

Well-Being Plan

2021-2025



Working together to build a stronger Meaford

Message from the Mayor

An important responsibility for municipalities is the health and wellness of our residents. The provincial mandate to create Community Safety and Well-Being Plans prompted a comprehensive Grey/Bruce model. However, we recognized the diverse challenges within our rural and urban areas so our Council made the bold decision to develop our own Plan to focus on the needs of residents throughout the entire geographic area of the municipality. This “made in Meaford” Community Safety and Well-Being Plan succeeds in identifying achievable initiatives that reflect those needs in our community. Two clear requirements were necessary to drive the positive outcomes that would benefit residents directly: 1) input from local experts who provide support and services in Meaford and 2) hearing from our residents.



We are so lucky in Meaford to have local expertise, a high level of public engagement and an overall concern for one another. It is this local passion that strengthens partnerships, and it encourages us to work together to achieve purposeful change. The inclusiveness and consideration for the well-being of everyone, including existing, newly arrived and future residents to our municipality will ensure our health, wellness and prosperity now and in the future.

The Well-Being Partnership illustrates what is possible when we work together in our community towards a common goal and vision. We hope that the development of this Plan will represent the beginning of upstream, meaningful changes for all residents and service providers within our municipality, and that its implementation will be a catalyst for greater well-being in our community.

Message from the Well-Being Partnership

When the Municipality of Meaford decided to develop a local Well-being Plan, it was clear that the Plan would only be a success if it was a truly collaborative effort and resulted in lasting, meaningful partnerships within our community. The Municipality partnered with leaders from local agencies and organizations to ensure that diverse voices were represented in the development of the Plan, and that this living document would encompass the values of our community as a whole. Those partnerships resulted in a collaborative approach, focused on the local community, which sought to bring together our residents, our service agencies and care providers, and our local government to ensure improved health, safety, and well-being for everyone in the Municipality of Meaford. We called this group of partners the Well-being Partnership. The efforts of the Well-Being Partnership will continue through the implementation of our Well-Being Plan to ensure the health, safety, and wellness of all residents is at top of mind for our community in the years to follow. The Well-Being Partnership illustrates what is possible when we work together in our community towards a common goal and vision. We hope that the development of this Plan will represent the beginning of upstream, meaningful changes for all residents and service providers within our municipality, and that its implementation will be a catalyst for greater well-being in our community.

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Statement of Acknowledgement: Equity and Recognition for All

This plan was developed for all residents, and will work to serve the needs of our entire community. The Well-Being Partnership and the Municipality of Meaford are committed to fostering inclusivity within our community, local government, and within our institutions and multi-sectoral service agencies. Creating a safe and welcoming environment in our community will promote greater community vitality, safety, and well-being in the years to come. All residents deserve to feel safe and accepted within our community, regardless of their age, ability, sexual orientation, gender identity or expression, socioeconomic status, race, ethnic group, or nationality.

The success of Meaford's Well-Being Plan relies on our community fostering an environment of equity and recognition for all, the responsibility of which begins with our community leaders. Everyone should have the opportunity to work, live, learn, play, and thrive in our community free from discrimination and harassment.

Acknowledgement of Partners and Community Contributors

The development of this plan would not have been possible without the participation of countless service agencies, local businesses, and community groups. These leaders in our community provided data and shared information, participated in consultations, and lent valuable insight into the frontline issues in our community. This local well-being plan was also made possible thanks to the extensive contributions of our residents, who participated in community discussions and consultations, and filled out hundreds of well-being surveys. Residents have made their voices heard, and it is our hope that this plan truly reflects our community's realities. In total, it is estimated well over 700 residents participated in the development of this plan in one form or another, and its development would not have been possible without these meaningful contributions from our community members.

Special thanks to the following community partners and agencies for their various contributions:

- ▶ Accessibility Advisory Committee (Municipality of Meaford)
- ▶ Alzheimer's Society Grey Bruce
- ▶ Big Brothers Big Sisters Grey Bruce
- ▶ Bluewater District School Board
- ▶ Bruce Grey Child and Family Services
- ▶ CMHA Grey Bruce
- ▶ Community Living Meaford
- ▶ Community Policing Advisory Committee (Municipality of Meaford)
- ▶ County of Grey
- ▶ Dementia Friendly Committee Meaford
- ▶ Friendship 55+ Club
- ▶ Grey County EMS

- ▶ Grey Bruce OPP
- ▶ Georgian Bay Youth Roots
- ▶ GBCS Students Parents Council
- ▶ Georgian Bay Community School
- ▶ Grey Bruce Public Health Unit
- ▶ Grey Bruce Health Services
- ▶ Giwee Sharing Circle
- ▶ Home and Community Support Services
- ▶ Leads Employment Services
- ▶ Military Family Resource Centre Meaford
- ▶ Meaford Food Bank and Outreach
- ▶ Meaford Chamber of Commerce
- ▶ Meaford Public Library
- ▶ Meaford Fire Department
- ▶ Meaford Long Term Care Home and PeopleCare Communities
- ▶ Ontario 211
- ▶ Rotary Club of Meaford
- ▶ South West Local Health Integration Network (LHIN)
- ▶ St. Vincent Euphrasia Elementary School
- ▶ United Way Bruce Grey Owen Sound
- ▶ Victim Services Bruce Grey Perth
- ▶ We CARE Committee
- ▶ Women's House Serving Bruce and Grey
- ▶ YMCA Owen Sound Bruce Grey

Additional thanks to the following organizations who assisted in navigating the Plan framework and development process:

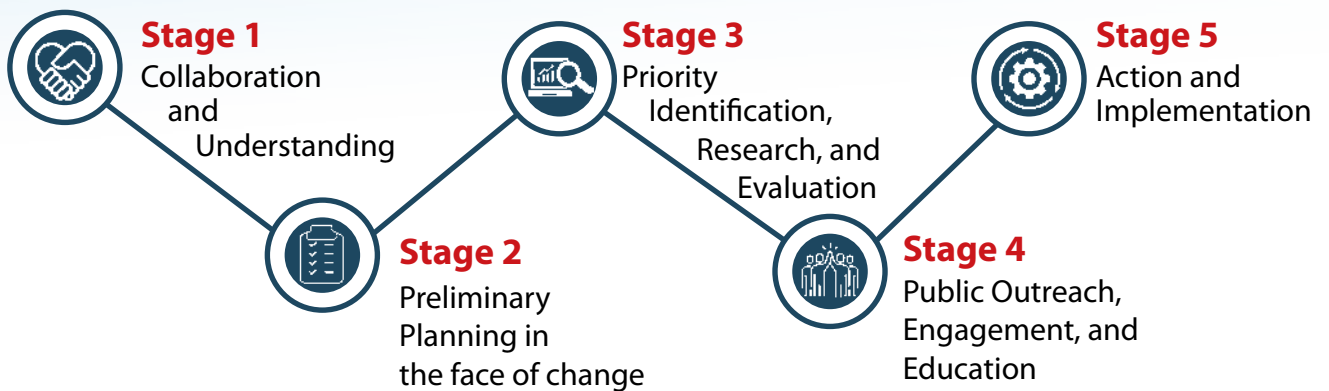
- ▶ Association of Municipalities Ontario (AMO)
- ▶ Canadian Municipal Network on Crime Prevention (CMNCP)
- ▶ Ontario Municipal Social Services Association (OMSSA)
- ▶ Ministry of the Solicitor General



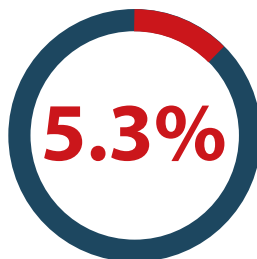
Plan at a Glance

The Well-Being Partnership worked throughout 2020 and into 2021 to develop a local Well-Being Plan for the residents of the Municipality of Meaford. The aim of this Plan is to identify community priorities and risks pertaining to safety, health, and well-being, and then implement strategies for action to bring about transformational change in these areas for our community.

The Municipality's planning occurred in five stages:



The Plan's development relied heavily on resident feedback and discussion, both through community-wide surveys and during public consultations. In total:



▶ **580** residents (or roughly 5.3% of the total population) completed and submitted a Community Well-Being survey (2020 - 2021 Appendix 2)

▶ Over **1000** comments were obtained through the two community surveys, offering thoughts on suggested programs and services, areas for improvement, and feedback on resident perceptions of health, safety, and well-being

► Consultation sessions were held throughout the Municipality, including:

- A virtual community wide consultation for residents of the Municipality; a virtual consultation session held with local youth; virtual presentations and information sessions requested by local service agencies and groups; and frontline consultations with local service agencies. (Appendix 3)

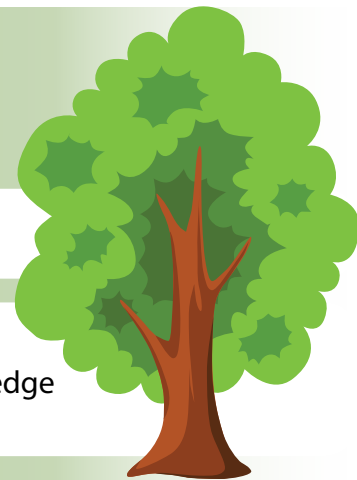


- Alternative consultation methods, such as the introduction of the “Wall of Well-Being”, (Appendix 4), also garnered over 50 proposed action items.

Through consultation with residents and service providers in the community, five priority areas of focus for greater well-being were identified. Additionally, the Well-Being Partnership identified a sixth focus area for action and implementation. The six areas of focus are:



The Plan has the following vision, mission, and guiding principles for both its development and implementation:



Vision Building a safer, stronger, and healthier community.

Mission Improving community well-being through enhanced collaboration and multi-sectoral partnerships, while strengthening the network and knowledge of services available to our residents.

Guiding Principles:



Inclusive

Ensure the Plan considers all residents of the Municipality of Meaford in both its development and implementation. The Plan must consider the unique and varying needs of our residents at both an individual and systemic level.



Collaborative

Collaboration is a vital aspect of the Plan's development and implementation. While the Plan is legislatively owned by the Municipality, it is a collective document that stems from multi-sectoral efforts, and has been created for the entire community and its various agencies and organizations.




Adaptive


Change and adaptation will be required over time, and the Plan must be prepared to reflect current community needs and priorities for well-being, while holding an understanding that these may change in the future.

Plan Goals and Objectives


Enhance Multi-Sectoral Community Partnerships

The Well-Being Partnership aims to increase collaboration and integration between local services agencies, local businesses, local government, and other important institutions that provide services to residents within the Municipality of Meaford. Developing this Plan locally meant we could develop and build on relationships between governments, agencies and service providers, with the aim of improving community safety, health, and well-being as a collaborative. The Well-Being Partnership began as a legislated group of individuals hoping to inspire transformational change within our community. Moving forward, the Well-Being Partnership should represent an opportunity for meaningful relationship building across multiple sectors.

Approaching Policy through the Lens of Well-Being

As the owners of the legislative responsibility for the Well-Being Plan, the Municipality of Meaford should ensure that the Plan acts as a catalyst for reframing public policy decisions through the lens of well-being. In choosing to develop a local well-being plan, Council of the Municipality of Meaford made a major statement about the importance of well-being in the community and should continue to keep resident well-being at top of mind, continuing to initiate and support new policies that support the goals of the Plan. Adjusting previous policies to ensure a positive impact on resident well-being should also be considered. Local government should also seek to continue supporting local agencies, organizations, and service providers as they work towards pursuing greater community well-being. Achieving the goals set out within the Community Safety and Well-Being Plan will not be possible if local policy and decision makers do not support our local service sector in improving well-being through programs and services, and act as champions for community needs at the regional level.

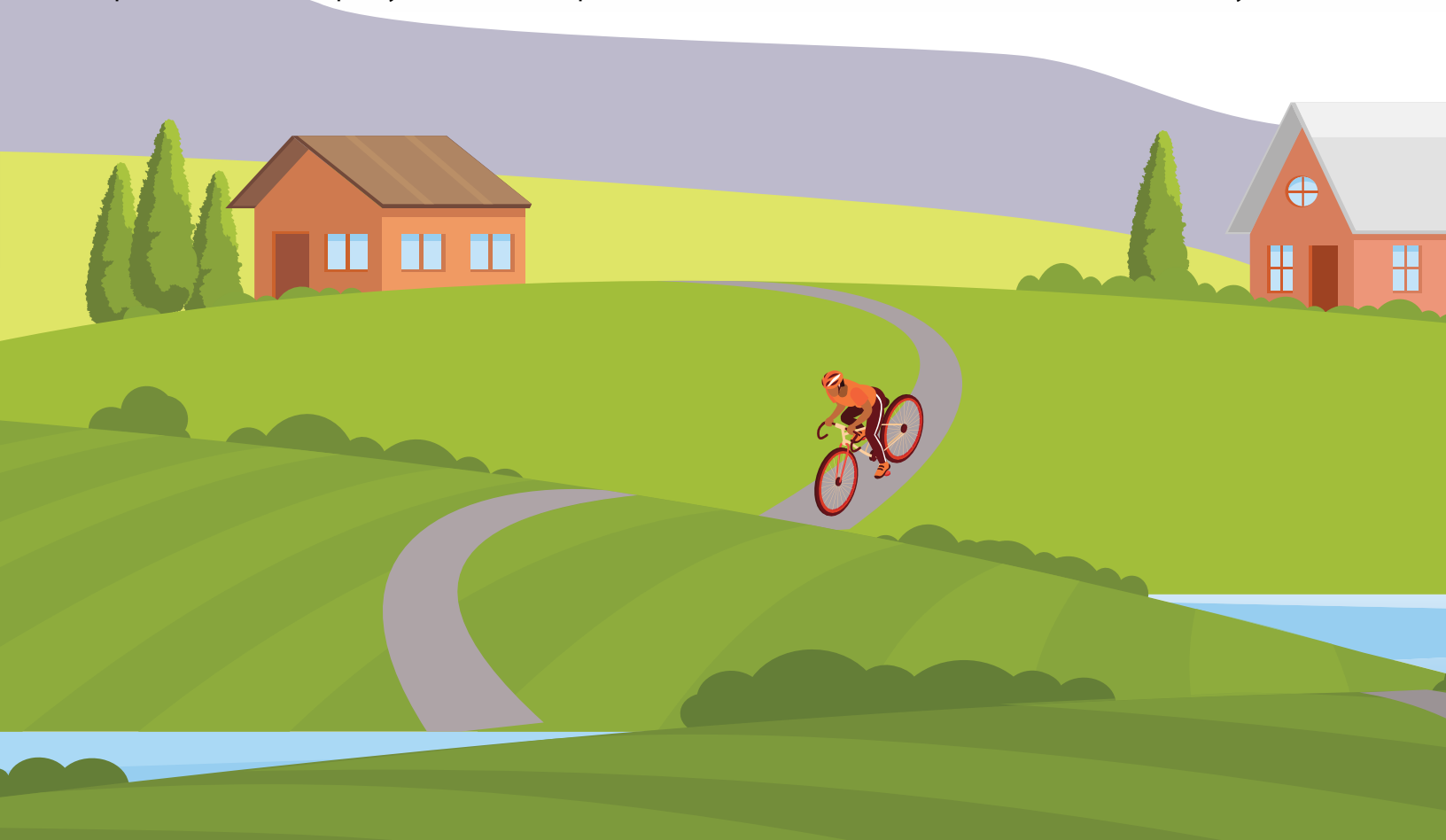
Increase Local Knowledge of Available Services

One of the goals for this Plan has been to increase our residents' knowledge on what local services are available to them and their families. Through community consultation and public surveys, a large portion of the feedback received showed that residents were not aware of what services are available to them in our area, including financial assistance, mental health services, healthcare, or housing options. Our team quickly found that even we, as local residents and service providers, were largely unaware of the ongoing supports and programs that can be accessed locally. For this reason, increasing resident knowledge on available supports and services is a vital objective of the Well-Being Plan. In the future, when our residents have unmet needs in terms of their health and well-being, we hope the outcomes of this Plan will provide them with the autonomy and knowledge to access the supports they require. This includes improved promotion and communication of locally available services, and ongoing engagement with residents and service providers.

Community Overview

The Municipality of Meaford is a vibrant community tucked away on the southernmost shores of Georgian Bay. Our Municipality offers a rich agricultural history, rolling hills and valleys, picturesque views from the escarpment, and waterfront access for a truly four season experience for residents and tourists alike. Comprised of various hamlets and communities, the Municipality encompasses a deeply rooted history of farming and agriculture, as well as vibrant local businesses, extensive trails, and lush parks to draw tourism. As a smaller community located between hubs formed in Collingwood and Owen Sound, the Municipality of Meaford provides the public with an opportunity to explore local shops, markets, and restaurants; enjoy nature; and take life at a slower pace, while still enjoying opportunities to shop locally; experience our vibrant arts and culture scene; and participate meaningfully in the community.

The Municipality of Meaford is a relatively safe community with low rates of crime. The Municipality is served by the Grey Bruce OPP Detachment, but was previously served by a local police force until 2003. Over recent years, the Municipality has heard growing resident concerns over a perceived lack of police presence in the community. Commonly cited calls for service to the OPP include traffic enforcement matters such as motor vehicle collisions (6.4% of total calls for service, 2019), as well as traffic complaints or hazards (10.9% of total calls for service, 2019). 47.2% of survey respondents said that they were satisfied with their personal safety in our community, but traffic concerns were commonly cited as an ongoing issue and concern. These concerns are exacerbated in many rural parts of the Municipality, as well as on specific streets within the urban sectors of the community.

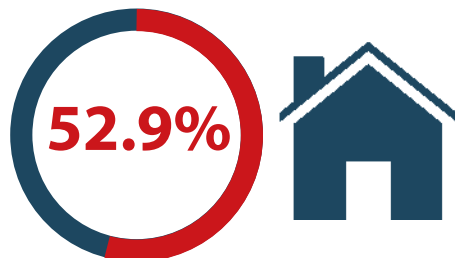


At the time of the most recent census (2016), the Municipality of Meaford's recorded population was 10,991 residents. However, in recent years, our community has been experiencing considerable growth, and will continue to see the impacts of this development in the years to follow. The community is popular among tourists, and typically sees an influx of out of town visitors on a seasonal basis, both during the summer season, and in the fall. With a new K-12 community school opening, a campus of long term care in development, a local hospital equipped with an emergency room, various community centres and halls, a number of camp grounds, stretches of beach, and popular trails and road cycling routes, the community has numerous assets that promote health and well-being for local residents and tourists alike, which will remain instrumental to our community's vitality in the years to follow.

