



2016 ANNUAL COMMUNITY SOCIAL REPORT

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Making Airdrie a **socially**
and **culturally** vibrant
community

FROM THE MAYOR

On behalf of City Council, we are excited to present the 2016 Community Social Report.

Our social initiatives in 2016 show our commitment to fostering a socially sustainable community. We continue to strive for a healthy, strong and vibrant Airdrie.

Airdrie Family & Community Support Services (FCSS) plays a significant role in enhancing the social well-being of individuals, families and community through funding preventive social programs. In 2016, we received \$1,560,804 from the Province's FCSS. We matched this with an investment of \$334,128 and allocated \$1,339,841 to external agencies to strengthen the community's social well-being. I would like to thank all of

the staff and volunteers of the City's FCSS funded programs for their tremendous work in making these programs a success.



The City of Airdrie believes in providing opportunities for our residents to engage in our community and develop strong social networks. In 2016, the City contributed \$47,085 to seven local festivals and events through its Community Investment Funds. The City also promoted neighbourhood connections through its Neighbourhood Matching Funds. In arts and culture, the Art in Civic Places Program facilitated artwork displays in Genesis Place, Bert Church LIVE Theatre and City Hall from local and regional artists.

This City also celebrated its outstanding volunteers through its Volunteer of the Year Awards, and developed its Airdrie Participant Support Program to provide equal opportunities, access and dignity to all Airdrie residents.

Thank you everyone for a fantastic 2016.

A handwritten signature in black ink, which appears to read "Brown". The signature is stylized with a long horizontal stroke extending to the right.

Peter Brown, Mayor

FROM THE CHAIR

As Chair of the Community Services Advisory Board (CSAB), it is my privilege to share with you the 2016 Annual Community Social Report.

I am very proud of the programs and services provided by the City's community social partners. In addition, the CSAB is pleased to support arts and culture in the city through festival events and neighbourhood projects by providing funding to community groups to enhance their capacity.

Every year, the CSAB reviews the FCSS funding applications from our community partners and social agencies. In working through this process I am always amazed in the quality of programs that are available to the members of our community.



On behalf of the members of the Community Services Advisory Board, I would like to extend my sincere appreciation and gratitude to all of our community partners and volunteers for their continued efforts in making Airdrie a place for community and opportunity.

A handwritten signature in black ink, appearing to read 'K. Hegg', written in a cursive style.

Kelly Hegg, Chair
Community Services Advisory Board

COMMUNITY INITIATIVES

The City of Airdrie is proud to present the 2016 Community Annual Social Report, highlighting the City's social initiatives in 2016 that make Airdrie a socially and culturally vibrant community.

The City is committed to promoting the positive development of individuals, families and the community through its Family & Community Support Services Program (FCSS). FCSS supports Airdrie's not-for-profit agencies by investing in preventive programming to improve the community's social fabric.

The City also contributes to community well-being through other social investments: Community Investment Funds, Neighbourhood Investment Funds and the Airdrie Participant Support Program, a new subsidy program for low-income residents that supports the City's commitment to ensuring fairness in its actions, decisions and services.

There is a strong tradition of outstanding volunteers in our community, and the City is proud to have hosted another successful Volunteer of the Year Awards. The Awards recognize the outstanding contributions of those who make this city a great place to live.

There are also numerous arts and culture offerings that bring our city to life such as the Art in Public Places Program and community events such as airdrieFEST, the Canada Day Parade & Fireworks, and the Santa Claus Parade.

Thank you, Airdrie, for another amazing year!

FAMILY & COMMUNITY SUPPORT SERVICES

Family and Community Support Services (FCSS) is a partnership between the Province and the City of Airdrie in an effort to develop locally driven social initiatives to enhance the well-being of individuals, families and communities.

FCSS invests in social preventative programs that aim to assist individuals before problems occur by equipping people with the knowledge, skills and proactive behaviours that contribute to their overall well-being.

FCSS programs in Airdrie increase:

- Resilience
- Competence
- Social problem solving
- Social supports
- Meaning and purpose of community members

The social impact of programs are assessed using a pre-test and post-test survey method of outcome evaluation.

