



## Health Matters Newsletter October 31, 2014



Purple Lights Campaign

### Today's Health Matters Includes:

- Meeting Schedules
- Community Meetings and Events
- Cowichan Gets a Thorough Diagnosis –
- News Leader Pictorial
- Juice FM Covers the Communities Health Profile Forum
- Three Key Ideas for Building an Effective Network for Collective Impact
- Cowichan Women Against Violence



A visit to the Abby Lane Farm on Mays Road is my favourite part about Halloween!

---

### Our Cowichan- Network Member Meetings-

- ✓ **Next Our Cowichan Network Meeting –November 13**, CVRD Board Room. Light dinner at 5:30 pm – Meeting starts at 6:00 pm
- ✓ **Next Admin Committee Meeting-** Wednesday November 19, 5:30 pm CVRD Com. Room 2
- ✓ **Small Group planning meeting** for Personal Health Practices and Coping skills combined with Chronic Illness and Mental Health – Wednesday November 19- 9:30 to 11:30 Venue to be announced.

---

### Upcoming Events/ Workshops/ Community Meetings

- **Together Against Violence Workshop-** November 26 8 am to 12 pm breakfast included – Duncan United Church \$10 or by donation
-

## News

# Cowichan's health gets a thorough diagnosis

- by [John McKinley - Cowichan News Leader Pictorial](#)
- posted Oct 27, 2014 at 5:00 AM

Cowichan area teens are having babies at more than double the provincial average.

Affordable houses and family doctors are usually easier to find in the local region than they are in the rest of the province.

And while people here are living longer than they used to, they still die earlier than elsewhere in B.C. — particularly in the Ladysmith-Chemainus area.

These are just three among dozens of findings about our community revealed Thursday in the [Cowichan Communities Health Profile](#), a sweeping new document designed to show us what things we are doing well to support a healthy community, and where we need to improve.

Compiled by the Our Cowichan Communities Health Network, the profile is 201 pages — and counting — of facts and figures, maps and charts that delve well beyond the traditional model of counting doctors and hospital beds.

The profile may be the first document of its type produced in North America.

"It's certainly the best I've seen that doesn't focus in on the usual health measures," Vancouver Island medical health officer Dr. Paul Hasselback said.

Based on the 12 Determinants of Health, it explores broader issues like job income and security, community connection, exercise habits and many other things that are proven to contribute to good health.

"Hospital beds don't rate high on the determinants of health," OCCHN co-chair Rob Hutchins said. "We have some unusual health issues."

The life expectancy rate, for example.

"We've got a mystery, something we don't understand" Hasselback said. "It's been like that for 25 years. We're working on finding out why."

But the profile isn't just about identifying areas that need improvement. It also identifies our strengths. Like housing affordability.

"We should be shouting that," Hasselback said. "You can afford to live here. It's an asset."

And that is the point of the profile: providing the relevant data in the relevant areas to guide future research and decision-making toward a healthier community.

The medical health officer hinted that while most of our health resources are poured into treating the sick, better results might be found by focusing on helping people stay well.

"The next part is the exciting part," he said. "It is taking that information and starting to make a difference."

The health profile was developed by Golder Associates in conjunction with the OCCHN by pouring through reams of Island Health and Statistics Canada documents and conducting interviews and surveys throughout the Cowichan region.

OCCHN regional facilitator Cindy Lise detailed how it is designed to be a living, growing document, continually updated and adjusted online as new information becomes available.

The OCCHN is a volunteer body formed in the wake of the sudden, unexpected closure of Cowichan Lodge in 2008. The uproar that resulted demonstrated the need for the community to liaise better with Island Health and take an active role in improving and determining its own health care.

The health profile and other information about the organization can be found at [ourcchn.ca](http://ourcchn.ca)

### **The 12 Determinants of Health**

Health Canada has produced a list of 12 factors that play a significant role in your health. The Cowichan Communities Health Profile details Cowichan's status under each of these headings.