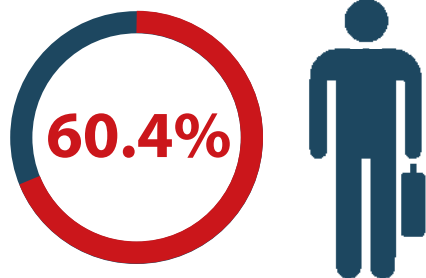
At a glance, these amenities would lead many to believe that our community is fully equipped with the services our residents require to maintain their health and well-being. However, it has been identified that there are a number of vital supports and services that are offered in neighbouring communities that are inaccessible without reliable private transportation. A lack of public transit has meant residents are unable to travel to these services, although some satellite services have been introduced in our community. Through the development of the Plan, the importance of improving access to needed supports and services at the local level for health, mental health, financial well-being, and recreational enjoyment have been discussed countless times. With our municipality covering such a large geographic area, it can be difficult for our residents to access the supports they need, when they need them.



There are also ongoing community concerns that may not be rectified directly through the Well-Being Plan due to its scope. In various engagement opportunities with the public, meaningful employment opportunities and affordable housing were given as major concerns for residents. While the Plan does not include action items related to employment or housing, the Municipality should continue to advocate at the regional level for increased opportunities.



52.9% of survey respondents felt affordable housing was needed for greater community well-being



60.4% of survey respondents felt meaningful employment opportunities were needed or greater community well-being



73.9% of survey respondents noted that they are or have previously been unemployed while living in the Municipality due to a lack of job opportunities

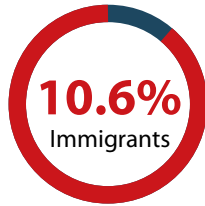
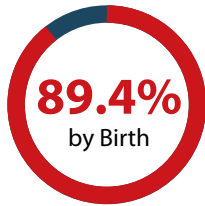
With an increase in development forecasted in the years to come, it is our hope that systemic well-being issues such as housing, and meaningful employment opportunities can be addressed over time.

Municipal Statistics

According to the 2016 census data, Meaford's population can be broken down as follows:



Citizenship



Non-permanent Residents **0.1%**



Educational Attainment



*Higher rates of educational attainment in comparison with the County average



Income



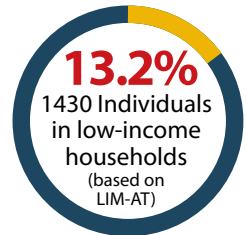
\$32,198
Median personal income
before taxes
(population 15+)

* Lower than Provincial average,
but nominally higher than County average

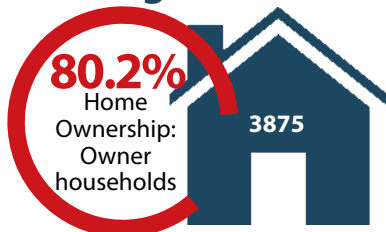


\$65,792
Median household income
before taxes

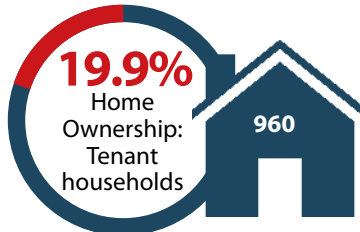
* Lower than Provincial average,
but nominally higher than County average



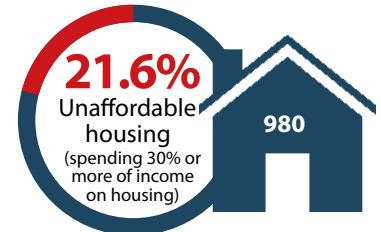
Housing



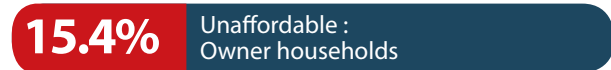
* Higher than County average



* Lower than County average



* Lower than County average

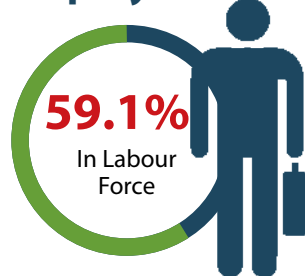


* Lower than County average

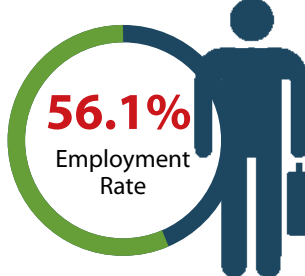


* Lower than County average

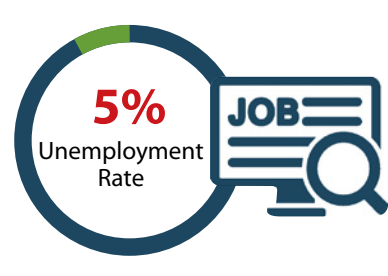
Employment



* Nominally lower than the
Provincial and County averages



* Nominally lower than the
Provincial and County average



Planning Framework

This Well-Being Plan is a locally developed initiative created in partnership with area institutions, service agencies, and residents. Our participants are passionate about our community's health, safety, and well-being. Through the creation of a local Plan, the Well-Being Partnership has committed to bettering the lives of our residents through changes sourced locally, as well as in

collaboration with partners at the regional level. These small scale changes have the ability to have a large impact on the lives of our residents. Our hope is that this Plan and its action items will improve the lives of all municipal residents and encourage upstream changes in matters of health, safety, and wellness in the years that follow its implementation.

The Plan has been developed to identify priority needs for our community by collaborating with partners and the public. These priorities should be addressed during the Plan's implementation in order to ensure that measurable and meaningful changes and actions are taken in the community. It is essential that partnership and collaboration with local agencies and residents remains a top priority during the life cycle of the Plan. The Plan's success will rely on the ability of our community to come together and work as a whole for the betterment of all. For this reason, the Plan should be considered a fully collaborative effort, and a living document throughout its implementation.

The Municipality of Meaford's Well-Being Plan is a document that should be considered fluid and ever-changing. It will be important to adapt or edit the Plan when the needs of our community demand such changes. As the development of the Plan has shown, the needs of our community can change dramatically dependent on time and circumstance, and this should be considered when addressing the demands of our residents and local agencies when it comes to health, well-being, and safety matters.



The Well-Being Partnership has had three goals for its Well-Being Plan from the beginning of the project:



The action items detailed within this plan, and the priority areas of focus that they aim to address, will look to uphold these goals moving forward. Action items will also seek to address four key areas for well-being planning as identified in the Ontario [Community Safety and Well-Being Planning Framework](#). The four areas identified in the provincial framework as crucial points to address when planning towards a healthier, safer community include:



Social Development

Social development requires long-term, multi-disciplinary efforts and investments to improve the social determinants of health. The social determinants of health are the conditions in which people are born, grow, work, live, and age. These could include education, income, food security, quality housing, and more. By improving the social determinants of health, we can reduce the probability of harm and victimization over time.

Social development is where a wide range of sectors, agencies and organizations bring different perspectives and expertise to the table to address complex social issues, like poverty, from every angle. The key to successful social development initiatives is working together in ways that challenge conventional assumptions about institutional boundaries and organizational culture. Our goal is to ensure that individuals, families and communities are safe, healthy, and happy in all aspects of their lives.

Prevention

Planning in the area of prevention involves proactively implementing evidence-based policies, programs, or situational measures to reduce the priority risks identified in our community. Priority risks could be any number of issues in our community, whether it be food insecurity, discrimination, substance use, or housing. Prevention is meant to address these risks before they result in crime, victimization, or harm to our residents.

In this area, community members who are not specialists in “safety and well-being” may have to be enlisted depending on the priority risk. If a priority risk is retail theft, for example, business owners may be consulted. Similarly, if a risk is occurring in one building, a property manager may be able to assist.

Service providers, community agencies and organizations will need to share data and information about things like community assets, crime and disorder trends, vulnerable groups and places. By doing so, we can identify priority risks within the community to plan and respond most effectively.

Risk Intervention

Planning in the risk intervention area involves multiple sectors working together to address situations where there is an elevated risk of harm. Essentially, stopping something bad from happening, right before it is about to happen.

Risk intervention is intended to be immediate and prevent an incident, whether it is a crime, victimization, or harm from occurring. Risk intervention will also reduce the need for, and systemic reliance on, incident response.

Collaboration and information sharing between agencies on things such as types of risk has been shown to create partnerships and allow for collective analysis of risk-based data. In return, this can inform strategies in the prevention and social development areas.

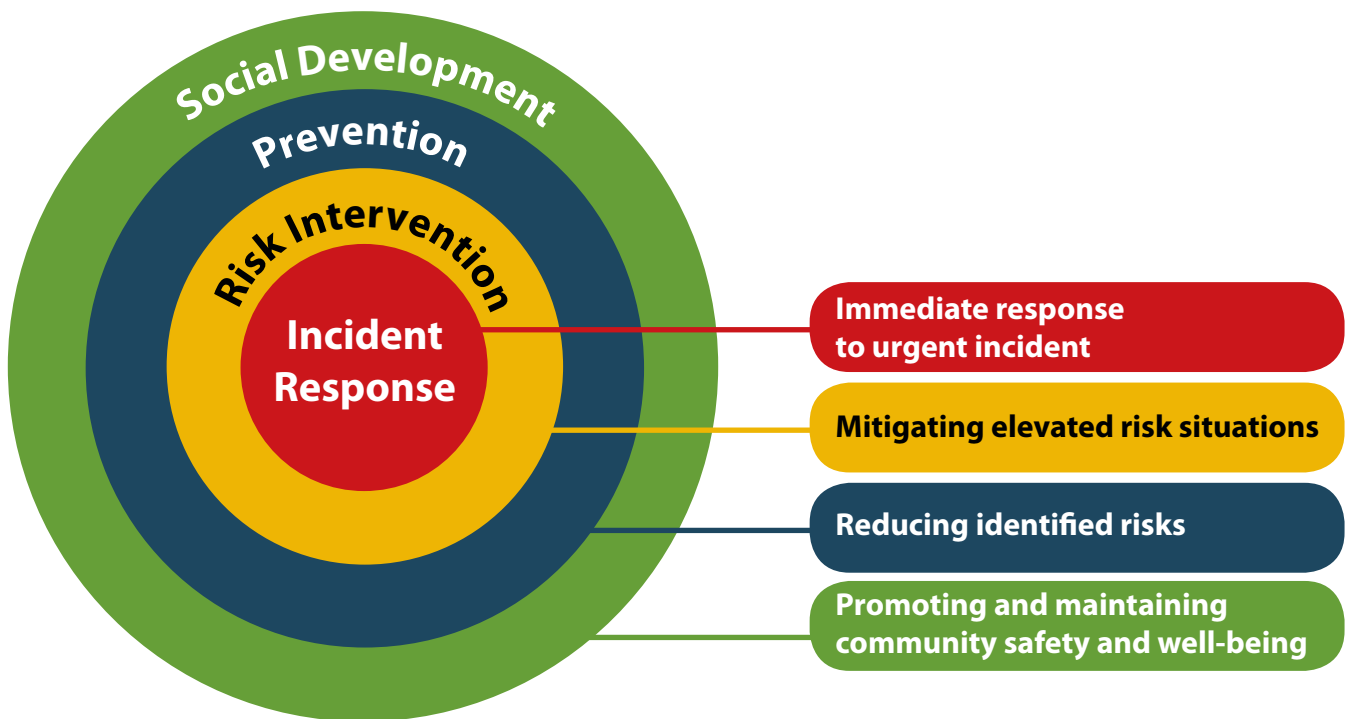
Incident Response

This area represents what is traditionally thought of when referring to crime and safety.

It includes immediate and reactionary responses that may involve a sense of urgency like police, fire, emergency medical services, a child at risk in their home or in the community, or a school principal expelling a student.

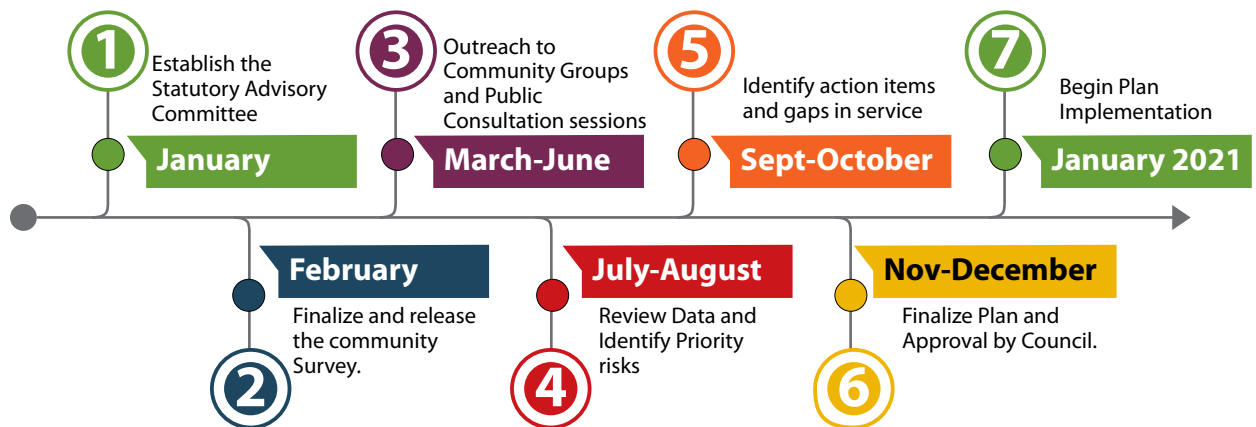
Many communities invest a significant amount of resources into incident response. Although it is important and necessary, it is reactive, and in some instances, enforcement-dominated.

Planning should also be done in this area to better collaborate and share relevant information. This includes types of occurrences and victimization, to ensure the most appropriate service provider is responding. Initiatives in this area alone cannot be relied upon to increase community safety and well-being.



Meaford's Well-Being Planning Phases

The development of the Well-Being Plan for the Municipality of Meaford brought forward many unexpected setbacks, unforeseen challenges, and – in time – extremely rewarding findings. In early 2020, the Well-Being Partnership set out to develop the Plan throughout 2020 using a fairly methodical approach (Timeline A). This timeline closely followed the framework guidelines as provided by the [Ministry of the Solicitor General](#), and set out to obtain commitment from community partners; create local buy-in for the Plan; engage with the community; focus in on community risk identification; assess current realities in the community; and put the Plan into action.



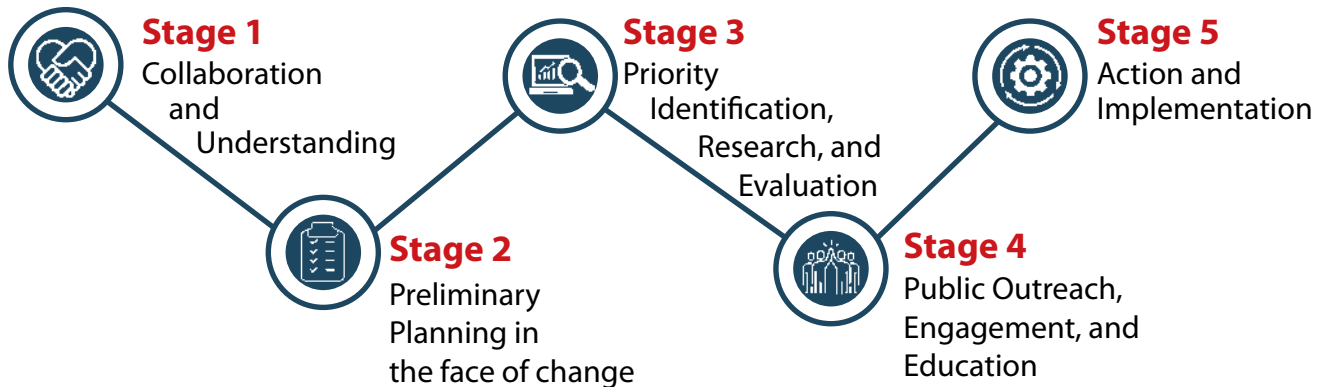
(Timeline A)

However, when the COVID-19 pandemic began to impact the community in March 2020, the Partnership quickly worked to re-configure the Plan's development for the remainder of the planning cycle.

Rather than engaging with the community in the spring of 2020, consultations and in-person engagement were initially postponed to the fall of 2020, and then to the spring of 2021 due to the constraints on public events during the pandemic. With in-person public consultations no longer a safe option to gather resident feedback in the early stages of the Plan, the Partnership focused on the findings that were readily available through the community survey. Survey responses were obtained from approximately 4% of the total population in 2020, consisting of both rural and urban residents, which provided the opportunity to gather feedback on a remote basis. Using the 2020 survey feedback, the Partnership began to identify community priorities and conduct secondary research into local data on the priority areas that were being identified by residents. Although taking this approach was unanticipated, we are confident that the priorities identified through the survey responses were representative of our community's needs, and were common sources of resident feedback heard outside of the Plan. Through continued engagement, results have shown these five areas of focus remain at top of mind for our residents.

When the Partnership sought out local data on priority needs, this presented a new challenge as local businesses, service agencies, and community institutions were running on reduced staff, in a state of emergency, or remotely, making information sharing at the local level difficult. This also highlights a need moving forward for more readily available local data and information sharing between all sectors, beginning municipally. Although the COVID-19 pandemic hindered some aspects of the Plan's development, it allowed us additional time to consider our Plan's true purpose and priorities.

The amended Plan for development can be understood in the following phases:



Stage 1: Collaboration and Understanding

The Plan's first phase of development encompassed a number of important actions to gain community buy-in, form partnerships to aid in the Plan's development, and inform the public of the Plan's intentions. The recruitment of members to a Statutory Advisory Committee and an internal project team were the first actions taken to ensure the Plan would provide opportunities to collaborate and expand networking of vital services. From the very beginning, we recognized that increased networking between local government and our local service agencies would be a key goal for the Plan. It was our mission to ensure that the Plan represented an opportunity to bring our community together as a whole, and to act in the best interest of residents and service providers alike in tackling matters of health, safety, and well-being.

In an effort to create community buy-in, Plan-specific branding was developed including an adapted name, slogan, and logo for its contributors. These efforts were meant to accomplish three things:

- ▶ Give the Plan a distinct identity as a collaborative effort, separate from both the Joint-County Plan efforts and the Municipality as a corporation;
- ▶ Create a more succinct and eye-catching brand for the Plan; and
- ▶ Aid in communications, online presence, and community outreach efforts moving forward. The result of these efforts was the Well-Being Partnership, which now represents not only the Plan's creation and development, but also a group of community service agencies who can provide an ongoing commitment to see the Plan through to implementation.