The City of Airdrie's 2016 Annual Community Social Report highlights the successes of five FCSS programs as well as other community initiatives. In total Airdrie has 13 FCSS active programs.

We hope you enjoy learning about our work in 2016.

2016 AIRDRIE FCSS BY THE NUMBERS





Building **meaningful** and
collaborative relationships

COMMUNITY CONNECTIONS

Children and Youth

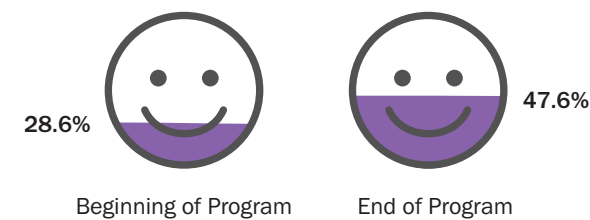
In-School Mentoring Programs

Connecting younger youth with older youth in **one-on-one mentoring** relationships.

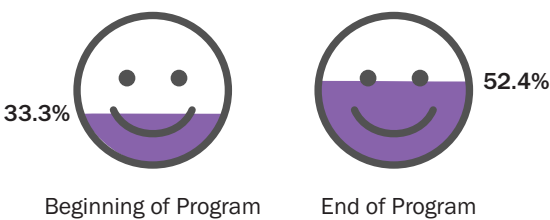
Highlights

21 participants were surveyed on resilience at their in-school mentoring program.

Percentage of participants who replied ‘fairly often’ or ‘very often’ to the statement, *“I feel that I have control over things that happen to me.”*



Percentage of participants who replied ‘strongly agree’ to the statement, *“I can make friends with people who are different from me.”*



What does research tell us?

Mentoring programs based on best practices have positive effects on youth developmental outcomes. These outcomes include stronger interpersonal relationships and resilience, which refers to an ability to bounce back from life’s challenges.^{3,4,5} Resilience and positive interpersonal relationships may be linked to self-esteem, higher social competence, and a sense of self-empowerment, among other indicators of well-being.⁶



Family

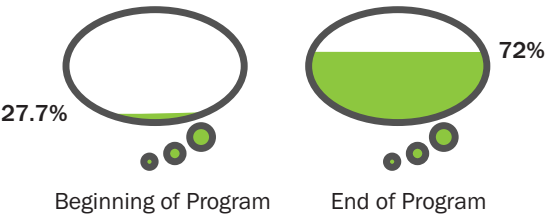
Parent Support Programs

Providing parents and caregivers with information and supports to strengthen parenting skills, confidence and access to resources, **helping to create an environment in which children thrive.**

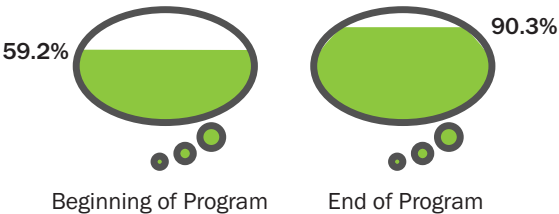
Highlights

321 participants from drop-in programs, parent consultations, education programs, discussion groups and workshops were surveyed on their parenting knowledge and skills over the course of their program.

Percentage of participants who answered ‘high’ or ‘very high’ to the statement, **“My current knowledge in child or youth development”** from the beginning of the session to the end.



Percentage of participants who answered ‘high’ or ‘very high’ to the statement, **“My current skills in providing a healthy, safe environment for children and/or youth.”**



What does research tell us?

Community-based parent support programs assist in the development of parents’ knowledge and skills, which support the healthy development of young children.^{7,8,9} Studies show that high quality parenting in infancy and early childhood improves academic competence and relationship building.^{10,11}



Adults

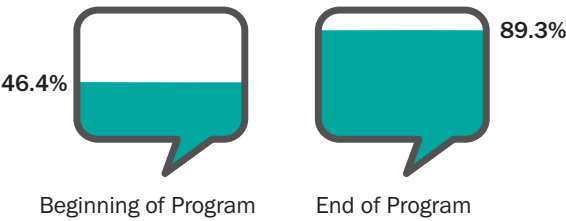
Counselling Programs

Providing short-term, one-on-one counselling sessions to address **possible challenges before they arise** while also referring individuals to community services, educational skill-building groups, workshops and presentations.