- 1: Income and Social Status
- 2: Social Support Networks
- 3: Education and Literacy
- 4: Employment and Working Conditions
- 5: Social Environments
- 6: Physical Environments
- 7: Personal Health and Coping
- 8: Healthy Childhood Development
- 9: Biology and Genetic Endowment
- 10: Health Services
- 11: Gender
- 12: Culture

---

### **897 Juice FM reports on the Community Forum**

The Cowichan Communities Health Profile has identified some important data about what is impacting the health and well being of residents in the valley.

The report was presented by Central Island Health Medical Health Officer, Dr. Paul Hasselback, on Thursday at VIU's Cowichan Campus.

Hasselback says there was a lot of positive information that came out of the report.

[http://897.juicefm.ca/news/wp-content/uploads/2014/10/hasselback\\_positives.wav](http://897.juicefm.ca/news/wp-content/uploads/2014/10/hasselback_positives.wav)

00:00

00:00

Hasselback says some of the negatives include people living below low-income levels, more children starting kindergarten that are not prepared and health risk factors associated with alcohol.

You can find the report at the Our Cowichan Community Health Network website.

- See more at: <http://897.juicefm.ca/news/cowichan-communities-health-profile-sheds-light-on-well-being-issues/#sthash.WQFVHLgN.dpuf>

---

## Three Key Ideas for Building an Effective Network for Collective Impact

Submitted by [Arti Freeman](#) on September 8, 2014 - 6:23pm

In a [blog](#) for the Ontario Trillium Foundation, I talked about how shifting the way we think towards a networked mindset can increase our social impact. I'm reminded of an [article](#) in the [Stanford Social Innovation Review](#) on the 'networked nonprofit'. The article illustrated how Habitat for Humanity Egypt managed to build five times more homes than the average Habitat for Humanity by focusing on building their network. As a result, they were able to more effectively and sustainably address homelessness by leveraging community resources, relationships, and knowledge.

As part of our Foundation's new [redesign process](#), we will be strategically engaging and supporting [collective impact](#) initiatives to bring long lasting change to communities. While working with a networked mindset is powerful enough to help us achieve greater impact, the ability to map, understand and [weave](#) networks strategically enhances collective impact initiatives, making them more likely to succeed.

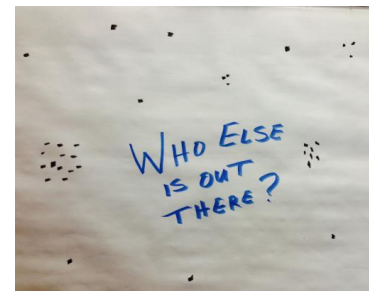
According to [June Holley](#), author of the 'Network Weaver Handbook', transformational change happens when new networks supersede or replace the old ones.

If a diverse set of actors want to coordinate their efforts in order to achieve collective impact, then it is critical that those that are already thinking about or engaging in activities to bring about the change are connected to each other.

While there is a lot more to leading and developing networks, I have highlighted three elements that I believe will allow us to effectively build a healthy network and expand the breadth and depth of relationships needed to achieve collective impact.

1. Ecosystem

*Network mapping helps us find the relationships that collectively sustain our work.*

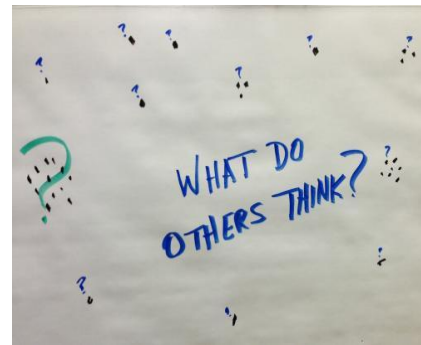


When we begin to see that our organization and the groups we are connected to are actually part of a larger ecosystem, our thinking will immediately broaden beyond our current relationships, programs and outcomes. We will more likely want to build our network and find everyone that might be working toward the same agenda. We will be looking to the periphery to find the full range of interest groups most likely to be affected by our work, other organizations serving the same target group, institutions that could help advance our cause, and anyone else addressing the outcome we desire - as well as those who should be interested or those who would oppose our work were they excluded.

