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National Collaborating Centre
for Determinants of health

Centre de collaboration nationale
des déterminants de la santé

Bridging the Gap

February 2012



CIHR IRSC
Canadian Institutes of Health Research
Instituts de recherche en santé du Canada



The Environment

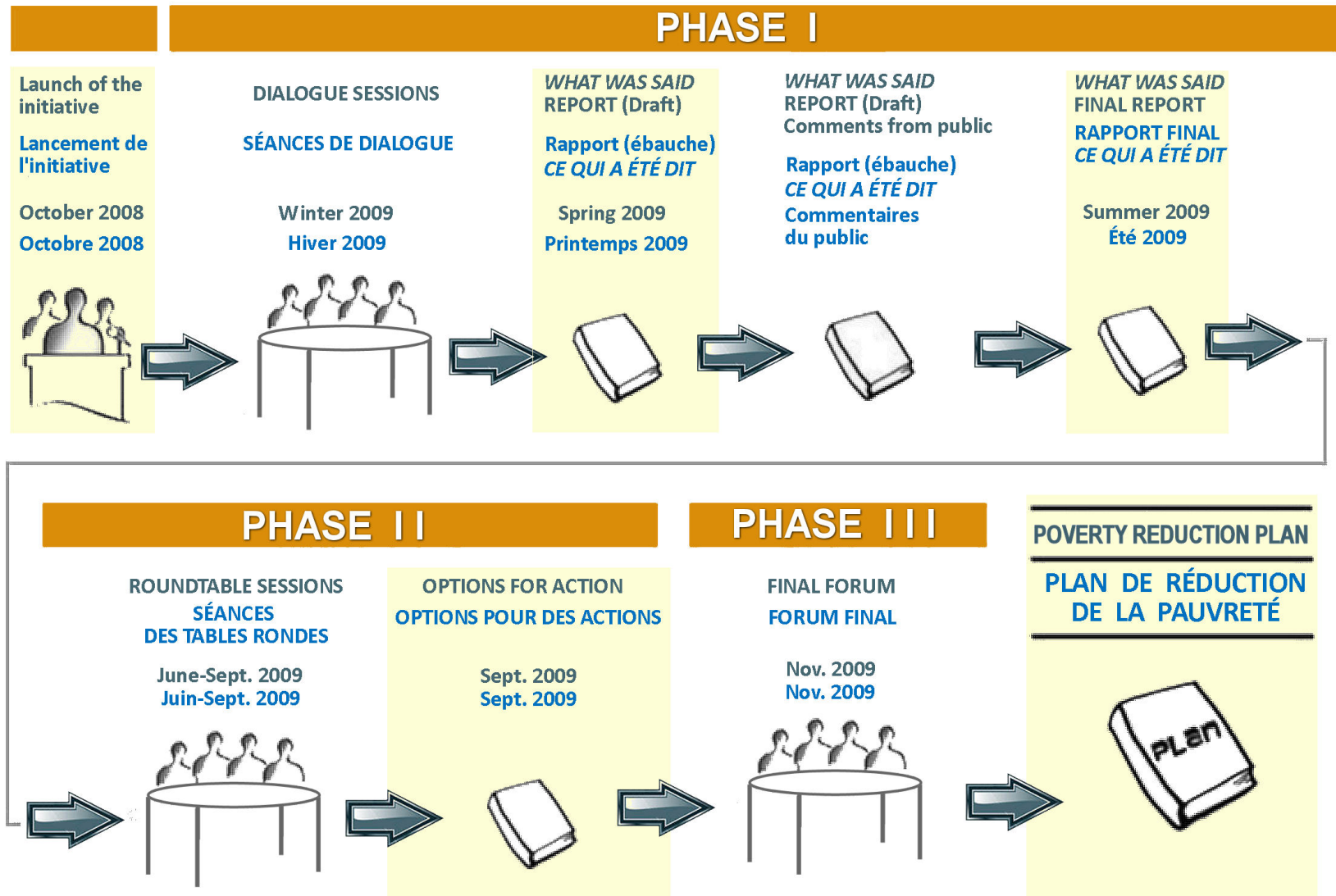


- 4% of residents live in poverty
- 45% of single mothers live in poverty
- 16.4% of children (under the age of 18) live in poverty
- 10.9% of seniors live in poverty
- Approximately 38,984 residents receive social assistance.



