204</td>
<td>183</td>
<td>-21</td>
<td>-10.29</td>
</tr>
<tr>
<td>333 - Machinery Manufacturing</td>
<td>284</td>
<td>267</td>
<td>-17</td>
<td>-5.99</td>
</tr>
<tr>
<td>541 - Professional, Scientific &amp;Technical Services</td>
<td>4,004</td>
<td>3988</td>
<td>-16</td>
<td>-0.40</td>
</tr>
<tr>
<td>517 - Telecommunications</td>
<td>55</td>
<td>40</td>
<td>-15</td>
<td>-27.27</td>
</tr>
<tr>
<td>414 - Personal and Household Goods Wholesaler-Distributors</td>
<td>213</td>
<td>201</td>
<td>-12</td>
<td>-5.63</td>
</tr>
</tbody>
</table>
Concentration of Industry

Waterloo Versus Ontario

• Animal Production
  3.6% vs. 2.2%

• Professional Scientific and Technical
  12.1% vs. 15.1%
Businesses Featured in 2010 Report
Update from 2009-2010

Increases in # of businesses
• Crop Production   +85
• Animal Production  +327
• Professional, Scientific and Technical   +134
• Fabricated Metal Manufacturers  +12
• Food Manufacturers  +6

Decreases in # of businesses
• Plastics & Rubber Products Manufacturers  -1
• Transportation Equipment Manufacturers  -1
# New Industry Data

## Truck Transportation

### Truck Transportation - # of businesses

<table>
<thead>
<tr>
<th>County</th>
<th># of Businesses June 2009</th>
<th># of Businesses June 2010</th>
<th># of Businesses December 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterloo</td>
<td>1,185</td>
<td>1,177</td>
<td>1,155</td>
</tr>
</tbody>
</table>

### Truck Transportation - # employed in SMEs

<table>
<thead>
<tr>
<th>County</th>
<th># Employed June 2009</th>
<th># Employed June 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterloo</td>
<td>4,033</td>
<td>3,710</td>
</tr>
</tbody>
</table>
# New Industry Data

## Finance/Insurance

### Finance and Insurance - # of businesses (NAICS 523/524)

<table>
<thead>
<tr>
<th>County</th>
<th># of Businesses June 2009</th>
<th># of Businesses June 2010</th>
<th># of Businesses December 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterloo</td>
<td>1,308/266</td>
<td>1,347/261</td>
<td>1,341/270</td>
</tr>
</tbody>
</table>

### Finance and Insurance - # employed in SMEs (NAICS 523/524)

<table>
<thead>
<tr>
<th>County</th>
<th># Employed June 2009</th>
<th># Employed June 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterloo</td>
<td>2,063/2,073</td>
<td>2,096/2,122</td>
</tr>
</tbody>
</table>
# Strategic Priorities

#1 - Alignment of existing training/education programs to match shifting skill requirements

#2 - Marketing of existing employment opportunities to new workers and workers in transition

#3 - Rising Skill Demands/Shift in Key Employment Sector

#4 - Older Worker Retention Priority

#5 - Incorporating Under Represented Populations into the Workforce
Carol Simpson, Executive Director
Workforce Planning Board
of Waterloo Wellington Dufferin
Tel: (519) 622-7122
Fax: (519) 622-7260
E-mail: carol@workforceplanningboard.com
Waterloo Region Healthy Communities Partnership
Community Picture

Prepared for Region of Waterloo Public Health
Facilitated by Dillon Consulting Limited
Funded by the Government of Ontario

March 31, 2011

For more information please contact Jennifer Toews at 519-883-2004 x5299 or jtoews@regionofwaterloo.ca
COMMUNITY PICTURE SUMMARY

Introduction

In Waterloo Region, Region of Waterloo Public Health (ROWPH) has been asked to establish and coordinate a Waterloo Region Healthy Communities Partnership (WR HCP). The Waterloo Region Community Picture provides a broad overview of the social, economic, political and environmental context related to the six Healthy Communities priority areas. It comprises a comprehensive profile of the community, including demographic make-up, health status data, current environment, strengths, opportunities and priority issues related to the six Healthy Communities priority areas: Physical Activity, Sport and Recreation; Injury Prevention; Healthy Eating; Tobacco Use and Exposure; Substance and Alcohol Misuse; and Mental Health Promotion.

Broad findings

- The recent economic downturn and related changes in employment rates, housing costs and basic cost of food affects many individuals and their families in Waterloo Region, including the ability to support healthy and active lifestyles.

- Waterloo Region is a culturally diverse community. The health and well-being of immigrants influence the health of the broader community. A greater diversity of culturally appropriate resources is needed across multiple priority areas in Waterloo Region.

- Proposed strategies reflect a systems-based approach that mobilize collective action, build on existing programs, and create synergy across the six priority areas.