Stage 2: Preliminary Planning in the Face of Change

At the beginning of phase two, the community Well-Being survey was finalized and released, and public consultation sessions to gather feedback and information on our community's needs were set to begin. However, the second phase of planning quickly evolved after challenges were presented by the COVID-19 pandemic. The Partnership began working remotely to continue the Plan's development through local research and asset mapping. Although our initial estimates of how long the delay to consultation would be were unclear, we soon realized that a new development timeline and alternate consultation methods would be necessary. For this reason, phase two of the Plan included:

- ▶ Drafting and completing the frameworks for consultations, which were later pushed through to the spring of 2021;
- ▶ Relationship building and service engagement, including contacting businesses, agencies, and organizations to inform them of the Plan's intentions to consult in the future, and keep the community informed on the Plan's intentions throughout the year;
- ▶ Conducting remote and virtual information sessions with community groups;
- ▶ Conducting asset mapping and ongoing research of current services, agencies, organizations, and programs that are available to residents in the local area; and
- ▶ Researching local plan frameworks and document design.



Stage 3: Priority Identification, Research and Evaluation

During the third phase of the Plan's development, the Partnership began to assess survey responses to identify trends and themes. With consultations put on hold, the survey responses represented our first source for identifying the community's wants, needs, and priorities in terms of their health, safety, and wellness. The survey responses quickly showed that there were five main areas where residents shared concerns for our community, or areas where they felt improvements or additional supports were needed. Local data supported that these areas of focus held inherent risks to well-being if left unaddressed moving forward. The five areas of focus were identified as:

- ▶ Mental Health and Addictions
- ▶ Poverty and Income
- ▶ Crime Prevention
- ▶ Supports and Programs for Youth
- ▶ Supports and Programs for Seniors

As these five themes were identified through the survey responses, the Partnership continued their efforts to reach out to local service agencies and other institutions that held local data on these matters of health, safety, crime, and overall well-being to determine needs in each area.



Stage 4: Public Outreach, Engagement, and Education

In the fourth phase of planning, staff were able to adapt the framework and chose to consult virtually with members of the public on the five areas of focus identified through the Plan's initial survey and local data gathering. As community consultations could not be held in-person due to COVID-19, the following methods were utilized to consult with the community:

- ▶ Preliminary Well-Being Survey 2020 (focused on priority identification); (Appendix 2);
- ▶ Secondary Well-Being Survey 2021 (focused on items for action); (Appendix 2);
- ▶ The Wall of Well-Being 2021 (focused on items for action); (Appendix 4);
- ▶ Virtual Community Conversations 2021; and
- ▶ Remote Practitioner Consultations 2021. (Appendix 3);

The purpose of these consultations was to present the public with current findings, and ensure that no gaps or major themes had been missed within these responses. These consultations also focused on action, and sought perspective from residents and service providers on how to best address our community's needs moving forward. In an effort to reach more members of the Municipality, including those living remotely without strong internet connectivity, a second survey was also released to gather additional feedback on the priority areas of focus, which included a direct mail notice to all rural hamlets in the Municipality. The Partnership stressed that the Plan's development and framework was to be guided by the community's input, so we wanted to ensure that all residents felt their needs were reflected within the Plan.

Creative consultation methods such as the Wall of Well-Being were introduced to ensure that residents remained engaged and aware of the Plan's development despite lockdown restrictions. This consultation method was developed in collaboration with the Meaford Public Library, and provided residents with an opportunity to submit their feedback on the five areas of focus, and give their perspective as to how the local Well-Being Plan can implement meaningful changes at the local level. Each submission card represented one brick, and once anonymously returned, was displayed in the windows of the Library. As submissions came forward, "brick by brick", we built the Wall of Well-Being. This visual display showcased our residents' thoughts on how to address matters of health, safety, and well-being locally, which guided the Partnership as we worked to build a stronger Meaford.



Local students were also able to submit cards for the Wall of Well-Being, which helped to ensure the Plan was able to connect with our youth and gather their perspectives as well. This input was vital, and was otherwise not accessible at the time due to COVID-19 restrictions in schools.

Virtual consultation sessions via Zoom also helped the Partnership gather further community partner and resident buy-in. At its core, the Well-Being Plan is a living document for the community, which will greatly benefit from collaboration and greater networking of services in the future. With the Well-Being Partnership consulting with local schools, healthcare agencies, social service groups, committees and service groups, we were better able to build relationships and set the tone for the Plan's intentions moving forward. The remote practitioner consultations allowed for service agencies to provide targeted feedback regarding client volume, common trends and themes, community risks, and COVID-19 impacts. Similarly, a virtual community conversation on well-being allowed residents to participate and provide their own perspectives on community concerns.

At the end of phase four, the Partnership worked to identify where gaps in current programming and services existed, both through community feedback and local asset mapping. This helped in the drafting of action items for the Plan's implementation that seek to address our community's priorities.



Stage 5: Implementation and Action

In the fifth and final phase of Plan development, the Well-Being Partnership worked to draft and subsequently finalize the Plan's action items for implementation. At this time, we also considered the required community partnerships that could possibly aid in implementing these actions in the municipality. Based on community feedback and research, an extensive list of possible action items was presented to the Statutory Advisory Committee in April of 2021. In May of 2021, the Committee finalized and approved a list of 30 targeted actions for the priority areas of focus.

At this stage, the Well-Being Partnership also identified the need for a sixth focus area for the Plan. Aptly named "The Foundations of Well-Being", this section of the Plan addresses those fundamental action items which will lay the ground work for the Plan's other five areas of focus.

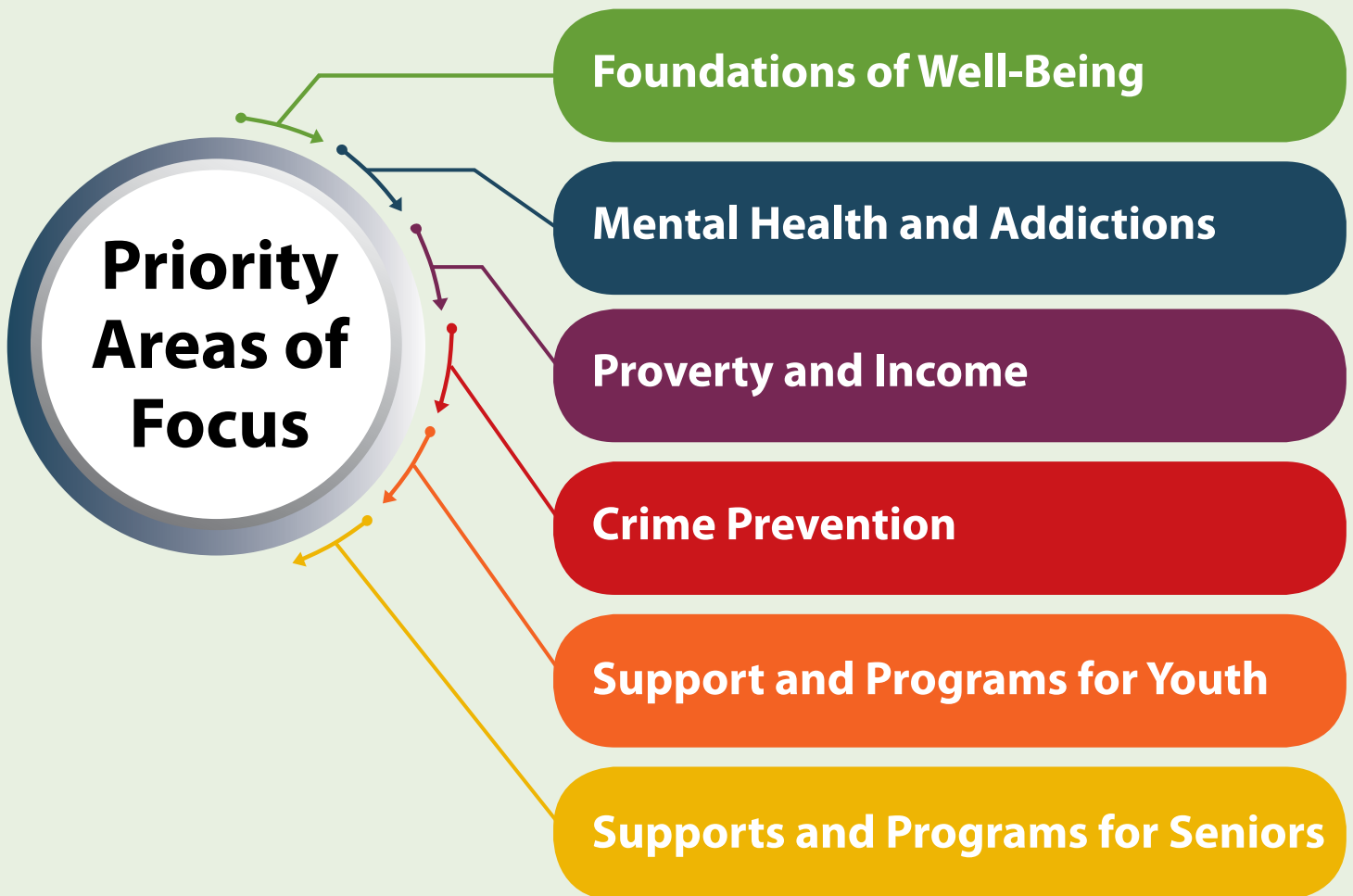
After identifying the final list of action items and possible community partners, the Well-Being Partnership connected with these local service providers to assess interest and continue communications in this regard. Looking ahead, the Well-Being Partnership will continue its efforts to implement the Plan's action items from 2021 through to 2025, which should include the introduction of a new Well-Being Advisory Committee. This committee will maintain responsibility for overseeing the implementation of the Plan, its various action items, and possible partnership opportunities for the future.

Priority Areas of Focus

Five areas of focus were identified during community engagements, consultations with service providers, and data analysis. These areas of focus encompass systemic and ongoing issues within the Municipality of Meaford, each of which covers a multitude of risks to community safety, health, and well-being. Through the Plan’s proposed action items, these risks will be targeted over time in order to improve resident well-being within our community.

As this is the first Well-Being Plan for Meaford, the Partnership identified an additional foundational category. This category is referenced within this document as the “Foundations of Well-Being”. This focus area speaks to those items for action which the Well-Being Partnership felt were fundamental to our community’s progress, but did not fit neatly within any of the other focus areas. In order for the Plan to be successful, and for action to be taken in the five focus areas, the Foundations of Well-Being action items must take priority. These actions are necessary for the long-term development of the Well-Being Plan, and represent actions which will encourage the Municipality and community to place well-being at forefront of decision making and prioritization.

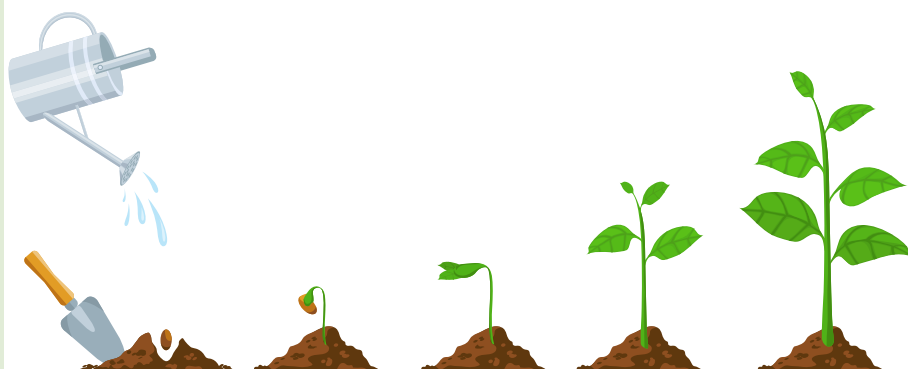
To summarize, the Well-Being action plan addresses the following six areas:



The Foundations of Well-Being

The Foundations of Well-Being need to be put in place so that the other action items in the Well-Being Plan can be implemented successfully.

These fundamental steps towards greater community collaboration, knowledge, understanding, and policy changes will assist the other five areas of focus.



During the Plan development process, the Well-Being Partnership realized that it was important to build a solid foundation to ensure the long-term success of this Plan and future Plans. We identified a series of action items to help build that foundation. While Meaford is fortunate to have dedicated organizations already working to enhance community well-being, including building multi-sectoral relationships, fostering community engagement and promoting knowledge on local services, the Partnership felt that further action could be taken at the local level to provide more comprehensive support in these areas.

What We Know

Through consultations with service agencies and frontline service providers, we identified the following themes:

Local knowledge on existing services:

- ▶ It is important for local government or central organizations to promote services that serve a wide area such as Bruce and Grey counties directly to their residents.
- ▶ It is difficult to ensure vulnerable populations have the information they need to seek help independently – not everyone is willing to ask for help or knows a place to start.
- ▶ Service groups also focused on all of the amazing services we currently offer locally, and worried that individuals might not know the good things that are already happening.

What We Know

Need for community space:

- ▶ There is a need for more locally available community spaces for meeting with clients.
- ▶ A community hub where individuals can access technology would be very beneficial. Clients are increasingly requesting access to cell phones and laptops. Requests for communal space with internet connection are common among youth.
- ▶ More communal social spaces (specifically for our youth) are needed locally – including indoor and outdoor spaces.

Networking and partnerships needed:

- ▶ Service integration & improved networking between individual service agencies would help with client demand, service requests, and triaging clients with advanced needs.
- ▶ There is an interest in having a point person for services locally, or for partnerships with agencies like 211 to be developed to assist service agencies with these needs while also working in the best interest of clients.
- ▶ Receiving information from local governments on currently available programming, services, or supports could assist those agencies who only serve a portion of their clientele in the Municipality of Meaford.

Championing programs locally:

- ▶ There are concerns that hubs like Owen Sound or Collingwood were drawing clientele and youth due to a lack of opportunities locally (both for needed services, healthcare, shopping, or recreation opportunities and extra-curricular activities).
- ▶ Investing in our community's recreation opportunities for local arts and culture, sports, and public parks/trails/spaces would positively impact resident well-being and fill a need not currently being met. Many groups reiterated facilities such as an indoor pool, track, fitness facility, etc. were missed locally.
- ▶ More investment should be placed directly in the community to ensure the Municipality is marketing itself as a place for families, and a place to plant long term roots.
- ▶ Local events and relationship building opportunities are important for both residents and service providers.

Community Feedback

The following comments summarize just a few of the ideas gathered directly from residents and service providers during public engagement:

“Meaford lacks community meeting space supported by community organizations. There is no single organization where we can visit with clients, have community meetings or disperse community resources outside of [a select few organizations]”

– Local service provider

“Many agencies do not realize what other agencies offer. There is a great benefit to [clients] if the different community agencies involved in the client’s care communicate with one another instead of being stuck in their silo of care. Sometimes it feels that there is no follow up once services are set up as to how they are doing - is it helping them, could they use more?”

– Local service provider

Calls for Action

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to address the fundamental needs for well-being in our Municipality.

The following 11 action items have been identified under the Foundations of Well-Being for implementation from 2021-2025:

① Well-Being Community Bursary Program

② Annual Well-Being Survey

③ Community Well-Being Conference

④ Well-Being Centered Decision Making

⑤ Community Resource Listing

⑥ Develop a Well-Being Website

⑦ 211 Promotional Campaign

⑧ Grant Funding Opportunities

⑨ Volunteer Matching Program

⑩ Accessibility Multi-Year Plan

⑪ Establish a Well-Being Advisory Committee

1

Annual Well-Being Survey

Releasing an annual well-being survey will allow the Municipality of Meaford to collect anonymous data on the well-being of residents over time, and assist in future planning efforts.

Objective	Conduct an annual Well-Being Survey and publicly report the results to Council each year through a Well-Being status report. This data can be used in future planning efforts, and will assist the Municipality in tracking performance measurement for each future iteration of the Community Well-Being Plan.
Rationale	<p>During development of the Municipality’s first Well-Being Plan, it was determined that local data for the Municipality of Meaford in particular was sparse, especially in the realm of health, safety, and well-being indicators. Most comprehensive data sets were built at the regional level. By collecting this information in a standardized format on an annual basis, the results of each survey will eventually form a local data set for resident well-being.</p> <p>Having access to this data will in turn assist the Municipality in performance measurement of the Plan’s action items, and will assist future plans by providing local data as a starting point.</p>
Plan Goal	This action falls in line with Goal 3: Increasing local knowledge on available services.
Supporting Actions	<p>Targeted communications efforts will inform residents of the purpose, use, and intended outcomes of each annual survey. Enhancing communication on the purpose of the annual survey and usage of the findings will help reduce resident confusion or frustration at the recurring nature of the survey each year.</p> <p>If deemed necessary, local community consultations could also be integrated on an annual basis to “pulse check” ongoing issues or concerns of residents for health, safety, and well-being at the local level and be recorded as additional qualitative data at that time.</p> <p>An annual report to Council will follow each data collection cycle to provide insight into ongoing trends.</p>
Evaluation	With each iteration of the annual survey, the number of survey participants – as well as trends within the collective responses to standardized questions – will act as a measurement of the survey’s success. It will also allow staff to deduce the overall success of the Well-Being Plan’s impact on resident well-being and community perceptions.
Outcomes	If this action is successful, Municipal residents will continue to participate on an annual basis to provide feedback and insight into ongoing community concerns, areas for future improvements, and areas of success when it comes to their health, safety, and well-being.

1

Annual Well-Being Survey

Releasing an annual well-being survey will allow the Municipality of Meaford to collect anonymous data on the well-being of residents over time, and assist in future planning efforts.

Outcomes continued

By reporting results publically on an annual basis, local service providers will be kept informed on community concerns, and community service agencies and organizations can utilize these results to make adjustments to services if they wish. Reporting back on the results will also allow local residents to feel heard, and will help maintain necessary connections with our community before the next iteration of the Well-Being Plan is developed.

This data collection will also aid future planning efforts at the Municipal level and provide needed data for the Well-Being Plan.

Focus Area

This action ties into all 5 focus areas of the Plan.

Lead

The Municipality of Meaford (Legislative Services and Strategic Initiatives)

2

Community Well-Being Conference

A biennial conference to bring together service providers and engaged citizens to foster public education, collaboration, and community building efforts.

Objective

Develop a biennial Community Well-Being Forum and Conference, bringing together service providers, community organizations and the public to engage with one another and discuss matters of community safety, health, and well-being at the local level.

This event would occur every-other year and provide an opportunity for organizations to connect with the community, would allow residents to gather information on locally available services, and would foster networking opportunities for local frontline staff and service providers. Discussion panels, service agency booths, and resident feedback opportunities would all be integrated into the event. Content and speakers may be focused on addressing emerging issues arising from the annual well-being survey and service agency data.

Rationale

In consultation with members of the public and local service providers, it was determined that an overall lack of community outreach and awareness of available services was negatively impacting residents and service organizations alike. Bridging the current gaps in community engagement and knowledge will allow both service providers and residents seeking assistance to connect in a meaningful way.

In the 2021 survey, an average of 40% of respondents felt that more community outreach efforts were needed across the five areas of focus.

2

Community Well-Being Conference

A biennial conference to bring together service providers and engaged citizens to foster public education, collaboration, and community building efforts.