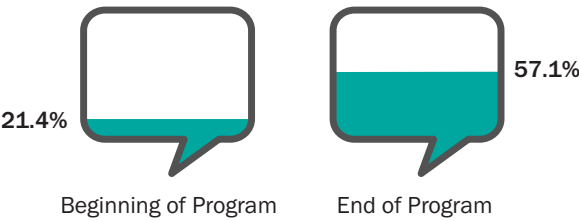
Highlights

28 participants in the program were surveyed on their problem-solving skills at the beginning and end of the program.

Percentage of participants who responded ‘agree’ or ‘strongly agree’ to the question, *“If you have a problem, do you believe it could be solved?”*



Percentage of participants who responded ‘agree’ or ‘strongly agree’ to the question, *“If you have a problem, do you weigh and compare the consequences of each option?”*



What does research tell us?

Participants in community counselling programs report improvements in well-being through attributes such as increased social problem solving, which is a potential mediator to impulsive behaviours.¹² Social problem solving is a process of identifying and discovering ways of coping with problems encountered in day-to-day living.¹³



Seniors

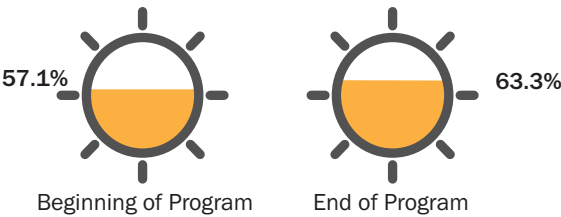
Senior Support Programs

One-on-one support to **increase community participation** and social supports.

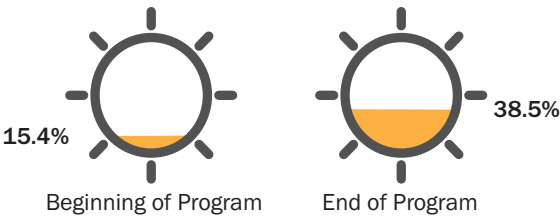
Highlights

13 seniors were asked about their social support networks.

Percentage of participants who responded 'sometimes', 'fairly often' or 'very often' to the question, *"How often do you meet with others outside your home?"*



Percentage of participants who responded 'very often' to the question, *"How often do you feel that there are people you can turn to?"*



What does research tell us?

Seniors' programs help seniors in the community to strengthen the social supports available to them. Social supports are the extent to which a social network enables people to receive help when they need it.¹⁴ Research shows that social supports among older adults serve to buffer the severity of mental and physical health problems.¹⁵ For seniors, social supports help alleviate loneliness and have a positive effect on well-being.¹⁶



Volunteers

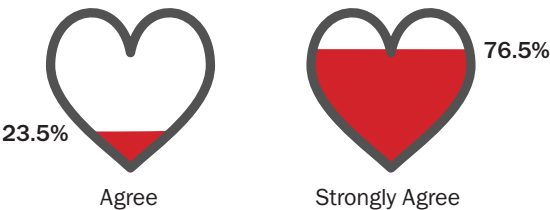
Volunteering Programs

Opportunities for residents to **engage in their community** through a variety of social services.

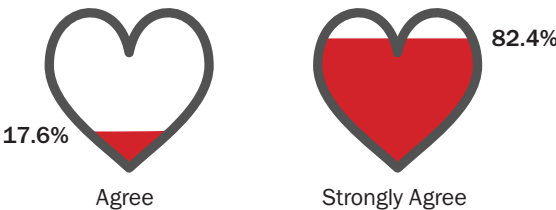
Highlights

17 participants that volunteered for social programs in Airdrie were surveyed on their sense of meaning and purpose.

