
Health Promotion Under Pressure/Strengthening Community Action: Where to from here?

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This Wrap-up Presentation

- ❖ Review of Emergency Response Model
- ❖ Crises Timelines & Scale
- ❖ Review of General Stream
- ❖ Highlights from Small Groups
- ❖ Role for Health Promoters
- ❖ Table Buzz groups
- ❖ Where to from here?



4 Phases of Emergency Mgmt

❖ Mitigation

- ❖ Actions to reduce or eliminate effects

❖ Preparedness

- ❖ Actions taken beforehand to ensure an effective response

❖ Response

- ❖ Actions to respond

❖ Recovery

- ❖ Actions to recover



Timeline & Scale of Crisis

- ❖ Immediate – disasters, emergencies, pandemics
- ❖ Medium – economic crisis, school or youth crisis
- ❖ Long – obesity, cancer
- ❖ Small – level of a few families, rest of community not affected
- ❖ Large – larger neighbourhoods affected & response team also affected



Overview of HPSS Sessions

❖ Opening Plenary – Olga Mitchie

- ❖ Four phases of Emergency Management
- ❖ Hazard identification & risk assessment graph
- ❖ A sense of the hierarchy of relations (emergencies are managed at the lowest level that is able to respond)
- ❖ Description of a response mgmt system which allows each level to talk to the right part of the next level (operations, planning, logistics, finance & admin, command)
- ❖ Importance of community resilience
- ❖ Connection of HP & EM



Summary of Core Sessions

1. Healthy communities as a mitigation strategy in Kitchener
2. Community resilience as a way to prepare for and mitigate an emergency
3. Psychosocial first aid as a response
4. The role of social services in recovery



Overview of HPSS – cont'd

- ❖ #1 – Crisis – What Crisis? – Shelley Adams
 - ❖ Healthy City plan for Kitchener as ***Mitigation*** of economic crisis in 1990s
 - ❖ Used Healthy Community model
 - ❖ Did survey of community, created vision/plan
 - ❖ Citizens' Committee now gives City Council a report card of how the community is doing to meet the plan that was set



Overview of HPSS – Cont'd

- ❖ Keys to healthy community are:
 - ❖ Community values and culture are the anchors for social vitality, environmental vitality, and economic vitality
 - ❖ Belief that a connected community is a safer community



Overview of HPSS – cont'd

- ❖ #2 – Tools to Strengthen Community Immunity – Lorna Heidenheim & Roya Rabbani
 - ❖ Made an analogy between human immune response & community resilience
 - ❖ Need to create networks of support, validate experiential knowledge & share leadership
 - ❖ Communities that are resilient are more **prepared** & able to handle a crisis
 - ❖ Resiliency factors distinguish the ability of a community to respond better than another
 - ❖ Can map community resilience onto natural, built, institutional, social and human dimensions



Overview of HPSS – cont'd

- ❖ #3 – Psychosocial First Aid – Ted Bober
 - ❖ People in community work are at the 'heart' or forefront of disaster management
 - ❖ Community resilience is key to best ***response and recovery***
 - ❖ Psychosocial needs are great even in those not directly involved in crisis
 - ❖ Outlined 5 key elements of psychological first aid



Overview of HPSS – cont'd

- ❖ Keys are:
 - ❖ Including vulnerable populations
 - ❖ Having a dialogue with those affected so they can maintain or restore dignity & control
 - ❖ Restoring sense of collective dignity
 - ❖ Focus on equity
 - ❖ Anyone can do this



HPSS Overview – cont'd

- ❖ #4 – Emergency Social Services & Resilience
 - ❖ Need to work collaboratively and build partnerships between service organizations, NGOs and governments
 - ❖ For those who have experienced trauma, need basic supports (shelter, food, child care) to promote **recovery** from effects of disaster
 - ❖ Many agencies are involved in a coordinated response



HPSS Overview – cont'd

❖ Keys to success:

- ❖ Get into network of social service agencies around the province
- ❖ Practice and have lots of back-ups
- ❖ Health promotion and community organization folks need to approach agency people about their knowledge of the community and potential role



Key Themes

- ❖ Individuals on their own have real difficulties surviving in an emergency
- ❖ Collective actions, strong communities are better for everyone
- ❖ The time to build this strength and invest in community capital or resilience is during peaceful, non-emergency times
- ❖ Speaks to deeper aspects of preparedness



Small Groups

- ❖ What do you want to implement?
 1. Community development/community strengthening activities
 2. Procedures & processes to create emergency planning, response & recovery plans
 3. Common themes and values (e.g. shared leadership, asset-mapping, making connections)



Small Grps – Challenges

- ❖ Diversity & culture of communities
(different languages, transients, haves & have-nots, different values)
- ❖ Community development challenges
(mobilizing for shared leadership, reaching vulnerable populations)
- ❖ Refusal to change (closed-minded, 'me first,' reluctance to get involved, apathy)



Small Groups – Challenges

cont'd

- ❖ Communications about the connection between community resilience & emergency management
- ❖ Money/resources
- ❖ Silos within & between organizations
- ❖ Time commitment
- ❖ Political will
- ❖ Litigious society



Small Groups - Supports

- ❖ Get community members involved and use existing skills
- ❖ Create organizational partnerships (get important people involved, private & public sectors)
- ❖ Funding & resources (recognize existing staff & other resources)
- ❖ Be transparent (share knowledge, don't plan behind the scenes)



Small Groups – Supports cont'd

- ❖ Passionate champion
- ❖ Policy change
- ❖ Mapping of assets & vulnerabilities
- ❖ Youth and school buy-in
- ❖ Shared leadership
- ❖ Use of local media to deliver messages



Small Groups – Connecting Community Resilience & EM

1. Communities can get stronger & more resilient through a crisis with the right tools and supports
2. Strong, resilient communities can deal with crisis situations more effectively
3. Crisis management itself can be improved with stronger communities



Small Groups

- ❖ How can emergency management be improved due to resilient communities?
 - ❖ Assets & vulnerabilities of the community are known
 - ❖ Community understands the systems and their interrelationships
 - ❖ Take advantage of diversity, capacities & individual strengths in planning & response
 - ❖ existing networks and resources can be utilized
 - ❖ community can gather, unite and work together around issues



Role for Health Promoters

Act locally to strengthen community resilience, be aware of emergency response system and plans, and know how and when to make connections to other people and systems in a crisis



Question for Tables

- ❖ Who can you meet with in your work or community to make a connection between your work in communities with those developing emergency response plans?
- ❖ What information do you need to support your pitch to this person of your potential role? What is your story going to be?



Question for Tables

- ❖ Where do you go from here as health promoters? What has changed in your thinking? What changes are you going to make in your practice?