Getting to the plan

(October 2008 to November 2009)





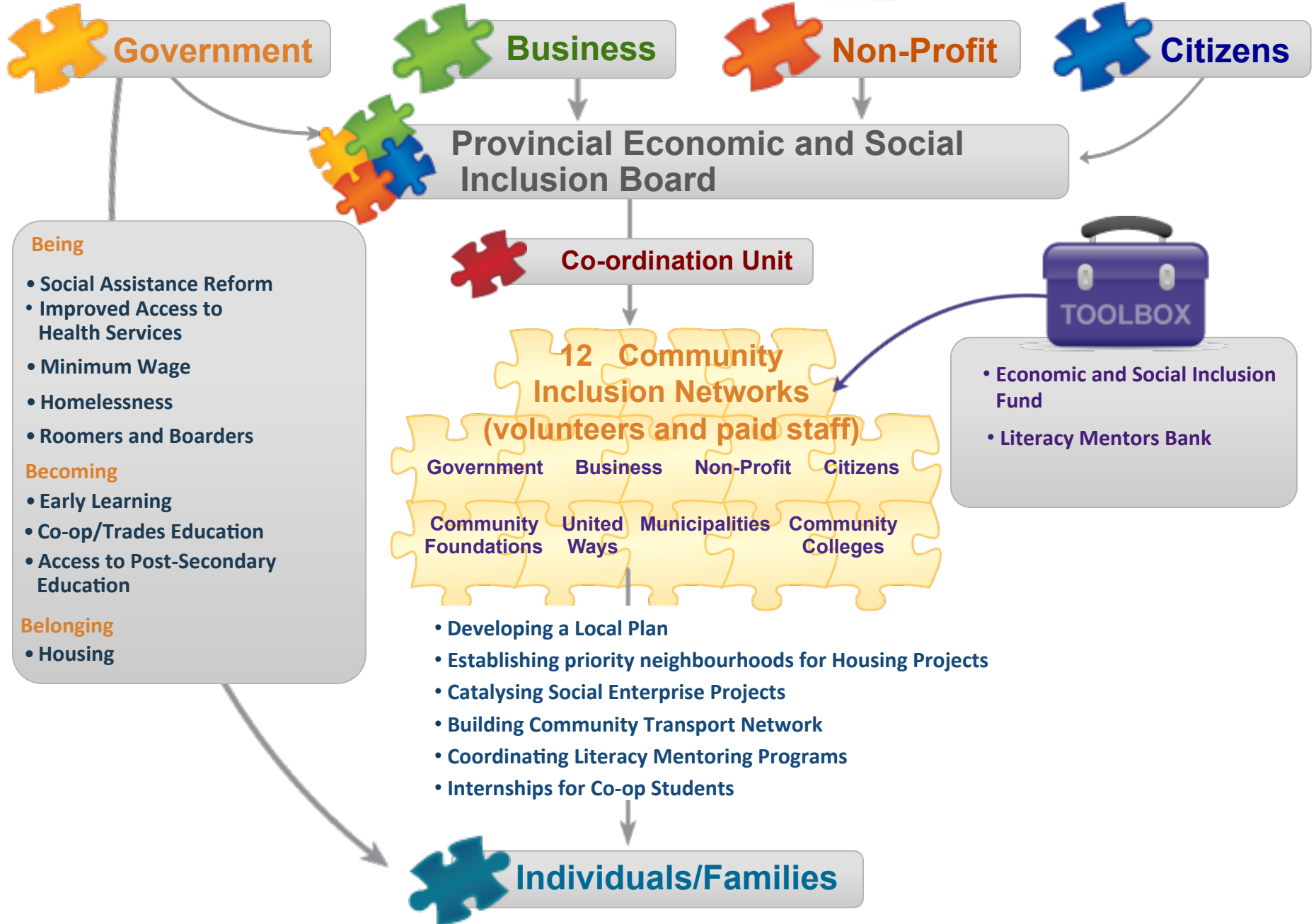
The Issue/Challenge



Goal: By 2015, New Brunswick will have reduced income poverty by 25% and deep income poverty by 50%.

How can ESIC stimulate action at the community level to achieve the ambitious poverty-reduction goal set out in the provincial strategy?

Delivery Structure & Priority Actions





The Environment



Community Inclusion Networks (CINs):

- An infrastructure to enable all groups and citizens to work together on local issues
- A mechanism through which communities can meet, identify priorities, obtain resources and take action on issues of concern to them.



The Environment



CINs develop poverty reduction strategies that:

- Are inclusive, with input from all members
- Demonstrate regional needs, backed-up with data
- Are consistent with goals of *Overcoming Poverty Together*
- Meet regional objectives
- Include a budget, a timeline, and a description of the region
- Demonstrate the CIN's ability to secure resources and partners



Group Work

(20 minutes)



Given the importance of evidence-based planning, how would you guide community leaders to build a plan that meets the community's needs as well as the provincial poverty-reduction goals, and is based on best available evidence?