Percentage of participants who responded 'agree' or 'strongly agree' to the statement, *"As a result of volunteering, I believe I am making a difference."*



“Percentage of participants who responded 'agree' or 'strongly agree' to the statement, *"As a result of volunteering, I make my community a better place."*



What does research tell us?

Volunteering correlates with increased life satisfaction and self-perceived health.¹⁷ It serves a protective function to help deal with inner conflicts and uncertainties, and contributes to increased meaning and purpose in life.^{18,19} Meaning and purpose can be described as the extent to which people feel that what they do in life is valuable, worthwhile and valued by others. A sense of meaning significantly contributes to wellness.²⁰





Creating **opportunities**
to enhance the **quality of life**
of residents

INVESTING IN THE COMMUNITY

Airdrie Participant Support Program

The Airdrie Participant Support Program (APSP) supports equal opportunities, access and dignity to sustain quality of life for all residents of Airdrie.

APSP is a program for low-income residents to access subsidized City programming, including reduced rates for Airdrie Transit and Genesis Place available services and programming, as well as a streamlined process for ACCESS Airdrie clients. Partnerships were established with KidSport and the Airdrie Public Library to accept the APSP pass as a prescreening for their subsidy programs.

295 Airdrie Participant Support Program applications were approved as of Oct. 28, 2016.

What success looks like

Shared by North Rocky View Community Links

Recipients who are on Assured Income for the Severely Handicapped (AISH) often use the APSP program to become more independent in the community, using it to access transit to get to and from volunteer positions or employment, as well as to increase physical activity.

Many families affected by the economic downturn have benefited from the APSP as a way to keep their kids active, which supports the overall health of the community.



YOUTH IN THE COMMUNITY

The Airdrie Board of Youth Affairs (ABYA) is an independent youth group that represents the voice of Airdrie youth in civic matters.

ABYA serves as a bridge between City Council, youth and the community by functioning as an advisory body to the City of Airdrie that provides a voice for Airdrie youth.

ABYA is open to youth 11 to 18 years of age. This allows students from both middle school and high school an opportunity to play an active role in their community.

Successes in 2016:

1. Supported the Highland Primary Care Network, a primary care service provider in Airdrie. Feedback and recommendations were provided that included improvements to the promotional material as well as bringing awareness to the services.
2. Promoted the Board throughout the year and sought membership/interest from local youth.
3. Participated in the annual airdrieFEST event.

“To me, ABYA is the stepping stone for the betterment of a community through youth initiatives. By taking just an hour out of our time each week, a small group of youth have the potential to alter the future of Airdrie for all. The learnings that I have gained through the ABYA are second to none and invaluable. As Chair this year, I look forward to creating a more visible voice for youth and the ABYA by implementing more social media outlets to our platform to ensure that the ABYA is the liaison to a better Airdrie.”

ABYA member Alex Ogunbiyi

“We aim to educate, empower and promote leadership within the youth community.”

ABYA members



Left to Right: Robyn Curtis, Annabelle Wilson, Madison Maxwell, Abby Froslev, Claudia Paul
Missing: Muhib Ali, Alexander Ogunbiyi

COMMUNITY INVESTMENT FUNDS

Strong Community

The Community Investment Funds (CIF) is a partnership between the City of Airdrie and not-for-profit organizations to strengthen the unique arts, cultural and recreational aspects of Airdrie. The intent is to build capacity in the community through festivals and events.

The City of Airdrie contributed \$47,085 through CIF in 2016. These events are vital to making connections between various groups in the community to promote Airdrie's sense of identity, place and community.

The community festivals and events funded by the City of Airdrie's CIF in 2016:

1. Holiday Light Show – Airdrie Festival of Lights
2. Empty Bowls – Food Bank
3. Linking the Community – North Rocky View Community Links
4. Artember – Creative Airdrie
5. Family Oriented Theatrical Production – Nose Creek Players
6. Airdrie Rotary Festival of Performing Arts – Airdrie Performing Arts Society
7. AIRSCARES – Airdrie Boys and Girls Club

Survey Results:

87% agreed/strongly agreed with the statement, "I enjoy living in Airdrie."