Plan Goal	This action falls in line with Goals 1 & 3: enhancing multi-sectoral community partnerships, and increasing local knowledge on available services.
Supporting Actions	This event will be promoted through formal and informal channels such as media, social media, and inter-agency communications to ensure fulsome participation. Developing a list of participating agencies, speakers, and members for roundtables or other such events within the conference will be required. A local venue will be secured to hold the event, and other organizational considerations such as funding and scheduling will be deciphered during the event planning process.
Evaluation	With each biennial event, participation rates can be estimated and registrant numbers can be recorded to decipher public and service agency interest. The annual Well-Being survey can also integrate questions on the overall merit of holding such an event moving into the future.
Outcomes	If successful, the biennial Community Well-Being Forum will bring together service providers across multiple sectors, and provide residents with the opportunity to engage with local healthcare, education, social services, and emergency service personnel. It will provide opportunities for public education in these areas, while also allowing residents the opportunity to express any ongoing concerns directly to service providers through panels and discussions. The Forum will also bring together service leaders from various sectors to discuss ongoing issues and connect on possible partnerships for the future.
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Municipality of Meaford (Community Services, Strategic Initiatives) Multi-Sectoral partners and service agencies



3

Well-Being Centered Decision Making

Placing community well-being at the forefront of staff recommendations and Council decision making.

Objective	Ensure that community well-being is a factor in all internal and Council decisions moving forward, by integrating well-being into staff report templates, considering well-being in Council’s strategic priorities for 2022-2026, and integrating well-being impacts into all decision-making and staff recommendations.
Rationale	The Municipality feels it is vital to integrate considerations of community safety, health, and well-being into all decision-making moving forward. This shift will ensure the Municipality of Meaford continues to align its future actions with the purpose of the Well-Being Plan.
Plan Goal	This action centers around Goal 2: approaching policy through the lens of well-being.
Supporting Actions	Internal staff notices will explain the corporation’s shift to enhancing community well-being in all decision making. Staff will consider further areas where well-being can become a focus, including through ongoing work on accessibility, diversity and inclusion, and environmental stewardship efforts.
Evaluation	All report templates will include considerations for impacts to well-being, and Council’s Strategic Priorities for 2022-2026 should be developed under a focus on resident well-being.
Outcomes	If this action item is successful, all future iterations of staff reports will include community well-being impact statements, and Council’s decision making and priorities will consider resident well-being. In time, the corporate culture of the Municipality of Meaford will work to place considerations of resident well-being at the forefront of all decision making.
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Council of the Municipality of Meaford Municipality of Meaford Senior Staff

4

Community Resource Listing

An extensive community resource page will provide residents with an easily accessible listing of needed local supports, programs, and services.

Objective

Develop a comprehensive community resource listing to ensure residents are able to access walk in, crisis, or by-appointment services as needed. This listing should be made available both online via the Well-Being website to ensure up-to-date information, and also in an annual print version to allow all residents to reliably access the information without internet connectivity.

Rationale

Over the course of the Plan's public engagement efforts, an extensive number of residents and service providers indicated that there was an overall lack of knowledge for what supports and programs are currently available in the Municipality of Meaford, whether it be for employment and housing, personal development opportunities, local healthcare, recreation opportunities, mental health supports, or financial assistance.

There were also concerns that those in need of help do not know where to find a comprehensive list of local supports, or do not have the ability to seek this information out on their own.

Plan Goal

This action aligns with Goal 3: increasing local knowledge on available services.

Supporting Actions

This online and printed resource will be heavily communicated through both formal media as well as social media, and will become an internal reference document for customer service, enforcement, and protective service staff who deal directly with members of the public who may be seeking assistance.

Printed booklets should be made available at all local service agencies, local government offices, and through local transit providers to ensure all residents have an equal opportunity to access any needed supports.

This listing should be maintained on an ongoing basis, and checked annually to ensure the online listing is up to date. Partnerships with similar service providers such as 211 should be explored.

A standardized updating system should be developed to ensure consistent and up to date information from service providers.

A micro-site for well-being related matters will be developed to house the community resource listing.

Evaluation

A question will be integrated into the annual well-being survey to ensure residents feel connected to currently available supports and services in the Municipality. Page analytics can also be used to measure the number of visits to the online resource listing.

4

Community Resource Listing

An extensive community resource page will provide residents with an easily accessible listing of needed local supports, programs, and services.

Outcomes

If successful, over time residents will report feeling more knowledgeable about local services offered in the Municipality of Meaford. Residents may also begin engaging more with local programs and services that were previously underutilized. The number of visitors to the online resource page should also increase over time as the service gains traction in the local community.

Focus Area

This action ties into all 5 focus areas of the Plan.

Lead

Municipality of Meaford (Strategic Initiatives)

5

Develop a Well-Being Website

Introducing a well-being website to host community resource listings, Plan development information, future annual surveys, and other well-being related content.

Objective

Develop a Meaford Well-Being website to supply residents with an easy and user friendly domain to access needed information such as locally available services, annual research and survey materials, and other local information specific to health, safety, and well-being in the Municipality of Meaford.

Rationale

It was identified that by developing other Plan actions such as a community resource listing, an annual well-being survey, and a volunteer matching program. These items will require an online hosting system to be truly accessible to residents. To avoid overcrowding and confusion on the current municipal website, these items can be hosted elsewhere for quick and easy access by the public. Developing a friendly domain address such as meafordwellbeing.ca will allow residents to quickly and efficiently access needed resources.

Plan Goal

This action aligns with Goal 3: increasing local knowledge on available services.

Supporting Actions

Purchasing a domain name such as www.meafordwellbeing.ca.

Working with the Municipality's current website developer and communications team to build a user friendly micro site for well-being in Meaford.

Research existing websites for style and content preferences.

Communicating the new website to all residents and promoting this resource on an ongoing basis through customer inquiries. Promoting the features of the website to service agencies, organizations, and residents.

5

Develop a Well-Being Website

Introducing a well-being website to host community resource listings, Plan development information, future annual surveys, and other well-being related content.

Evaluation	Site analytics can track and determine the number of users.
Outcomes	If successful, other Plan actions will be better utilized and supported on a separate Well-Being website.
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Municipality of Meaford (Strategic Initiatives)

6

211 Promotional Campaign

Enhance Municipal communications regarding the availability of service coordination through 211.

Objective	Develop and implement a comprehensive marketing and communications campaign to raise awareness of the 211 service, and its capabilities for triaging multiple client needs thoroughly and anonymously.
Rationale	<p>In consultation with local service providers, there were ongoing concerns with a lack of support in triaging various client needs.</p> <p>Similarly, resident inquiries often identify needs that fall outside the scope of Municipal operations and supports.</p> <p>By enhancing support and communications surrounding the 211 service, residents will be better equipped and supported in their search for additional service information and assistance, and will become aware of the existing supports being provided such as case creation and triaging of various client needs.</p>
Plan Goal	This action item aligns with Goals 1 and 3: enhance multi-sectoral community partnerships, and increasing local knowledge on available services.
Supporting Actions	Posts to traditional media outlets and social media will enhance communications efforts, and future Municipal communications such as quarterly newsletters, e-newsletters, and community guides will also direct residents to the service on an ongoing basis.
Evaluation	Annual call data to 211 will be analyzed to decipher frequency of calls from Municipal residents.

6

211 Promotional Campaign

Enhance Municipal communications regarding the availability of service coordination through 211.

Outcomes	If successful, residents in the Municipality of Meaford will increase their usage of the free Ontario 211 service, and in time will have greater autonomy and knowledge of locally available supports and services as a result. This should also increase resident well-being and access to available services over time.
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Municipality of Meaford (Legislative Services and Strategic Initiatives) 211

7

Grant Funding Opportunities

Enhance monitoring and focus on grant opportunities that would promote community safety, health, and well-being.

Objective	Continually explore grant funding opportunities that align with the Well-Being Plan's objectives and goals. By continually monitoring these opportunities, the Municipality can also act as a champion for local programs or supports who may otherwise be eligible.
Rationale	Community well-being supports, programs, and services come at a cost, and the need for funding at the local level is an ongoing concern for service providers and the Municipality alike. By continually monitoring possible opportunities for funding, the Municipality can in turn support and champion more needed services in our community.
Plan Goal	This action aligns with Goal 2: approaching policy through the lens of well-being.
Supporting Actions	In addition to monitoring possible funding options for the Municipality, staff will also create open lines of communication with service agencies who could possibly benefit from these opportunities or who may wish to partner on future endeavors. Grant funding workshops can also be offered in the future to those community organizations who may be unsure as to how they qualify.
Evaluation	The success of this action can be measured by the amount of grant funding allocated over time to initiatives at the local level that focus on resident health, safety, and well-being. Over the course of the plan, some action items will be successfully funded by grants.

7

Grant Funding Opportunities

Enhance monitoring and focus on grant opportunities that would promote community safety, health, and well-being.

Outcomes

If successful, this action will see more funding allocated to local service agencies, institutions, and local government, and will in turn see greater investment into matters of health, safety, and well-being in the community. More programs will also be available to run due to access to funding.

Focus Area

This action ties into all 5 focus areas of the Plan.

Lead

Municipality of Meaford

8

Municipality of Meaford Community Bursary Program

Integrating requirements for community safety, health, and well-being in the Municipality's Community Bursary Program will ensure ongoing support and funding for local programs.

Objective

Amend the award criteria for the Municipality's Community Bursary program to focus on organizations and projects that improve community well-being. In turn, this program will showcase the Municipality's commitment to long term investments in our community's safety, health, and well-being, and show support for the work already being done at the local level.

Rationale

By amending the award criteria to center on community well-being programs, the Municipality can better integrate well-being considerations into policy and decision making. This switch allows the Municipality to provide funding for well-being programs and services on an ongoing basis, which in turn acts as an added incentive for service provision in the Municipality of Meaford. Over time, with funding available, this might draw in more service providers to set up satellite services in our community.

In the 2021 well-being survey, an average of 32% of respondents felt more support was needed for existing local services in areas of mental health, poverty and income, and supports and programs for both youth and seniors.

Plan Goal

This action falls in line with Goal 2: approaching policy through the lens of well-being.

8

Municipality of Meaford Community Bursary Program

Integrating requirements for community safety, health, and well-being in the Municipality's Community Bursary Program will ensure ongoing support and funding for local programs.

Supporting Actions

During the 2022-2026 intake for the Community Bursary Program, the Municipality will release communications on the new intake requirements for the program, and link this back to the Community Well-Being Plan and Council's strategic priorities.

FAQs and similar communications tools will be used to provide applicants with further information.

Communications tools will also outline the various ways in which a program or service might relate to Community Well-Being, for example:

- Providing a needed service such as employment supports; mental health programs; and food security;
- Organizing or holding public events for the community's benefit; or
- Creating programs based on areas of community need, etc.

Evaluation

The number of successful applicants in the Community Bursary Program, and the amount of funding allocated to each service or program that improves well-being will be tracked each year for the four year term of Council to show the level of investment in these services over time. In time, the number of applications received for each term of the program will also showcase the level of demand for funding or supports at the local level.

Outcomes

If the Community Well-Being Bursary is successful, there will be more concentrated funding invested directly into programs, supports, and services which seek to improve resident well-being across the Municipality. In time, service providers based across the region will also have greater incentive to bring their services to our community and our residents.

Focus Area

This action ties into all 5 focus areas of the Plan.

Lead

The Municipality of Meaford (Legislative Services)
Council of the Municipality of Meaford

9

Volunteer Matching Program

A volunteer matching program will allow interested volunteers to apply for opportunities at the local level, and in turn be matched to an organization seeking volunteers.

Objective

Develop and roll out Volunteer Matching Program for the Municipality of Meaford, which seeks to match interested residents with volunteer opportunities at local businesses, organizations, and not for profits.

9

Volunteer Matching Program

A volunteer matching program will allow interested volunteers to apply for opportunities at the local level, and in turn be matched to an organization seeking volunteers.

Rationale	In consultation with local service agencies, many service providers indicated a downtrend in available volunteers for various services. Similarly, consultation with the public showcased a lack of volunteers for programs such as coaching and other youth recreation supports, which in turn resulted in a loss of local services.
Plan Goal	This action aligns with Goal 1: Enhance multi-sectoral community partnerships.
Supporting Actions	<p>A listing and matching service for those looking for volunteer opportunities, and those seeking assistance in the community will be created at the local level, and monitored to ensure matching and coordination between the volunteer and the service agency.</p> <p>A comprehensive communications piece will need to be released to the public on an ongoing basis to ensure interested parties are aware of the matching program. Events such as the annual Volunteer Appreciation dinner will also promote this service.</p> <p>Online and in-person application forms will need to be available for both service agencies and community volunteers.</p> <p>Enhanced communications for volunteers should be drafted to ensure participation – including information on how to obtain a vulnerable population check online, etc.</p>
Evaluation	The number of interested volunteers, and the number of service agencies seeking volunteers, combined with the number of successful matches on an annual basis will form the performance measurement piece for this action item.
Outcomes	<p>If successful, this action will assist in filling current vacancies in service agencies looking for volunteers, and will in turn promote resident involvement in the community.</p> <p>A page will also be hosted on the well-being website to link volunteers with organizations seeking volunteers.</p>
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Municipality of Meaford (Community Services, Strategic Initiatives); Multi-sectoral service agencies; Local volunteers

10

Accessibility Multi-Year Plan

Enhance the Municipality of Meaford’s multi-year plan to continue to reduce barriers for those with accessibility needs.

Objective	Widen the scope of the Municipality’s accessibility multi-year plan to pursue additional accessibility strategies on an annual basis. This expansion might include the private sector, community promotional efforts, enhanced public consultation, and ongoing research into other Plans.
Rationale	In the 2021 survey, 69% of respondents wanted more senior supports/programs (social programs, caretaker support, recreation opportunities, at-home assistance). Additionally, in the 2020 survey, 26% of respondents indicated that accessibility for persons with disabilities was a top priority to address for community well-being.
Plan Goal	This action aligns with Goal 2: approaching policy through the lens of well-being.
Supporting Actions	<p>Possible opportunities to enhance the Multi-Year Plan could include:</p> <ul style="list-style-type: none"> • Exploring grant and training opportunities • Introducing additional programs and supports at the local level • Considering formatting and document design <p>Communications to residents regarding the Multi-Year Plan’s development and implementation will also be considered.</p>
Evaluation	A method to measure the impact would include the Yearly Status Update report provided to Council and the Accessibility Advisory Committee that highlights successes measured against the multi-year plan.
Outcomes	If successful, this action item will provide greater focus on accessibility in the Municipality of Meaford. This could include supporting more programs and initiatives to residents that focus on accessibility and access for all.
Focus Area	This action ties into all 5 focus areas of the Plan .
Lead	<p>Municipality of Meaford (Legislative Services)</p> <p>Municipality of Meaford Accessibility Advisory Committee</p>

11

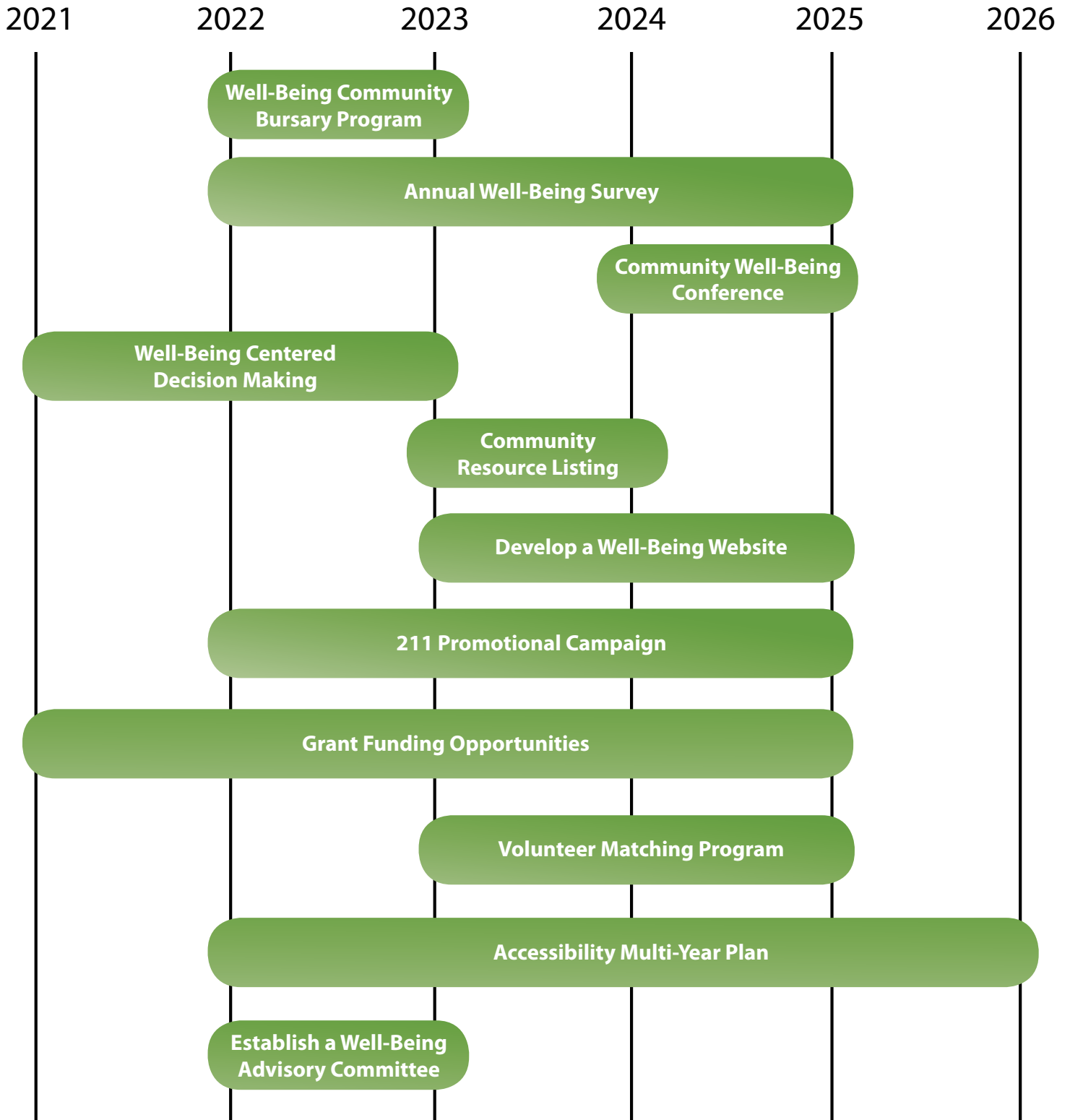
Establish a Well-being Advisory Committee

Forming a Well-Being Advisory Committee will enhance collaboration between community partners and address ongoing concerns in the Municipality of Meaford.