## 2. Diversity

*Understanding how others in our network think about and approach the problem or solution differently deepens and enriches our collective work.*

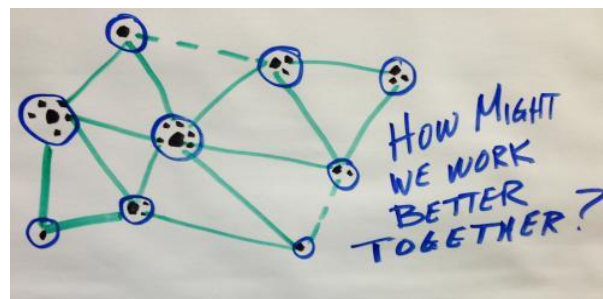
Building our networks will help us leverage different perspectives and approaches. Working with a myriad of stakeholders who think and act differently than our organization or group will put us in a better position to reframe the problem. We will begin to see how the collective action and multi-faceted solutions of different stakeholders can contribute to the shared outcome we all want to achieve.



## 3. Communication

*Open, honest and frequent communication helps us better connect and mobilize people, ideas and resources.*

Effectively communicating in the network can help organize our collective action around shared measures, and increase the ability of a network to develop and adapt its strategy. Communication highlights the influencers in the network and also brings in voices that have not been included. It supports engagement in different parts of the network and creates a platform for a strong learning community.



Developing healthy and effective networks takes time and intentionality. This approach however can effectively increase the impact and transformation of the collective's work as it connects and engages untapped individuals and resources and makes room for new ways of working together to achieve a shared goal.

Links:

- [Arti Freeman's blog](#)

- [Login](#) or [register](#) to post comments

- See more at: [http://tamarackcci.ca/blogs/arti-freeman/three-key-ideas-building-effective-network-collective-impact?utm\\_campaign=Engage%21&utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=14349775&\\_hsenc=p2ANqtz-9Q1iGwPePxDOq9kQcU5\\_mpvjVq\\_gcUaomOpTIGuHacqqwMEizHYqcdWJ9K50H3fc30CD\\_6haIEUIJKlv\\_rvB-cNU3cTw&\\_hsmi=14349775#sthash.5LOk7qG5.dpuf](http://tamarackcci.ca/blogs/arti-freeman/three-key-ideas-building-effective-network-collective-impact?utm_campaign=Engage%21&utm_source=hs_email&utm_medium=email&utm_content=14349775&_hsenc=p2ANqtz-9Q1iGwPePxDOq9kQcU5_mpvjVq_gcUaomOpTIGuHacqqwMEizHYqcdWJ9K50H3fc30CD_6haIEUIJKlv_rvB-cNU3cTw&_hsmi=14349775#sthash.5LOk7qG5.dpuf)

---

## **Two free workshops on Tenancy Law hosted by the Regional**

I am writing to invite you to two free workshops on Tenancy Law hosted by the Regional Affordable Housing Directorate. (Poster attached)

Tuesday November 4 - 9:30 to 11:30

Wednesday, November 12 - 1:30 to 3:30

Here at Social Planning Cowichan - upstairs board room - 135 Third St, Duncan

These workshops will be a little different than ones we have hosted in the past. We would like to encourage more sharing and peer learning opportunities among those of you who advise people on their rights as a tenant. As there is no one individual in the Cowichan (that we are aware of) who has training in tenant's rights, we hope to strengthen community capacity to respond to questions on tenancy law by building the peer support network.

RAHD is also pleased to announce that we have just hired two housing support workers. They will take some training in tenancy law and may also be helpful to you - although unfortunately these are term positions running to the end of March 2015.