86% agreed/strongly agreed with the statement, "Overall, the quality of life in Airdrie is good."

NEIGHBOURHOOD FUNDS

Strong Neighbourhoods

The City of Airdrie partners with neighbourhoods through the Neighbourhood Matching Funds to support events that create a strong sense of social cohesion.

The Neighbourhood Matching Funds:

- Support events that create a strong sense of community and safety
- Help residents to collaboratively address the needs of their neighbourhood
- Provide one-to-one matching funds for up to \$500 for sustainable initiatives that bring neighbours together

In 2016 Community Development funded two communities for a total of \$1,000. From the surveys collected, community members ranked highly the following questions:

- 93% replied "strongly agree" with the statement, "I have a strong sense of belonging in my community."
- 93% replied "strongly agree" with the statement, "I enjoy living in my community."

Arts and Culture

In 2016, the City of Airdrie implemented the Cultural Policy for the City to provide community-based vision, values and guiding principles.

The City also began laying the groundwork for the Cultural Master Plan, assembling a steering committee comprised of local arts, culture, heritage and business organizations in Airdrie.

The City also manages the Art in Civic Places Program, which provides spaces in civic facilities for local artists to display their works. The goal of the program is to beautify the community and add meaningful, creative works for residents and visitors to enjoy. The Program ran at full capacity in 2016 and saw rotational artwork on display in Genesis Place, The Bert Church LIVE Theatre and City Hall from local and regional artists.



Taking **pride**
in our city

VOLUNTEER OF THE YEAR AWARDS

The City of Airdrie recognizes significant volunteers in the community. By valuing volunteers, we create pride and ownership in our community.

Congratulations and thank you to the 2016 awardees, nominees and nominators for your participation and all that you do for the community!

Awardees

We are honoured to present the recipients of the **2016 Volunteer of the Year** awards:

Leader of Tomorrow Award

Mackenzie Murphy



Airdrie Ambassador Award

Good Earth Coffeehouse & Bakery



Soul of Airdrie Award

Matt Carre



Airdrie Advocate Award

Community Links Volunteer Program
2016 Board of Directors



Maria Eligon



Rob Anderson



Janna Schrottner



Byron Bradley



Dianne Hill



Chris Harper

COMMUNITY EVENTS

The City of Airdrie supports community events by facilitating connections with City resources. Here is an overview of the City's events in 2016:

Events and Festivals



Canada Day Parade:

- 20,000 spectators
- Over 105 Floats
- 40 volunteers
- Gold for Airdrie's Choice Awards
- Best event three years in a row



Santa Claus Parade:

- 8,000 spectators
- 40 floats
- 26 volunteers



Canada Day Fireworks:

- 10,000 spectators
- 33 volunteers
- Additional events at Chinook Winds Park such as food trucks, vendors and activities



airdrieFEST:

- 3,000 attendees
- 120 vendors and food trucks
- 60 community volunteers



New Year's Eve Fireworks:

- 3,000 spectators
- 16 volunteers

Community Capacity Building:

Workshops – Community Development hosted a successful Board Development workshop that reflected the needs of Airdrie's not-for-profit organizations. A survey to not-for-profit groups helped to determine where they required additional training through workshops.

Establishing new not-for-profit groups – Assisted three different groups to establish not-for-profit status within Airdrie.

Providing updated grant and funding information to various groups –

To assist with not-for-profit organizations' sustainability, the City forwarded new grant and funding opportunities offered by the three levels of government, foundations and businesses.

Placemaking – Completed our goal of introducing Placemaking to staff, volunteers and businesses in Airdrie by inviting placemaking expert Katherine Loflin to speak in Airdrie, hosting three successful events in one day. Connected airdrieFEST to placemaking through the establishment of painted picnic tables distributed throughout Airdrie.

Engagement – Engaged with the Principal of the Bert Church High School to discuss an ongoing plan to engage students with the community.