Objective	Develop a Well-Being Advisory Committee to advise Council on local concerns regarding resident health, safety, and well-being, and promote ongoing check-ins with front line participants dealing with mental health, substance use, housing, financial insecurity, local crime, and other ongoing concerns. This Committee may also in time dissolve the existing Community Policing Advisory Committee and would act as a conduit for resident concerns for the OPP.
Rationale	The Statutory Advisory Committee’s term has been set for the development of the Plan. The Plan will require ongoing monitoring to ensure action items and existing concerns in the community are tracked and addressed. By developing a Well-Being Advisory Committee, the Municipality will bring together community partners in various sectors, and maintain communications currently dealt with under the scope of the CPAC between the public and the OPP detachment.
Plan Goal	This action aligns with Goals 1 and 2.
Supporting Actions	<p>A Committee Terms of Reference will need to be developed and adopted to ensure the following prior to the open appointment and application process:</p> <ul style="list-style-type: none"> • Appropriate community representation and membership, including both service users and providers • Appropriate response measures and scope of responsibilities • Situation table coordination and alignment <p>Creation of an additional Well-Being Advisory Committee will require Council’s approval. Once formed, this Committee could act as a conduit for local partnerships and communications with service agencies.</p>
Evaluation	<p>The content of each meeting’s agenda and strength of the partnership’s formed will be a way to measure the success of this item.</p> <p>Local service agencies may see increased utilization over time, followed by a reduction in demand as preventative measures are put in place within the community.</p>
Outcomes	If successful, a wide range of residents, local service providers, and agency representatives will be brought together through the Committee to discuss ongoing community needs and focus on concerns for local well-being. The Well-Being Plan action items will also be monitored for progress under this Committee, to ensure focus is maintained on the Plan’s goals and objectives.
Focus Area	This action ties into all 5 focus areas of the Plan.
Lead	Municipality of Meaford; Multi-sectoral partners

Proposed Timeline for Implementation

General Well-Being Action Plan



Mental Health and Addictions

Mental Health and Addictions were identified as an area of focus for the Well-Being Plan.

Mental health conditions, addictions to legal and illegal substances, community stigmatization, as well as a lack of affordable or accessible supports, programs, or resources at the local level present risks to well-being in this category.

community awareness on existing supports. Additionally 55.8% of survey respondents said that they had avoided seeking help locally for a mental health issue due to fear, presumed stigma, or embarrassment. The stigmatization of mental health and substance use issues is a major cause for concern, especially considering that 20.7% of survey respondents reported that they had been negatively impacted by their own mental health within the last year, while another 46.6% of survey respondents had been impacted by the mental health of a friend, companion, or family member. Similarly, 20.9% of respondents indicated that they had been negatively impacted by the drinking, substance use, or addictions of a friend, companion, or family member within the last year. These responses show that mental health and addictions are prevalent issues which continue to impact the lives of our residents. For this reason, the Plan should work to reduce the stigma associated with these issues at the local level, and aim to provide more comprehensive access to needed supports and services for those residents who are struggling.



During community engagement, residents felt introducing more mental health and addiction supports was a vital step in improving resident health and well-being. However, survey comments also indicated that many residents were unaware if there were programs or services for mental health and addictions directly in the community, showcasing a lack of

What We Know

- ▶ 43.7% of survey respondents felt Mental Health was a top priority to address for community well-being, and an additional 28.7% felt substance use and addictions were also a top concern.

What We Know

- ▶ According to local OPP data, well-being checks were one of the most common calls for service reported in 2019, making up 2.9% of total calls for the Municipality, and 4.3% for urban Meaford. Another 2.1% of total calls in the Municipality in 2019 were related to the Mental Health Act.
- ▶ The Mental Health & Substance Abuse Hospitalization rate for the Municipality of Meaford averaged 10.8% for 2018 and 7.8% for 2019. For the Grey Bruce region as a whole, these rates were 17.3% in 2018 and 16.7% in 2019. This includes admissions to adult mental health beds for mental health, substances abuse, and behavioral disorders. (South West LHIN)
- ▶ 55.8% of survey respondents reported avoiding help or supports for mental health locally due to fear, embarrassment, or presumed stigma. According to a [2018 survey conducted by We CARE](#), rural youth in Grey Bruce reported being afraid of losing their confidentiality if they reached out to friends or to mental health supports and services. They also reported they felt that their rural environment amplifies negative “stigmas” that are perceived by youth and adults within the community.
- ▶ For those who reported experiencing negative impacts due to substance use issues, 71.3% quoted alcohol as the primary substance causing issues. As we know, in Grey Bruce, [22% of residents](#) report drinking heavily on a regular basis.
- ▶ According to the [Ontario Student Drug Use and Health Survey](#) (2018), 51.2% of students grades 7-12 in our region reported drinking alcohol within 12 months of the survey, 29.2% reported using cannabis, and another 11% reported using an opioid non-medically.
- ▶ Within the 2020 Well-Being survey, the use of drugs and alcohol was reported to negatively impact residents’ mental health more often than other factors such as their physical health; personal finances; living situations; jobs; or personal relationships.

Current actions being taken within our community to address this area of focus include, but are not limited to:

- ▶ Programs and supports offered by the Canadian Mental Health Association Grey Bruce (CMHA Grey Bruce), including remote services available by appointment at the Meaford Food Bank and Outreach.
- ▶ Services offered by Grey Bruce Health Services (Meaford and Owen Sound sites), including the introduction of a Rapid Access Addiction Medicine (RAAM) clinic.
- ▶ Events and supports through the WeCARE Committee (for youth mental health).

Community Feedback

The following comments summarize just a few of the ideas gathered directly from residents during public engagement:

“Mental health is a terrible thing – in 2020/2021, the percentage of kids with mental health struggles has increased big time due to the pandemic. I think more mental health programs will be very much needed”

– Wall of Well-Being youth submission

“Establishing Mental Health and Addictions services in storefront settings allows for people to find and receive services in a timely manner. Brief services, ongoing counselling/treatment, family counselling and intensive services are all required. Harm reduction, safe consumption/testing and access to treatment are also fundamental to a well-rounded Mental Health and Addictions strategy. We need to be brave enough to name it, build it and maintain it!”

– Anonymous survey respondent

“The Municipality needs to work with Mental Health Organizations and other partners to advise them of the needs and advocate that accessible services are available in our area. The Municipality can provide information and contact information about the services available.”

– Anonymous survey respondent

“Everyone could use help with their mental health, but especially after 2020”

– Wall of Well-Being submission

Calls for Action:

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to target and reduce risks to well-being in the areas of mental health and addictions.

The following 4 action items have been identified under Mental Health and Addiction for implementation from 2021-2025:

1 Expand Walk-in Services

2 Family, Parent and Caregiver Supports

3 Community Space for Service Provision

4 Harm Reduction Services

1

Walk-In Services

Enhancing the availability of needed walk-in services in the Municipality will provide residents with greater access to necessary mental health and addictions support.

Objective	Expand needed walk-in services such as those offered by CMHA and GBHS in the Municipality of Meaford, and in turn increase options for in-person mental health supports available to residents over time.
Rationale	<p>In the 2021 survey, 44% of residents indicated they wanted more individual or one-on-one supports and programs for mental health and addictions, while another 52.5% wanted more mental health & addictions programs and supports locally. Additionally, 53.7% of comments felt more clinics or walk-in supports were needed, and 42.1% felt more local crisis support was needed.</p> <p>It has been determined through both resident and service provider engagements that there are ongoing community concerns with the lack of locally available walk-in services in the Municipality.</p>
Supporting Actions	<p>This action will require funding support to ensure agencies such as the CMHA are able to integrate more satellite services into the Municipality of Meaford.</p> <p>Ongoing support should be shown at the local level for the introduction of a RAAM clinic in the Meaford Site of GBHS.</p>
Evaluation	This can be measured by comparing the number of residents accessing walk-in or by-appointment mental health and addictions supports at the local level prior to and following the introduction of this action item.
Outcomes	If successful, more residents should be able to access mental health and addictions supports in Meaford, and in turn local emergency room visits for mental health and addictions concerns should decrease over time, as well as crisis calls to OPP.
Possible Partners	<p>CMHA (Canadian Mental Health Association Grey Bruce)</p> <p>GBHS (Grey Bruce Health Services)</p> <p>Meaford Food Bank and Outreach</p>



2

Family, Parenting and Caregiver Supports

Providing residents with preventative supports for family, parent and caregiver classes.

Objective	Expand local offerings of family, parent, and caregiver supports and classes in the Municipality of Meaford. Existing supports such as the Grey Bruce Health Unit’s Healthy Babies Healthy Children Program (Prenatal Home Visiting; Home Visiting for Young Families); offerings available through EarlyON; On Y Va, and online prenatal programs would all be explored.
Rationale	<p>In the 2021 survey, 35.8% of survey respondents noted they want more programs for families/caregivers in terms of mental health.</p> <p>This would also act as a preventative support, as underlying or unaddressed issues from childhood can impact mental health/substance use rates in the future. Within Grey Bruce, 30.6% of infants are born to parents with a history of mental illness (including depression, anxiety, or another mental illness) (Public Health Ontario)</p>
Supporting Actions	<p>Funding sources will need to be considered to expand these offerings in the Municipality of Meaford on a satellite basis.</p> <p>This action will also require additional space to hold classes or events, possibly at a free or subsidized cost.</p>
Evaluation	The number of individuals participating in these programs and services will indicate level of demand at the local level.
Outcomes	In time, these supports will help reduce the number of mental health complications stemming from family neglect or dysfunction. These programs will also enhance community supports for families, and knowledge of locally available supports for parents, families, and caregivers who may be struggling.
Possible Partners	<p>Grey Bruce Health Unit Grey Bruce Health Services CMHA (Canadian Mental Health Association) Municipality of Meaford (Recreation Programming)</p>

3

Community Space for Service Provision

Provide community space for local service provision and satellite services for Municipal residents.

Objective

Provide a community space for service provision on an ongoing basis. This space would need to include private spaces or cubicles for service providers to meet with residents and discuss ongoing supports in multiple sectors or service areas.

Rationale

In consultation with local service providers, the importance of locally available space for satellite service provision was indicated by various groups. Those who did not currently have an issue with offering services locally usually had a private partnership with other agencies and organizations in the Municipality who let them offer services out of their locations on an ongoing basis. In the 2021 survey, 52.5% of respondents reported wanting more mental health & addictions programs and supports locally. Other survey comments indicated that most services were offered out of town, and were therefore not accessible to residents without transportation.

Supporting Actions

Community spaces might require minor renovations and additions to make the space functional for service provision.

There would also be financial impacts to this action item, including a loss of rental revenue for the space moving forward if it is currently being utilized for other purposes.

Facility assessments to pursue empty or available spaces.

Evaluation

The number of Municipal residents seeking support from each individual service agency would be used to measure the impact of introducing these services at the local level.

Outcomes

If successful, an increased number of service agencies would be able to provide ongoing supports to Municipal residents moving forward. The number of residents accessing these services from the Municipality of Meaford would also likely increase due to current levels of demand.

Possible Partners

Municipality of Meaford (Facilities)
Multi-Sectoral service agencies

4

Harm Reduction

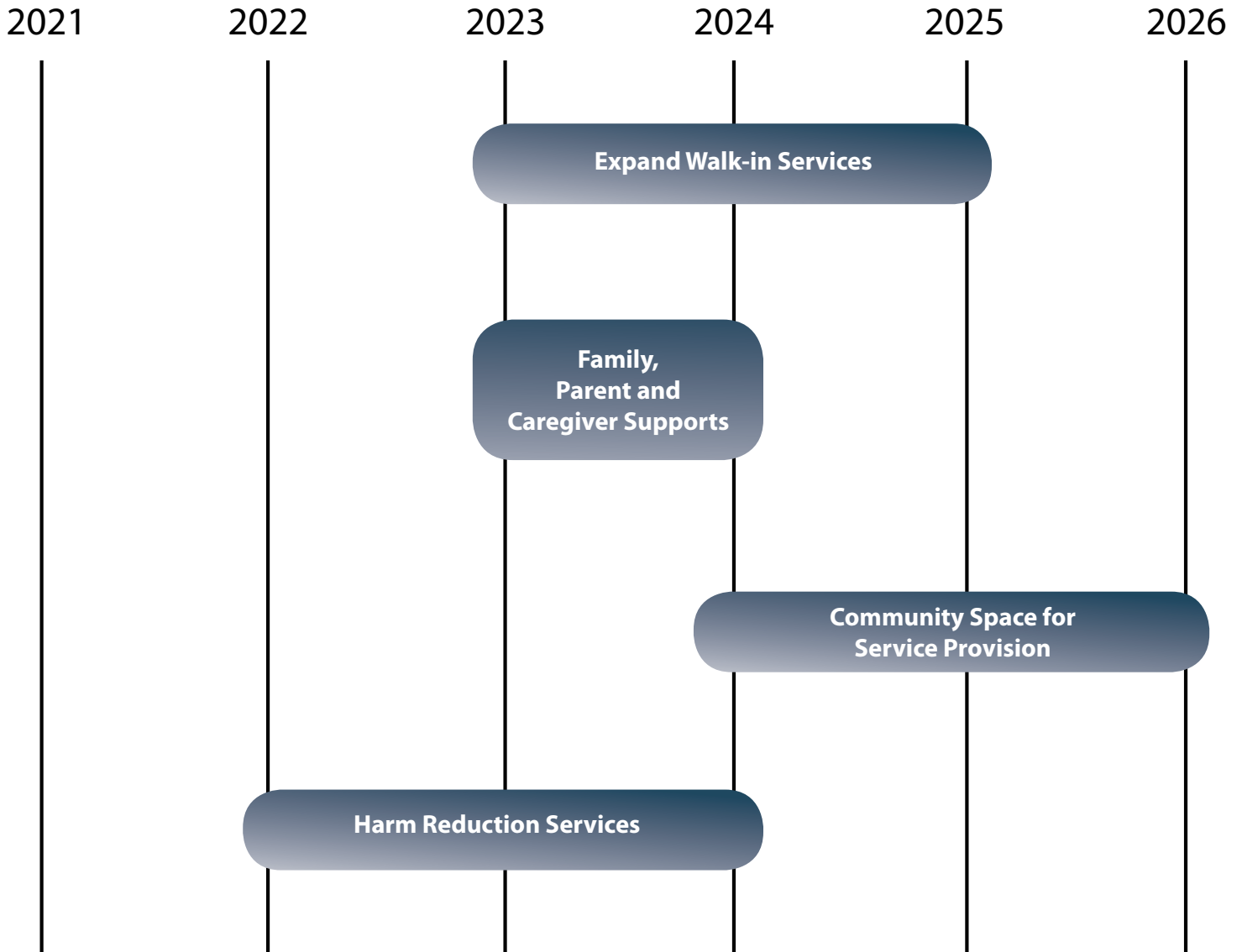
Introducing more harm reduction strategies in the Municipality to protect and support residents struggling with addictions.

Objective	Offer more comprehensive harm reduction services in the Municipality of Meaford for residents dealing with substance use and addictions, including supports to the possible Rapid Access Addiction Medicine clinic in the Meaford site of Grey Bruce Health Services, as well as increased naloxone kits, clean needle access, sharps containers, and condoms.
Rationale	<p>In the 2021 survey, it was indicated that 41% of respondents wanted more public education and awareness for mental health and addictions.</p> <p>In relation to Opioid related deaths in Grey Bruce: 62% were alone at the time of their deaths; 54% of those who died, died in their homes; fentanyl and carfentanil contributed to 70% of deaths; and 23% of fatal poisonings had evidence of injection drug use (Grey Bruce Health Services). For those already suffering in our community from substance use and addictions, harm reduction strategies can save lives.</p>
Supporting Actions	<p>Additional communications should be rolled out with the introduction of harm reduction strategies at the local level, to address the impacts of stigma and provide local education opportunities.</p> <p>Harm reduction tools can be released in phases to ensure progression over time. Offering harm reduction service listings in a publically accessible format such as print or online resource listings should be explored.</p>
Evaluation	Impacts of this action can be measured by the number of residents seeking harm reduction services at the local level, and by looking to health statistics detailing overdose or other substance use related hospital visits over time.
Outcomes	If successful, the number of residents utilizing harm reduction supports will increase, which could in turn reduce the number of local fatalities to substance use related illnesses over time.
Possible Partners	<p>GBHU (Grey Bruce Health Unit)</p> <p>GBHS (Grey Bruce Health Services)</p> <p>CMHA (Canadian Mental Health Association Grey Bruce)</p> <p>Municipality of Meaford (Meaford Fire Department)</p>



Proposed Timeline for Implementation

Mental Health and Addiction Action Plan



Poverty and Income

Poverty and income were identified as an area of focus for the Well-Being Plan.

Financial insecurity; lack of basic necessities; community concerns regarding availability and affordability of appropriate housing; and a lack of knowledge or access to supports, programs, or resources for financial security, food security, employment, and housing all present risks to well-being in this category.

When asked what supports, programs, or services programs or services were needed for better living standards locally, 37.7% of comments noted more housing was needed, and another 15.5% of comments said financial assistance was needed locally. However, 34.2% of respondents avoided seeking financial assistance locally due to fear, stigma, or embarrassment, and therefore those who needed to access services would often avoid reaching out. Many respondents were unaware of available resources for financial assistance within the community, pointing directly towards a need for enhanced promotion and networking amongst service providers. For those respondents who were struggling financially, 25.4% reported that their household had gone without food, personal hygiene supplies or weather-appropriate clothing when facing a dire financial situation.

A majority of survey respondents (77.5%) were full-time property owners, but still felt that affordable and attainable housing was a priority to support greater resident well-being in our community. Both full-time property owners and full-time renters cited utility bills, tax bills, and other factors as causing financial strain and stress on an ongoing basis.

Residents indicated that poverty and income were top priorities for the community. Many felt that more community-wide supports for low-income families and individuals were needed, and noted the importance of services such as food banks and financial assistance agencies.