- Proposed strategies address required modifications in the built environment, supporting physical activity, healthy eating, mental health and well-being.

- Meaningful inclusion of priority populations will be required to plan and implement the proposed strategies across the six priority areas.

Community Consultation

Community stakeholders were engaged in a number of ways to capture their input to develop the Waterloo Region Community Picture, including (a) consultation with 20 Region of Waterloo Public Health staff; (b) key informant surveys with 19 local priority area experts; (c) two community consultation meetings with 58 community stakeholders; (d) an on-line survey with 105 community stakeholders; and (e) a priority setting meeting with 20 stakeholders.

Recommended Actions in Waterloo Region

Waterloo Region at a Glance

Waterloo Region includes the three cities of Cambridge, Kitchener and Waterloo, and the townships of North Dumfries, Wellesley, Wilmot, and Woolwich, blending a unique balance of urban and rural centres. With a population of just over half a million, Waterloo Region is one of the fastest growing areas in Ontario and is projected to grow from 523,000 in 2010 to 729,000 people by 2031. Priority populations in the region include seniors, immigrants, aboriginal people, Francophones, and Old Order Mennonites.
1. Implement the *Healthy Community Food System Plan for Waterloo Region* which includes food skills and food access and to ensure that the plan addresses issues which contribute to the viability of local farms and to ensure access to healthy eating options through the implementation of regional and municipal planning, human services, and zoning support.

2. Improve the affordability and availability of physical activity, sports and recreation opportunities, including active transportation, at the neighbourhood level and region wide (including formal and informal).

3. Use social determinants of health approach to address the underlying contributing factors associated with mental health and to advocate for stakeholders to adopt and fund such an approach.

4. Improve food skills and food literacy in target populations, i.e., advocate for the re-introduction of home economics courses in the elementary and secondary school curriculum, develop food preparation courses for post-secondary school students in Universities and Colleges, and increase access to culturally appropriate foods for new Canadians through community kitchens.

5. Ensure available community capacity to meet rural and urban mental health related needs once awareness has been raised. This should be undertaken by involving people who receive the services.

6. Develop key intervention strategies and implement support for tobacco users (i.e., chew tobacco and water pipes) and current smokers who want to quit that meld professional tobacco cessation programs and support and peer-based cessation strategies.

7. Develop peer-led and facilitated injury prevention education programs, to include but not limited to falls prevention, concussion prevention, safe cycling, drowning prevention, self-harm prevention, suicide prevention, alcohol and prescription medication misuse/overdose.

8. Increase prevention efforts and the creation of policies to address the use of tobacco products (including smokeless tobacco), particularly among youth.

9. Creation and implementation of an Integrated Drugs Strategy using a comprehensive approach involving multiple perspectives and stakeholders addressing prevention, harm reduction, treatment and enforcement and justice.

10. Create a community (sport) health animator role to program, communicate and connect available resources.

11. Increase awareness and education efforts for harm reduction and substance and alcohol misuse prevention recognizing the contribution of alcohol and drug misuse on the development of diseases and illnesses and overall health of communities.

12. Carry out further research with injury prevention target groups to better understand their needs, including literacy and education levels and accessibility issues.
MEMORANDUM

To: Chair Sean Strickland and Members of the Community Services Committee
From: David Dirks, Director, Employment and Income Support
Copies: Michael Schuster, Commissioner, Social Services
File No.: S09-01
Subject: POSTAL STRIKE CONTINGENCY PLAN FOR ONTARIO WORKS

Background

The Canadian Union of Postal Workers (CUPW) will be in a legal strike position on Wednesday, May 25, 2011. CUPW will not deliver Ontario Works and Ontario Disability Support Program cheques during the strike. In anticipation Employment and Income Support, Social Services has developed a contingency plan to distribute the June monthly cheques to Ontario Works recipients. As a first step, Council was advised that we will no longer mail daily cheques effective Thursday, May 19th. This plan will be actioned once a strike is declared and no later than 12 noon Friday, May 27th to ensure that a person’s monthly cheque is available.

Distribution Centres

Two centres will be established: 150 Main Street, Cambridge (Regional Offices) for those living in Cambridge and North Dumfries; and the Kitchener Auditorium for those living in Kitchener, Waterloo, Wellesley, Woolwich and Wilmot. These centres will be open from 9:30 AM to 4:00 PM from May 30th to June 1st. They will be operated by Regional staff.

Public Announcement and Next Steps

A variety of methods will be used to advise the community including: public service announcements, advertisements, posters in our offices, electronic information to community partners, common voice messaging within Ontario Works and direct contact with participants. Those who have their cheques directly deposited in their bank accounts (approximately 60% of the caseload) will not need to come to a reception centre. The caseload at end of April was 8,737.

For further information please contact David Dirks, Director, Employment and Income Support at Phone: 519-883-2179 or ddirks@region.waterloo.on.ca