OUR FCSS COMMUNITY PARTNERS



Airdrie and District
Victims Assistance
Society



Big Brothers Big Sisters
of Calgary and Area



Boys & Girls Club
of Airdrie



CommunityLinks



Endnotes

¹ In 2016, Airdrie FCSS offered agencies the opportunity to test innovative pilot projects on a one-time basis

² The value of volunteer contributions to FCSS Airdrie funded programs is based on average hourly rates in the 2015 *Alberta Wage and Salary Survey* (Alberta Labour, 2015)

³ Grossman, J.B. and Rhodes, J.E. (2002). The test of time: Predictors and effects of duration in youth mentoring relationships. *American Journal of Community Psychology*, 30(2): 199–219.

⁴ DuBois, D.L., Holloway, B.E., Valentine, J.C. and Cooper, H. (2002). Effectiveness of mentoring programs for youth: A meta-analytic review. *American Journal of Community Psychology*, 30(2): 157–197.

⁵ Ungar, M. (2005). *Handbook for working with children and youth*. Thousand Oaks, CA: Sage.

⁶ Massey, S., Cameron, A., Ouellette, S. and Fine, M. (1998). Qualitative approaches to the study of thriving: What can be learned? *Journal of Social Issues*, 54: 337–355.

⁷ Trivette, C. and Dunst, C. (2005). Community-based parent support programs. *Encyclopedia on Early Childhood Development* (online). Montreal, QC: Centre of Excellence for Early Childhood Development.

⁸ Kaminski, J.W., Valle, L.A., Filene, J.H. and Boyle, C.L. (2008). A meta-analytic review of components associated with parent training program effectiveness. *Journal of Abnormal Child Psychology*, 36(4): 567–589.

⁹ September, S., Edna, R. and Roman, N. (2016). Association between knowledge of child development and parenting: A systematic review. *The Open Family Studies Journal*, 8: 3–16.

¹⁰ Stright, A.D., Gallagher, K.C. and Kelley, K. (2008). Infant temperament moderates relations between maternal parenting in early childhood and children's adjustment in first grade. *Child Development*, 79(1): 186–200.

¹¹ Jackson, A.P. and Scheines, R. (2005). Single mothers' self-efficacy, parenting in the home environment, and children's development in a two-wave study. *Social Work Research*, 29(1): 7–20.

¹² Wilson, N.J. and Cordier, R. (2013). A narrative review of Men's Sheds literature: Reducing social isolation and promoting men's health and well-being. *Health & Social Care in the Community*, 21(5): 451–463.

¹³ D'Zurilla, T.J. and Nezu, A. (1982). Social problem solving in adults. In: *Advances in Cognitive-Behavioral Research and Therapy* 1: 201–274.

¹⁴ Scharlach, A.E. and Lehning, A.J. (2013). Ageing-friendly communities and social inclusion in the United States of America. *Ageing & Society*, 33(1): 110–136.

¹⁵ Fitzpatrick, T.R., Gitelson, R.J., Andreck, K.L. and Sue Mesbur, E. (2005). Social support factors and health among a senior center population in southern Ontario, Canada. *Social Work in Health Care*, 40(3): 15–37.

¹⁶ Chen, Y. and Feeley, T.H. (2014). Social support, social strain, loneliness, and well-being among older adults: An analysis of the Health and Retirement Study. *Journal of Social and Personal Relationships*, 31(2):141–161.

¹⁷ Van Willigen, M. (2000). Differential benefits of volunteering across the life course. *The Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 55(5): 308–318.

¹⁸ Musick, M.A., & Wilson, J. (2007) *Volunteers: A Social Profile*. Bloomington, IN: Indiana University Press.

¹⁹ Okun, M.A. and Kim, G.Y. (2016). The interplay of frequency of volunteering and prosocial motivation on purpose in life in emerging adults. *The Journal of Social Psychology*, 156(3): 328–333.

²⁰ Savolaine, J. and Granello, P.F. (2002). The function of meaning and purpose for individual wellness. *The Journal of Humanistic Counseling*, 41(2): 178–189.



**Community Development, Family & Community
Support Services and Social Planning**

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