What We Know

- ▶ 26.5% of survey respondents felt that poverty & income was a top priority to address for community well-being. Similarly, respondents felt issues such as housing (52.9%), and employment (60.39%), were top priorities to address locally.
- ▶ 41.2% of survey respondents reported feeling moderate to overwhelming stress over their finances.
- ▶ [20%](#) of Grey Bruce Households are reportedly food insecure – and the cost of eating well in Grey Bruce is reportedly \$884 per month for a family of four ([2018 Poverty Task Force – Annual Progress Report](#))

What We Know

- ▶ In Grey Bruce, 60% of people who are considered low income are still in the workforce. Additionally, in Grey County, 20% of working employees have multiple jobs ([2018 Poverty Task Force – Annual Progress Report](#)).
- ▶ The living wage for Grey Bruce was calculated at \$18.39/hour in 2019. The current minimum wage is \$14.00/hour. ([United Way Bruce Grey](#))
- ▶ Of those residents accessing the Meaford Food Bank in 2019, 60% lived in private rentals; 22% lived in social or rental housing; 11% relied on Ontario Works for income; and 18% relied on ODSP. 30% made a monthly income between \$500-999.
- ▶ Speaking to the power and pervasiveness of income inequality, for those who reported an annual income in the three lowest categories offered within the survey, self-reporting on perceived personal safety, physical health, and mental health were all ranked lower than those of respondents in the top three income categories.
- ▶ Of the total calls to 211 in 2020, 13.5% were regarding housing; 8.9% were regarding income support or financial assistance, and 17.4% of calls were in regards to utility assistance ([211 Dashboard](#))
- ▶ Of those survey respondents who reported not pursuing post-secondary education, 40% quoted financial reasons.

Current actions being taken within our community to address this area of focus include, but are not limited to:

- ▶ Services provided through YMCA Owen Sound Bruce Grey including Housing and Employment supports;
- ▶ Meaford Food Bank and Outreach;
- ▶ Backpacks for Learning GBCS;
- ▶ LEADS Employment Services;
- ▶ The United Way of Bruce Grey;
- ▶ Bruce Grey Poverty Task Force;
- ▶ Programs provided through the County of Grey

Community Feedback

The following comments summarize just a few of the ideas gathered directly from residents during public engagement:

“Stigma is a big issue here - most people who need help or are struggling are too proud to seek supports, or might even feel that there are others worse off than them - we need to explore some messaging, and promote our awesome resources like the Food Bank as an option for everyone.”

– Anonymous survey respondent

“I think we should have more places to reach out for help, and help for those who are struggling financially”

– Wall of Well-Being youth submission

“Help for individuals and families trying to access aid. It is incredibly frustrating and time consuming trying to piece together bits of support here and there; with each program having its own eligibility and lengthy application forms and processes. It’s a full time job trying to access these programs, which is nearly impossible to do if you’re already struggling.”

– Anonymous survey respondent

“Advocacy to upper levels of government to make meaningful change relating to our social support systems. Is it actually realistic to expect an adult on ODSP to live off of \$1200 a month? No - This is magical thinking. Why are municipal governments not talking about out how insufficient the funding is?”

– Anonymous survey respondent

Calls for Action

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to target and reduce risks to well-being in the areas of poverty and income.

The following 5 action items have been identified under Poverty and Income for implementation from 2021-2025:

1 Grey Bruce Task Force

2 Food bank Satellite Locations

3 Landlord/Tenant Support and Education

4 Expansion of Employment Services

5 Meaford Moves+ Expansion

1

Grey Bruce Task Force

Have Municipal representation on the Bruce Grey Poverty Task Force

Objective

Partner and participate on the Bruce Grey Poverty Task Force with 52+ other multi-sectoral partners. This membership would allow the Municipal representative to become a part of the ongoing work this group is spearheading, and would strengthen multi-sectoral partnerships that need to be built in order to improve community well-being at the local level moving forward.

Rationale

In the 2021 survey, 33.9% of respondents wanted to see more support for the existing programs we already have in the Municipality, and another 25.4% wanted to explore participation on task forces.

Participating with the 52+ multi-sector leaders and partners on this panel will allow the Municipality to increase collaboration with other community partners, and build off of the strength already found at the local level. Pursuing multi-sectoral partnerships and networking opportunities will introduce the Municipality to the important ongoing work in our community, and foster relationships for the future in these areas of focus.

Supporting Actions

Once an active representative has joined this group, frequent check-ins and pulse checks will be required to ensure the Well-Being Plan is kept up to date with current needs, ongoing initiatives, and other directives that come from the Task Force's work.

This representative can provide updated reports to the Well-Being Advisory Committee to ensure information sharing continues.

Evaluation

Including at least one representative from the Municipality of Meaford in the Task Force's membership moving forward.

Outcomes

If successful, this action will foster multi-sectoral partnerships, aid in communicating current services to our residents directly, and highlight areas of focus for future action items in the Plan. The work already being done by the Task Force in the Municipality of Meaford will be better communicated to residents and service providers who may benefit from future partnerships.

Possible Partners

Municipality of Meaford representative
Bruce Grey Poverty Task Force and multi-sectoral partners

2

Foodbank Satellite Locations

Offering food, clothing, and personal hygiene items from the Meaford Food Bank and Outreach at discreet satellite locations.

Objective	Develop a program for anonymous pick up and drop off of Food Bank items such as non-perishable foods, clothing, and hygiene products in discreet locations across the Municipality and urban center of Meaford.
Rationale	In the 2021 survey, 31% of respondents wanted more anonymous access to support, and in the 2020 survey 34% of survey respondents reported they had avoided seeking help for financial assistance locally due to fear and/or stigma.
Supporting Actions	Development of the program could consider multiple approaches, including: <ul style="list-style-type: none"> • Possibly partnering with local businesses or existing groups to distribute these goods. • Roll out of a discrete card system to allow quick pick up of boxed goods in other locations. • Delivery services
Evaluation	Impacts of this action can be measured by the number of users recorded per year if tracked.
Outcomes	If successful, more residents will be able to access needed support for food, clothing, or hygiene items in a discreet, confidential, and safe way.
Possible Partners	Meaford Food Bank and Outreach Meaford Good Food Box Initiative Municipality of Meaford (Recreation Programming) BWDSB (Bluewater District School Board) Backpacks for Learning GBCS (Georgian Bay Community School)



3

Landlord/Tenant Supports and Education

Offering more comprehensive education and supports for landlord/tenant act rights and best practices.

Objective	Offer and enhance education on landlord and tenant rights and responsibilities in the Municipality. Enhancing education in this realm at the local level will provide renters with greater autonomy and knowledge, and in turn will allow new or existing landlords to understand best practices moving ahead.
Rationale	<p>The Municipality of Meaford had 19.9% of residents living in tenant households at the time of the 2016 census.</p> <p>As affordable housing and the housing market continue to present issues for stable housing in the Municipality, it is important to enhance supports and education for those in the rental market.</p> <p>In the 2021 survey, 52.9% of survey respondents felt appropriate housing was a top priority for community well-being. During public engagement, service providers in the housing sector discussed the importance of landlord/tenant education on rights, best practice, and mitigation.</p>
Supporting Actions	<p>Work with Municipal by-law enforcement to ensure ongoing compliance and best practice.</p> <p>Offer and host training and education courses through the YMCA Housing Services group – consider live events or recorded presentations available for public viewing. This will have financial ramifications to roll out at a subsidized rate and/or at no cost to the participants.</p> <p>Printed reference materials for renters/landlords could be made available at local government offices.</p>
Evaluation	Number of participants registered in courses and training efforts.
Outcomes	<p>If successful, over time the number of landlord/tenant disputes being dealt with by Municipal by-law enforcement should trend downward. Similarly, renters and landlords in the Municipality of Meaford should be better equipped to deal with issues independently should they arise in the future. Similar calls for service to the OPP should also reduce over time.</p> <p>Over time, housing conditions of those living in rental housing should improve.</p>
Possible Partners	<p>YMCA Housing Services Municipality of Meaford (Enforcement Services) Grey County Housing Meaford Public Library</p>

4

Expanded Employment Services

Expand the number of Employment Services appointments, clinics, and courses being offered in the Municipality of Meaford.

Objective	Expand current offerings for employment services in the Municipality of Meaford, including but not limited to: resume writing workshops, employment advisory assistance one-on-one services, workshops and computer courses. Some of these supports are currently made available in the Municipality through the YMCA Employment Services division on a satellite basis.
Rationale	In the 2021 survey, 60% of survey respondents felt employment opportunities and supports were a top priority for community well-being.
Supporting Actions	<p>Offering the YMCA Employment Services division a consistent community space to hold these courses and appointments would be required (currently, they have operated out of the Meaford Public Library).</p> <p>Subsidizing or covering the cost of holding these services in Meaford may be required.</p> <p>Extensive promotion between other agencies and among members of the public to help boost participant rates.</p>
Evaluation	Number of municipal residents attending employment support services on an annual basis.
Outcomes	If successful, residents of the Municipality of Meaford will have more consistent access to employment supports, which will in turn aid in easing rates of unemployment.
Possible Partners	<p>YMCA Employment Services</p> <p>Municipality of Meaford (Recreation Programming)</p> <p>Meaford Public Library</p> <p>Meaford Food Bank and Outreach</p>



5

Meaford Moves+ Expansion

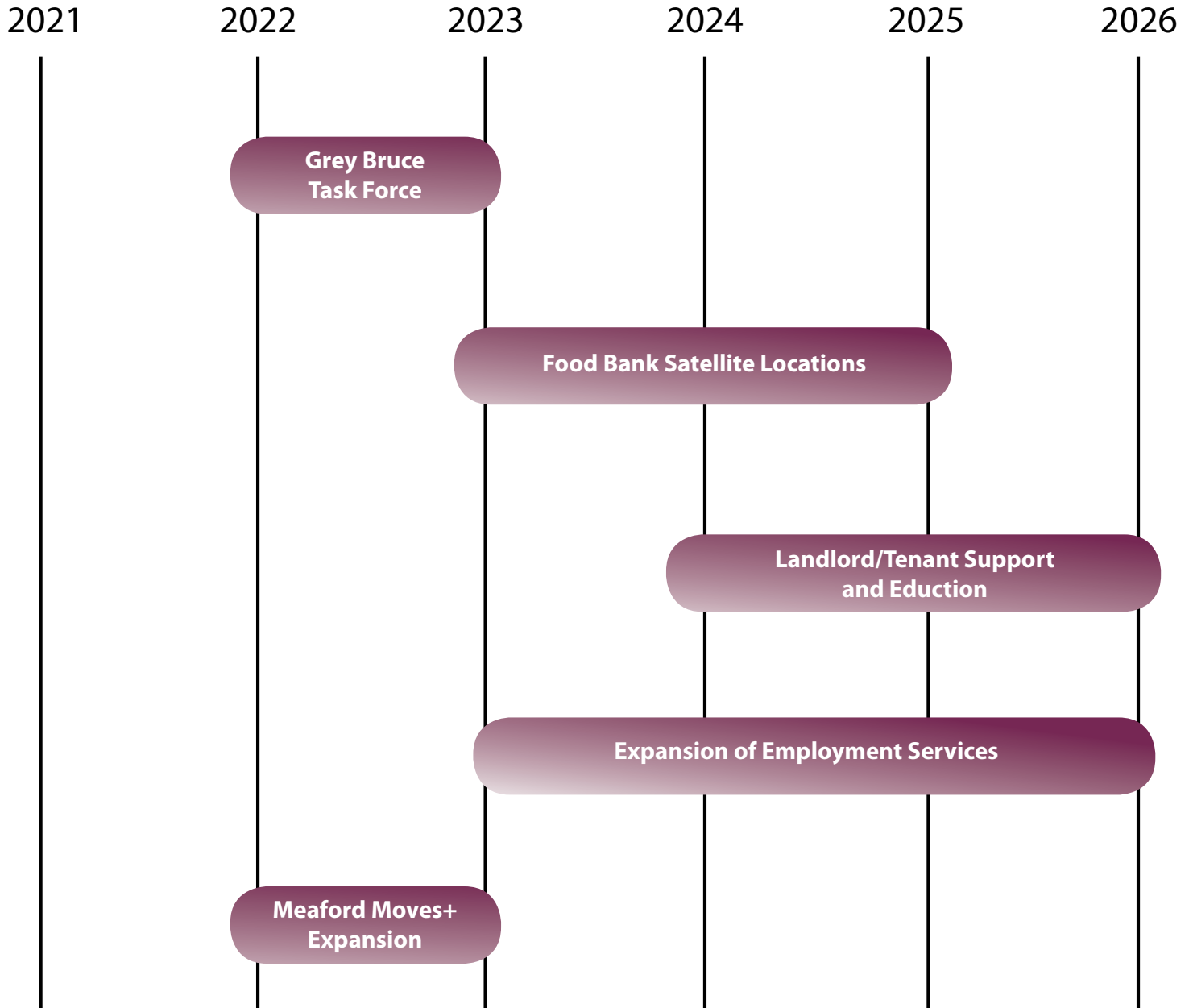
Amend the current Meaford Moves+ criteria to include low income riders and a future expansion of hours and service.

Objective	Amend the current Meaford Moves+ criteria to expand the service to include low income riders. In addition, enhanced hours of service to allow for travel to evening programs and out of town services will be considered.
Rationale	In the 2020 survey, 23% of respondents said they were unable to access physical/mental health support due to clinic location, and another 18.9% were unable to access recreation opportunities due to facility or activity location. If greater transportation opportunities are available for a broader scope of residents, more may be empowered to access and participate in these services.
Supporting Actions	<p>If demand proves high, community need should be reiterated to other transit and service providers at the local level.</p> <p>The possibility of extending hours of operation to cover different events, additional days of the week for operations, etc. should be considered further.</p>
Evaluation	Number of riders annually with low income considerations/criteria.
Outcomes	If successful, amending the MM+ criteria to allow low income riders and expand hours of operation should enhance the local transportation network and number of riders annually.
Possible Partners	Municipality of Meaford (Legislative Services) and Meaford Moves+ First Student



Proposed Timeline for Implementation

Proverty and Income Action Plan



Crime Prevention

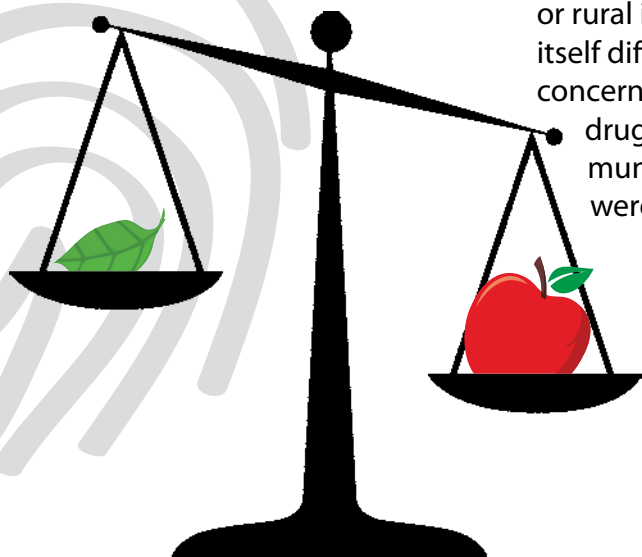
Crime prevention was identified as an area of focus for the Well-Being Plan.

Recurring calls for service; police presence; a low level of public trust in police; low levels of perceived police enforcement; lack of engagement or mobilization within the community; negative media messaging; feeling unsafe in neighbourhoods; and limited attachment to the community all present risks to well-being in this category.

During our consultation process, many residents and survey respondents commented that crime prevention should be a priority in the Plan. Many felt as though crime prevention should be targeted through increased police presence and improved patrolling, as well as enhancing community connections between residents and the OPP. In both the survey and through community consultations, residents commented that a general lack of noticeable police presence has led many to believe that our “low crime rates” in the Municipality are simply due to a lack of reporting and enforcement. For example, many residents said that speeding, DUI’s, and other traffic safety concerns were rampant in parts of the municipality (both rurally and in the urban centre). However, these same residents also said that they were not reporting these persistent incidents of speeding or reckless driving, due to perceptions on response times and available enforcement in their location.

Many residents also reiterated the common misconception that “there are no local cops in the Municipality” throughout engagement efforts. With changing OPP deployment models meaning less officers report direct to the Meaford office and retirements of long-serving officers, many local residents feel a disconnect and unfamiliarity with the police who patrol the municipality. The OPP and the Well-Being Partnership recognize that relationship building is an important aspect to policing in the Municipality moving forward.

Policing concerns, relating to response time and lack of visibility in particular, were quoted as priority issues by residents in all parts of the Municipality. It was not an urban or rural issue, but rather a widespread concern that showed itself differently. In urban Meaford, residents quoted concerns with loitering in the downtown core, perceived drug activity, and traffic safety. In the rural portions of the municipality, traffic concerns and property theft issues were also cited as concerns pertaining to crime.



What We Know

- ▶ 31.4% of survey respondents felt that crime prevention was a top priority to address for community well-being, and 27.54% felt traffic safety was an issue to be addressed in particular.
- ▶ When asked why they felt crime rates were high in our community, 40% of comments noted a presumed lack of police presence as a concern. Another 23.8% noted speeding or traffic issues as a specific concern; and 13.3% noted call response times as another concern. Many comments indicated that crime rates may not be high, but a lack of connection with OPP was a cause for community anxiety or frustration.
- ▶ OPP Data consistently shows traffic complaints and motor vehicle collisions as a top call for service from 2019 back through to 2017 for the Municipality of Meaford. In Grey Bruce, the hospitalization rate for motor vehicle collisions is 2 times higher than the Ontario rate, and the emergency department visit rate is 68% higher than Ontario ([GBHU Stats](#)).
- ▶ 911 hang ups, dropped calls, and false alarms were also a top call for service from 2019 through to 2017. This could indicate a need for community education or further awareness campaigns on other avenues for reporting issues in the community.
- ▶ While 45.5% of respondents agreed or strongly agreed that our community had adequate policing and enforcement, another 33.7% of respondents disagreed or strongly disagreed with this statement.
- ▶ In 2020, 5.8% of calls for the Municipality of Meaford were in regards to legal or public safety matters ([211 Dashboard](#)).

Current actions being taken within our community to address this area of focus include, but are not limited to:

- ▶ R.I.D.E. Programs
- ▶ Violence Prevention Grey Bruce
- ▶ Municipal By-law Enforcement
- ▶ Grey Bruce OPP Detachment
- ▶ Municipal Community Policing Advisory Committee

Community Feedback

"Have police walk around the community, get to know people, be present, not just in a car. Educate the police to use words not force. Ensure the police understand issues of stress they bring to a situation just by their presence"

– Anonymous survey response

"Crime also happens because of feelings of alienation, anonymity, and isolation. Meaford needs to find ways to truly enable all its citizens to feel welcome and that they belong."

– Anonymous survey response

"I will be honest and say I have rarely felt unsafe in Meaford, however, those times where I did it was usually late at night and in poorly lit or unusually crowded areas. Based on the size of the community I don't believe the Municipality of Meaford has a crime "problem", but I feel it would go a long way for the community to see more police presence from time to time. OPP programs in the schools, or occasional programs held at the OPP detachment or even a day in which the community can celebrate and recognize the OPP for their contributions. Simple items like quickly replacing burnt out lights in Meaford would go a long way and community programs such as neighbourhood watch might also be not only helpful in creating a sense of security, but might also help residents feel more attached to their community as part of the mental health component of the action plan"

– Anonymous survey response

"We need more connection with our OPP detachment – how can we get them involved at the local level?"