These workshops will also be appropriate for new landlords who want to learn more about tenants' and landlord's rights.

If you can not attend the workshop but have a question to ask, please pass it on to me and I will bring it up at the event.

We also have a limited fund for stipends for staff release time if this makes a difference to your employer in enabling you to come to the workshop. Let me know if this would be helpful for you.

Hope you can join us. Joy

---

## Cowichan Women Against Violence Society

103-255 Ingram St. Duncan BC V9L 1P3 250-748-7000 Fax 250-748-9364  
Email: cwav@cwav.org Registered Charitable Organization #118878339RR0001



### Somenos House

Ph: 250-748-8544  
Fax: 250-748-8539  
somenos@shaw.ca

### WAVAW

#### Community-based Victim Services & Counselling Programs

Ph: 250-748-7000  
Fax: 250-748-9364  
cwav@cwav.org

#### Children Who Witness Abuse Counselling Program

Ph: 250-748-7000  
Fax: 250-748-9364  
cwav@cwav.org

#### Horizons Employment Program

Ph: 250-748-7000  
Fax: 250-748-9364  
horizons@cwav.org

#### Safer Futures Program

Ph: 250-748-7000  
Fax: 250-748-9364  
saferfutures@cwav.org

October 24<sup>th</sup> 2014

The prevalence of violence against women and children in the Cowichan Valley is alarming. As Cowichan Valley residents we share a desire for a safe and inclusive community. We know that together we are stronger. As part of a made-in-Cowichan response to this violence, CWAV Society is organizing a **Purple Light Nights®** event.

**Purple Light Nights®** is a community initiative aimed at increasing the awareness of gender violence issues and its affect upon children and families. **Purple Light Nights®** invites residents to hang strings of purple lights in homes, business windows, and on downtown trees to show support that *"Gender Violence Has No Place In Our Community"*. Through the simple act of displaying purple lights community members become part of a collective conversation.

The 2<sup>nd</sup> annual Cowichan Valley **Purple Light Nights®** will be displayed in November during the "16 Days of Activism Against Gender Violence", a global campaign calling for the elimination of all forms of violence against women highlighting significant dates. The 16 Days of Activism is a time to reflect on what actions we can take individually and collectively to put an end to violence against women and girls in our community and beyond.

In 2013 Ladysmith Mayor and Town Council committed to honouring **Purple Light Nights®** in Ladysmith in strong support of the fact that gender violence has no place in our community. The Festival of Lights committee dedicated a tree on the south-east corner of Roberts & First Ave. in Ladysmith as the Purple Tree in support of Cowichan Women Against Violence. Council members personally donated the funds to purchase purple lights and mount a placard explaining exactly what the purple tree signifies.

"Violence against women is a community issue and it takes community-lead actions to bring us together to address the harms of family violence. Ladysmith is a role model in the Cowichan Valley and we raise our hands to Mayor and Council

and the Festival of Lights for their dedicated support of the Purple Lights campaign”, said Kendra Thomas, community victim services worker for CWAV Society.

Ways to Support:

- Promote: Like us on Facebook – CWAV Society & Cowichan Together Against Violence, post flyers, share on social networks, engage your neighbourhood
- Sponsor: provide purple lights (sell or donate)
- Challenge: fun competitions for neighbourhood street light-up, school light-up
- Light-up: your business, your home, your neighbourhood, your community!
- Attend: “Together Against Violence” community workshop Nov. 26<sup>th</sup> and Dec. 6<sup>th</sup> – National Day of Remembrance & Action on Violence Against Women – the 1989 École Polytechnique Massacre

On behalf of CWAV Society we thank you and look forward to working with you to create a safer Cowichan Valley.

Sincerely,

Kendra Thomas  
Community-based Victim Services Worker

---

Do you have a resource, event or information you would like to share?

Send it to [cindylisecchn@shaw.ca](mailto:cindylisecchn@shaw.ca) and it will be included in the weekly

**Health Matters Newsletter**