Partners & Stakeholders



Keys to the success in establishing a CIN in each region were:

- Previous relationships and understanding of the communities
- Meeting potential participants through face-to-face meetings and knocking on doors
- Finding a true leader - well-connected, respected, track record
- Using leaders' and members' networks to draw out community assets

“Getting the right person to lead the community initiative is key. A leader will bring others to the table. Coordinators are important, but community leaders build the networks.”



Challenges



Competition

“They are trying to create a whole new way of doing business in the province - building joint ownership and common solutions to problems. NGO’s are not used to working with each other. This is a culture change that will take time.”



Challenges



Awareness

“NGO’s are an industry in New Brunswick. They understand government processes and are motivated to get involved, because that’s where their funding comes from. Businesses have no idea about the process or how to get involved. People living in poverty are afraid to step in. They have some great ideas, but don’t feel comfortable in the forums.”



Challenges



Motivation

“Good luck with that! Poverty will always be with us.”



Challenges



Human Resources

“We are drawing on the same pool of volunteers to accomplish an awful lot. We need to figure out how to work together better.”



Challenges



Sustainability

“A good coordinator brings people together and holds the mirror up, to reflect the community’s strengths and show them what they have to build upon, long-term.”



Challenges



Finances

“Unfortunately, most NGOs still focus on the money. They see the strategy as a way to fund their existing programs. We need to get that out of their minds, and shift their thinking towards programs and benefits.”



Challenges



Evidence-based plans

“We can’t just bring evidence to a community and say, ‘This is where you need to focus.’ We need to start with the knowledge in the community, and involve researchers to help develop the evidence base. That way, researchers become partners in the process and we develop priorities together.”



Challenges



Short time-lines

“This is a brand new initiative, a new culture, with very little time to accomplish a lot. There are a lot of ‘firsts’ and a lot of pressure to do things well. We need community buy-in to accomplish anything and that takes time.”



Group Work

(20 minutes)



How can these challenges be overcome in implementing the provincial poverty reduction strategy?

- Competition
- Motivation
- Sustainability
- Evidence-based plans



Addressing Challenges



Competition

- Government renewal process throughout the province
- All CINs equally funded
- Emphasis on partnerships, creativity
- A new way of working, a new attitude



Addressing Challenges



Motivation

- Process gives voice to the people – puts their ideas in motion
- Solutions will come from the community
- Different sectors will motivate each other
- Successes will motivate everyone
- New way of working/thinking – streamlining for success



Addressing Challenges



Sustainability

- CINs are provided with seed funding
- Gifts-in-kind are encouraged
- Short-term funding forces groups to think beyond government support



Addressing Challenges



Evidence-based plans

- Local data
 - Local knowledge
- New Brunswick Social Policy Research Network
 - “Showcase and Sharing” workshops
- Direct links to researchers in key areas:
 - Community transportation
 - Social enterprises
- Committee members and their contacts



Group Work

(10 minutes)



Having heard about the approach taken in New Brunswick, what are the elements you think will lead to its success?

How would you apply those elements to your own situation?



Strengths



- Focus on community assets
- Build on community knowledge
- Help CINs work with the poverty reduction plan to meet their community's needs
- Capitalize on members' strengths and networks



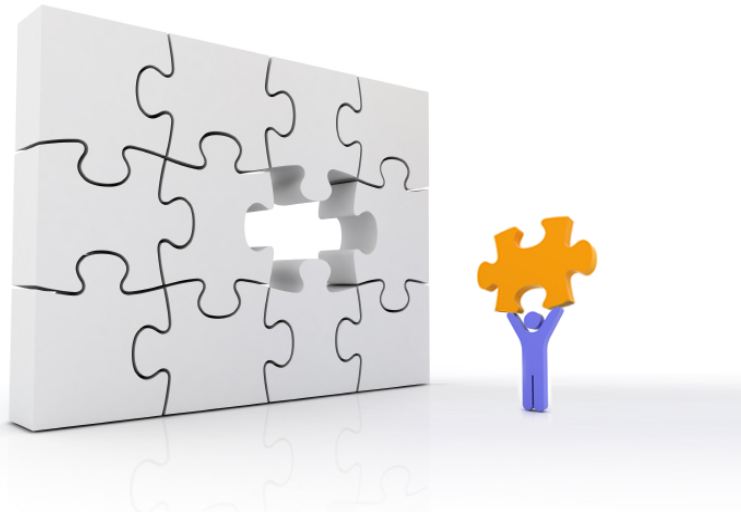
Strengths



“The power of the network is to have members celebrate each other.”

ESIC coordinator

Ensemble pour vaincre la pauvreté Overcoming Poverty Together



**We are all
a piece
of this puzzle...**