– Wall of Well-Being submission

Calls for Action

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to target and reduce risks to well-being in the areas of crime prevention.

The following 4 action items have been identified under Crime Prevention for implementation from 2021-2025:

1 Community Preception and Enhanced Connection

2 Enhanced Traffic Enforcement

3 "Who to Call?" Campaign

4 Annual Enforcement Open House

1

Community Perceptions and Enhanced Connections

Actively build connections between residents and the Grey Bruce OPP detachment, and work to heal perceptions of a lack of police presence in the community.

Objective

Improve public perception of police presence in the Municipality by enhancing local communication and outreach efforts, and consider alternative policing strategies through additional funding and grant opportunities.

Rationale

In the 2021 survey, 53% of residents wanted to explore options for more OPP presence in the Municipality of Meaford. Similarly, in the 2020 survey, when asked why they felt crime rates were high, 40% commented on a lack of police presence; and another 13% noted concern with response times.

It has long been discussed that there are issues with perception when it comes to the level of policing and enforcement in the Municipality of Meaford. By building community connections and healing the relationship between residents and the detachment, this can possibly be addressed.

Supporting Actions

The following supporting actions will need to be taken:

- Additional targeted communications between the detachment and Meaford residents;
- Enhanced relationships beginning with the Well-Being Advisory/Policing Committee, OPP representatives, and the public;
- Applying to future grant opportunities to fund a community resource officer in the Municipality following changes to the policing act in 2022;
- Exploring alternative strategies & reporting mechanisms;
- Reporting to the OPP on an annual basis on well-being survey response and perceptions to target ongoing issues.

Evaluation

In future iterations of the Well-Being survey, public perceptions of police presence will be monitored.

Outcomes

If successful, public perceptions of enforcement and public safety will improve, and relationships can be built between the Municipality of Meaford, its residents, and the Grey Bruce OPP detachment. Overtime, these relationships will lead to residents feeling safer in their community and more supported by emergency and policing services in cases of emergency.

Possible Partners

Grey Bruce OPP Detachment
Municipality of Meaford (Community Services)

2

Enhanced Traffic Enforcement

Enhance traffic enforcement efforts in the Municipality of Meaford to target existing concerns for speeding

Objective	Improve public perception of police presence in the Municipality, and combat issues of speeding by enhancing local traffic enforcement efforts on major routes, back roads, and side streets.
Rationale	<p>In 2020, 40% of survey respondents felt a lack of police presence in the Municipality was a concern, while 53% of respondents in 2021 wanted to explore options for more OPP presence.</p> <p>Similarly, 27.5% of people expressed concern about traffic safety in general, with 23.8% identifying speeding specifically.</p>
Supporting Actions	<ul style="list-style-type: none">• Explore enhanced traffic enforcement for areas of concern within the Municipality• Work alongside Transportation Services to determine current areas of risk with traffic and speed measuring data• Champion the Transportation Master Plan’s action items, including reduced speed limits• Communicate and promote existing speed reporting system to municipal residents
Evaluation	In future iterations of the Well-Being survey, public perceptions of speeding and local traffic concerns will be monitored. Calls for service for traffic hazards and concerns may also reduce overtime.
Outcomes	If successful, public perceptions of enforcement and traffic/speed control will improve over time.
Possible Partners	Grey Bruce OPP Detachment Municipality of Meaford (Transportation Services)



3

“Who to Call?” Campaign

Conduct an ongoing awareness campaign on who to call locally in a non-emergency situation

Objective	Develop a public awareness campaign to address non-emergent issues, and overtime to reduce calls for service on items better dealt with in other sectors (i.e. animal control, mental health crises, EMS, etc.)
Rationale	<p>In the 2021 survey, 36% of respondents noted they wanted better access to resource pages/local agencies to know who to call in a non-emergency.</p> <p>In OPP statistics for the Municipality of Meaford, frequent calls for service between 2019 and 2017 included non-criminal items such as animal control matters, mental health check-ins, and false alarms.</p>
Supporting Actions	<p>Ongoing communications and enhanced promotions of services such as 211.</p> <p>Release of print and online materials, graphics, and promotions specific to frequent calls for service or community issues.</p> <p>Distribute campaign materials to residents via advertisements, newsletters, print publications, website and social media posts.</p> <p>Post non-emergency call information in public facilities and spaces through accessible signage.</p>
Evaluation	The impact of this campaign can be measured overtime based on types of Calls for Service in local OPP reporting
Outcomes	If successful, Grey Bruce OPP will have fewer calls for service overtime for non-emergent issues, which in turn could result in reduced policing costs for the Municipality. Residents will also be better equipped to handle non-emergency situations and public awareness will reflect the services available.
Possible Partners	Grey Bruce OPP Detachment Municipality of Meaford (Community Services)



4

Annual Enforcement Open House

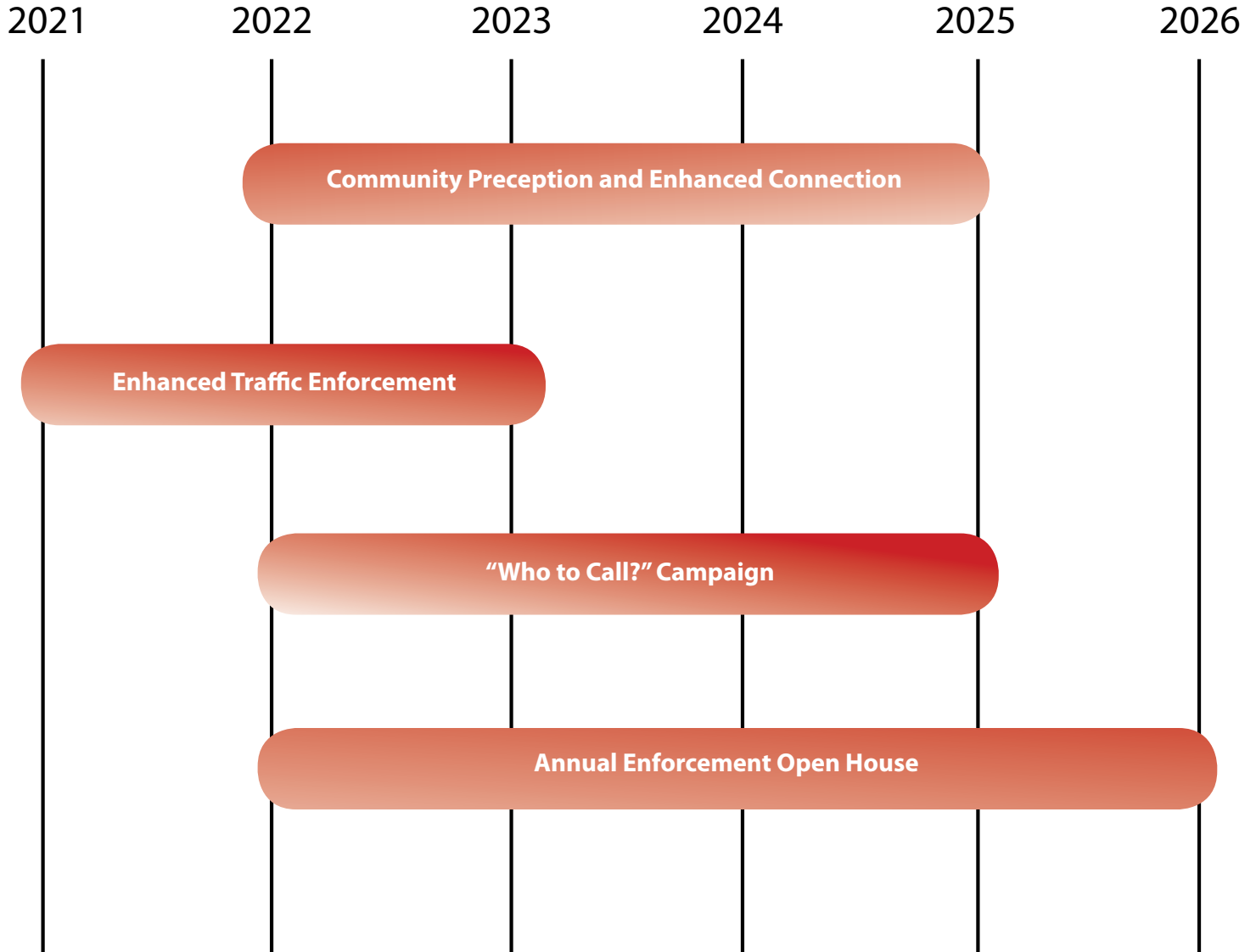
Expand community awareness and outreach efforts by establishing an annual open house for residents to connect with local enforcement personnel.

Objective	Develop an annual or biennial enforcement open house where residents, local Municipal enforcement, protective services, and OPP can gather with residents to hear concerns and provide awareness and public education.
Rationale	<p>In the 2021 survey, 33% of respondents wanted more community initiatives or events related to crime prevention.</p> <p>Currently, the Municipality of Meaford holds a popular open-house for the Fire department to allow members of the community to gather and discuss protective and emergency services, and public education pieces.</p>
Supporting Actions	<p>Enhanced public consultation such as opportunities to submit questions or feedback for such events.</p> <p>Communications to interested participants through formal media channels and online/social media platforms.</p>
Evaluation	This item can be measured by the number of residents engaged each year with the open house/forum event
Outcomes	If successful, these events would build confidence between members of the public and local enforcement, and enhance public awareness and education of residents in the realm of municipal and provincial law enforcement.
Possible Partners	Grey Bruce OPP Detachment Municipality of Meaford (Community Services, Enforcement)



Proposed Timeline for Implementation

Crime Prevention Action Plan



Supports and Programs for Youth

Supports and programs for youth were identified as an area of focus for the Well-Being Plan.

Lack of access to services; presence of more young offenders; few or no positive role models; families with few resources; a sense of alienation; exposure to pre-teen stress; poor school performance, mental health, and educational potential; over-reliance on anti-social peers; low self-esteem; negative influences in a youth's life; limited attachment to community; and low aspirations (academically or otherwise) all present risks to well-being in this category.

Residents indicated that increasing supports and programs to engage local youth was a community priority to address through the Plan. The correlation between a healthy and engaged youth demographic and a healthier community as a whole was often given as a primary reason to focus on child and youth development and programming. During engagement, residents noted that the Plan should aim to engage and encourage youth within their community as a means of social development, and as a preventative measure against social disconnection from the community in the future. Increasing local programming and services for children and youth is seen as important to promote community vitality into the future, and as a way to draw in families who may choose to settle in the Municipality of Meaford. When asked if there were recreation programs or services needed locally, 12.7% of comments felt more youth programming was needed.

A lack of youth focus and engagement has long been a criticism in the community, with many feeling that the senior demographic is most often the focus. With 27.9% of our population falling over the age of 65, residents felt that focusing on youth in the community would ensure younger residents are not left out of the picture, and that young families would benefit from these programs and supports as well.



What We Know

- ▶ 40.1% of survey respondents felt more supports and programming for children and youth were a top priority to address for community well-being
- ▶ When asked if there were programs or services needed locally for better living standards, 15.5% of comments felt more childcare and family supports were needed, and 13.3% wanted more youth programming.

What We Know

- ▶ According to the [Ontario Student Drug Use and Mental Health Survey](#), 25.3% of grade 7-12 students in our region reported being bullied at school since the beginning of the school year.
- ▶ Dropout rates from Meaford schools have dropped significantly and have been trending downward over the years. In Meaford schools, the four-year Graduation Rate averages at 75.8% from 2013-2019, whereas for the Bluewater District School Board overall, this rate was 67.4%.
- ▶ According to the 2016 census, 26.2% of residents had a high school diploma or equivalent, and 61.2% had a postsecondary certificate, diploma, or degree. Educational attainment can assist with self-esteem, and equipping youth with important tools for their future development.
- ▶ In 2019, Meaford Food Bank patrons aged 0-18 years old made up 39% of users.
- ▶ According to the [Ontario Student Drug Use and Mental Health Survey](#), 14.8% of Grade 7-12 students in our region reported serious thoughts of suicide in the year prior to the survey. In Grey Bruce, young females aged 15-24 have the greatest risk of emergency department visits for self harm, and have higher hospitalization rates than Ontario ([Grey Bruce Health Unit](#)). In Grey Bruce, the 2nd leading cause of death for 15-24 year olds is suicide ([Grey Bruce Health Unit](#))

Current actions being taken within our community to address this area of focus include, but are not limited to:

- ▶ Services and programs offered through the Meaford Public Library
- ▶ Organizations such as Georgian Bay Youth Roots, Ledge Leadership, and BVO (Beaver Valley Outreach)
- ▶ Municipal recreation programs for children & youth
- ▶ Georgian Bay Community School organized clubs and groups
- ▶ Big Brothers Big Sisters Grey Bruce
- ▶ Bruce Grey Child and Family Services
- ▶ Keystone Child, Youth & Family Services

Community Feedback

“Use existing community halls to expand services and community activities to the rural areas of the municipality.”

– Anonymous survey respondent

“The youth [in our community] need positive role models and great programs that teach and instill important life skills and lessons. Part of this includes a safe and secure location for these programs which I think Meaford is severely lacking... [It] has become very noticeable that many youth are struggling through the pandemic and we need to think about them every bit as much as those who are vulnerable physically to the virus.”

– Public consultation feedback

“There need to be public spaces with low barriers to access where young people can spend time and gather safely. It’s also important that young people not be harassed by law enforcement when gathering in public spaces. Iceland turned youth addiction and crime rates around by investing heavily in youth social and athletic programming. As a municipality we need to lower barriers to youth programming and support local organizations to do the same. That could look like financial support to access sports and culture programming for youth in Meaford and in neighbouring municipalities that have more programming. It could also look like partnerships with the local school boards to make facilities accessible for programming after hours. Home is not safe for every young person and the more safe public space we can make available the better they’ll be. I’m not just talking about physical safety. Emotional and cultural safety are also important.”

– Anonymous survey respondent

“Meaford is a place for young and old. We need more outdoor and indoor activities for kids all year round”

– Wall of Well-Being submission

Calls for Action

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to target and reduce risks to well-being in the area of supports and programs for Youth.

The following 3 action items have been identified under Supports and Programs for Youth for implementation from 2021-2025:

1 Youth Spaces

3 Kids Event Calendar

2 Youth Friendly Initiatives

1

Youth Friendly Spaces

Introduce and enhance safe, inclusive spaces within the Municipality of Meaford for youth to gather, socialize, and participate in activities together.

Objective	Consider the formation of youth hubs and youth-friendly spaces based on currently available public space in the Municipality of Meaford. Enhancing parks and public spaces with youth-friendly features will allow children and youth to gather in safe, inclusive environments and engage with peers in activities, day programs, camps, and classes.
Rationale	<p>In the 2021 survey, 59.5% of respondents wanted more communal community spaces for children and youth, and another 58.7% wanted more social clubs and programs for youth.</p> <p>In consultation with youth during public engagement, participants noted the need for more youth space and youth-focused activities and learning opportunities in the Municipality.</p>
Supporting Actions	<p>The following supporting actions should be taken for this action item:</p> <ul style="list-style-type: none"> • Considering available space to rent/subsidize for a future Youth Hub location • Looking at public parks and other municipal facilities where youth-friendly features can be added or expanded • Considering outdoor and indoor activities aimed at welcoming child and youth participation
Evaluation	Number of youth-friendly features introduced in parks and existing community spaces.
Outcomes	If successful, integrating youth-friendly features will provide children and young adults in the Municipality of Meaford with more opportunities to engage with one another at the local level. Hubs and spaces specific to youth would provide children and young adults with greater autonomy and independence in their community, and could overtime positively contribute to reduced levels of youth crime, as engaged youth will have better self-esteem and feelings of community attachment.
Possible Partners	<p>Georgian Bay Youth Roots BVO (Beaver Valley Outreach)/Ledge Leadership Municipality of Meaford (Recreation Programming)</p>



2

Youth Friendly Initiatives

Focus on youth friendly designation initiatives and goals on an ongoing basis.

Objective	Maintain the current Youth Friendly Community designation and enhance the Municipality's Youth Friendly designation through the Plan's future and ongoing action items by meeting existing criteria for the designation.
Rationale	<p>If our community would like to continue to identify as, and promote being youth friendly, its actions should support those tenants set out within the program moving forward. Meeting the tenants set out within the Youth Friendly designation program will help build foundational steps towards a more inclusive community for children and youth in the future.</p> <p>According to the 2021 survey, 43.8% of respondents wanted to continue to pursue a "Youth Friendly" community designation.</p>
Supporting Actions	<ul style="list-style-type: none">• Holding more youth events (such as dances, performances)• Providing funding opportunities for youth play• Youth advocacy and leadership opportunities in the Municipality• Supports for youth community leaders and volunteers
Evaluation	Number of youth programs and events in the community; Number of annual participants in said programs. Maintaining eligibility for renewal of the Youth Friendly Designation.
Outcomes	If successful, the Municipality of Meaford should maintain its Youth Friendly designation. This would mean there is a commitment at the local level to provide more comprehensive supports for youth, and garner more participation and engagement with our youth across the community.
Possible Partners	Municipality of Meaford (Recreation Programming) Georgian Bay Youth Roots and Partners



3

Kids Event Calendar

Develop and promote a kid’s event calendar that is accessible to children, youth, families, and local service providers.

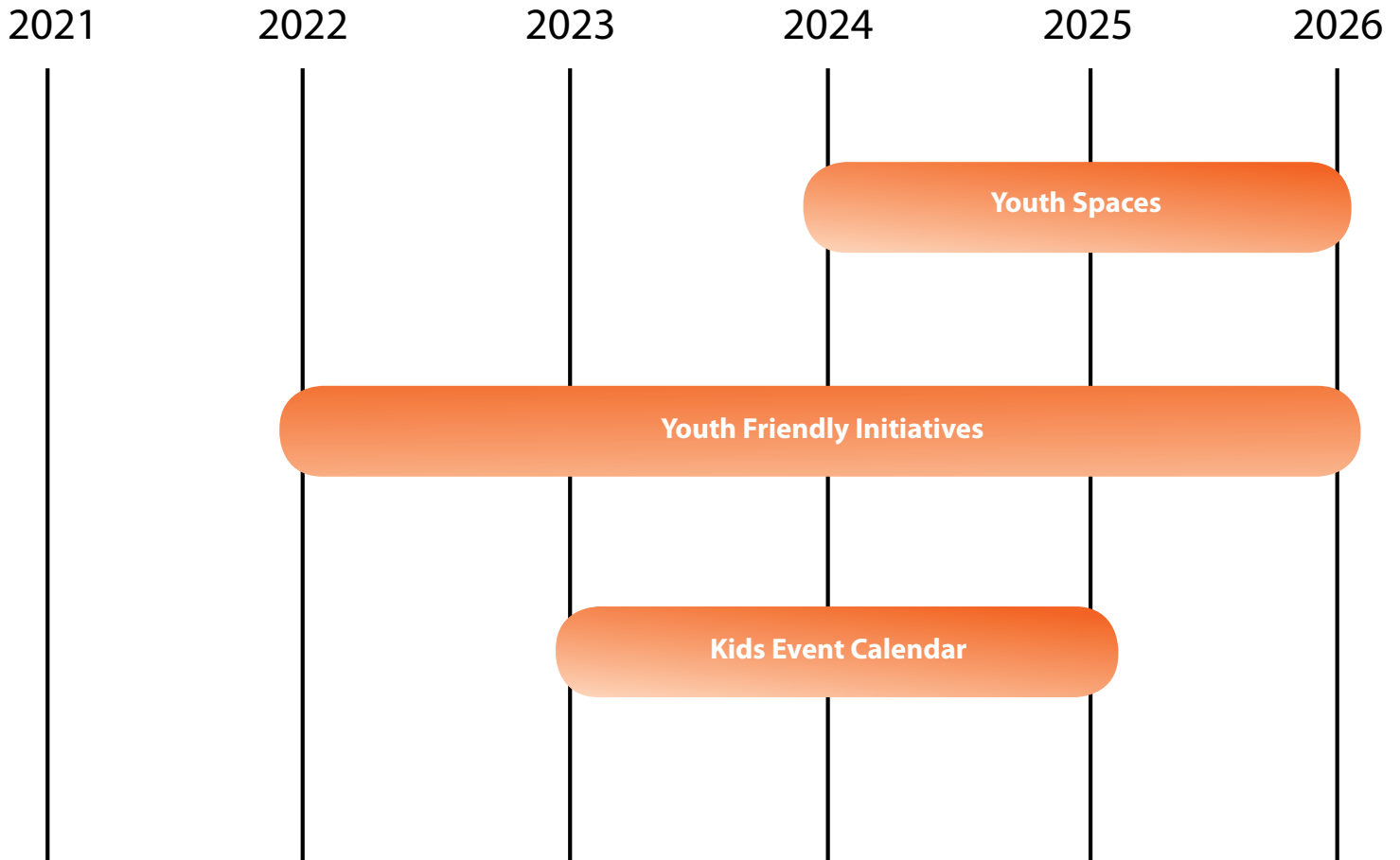
Objective	Improve communication of community events for our children and youth, and develop a “kids event calendar” for distribution through local community schools, service agencies, youth hubs, and to children, youth, and families. This all-in-one resource will help target and communicate available programs, classes, and other events that might otherwise be missed in larger communications.
Rationale	<p>30.5% of survey respondents wanted more support for existing programs and services, including more promotional efforts.</p> <p>During consultations with youth in the community, there seemed to be a lack of knowledge or insight into the existing programs, classes, camps, and recreational activities that were available.</p>
Supporting Actions	<ul style="list-style-type: none">• Development of a communications plan and resource listing;• Hosting of the Kids Event Calendar on the well-being micro-site• Collating updated distribution lists with local schoolboard staff and parents’ councils;• Providing printed copies for distribution and use at home;• Coordinate with other service providers to include up to date information
Evaluation	Number of participants registering for youth programming on an annual basis.
Outcomes	If successful, this action would promote greater awareness of youth events at the local level, and would improve local demand and participation for child and youth friendly events. This calendar should also foster better communications in the community amongst programs, parents, and kids. In addition, it would provide a more focused solution to finding information on youth-specific activities and events.
Possible Partners	Municipality of Meaford (Strategic Initiatives, Recreation Programming) Georgian Bay Youth Roots Georgian Bay Community School





Proposed Timeline for Implementation

Supports and Programs for Youth Action Plan



Supports and Programs for Seniors

Supports and programs for seniors were identified as an area of focus for the Well-Being Plan.

Lack of access to services; limited access to healthcare; poor community design or accessibility; possible neglect; failure to access basic care or necessities; a sense of alienation; poor mental health; low self-esteem; and feelings of hopelessness or powerlessness all present risks to well-being in this category.

Throughout public engagement, residents indicated that supports and programming for seniors should be a Plan priority. With a high proportion of our population being 65 and older, there should be measures introduced through the Plan to ensure needs such as healthcare, transportation, financial assistance, and social inclusion were all in place for seniors in the community. While 73.5% of survey respondents aged 65 and over agreed or strongly agreed that they could access adequate healthcare locally, for those who could not easily access these services, lack of transportation, affordability, and location were all mentioned as factors.

There was a particular focus on the importance of social programming and connection opportunities, especially in light of the COVID-19 pandemic and increased levels of isolation amongst seniors in the community. When asked how they preferred to socialize, 87.6% of survey respondents 65 and over indicated they preferred in-person social events compared to online or over the phone. This is notable, especially considering the impacts of COVID-19 on social circles and in-person interactions. During engagement, residents felt that personal development opportunities and social events, clubs, or gatherings for seniors would assist in improving their connections to the community, reduce alienation, and open up further opportunities for meaningful participation in the community moving forward.



What We Know

- ▶ 34.1% of survey respondents felt that supports and programming for seniors was a top priority to address for community well-being.
- ▶ A trend within survey comments from those 65 and older noted that communal social space, recreational opportunities, or social clubs were wanted locally.

What We Know

- ▶ Of survey respondents aged 65 and over, 92.8% were retired. 18.0% reported an annual income between \$35,000-49,999, which is lower than the average household income for our municipality.
- ▶ According to the 2016 census, there were 3065 adults 65 and over in the Municipality of Meaford, making up 27.9% of our total population.
- ▶ According to [211](#), in 2020, of all calls placed by older adults, 21.3% were in regards to healthcare needs; 17.0% were in regards to income support and financial assistance, and 17% were in regards to utility assistance.
- ▶ When asked what supports, programs, or services were needed for social inclusion and engagement, 12.8% of survey comments mentioned senior-specific programs. Another 11.6% wanted more social clubs, and 22.1% wanted more communal social and meeting spaces in the community.

Current actions being taken within our community to address this area of focus include, but are not limited to:

- ▶ Home and Community Support Services
- ▶ Meaford Long Term Care Facility and PeopleCare Communities
- ▶ Meaford 55+ Friendship Club
- ▶ Alzheimer Society Grey Bruce

Calls for Action

With local data, community perceptions, and resident feedback in place, the Well-Being Partnership was able to identify measurable strategies to target and reduce risks to well-being in the area of supports and programs for Seniors.

The following 3 action items have been identified under Supports and Programs for Seniors for implementation from 2021-2025:

1 Enhanced Senior Events

3 Phone and In-Person Visiting Program Promotions

2 Property Tax Foregiveness Promotion

Community Feedback

“Promote Healthy Aging tools and platforms, Social, and Educational Modules (Virtual/In-Person) could promote Health and wellness of our Seniors both physically and mentally.”

– Anonymous survey respondent

“Seniors needs vary and are different than other demographics and yet the same. Events that bring Seniors together are paramount. Walking or easy access to basic needs (groceries, pharmacy, barber, community centre) along with walking trails and pathways support long term health and wellness of any Senior. Independence and agency are priorities along with socialization, access to healthcare and physical activity.”

– Anonymous survey respondent

“Seniors are facing challenges on many fronts, from the natural challenges of health and connection to the manmade challenges of rising costs of living and increasing technological barriers to access regular public services. Like youth, seniors need safe and low barrier places and ways to connect. Seniors centres without walls are a great resource but we also need physical spaces for them to gather and a built environment that is accessible to them. The municipality can control the built environment and make public facilities accessible but you also need to partner with and support the organizations working across Grey Bruce. Connect with your stakeholders and do so in ways they can engage with... It takes many and multiple forms of outreach to be honestly accessible.”

– Anonymous survey respondent

Seniors Events

1

Enhance the number of senior-specific events held in the Municipality of Meaford to encourage social inclusion, community engagement, and personal development opportunities.

Objective

Hold more events for seniors in the Municipality of Meaford such as seminars, lectures, classes and personal development opportunities:

- Community keynotes;
- Well-Being Webinar series;
- Lunch & Learns;
- Community Voices

Rationale

In the 2021 survey, 52% of respondents indicated they wanted more social clubs or programs for seniors. In addition to this, comments in the 2020 survey noted a need for more events for adults/seniors, and discussed the importance of personal development opportunities.

1

Seniors Events

Enhance the number of senior-specific events held in the Municipality of Meaford to encourage social inclusion, community engagement, and personal development opportunities.

Supporting Actions

- Enhance communication of community events and individual promotions in both print and online
- Circulate notices of all events to relevant service agencies, social programs, and community hubs
- Partner with existing service clubs to enhance offerings and participation

Evaluation

Number of participants in newly introduced programs on an annual basis.

Outcomes

If successful, this item would provide more social opportunities for seniors in the Municipality of Meaford. In time, this would help to reduce social isolation, and enhance community participation. Similarly, participants will feel more engaged and involved in the community, which in turn enhances personal development and self-esteem.

Possible Partners

Municipality of Meaford (Recreation Programming); Meaford Public Library; Service Clubs

2

Property Tax Forgiveness

Promote the property tax forgiveness program available to seniors of the Municipality of Meaford.

Objective

Enhance promotion of the existing property tax forgiveness programs for seniors through the Municipality of Meaford, including distribution packages and customer service procedures to promote property tax relief. Additionally, explore future utility assistance measures available through the Municipality.

Rationale

In the 2021 survey, 33.9% of respondents wanted more supports for adults and seniors. Similarly, another 33.9% want more support for the existing programs we already have (including funding & promotion).

Supporting Actions

Information packages should be made readily available at the municipal administrative office (and include details available on supports for tax arrears, late bill payments, utility assistance, and other local services). These packages should be provided to organizations who deal with these requests to create a network of services.

Promoting services and partnerships with local service agencies who deal with financial assistance and senior populations.

Evaluation

Number of applicants to the Property Tax Forgiveness program annually.

2

Property Tax Forgiveness

Promote the property tax forgiveness program available to seniors of the Municipality of Meaford.

Outcomes

If successful, this item would provide greater autonomy for aging home owners in the Municipality of Meaford, and would enhance knowledge of local supports. It may also reduce the number of senior homeowners who struggle with property tax arrears over time.

Possible Partners

Municipality of Meaford (Corporate Services, Strategic Initiatives)
United Way Bruce Grey
Meaford Food Bank and Outreach
HCSS (Home and Community Support Services)

3

Phone and In-Person Visiting Programs

Promote the “Friendly Visiting” in-person and telephone support service for Seniors.

Objective

Promote and expand existing telephone support services/ “Friendly Visiting” locally (currently offered by local faith community, and HCSS volunteers).

Rationale

In the 2021 survey, 52% of respondents noted they wanted more social clubs or programs for seniors. Many survey comments also referenced increasing concerns of senior isolation during COVID lockdowns.

Supporting Actions

- Gather volunteers through the Volunteer Matching Program
- Promote services through ongoing communications to the community
- Explore funding availability for program

Evaluation

Number of callers/volunteers participating in the program within the Municipality of Meaford on an annual basis.

Outcomes

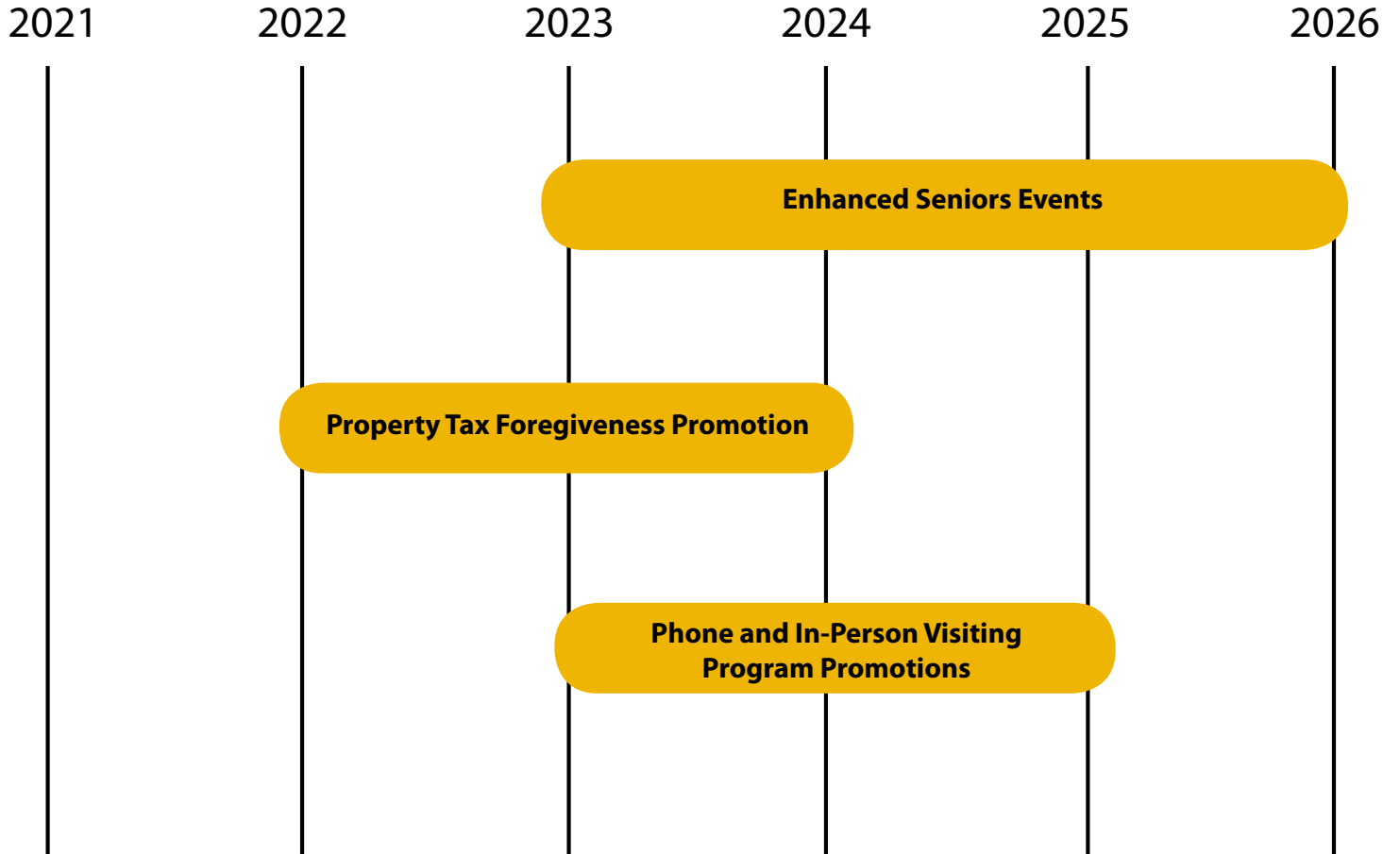
If successful, promotion of this program would see more volunteers participating locally, and serving more residents of the Municipality of Meaford. In time, this could reduce social isolation, and result in a more engaged senior demographic.

Possible Partners

HCSS (Home and Community Support Services)
Municipality of Meaford (Strategic Initiatives)

Proposed Timeline for Implementation

Supports and Programs for Seniors Action Plan



Looking Ahead 2021-2025

With the Well-Being Plan developed, the work has just begun to address community safety, health, and well-being for our residents in the Municipality of Meaford. This Plan and its action items will require an ongoing commitment from multi-sectoral service providers, our local government, and our residents. If the global pandemic taught us anything, it is that our circumstances and relationships with both personal and community well-being can shift at any time. For this reason, the Plan should be considered a living document, and will require ongoing monitoring and support, resources, and focus in the years ahead.

Implementation of the action items identified for each of the priority areas of focus will require further commitment and collaboration between the public, not-for-profit, and private sectors. A focus for implementation will be to build and foster meaningful working relationships between local agencies and institutions, satellite service providers, the Municipality, and the broader region. Enhancing our networking and collaboration between service agencies within the Municipality will allow for greater service provision and teamwork at the local level which will benefit residents seeking needed services.

The Municipality's Well-Being Plan will also require performance measurement and progress tracking into the future, to ensure action items and Plan goals are being met in years to come. To ensure comprehensive monitoring, the Municipality will report back on the status of the Plan's progress to the public on an annual basis, in combination with the findings from each iteration of the annual well-being survey. This will ensure the Plan remains a guiding document for the Municipality, and that its implementation is carried through to 2025 and beyond.

As this Plan is a living document, it should be understood that the Plan's proposed actions may shift over time to accommodate new focuses, address ongoing community issues, and ensure the well-being of all residents through the Plan.

Every effort will also be made to ensure that all residents and members of the public are kept up to date on the Plan's progress, and that engagement with service leaders and residents alike continue into the future on matters of health, safety, and well-being. This plan is for our residents, and we need to ensure it continues to benefit them and improve their lives in the future.

To follow along with the Plan's progress throughout implementation, visit www.meaford.ca/wellbeing to learn more about the Plan, its implementation, and how to get involved.



Appendices:

Appendix 1 - Local Well-Being Data and Report Links

Appendix 2 - Community Engagement Materials: Community Well-Being Surveys (2020, 2021)
visit www.meaford.ca/wellbeing to view this [appendix](#)

Appendix 3 - Community Engagement Materials: Community Outreach Questions
visit www.meaford.ca/wellbeing to view this [appendix](#)

Appendix 4 - Community Engagement Materials: The Wall of Well-Being Card
visit www.meaford.ca/wellbeing to view this [appendix](#)

Appendix 1: Local Data & Report Links:

Referenced within this Plan:

- [2019 Living Wage Report, United Way Bruce Grey](#)
- [Canadian Community Health Survey, 2015-16, Grey Bruce Health Unit](#)
- [Community Dashboard, Ontario 211](#)
- [Food Insecurity in Grey Bruce, Grey Bruce Health Unit](#)
- [Injuries in Grey Bruce: Motor Vehicle Collisions, Grey Bruce Health Unit](#)
- [Leading Causes of Death in Grey Bruce, Grey Bruce Health Unit](#)
- [Municipality of Meaford 2016 Census Profile, Grey Bruce Health Unit](#)
- [Ontario Student Drug Use and Health Survey 2017-2018, Centre for Addiction and Mental Health \(CAMH\)](#)
- [Poverty Task Force 2018 Annual Progress Report, Jill Umbach \(Bruce Grey Poverty Task Force\)](#)
- [Resources and Support for Mental Health in Grey Bruce Survey 2017-2018, The Grey Bruce We C.A.R.E. Project](#)
- [Self Harm & Other Intentional Injuries in Grey Bruce 2019, Grey Bruce Health Unit](#)

For additional community information, reports, and resources on health, safety, and well-being, please visit the Resources page at www.meaford.ca/wellbeing